

# **We are number 1 in Pulp and Paper and we are here to stay even in tough times''**

2009-07-03 - ABB's launches its acclaimed "Optical Caliper Sensor" in the World Premiere at Zellcheming and strongly sends the above message.

2009-07-01 - This year, Zellcheming Expo 2009 , the biggest annual meeting of the world of Paper Makers , opened with the theme "Innovation and Engineering Excellence" in Wiesbaden, from 23 to 25 June.

The highlight of this year's Expo , was the global product launch of ABB's new optical sensor Caliper, with its innovative technology for high-speed thickness measurement for different paper grades. The Optical Caliper Sensor generated a palpable interest among the visitors, evident from the acknowledgement that it was ground breaking and the following excited questions raised by visitors and journalists.

ABB also received wide media coverage with a two page interview in issue 2 of IPW Zellcheming daily on the optical caliper release. Besides the Optical Caliper Sensor, ABB also introduced several products in Instrumentation and Force Measurement as well as system solutions and new services for the paper industry.

Right at the start of the fair, ABB had invited several interested international journalists for a Press Conference at Hall 9. William Dannelly, Marketing Director for BU - Pulp & Paper ,responsible for global product marketing , gave an overview of the exhibits presented at the booth and together with Mr. Peter Kluttig ,automation manager at Stora Enso Sachsen GmbH , unveiled the Fair model . Mr. Kluttig reported that the pilot installation of the Sensors, in their paper machines ,already had led to significant improvements in quality.



(Bill Dannelly demonstrating the new optical caliper sensors to journalists.)

Andreas Köster-Beyerle, spoke on ABB concept of "Maintenance as a Tool for Productivity Improvement" and how several production sites have successfully implemented the Full - Service Concept.



Paus Goss, ABB Sales Manager for "Paper Systems, Europe", said after the three-day event: "ABB's customer attendance at the Zellcheming stood tall amidst the declining

attendance rates. We had around the same number of customers as last year but with more quality and focussed in depth discussions with customers".

" Even in the present market conditions without major projects , ABB's Innovative Products and Service Solutions continue to be successful in the market because of our large installed base " added Goss.

ABB was also complimented on the new branding and Stand Design.