

We are **RATIONAL**



3/07

## Dear Colleagues

Over the last 30 years RATIONAL has developed from small beginnings to an exceptionally successful global company, which since 2000 is even quoted on the stock exchange.

Together, we have succeed in doubling the size of our business practically every 5 years, and accordingly, each year we have created new highly qualified jobs.

Today, RATIONAL employs over 900 people, 500 of these in Germany, and more than 400 in the other growth areas of the world.

This year, the number of employees will exceed the record level of 1,000. From a small business, which every employee could immediately understand, a global network has developed in which things which are no longer so transpar-

ent to everyone happen every day. The new employee magazine "We are RATIONAL" should help to close this information gap.

Every three months, "We are Rational" will report news and interesting facts about RATIONAL from all over the world, to enable everyone to get a view of what is happening elsewhere, and above all to actively promote the RATIONAL family spirit of all employees.

"We are RATIONAL" is a magazine by colleagues for colleagues, which means that it is your magazine. Please make an active contribution to the next issues, by informing our editorial team of your special events and successes, which could be interesting for all RATIONAL colleagues.



I wish you great fun reading this first issue, and thank you for your suggestions.

Yours  
Dr. Günter Blaschke



## RATIONAL is 'purveyor to the Royal Household'

"By appointment to Her Majesty the Queen, RATIONAL UK Ltd suppliers of combi ovens" is stated in the official letter of nomination from the British Court. RATIONAL products can be found not only in Buckingham Palace, but also in Clarence House (the residence of Prince Charles) and Windsor Castle. This is all the more surprising, as usually, only British suppliers achieve the status of 'pur-

veyor to the Royal Household'. The nomination is not only a sign of RATIONAL quality, but is also highly regarded in the United Kingdom. "We feel ourselves greatly honoured to have received this distinction", says Vic Brown, the Managing Director of RATIONAL Great Britain.

"To be a purveyor to the Royal Household is one of the most prestigious distinctions which a company in Great Britain can receive!"

RATIONAL may now officially use the Royal Coat of Arms on products, in advertising and in brochures.

## The voices of RATIONAL

*A look behind the scenes*

"Welcome to RATIONAL AG, how can I help you?"

Everyone who has called RATIONAL in Landsberg without dialling an extension number knows their voices, and everyone who has visited Factory 1 or Factory 2 has certainly seen them, the ladies from the RATIONAL Communication Centre, Rosmarie Hofmann, France Caliot-Würth, Karin Schön and Karin Schamper (from left to right in the picture). They are our first representatives for contacting RATIONAL AG in Landsberg.

According to our company philosophy, "Every contact with RATIONAL is a positive experience", guests of RATIONAL AG can be sure of a very warm welcome. On entering the foyer, they can read their names on the greeting monitor, and the typically Bavarian "Grüß Gott" sounds in hearty greeting. Visitors who have to wait for a few minutes to meet

their contacts after being given their visitors' passes are also in good hands with our ladies. Only a few, including our own colleagues, can resist the temptation of the amply filled plates of sweets on the reception counter.



However, beyond sweets, the four ladies are an important place to go, when meeting

rooms are to be reserved by Rosmarie Hofmann and France Caliot-Würth. As even today not all communication can be carried out by telephone or email, and handling the classic post also belongs to the jobs of the Communication Centre. Whether this is incoming or outgoing post, letters or parcels, both Karins, Ms Schön and Ms Schamper ensure that everything goes smoothly.

Together, the four ladies have a total of 44 years experience of working for RATIONAL, and are very conscious of their special role as representatives of the company. All of them experience the continuous contact with people as something important and attractive in their job. The private interests of the ladies are also very similar. All of them like to relax with a good meal and a glass of good wine or a visit to the theatre, or, as Karin Schamper admits with a smile, to telephone – but then in private with friends.

## RATIONAL builds 3rd Factory in Landsberg

*Cutting the first sod planned for June 2007*

Because of our continued growth, the two existing factories in Landsberg will soon have reached the limit of their capacity. To cater for the increasing demand in the future, considerable expansion is now necessary.

On a 45,000 m<sup>2</sup> site in the Frauenwald 2 business park, the third factory will be designed to enable a growth of up to double the present production capacity. For further long-term growth, there is an option on a further area of 31,000 m<sup>2</sup>.

"Building will start in 2007. The new factory should be complete and in production by the middle of 2008. In the medium-term, at least 100 new, highly qualified and secure jobs will be created, of which we are very proud", says Peter Wiedemann, Technical Director at RATIONAL AG.

"The high level of training and knowledge of our staff, as well as their creativity, dedication and identification with the aims of the company are more valuable to us than pri-

marily low unit labour costs", explains Erich Baumgärtner, Sales Director at RATIONAL AG.

Although RATIONAL AG now does 85% of its business abroad, in the future too, the special advantages of Germany as a business location will be important. With an investment volume of around 20 million Euro, this is the largest investment in RATIONAL's history.



## RATIONAL Russia

*A sales company presents itself*

As early as 2003, RATIONAL began to seriously develop the Russian market with a separate branch in Moscow. Now, the Moscow team, which in addition to Russia also handles the markets in the Ukraine, Belorussia, Kazakhstan, and Moldavia is exemplary, with

an annual growth of over 50%. For Jacqueline Bauch, Manager of RATIONAL Russia, the last year was especially eventful for her and her team of 17 staff. With the award of "RATIONAL Sales Company of the Year", the move to a larger, more prestigious office, the

inauguration of the VarioCooking Center® and the new sales record of over 2,000 appliances sold, one highlight followed another.



Jacqueline Bauch (front, third from the left) with some of her team, Simon Seymer Manager of RATIONAL International (second from the left) and ILM Marketing Manager Georg Westphal (rear left) at the inauguration of the VarioCooking Center® in September 2006.

## Four times as much customer benefit

*Customer satisfaction exceeds all expectations*

A representative survey of customer satisfaction among SelfCooking Center® owners, which was carried out in Germany by the famous market research institute TNS Infratest, showed a decisive result: Across all sectors, RATIONAL belongs to the best 10 percent of German companies, with the highest level of customer satisfaction ever measured by Infratest. The SelfCooking Center® achieved the record result of 96 index points.

The results of the survey impressively confirm that the new SelfCooking Center® fulfils the requirements of its users in the best possible way. The unique intelligent cooking processes were used daily by 88% of those questioned. Whether for poultry, fish, vegetables or baking, the user only has to select the degree of cooking and browning – finished! The SelfCooking Center® guarantees perfect cooking, for an optimum result which can be repeated at any time.

For customers who own and use a good old Combi as well as the SelfCooking Center®, the satisfaction with this technology which was developed by RATIONAL 30 years ago, satisfaction has now reduced to only 23 index

points. From the point of view of the customer, the SelfCooking Center® now provides more than four times as much customer benefit as a Combi. The fulfilment of our company goal:

"We offer people who prepare food with heat in large and commercial kitchens the greatest possible benefit" could not be confirmed in a more impressive manner.

**The SelfCooking Center® is seen as an innovative quantum leap and offers 4x more customer benefit than a Combi Steamer!**

Customer loyalty:

strong ↑

poor ↓

23

Combi Steamer

SelfCooking Center®

96

Customer satisfaction →

poor

Source: **tns** infratest, 2006

strong



## RATIONAL wins service prize

International Best Service Award 2007



On February 22 2007, RATIONAL was presented with the "International Best Service Award 2007" at a ceremony in Berlin. The "International Best Service Award" is one of the most important international prizes for technical services, and is awarded each year for

particularly innovative and pioneering service concepts.

RATIONAL received this award as one of the top 3 companies, in particular for its exemplary worldwide Service Partner concept. More than 34 companies from throughout the world had applied for the International Service Award, which is sponsored by well-known partners such as SAP or the business magazine "Markt und Mittelstand".

## RATIONAL among the top 5

'Handelsblatt' names the most profitable companies

The famous German business newspaper "Handelsblatt" regularly examines the performance of companies quoted on the German stock exchange.

In the last company check at the end of August 2006, RATIONAL again came out especially well. With 900 points and the rating "extraordinarily profitable", RATIONAL be-

longs to the top 5 most profitable companies on the German stock exchange, and leaves industrial giants such as BASF, Henkel, BMW, Siemens and VW far behind. In total, 130 companies quoted on the stock exchange were analysed. The average number of points was only 503. No wonder that since flotation in 2001, RATIONAL is not only the pearl of the sector, but also the pearl of investors.

### Handelsblatt-Firmencheck

Rang	Firma	Gesamtwertung
1	ComBOTS	1000
2	SAP	950
5	<b>RATIONAL</b>	900
13	BASF	800
61	Henkel	475
70	BMW	450
84	SIEMENS	400
109	Volkswagen	275

Quelle: Handelsblatt 28.08.2006

## RATIONAL has best brand image

New increase in customer survey

The high customer satisfaction and the unrivalled brand image of RATIONAL was again confirmed by a survey by the German specialist magazine "Küche" on the occasion of the "Hogatec" trade fair. As in 2005 and 2006, cooks from large and commercial kitchens declared RATIONAL technologies the winner in the categories "Innovation", "Quality" and "Reliability".

After evaluation of the survey results, the overall verdict of the editorial staff was:

**RATIONAL is the strongest brand of all in the German professional kitchen, i.e. not only in its product segment.**

