

# PRESSEINFORMATION PRESS RELEASE COMMUNiqué DE PRESSE

# BALLUFF

New production site

**New Production Site**

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## **700 jobs in Aguascalientes**

### **German sensor and automation specialist Balluff is planning a new production plant in Mexico.**

Balluff is going to produce sensors, accessories, network systems and RFID solutions on 15,000 m<sup>2</sup> in Aguascalientes. The start of production is scheduled for the end of this year. Until then, the fast-growing family company is looking for employees. "When we decide on a new production site, we ask ourselves how well we fit into this region as an employer. We see a lot of potential in Aguascalientes. We are looking forward to adding many members to our global Balluff family here," says Managing Director and Head of Supply Chain Frank Nonnenmann. The company is looking for more than 500 employees for production as well as additional employees for industrial engineering, management and administration. The German company, which celebrated its 100th anniversary in 2021, offers its employees many benefits. Frank Nonnenmann lists: "Being family-owned for four generations, we come to stay. Our new colleagues will be able to build their careers in Aguascalientes with us. This new site will not only offer jobs in a state-of-the-art electronics manufacturing environment, but also rewarding jobs in a very attractive and fast growing industry segment of factory automation. A pleasant working atmosphere with appreciative interaction, top-equipped workplaces with high demands on ergonomics and occupational safety make it even more attractive to come to Balluff." In Balluff's new Smart Factory, the most modern production technologies and partially automated production lines are used.

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**Sample copy requested**

### **Leading sensor and automation specialist**

Balluff stands for innovative technology, quality and cross-industry experience in industrial automation worldwide. The portfolio of the fourth-generation family-run German company comprises high-quality sensor, identification and image processing solutions including network technology and software. The sensor and automation specialist employs 3,600 people in 61 countries. Mexico is not new territory for Balluff – the sales location in Querétaro has already existed for 21 years and will continue to do so. With an investment volume of around 50 million euros, the new large plant in Aguascalientes will now enable further growth and strengthen the AMERICAS trading region.

### **Expansion of production capacity**

The new site in Aguascalientes, together with other large-scale production sites in Hungary and China, which have also been expanded, will strengthen the international production network. Together with the development center at the headquarters in Neuhausen in southern Germany and the numerous sales locations worldwide, they form a well-balanced production, logistics and development network. "Thus, we are able to serve our customers in the best possible way," emphasizes Florian Hermle, Managing Director.

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**Caption:**

*Balluff's new Smart Factory will create around 700 modern jobs in production, management and administration in Aguascalientes.*



**Caption:**

*Groundbreaking ceremony on the company premises in Aguascalientes*

*From left to right:*

*Thomas Kreuzer / Vice President Strategy & Transformation Supply Chain, Balluff,*

*Alma Ilda Medina / President of the Commission for Economic Development, Cooperative Development and Tourism of the State Congress,*  
*Ing. Ramón Horacio Barba Orozco / President of Grupo Constructor Peasa S.A. De C.V.,*

*Manuel Alejandro González Martínez / Secretary of Economic Development, Science and Technology,*

*Frank Nonnenmann / Managing Director Balluff,*

*Teresa Jiménez Esquivel / Constitutional Governor of the State of Aguascalientes,*

*Andreas Schönle / Project Manager Location Development Mexico, Balluff,*

*José Antonio Arámbula López / Mayor of Jesús María, Aguascalientes,*

*Andrea Lopez, Foreign Trade Specialist, Balluff,*

*Pedro Hugo García González / President of the Industrial Cluster.*

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**About the company Balluff**

Founded in 1921 in Neuhausen a.d.F. in Germany, Balluff employs 3600 people worldwide and represents innovative technology, quality and cross-industry experience in industrial automation. As a leading sensor and automation specialist, the family-owned company in its fourth generation offers a comprehensive portfolio of high-quality sensor, identification, network and software solutions. In 2021, Balluff Group reported revenues of around 504 mil. Euros. In addition to the main headquarters in Neuhausen a. d. F., Balluff has sales, production and development locations around the world and can boast 38 wholly owned subsidiaries and other representatives in 68 countries. This guarantees customers rapid worldwide availability of products and high consulting and service quality on site.

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