

CO-WRITTEN COMPANY FEATURE

From airships to silos- Zeppelin

Zeppelin executives explain how a company can reshape and reform and still be at the forefront of success - business done the Zeppelin way.

As the direct successor of Count Ferdinand von Zeppelin, who turned the human dream of flying into reality by building his legendary airships over a century ago, we are used to looking ahead. This is the reason why the company has grown from strength to strength with each passing decade, and why Zeppelin Technology is now one of the leaders in our market.

Constantly innovating, striving for perfection and maximum functionality in our products has turned us into the company that Zeppelin is known as today: the technological leader for handling premium bulk solids.

The industrial Zeppelin group and the number of divisions belonging to it orient themselves strictly to the requirements of their different groups of clients. One philosophy unites all the divisions - the economic handling of high-quality bulk solids.

The quality of a complex system depends on the quality of its individual components, which is why we develop, design and produce the most important components of a logistic plant ourselves.

The group of companies today has two different business units: the "Trade Division" and the "Industrial Division".

The Industrial Division of the Zeppelin Group is among the leading manufacturers of plants and equipment for the storage, conveying, blending, and dosing of premium bulk solids.

Thanks to our activities and locations in all important industrial centers all over the world, we are always able to provide our clients with the latest, most innovative and reliable process technology - to ensure maximum economic success.

Production plants in Germany, Belgium and Brazil, production partners in Saudi Arabia, Thailand and China as well as subsidiaries and representations all over the world enable Zeppelin to serve its customers with speed, flexibility and the utmost closeness to them.

A broad and deep talent pool

More than 200 engineers - including specialists in chemical engineering - guarantee innovative and economic construction of plants.

Today, there are approx. 600 employees world-wide, working for the industrial sector. The turnover in 2005 for this sector was close to 150 million Euro. Zeppelin is also the world-wide leader in the planning and construction of logistic centers and manufacturing plants.



"They were saying something about restructuring..we might become silos instead!"

Zeppelin in Singapore was established in 1997 and currently employs 18 people. We are in charge of the Asia Pacific rim including all countries in Asia with the exception of China and India where we have our own companies established.

The Singapore operation is well equipped with technology and manpower to perform the typical sales and marketing activities but also able to tender and execute projects to a larger scale. We also provide engineering service from Singapore and with this, complete the engineering business cycle.

We do not have any manufacturing facilities here but work with local companies on a contract basis for production of parts and also fully utilize Singapore's supply chain for many parts needed in our systems.

Since Zeppelin Singapore is able to handle the same complete business cycle as our German HQs, even though on smaller scale, it becomes a business concept which is very much liked by our clients.

The technology and key components come from Germany, the engineering, order execution and less critical equipments being

localized. With this concept, we are able to be more competitive than other international competitors. This also allows us to keep our key fundamentals German, which is why we don't sacrifice quality just to be competitive.

Our key advantage is our flexibility - being able to operate effectively in a fast and dynamic environment, always with the main focus of serving our demanding Asian customers better each time. It is this mentality which explains why Zeppelin is always leading the pack in innovation and service provision around the world.

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