



Uwe Herzog CEO

Cutting-Edge and Flexible

R.A.T. GmbH produces specialized machinery and tools. One of the company's main focal points is high-end machines for the manufacturing of textile materials for the automotive supply industry; all facilities used in these processes are proprietary constructions characterized by numerous innovative features. Flexibility – both in terms of finding the best solution for an individual client's situation and with regards to availability – is a top priority. These strengths will now be employed both in other sectors and abroad to secure further market shares.

R.A.T. develops and manufactures specialized machinery, and tools to improve the productivity of production processes. Much of the company's efforts are focused on the automotive supply industry, which the company provides with high-end machinery for the production of textile materials. These highly

specialized machines are used to create floor coverings and other acoustically important automotive interior trim materials. R.A.T. not only offers

innovative components for the construction of machinery, but also provides comprehensive, client-specific solutions for each situation. "We strive to solve problems in innovative, non-standard ways," says CEO Uwe Herzog. "It is our task to create production processes that are more humane, more efficient and more economical by developing specialized equipment that meets the specific needs of each customer."

Close Cooperation with Clients

Because creating individual solutions and optimally implementing customer

specifications are two of the most vitally important cornerstones at R.A.T., close cooperation with all clients is of utmost importance. The company's high level of flexibility is highlighted in the fact that their emergency services are accessible around the clock, in order to solve problems in the most efficient, reliable and comprehensive

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manner possible. Herzog sums up the company's philosophy as such: "In addition to production process optimization and implementing

rationalization measures, it is very important for us to develop new solutions together with the customer, thus offering the best service possible."

All Machines are Proprietary Developments

The scope of business activities at R.A.T. not only includes the construction of facilities, machinery, and tools, but also a supplementary fixtures component. All efforts are primarily focused on the development and production of molding plants, molding presses and tools; these are then used, for example, in molding dies for automotive interior trims. Raw materials that are either renewable or which can be

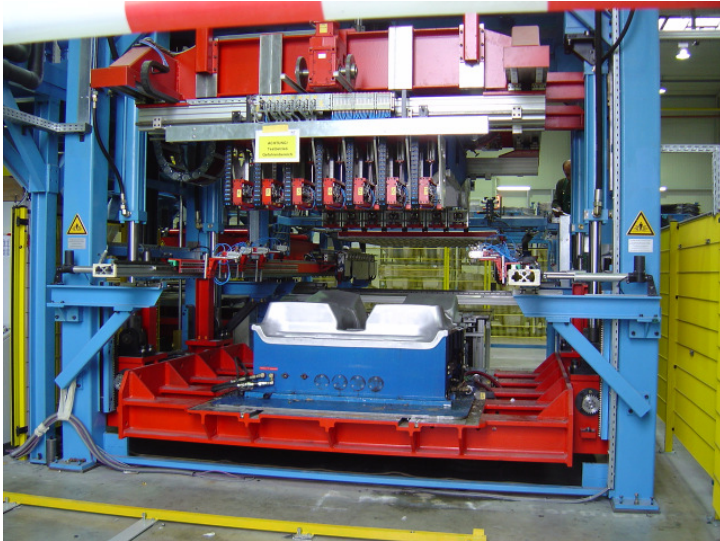
recycled, e.g. flax, hemp or cotton, are increasingly employed. All equipment and machinery at R.A.T. are proprietary developments. "Our goal for all new product development is to make efficient production processes available at an optimal price-performance ratio," says Herzog. Recently, R.A.T. developed a concept for a molding plant that reduced the previous processing time by

approximately 30%. "In addition, our new system enables us to conform cycle times to a client's specific demands, such as for all BMW E9x models and for five different groups of raw materials," explains Thomas Hoppe, sales manager for R.A.T. "This means a significant reduction in costs for our clients."



800 kN upper ram pressure transducer





Molding press with material contact system



Molding plant – side view

Highly Skilled Team

Founded in 1988, R.A.T. now employs a team of 60 engineers, technicians and specialists highly skilled in a range of different fields. The conception, construction and assembly of products makes use of the latest CAD software and takes place in facilities specifically designed for the production of heavy machinery. "Due to the complex specialized machine construction solutions that we provide, concepts designed by the entire team are our decisive factor," comments Herzog. "They also comprise our greatest competitive advantage: the ability of each crew member to use his or her broad knowledge in a particular area of expertise to put flexible production solutions – solutions that meet the individual client's specifications precisely – into practice."

further extend its activities in promising international markets. "We would like to place more and more focus on international markets, especially in North America and Europe", states Herzog. In addition to international expansion, R.A.T. also sees an increase in the horizontal diversification of its business portfolio as a cornerstone of its strategic development plan. "Our principal target group remains automotive industry suppliers, but we would also like to expand our potential into other industrial segments, such as household products, wood products or aviation," said Herzog. "We see excellent potential for capturing new markets through innovative products and flexible service." ■

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Increasing International Activity

Although R.A.T. is already active both domestically and internationally, the future aim is to

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