

Lenze in China

Lenze 伦茨在中国

□本刊记者 李莉 刘新洁

2017年对Lenze伦茨而言，是非常特殊的一年，是Lenze集团的70周年，也是Lenze伦茨中国的20周年。

70年前，Lenze集团在德国哈默尔恩诞生；20年前，Lenze伦茨首次进入中国并在北京成立代表办事处，开始在华业务；在随后的十年期间，Lenze伦茨致力于不断扩大其在中国的业务，并稳步建立中国市场。10年前，Lenze集团在中国上海设立全资子公司，即如今的伦茨（上海）传动系统有限公司（下文统称：Lenze伦茨中国）。今天，Lenze伦茨中国已经成为具备全方位职能的公司，包括研发中心、生产与物流中心、销售中心、市场推广及技术支持等。Lenze伦茨中国的重点目标行业在众多国家支柱产业均有涉及，比如汽车、场内物流、纺织机械、风电、包装、印刷、机器人等。

从德国“工业4.0”到“中国制造2025”，从“智慧工厂”到“智能制造”，从信息化服务到“互联网+”，这些都是关于如何使用现代化信息与通讯技术更快、更灵活并更有效地实现生产。而这，也正是伦茨人多年以来一直致力于实现的。因此，对于Lenze伦茨而言，工业4.0并不是一场真正的革命，而更像是随着这些能够带来丰富机遇的技术发展而应运而生的一个术语。



Lenze集团创始人 Hans Lenze 先生

Lenze伦茨一直是设备制造商的技术合作伙伴。多年来丰富的经验告诉我们，开放密集式的合作方式能够让高效智能化自动化系统方案的实施成为可能，以满足Lenze伦茨在众多行业客户的需求和需要。

作为一个全球运动中心自动化专家，Lenze伦茨能够一站式为您提供产品、驱动系统方案、完整的自动化系统、工程设计服务和工程设计工具等。Lenze伦茨前身为1947年由Hans Lenze创立的Stahlkontor Weser GmbH，如今已成为目前

在过去的70年间，伦茨人不懈追求，通过不断的创新为客户创造价值。在未来，一个公司是否能够提供对的解决方案，也在于人。正是伦茨人所驱动的这些创新想法和Lenze伦茨客户所面临的挑战在不断地通过开放和密集的合作创造着持久的价值——尤其在工业4.0上。正如Lenze集团执行董事会主席Christian Wendler先生所强调的：“Lenze伦茨——我们是真正将工业4.0付诸实践的那群人。”

在与工业4.0的关系中，合作能力日益成为一种新的核心竞争力。这是因为，在传统的机械工程领域之外，许多新领域和新机遇在这个世界中变得越来越重要，也带来了创造一波创新浪潮的机会。70年来，



Lenze集团全球执行总裁 Christian Wendler 先生

市场上为数不多的此类供应商之一，即可在设备开发的各个阶段为您提供完整的产品体系，从设计阶段到售后服务，从控制器到驱动轴。我们全球范围内的销售和应用工程师网络可为Lenze伦茨客户开发全方位集成式驱动与自动化系统解决方案，让设备理念的实施、设备制造与售后服务都变得更简单。

Lenze伦茨在市场上70年的行业经验为我们在设备制造上开拓出广泛的专业知识，可满足众多设备理念的需求。公司可提供全方位的产品体系，可根据设备任务精准调适，且易于处理和



Lenze集团董事会代表

操作。我们能够提供适用的工程设计工具和服务，周到的行业解决方案和标准化软件模块。所有这些都让我们的客户能够有更多的时间专注于其真正的核心竞争力及设备的特殊功能开发上，且从流程上来说，还可以帮助我们的客户提升他们的竞争力。

不过，Lenze伦茨的效率不仅在于让客户的设备有效运转起来，同时也确保Lenze伦茨产品的制造过程最大化环保。这是因为可持续性也是Lenze伦茨的企业哲学。公司的内部流程及产品体系能够非常有效地减少对环境的排放，这也是为什么公司的环境管理系统已获准ISO 14001标准认证。

今天生产的电能中，几乎有一个是用于工业领域。工业能源消耗中的很大一部分，大约占总能源消耗的三分之二，是电力驱动，这也正是提高能效的最大潜力所在。使用智能解决方案，可轻松减少20%的能耗。这会带来可持续性的效果，因为能源的更高效利用意味着环境污染的减少、资源紧张的缓解、能源成本的降低——与此同时，还能保持生产力水平。Lenze专家



展示了如何运用智能驱动与自动化技术更有效地利用能源，我们将这部分业务归纳为“Lenze BlueGreen解决方案”。

Lenze集团总部位于德国Aerzen，我们的经营单位以灵活的中小型企业为主，从而缩短决策流程，简化组织结构，致力于始终以客户为中心的解决方案。Lenze伦茨的目标是让工程设计变得简单，无论是优化现有设备还是开发新机型。我们将这一目标贯穿于我们的思维、我们的产品和服务的每个细节中。

Lenze伦茨集团目前在全球已有员工约3300人，有超过50家运营企业，并在全球七大洲超过60个国家设有销售公司、研发机构、生产设施、物流中心和全球范围内的服务合作伙伴网络。



The Lenze Group, whose headquarters are in Germany, celebrates its 70th anniversary this year. But the company's Chinese branch can also celebrate an anniversary this year, because Lenze has been active in China for 20 years now. Lenze laid the foundation for its Chinese business by opening a small head office in Beijing, and then ten years later it went on to found Lenze China. Today, Lenze China is an all-encompassing company with its own product development, production, sales, marketing,



technical support, and logistics centre. The important industries for Lenze China are automotive, intralogistics, textile, wind, packaging, printing, converting, and robotics.

The project known as Industry 4.0 in Germany is called China 2025 in China. Other key phrases are the "smart factory", "smart manufacturing" and "internet plus". Basically, it is about making the production of goods faster, more flexible and more efficient with the help of modern information and communication technologies.

These are precisely the things that Lenze employees have been committed to achieving for many years, so this is why we do not regard Industry 4.0 as a real revolution, but more as a terminological peg on which to hang technological developments that will offer us a profusion of opportunities.

Lenze Group

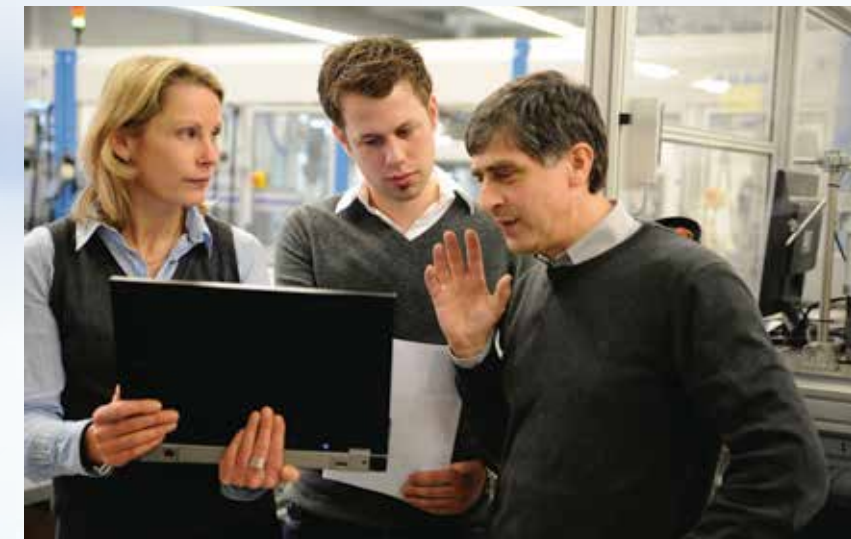
For the last 70 years, the people working for Lenze have been driven by the desire to create value for the company's customers through innovation. In the future, too, the company's ability to create the right solutions will depend on people. It is the challenges faced by Lenze's customers and the ideas generated by Lenze's employees that create lasting value through open and intensive cooperation - especially in the context of Industry 4.0. As the Chairman of the Lenze Group's Executive Board, Christian Wendler, has underlined: "Lenze - we are the people who are setting Industry 4.0 in motion."

In connection with Industry 4.0, the ability to cooperate is increasingly becoming a new core competence. This is

because many new facets and openings from outside the traditional world of mechanical engineering are becoming important within that world, and they bring with them the opportunity to create a new wave of innovation. Lenze has been a technology partner for machine builders for 70 years. We know from long experience that an open and intensive form of cooperation makes it possible to implement effective intelligent automation solutions that meet the needs and demands of Lenze customers in a variety of industries.

As a globally active specialist in Motion

Centric Automation, Lenze offers its customers products, drive solutions, complete automation systems, and engineering services and tools, and they all come from one source. Founded by Hans Lenze in 1947 as Stahlkontor Weser GmbH, Lenze today is one of the few suppliers in the market who support their customers in every phase of the machine-development process - from the initial idea all the way through to the aftersales service, from the control to the drive shaft. An international network of sales



and application engineers supports Lenze customers in the development of fully integrated drive and automation solutions that make it easier to implement, manufacture and service machines.

Lenze's 70 years of experience in the market have

enabled it to develop extensive expertise in building machines, expertise that feeds into each individual machine concept. The company offers a product portfolio that is tailored to machine tasks and focussed on easy handling, and it provides the right engineering tools and services, thought-through industry solutions, and standardised software modules. All of this allows the customers to spend more time concentrating on their own core competences and the special features of their machines - and, in the process, it helps them to improve their competitiveness.

But Lenze is not only effective in getting its customers' machines moving efficiently. The company also makes sure that the manufacturing process for Lenze products



is as environmentally friendly as possible. This is because both sustainability and efficiency are – as a matter of course – integral parts of Lenze’s corporate philosophy. The company’s internal processes and its product portfolio enable Lenze to be very effective in decisively reducing environmentally relevant emissions. This is why the firm’s environmental management system has been certified in accordance with the ISO 14001 standard.

Almost half of all the electrical energy produced today is used by industry. Responsible for a large proportion of industrial energy consumption – roughly two thirds of the overall total – are electric drives. This is precisely where the greatest potential for increasing energy efficiency can be found. A 20 % reduction of energy consumption can be easily achieved by using intelligent solutions. And this has sustainable effects, because a more efficient use of energy also means less environmental pollution, less strain on resources, and a reduction in energy costs – while at the same time maintaining productivity levels.

The Lenze experts show their customers how energy

can be used more efficiently with intelligent drive and automation technology. Lenze calls this part of its business the Lenze BlueGreen Solutions.



Lenze’s headquarters are in Aerzen, Germany. The Group’s operative units are set up as flexible, medium-sized companies, and this speeds up the decision-making processes, keeps the structures as simple as possible, and it keeps the solutions orientated towards the customer. Lenze’s goal is to make engineering easy, whether in the optimisation of an existing machine or in the development of a new one. Easy engineering is an integral part of the way we think, it permeates the services we provide, and it influences every detail of the products we make.

The Lenze Group employs around 3,300 people in more than 50 companies all around the world. With its own sales companies, research and development sites, production facilities, logistics centres and a global network of service partners, Lenze is represented in 60 countries and on all seven continents.