

Develop the market with advanced products

Linn High Therm

凭先进产品拓展市场 以完善服务赢得客户

—An Interview with Miss Jenny Wu, Chief Representative Linn High Therm GmbH Shanghai Office

—访德国利恒热工有限公司上海代表处首席代表 吴建敏小姐

1969年，德国工程师 Horst Linn 在巴伐利亚州创建利恒热工有限公司，致力于开发和生产电加热炉、高温炉和感应加热熔融炉等系列产品。鉴于他有过赛车运动的经历，因而把这个新兴的公司定位在追求速度和敢于竞争。在他的设想里，加热炉事业永远是速度和竞争的最佳结合点，在其发展中一定会有超乎想象的精彩表现。

在上海联通国际大厦，记者采访了德国利恒热工有限公司上海代表处首席代表吴建敏小姐。吴小姐快人快语，流畅的叙述，看得出她是一位具有严密逻辑和善于理性思维的优秀企业管理者。她介绍说，从历史上来看，德国的加热炉工业一直处于世界领先地位，到今天，“德国生产”已成为品质与信誉的象征。德国利恒热工有限公司的产品具有高温、高真空、多种气氛和高度灵活性等显著区别于其他同类产品的特点，受到客户一致赞扬，在欧洲市场占有率有主导地位。近年来 Horst Linn 先生意识到多样化的产品系列更符合市场的需求，又先后开发了微波烧结炉、高温高压炉、碳化硅单晶炉等高、精、尖产品，使公司的竞争实力得以进一步提升，同时也获得了极佳的市场销售效果。吴小姐说：“目前，我们在德国两个工厂所生产的产品已畅销全球，并且在世界65个国家的经销商共同努力下，产品在各地的实验室、研究机构、热加工车间和厂矿企业得以广泛应用。”

2000年，利恒公司在上海设立代表处。吴建敏小姐说：“选择在中国设立代表处，是德国总部鉴于中国目前相关产业飞速发展的现状所作出的明智选择。我们的主要任务是与国内大学和科研院所、以及工业界和供应商之间建立良好的合作关系，协助中国客户了解最新的加热技术，提供售前和售后服务，以满足客户的不同需求。我认为代表处的设立不仅为利恒的产品进入中国提供了一个通道，更重要的是，中国客户都能享受到利恒的优质产品和服务，以扩大利恒在中国的知名度。这是利恒公司品牌战略的重要一环。”据吴小姐介绍，山东大学某国家重点实验室引进利恒的碳化硅单晶炉后，仅用半年时间就圆满完成了国家863研究课题，而国外研究室完成同类课题则往往需要两年或更长时间。利恒的高技术产品为客户所带来的效益由此可见一斑。

作为一家中小型家族式企业，在参与跨国经营的过程中，拥有自



首席代表 吴建敏小姐 Miss Jenny Wu, Chief Representative

身独特的营销策略至关重要。吴小姐说，利恒的营销策略有两个要点，一是提供完善的售后服务，二是大力建设经销商队伍，组建遍布全球的销售网络。2003年10月，德国利恒热工有限公司在中国举行了一个全亚洲经销商的销售和技术培训会议，邀请亚洲各国的20多位经销商代表参会。该公司总部领导人在解释选择中国作为这次盛会的举办地时说，利恒在中国所取得的业绩是全亚洲的榜样；利恒产品在中国的成功应用可以为经销商提供一个样板。

吴建敏小姐最后强调说：“中国市场的成功表明利恒的产品已经获得了众多客户的认可。我相信，几年后，中国市场必将成为利恒在亚洲的中心。高品质的利恒产品一定能为中国的相关行业带来更高的研究和应用效益。”

In 1969, German engineer Horst Linn built the Linn High Therm GmbH in Bavaria. He applied himself to develop and produce electrical mill furnace, high temperature furnace and induction mill furnace, etc. He had the racing car career, so he made the company pursue the speed and dare to compete. In his conceit, the career of mill furnace is the best united point of speed and competition. And it will have a perfect performance by development.

In the Shanghai Unicom International Building, the reporter interview with Miss Jenny Wu, Chief Representative of Linn High Therm GmbH Shanghai Office. According to her easy conversation, we can figure out that Miss Wu is an excellent manager, who has



微波加热连续带式炉。20米/55千瓦。用于工业干燥、合成材料固化等。 Microwave continuous belt furnace, 20m/55 kW. For industrial drying process, curing of synthetic material.

MULTINATIONALS IN CHINA

Gain the clients with the perfect service

rigorous logic and good rational thinking. She said that in history the industry of mill furnace lay one-up status in the world. Till now, the "Made in Germany" has become a symbol of quality and credit standing. The products from Linn High Therm GmbH have the character of high temperature, high vacuum, multiple working atmospheres and high flexibility which are different from other products in the same level. The products are spoken highly of and in the leading place in European market. Since these years Mr. Horst Linn found that series of varieties products are more cater for the agora's requirement. So the high quality, high technique products have been developed such as microwave heating furnace, high temperature and pressure furnace, silicon carbide (SiC) single crystal furnace, etc. They are the high and extractive products. They also increase the competition ability in the world, and we also gain a perfect selling at the same time. Miss Wu said: "At the moment our products which are produced in German has been sold to everywhere in the world. The products have been widely used in labs, research institutions, heat-product workshops and factories under the effort of agents from 65 countries."

In 2000, Linn High Therm GmbH set a Representative Office in Shanghai. Miss Jenny Wu said: "It was a good choice to set a Representative Office in China. The headquarters in Germany made such a good decision according to the rapidly development in China. Our main assignment is to set up well relationships with universities, institutions, factories and provide agent. And to inform the clients in China about the latest heating technology, provide before and after sales service in order to satisfy different requirements. I think the built of the office does not only provide a way for Linn High Therm GmbH to come into Chinese market, the more important is that the clients in China can enjoy the products and service from Linn High Therm GmbH, in order to make sure that

there are more people in China know Linn High Therm GmbH than before. This is an important part of the brand strategy from Linn High Therm GmbH." According to what Miss Wu has said, a State Key Laboratory in Shan Dong University putted across a "863" National study task in half a year after buying the Linn's SiC single crystal furnace, but it will need two years or more to finish the congener task. The benefit that the clients get from the high tech products of Linn High Therm GmbH is very big.

As a family-owned company, it is very important to have a unique selling policy when taking part in multinational management. Miss Wu said that there are two points in the marketing strategy, one is providing perfect after sales service. Second is realizing global selling net in the world and building more

selling agent. In October 2003, Linn High Therm GmbH hold a Sales & Service training for all Asian agents in China, invited about 20 dealers from different Asian countries. The torchbearer of the headquarters said that why they held the meeting in China is that the outstanding achievement of Linn High Therm GmbH in China is the good sample of all the other agents in Asia. It can offer a sample to others that the products of Linn High Therm GmbH can be well used.

Miss Wu emphasized: "The success in China that we got can approved that the products of Linn High Therm GmbH have been recognized. I believe that in many years China will be the center part of Linn High Therm GmbH in Asia. I wish the high quality products can provide more to the research institutions and correlative industry in China."



2003年度亚洲代理商销售和维修培训。培训地点：山东大学
公司主席 Horst Linn 先生 (前排右三)
公司副主席 Horst Linn Junior 先生 (前排左二)
山东大学王维扬教授 (前排左三)
山东大学徐现刚教授 (前排右二)

Asian representative sales & service training 2003, in Shandong University
President, Mr. Horst Linn (front, right 3th)
Vice president, Mr. Horst Linn Junior (front, left 2nd)
Professor Wang Jiyang (front, left 3th), Shandong University
Professor Xu Xiangang (front, right 2nd), Shandong University



实验室箱式电炉，最高温度 1820°C，适用于各种气氛。

HT1800 Plus Laboratory chamber furnace. Max. Temperature 1820°C, suitable for various atmosphere.



光谱仪制样设备，感应加热，离心浇铸，制样速度快。

Lifumat Spectroscopy sample preparation. Induction heating, centrifugal casting, short cycle time.



高温高压炉，最高温度 1800°C，最大压力 100bar。

Rubi-star High-pressure furnace. Max. temperature 1800°C, Max. pressure 100 bar.