

CO V E R

Rainer **DENNDÖRFER**

From Vision to Execution: Rainer Denndörfer's
Leadership in Innovating Pressure Measurement

Chief Executive Officer
BD|SENSORS GmbH

S T O R Y



Rainer Denndörfer
Chief Executive Officer
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In the field of pressure measurement and level monitoring, Rainer Denndörfer has established himself as a leading figure. With over three decades of expertise in the industry, Rainer is renowned for redefining the industry standards with innovation and precision. As the founder of BD|SENSORS, he has been instrumental in driving growth and excellence. His leadership at the company has not only positioned BD|SENSORS as a global leader in the industry but also shaped the future of industrial automation and process control. Rainer's journey is a testament to strategic execution, adaptability, and the power of visionary leadership.

The Entrepreneurial Journey of Rainer Denndörfer

Rainer's entrepreneurial spirit was ignited from a young age; it was instilled in him from birth with a burning desire to create and innovate. True to his mantra, "*Born an entrepreneur, lived as an entrepreneur, died as an entrepreneur,*" he embarked on his journey in 1987, co-founding Baumüller und Denndörfer Mess- und Regeltechnik in Nuremberg. As a minority shareholder and managing director, he played a crucial role in shaping the company's success.

At the end of 1993, Rainer took a bold step, parting ways with his partner to establish BD|SENSORS sro in Czechia and BD|SENSORS GmbH in Germany, Thierstein. This marked the beginning of a new era, with Rainer at the leading edge as a majority shareholder. Today, the company stands as a testament to Rainer's entrepreneurial prowess, driven by innovation, expertise, and a relentless pursuit of excellence.

Independence and Resilience: The Distinctive Approach

BD|SENSORS' commitment to independence has been a defining factor in its success. By forgoing external funding, the company has maintained complete control over its decision-making process, enabling it to stay true to its vision and values. This independence has enabled the company to focus on long-term goals over short-term gains, nurturing an innovative culture. Rainer's leadership has been pivotal in shaping the company's corporate philosophy and strategy for the BD|SENSORS Group based on the three pillars of "vision, mission, and values."

By remaining independent, BD|SENSORS has been able to focus on its core strengths, investing in research and development, and building strong relationships with its customers.

A Unique Approach to Pressure Measurement

BD|SENSORS has carved out a distinct niche for itself in the global market, setting itself apart from over 130 competitors. At the heart of its success lies a bold ambition: to be the problem solver in the business of electronic pressure and hydrostatic level measurement technology for industrial customers worldwide. This goal is encapsulated in the company's mantra, If BD|SENSORS can't solve it, no one else can either. This commitment to finding innovative solutions to complex problems has earned the company a solid reputation as a trusted partner in the industry.

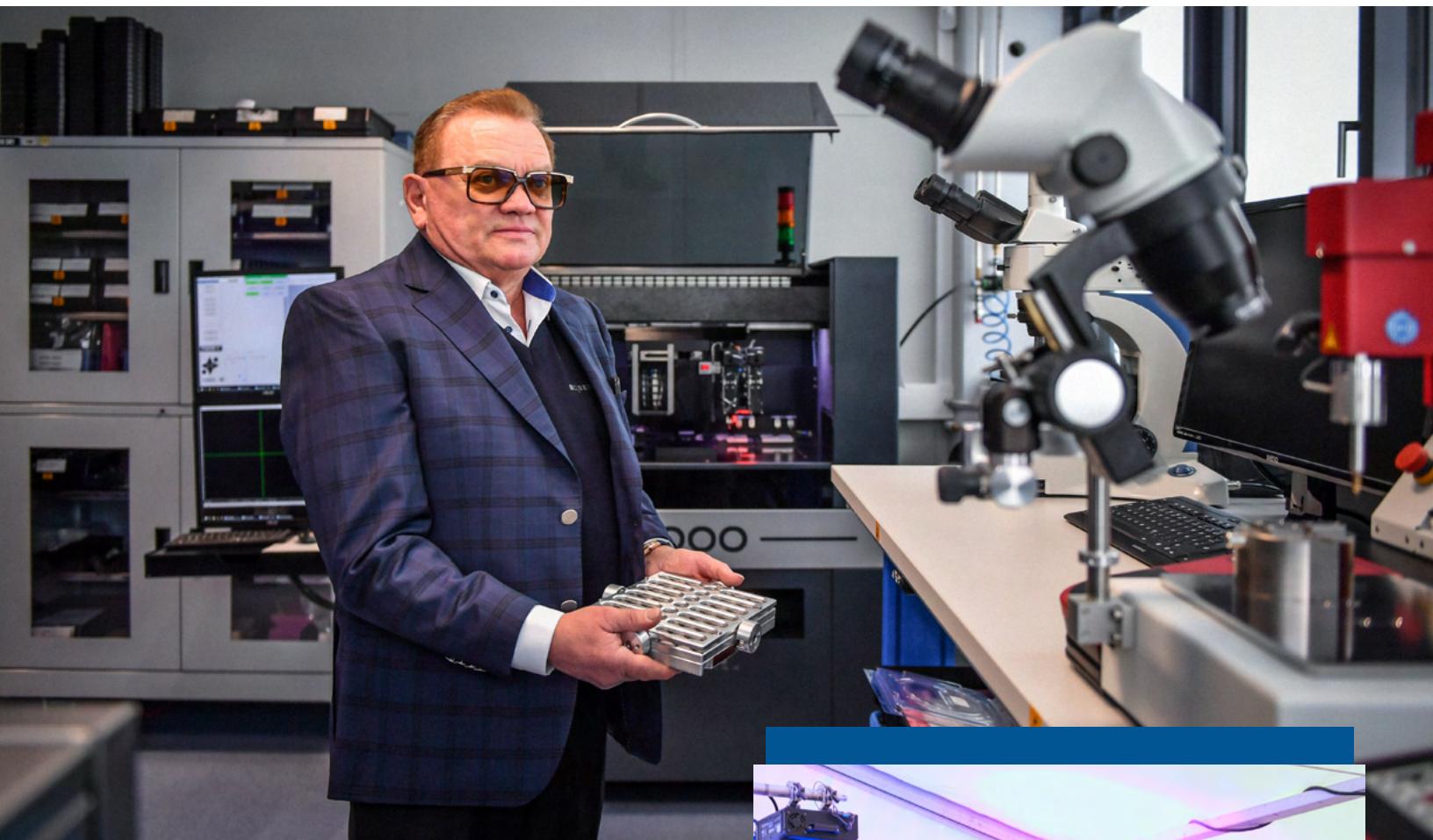
Adaptability and Expertise: The BD|SENSORS Formula

BD|SENSORS' success lies in serving diverse industries. Instead of spreading itself thin across multiple sectors, the company has chosen to prioritize its strengths, leveraging its deep understanding of pressure measurement and level monitoring to deliver tailored solutions that meet each industry's unique needs. The experienced engineering and technical team works closely with customers to understand their specific needs, designing and developing customized solutions.

Sustainability at the Core

At BD|SENSORS, sustainability and environmental considerations are deeply ingrained in the company's DNA. Long before sustainability became a buzzword, BD|SENSORS prioritized eco-friendly practices, ensuring that its operations not only minimize environmental impact but also contribute to a greener future.

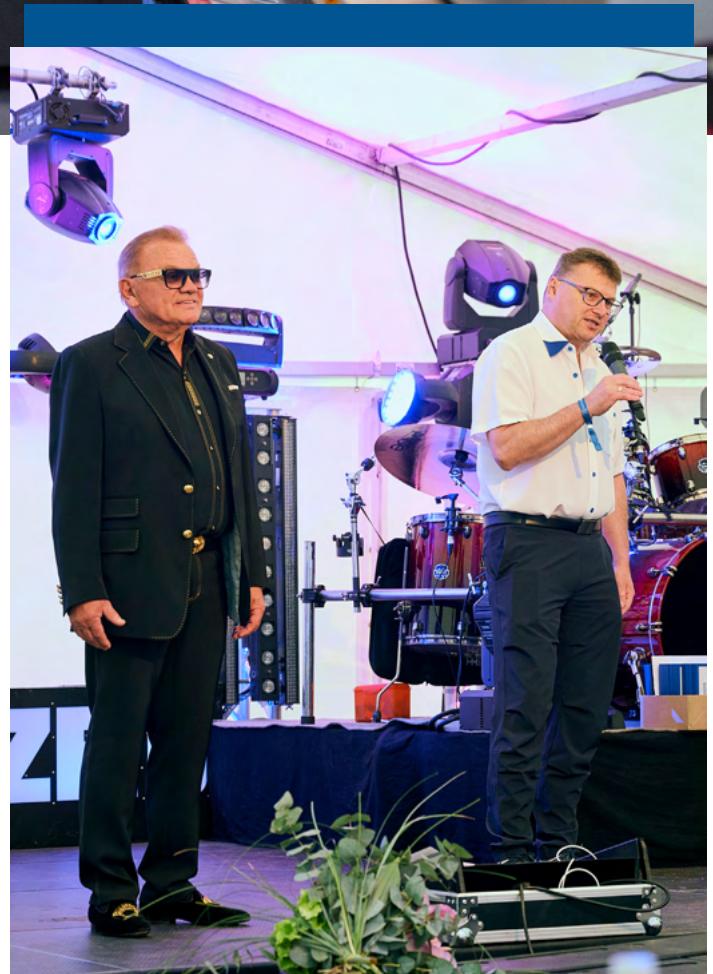
BD|SENSORS' dedication to reducing its carbon footprint extends beyond its production process. The company promotes eco-friendly transportation options, offering employees free job bikes and maintains a fleet of electric vehicles charged at its own PV-powered station. The company premises, located in a green area, feature lush green areas, trees, and plants, creating a serene work atmosphere that fosters innovation and



well-being. By integrating sustainability into every aspect of its operations, the company sets a remarkable example for the industry.

The Future of Stability and Growth: Road Ahead

The future of pressure measurement is poised for notable growth, driven by the increasing demand for electronic pressure and hydrostatic level measuring devices that offer reliable performance in challenging environments. According to industry trends, the demand for these devices is expected to remain steady and continue to grow in the next five to ten years, mainly where media contact is required for accurate measurements.



BD|SENSORS is well-positioned to capitalize on this trend, with expertise in designing and manufacturing high-quality pressure measurement solutions that meet customers' evolving needs.

With a focus on innovation and research, BD|SENSORS is committed to staying ahead of the curve, creating solutions to address complex challenges faced by its customers. The company's confidence in the future is visible in its optimistic outlook. As the industry continues to thrive, the company aims to remain a leader, offering cutting-edge pressure measurement solutions.

As BD|SENSORS continues to grow under Rainer's visionary guidance, the leading man looks forward to embracing more industry trends and collaborations. He is eagerly waiting to shape the future of the pressure measurement and level monitoring industry with innovation and years of excellence.

BD|SENSORS
pressure measurement

