

Frost & Sullivan Recognizes Lenze for Its Comprehensive Electric Drives Product Line for the Packaging Industry

Based on its recent analysis of electric drives in packaging equipment, Frost & Sullivan recognizes Lenze with the 2011 North American Frost & Sullivan Award for Product Line Strategy for its line of products that perform exceptionally well as a cohesive unit within the packaging industry.

In the packaging industry, harmonious operation of equipment is needed for maximum output and operational efficiency. As such, original equipment manufacturers (OEMs) of packaging machines seek out companies that offer a broad range of electrical product components to include in their equipment. Though these products have different functions, it is important that they complement each function's diverse equipment design to achieve that operational accord.

Lenze's full breadth of products achieves this goal extraordinarily well. All products were either released in late 2010 or early 2011 as new offerings, or as updated versions of already successful products, and have already witnessed a strong market acceptance. The company's 8400 series of electric drives, L-force MF three-phase alternating current (AC) motors, L-force gearboxes, OKS industrial coating, and Drive Solutions Design (DSD) software were specifically designed to work in synch.

"Lenze's leadership in research, design and customer-centricity enables its broad product-line development when multiple larger competitors are yet to do the same," said Frost & Sullivan Research Analyst Michael Rasche. "Competitors simply do not have the same breadth of products designed to work as a one-system-solution, and customer testimonials verify the importance of this concept in the market."

The value Lenze provides to existing customers with its breadth of products, and the energy savings subsequently realized from their use, is ranked at the highest level. For instance, in the Lenze L-force gearbox, which offers efficiency levels of 94-98 percent, the right-angle and in-line gearboxes in the series ensure that energy output by the motor is transferred to the application with minimal loss. The 8400 series of drives has a Voltage Frequency Control economic function that manages the electric motor with such precision that the energy savings at partial load is an astonishing 30 percent.

"This is unmatched in the industry and gives Lenze's products an increasing competitive advantage over the long term," noted Rasche. "Energy savings equate to money in the bank, and customers reported that in fewer than 18 months, most of the original cost of their purchase would be recouped. This level of value delivery results in customers as 'evangelists,' which Frost & Sullivan anticipates will

undoubtedly increase Lenze's exposure in the market."

Overall, Lenze's design-to-application focus in the packaging market gives it an edge over competition. The company's product line also fits automated industrial processes such as positioning, filling, extruding, conveying and winding. This ability to design and execute components and systems that can be used across a variety of applications further establishes its value in the industry, and opens avenues for growth.

Based on the aforementioned criteria, Frost & Sullivan is proud to present the 2011 North American Product Line Strategy Award in electric drives in packaging equipment to Lenze. Each year, Frost & Sullivan presents this award to the company that has developed a comprehensive product line that caters to the breadth of the market it serves. The award recognizes the extent to which the product line meets customer base demands and the overall impact it has in terms of customer value, as well as increased market share.

Frost & Sullivan Best Practices awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research to identify best practices in the industry.

Lenze Americas can be found online at <http://www.lenzeamericas.com/> [1].

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