

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

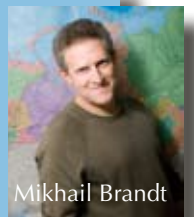
The amalgamation of the companies offers excellent potential for coordinating operations and exchanging know-how on joint development projects. The two companies will also sell each other's products in their own markets, which is expected to have a positive effect on Krafftelektronik's sales in Asia.

"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



/// POWERCON

“Eco-control” for electrostatic filters

In a unique partnership, Kraftelektronik has developed an entirely new type of power supply for electrostatic filters. The new products offer considerable environmental benefits.

The changing social climate and the resulting new environmental

requirements and emission limits are constantly opening up new market opportunities. In a unique partnership with one of the biggest players in the industry, Kraftelektronik has developed a new type of power supply for electrostatic filters for dust separation. The power supply differs

from existing products on the market and utilises the latest technology.

The new power supply product will contribute to a significant reduction in emissions from industries that produce high-resistivity dust. This is a market sector where conventional power supplies have found it difficult to make an impact. As stricter emission requirements are introduced around the world it is expected that the new, pulsing power supplies will find a growing range of applications. Kraftelektronik has already supplied a number of pulse units via its supply partner. We confidently look forward to receiving feedback from these installations.

Sophisticated monitoring with Mini-ViewKraft

Large and complex industries require many different power supply units. Simple, centralised monitoring via an intelligent operator panel can save time and energy.

The operation of electrostatic filters, which are used to remove particles from flue gases, places big demands on power supplies. Concern for the environment is greater than ever and emission limits are now very strict, with any exceedances leading to large fines. In other words, treatment



must be effective, and this is where power supplies play an important and complex role. Large installations require many interlinked power supply units. With its Mini-ViewKraft intelligent operator panel, Kraftelektronik now offers a simple way of monitoring all units direct from the control room. The operator panel displays the current status of all power supply units and gives clear, specific alarms if there are any problems during operation.

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.

Three-phase TR rectifier for electrostatic filters

Ever since the 1950s transformer rectifiers have been powered by two-phase supplies. This provides a reliable solution with high operational reliability, but can have some drawbacks in some situations, such as unbalanced loading of the supply

network and a relatively low power factor.

Taking a fresh approach, Kraftelektronik has now also decided to offer three-phase transformer rectifiers. The advantages of the three-phase solution include balanced loading

of the supply network and reduced ripple, which means a considerable improvement in efficiency over conventional, two-phase power supplies. The three-phase TR rectifier also has an output that is much superior to high-frequency TR units.