

A SAFE PAIR OF HANDS

Philip Schmersal knows all about keeping it in the family as he navigates his switchgear and control device manufacturing business through these tough times.

PHILIP SCHMERSAL
CEO @ Schmersal Group

With a motto that reads “The DNA of Safety,” the Schmersal Group doesn’t mess about. Neither does CEO Philip Schmersal, the third generation of this family-owned business to lead its operational management since the company was incorporated 75 years ago.

“When it comes to machine safety, the only company you should have in mind is us,” he says.

Developing and producing a range of about 25,000 different switchgear and control devices, the Schmersal Group is one of the largest suppliers of safety switching devices in the world, offering system solutions for the automation and safety of machines and equipment.

“We deliver competitive solutions for every industry you can imagine, from very small numbers with customer specific adaptations

right up to huge quantities for the automotive or elevator industry, for example. It’s what makes Schmersal unique,” says Philip.

The Schmersal story begins after the Second World War when two brothers – Kurt Andreas and Ernst Schmersal – started manufacturing parts used in lift production. The duo then initiated the production of mechanical switching devices before expanding their product portfolio to include the first contactless magnetic switch. The rest, as they say, is history.

Global reach

The company remains a family-run and family-owned business today. Philip held down several positions in the group before taking over from his father as CEO in 2010, while Schmersal Sr. stepped back into an advisory role. Today, Philip heads up a company of around 1,850 employees in more than 20 countries, who →





A Schmersal factory worker

pioneer safety technology solutions, developing and producing a huge range of innovative components, systems, and solutions in the switchgear and control device space.

With seven manufacturing locations around the globe including Brazil, India, China, and Europe, the company has a strong international footprint comparative to its size, with standardised production across the board.

“It makes no difference where you buy our products since we use the same machines, exported from Germany to all our factories abroad,” says Philip. “As a result, we can guarantee that all our products and services are comparable and of the same high quality everywhere.”

Philip has paid special attention to the “internationalisation of the business” over the last 10 years, and the group has reaped the rewards. Its supply chain organisation is also globalised, with the company enjoying excellent

relationships in every area of business.

“It’s imperative to know your suppliers and their capabilities, I know the teams personally,” says Philip. “Well enough to pick up the phone when we’re trying to match things like availability, quality, and services without price expectations. Something we never do is just

“ Our aim is to become a one-stop shop, whether it’s safety, consulting, integration work, risk assessment or products, Schmersal does it all “

buy from the cheapest supplier. You get what you pay for – we are not the cheapest supplier either and will pay adequate money for supreme quality. We expect the same treatment in return.”

To further highlight this point, Philip cites one particular supplier, which he only refers to as “a \$20 billion company” – with which Schmersal enjoys an enduring long-term partnership. “They buy everything from us, from product to consulting,” says the CEO. “Nobody else is even allowed to deliver products, which makes the partnership very special. Of course, this comes with high expectations, but we’ve been able to meet these requirements and now enjoy a relationship like no other on an international level.”

Another avenue where Schmersal prioritises investment is in its worldwide stocks. “This is an important feature for us and something that we believe makes a company successful. →

PRODUCT RANGE

- Safe switching and monitoring: Guard door monitoring safety switches, command devices with safety function, tactile safety devices, optoelectronic safety devices
- Safe signal processing: Safety monitoring modules, safety controllers, safety bus systems
- Automation: Position detection, command and signalling devices

INDUSTRIES

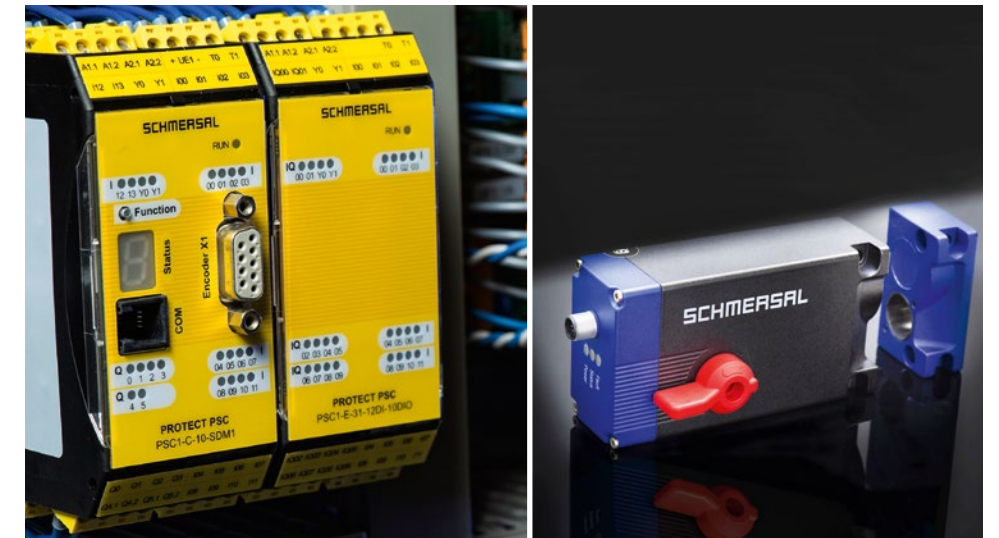
Elevators and escalators, packaging, food processing, machine tools, heavy industry, automobile and automotive

SAFETY SERVICES

tec.nicum – range of services: knowledge transfer, consulting, technical planning and project management, installation

COMPETENCES

Machine safety, automation, explosion protection, hygienic design





“ SIGNAL has been working closely with Schmersal for more than three years. Schmersal’s team consistently demonstrates technical expertise and professionalism and I hope our partnership continues for many more years to come! ”

Kim Jong,
VP Marketing & Sales, SIGNAL

We keep an extremely high stock level compared to most companies – it makes us confident that we are always ready to deliver. Even in hard times, you need to be able to deliver anything, anytime” says Philip. “Indeed, it has proven the key to our success when times have become tight in the past.”

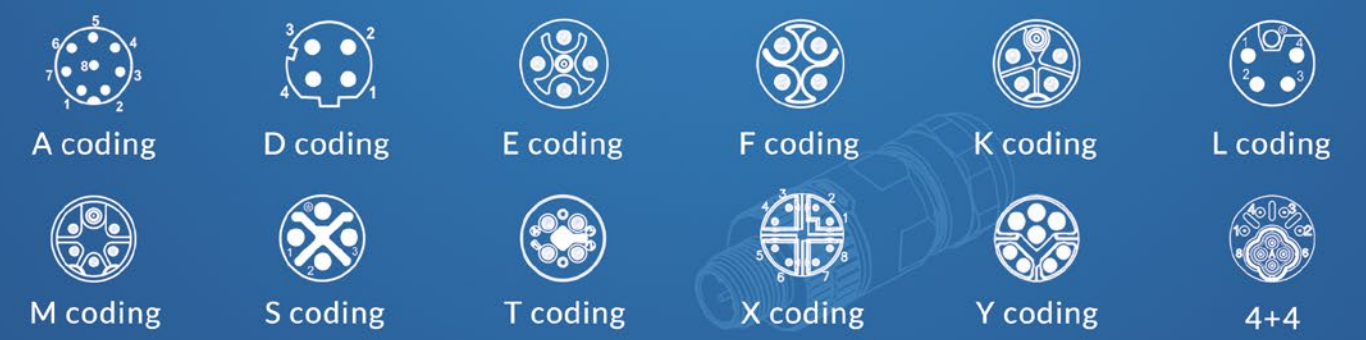
With the economy currently looking shaky in the wake of COVID-19, Schmersal cannot rule out disruptions to the supply chain. “We are therefore continuously reassessing the delivery situation and will do all we can to limit any possible knock-on effects to our customers and business partners. However, our company is well positioned. We have a diversified customer base, so we are not overly dependent on any one industry. Also, Schmersal has a global footprint and is a financially stable company.”

One-stop shop

While Schmersal plans further investments, especially in the elevator industry, another promising arm now bearing fruit is its consulting business.

“Our aim is to become a one-stop shop, whether it’s safety, consulting, integration work, risk assessment or products, Schmersal does it all.”

Customised to your specific needs!



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