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How the pioneering spirit made sera a worldwide success

The sera company was founded in May 1945 by Reinhold Seybert and Hubert Rahier – the initial letters of their last names became the company and brand name – and started in the post-war confusion with the production of household appliances and the repair of agricultural machines.

As soon as the first important processing machines were purchased, sera started with the production of highly sought-after household articles such as baking trays, pots, ladles, cake pans and smokers. The young company was able to establish a good reputation in the region within a very short time and to expand the product line with technically more demanding products thanks to an increase in personnel and better production facilities. For example, in the late forties sera added dry sterilizers for sterilizing sets of instruments, ice-cream makers, chemical multi-purpose devices, carpenter, glue and veneer ovens as well as the legendary magnetic car lamps.

At the same time, sera employed designing engineers, electrical engineers and chemists in order to attend to the needs of the chemical industry for dosing and feed pumps for acids. Sera was especially proud when it delivered the first acid pump to the Farbwerke Hoechst in July 1948. In line with the best available technology of the time, the valve heads were still made of hard stoneware and the drive diaphragms were made of tire rubber. The reliable pumps from the Hessian Immenhausen soon achieved such an excellent reputation that sera now focused on the development and production of oscillating displacement pumps.

Already in January 1950, the sera employee Martin Hergt filed a patent for the new design principle of the double diaphragm pump which today is a recognized technology worldwide. In addition to the development and the marketing of the successful acid pumps, in the early fifties, sera was for the first time also involved with pumps designed for higher pressures such as the piston pumps, plunger pumps and metal diaphragm pumps. The latter were even back then suitable for pressures of up to 500 bar. With the outbreak of a typhoid epidemic that started in a dairy in 1955 in Hagen/Westphalia, a substantial demand for dosing pumps for small flow rates of 0 – 15l/h developed as they were needed for the treatment of water. As sera already developed a dosing pump the year before for such small flow rates (the competition sneeringly called it a “toy pump”), sera was able to meet the demand right away. The pump with the type designation R409 became a big seller and the cornerstone for today's comprehensive competence in the treatment of drinking, process and waste water.

In 1958, sera used the design principle of the oscillating displacement machine also for the oil-free delivery and compression of gases and built – again for the Farbwerke Hoechst – the first metal diaphragm compressor. That provided the basis for the second important division: the sera compressor technology, which has been very successful up to this date.

As more options became possible with the welding of plastics, the range of products at the time already included containers, valves and miscellaneous fittings in addition to pumps and compressors. This made it possible to not only offer individual components but also complete dosing systems including the control technology for automated process sequences.

As the swimming pool business was booming in the sixties, sera was able to provide small and cost-efficient dosing pumps in plastic housings for dosing chlorine. At that time sera already got involved in solenoid diaphragm pumps. As the nuclear power industry was established and expanded, the operators profited from sera's know how with the treatment of cooling water and boiler feed water. During the boom of the German textile industry in the seventies, sera designed the KVV pump (Klotz-Kaltverweil Method) used for the dyeing process of textiles. This pump system should become so successful that it is still used by the textile industry worldwide – by now representing the state of the art technology.

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During the following decades, the traditional family business, which is managed in third generation today by Dipl. Wirtsch. –Ing Carsten Rahier, MBA, has been able to steadily expand its competencies in the area of dosing, pump and compressor technology and thus to provide suitable products that meet the current requirements of very different industries and markets around the globe. Sera's latest technological achievements include the electronically controllable multi-layer diaphragm pumps and piston diaphragm pumps with multi-layer diaphragm technology, which have been presented for the first time this year. At high pressure values, these pumps with their multi-layer diaphragm technology and a well-engineered control electronics including a Profibus interface ensure best process reliability.

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