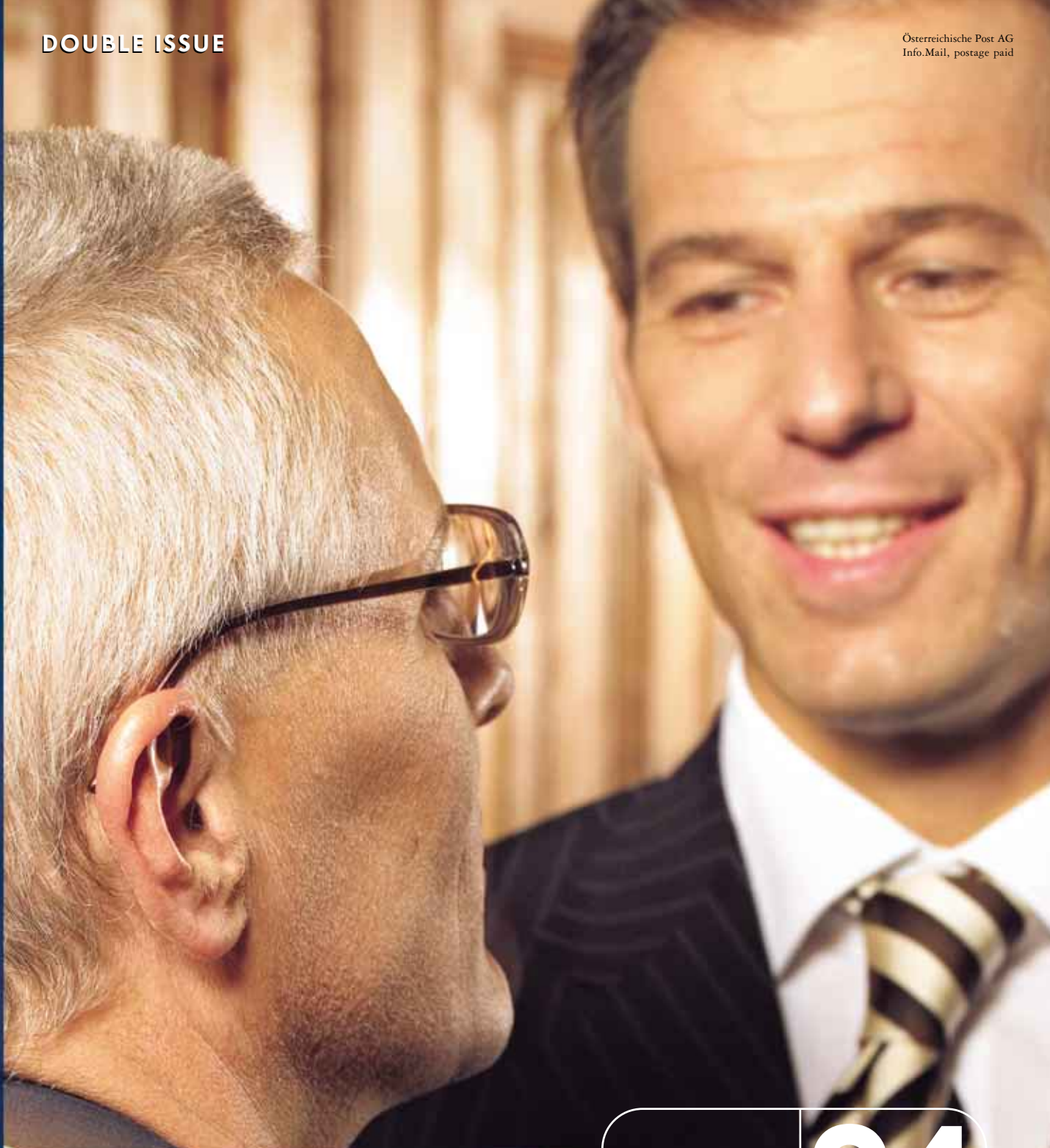


# FIRE SECURE



## The club of **SECURITY** 24 security specialists

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Dear customers and business partners of Schrack Seconet AG,

As you will already have noticed the layout of our magazine "Fire & Care" has changed. We have expanded the volume to be

able to offer you even more information on Schrack Seconet, innovations in system and product development or changes in our trade. A colour coding system will be your guide through the magazine. We have assigned a specific colour to each of our three business units – fire alarm systems, nurse call systems and safety and security systems. This optimizes the structure of the magazine and simplifies the finding of articles. And we have organized our magazine into four chapters: SecoNEWS will offer information on the company. In SecoPROJECT we will present to you reference projects and customers. SecoCOVER contains the main story of the respective issue and in SecoREPORT you will find interviews, commentaries or presentations. I hope you will enjoy reading the new "Fire & Care".

I am very pleased that we are able to present to you this innovation at the end of 2007, a year in which Schrack Seconet once again has made many important development steps. An exciting year is now drawing to its close. I want to thank all of you for the good cooperation marked by a spirit of partnership and I look forward to working with you to achieve our common goals also in 2008.

Yours,

Wolfgang Kern

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◀  
BMZ  
Integral –  
a showcase  
product

## Fire protection congress at the Traunsee

**U**nder the management of the fire protection authority of Upper Austria a trade conference was held in Gmunden.

650 fire protection officers from all over Austria shared their experiences and ideas at this expert meeting, which focused on the topic "Fire protection during refurbishment work in companies". Gerhard Königstorfer, Head of Customer Service at the branch office Upper Austria, as well as Markus Petermeier, project responsible,

participated as representatives of Schrack Seconet. With regard to preventive fire protection and fire alarm systems many detailed questions of the expert audience could be answered. The outcome of the event is rather positive: "The presentation of the BMZ Integral Evolution of Schrack Seconet has caught the attention of the experts, as it really is the ultimate solution that is currently available on the market". Very informative were also lectures on fires that had occurred recently in companies, which offered the audience enlightening insights on the prevention of such incidents. ■



Schrack Seconet wishes all its customers,  
business partners and friends  
of the company  
a peaceful Christmas  
and a successful New Year.

© Schrack Seconet AG

# New subsidiary in Turkey

Over the past years the Turkish economy has grown considerably, which has also proved profitable for the safety and security business. In the course of these positive developments and after several successfully completed projects at the Bosphorus, Schrack Seconet has decided to establish a representative office in Istanbul.

In addition to the company sites in Hungary, Poland, Sweden, Czech Republic, Slovakia and Russia, our seventh subsidiary abroad has been established in Turkey. Even before the establishment of the subsidiary the excellent reputation of Schrack Seconet as a high-tech company had been solidified by the successful management of important export commissions. In the field of preventive fire protection a road tunnel



© Schrack Seconet AG

near Adana and a shopping mall in Istanbul has been equipped with fire-protection systems. Large hospitals in Istanbul, Ankara and Bursa are putting their trust in our nurse call systems of the VISOCALL family. Utku Yüksek has assumed the management of the representation office.



© Schrack Seconet AG

▲ Utku Yüksek, head of the representative office, has ambitious goals.

“We are now available for our Turkish customers and partners directly in their country and are able to support our international network from Istanbul even better. The increasing demand for quality products made in Europe will certainly turn out positive for us”, says Yüksek. ■

“From now you can contact us directly in Istanbul”

# Trade meeting ECHE 2007

The demands on communications solutions for hospitals and nursing homes are high. They have to function without failure, offer the utmost reliability and should be easy to use for patients and staff.

The communications platform VISOCALL-IP from Schrack Seconet offers all these benefits. The participants of “ECHE 2007 – European Conference of Healthcare Engineering”, which was held at the beginning of September at the Vienna AKH (General Hospital of Vienna), could see it for themselves. During three days experts discussed trade-relevant topics and ventured to give an outlook on the challenges which will have to be overcome in the highly dynamic field of healthcare engineering developments. “The feedback to our product solutions, in particular VISOCALL-IP, was invariably positive,”



© Schrack Seconet AG

“Positive feedback for VISOCALL-IP”

says Product Manager Edwin Fisar. This important trade meeting was co-hosted, among others, by the Austrian Federation of Hospital Engineers (Österreichischer Verband der KrankenhaustechnikerInnen – ÖVKT), of which Schrack Seconet has been a member for years. ■



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## Autumn fairs 2007

The world forum for medicine, the **Medica**, which this year was held for the 39th time in Düsseldorf, is a must on the calendar of fairs of Schrack Seconet.

From November 14 to 17 the Rhine metropolis once again was the international hub for all representatives from the wide sector of healthcare. When the quality of hospital communication systems is in the limelight, Schrack Seconet with its high-tech products, like, for example the nurse call system VISOCALL IP, is of course present as well. Particularly in this sector a lot of new developments and technical innovations have come to the fore during the past years, which have to be communicated to customers and interested parties. Together with some other companies, Schrack Seconet shared a booth with the Central Association of Engineers in the Public Sector (Zentralverband der Ingenieure im öffentlichen Dienst – ZVI). During our presentations special focus was put on the VDE 0834 standard for call systems in hospitals, nursing homes and similar institutions whose strict observance is becoming more and more important in our trade.

In addition to the Medica, Schrack Seconet was also successfully represented at the **Nursing Congress 2007**, which was held in mid-November at the Austria Center Vienna. Our staff members Andreas Hamedinger-Purkert and Christoph Smrz

presented all components of the VISOCALL family, e.g. VISOCALL FUNK or VISOCALL PLUS IR, as well as the positioning system SecurWATCH to the interested public, which consisted primarily of nurses. “As was to be expected, our products attracted a lot of attention. After all we are the market leaders in the field of nurse call systems in Austria and have a very good reputation with the nursing staff”, says Christoph Smrz, who informed the participants of the congress about new developments of the Schrack Seconet product portfolio. Quality assurance

in the health care sector is one of the major challenges that our society will have to face in the near future. With its product solutions for hospitals, old people’s residences and nursing homes, Schrack Seconet makes a major contribution to the management of this task. ■

## Calendar of Fairs 2008

In 2008 Schrack Seconet will present its products at the below events:

<b>ARAB HEALTH</b>	January 28 – 31, 2008	International health fair in Dubai
<b>EXPO SECURITY 2008</b>	April 21 – 24, 2008	International trade fair and congress for security technologies in Bukarest
<b>SECUREX 2008 Poznan</b>	May 22 – 25, 2008	On this fair for safety and security systems we will present our new developments in the field of fire alarm systems.
<b>Exposanità 2008 Bologna</b>	May 28 – 31, 2008	International exhibition for the health care sector
<b>SKYDD 2008</b>	September 30 – October 3, 2008	Fair for Security and Fire & Rescue in Stockholm

# You can count on us!

In the coming year important developments will take place in all three business units, which will be of great interest for our partners. In addition to the increased interoperability of all branches we will focus on the following subjects:

BMZ Integral C, which is designed for the fire protection needs of small and medium-sized companies, will be raised to a new platform. Thus a system family is created which includes the smallest and the largest fire-alarm panels, and which offers the same unique high technical level throughout. At Schrack Seconet all panels work with the trend-setting operating system Linux. This system makes it possible to respond even faster to the implementation of new

“Linux – the trendsetting operating system”

requirements. For the new VISOCALL-IP – a pilot project will be started at the end of the first quarter of 2008 in a Vienna hospital – the technical tools for start-up will be completed very soon. The highlights will be the development of the new control station and the redesign of the patient TV

terminal with integration into VISOCALL-IP and the multimedia terminal, which will be equipped

with a high-resolution monitor. IP technology will play an important role in safety and security engineering. First regulations and specifications are currently being discussed with VSÖ, the Austrian Association of Security Companies. And in future the SecurWatch system will be applied not only in the health sector but also in security engineering. ■



# VdS certificates for “Integral Evolution”

The recently developed fire alarm panel “Integral Evolution” by Schrack Seconet sets new standards in preventive fire protection and may well be seen as the “future of safety”.

As a logical further development of the existing fire-alarm panels also “Integral Evolution” is based on powerful features and offers a lot of additional benefits, so that safety can be increased even more. Distributed intelligence guarantees failsafety and redundancy while self-test routines safeguard absolute functionality. The unique backward compatibility permits the use of the new panels with all previous systems thus making possible a fast security-engineering upgrading.

“Officially certified safety”

Of course also the “Integral Evolution” and thus also all peripheral devices are tested and certified by VdS Schaden-verhütung GmbH in accordance with the latest European standards. This officially confirms the high performance and the high safety engineering standard. The requirements of

the EN 54 and its parts 2 and 4, which recently have been revised by the CENT and which deal with fire alarm panels and power supply, are met as well as parts 13, 17 and 18, which deal with the compatibility of system components, short-circuit insulators as well as input and output devices. And, as always, Schrack Seconet does not only meet the specifications of these standards but also far more stringent quality criteria. For our self-prescribed standards do not end at meeting the requirements set by someone else. ■



FIRE SAFETY INFO



## Top fire protection for Belgrade cult restaurant

After almost two year's of renovation, the cult restaurant "Ruski car" ("Czar of Russia") was reopened in Belgrade last summer.

The restaurant, which is situated in the center of the capital of Serbia, has been named after the Russian czar Alexander II and even today is a symbol of Russian-Serbian friendship. Next to the restaurant the building, which has been totally refurbished, now houses also a bakery and a multiple use hall. And of course a modern restaurant also needs reliable fire protection. Therefore it is none too surprising that the owners of "Ruski car" have put their trust in Schrack Seconet. With the installation of the modular fire-alarm panel Integral the guests



Sigmund Freud Museum ▲

## Safety and security for the most famous waiting room in Vienna

Vienna is known as the hometown of psychoanalysis and Sigmund Freud as the founder of this type of psycho-diagnostics. From 1891 until his expulsion from Austria in 1938 Freud lived and worked in the ninth district of Vienna, at Berggasse 19.

Parts of his former flat and his practice have been turned into a museum, which, since its opening in 1971, has been high on the agenda of tourists in Vienna. About 60,000 people are visiting this classified building every year. Special exhibitions, lectures and discussion evenings are held at regular intervals at the museum. The

adjacent library boasts almost 35,000 books on Sigmund Freud and the key topic psychoanalysis. As in every museum, a reliable security concept is required for the building and the exhibits, which has become more important in the framework of the architectural expansion during the past years. Schrack Seconet has upgraded and expanded the fire alarm system and has presented itself once again as a competent partner in safety and security matters. The task that the experts of Schrack Seconet had to master was quite critical. After all, valuable objects, such as manuscripts, antiques and original furniture, which once had belonged to Freud, had to be protected. ■



▲ Belgrade cult restaurant "Ruski car"

can now enjoy failsafe fire protection. Samir Prnjavorac, Export Sales Manager at Schrack Seconet, has been involved in the project: "The reopening celebration was a society highlight in which also high-ranking

politicians were participating. And, of course, the fact that Schrack Seconet was selected to protect one of the most renowned restaurants in Belgrade is yet another feather in our cap." ■

## Hotels in Poland put their trust in Schrack Seconet

**T**he international hotel chain of the Sheraton Hotels & Resorts group has two new five-star hotels in Poland, more specifically in the cities of Krakow and Poznan.

The guests of the two luxury hotels enjoy increased security. After all, the responsible persons have opted for the first-class solutions from Schrack Seconet. The fire alarm systems as well as the fire alarm panels of the type Integral together with the operations control system SecoLOG, guarantee continuous and reliable preventive fire protection. Once again, the Polish general contractor for electrical systems, Messrs Naderpol, has chosen the field-proven technology and cooperation with Schrack Seconet in Warsaw and Vienna and handled the order as fast and reliably as usual. "Competition is very keen, specifically on the Eastern European markets, for we have to compete against a number of low-price vendors. However, also on these markets quality considerations are becoming more and more important, which is why we have been commissioned with this order", Richard Pertschy of the Schrack Seconet export department told us. ■



Schrack Seconet AG



© Schrack Seconet AG

## Masterpiece of security engineering from Schrack Seconet

**T**he specialists of Schrack Seconet landed a true stroke of genius in the sector of preventive fire protection.

The commission from Josef Sieber GesmbH, a waste collection center in Gruntramsdorf, Lower Austria, had started out rather atypically: a hall, closed at three sides, where potential recyclables are stored, was to be equipped with a smoke-suction system. As this depot is open at one side for placing goods into stock and removing them out of stock, the smoke suction system has to withstand most difficult conditions, like wind and weather.

In the course of the work the customer decided that he also wanted to have the office rooms equipped with a fire alarm system. Between the offices and the depot, which was equipped first, there is another goods depot, where scrap iron is stored, which is not too conducive for a smooth transmission by radio. From that time the order turned into a real challenge for the experts of Schrack Seconet. The goal was to network the two new fire alarm panels – the one in the office rooms and the one in the depot – by radio. “Of course the well-tried redundancy of Schrack Seconet fire alarm systems had to be safeguarded. In case of an interruption in the transmission path between the two panels a redundant system component of the same type will immediately take over the function of the

first one. The radio link ranges over several hundred meters and operates without failure”, says Markus Korunka, Branch Office Manager for Vienna, Lower Austria and Burgenland, rather proudly.

### The courage to take risks was awarded

Both fire alarm panels – one of type “Integral C” and one “Integral” – are networked with the fire brigade, communicate with each other and monitor the often easily flammable goods of the Sieber company, such as waste paper and

plastic, around the clock. “As far as we know, none of our competitors has had the courage so far to network two fire alarm panels by radio

under such difficult conditions. Therefore we are very proud that we were able to solve this task and that this radio network has passed the acceptance test. This commission developed into a genuine model project that once again impressively proves the expertise of Schrack Seconet in safety engineering”, says Korunka. Josef Sieber GesmbH is the largest waste collection center in the districts of Baden and Mödling. The family-owned company was founded in 1877 and focuses on the recording and sorting of scrap iron. As additional service the 30 employees of the traditional company offer disposal plans for waste and potential recyclables of all kinds. ■

“ **Radio connection of two fire alarm panels – a technical debut** ”



# Patients enjoy maximum protection

Patients of the hospital Spittal/Drau or of the Gailtal Klinik not only can count on excellent medical treatment but moreover they enjoy the security of the high-tech products from Schrack Seconet.

A complex new building, an expansion and a conversion of the hospital Spittal/Drau will secure the quality of medical care of the population in Upper Carinthia for decades. In the course of this refurbishment the nurse-call system VISOCALL PLUS and the fire alarm panel INTEGRAL have been installed. For more convenience during the treatments the dialysis station in Spittal has been equipped with 14 TV terminals.

Also the Gailtal Klinik in Hermagor relies on the nurse call system VISOCALL PLUS. The system has been installed on the occasion of the new building and the expansion of the existing building of the hospital, which is known beyond the borders

“ High-tech in Carinthian hospitals ”



© Gailtal-Klinik Hermagor

Gailtal-Klinik Hermagor ▲

of Carinthia as a center of competence for neurological rehabilitation. According to distribution and sales responsible Stefan Eberwein, the fact that we were able to win the orders may be attributed to a great deal to the customer service: “When the orders were awarded one great advantage we had over our competitors was the fact that our customer service is continuously available and has very low response times”. ■

# Top security for the Crystal Worlds

Swarovski has long been one of Austria's top companies with its sparkling jewellery, exquisite accessories and precision optical devices.

The success story began back in 1895, when Daniel Swarovski I settled in the Tyrolean village of Wattens with his latest invention, a machine for mechanically sanding of crystal stones for jewellery. With this innovation, which was later to also go on to conquer the international world of fashion, Swarovski became the leader manufacturer in the world of precisely sanded crystals, which nowadays are used in the fashion and jewellery industries, as well as in lighting, architecture and interior design. The company, which is still based in Wattens, and is run by the 4th and 5th generation of family members, is now active in over 120 countries worldwide. Swarovski Crystal Worlds in Wattens have cast a spell over more than 7 million visitors since opening in 1995, with the crystalline world of wonder having developed into

one of the most visited sights in Austria within only a few years.

With regard to the security of its precious goods, the family-run company has been relying on Schrack Seconet's reliable security solutions for a long time. The Tyrolean company headquarters is optimally protected by fire alarm control panels, smoke and temperature detectors, manual call points and smoke aspirating systems manufactured by Schrack Seconet. The recently reopened Crystal Worlds the escape routes are fitted with Schrack's DORMA fitted escape route systems and panic fittings. The elegant store in Kärntner Strasse in Vienna is protected by an alarm system with glass breakage and motion sensors in addition to fire prevention systems. The company's cooperation with the highly traditional company involved above all designing and realising precise and fail-proof security concepts which represent the state of the art technology. This proved no problem for Schrack Seconet as a genuine global player in this field. ■



© Swarovski



# The club of security specialists

SECURITY

24

© Schrack Seconet AG

**A**noble club with a noble task – this is how you might characterize the “Club of security specialists”. The club has 24 members in Europe, all of which belonging to the Securitas group and successfully active all over the world. The club’s objective is to provide safety and security for humans, property and assets. Its members are continuously striving to lift the quality of their services to an even higher level and to find solutions which had not seemed possible before. It is them who have been setting the standards and playing a pioneering role for a long time.

The headquarters of the “Club of security specialists” are in Switzerland, where the Securitas group is based: in Zollikofen, near Bern, the capital of Switzerland (see also box on page 9). Schrack Seconet AG is one of the members of this important club. It is involved in a network of high-tech companies which regularly sets new standards in the safety and security business. Schrack Seconet has taken over an important task in this venture. For together with the two sister companies Hekatron Vertriebs GmbH, Germany, and Securiton AG, Switzerland, Schrack Seconet has become a center of competence for the entire group.

“ **Schrack Seconet is one of three competence centers** ”



### SECURITON AG

CH Zollikofen/Bern

- Intrusion detection systems
- Intrusion detectors
- Special fire detectors
- Guidance systems



### HEKATRON Vertriebs GmbH

D Sulzburg

- Fire alarm systems
- Smoke switches
- Home smoke detectors
- Special fire detectors



### SCHRACK SECONET AG

A Vienna

- Fire alarm panels
- Fire alarm systems
- Nurse call systems
- Accounting systems

## The 3 competence centers.

With the establishment of these centers of competence the knowledge existing in the group can be put to optimum use while responsibilities are kept on a local level. Our product management, development and production departments are closely cooperating across country borders to be able to offer our customers excellent service. In this way it is possible to make the most of synergies.

While at Sulzburg, Germany, the focus is put on sensor systems and special fire alarm systems, at Zollikofen, Switzerland developments are made in the sector intrusion detection, video, access as well as guidance systems. And Schrack Seconet is the center for fire alarm, communication and accounting systems as well as for special fire detector systems.



▲ Product manager  
Ing. Maximilian Strohmeier

### Made in Europe

It is one of our pronounced goals to keep our production in Europe, i. e. in Sulzburg, Germany and in Lockenhaus, Austria, and not to move it to low-wage countries next to us or farer away. One reason is the option to be able to quickly respond to trends and to be able to safeguard an early implementation. In addition, this will safeguard value adding and economic power in Europe.

The company distributes its system solutions and products both in Austria but also far beyond the borders of the Alpine republic. Europe has long since become the key market of Schrack Seconet. For export markets a network of branch offices, partners and subsidiaries has been built, making possible that all relevant markets can be served. Subsidiaries in Hungary, Poland and Sweden, as well as offices in the Czech Republic, Slovakia and Russia take care of the sale of products in these countries, which set great store by security

“ Germany’s most important export market ”

and want to use systems of first-class quality. All other European countries are taken care of over a network of local distribution and sales partners. In Germany this task is performed by the two sister companies Hekatron and Securiton GmbH. For also Securiton GmbH, which is based at Achern, Germany, is a member of the “Club of security specialists”. With their systems for special fire detection Securiton Germany has developed into one of the leading vendors of such systems. The distribution via these two partners has turned out very successful over the past two years. Specifically Germany has become one of the most important export markets for Schrack Seconet during the past business years. That the Austrian quality systems cannot be stopped at the Austrian borders is quite impressively proven by orders from Asia.

**Joint power for our customers**

“Of course we have a very close and intensive relationship between the three centers of competence of our group, as we are responsible for the progress in terms of development and technology,” says Maximilian Strohmeier, Head of Product Management at Schrack Seconet.

In this process each of the three companies assumes a double role – to be at the same time the supplier and the customer of their partners. The benefits are obvious: short information paths, fast implementation and closeness to the market. And our customers are getting an extraordinary specific profit out of it. For example, certain groups of products are manufactured in Germany and distributed by sister companies in Austria and Switzerland. And the same is true vice versa. Fire detectors, for example, are manufactured at Hekatron in Germany, while Securiton is responsible for intrusion detection systems, special fire detectors and guidance systems for Securiton AG and Schrack Seconet specializes in the field-tried fire alarm panels and nurse call systems. “Each of the three companies has its own markets and customers in the region and also direct access to the prevailing demands, as well as extensive know-how based on long-standing experience. Intensive cooperation in a partnership and a lively exchange between the individual product



managers guarantee that the three companies supply each other with the latest technical and trade information and thus always can work at the pulse of time”, Strohmeier explains. It is the goal of this interaction practice to get to know and to meet the demands of customers even better.

“ **Best relations among sisters** ”

Other than in many other industries, safety and security technology is not only about the protection of material assets but in particular about the protection of human lives. This is why the “Club of security specialists” has established its own quality standards for product development and manufacturing, which not only meet the common national and European standards but in many cases even outperform them. This competitive edge can be attributed to the fact that product managers are given the opportunity to exchange experiences and to communicate them to the sister companies. In this way it is possible to safeguard and expand this pioneering role. The progress that has been made for example in preventive fire protection during the past years is to some extent based on this close cooperation. ■



**100 years of security made in Switzerland**

Securitas AG was founded exactly 100 years ago by Swiss lawyer and Colonel Jakob Spreng in Bern. The company is family-owned and, thanks to a continuous strategy of expansion, has grown into an international group of companies. Securitas is active in the sectors security services – in particular in Switzerland and the neighbouring border areas – as well as alarm and security systems. In the meantime

the Securitas group comprises 24 companies and employs approximately 10,000 people. All members of the group are based in Europe and offer an extensive spectrum of services and high-tech products, making it possible to fully meet the most different requirements of customers in terms of safety and security.

“ **24 companies and 10,000 employees** ”



▲ Franz Denkmayr,  
Head of the branch office in Linz

## Brand-new branch office in Upper Austria

The past weeks and months have been exciting but also quite exhausting for Schrack Seconet employees of the Upper Austrian branch office. The positive situation of incoming orders and the resulting growing number of employees had called for an expansion of the location. Since the beginning of the year the rooms at Kornstrasse had been renovated. At the end of June the 22 employees moved into their new offices.

Frank Denkmayr, head of the branch office, is glad: "Despite the renovation, our customer service functioned extremely well. However, due to the construction work, our employees had to cope with some inconveniences. Now, after the renovation has been completed, we are very happy in our new rooms and of course this positive atmosphere is conveyed to our customers and partners." The products of all

three business units of Schrack Seconet, fire alarm, nurse call and intrusion, each including customer service, are distributed from our location in Leonding as well. The new and generous organization of rooms makes it possible to present products from all three sectors to customers and interested parties in an adequate setting. Ten employees in the marketing department are responsible for sales, planning, drawing up of offers and, last but not least, for order handling. The support department is staffed with twelve employees, with Gerhard Königstorfer acting as head of customer service.

Schrack Seconet was founded in the wake of a management buy-out from Ericsson Schrack AG in 1994. Since 1989, Ericsson Schrack AG has had its headquarters at Leondinger Kornstrasse 16. The Upper Austrian success story began with the final takeover of the management of the branch office by Schrack Seconet in 1997. After some minor expansion measures in 2000, plans for a complete refurbishment of the complex of buildings were made from 2004 onwards and finally took shape in 2007. After this total refurbishment the total floor space amounts to some 750 square meters. The Upper Austrian branch office has always been integrated in the excellent infrastructure of the industrial area of Leonding. Excellent access to transport routes as well as sufficient parking facilities for customers and employees are another plus of the location.

### Frank Denkmayr – a Schrack founding father

Since 1997 Franz Denkmayr has been the head of the branch office. Already in 1969 he joined the predecessor company "Schrack



▲ The Upper Austrian team of Franz Denkmayr



▲ Lobby of the branch office Linz

Elektrizitäts AG". When it comes to customer care and leadership of employees he has always been guided by the same principles. "The name Schrack of course sets a standard and demands the greatest commitment and continuous focus on quality from me and my staff." Despite these high demands that Denkmayr makes on the team and himself in the Leonding office, great store is also set by a balanced atmosphere and discussion culture, together with an agreeable working climate. After all, employees are the

“ **Team decisions promote team spirit** ”

most important asset of any company and share a great part of the responsibility for the success of a company. And, accordingly, Denkmayr chooses his staff very carefully. "I value team spirit very highly and this can only be achieved if each employee is able to work both in the team but is also able to

assume responsibility and make decisions. The golden mean is the path to success," Denkmayr is convinced.

### All signs point towards expansion

Apart from successful team leadership, customer care is one of the most important issues of the Linz team. The customers of Schrack Seconet are no mere product buyers but, over the years, have developed into real partners. "This is something that cannot be taken for granted at all in our fast-living time. A prerequisite here is that you can rely on what your partner tells you. And this is precisely why our customer hold us in such high esteem", says Denkmayr. Think ahead, think twice and think when you are acting – this is one of the mottos of Denkmayer, which he likes to quote when it comes to company management. "Even if the work done is done well, there will always be room for improvements. Only in this way will a company keep competitive. This is the attitude that has made Schrack Seconet one of the most important players on the market of safety and security engineering."

And these are the ambitious plans of the team for the immediate future: "We want to further expand our representation in Upper Austria and put our branch office on an even

“ **Customers appreciate it if you keep your promises** ”

broader basis", Denkmayr says. During the next two years sales figures shall be increased considerably and new employees will be taken on. "In 2008 the number of our employees will have doubled in comparison to 2000," the manager says contentedly. ■

#### Franz Denkmayr

1969 Joins Schrack Elektrizitäts-AG in Linz Planning and management weak current

From 1980 Field service at Schrack Elektrizitäts AG – Sector weak current for industry and special customers

1994 Moves from Ericsson Schrack to Schrack Seconet – Field service project business for fire alarm systems and nurse call systems

1997 Assumes the management of Schrack Seconet Upper Austria

#### Branch office Upper Austria

- Address: Schrack Seconet AG, Kornstrasse 16, 4060 Leonding
- Manager: Franz Denkmayr
- Employees in the distribution department: 10
- Employees in customer service: 12
- Product areas: Fire alarm, communication and intrusion, including customer service for all three units

## Falsche Taktik – Große Schäden (Wrong tactics – big damage)

Whenever there is a fire in private households or in companies, the people concerned often learn too late and after cost-intensive operations of the fire brigade and great loss that preventive fire protection would have made sense. This is the situation that author Markus Pulm's book "Falsche Taktik – große Schäden" had in mind when writing his book. On 125 pages Pulm provides examples of operations of fire brigades, but also questions the often standardized procedures of the fire fighters. Errors in extinguishing techniques and tactics, which, according to the author, are no rare thing at all, are not only increasing

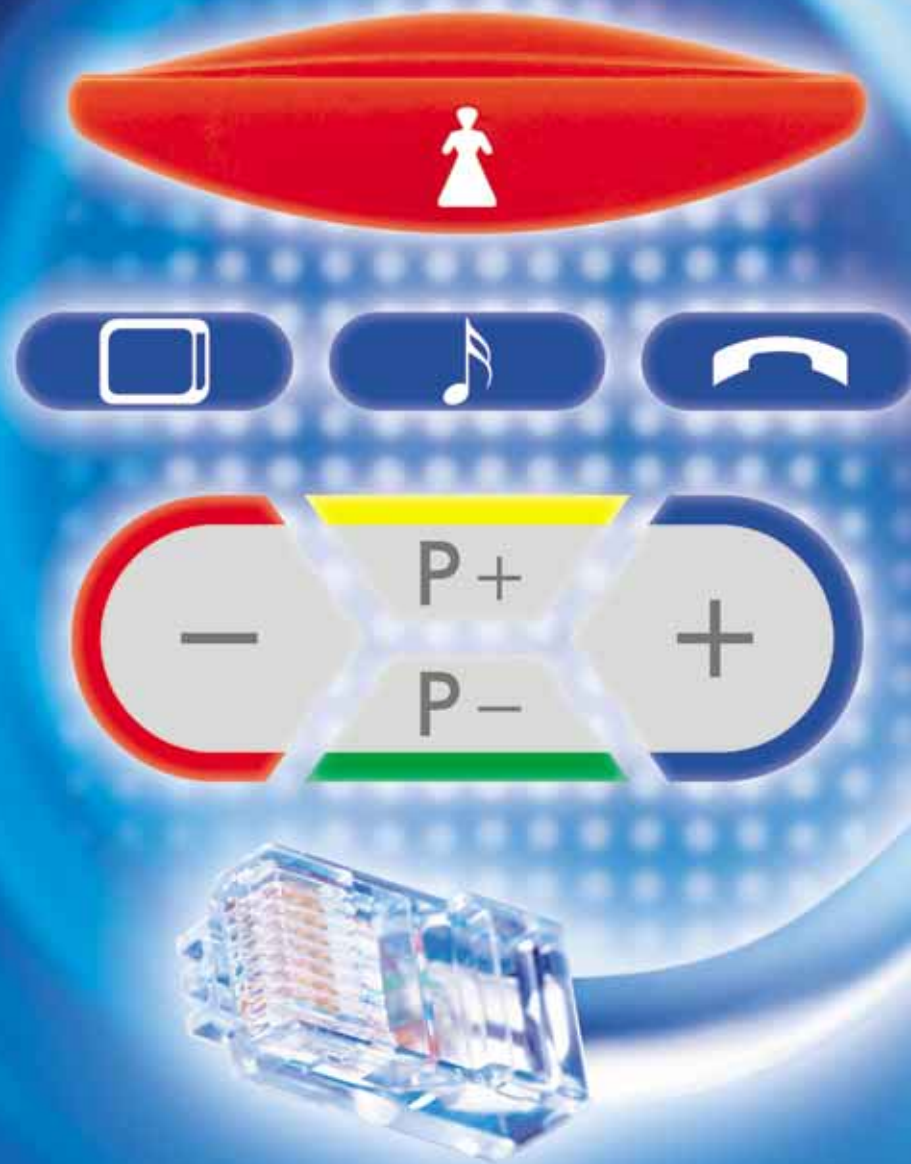
the amount of damage but also constitute a source of danger for the aggrieved parties and the fire fighters. Guidelines and regulations are checked for their efficiency and viewed from several points of view. As a consequence, Pulm offers innovative approaches for fire prevention and fire fighting. Expressive graphics and photos illustrate the subject matter. Conclusion: The book is not just interesting reading for members of professional and voluntary fire brigades but ignites discussion for everyone dealing with fire protection and fire fighting. This book is available at major book dealers or directly from the publishers for about 17 euros. ■

BOOK



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RECOMMENDATION



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