

Our Company – An Introduction

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**Panasonic**

Panasonic Electric Works in Europe

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# INTRODUCTION

The Panasonic Electric Works (PEW) group works actively toward the creation of new products and new businesses to enhance the quality of life throughout the world. The Group operates in six business sectors: Lighting Products, Information Equipment and Wiring Products, Home Appliances, Building Products, Electronic and Plastic Materials and Automation Control Products. These products are used in houses, buildings, commercial and public facilities as well as in factories to support communications, industry and everyday living and working activities.

The Group core business activities focus on creating living spaces that enable people everywhere to enjoy more convenient, safer and more comfortable lives, with peace of mind, and on offering eco-friendly solutions that ensure coexistence with the global environment.

In 2018, PEW will celebrate Panasonic's 100th anniversary. In preparing for this momentous occasion, Panasonic aims to become the Number 1 Green Innovation Company in the Electronics Industry.



# BASIC BUSINESS PRINCIPLES

## The key to our success

Whenever we envision the future in these times of tumultuous change that defines our operating environment today, Panasonic Electric Works draws its inspiration from the Basic Management Objective set out by Konosuke Matsushita some 90 years ago.

The Basic Management Objective constitutes the Company's management philosophy as well as spells out our mission.

Furthermore, the Seven Principles, which are based on this management philosophy, serve as action guidelines for the day-to-day activities of employees.

### Basic Management Objective

Recognizing our responsibilities as industrialists, we will devote ourselves to the progress and development of society and the well-being of people through our business activities, thereby enhancing the quality of life throughout the world.

### Company Creed

Progress and development can be realized only through the combined effort and cooperation of each employee of our company. United in spirit, we pledge to perform our corporate duties with dedication, diligence, and integrity.

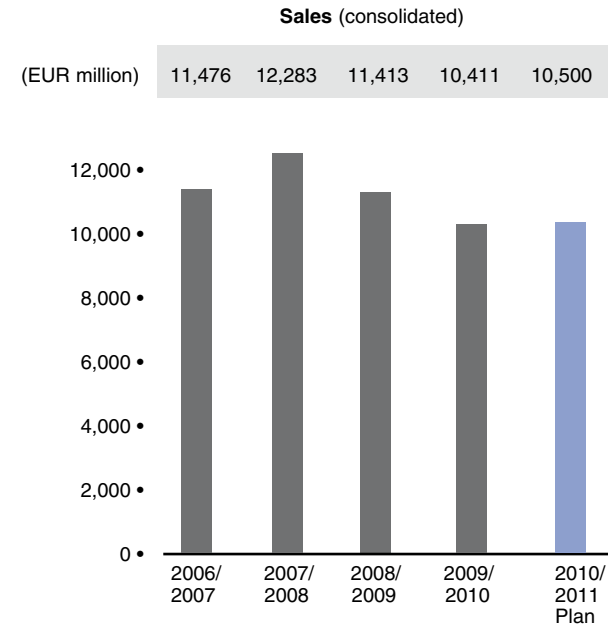
### Business Principles

- Contribution to Society
- Fairness and Honesty
- Cooperation and Team Spirit
- Untiring Effort for Improvement
- Courtesy and Humility
- Adaptability
- Gratitude

# GLOBAL ACTIVITIES

Panasonic Electric Works Co., Ltd. (PEW) traces its roots to the company founded in 1918 by Konosuke Matsushita. He was ahead of his time in recognizing that, by combining a spirit of innovation with a willingness to talk to customers, it was possible to create products with impressive user benefits. In 1935, the forerunner of the PEW group was established to carry on the work of the initial wiring products business. Sharing the same roots as PEW is Panasonic Corporation, well-known for its consumer products.

Konosuke Matsushita laid the foundation for a company that is now one of the largest in the world. In its 90 years of existence, Panasonic has developed some 220,000 products, ranging from high-quality lighting and information systems to consumer goods and household appliances to precision components and systems for industrial automation.



**Panasonic Electric Works**



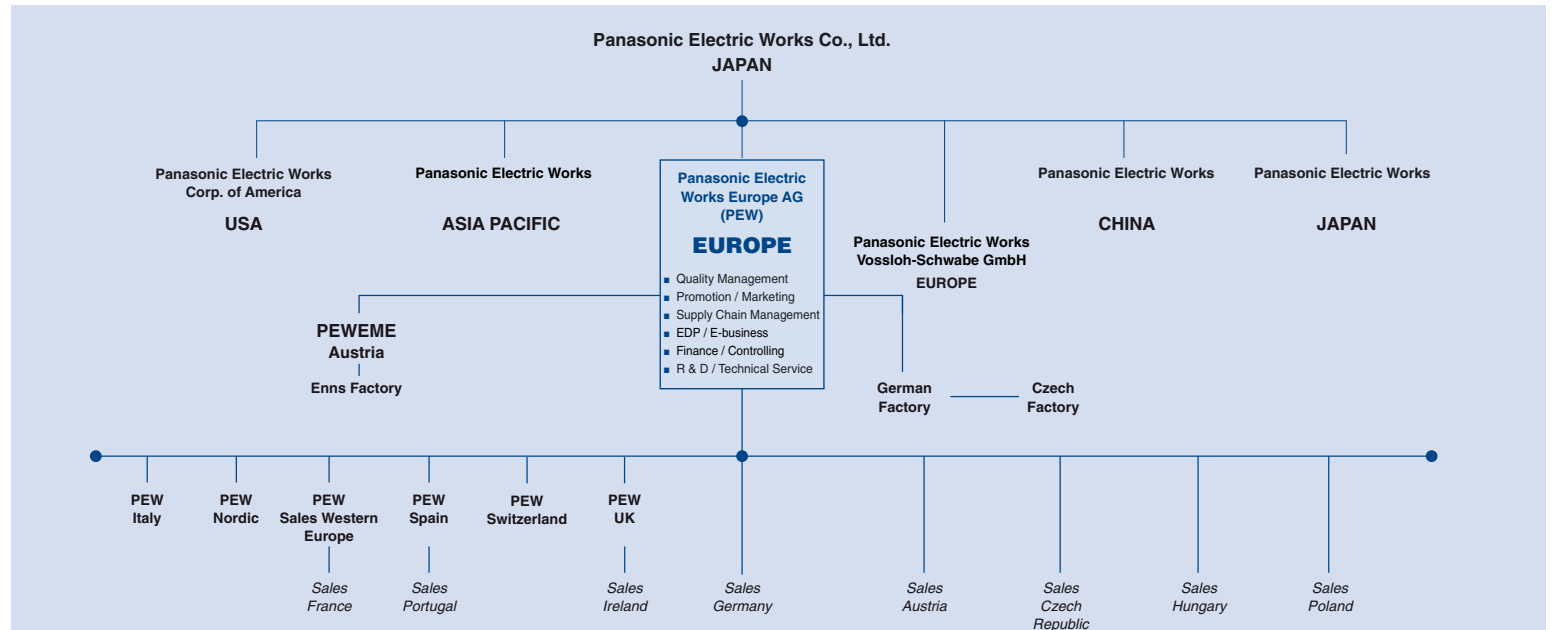
# PANASONIC ELECTRIC WORKS IN EUROPE

Panasonic Electric Works Europe AG is the headquarters for the sales companies in a large number of European countries. Through the cooperation of these and other established partner companies, we can offer comprehensive service throughout Europe.

Our sales companies are organized on a local basis so that they reflect national characteristics and take into account the economic conditions specific to each country. Within a framework where tasks are shared with the local PEWs, PEW Europe AG is responsible for planning, development, technical service, central

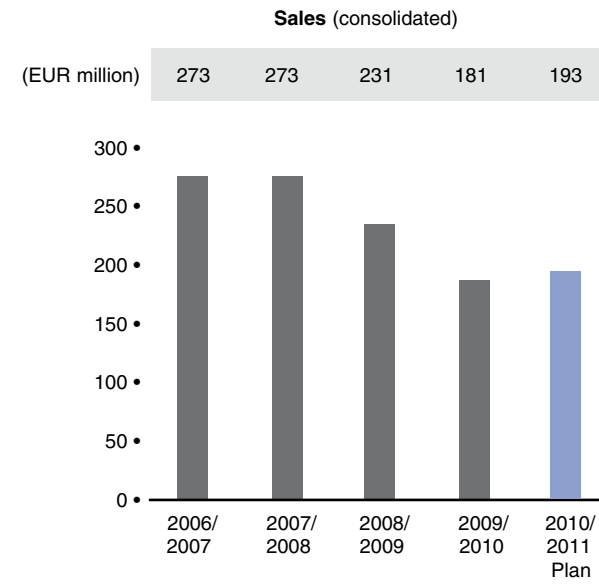
marketing, material management, controlling and world-wide coordination.

The central European warehouse and production facilities in Pfaffenhofen (D), Plana (CZ) and Enns (A) also fall under PEW Europe AG's administrative umbrella.

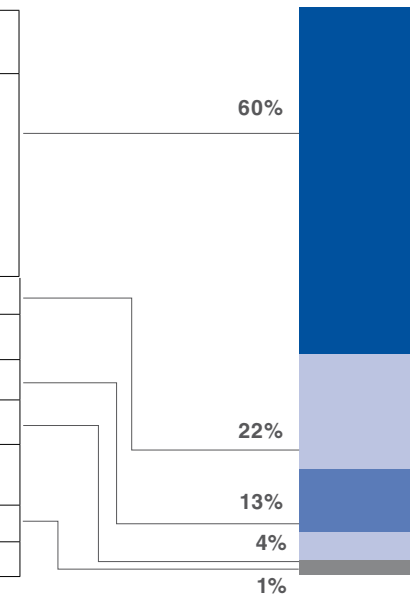


Panasonic Electric Works (PEW) in Europe started its activities more than 40 years ago by developing, in cooperation with its European customers, new generations of electromechanical relays which successfully contributed to more efficient and economical devices. Meanwhile, our European organization is involved in the sales, production and development of products from all divisions of the parent company PEW in Japan.

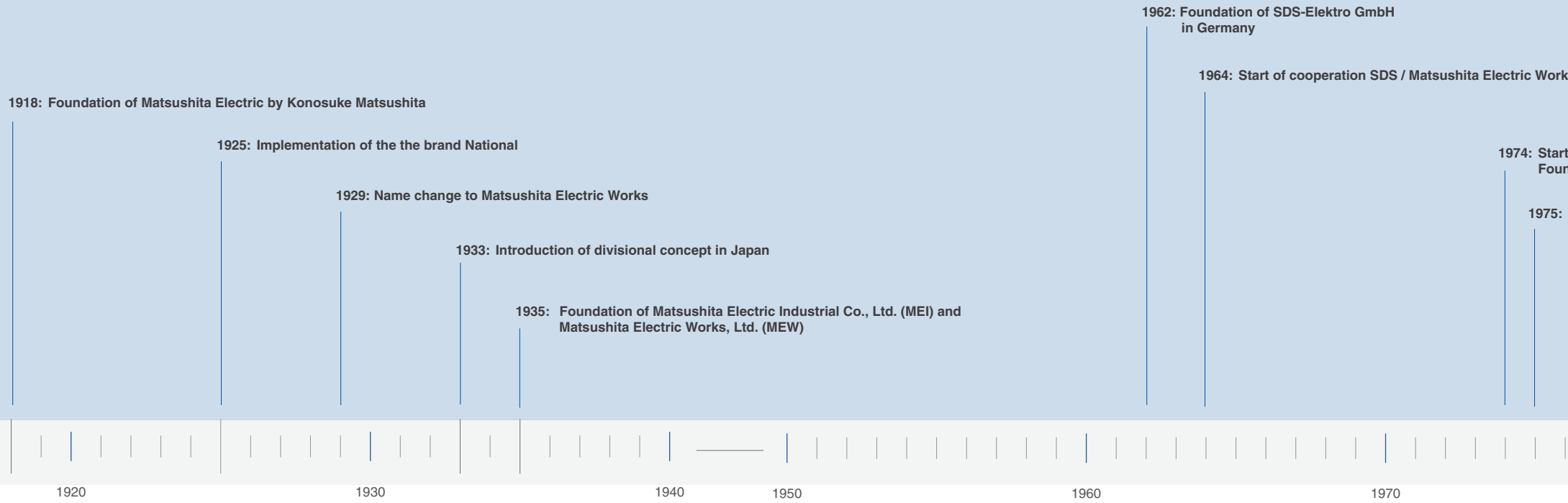
By consolidating the German subsidiary and PEW Europe AG in April 2010, customer service could be expanded further and market-oriented knowhow directly integrated into daily processes. Given these new conditions, Panasonic sees itself strengthened and well positioned to deal with the challenges the European market holds for the future.



Switching Devices	Electromechanical Devices	Connectors	Automation Systems	Automation Control Devices
<ul style="list-style-type: none"> <li>● Signal relays</li> <li>● Power relays</li> <li>● Automotive relays</li> <li>● Safety relays</li> <li>● PhotoMOS relays</li> <li>● Solid State relays</li> <li>● High frequency relays</li> <li>● Built-In sensors</li> </ul>	<ul style="list-style-type: none"> <li>● Switches</li> </ul>	<ul style="list-style-type: none"> <li>● Narrow pitch connectors</li> <li>● I/O connectors</li> </ul>	<ul style="list-style-type: none"> <li>● Laser markers</li> <li>● Vision systems</li> </ul>	<ul style="list-style-type: none"> <li>● FA components</li> <li>● Sensors</li> <li>● PLCs</li> <li>● Inverters</li> <li>● Servo drives</li> <li>● HMIs</li> <li>● UV curing systems</li> </ul>
<b>Home Appliances</b>				
<ul style="list-style-type: none"> <li>● Health care products</li> </ul>	<ul style="list-style-type: none"> <li>● Beauty care products</li> </ul>	<ul style="list-style-type: none"> <li>● Electric power tools</li> </ul>		
<b>Laminates</b>				
<b>Information Equipment &amp; Wiring</b>				
<ul style="list-style-type: none"> <li>● Fire alarm systems</li> <li>● Smoke alarm systems</li> </ul>	<ul style="list-style-type: none"> <li>● Switch gears</li> </ul>	<ul style="list-style-type: none"> <li>● 3D cameras</li> </ul>		
<b>Lighting</b>				
<ul style="list-style-type: none"> <li>● Lighting maintenance systems</li> </ul>				



# COMPANY HISTORY



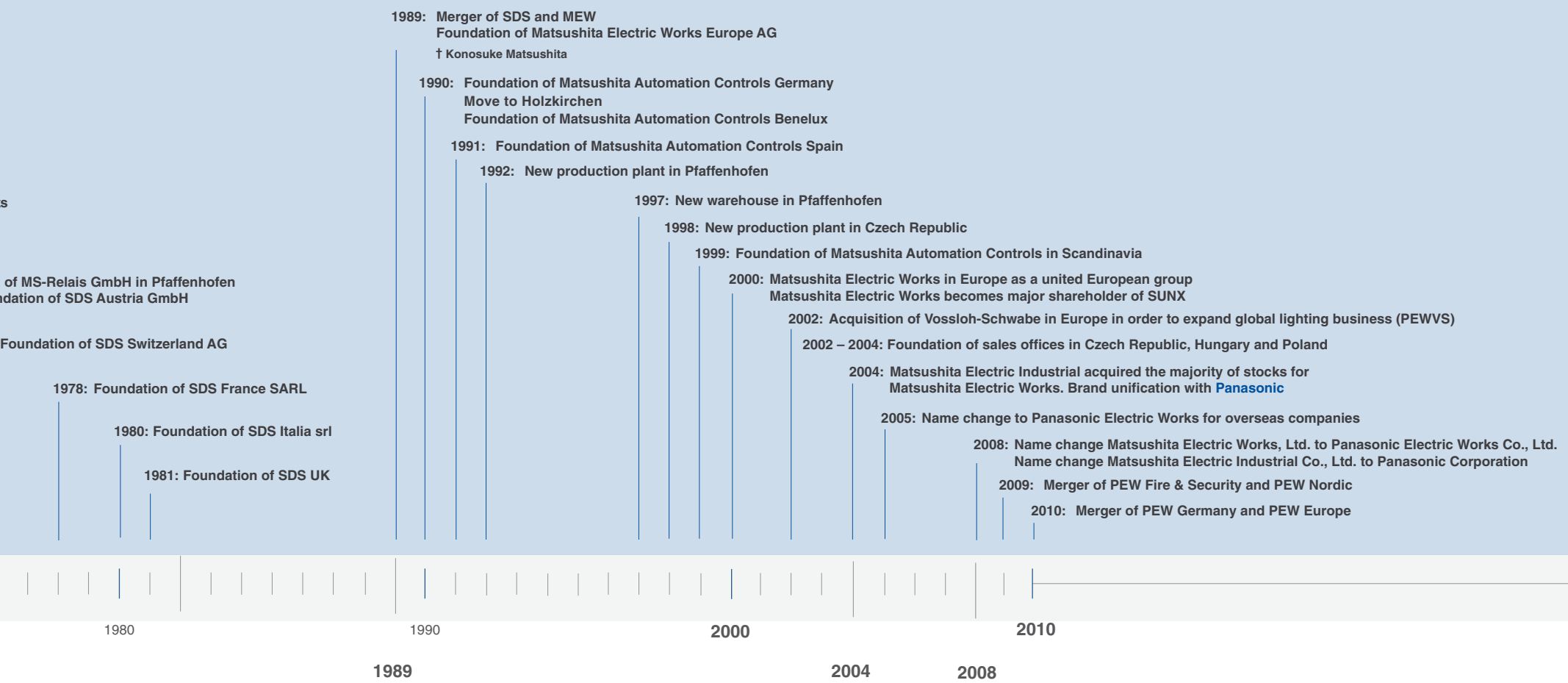
1918



Konosuke Matsushita









## TECHNICAL EXCELLENCE

The Panasonic Group is a global force. With our local facilities and branched around the world, manufacturing know-how gained from decades of experience and a team of premium process engineers, our customers can depend on excellent products and outstanding customer support.

The research teams use a global network of Panasonic research centers and premier research institutions to explore and forge new technologies. Necessarily, the equipment employed by our research centers is state-of-the-art. Our goal is to expand the customers' future applications. Especially in the field of applications technology, our customers play a key role during development.

Typical examples are MEMS (Micro Electrical Mechanical Systems), MIPTEC (Microscopic Integrated Processing) and nano technology all of which accelerate the micro-miniaturization of devices.





# EXCELLENCE IN QUALITY AND SUPPORT

Cost-oriented manufacturing and cooperation with qualified suppliers allow us to consistently offer quality products that are tailored to customer requirements at competitive prices.

Our customers benefit from high flexibility thanks to local production and a central warehouse located in Germany. Our state-of-the-art distribution center gives us a better overview of what we have in stock and how fast products move, which allows us to eliminate unnecessary stock and keep our costs down. Logistically, we can ship to customers directly, anywhere in Europe.

Customer satisfaction and trust are at the core of Panasonic *Quality First* activities. To ensure top quality products and services, everybody is involved, from top management to each individual employee. From product quality to management quality, we concern ourselves with how to respond to a diversity of customer needs and expectations. Thanks to local management, our customers can count on quick and competent pre- and after-sales service.



# TARGET MARKETS

## Industrial Automation



### **Factory Automation**

Safety systems  
Visual quality inspection  
Track and trace application

### **Machinery**

Food and packaging  
Semiconductor Pick & Place  
Glass marking

### **Robotics**

Motion control and control systems

## Automotive



### **Car Applications**

Power train  
Comfort electronic  
Safety & security  
Eco drive (Hybrid / Electric)

### **Infrastructure**

Tollgate control  
Traffic-control systems

### **Automobile production**

Visual quality inspection  
Track and trace applications  
Pick-to-Light systems

## Building Automation



### **Home & Building Automation**

Door control systems  
Escalators & elevators  
Energy consumption control  
Smart metering

### **Lighting**

Light control  
Motion control  
Street light control

### **Safety & security systems**

Fire alarms  
Smoke alarms  
Burglar alarms

## Green Automation



### **Energy management**

Energy distribution (gas, power)  
Smart grid applications  
Telecontrol systems

### **Green energy**

Solar tracker equipment  
Inverters

### **Water/Waste water**

Water supply  
Waste water  
Data transfer



## Transportation



**Railway**  
Signaling  
Level crossing protection  
Actuating systems  
Door control  
Passenger counting  
Ticket machines

## Home Appliances



**Home entertainment**  
TV switch

**White goods**  
Function control  
Energy control  
Pressure control

## Information & Telecommunication



**IT devices**  
Mobile device connections  
Energy control

**Network equipment**  
GPS timing  
Cross connect

## Measurement



**Measurement equipment**  
High frequency switch  
Distance measurement  
Pressure measurement

**Test devices**  
Signal switch

**Test equipment**  
PC board test



# MAKE YOUR FUTURE GREEN

## **Panasonic Environmental Statement:**

“Fully aware that humankind has a responsibility to respect and preserve the delicate balance of nature, we at Panasonic acknowledge our obligation to maintain and nurture the ecology of this planet. Accordingly, we pledge ourselves to the prudent, sustainable use of the earth’s resources and the protection of the natural environment, while we strive to fulfill our corporate mission of contributing to enhanced prosperity for all.”





The Panasonic Group has announced an “eco ideas” strategy and joined forces worldwide to achieve environmental goals such as: reducing CO<sub>2</sub> emissions, handling chemicals safely, cutting waste, and recycling materials and resources. This strategy aims to accelerate efforts to ensure coexistence with the global environment and is based on three concepts.

**eco ideas for Products**

We will continue to develop energy-saving and Green Products (GP) and promote their acceptance in the global market.

**eco ideas for Manufacturing**

We are pushing ahead with efforts to achieve the Panasonic Group’s goal of reducing CO<sub>2</sub> emissions and waste at all of our manufacturing sites.

**eco ideas for Everybody, Everywhere**

We are working to raise environmental awareness inside and outside the Company by furthering environmental education and learning.

As a consequence, Panasonic not only achieved but exceeded its eco ideas targets by 24% set for the period October 2008 through March 2010 for its European manufacturing sites. Since October 2008, 20 of our product categories were awarded Panasonic’s top class environmental performance status Superior Green Product. Panasonic Europe has initiated more than 40 eco-related activities, in which more than 3,000 Panasonic employees participated.



North America

Europe

Asia Pacific

China

Japan

## Panasonic Electric Works

Please contact our Global Sales Companies in:

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North & South America		
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