

## Simulation on a grand scale

Endress+Hauser and Rockwell Automation open first joint European test center

**As a manufacturer in process automation, there are many options to test new products. However, these tests are seldom performed early in the development phase under real conditions at the company's own plant. Rockwell Automation, an expert for automation solutions in industrial production, and Endress+Hauser, a specialist for instrumentation, have now inaugurated their first joint test plant for validation purposes in Europe.**

Core elements of the test plant at Endress+Hauser's site in Maulburg, Germany are three massive tanks, each one containing between 2,000 and 26,000 liters of oil. On the tanks, more than 20 instruments from Endress+Hauser with different measuring methods have been installed, all of them communicating with Rockwell Automation's Plant PAx control system. In this way, all personnel at the test center obtain specific information and diagnostics relating to the tank contents at a glance.

### **For customer training and product validation**

The original idea of a joint installation came from training centers established by Endress+Hauser with the support of Rockwell Automation in recent years: so-called Process Training Units. At ten facilities in the USA, Colombia, China and Canada, sales representatives and product specialists from both companies host practical training sessions for their customers. These courses comprise installation training, simulations under real conditions, diagnostics and comparisons of different technologies.

With an investment of several hundred thousand euros, the first joint test center for Europe in Maulburg takes this concept a few steps further and establishes new standards: It is surrounded by the Endress+Hauser production site for level and pressure measurement technology and focuses on product validation.

Research and development take center stage to align new products to customer requirements at an early phase under real application and environmental conditions. "All of our products must pass testing at the validation center and prove that they create a sustainable added value for customers. They are exposed to extreme endurance tests," emphasized Gerd Gritsch, Division Manager Quality Management with Endress+Hauser Maulburg.

### **Automation specialists bundle forces**

Increasing customer benefit was the trigger for a strategic alliance between Rockwell Automation and Endress+Hauser more than ten years ago. The former CEOs, Keith Nosbusch and Klaus Endress, promised to combine their strengths for the benefit of customers and to create systems which communicate flawlessly with each other.

In Maulburg, this includes, as well as research and development, training employees and customers at the validation center and offering hands-on learning for students. Last year, 2,600 external visitors trained on the test plant's tanks and systems. Now additional trainees will come from Rockwell Automation.



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Common objective: Frank Kulaszewicz, Senior Vice President of Architecture and Software at Rockwell Automation, and Michael Ziesemer, Vice President of Endress+Hauser's Supervisory Board, open the new test facility in Maulburg, Germany.



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Automation specialists bundle forces: representatives of Rockwell Automation and Endress+Hauser in front of the new test center in Maulburg, Germany.

### **About Rockwell Automation**

Rockwell Automation Inc. (NYSE: ROK), the world's largest company dedicated to industrial automation and information, makes its customers more productive and the world more sustainable. Headquartered in Milwaukee, Wisconsin/USA, Rockwell Automation employs over 22,000 people serving customers in more than 80 countries.

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### **The Endress+Hauser Group**

Endress+Hauser is a global leader in measurement instrumentation, services and solutions for industrial process engineering. The Group employs 13,000 personnel across the globe, generating net sales of more than 2.1 billion euros in 2015.

#### **Structure**

With dedicated sales centers and a strong network of partners, Endress+Hauser guarantees competent worldwide support. Our production centers in 12 countries meet customers' needs and requirements quickly and effectively. The Group is managed and coordinated by a holding company in Reinach, Switzerland. As a successful family-owned business, Endress+Hauser is set for continued independence and self-reliance.

#### **Products**

Endress+Hauser provides sensors, instruments, systems and services for level, flow, pressure and temperature measurement as well as analytics and data acquisition. The company supports customers with automation engineering, logistics and IT services and solutions. Our products set standards in quality and technology.

#### **Industries**

We work closely with the chemical, petrochemical, food & beverage, oil & gas, water & wastewater, power & energy, life science, primaries & metal, renewable energies, pulp & paper and shipbuilding industries. Endress+Hauser supports its customers in optimizing their processes in terms of reliability, safety, economic efficiency and environmental impact.

#### **History**

Founded in 1953 by Georg H Endress and Ludwig Hauser, Endress+Hauser has been solely owned by the Endress family since 1975. The Group has developed from a specialist in level measurement to a provider of complete solutions for industrial measuring technology and automation, with constant expansion into new territories and markets.

#### **Endress+Hauser GmbH+Co. KG**

The Group's oldest and largest site is located in Maulburg, Germany. Endress+Hauser GmbH+Co. KG produces level and pressure measurement devices and looks after the segment of inventory management solutions. Sites in Stahnsdorf (near Berlin) and Kassel develop and manufacture components. To be close to customers all over the world, associated sites in Greenwood (Indiana/USA), Aurangabad (India), Suzhou (China), Yamanashi (Japan) and Itatiba (Brazil) are responsible for customer-specific assembly abroad.

For further information, please visit [www.endress.com/en/media-center](http://www.endress.com/en/media-center) or [www.pcm.endress.com](http://www.pcm.endress.com)

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