



 KELLER

# COMPANY





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## More Brochures



## KELLER. MORE THAN JUST A COMPANY.

The name KELLER is synonymous with high-precision pressure measurement technology. Our father laid the foundations for the reputation we enjoy today when he founded the KELLER company in 1974. Our company has been constantly developing ever since. Now, with half a century of valuable experience, we are more dependable, more competent and more dynamic than ever.

**Life means development.** It means constantly adjusting to ever-changing circumstances. Take the march of digitalisation, for example, which requires constant adaptation, including in our sector. In addition to focussing on optimising production processes, we are investing substantially in further developing our high-quality products and are heavily occupied with topics such as Industry 4.0 and the Internet of Things.

**More than just a production company.** We consider ourselves to be more than just a manufacturer of market-leading products. We see ourselves as part of something bigger where each individual employee has a valuable contribution to make regardless of «rank» and «title».

**Our motto: all honest and useful work is good work.** It contributes to personal development, provided the person is prepared to learn something new every day and pursue inner growth. We encourage and support independent thought and action. Flat hierarchies, mutual respect and appreciative cooperation are also deeply rooted values in our company culture.

**The world seems more complex than ever before.** We are convinced that the most meaningful way of confronting this complexity is to value the uniqueness of each individual's feelings, thoughts and actions. This allows us develop solutions together in broad consensus with a view to our company's sustainable development.

**Together we are stronger.** As a company, we are part of society. We co-exist with the city of Winterthur. It provides us with a solid foundation on which we develop something new every day. We are grateful for this and, to close the cycle, we give back to the region and society by participating in sporting, social and cultural events.



Tobias Keller



Michael Keller



## MORE THAN JUST A COMPANY

## KELLER – YOUR SWISS PRESSURE SENSING SPECIALIST

A market leader in the production of isolated pressure transducers and transmitters.



KELLER was established in 1974 by Hannes W. Keller, the inventor of the integrated silicon measuring cell. Today, his sons Tobias and Michael Keller run the business. The company is wholly family-owned and employs 480 staff from over 20 nations.

KELLER feels a strong connection to its home of Switzerland. Its headquarters are where the value is added and where most of our employees work. As a result, all KELLER products bear the quality seal «Made in Switzerland» and embody the Swiss values of quality, functionality and reliability.

KELLER Druckmesstechnik AG, including KELLER Gesellschaft für Druckmesstechnik mbH in Jestetten, is certified to ISO 9001. This means that our measured values can be fully traced to national standards.

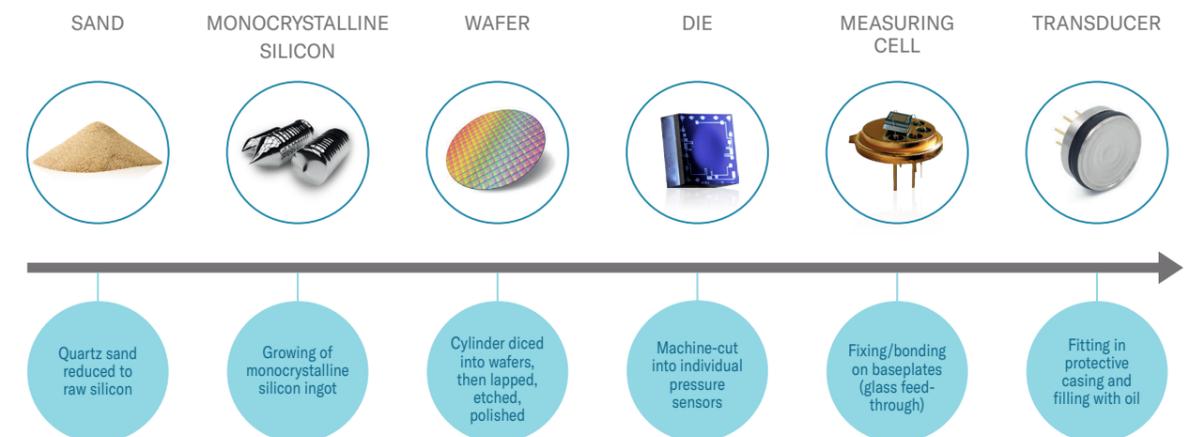
### Our expertise



### Advantages of piezoresistive technology



### From sand to pressure transducers



## TECHNOLOGY AND PRODUCTION

### The versatility of the isolated pressure measuring cell

Electronic pressure measurement requires a sensor that records the pressure to be measured and converts it into an electrical signal. Due to the large output signals and the established manufacturing processes, as well as the many years of experience gained, piezoresistive technology has become established in pressure measurement.

Resistive pressure measurement centres around an electrical resistance whose resistance value changes as a function of the pressure to be measured. The measuring resistors are integrated into a pressure-sensitive diaphragm and, depending on the pressure intensity, they are either stretched (electrical resistance is increasing) or compressed (electrical resistance is decreasing). The greater the pressure, the more the diaphragm deforms, meaning that the extent of the change in resistance depends directly on the pressure.

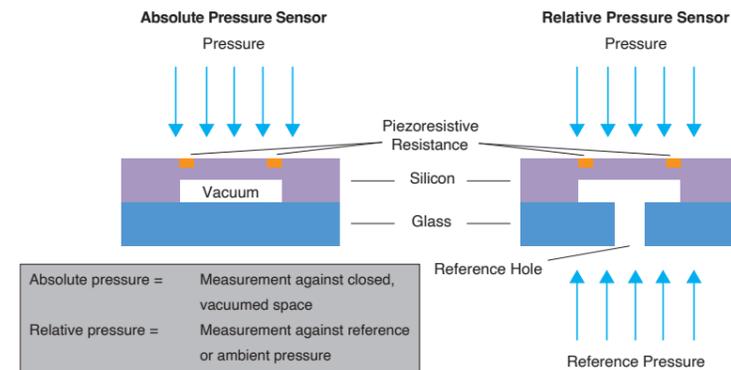
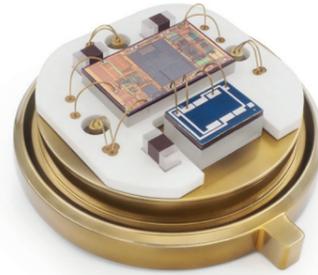


Figure 1: Structure of a piezoresistive sensor chip.

The isolated pressure measuring cell stands out thanks to its versatility: it is compatible with various media – even aggressive media – and covers wide pressure ranges. These diverse potential applications combine the isolated piezoresistive pressure measuring cell with the benefits of piezoresistive technology: no signs of fatigue even after a large number of pressure cycles, excellent long-term stability and freedom from hysteresis. Finally, the individual construction of the housing permits great flexibility for a wide variety of applications, even in critical environments.

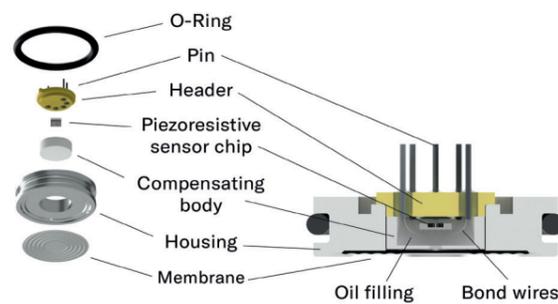


Figure 2: Construction of an insulated, oil-filled piezoresistive pressure sensor.

### Cost efficiency through high production capacity

In over 35 highly specialised production islands, the latest automated production processes are used to manufacture large series of industrial OEM transducers and special designs in small quantities. Every year, more than a million pressure transducers and pressure transmitters are produced. Despite our complex production processes and stringent quality requirements, the high volume allows us to keep production at our site in Switzerland cost-efficient.



### Piezoresistive pressure measurement technology made in Switzerland

From start to finish, KELLER's value chain is created at our headquarters in Winterthur, where we do everything from producing the individual parts to calibrating the sensor and carrying out the final checks on the finished product. This means that all KELLER products are «Made in Switzerland» and customers can be sure that they are getting renowned Swiss quality.

### Custom Solutions

Wherever pressure sensors are needed, a solution can normally be found in the KELLER standard product catalog. However, there are often great benefits to optimising a product specifically for integration and use in existing complete systems.

KELLER's modular product design offers great flexibility and allows customer-specific adaptations to be made without causing soaring costs – even for small production runs. The desired requirements and a mutual exchange of expertise form the essential basis for individual optimisations and tailored product development.



## VALUES AND VISION

### For people and the company

As a company, KELLER has made major contributions to the development of modern pressure measurement technology. The company is proud of all its achievements and with total dedication continues in its pursuit to make a decisive difference for both its customers and employees in the future. This goal is underpinned by our shared vision and core values.

### Our vision – Independence, development opportunities and wisdom



Here at KELLER, we combine entrepreneurship and independence. By building this bridge, we can ensure the sustainable commercial success of our company while giving all our employees space for independent development in both professional and personal aspects. We are committed to ensuring the independence and freedom of our employees. The development opportunities that are created by this philosophy form the ideal foundation for innovative developments and sustainable decisions. All this is reflected in the breadth of our product knowledge and the refinement of our product range.

Since 1993, the seagull has been the visual emblem of KELLER. It represents the flourishing of new ideas and is a symbol of philosophy, of freedom and the love of wisdom and truth. We are dedicated to shaping the future of pressure measurement technology for and with our customers.

### KELLERs guiding principle



«The biggest challenge for a healthy company is finding space to grow. If the basis of our livelihood disappears, so does our company.»

Company founder Hannes W. Keller



## MORE THAN JUST A COMPANY

### Our values

#### Cooperation

We put our customers and their needs at the heart of what we do so that we can work with them to find effective solutions for their applications. Many of our sensors are customised products.

#### Continuous development

We believe in our technology and set new benchmarks in precision and potential applications. Piezoresistive pressure sensors find use in countless areas of application and achieve an accuracy of 0,01 % of the entire measuring range.

#### Personal Responsibility

We encourage independent working. This leads to an inspiring working environment, sustainable solutions and sophisticated products.

#### Mutual support

We set great store by open communication, honesty and mutual support. We firmly believe that the pooled knowledge from all departments will propel us all forward. We are committed to a close partnership with our suppliers, distributors and customers.

#### Courage

We are willing to take a calculated risk if the conditions for it are right. Many of our most innovative and successful products were born out of challenging projects.

#### Independence

We are proud to be an independent Swiss family business. KELLER is not beholden to either banks or investors and all added value is generated in Switzerland.

## RESPONSIBILITY

### By people, for people

KELLER provides support and generates added value. With human and financial resources, we can make things happen that otherwise wouldn't be possible. KELLER makes sure that its projects in the areas of «social» involvement, «culture», «sport» and «sustainability» have a regional focus.

### Sports sponsorship

#### KELLER promotes talent

KELLER is committed to supporting the regional sports scene – after all, sports bring joy and build character.



#### FC Winterthur

Since 2001, KELLER has been the sole owner and main sponsor of the football club FC Winterthur. By supporting the team's up-and-coming players, KELLER plays an active role in promoting talent. The FCW junior team has a special significance, because the club has very high training standards and can therefore offer great opportunities and act as a career springboard.



#### LTC tennis club

Since 2019, KELLER has been supporting the first team at LTC Winterthur tennis club – a club with a rich history – as a local sponsor. The aim of the «advantage LTC» sponsor and benefactor association is to improve the quality of tennis amongst young up-and-coming players and those playing actively in the local region.



### Social projects

#### Youth project

The youth project was established by KELLER in 2005 and gives young people the chance to gain a foothold in the apprenticeship and job market. As part of the project, eight internships are offered every year. The internships last for 12 months initially, but can be extended to 24 months.



For 60 % of their working hours, the interns work in the various production departments. The rest of the time, they attend lessons in German, Mathematics, PE, Electronics, Pressure Measurement Technology, Sensor Systems and General Studies. This gives the young people the opportunity to develop not just their manual skills but also their social competence.

Participants are supported in establishing an efficient approach to work, built on the pillars of reliability, perseverance, enthusiasm, resilience and responsibility. Since the youth project began, 80 % on average of the young people involved go on to find an apprenticeship or further work and study placement.

#### Crèche Möwe («The Seagull»)

Established in 2001, the Crèche Möwe («The Seagull») is a place where employees can leave their children during working hours. Places at the crèche are also offered to external children between the ages of 2 months and 5 years.

Every day, the ten-person Seagull Team does its very best to make sure that the children are happy. The crèche is on the company premises, meaning that new mothers can breastfeed during working hours – and if a child falls ill, their parents can be there right away.



«My wish for the future is that we develop further, both as a company and as individuals, that we learn something new every day, that we take on ever more responsibility and that we walk the path with determination that opens up for us.»

Company owner Tobias Keller

## CULTURAL INVOLVEMENT

### Committed to culture since the beginning

KELLER supports ideas and projects that serve to create a sense of identity. Culture is the expression of the spiritual and artistic wealth of a society and it deserves a voice.

#### Winterthur Music Festival Weeks

Through its sponsorship of the Winterthur Music Festival Weeks, a music festival held in Winterthur, KELLER is helping to ensure the survival of a local, cultural event that is unique in Switzerland. For 12 days of the year, this event gives visitors the opportunity to discover national and international bands and up-and-coming musical talent. It is the oldest regularly occurring open-air festival in Switzerland and attracts some 55'000 attendees each year.



#### Afro-Pfingsten

Afro-Pfingsten has had and continues to have a lasting influence on Winterthur's cultural life and strengthens values that are also important to KELLER. As a corporate sponsor, KELLER makes an active contribution to the continued success of this platform. Alongside markets and workshops, the main highlight of the programme is African, Latin American and Caribbean music.



### Education and Science

#### Research and development for the future with KELLER sensors

KELLER's entire company history is based on an invention. KELLER knows from experience that big things can come from small things and therefore actively supports various university research projects with KELLER sensors.

#### FabLab Winti

FabLab Winti is a publicly accessible digital production workshop, and is available to anyone interested in training courses and completing their own projects. KELLER is a big fan of «Do It Yourself», and hopes that its sponsorship of FabLabs will help to counteract the shortage of qualified personnel in STEM (Science, Technology, Engineering and Mathematics) professions.



### Support for people, animals and the environment

#### Helping where help is needed

Gratitude is one of KELLER's most important corporate values. Therefore KELLER is keen to support organizations that help people, animals or the environment. KELLER supports selected foundations and institutions, mainly in the Winterthur region and Switzerland.

### Sustainability

#### Actively combating energy wastage

KELLER cares about his environment. For this reason, all departments are committed to sustainability in their day-to-day work.

- Investments are made with the environment in mind. A closed-loop system ensures that the cooling water used in cell production is prepared using filter systems, allowing KELLER to save 655'000 litres of drinking water every year.
- Surplus material is disposed of to professional standards in the adjacent recycling yard.
- Supplies are procured from elsewhere in the region. For instance, glass seals and mechanical parts are bought in from the local area.
- Although KELLER is an international company that places great importance on contact and dialogue with its customers and field offices, conference calls are held wherever possible and business trips are kept to a minimum.
- The company encourages its staff to take part in campaigns such as «Bike to Work» and leave their own cars at home.



KELLER endeavours to minimise its environmental footprint and CO<sub>2</sub> emissions, acknowledging the importance of giving its staff a safe and healthy place to work.

## KELLER SUBSIDIARIES

### At home anywhere in the world

As a company that operates internationally, KELLER has representations at a number of locations around the globe. To ensure the best possible service, clients are always supported in their native language. KELLER has eleven branches in Europe, Asia and the USA. Various representatives and distributors also support our branches in other countries.



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## REPRESENTATIONS

**Australia**  
BesTech  
bestech.com.au

**Belgium**  
Instrumentation Elneo  
elneo.com/fr/instrumentation

Onthaal BIP Elneo  
bipelneo.com

**Brasil**  
KELLER Brasil  
keller-pressure.com/pt/

**Chile**  
Welko  
welko.cl

DOS20  
dos20.cl

**China**  
Kistler Instrument AG Shanghai  
kistler.com

**Colombia**  
DST  
onlinedst.com

**Costa Rica**  
Optima Ingenieria  
optima-ingenieria.com

**Denmark**  
Tech Instrumentering  
tech.dk

**Egypt**  
MAS Trading  
masautomation.com

**Finland**  
Oy Profimeas Ltd.  
profimeas.fi

**France**  
Serv'Instrumentation  
servinstrumentation.fr

**India**  
Yashtec  
yashtec.in

**Israel**  
T. Berke Ltd.  
berke-ltd.com

**Japan**  
Japan Pionics Co. Ltd.  
japan-pionics.co.jp

**Korea**  
DAHO  
daho.co.kr

**Lebanon**  
ADM Electric  
admelectric.com

**Mexico**  
Equipozo  
equipozo.com

**Norway**  
MRC Global  
mrcglobal.com

**Portugal**  
Tecmer  
tecmer.pt

**Romania**  
MDS Electric  
mdselectric.ro

**Russia & Belarus**  
Izmerikon  
izmerkron.ru

**South Africa**  
Instrotech  
instrotech.co.za

**Spain**  
Catsensors  
catsensors.com

**Sri Lanka**  
S-E-N-E Pressure Metrology Ltd  
senepressuremetrology.com

**Taiwan**  
San Fong Instruments Technology  
Co. Ltd.  
san-fong.com.tw

**Turkey**  
Zeta Enerji  
zetaenerji.com

**United Arab Emirates**  
SWME Control Systems  
swme.ae

**Uruguay**  
Techingenium  
techingenium.com.uy



## PRODUCTS

### Product overview

KELLER is known for Swiss quality and precision. Ever since being established, the company has developed and produced its products at its facilities in Winterthur. For more than 45 years, we have been pairing expertise with innovative spirit to find the right solutions for each individual application. The customer's wishes are our key focus.



Pressure Transducers



Pressure Transmitters



Level Probes



Data Loggers



Digital Pressure Gauges



Wireless Solutions



Custom Solutions



Software & Accessories

## INDUSTRIES

### Industry Overview

Learn all about the different ways in which KELLER products can be used, whether you are interested in a standard application or are thinking about a tailor-made solution. Pressure measurement technology has potential. KELLER brings it to life.



Vehicles



Aviation and Space Travel



Oil and Gas



Water and Environment



HVAC



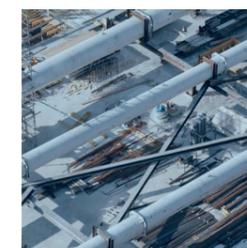
Raw Material Extraction



Chemistry, Food and Pharma



Consumer Products



Structural Measuring



System and Device Construction



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