### LAUDA PRESENTS THE ENTIRE SPECTRUM OF PERFECT TEMPERATURE CONTROL AT THE ANALYTICA 2018Fair appearance of the world market leader for temperature control technology inspires with a new brand appearance

Lauda-Königshofen, April 10, 2018 – At this year's analytica, the International Trade Fair for Laboratory Technology, Analysis and Biotechnology, the world market leader for temperature control technology presents itself for the first time in a new guise. The completely redesigned trade fair appearance is an expression of the new LAUDA Corporate Design. At the trade fair, the company is presenting its portfolio of modern temperature control technology, including the latest circulation thermostats from the PRO line.

In Hall B2, Booth 502, trade visitors will experience ›360° THE ENTIRE SPECTRUM OF PERFECT TEMPERATURE CONTROL‹ on 108 square meters. Under this title, LAUDA combines all equipment lines from water baths to process thermostats of the Integral XT series. LAUDA presented its comprehensive new brand image at the end of 2017, placing the internationally used degree sign for temperature measurement with a red-blue color gradient at the heart of the brand's presence. The confident claim °FAHRENHEIT. °CELSIUS. °LAUDA conveys that LAUDA is the partner for precise temperature control.

The new brand presentation, which will be presented to the trade public for the first time at analytica 2018, was created in close cooperation with the renowned Munich agency Martin et Karczinski. »The new brand image implements our LAUDA mission statement in a modern, visual form,« explains the President and CEO, Dr. Gunther Wobser. »The logo unambiguously highlights the company's core competence - the development of intelligent and innovative temperature control solutions for virtually every application - and underscores our claim to be the world's leading provider of accurate temperature control with liquids«, Dr. Gunther Wobser continues.

Professional temperature control for a variety of applications

This year special attention will be given to the new PRO cooling circulation thermostats with cooling capacity up to 1.5 kW and temperatures from -90 to 200 °C. The models RP 290 E and RP 290 EC with a cooling capacity of 0.8 kW are ideal for external low-temperature applications. The models RP 250 E and RP 250 EC offer almost doubled cooling capacity with 1.5 kW. Typical applications include the testing of automotive batteries in electromobility and applications in other areas where rapid temperature changes are required. The LAUDA PRO devices all have a detachable control unit in the versions Base or Command Touch. The latter is equipped with a 5.7 inch touchscreen that allows touch, wipe and zoom operation even with gloves.

Another highlight of the LAUDA fair appearance is the LAUDA LOOP. The compact and versatile temperature control unit works completely without any refrigerant. The cooling capacity of 4 to 80 °C is achieved by the circulation thermostat using Peltier technology. Thus, the LOOP is an energy-saving, environmentally friendly addition to the LAUDA portfolio and thanks to its small dimensions, finds its place almost everywhere.

Well prepared for the future

The LAUDA Group generated total sales of around EUR 80 million in the 2017 financial year, with LAUDA DR. R. WOBSER GMBH & CO. KG headquartered in Germany alone accounting for EUR 60 million. A total of 430 employees work at the location in Lauda-Königshofen and the twelve foreign subsidiaries.

One topic that the family-owned company is intensively investigating is digitization. »Digitalization is changing people and work alike and will continue to gain momentum with the establishment of Big Data or Artificial Intelligence,« Dr. Gunther Wobser explains. »We want to actively shape the digital transformation in our industry. The newly founded LAUDA Innovation Lab, based in Silicon Valley, will support us in this regard as a source of inspiration from the world's most important location for the IT and high-tech industry.« In order to further advance digitalization within the LAUDA Group, the headquarters in Lauda-Königshofen created an independent digital division at the beginning of the year. This sees the family-owned company well prepared for the digital transformation and the associated challenges.

About LAUDA

We are LAUDA - The world leader in precise temperature control. Our constant temperature equipment and heating and cooling systems are at the heart of many applications. As a full-service provider we guarantee the optimum temperature in research, production and quality control. We are the trusted partner, particularly in the fields of automotive, chemical/pharmaceutical, semiconductor and laboratory/medical industries. For over 60 years we have been inspiring our customers with our competent consulting and innovative, environmentally friendly concepts. Every day – globally.

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At the analytica 2018, LAUDA will present a completely new brand presence and its extensive portfolio of temperature control units, including the compact and powerful cooling circulation thermostats of the LAUDA PRO product line.

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