

Interview with Sabine Rademacher-Anschütz, Managing Director of apra-norm Elektromechanik GmbH

## Housing the latest electronics

With a history dating back 50 years, the apra Group has been at the cutting edge of every new technological development. The future-oriented German group encompasses six companies, all offering products and services in the field of electronics. apra-norm Elektromechanik GmbH specializes in plastic and metal housings for high-value electronics, with a particular focus on the 19" series.



A special achievement:  
This year, the apra Group is celebrating its 50th jubilee

With 240 standard housings, the company offers products to suit a broad range of different systems and sizes adding up to a portfolio of about 160,000 items in total. These can also be fitted with cabling and air conditioning in accordance with customer requirements. Tailor-made housings can also be developed.

**We leverage the synergies group to meet emerging needs.**

Production runs of any magnitude can be manufactured, from single prototypes to series of 100,000 pieces. In addition to its production facilities at its headquarters in Mehren in western Germany, apra-norm also has assembly and sales units in France and Poland. "Our slogan, 'the perfect shell for valuable electronics', underpins all of our activities," confirms Managing Director Sabine Rademacher-Anschütz, whose father Wilfried Rademacher founded the apra Group, together with partner Wolfgang Appenzeller, in 1969. "From the outset, the company has focused on the manufacture of housings. At apra-norm, we have increasingly specialized in housings for high-value electronics."

**apra-norm Elektromechanik GmbH**

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Today, apra-norm supplies 25 different sectors, including data centers and network technology, and measurement, traffic and safety technology. The company has a global presence; 21 % of its turnover is generated through exports to Europe, China and the US. Products meet all the requisite standards for diverse international markets.



apra-norm employs a staff of 280. Diversity is one of its core policies

As technological development gathers pace, certain trends are becoming clear. "Housings are becoming ever smaller," says Ms. Rademacher-Anschütz. "Data volumes are growing, as are processing capacities, but there is a clear miniaturization taking place in terms of hardware. We are also having to work with different materials to deal with specific temperature conditions." With its wide range of customer segments and its ability to adapt to accelerating electronics industry developments, apra-norm is well set for the future. "We are extremely innovative and flexible, and we leverage the synergies within our group, which enables us to continually meet emerging needs in new sectors and offer solutions that address a diverse range of demands," the Managing Director sums up.

