

International sales

Right from the start, Danfoss strived to build up an international sales organisation – in a modest way to begin with, of course.

Thus, at the end of the 1930s, distributors were appointed in Holland, Belgium, Norway, Finland, Spain, and Sweden. In 1945 a distributor was appointed in England.

Gradually it became natural, and necessary, for us to establish our own sales companies. In 1952 such companies were established in Great Britain, France, the Federal Republic of Germany, and Canada. In 1958 we started in the USA and in 1960 we established ourselves in Japan.

Since then, things have happened fast and today Danfoss has seven-

teen subsidiaries in fifteen different countries.

However, sales and stores of products are not enough: an effective service organisation had to be built up and now there are forty service workshops throughout the world in which specially trained technicians stand ready to help our customers.

The headquarters of our subsidiary in France lies in Trappes south of Paris. Interiors of the sales office and warehouse.

The exterior of Danfoss AB in Mjølby, Sweden.



N.V. Danfoss S.A. in Brussels.



Danfoss (Japan) Manufacturing Company Ltd. has a factory in Kodaira and its head office in Tokyo.





◀ *Danfoss Limited in newly established premises in Perivale on the outskirts of London.*

Danfoss Norge A/S, Rud-Oslo.



▲ *Our subsidiary in Holland, ITHO B.V., has its headquarters by one of the many canals in Schiedam.*



◀ *These photographs are from our subsidiary Danfoss Handelsgesellschaft m.b.H., Offenbach, Germany.*

The moment the firm obtained its first export order, it became clear to everybody that the ability to sell on the world market was conditional upon an effective organisation.

To ensure the efficiency of the sales efforts Danfoss set up an international sales group that by being in

contact with the field organisation throughout the world could take the responsibility of coordinating the product groups at Nordborg and the sales companies and distribution network internationally.



Our distributors in Italy, Climatic S.p.A. in Torino.



Staff at Danfoss (Portugal) Equipamentos in Lisbon.



The head office of our distributor in Melbourne, Australia: Russel Armstrong Pty. Ltd.

Danfoss S.A. in Spain has its headquarters in Madrid.



Werner Kuster AG, in Basel, our distributors in Switzerland.



Danfoss Manufacturing Company Ltd., Mississauga, Toronto, Canada.



Dean & Wood (London) Ltd. a Danfoss company situated in the heart of London.

◀ *The headquarters of Danfoss Finland in Helsinki.*



▲ *Danfoss Inc. in Mahwah, New Jersey, USA.*

Production in the factory in Canada.



Hampton Products, Illinois, USA, the newest subsidiary in the concern.

Research and development

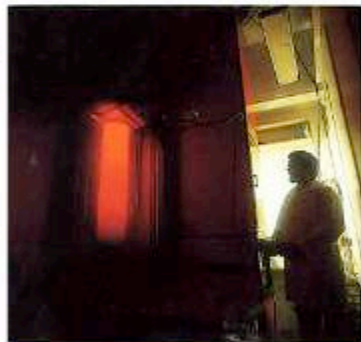
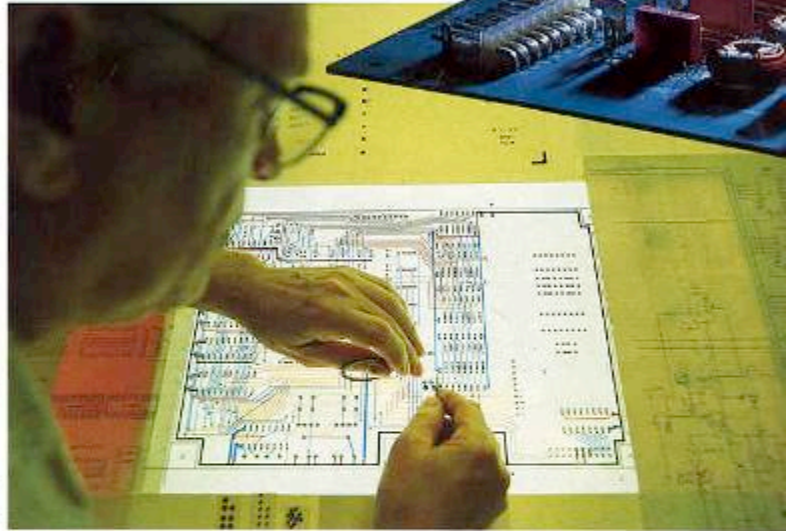


A basic philosophy in the whole of Danfoss' work has been to develop, manufacture and sell highly processed equipment both as regards know-how, development, and production.

Danfoss products are important, often vital, components in customers' machines and plant where they help to increase efficiency and reduce energy consumption. Product features like these have made it realistic for us, from the beginning, to consider the whole world as our potential market. In the deepest sense, it is new products that represent the vitality of the concern – products that from the point of view of price and quality are able to stand up to competition. There is indeed a dynamic approach underlying the Danfoss product range.

The further technical development of existing products is also a continuous process. Matching market demands is a necessity and the utilization of technological advances is a challenge.

Research and systematic product development have a long tradition at Danfoss and as time passes the work demands more and more extensive technical knowledge. This involves costly investment, but investment that strengthens Danfoss in continuing to meet competition on the international market.



Process research.



The electron microscope.



Much research is done as group work where the project leader acts as the coordinator.



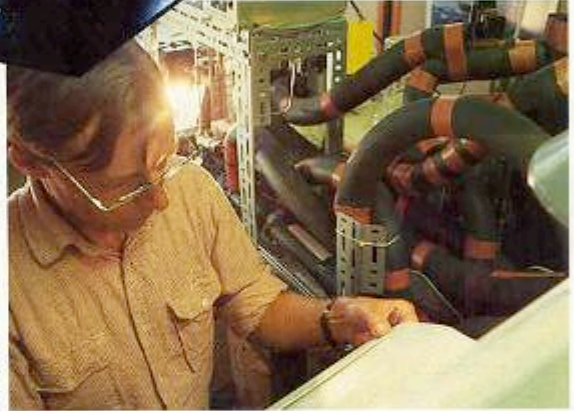


▲ One of the printed circuit boards for a VLT motor control.

▼ A test setup in the research department.



▶ The technical library.

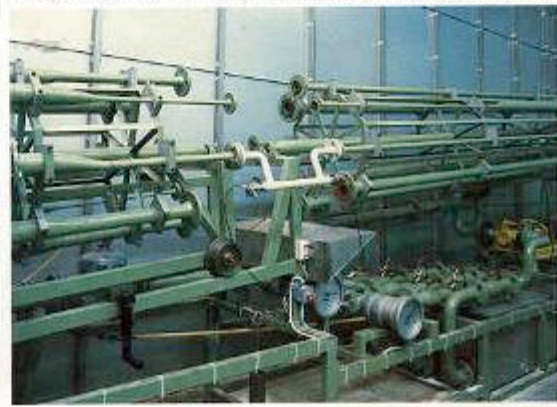


▼ A photograph of our test facilities for hydraulic applications.

▼ A chemical laboratory.



▼ Ultrasonic flowmeters are tested and calibrated on this stand.



**A brilliant idea has generated
a wide product range**





From the first expansion valve for refrigeration plant, development through 50 years has led to a very wide range of products for many branches.

Here we show examples of automatic controls for refrigeration plant, comfort controls for heating and ventilation systems, and electronic components for industry – among them a speed regulator for electric motors. Also shown are examples of components for hydraulic systems,

components for burners and boilers, and, finally, compressors and thermostats for refrigeration appliances.

The production span is wide and through the years we have seen the fruits of continuous effort in research and development. There are still large accessible markets in the world and whether our expansion is successful will depend entirely on our initiative and capability in seizing chances at the right moment.



Where are our products used?

Danfoss is very definitely engaged in mass production – 80,000 finished items a day – with a production range that can be roughly divided up into 300 different types of units, many of them in ten variants.

To name a few examples: we supply compressors and thermostats for a great many of the world's refrigerators and domestic freezers, and we send advanced electronic controls to the manufacturers of oil burners. Most of the tractors operating in Europe are equipped with Danfoss hydraulic components.

Danfoss is a supplier of components and relies for its existence on the development and manufacture of units that form part of the products and plant of other manufacturers.

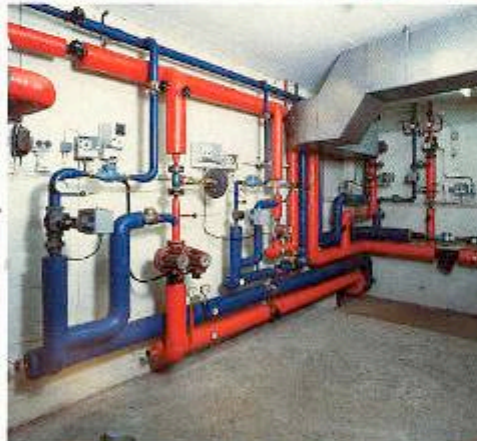
These pages show a few examples of where our products are used.

Electronic and self-acting automatic units for controlling heating systems in zoned district heating installation in large residential complex.

Danfoss refrigeration controls are used in the frozen and refrigerated food display counters in supermarkets, in heat recovery plant and in many other applications.

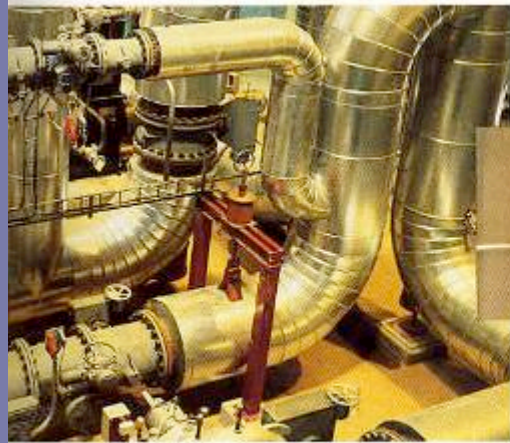


◀ *Danfoss radiator thermostats control the room temperature in many homes and public buildings.*





▲ Danfoss hydraulic motors are vital parts in these fully automatic pea harvesters.



▲ For invoicing, metering and monitoring in a power/heating station there are Danfoss ultrasonic flow transmitters.



▲ Among the units controlled by the motors are the threshing reel, shaker sieve and conveyors/elevators.

◀ Danfoss is one of the largest suppliers of compressors to refrigerator manufacturers the world over.



◀ Danfoss burner controls are widely used by oil burner and boiler manufacturers on the world's market.

VLT motor control is used to regulate assembly lines in many car factories.



Looking to the future



Andreas Jepsen
Chairman of the Board of
Danfoss A/S

Danfoss 1983 – a large place of work that owes its present form to the joint efforts of many people for half a century. All this was founded by one man, Mads Clausen, without whose initiative Danfoss would never have existed nor would his home region have received its industrial character.

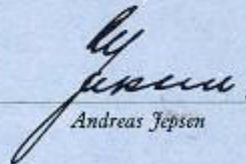
How it all began is described in this brochure; also how the firm then developed and added new products to its range, invested in research, in new plant and new markets – and created many jobs. This development has the whole time demanded organisational adaptations, both in Denmark and internationally, involving changes in work distribution and managerial functions. The personnel has increased in number to 11 000, and still more have in some way linked their daily lives to the welfare of the firm.

To be a large place of work that has made the whole world its market carries obligations.

Danfoss regards it as a duty to exploit the possibilities within reach and to devote all its resources to benefit customers and the society of which the firm is a part.

As a modern industrial enterprise, Danfoss has a good basis on which to continue a sound line of development. But it may well become more difficult to achieve the results required; new ways of thinking and untraditional procedures may be needed. Furthermore, economy in daily operations has more than ever become a key word.

But we know we *can* make the necessary effort and are convinced that the will is there. What we are able to achieve indeed depends on there being enough people with this will and on all of us cooperating to lead Danfoss into the future.


Andreas Jepsen