



# ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Legrand Hungary CJSC

"Hungary may live and stay in the new Europe only with demand for quality; we cannot be mediocre."  
" (Sándor Márai)

As a member of the Board of Announcers of Value and Quality Award, we continue to undertake our commitment to quality.

"For 100 years at home in our homes" - responsibility for high quality.

It is a huge responsibility of Legrand Hungary to always release products to domestic and international markets providing the highest quality and safety for its customers. We are proud that today there is almost no family or business in our country not meeting any of our products during its life. For us, it's important to keep the trust being behind the name "Legrand", for this we've been working for 99 years in Hungary. The company designs, manufactures and sells electrical installation materials, the headquarter is in Szentes, the domestic sales center is located in Budapest. First as Kontakta and Kontavill, later - after the successful privatization in 1992 – the company continued its work as a member of the Legrand Group.

The Legrand Group as multinational company is a world market leader with their classical and low voltage electrical installation products, however it also has a leading in numerous new business segments as well, like user interfaces, energy distribution, cable management, IT systems, smart homes.

The company sells its products on all five continents, in 180 countries of the world, employs 35,000 people worldwide, with sales in 2017 reaching € 4.5 billion. Legrand CJSC, parent company of Legrand Group, is employing 550 people. In addition to their own employees, Legrand CJSC provides work in Csongrád county to additional 500 disabled people. Our sales in 2017 reaches 21 billion forints mostly coming from export sales. Our product range consists of 35,000 different products and 20 million annually sold products.

Legrand builds on the knowledge and experience of Hungarian employees, saying that our most important value is the employee.

Our corporate values are created, built and developed by our employees in accordance with the needs of the given era. In our opinion, we must always be able to renew and give more to our partners. The announcement of Value and Quality Tender and participation of Legrand also promote the ability to renew with the professional support of the applicants. As an innovative company our goal is to help those who are committed to the guaranteed quality, and accordingly represent the values being behind the name Legrand. Unique and social utility, sustainable development, innovation and quality will be the key guiding principles for us in our joint work. We are convinced that only companies can produce high quality products and services, who incorporate the concept of responsibility in their business philosophy in addition to their economic goals. We say at Legrand that beyond professional knowledge, the soul of the company is also incorporated into the products.



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Why is it important to integrate international experiences into domestic production? Is there any difference between foreign and domestic quality?

After the privatization, besides implementing its reorganization project and realizing developments in value of several tens of millions of Euros, the company was able to continue its success on the market. However, not only the new processes required for production, but also the business knowledge of Legrand Group acquired in international markets got into the possession of Legrand Hungary CJSC. Our international success also proves that Hungarian quality is not behind foreign one. Our products comply with strict Hungarian standards and international testing requirements in all respects.

We think that besides quality, the Value and Quality Award Tender System is also suitable to guide businesses in the program against counterfeiting and abuse of trademark. Legrand Hungary - with its experience - will support the applicants to be able to demonstrate their innovative, quality and value-creating work.

"For 100 years at home in our homes"

László Károlyi, general manager of Legrand Hungary CJSC.

Legrand is continuing its work in the Board of Announcers of the Value and Quality Award. Let us have some thoughts about what nearly 100 years since our foundation mean us?

Nearly 100 years in Hungarian market means for us that changes and renewal of knowledge were always of primary importance in Legrand's history. We started with the production of porcelain sockets being already very far from our current product portfolio. According to contemporary writings, more than 700 types of products were manufactured between the years of 1940 and 45. Nowadays, in 2018, our product range consists of more than 35,000 different products. However, there were significant changes not only in respect of products. After II. World War the privately owned factory was nationalized by separating the trade and production activities, and the production was relocated from Budapest to Szentes. The first modern manufacturing hall was built in 1968 at the present headquarters. In 1988, Kontavill became independent, its productivity improved. In 1992, following the successful privatization, the today's Legrand Hungary became the member of the international Legrand Group. In addition to the domestic market, with this joint, production and sales have been also started towards international markets. Legrand is a worldwide expert in electrical and digital data transfer infrastructures of buildings. Today we sell our products to every continent, we are present in more than 180 countries of the world.

In Legrand strategy, which are the most important principles promoting the development of the company?

We think that over the past 99 years, in order to meet our customers' requirements, two things were needed in our strategy: tradition and innovation. Tradition is necessary for continuity resulting in a rich inner culture making possible for us to cooperate with generations. This generational joint work promotes openness and innovation. So, one of them strengthens the other. We think that our products had only traditional role, i.e. switches switched on, extension wires bridged distances and operated electrical equipments. These classic products were marketable for up to 25-30 years after



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development. Nowadays, these traditional products have to be updated every five to eight years in design and package, so the result of product development is much shorter marketable than before. Traditional products' appearance is renewed by innovation. As a result of innovation the functions are also enlarged according to the current requirements. Our products have already thousands functions equally separately and integrated into a system by combining their abilities. USB chargers, digital thermostats, smart home solutions, IoT connectivity and RJ 45 computer connectors, all of them can be found in our today's product portfolio. Innovation is not only built into our products but also gives opportunities to enter into new markets. The above-mentioned RJ 45 IT connector also shows that these types of products are no longer in the classical electrical assembly range. At Legrand the innovation means the traditional products' knowledge, new features and new market trends. Domestic and international acknowledgments are confirming the success of our developments and production, the successful combining of tradition and innovation.

What does Legrand propose to the Value and Quality Award's applicants?

We are convinced that those enterprises are only able to produce high quality products and services that, in addition to their economic interests, incorporate social utility and sustainability into their business philosophy. Commitment to high quality is not depending on time, we have to keep it. We will look for innovative solutions in the applications and complex management of a product or service life such as our company's attitude. Our experiences in developments, production and trade activities show that we do not have to concentrate only on our internal market, so we will also pay attention to the export potential of the applications. We know that Hungarian quality has its place in international relations as well. We believe that the renewed Value and Quality Award Tender can effectively help the participants and promote their market opportunities.