Together we have compiled these Five Keys to Success:

- **Listening** - we maintain regular contact with our customers and we listen to the production issues facing them. This gives us a much greater understanding of their overall business needs.

- **The Big Picture** - we take a holistic view of your business and the demands made upon it to develop a range of management and production solutions. We then work with you to implement the most appropriate way forward for your business.

- **Broad Industry Experience** - our unrivalled track record working with companies from across the automotive sector enables us to identify growth opportunities for all aspects of your business. These can range from improved productivity and factory throughput to energy management, engineering staff training, Health & Safety issues and even risk management.

- **Exploiting Technology** - our technically-led approach to customer support delivers not just a component solution but addresses all stages of the design and production process. We can bring design excellence from our world-renowned European Technical Centre, the best quality control technology in our advanced Clean Rooms & Test Facilities through to the rapid response and IT production capabilities of our dedicated manufacturing site.

- **Being There** - we always aim to deliver a future proof solution for customers so together we can look ahead and be there with you to ensure you stay ahead of the competition.

Quite simply, it’s a Win-Win Solution for you, for your customers and for us as your business partners.

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Why choose SMC?

SMC is the world’s leading pneumatic components supplier and is experts in industrial automation. This global presence ensures product development and integrity is always of the highest quality within our local product supply and support network means hands-on contact to every customer.

We have worked with the global automotive industry since the company first started manufacturing pneumatic components and control systems in the 1960s. Today, SMC enjoys a unrivalled track record of component development and supply with all of the world’s major automotive manufacturers and their suppliers as well as developing original products for special and luxury marquees.

By offering the world’s most comprehensive pneumatic components range combined with bespoke design and production capabilities, we have built highly successful, symbiotic business relationships with customers throughout the automotive industry.

To ensure those relationships are long term and stable, we constantly invest in ways to make our products even more innovative and our customer service second to none in a rapidly changing business environment.

Business Challenges in a Changing Global Market

Record growth is bringing unprecedented changes in vehicle development and production to the world’s automotive industry. To thrive in this highly competitive environment, we have worked closely with our customers to identify the key market challenges facing them now and in the future.

Demographic changes in the world’s growing population and the emergence of powerful new consumer markets are fundamentally changing demand. This is impacting hugely on the type of vehicles manufacturers need to develop and supply.

With these population changes, consumer expectations of what automotive manufacturers should be offering and delivering are rapidly changing. They are becoming ever more complex in terms of the expected options and production standards consumers want.

New technology is continually emerging and impacting on vehicle design and capabilities. Every manufacturer needs to exploit the latest technology to its fullest extent to optimise their own manufacturing capability as well as enhancing vehicle development.

Automotive manufacturing is a complex business with ever increasing numbers of product options, supplier technology cycles and trans-global supply chains. Facing these challenges and turning them into business opportunities is key to long term success in the 21st century international automotive market.

Facing the Future and Working Together

Worldwide competition across the manufacturing sector is driving innovation and efficiency. At SMC, our response to this is driven by our long held philosophy of Continuous Improvement. It is at the core of our New Business Solutions Strategy – a unique partnership based approach to customer relationships that takes a holistic view to resolving your business challenges - not just a short term solution to an immediate component issue.

We all have important decisions to make in order to drive business forward in a tough and competitive market. To succeed, it is crucial to create a coherent, durable business strategy with defined goals and to have the right team of people on board to meet them.

Our Total Business Solutions Strategy has been developed from years of experience working closely with all our customers from corporate culture to specialist SMC's.