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sera customers are extremely satisfied customers!

The results of the international customer survey impressively confirmed the values and capability for which sera has been well known on the market for decades:

quality, innovative strength, technical competence, reliability, flexibility and speed

In the Spring of 2010 **sera** carried out an extensive, representative, world wide customer satisfaction survey in order to (among other things) analyse whether the **sera** philosophy, according to which the individual requirements and needs of the customers have always been the focus of our activities, and the **sera** range of products and services are also actually being delivered to the customer.

The high response rate within a very short time was the first positive surprise. This was an indicator that it was also important to the customers to take time for **sera** and give their individual feedback. In addition to the positive result of the customer survey, the numerous supplementary suggestions and requirements were particularly pleasing; these help to further expand our own capability.

sera would like to take this opportunity to thank all participants again very much for their feedback and the time taken for this.



We would like to show you extracts of the very positive results from the survey below:

- 96.7% of all respondents associate **sera** with high to very high product quality
 - 95.8% of all respondents associate **sera** with high to very high reliability
 - For more than 85% of all respondents, **sera** products have significant advantages in comparison with competing products in relation to price, operation, quality and the fulfilment of the individual requirements.
 - Approximately 90% of all respondents assessed the work of **sera**, from the project planning and preparation, order processing and documentation to the after sales service as good to very good.
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The managing partner, Carsten Rahier, made it clear during the presentation of the results that these constructive suggestions and requirements of the customers are reason enough to become even better and not to rest on our laurels given these pleasing results.

The results have already been extensively analysed and evaluated in the last few weeks after the completion of the survey. Completely in keeping with the corporate philosophy of **sera**, all findings flowed immediately into the internal improvement processes in order to make **sera** customers not only extremely satisfied but also to inspire them in the future.

In conclusion, **sera** takes this opportunity to congratulate the winner of the competition associated with the survey:

1st prize:	1 Dell "Inspiron" netbook	Mr. J. Limongi, Caloric Anlagenbau GmbH, Gräfelfing
2nd prize:	1 Apple iPod Nano Brazil	Mr. F. Santos, Netzsch do Brasil Ind. E., Pomerode-SC,
3rd to 5th prizes:	1 exclusive sera set of espresso cups in each case	Mr. W. Bösel, EnBW Kraftwerke AG, Altbach Mr. M. Nicklaus, INDAG Maschinenbau GmbH,
Borsfleth		Mr. D. Donner, Ando Technik GmbH, Hamburg



Dipl.-Ing. Ralph Held from **sera** at the award of the first prize to the lucky winner, Mr. Limongi from the company Caloric Anlagenbau GmbH.
