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ProLeiT becomes 25!

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Almarai - "Super Farms" in Middle East

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ProLeiT at Victam 2011

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ProLeiT expands ProLeiT Group

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## ProLeiT becomes 25!



With a workforce of around 300 – and two branch offices in Germany, ten subsidiaries and one joint venture – ProLeiT AG is represented worldwide.

ProLeiT AG, with headquarters in Herzogenaurach, will celebrate its 25th anniversary on 1st June this year. Founded in Erlangen in 1986 as "PROLEIT, Gesellschaft für technologieorientierte Prozessleittechnik mbH", a small engineering company, the software company has developed into a global player in the field of process plant automation and became an international provider of ultramodern process control technology.

Today, after twenty-five years, ProLeiT's clientele includes renowned breweries, dairies, food and beverage companies and chemical and pharmaceutical groups.

"The process control sector has undergone rapid development in the last 25 years. Freely programmable controllers have found their way into the production industry and Microsoft Windows has been successfully established in process control engineering. We have identified these trends early on and implemented them consistently. The smooth interplay of the process control and MES levels, alongside increasing internet capability, will be major developments in the coming years – and we have already integrated them both in our strategy" explains Manfred Czepl, COO of ProLeiT AG.

The following groundbreaking decision is at the heart of the company's success: Instead of relying on customary process control systems available in the market, ProLeiT developed its own process control system from the start. "The decision to design our own, open process control system was the key to our corporate success. Thanks to our Plant iT and brewmaxx process control systems, we offer our customers system platforms which are not only consistent and flexible, but in which the MES functionality is already integrated", states Wolfgang Ebster, CEO of ProLeiT AG. "System development is closely interlinked with project management. On the basis of this approach, we provide a smooth combination of software skills and sector-specific, technological expertise which is unique in our industry.

The company will continue its strategy in the year of its anniversary, and its founders are agreed on the following key point:

"Thanks to the multi-platform capability of our systems, we can access 65 % of the world market. We are determined to achieve maximum benefit from this potential. Our system partner concept and OEM partnerships will provide the basis for us to further strengthen our international presence and double our turnover by 2015", Wolfgang Ebster explains in outlining the targets for the coming years.

## "Super Farms" in Middle East

[www.almarai.com](http://www.almarai.com)



Almarai is one of the biggest dairy companies in the Middle East, headquartered in Riyadh, Saudi Arabia. Starting in 1976, Almarai has made a continuous growth with dairy products like fresh and homogenised milk, laban, soft cheese and desserts. Almarai has a market share of approx.

40% throughout the Gulf Cooperation Council milk segment (Oman, Saudi Arabia, Qatar, UAE, Bahrain, Kuwait). In contrast to European dairies, Almarai

relies on its own milk production.

The company has so-called "Super Farms" with approx. 120,000 animals in total. After deciding to get active on the baby food market, Almarai founded a joint venture with Mead Johnson. They already built a bakery at the new manufacturing base in Al Kharj. At present, the baby food plant is under construction and the planned start for production is in the middle of 2011. ProLeiT has been charged for the whole automation, means incl. engineering and delivering the Plant iT process control technique.

Consistent automation solutions for the food and feed industry are key competencies of ProLeiT AG.

## ProLeiT at Victam 2011

[www.proleit.com/victam2011](http://www.proleit.com/victam2011)

As an all-in-one provider of PCS, batch and MES solutions, ProLeiT shows at this year's Victam, that takes place from

The spectrum of exhibits includes automation solutions for the production of animal feed, for mixed feed production in particular, and even the corresponding packaging and loading systems.

Visit us at Victam:

**hall 6, booth A060**

Are you interested in?

Get your **personal, free entrance voucher** at: [www.proleit.com/victam2011](http://www.proleit.com/victam2011)



**VICTAM**  
International 2011

May 03 – 05, 2011 in Cologne, "process control engineering specialized for IFS/GMP-compliant animal feed production".

## ProLeiT expands list of subsidiaries

[www.proleit.com](http://www.proleit.com)



ProLeiT AG is expanding its list of international subsidiaries by two additional locations. Since the opening of ProLeiT Corp. on 25th February 2011, ProLeiT is now also represented in the USA.

The business premises of the new US subsidiary are based in the Dallas greater area – and more precisely: in the corporate building of Heat & Control. This close proximity will further strengthen the

relationship with Heat & Control and other partners and facilitate access to the US market.

The foundation of TOB ProLeiT Automation in Kiev mid-March 2011 as ProLeiT's second new subsidiary ensures the best possible penetration of the local Ukrainian market. The Ukrainian subsidiary will be headed by Jakov Sidorov, who is also already in charge of the management of the OOO ProLeiT subsidiary in the Russian capital of Moscow.

### Visit us at the following fairs as well:

- **MATIC**, May 10-12, 2011, Zaragoza/ES: hall 4 / booth 02
- **Interpack**, May 12-18, 2011, Düsseldorf/DE: hall 5 / booth 38  
hall 6 / booth 6A71  
hall 15 / booth D03
- **Schüttgut**, May 18-19, 2011, Dortmund/DE: booth F12