

**Manpower, 1983**  
 Each symbol below represents 1000 employees. Of the 11 000 employees, 7500 are in Denmark and the remainder in other countries.



A section of the factory viewed from across one of our car parks.



One of many lorries that transport products between our factories in Denmark.



One of Europe's most modern hardening factories in a special building in Nordborg.

**Floor area development**

Since the start in 1933 with only 20 m<sup>2</sup> the development in floor area has been explosive.

1933	1943	1953	1963	1973	1983
20 m <sup>2</sup>	1,500 m <sup>2</sup>	24,000 m <sup>2</sup>	130,000 m <sup>2</sup>	280,000 m <sup>2</sup>	460,000 m <sup>2</sup>





Danfoss is an international concern, well-placed in the European market.

Besides Denmark, factories have been established in Sweden, Germany, USA, Canada and Japan, plus a chain of sales companies in fifteen countries.

Danfoss is also represented by a network of distributors in ninety countries throughout the world. From being a firm owned by one man, in 1961 Danfoss was made into a limited company in which the "Bitten and Mads Clausen Fund" have had the voting majority since 1971.



◀ An aerial photograph of the factories in Nordborg; in the foreground the so-called Elsmark factory and in the background the Lunden area.

◀ The Kolding factory where solenoid valves are among the products manufactured.

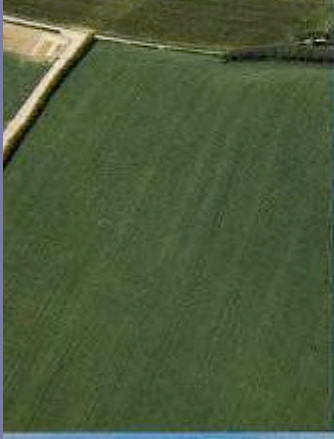
▶ The Danfoss factory in Viby near Aarhus in which valve bodies for radiator thermostats are made.







*Danfoss Flensburg lies just south of the Danish-German border and produces hermetic compressors.*



*Electrical and electronic products are made here at the factory in Graasten.*



*The factory at Silkeborg produces thermostatic elements for radiator thermostats.*



# Products in the making

Transforming large quantities of raw materials and semifinished items into finished Danfoss products is a really complicated process. Ingenuity, precision and care are key words in our factories. The demands of quality must be met in all respects in the entire production process, if we are to live up to our aim of making units that will function for many years with a minimum of service and thereby assure our customers that their plant will operate as it should.

Expertise combined with continued education and training ensures that the personnel engaged in the different phases of production are able to carry out their particular tasks and deliver the quality we specify.

Quality in production is a matter of pride for all at Danfoss.



*The photographs on this page and the next are snapshots from our factories in Nordborg, Graasten, Kolding and Flensburg and show some of the activities that go on in and around production.*









Mass production means always aiming at the most rational production methods. Machines and equipment must always match changing demands. That is why we use series of machines that precisely suit the needs of Danfoss.

Examples are computer-controlled transfer lines, indexing table automatics, numerically controlled production machines, programmed electrogalvanic surface treatment plant and cold extrusion presses.



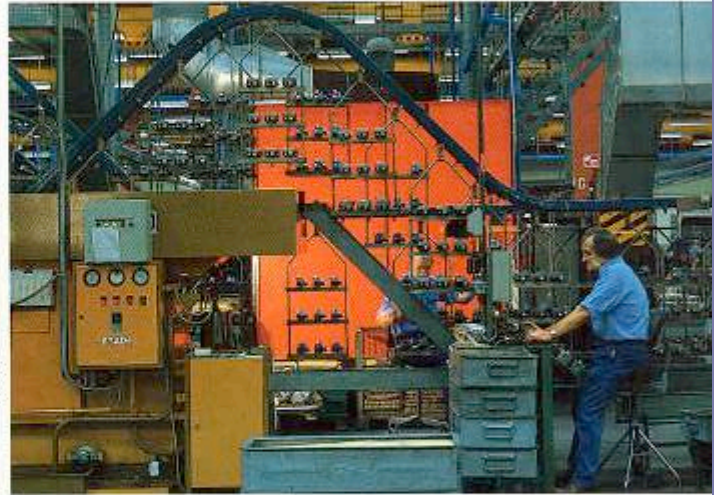
*The production departments in each factory section are controlled through the central EDP department. Production and storage control are both involved.*







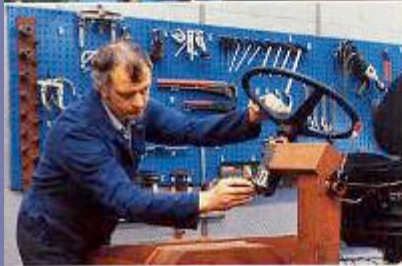
*In each section of production, work is done with high precision and everywhere there are inspection functions in which the individual operators check the processes they carry out.*



*Production means people. That is why we always try to create good environments and use the right technical equipment to ensure the best possible working atmosphere.*



# People working together



The highly developed society in which we live is solely the creation of people. Technology is not in itself a mystery – like everything else it is subject to the laws of nature – but people have the ability to perceive, to build on experience, and by doing so to bring new and previously unknown methods to light.

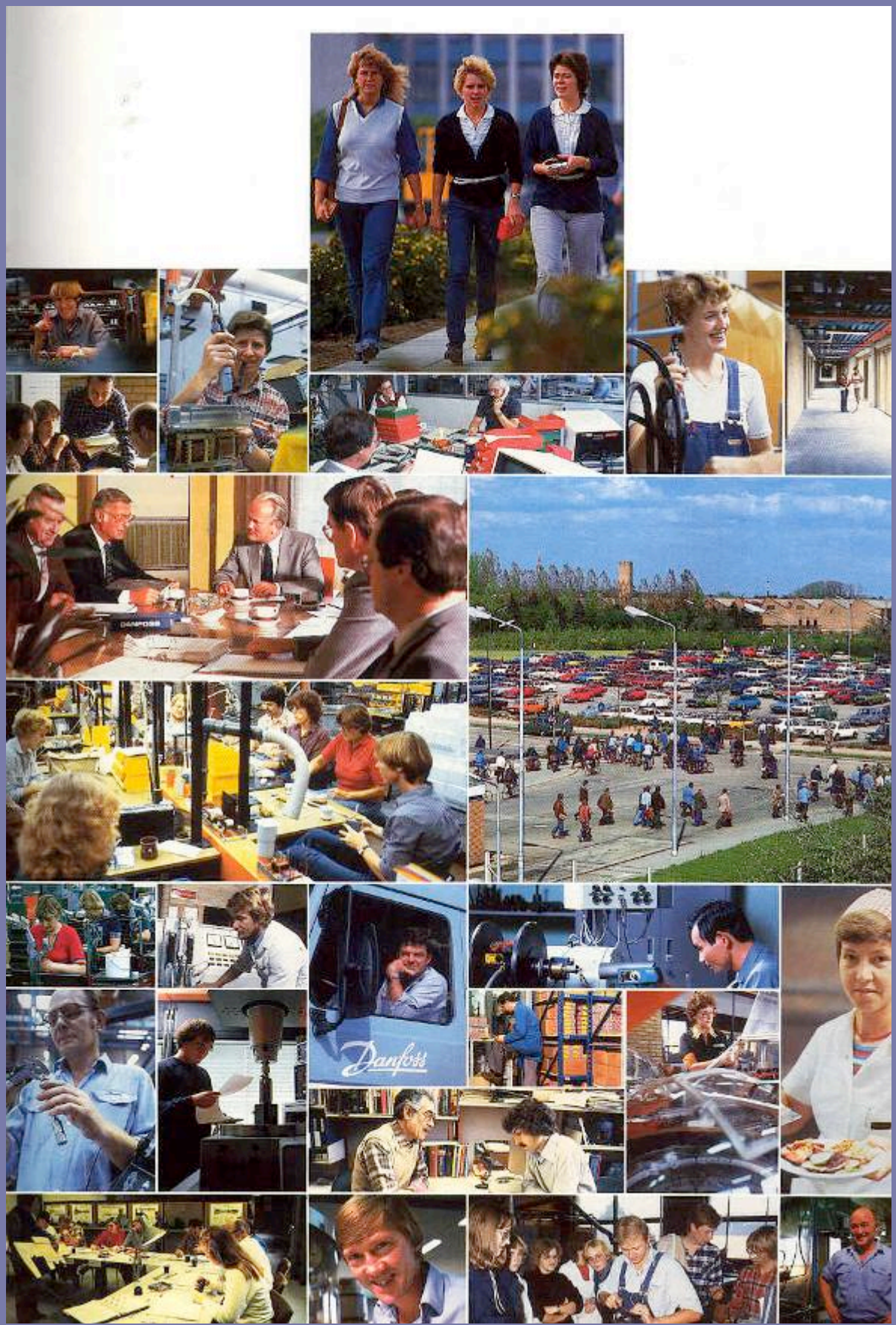
Technological gains have made it possible for machines to carry out even the most complicated of processes. Wearing and difficult work, and monotonous routine, have been superseded by more rewarding tasks like the control of intricate processes, quality control and the monitoring of advanced machines. Man and machine have become partners – with man the initiator.

The personnel at Danfoss have widely different duties: some in administration, purchasing and sales; others in product development, quality control, design or production techniques; and still more in production itself.

Many people working well together create the products that fulfil customers' needs.









# Global activities

Ten to fifteen percent of Danfoss production is sold in Denmark, the remainder is sold all over the world.

That is why the staff at Danfoss are so active in travelling and attending meetings throughout our sales areas, at customers', subsidiaries and distributors. In Nordborg too meeting people is a large part of the working day. New products must be discussed, personnel trained, and sales planned and arranged.

Danfoss technicians and specialists participate in conferences everywhere. They deliver lectures on our products and advise customers about automation.

To be a qualified consultant at Danfoss, the person concerned must have a thorough knowledge of the plant in which our products are to be installed.

Danfoss takes part in more than thirty international trade exhibitions every year where our technicians meet customers, branch organisations and other business contacts. Here, new products and new plant is discussed – new possibilities for the customers and for Danfoss.

All these activities are a vital part of our sales efforts.

*All our subsidiary managers photographed while at a meeting in Germany.*



*We look forward to the visits of many customers – often, as here, in groups.*

*A meeting in our cinema.*



*A production meeting at Flensburg.*



*The presentation of a new campaign at a sales promotion meeting.*



*Visiting customers at a lecture on compressors and heat pumps.*

▲▲  
*The centre photograph shows a service course for VLT sales representatives.*

▲▲  
*Above centre: On-line USA – Nordborg.*







*A course for service shop personnel. Here the course is on hydraulic components.*

*Danfoss on exhibition in Birmingham.*



*A delegation from China visiting our factory in Flensburg.*

*An automation project is discussed at the customer's plant.*

