

## **ebm-papst is the selected 'landmark' in the Land of Ideas**

Hauke Hannig  
Assistant Managing Director  
Press Spokesperson  
Tel: +49 7938 / 81-7105  
Fax: +49 7938 / 81-97105  
Hauke.Hannig@de.ebmpapst.com

2009-06-17 - Page 1 of 2

### Mulfingen

ebm-papst, the leading global manufacturer of fans and motors, is among this year's prize-winners of Germany's nationwide competition "365 Landmarks in the Land of Ideas". This is a competition organised by the initiative "Germany, Land of Ideas" which was established in 2006 for the football World Cup and whose patron is Federal President Horst Köhler. 365 winning 'landmarks' were selected from over 2,000 applications, places where forward-thinking ideas are developed, promoted and actively implemented.

ebm-papst convinced the jury on the basis of its involvement in the development of special, energy-saving fans. With what are known as "EC fans", an energy saving of up to 70% is possible in comparison to the more conventional technologies.

"Only eight power stations are in operation in Europe which provide fans and their drives with energy", explains Hans-Jochen Beilke, Chairman of the Board of the ebm-papst Group. With regard to the central development strategy of the company, he tells of how "approximately four of these are being shut down due to a sweeping conversion to electronically regulated EC technology".

The official awards ceremony is scheduled to take place on 16 June 2009 in the recently opened production plant in Mulfingen-Hollenbach. A main focus of the presentation will be the HyBlade<sup>®</sup> fan series, an innovative product group comprising of synthetic blades with added aluminium reinforcement. In addition to the advantage of having a low power consumption level, the series also reduces the noise audible to humans by fifty percent. Furthermore, because of the materials used, there is an excellent eco-balance in comparison to more conventional products.

# Deutschland Land der Ideen



## About ebm-papst

The ebm-papst Group is the world's leading manufacturer of fans and motors and is a pace setter for the ultra-efficient EC technology. In the last fiscal year, 2008/2009, the company achieved a turnover of 1,056 billion Euro. ebm-papst employs nearly 9,700 employees at 17 production facilities (including those in Germany, China and the USA) and 57 sales offices world-wide. Products of the global market leader are represented in many industries, including ventilation, air-conditioning and refrigeration technology, household appliances, heating engineering, in IT/telecommunications applications, as well as those in automotive and commercial vehicle engineering.

More information can be found at [www.ebmpapst.com](http://www.ebmpapst.com) or is available from  
Hauke Hannig – [hauke.hannig@de.ebmpapst.com](mailto:hauke.hannig@de.ebmpapst.com) – +49-7938-81-7105

## About the initiative "Germany - Land of Ideas"

The initiative "Germany - Land of Ideas" first came about in 2006 during the football World Cup.

It is sponsored by the German government, as well as German commerce and industry, represented by the Federation of German Industries (BDI) and remains under the patronage of Federal President Horst Köhler.

The aim of the initiative is to emphasise the strengths of Germany as a location and to represent significant German characteristics such as ingenuity, a passion for innovation and visionary thinking.

"365 Landmarks in the Land of Ideas" is a project within the initiative. An independent jury annually chooses 365 "landmarks" where forward-thinking ideas are developed, promoted and actively implemented. Each day of the year, a "selected landmark" presents itself and its ideas to the public at an organised event. .

Further information at [www.land-der-ideen.de](http://www.land-der-ideen.de)