

Why LOHSE is so successful internationally

After the LOHSE Group survived the worldwide effects of the coronavirus pandemic in 2020, the company's solid development continued this year. "We have come through the situation unscathed", explains Managing Director Ulrich Sekinger. The valve segment has developed especially well, due in part to several major contracts. "2021 is another very stable year." In addition to the booming paper industry, for which LOHSE produces valves, dirt traps and butterfly valves, an important success factor is the company's worldwide presence. "About half of our revenue comes from Germany and Switzerland – but the international markets are constantly gaining in importance", explains Sekinger.

LOHSE has more than 26 agencies around the globe. While the company's core market in Germany and Switzerland relies on direct sales and its own staff of sales representatives, the Heidenheim-based company cooperates closely with agencies in markets such as the USA and Turkey, as well as Asia, South America and Africa. "We have established a network of long-standing partners, with whom we have continued to work closely throughout the pandemic", explains the managing director. Representatives from the agency in the Netherlands, for example, visited Heidenheim recently. "In training measures we



Netherlands agency training at LOHSE.

inform them about new developments and we exchange information about the respective market situation."

The close cooperation is well worthwhile. For the paper industry alone, LOHSE implemented seven large-scale projects this year, supplying valves produced in Heidenheim to factories in Finland, Turkey, the USA and Germany (for the Palm Group). Just recently the Nine Dragons Corporation in China commissioned the company to supply valves for a paper factory in the "Middle Kingdom".

A market of growing importance for LOHSE is the reconditioning of valves. Customers can request a cost estimate to determine whether the repair of existing



The LOHSE worldwide agency network.

valves might be more economical than the purchase of new valves. "For us, that is not only important for reinforcing customer loyalty; it also allows us to draw conclusions about the effects of the par-

ticular environment on our valves", Sekinger elaborates. "This knowledge is then used in future developments and products." Customers have the same warranty on reconditioned valves as on

new products.

About 80 percent of revenue at LOHSE is still generated by contracts from the paper industry. "In recent years, however, we have expanded our activities substantially to include other markets and areas of application for our valves." LOHSE valves also regulate powders, granules, steam or organic waste, and are designed to withstand high pressure, high temperatures and acids. The valves range in size up to a nominal diameter of 1800 millimeters. "The paper industry has very stringent requirements, which is decisive in our search for new segments." For example, LOHSE recently equipped a production facility for ceiling elements and a potato processing plant.

Trade shows are important in helping LOHSE to find new fields of application and new customers. Two important events are Achema, the leading international trade show for the process industry, to be held in Frankfurt next August, and IFAT, which is scheduled for May/June 2022 in Munich. "This event gives us the opportunity to present our entire spectrum and to demonstrate our flexibility", says Sekinger. The company's in-house engineering and development department also plays an important part. And prospective customers can install test valves in their production facilities on a trial basis to judge the quality of

LOHSE products for themselves.

The company continues its long-standing tradition of deep vertical integration: Development and production as well as support for more than 1000 customers are all based at the company headquarters in Heidenheim-Oggenhausen. Nor are the employees to be overlooked, as Sekinger points out: "Our most valuable asset is our workforce, which was expanded in September to include two new apprentices." The company now has a total of five prospective precision engineers (male/female/diverse). Sekinger emphasizes: "Training is a high priority for us."



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