

Knowledge transfer provides the basis for successful collaboration

A total of 20 people from twelve countries across four continents convened for Weber Ultrasonics' international sales meeting in Ittersbach on 22 February 2008. The world market leader in ultrasonic components had invited its international sales partners to the meeting under the motto „coming together is a beginning, keeping together is progress and working together is the foundation for mutual success“.

This first supraregional meeting offered the company's strategic allies from the USA, China, India and Europe the ideal platform for the mutual exchange of expertise and knowledge – between nations and at the highest specialist level. In establishing this new platform, the management of Weber Ultrasonics demonstrated the sense of mutual esteem that exists between the company and its international partners.

The two-day programme offered all participants a broad and varied range of information in the form of numerous specialist lectures relating to the topics of ultrasonic cleaning, ultrasonic welding and special applications. There was a particularly stimulating discussion on „Future ultrasonic trends and technologies and the relevant markets of tomorrow“, which related to the development of national target markets against the background of increasing globalisation and the opportunities this presents. Here too, the industry specialists discovered much worth knowing. Plus, the practical aspect of the meeting measured up to the theory. The guests were given the opportunity to critically assess Weber Ultrasonics' products in workshops and training sessions prepared by the company.

In addition to the programme, the host company provided a rich culinary experience and awakened its guests' enthusiasm for the outstanding regional cuisine. In short, the international meeting was a triumph – another chapter in the success story of the ultrasound specialists.

About Weber Ultrasonics

Weber Ultrasonics GmbH was founded by Dieter Weber in 1998 and is based in Karlsbad-Ittersbach in Baden. Thanks to its high-quality, innovative products for ultrasonic cleaning, ultrasonic welding and special applications, Weber Ultrasonics has become one of the world's technological leaders in just ten years, and develops and produces customer-specific ultrasonic solutions alongside its standard products. The ultrasonic component manufacturer is certified in accordance with DIN EN ISO 9001:2000 and serves small, medium-sized and large customers from many sectors, including the automotive industry, sanitary engineering, clock-making, electrical engineering and electronics, precision mechanics and optics, surface and cleaning technology, metal processing and PCB manufacture.



SALES MEETING Weber Ultrasonics

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