

# Kraft and Powercon – together we will be world leaders



A handshake seals a bright future together.

**With the backing of a new owner, Krafftelektronik is setting its sights higher than ever. The two companies' products complement each other and together they will enable global market coverage.**

Since mid-August Krafftelektronik has been owned by Associated Powercon Equipment Pvt Ltd, a company that has its headquarters in India. Powercon is an interesting, forward-looking company with a clear vision of global expansion. Powercon and Kraft complement each other well in terms of market coverage and products.

"Kraft is a strong brand," says Ranjit Jakkli, owner of Powercon. "Our aim is that Kraft should become a player

of true world class. Together we will become global market leaders."

### Base in Sweden

Krafftelektronik will continue to manage subsidiaries in the UK, Hong Kong and Shanghai, and intends to establish an even stronger production base in Sweden. The goal is increased growth.

"It's important that we strengthen our market position," says Mats Lindberg, marketing manager of Krafftelektronik.

"Powercon is a strong partner in this process. They have a deep understanding of our business."

### Joint development

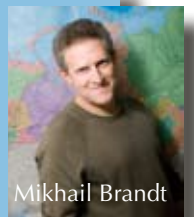
The amalgamation of the companies offers excellent potential for coordinating operations and exchanging know-how on joint development projects. The two companies will also sell each other's products in their own markets, which is expected to have a positive effect on Krafftelektronik's sales in Asia.

"We see big opportunities in the merger," emphasises Ranjit Jakkli. "Together we will have a complete product range, which means that we will be able to meet the entire recti-

fier needs of many of our customers."

The change of ownership coincides with the approaching retirement of Björn Svensson, former owner and managing director of Krafftelektronik. Björn will continue as managing director for a transition period and will then remain with the company in an advisory role.

## POWERFUL EXPANSION IN RUSSIA



Mikhail Brandt

**Initiatives in Russia reap rewards. Another member joins the team.**

It was two years ago that Kraft-elektronik began its initiative in Russia. At the same time Mikhail Brandt was appointed as a sales engineer with special responsibility for this area. Since then sales have taken off, with new customers not just in Russia, but also in Kazakhstan and Ukraine. The administrative burden that accompanies these successes is considerable, entailing compliance with new standards and strict requirements for certification and documentation. As a direct consequence of these successes another member has now been recruited to support sales efforts in the region. Dima Brandt, who will work part time, has roots in Russia and is familiar with Russian culture and market conditions.

## POWERCON IN BRIEF

Headquarters:	Pune, India
Founded:	1971
Owner:	Ranjit Jakkli
Managing director:	Ranjit Jakkli
Number of employees:	Approx. 140
Website:	powercon.biz



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## Ballast water treated by Kraft

**When ships pump out ballast water they introduce foreign species that can upset the balance in the marine environment. Products from Kraftelektronik are now being used to treat this water and protect the environment.**

Foreign species, including viruses, fungi and bacteria are carried in ships' ballast water and pumped out into local waters when the tanks are emptied. Many of these species have no natural predators in the new environment, so they can establish themselves easily, with the risk that they disturb the marine balance and cause environmental chaos.

With an ongoing UN-led campaign, international regulations and an expected EU decision all around the corner, it is likely that ballast water treatment will become an extremely lucrative market.

Kraft products are now being used in a fascinating project to provide an environmentally safe solution to this problem. The water is treated using DC current, without the need to add toxic chemicals and without any environmentally harmful emissions.

The market is still small, but growing steadily. The UN's International Maritime Organization (IMO) has already drawn up guidelines and is now working to certify systems that can handle treatment in an environmentally safe manner. IMO's ballast water convention will mean that all trade vessels operating in international waters must be equipped with a treatment system by 2016.

Only 16 countries have signed the convention so far, but more are likely to do so. The reason why so few countries have signed to date is thought to be due to the very limited choice of effective treatment systems. Ongoing technical development and strong support from the EU are expected to encourage more countries to sign up. When this happens, tens of thousands of vessels will have to be fitted with treatment equipment, which should lead to a significant improvement in the global marine environment. Kraftelektronik is proud to be part of this contribution to a better world.

## Flex Kraft breaks record

Kraftelektronik's modular rectifiers for high-voltage applications, Flex Kraft, are widely used to supply power for surface finishing operations, for example. Two new units have now been added to this flexible range, which has become very popular in recent years. The first is an upgraded model

for very high power outputs, and the second is a polarity reversal unit designed for mounting on the back of a Flex Kraft unit.

To deliver power outputs of up to 375kW, Kraft has developed a solution that makes it possible to link together up to fifty power modu-

les in a single Flex Kraft unit. This enables output ratings of up to 120V or 30,000A – setting a world record for high-frequency rectifiers.



*Meet Håkan*

Kraft continues to grow. The latest addition is Håkan Nordlund, who is 34 years old and worked most recently for ABB. Håkan will work as a sales engineer with new and existing customers in the European market, focusing mainly on eastern Europe. To begin with Håkan will concentrate on the high-voltage sector, but his area of responsibility will progressively widen

### Sophisticated control with Control Kraft

All Kraft rectifiers are equipped as standard with integral control systems. For more complex processes a more sophisticated control system is offered as an option – Control Kraft – and this has now been refined to provide optimum control over the rectifier. Control Kraft has a user-friendly menu system and can be switched easily between a choice of user languages.