

Company history

## 75, 50, 25: Magnetic celebrates milestones

Anniversaries represent the roots and future strategies of the access control specialists.

SCHOPFHEIM. The founding of the mother company, the first vehicle barriers and the first pedestrian gates: three excellent reasons for Magnetic employees to affirm their own roots and look back on extremely positive development. But the discussions between colleagues all over the world mainly revolved around the future growth strategy and the latest product developments.

75 years ago, the foundation was laid for today's company. Magnetic Elektromotoren AG started producing electric motors and servo drives – principally used in washing and sewing machines – in tranquil Liestal near Basel in 1946. The company, however, was not ready to stop there.

50 years ago, Magnetic gave up the role of contract manufacturer when it presented the MTS, the first vehicle barrier it developed itself. The barriers paved the way for sustainable growth and are now used worldwide. They are located in car parks, airports, commercial buildings, as well as at industrial sites and toll stations – and stand for extreme reliability and durability. More than 100,000 units of the current MHTM™ MicroDrive generation of barriers alone have been supplied during the last ten years. But the barriers were just a first step for Magnetic.

25 years ago, the first 'pedestrian barriers', as they were called at the time, followed. Magnetic has meanwhile also become well established here, and drives the market forward with technological innovations. Magnetic has completely redesigned its pedestrian gates for access control in buildings. The slender forms of our FlowMotion® gates, with their soft flowing lines, come from Turin's Pininfarina design bureau. They use the 2-component material mDure, which Magnetic developed with polyurethane specialists Thieme. The new Momentum generation of gates accelerate the passage of travellers at airports and stations. Their modular design allows them to be individually adapted to the customer's needs, and they can be reconfigured as required. Their interiors contain what has always made Magnetic special: a long-lived energy-efficient drive and a multi-functional control unit.

On the occasion of the anniversary employees were asked, "What does working at Magnetic mean to you?" The answers came in the form of video clips from several subsidiaries worldwide, from the parent company in Italy and, of course, from those employed in Grienmatt in Schopfheim. They provide an insight into a company that still has many aspirations. "In future we want to be even better, even more present, and even more customer-centric," sums up Managing Director Arno Steiner. "We have paved the way to achieve this, closely aligned with the FAAC group top management."