



CONTROL 
TECHNIQUES

THE HERO'S JOURNEY.

DRIVE OBSESSED

"Be your own hero,
it's cheaper than
a movie ticket."

Our drives are the hidden, unsung heroes behind machines created by innovative engineers.

Our people are obsessive about drives being the catalyst for revolutions.

INNOVATION IN THOUSANDS OF PLACES.

NIDEC

Nidec was set up in 1973. The company made small precision AC motors and had four employees.

Today, it's a global corporation that develops, builds and installs cutting-edge drives, motors and control systems in over 70 countries.



**109K
Employees**



**\$14.3B
Group turnover**



**70+
Countries**



**330+
Companies**

“The hero is the man who lets no obstacle prevent him from pursuing the values he has chosen.”

CONTROL TECHNIQUES

We are the global drive specialist and a big name in the drive industry. Our can-do attitude often leads us to partner with customers to innovate and solve problems where others won't.

ANYTHING
BUT AN
ORDINARY
WORLD.

 1.4K+ Employees

 70 Countries

 Drives for Every Purpose

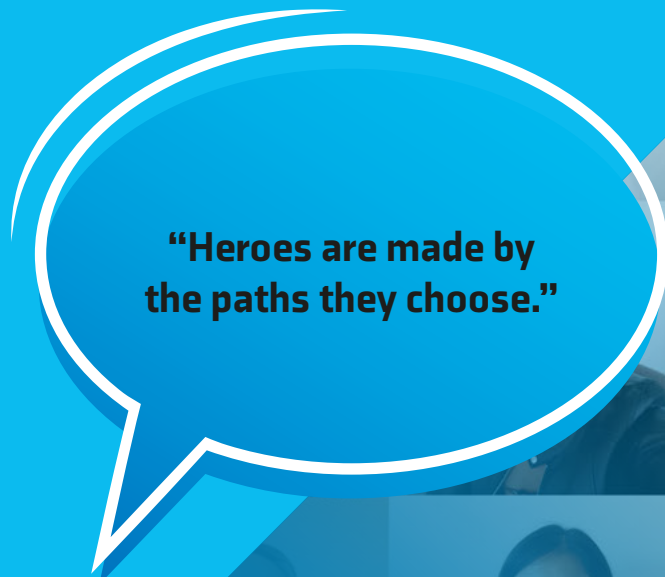
We pride ourselves on the service we provide, not only from Newtown in Wales, but also from our network of Drive Centres around the world.

“The ordinary person is involved in action, the hero acts. An immense difference.”

We are drive obsessed and our ambition pushes us to be first name for drives.

WE'RE DRIVING FORWARD.





NO CHALLENGE IS TOO GREAT.

Wherever you are in the world we have a drive obsessive near you, thanks to our unique network of Drive Centres. You won't find anyone here who doesn't know drives inside out.

**WE'RE CONTROL TECHNIQUES.
WE'RE OBSESSED WITH DRIVES.**

And we're working with equally obsessed engineers. The kind that aren't happy with one-size-fits-all. They need something different.

Drives that are so flexible, they can be used as a base to build even better things.

WE'RE HEROES, FOR EVER AND EVER.

THE ORIGIN

Company founded as KTK



1970s: KTK relocated to Newtown in Powys, where it has been based ever since.

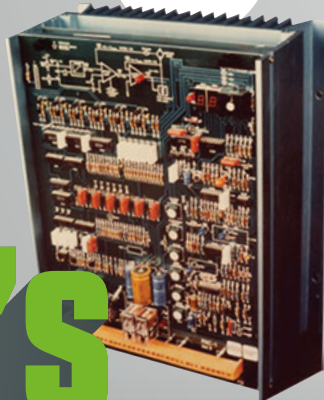
1973



M Range Modular DC Drive

1979

6P Modular DC Drive



1970's

1980's



VC150

1980s: In 1980, Anyspeed Ltd was formed and quickly became a market leader in small DC drives.



VL750 AC inverter

1982

1983

1986

Launch of the world's first digital DC drive, Mentor 1



1989



Commander CDS

1980s: KTK changed its name to Control Techniques in 1985 and embarked on developing a string of world-beating products.



Commander CD Flux Vector AC Drive



The release of the Mentor II

1990



Commander CDS

1990s: Global expansion was achieved with the acquisition of a US corporation and access to a larger customer base.



1992



Dinverter

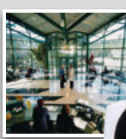
1994



First generation Unidrive

1995

1990s: In 1995 Control Techniques was acquired by Emerson.



1998

1990s: The famous Unidrive Orchestra appears on BBC's Blue Peter programme.



M'AX

2000



Commander SE



2003

Unidrive SP

2000s: Reliability wins the race again for Control Techniques in Formula 1, with a 160kW inverter-based gearbox test rig installed at Jaguar Racing's prestigious headquarters.



Commander SK

2005



Digitax ST

2000s: A five-axis servo SCADA system helped an aerial ballet fly high in London's Millennium Dome.



2007



Unidrive M



Mentor MP

2012



Unidrive M

2010s: Eddie Hall, the world's strongest man helped launch the new Digitax HD the smallest Servo drive on the market.



2018

Digitax HD



2010s: In 2017, Control Techniques was purchased by Nidec, the world's number one comprehensive motor manufacturer.

Nidec



Commander C

2020



Pump Drive F600

AND WE'RE NOT DONE ...YET

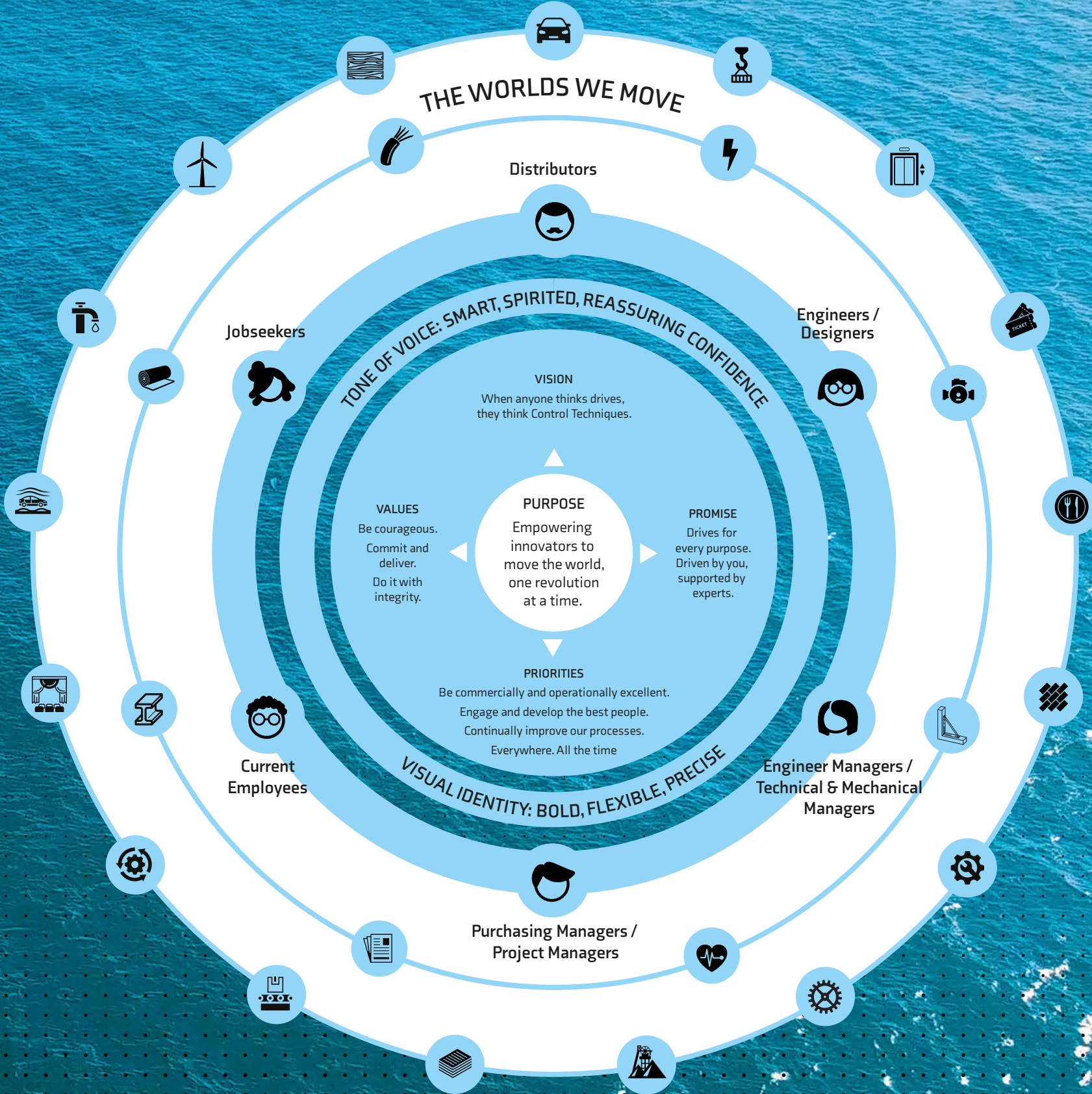
2010's

**WE ARE BOLD &
COURAGEOUS.**

THE COMPASS THAT GUIDES US.

As long as we hold fast to our beliefs and values, follow our guiding compass – then the only expectations we live to are our own.

"I think that we all do heroic things, but hero is not a noun, it is a verb."



**IT TAKES
COURAGE
TO THINK
DIFFERENTLY.**



**EMPOWERING
INNOVATORS TO
MOVE THE WORLD,
ONE REVOLUTION
AT A TIME.**

**“A hero is someone who
voluntarily walks
into the unknown.”**

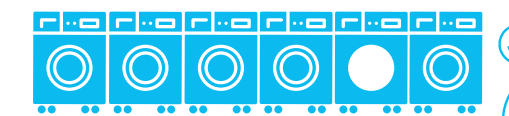
Our purpose gives us a reason to exist beyond making a profit. It gets us up in the morning and draws others to work with us.

We challenge ourselves and those around us to show initiative, challenge conventions and exceed expectations.

THE HERO'S JOURNEY

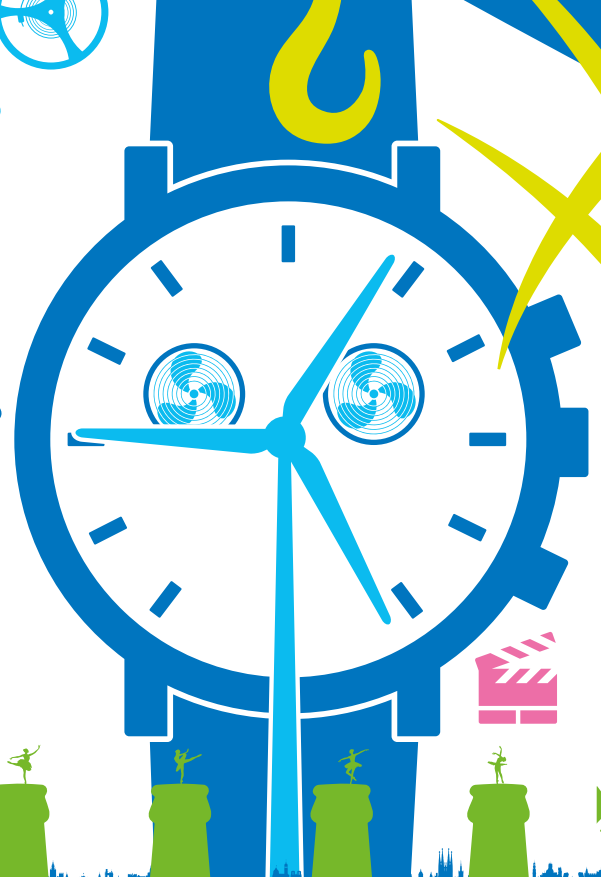
WE ARE
ON A
QUEST.

5 200842688451



26	6	12
Fe	C	Mg
55.845	12.011	24.305
Iron	Carbon	Magnesium

TICKET



WHEN ANYONE THINKS DRIVES, THEY THINK CONTROL TECHNIQUES

THE ROAD AHEAD WON'T BE EASY...

Our vision turns our purpose into a measurable and visual goal we strive towards. We are drive obsessed and our ambition pushes us to be the go-to for drives for our industry.

It won't be easy, and all of us have a role to play in moving the world.

"To be a hero, one must give an order to oneself."

THE CONTROL TECHNIQUES WAY.



We have our priorities right. While day-to-day tasks may change, the overall principles that guide us remain the same.

Be commercially and operationally excellent.

Engage and develop the best people.

Continually improve our processes, everywhere all of the time.

“A hero is someone who, in spite of weakness, doubt or not always knowing the answer, goes ahead and overcomes anyway.”

**DOING
THE RIGHT
THING, AT
ALL TIMES.**

Our values help
us do the right thing.

They are our
‘moral compass’.

It’s what we believe
and it’s what we do,
even when it hurts.

**BE
COURAGEOUS**

Our roots are entrepreneurial.
We are, and will always be,
a challenger.

**COMMIT AND
DELIVER**

We are proud of our long-
standing relationships.

To nurture them, we do what we
say we will do, and do it well and
act with a sense of urgency until
the job is done.

**DO IT WITH
INTEGRITY**

We show respect to our
customers, partners and one
another, acting responsibly,
diligently and with care.

**“A hero has faced it all:
he need not be undefeated,
but he must not
be undaunted.”**



**DRIVES FOR
EVERY PURPOSE.
DRIVEN BY YOU,
SUPPORTED BY
EXPERTS.**



WE'RE ADVANCED.

**WE ACT
TOGETHER.**

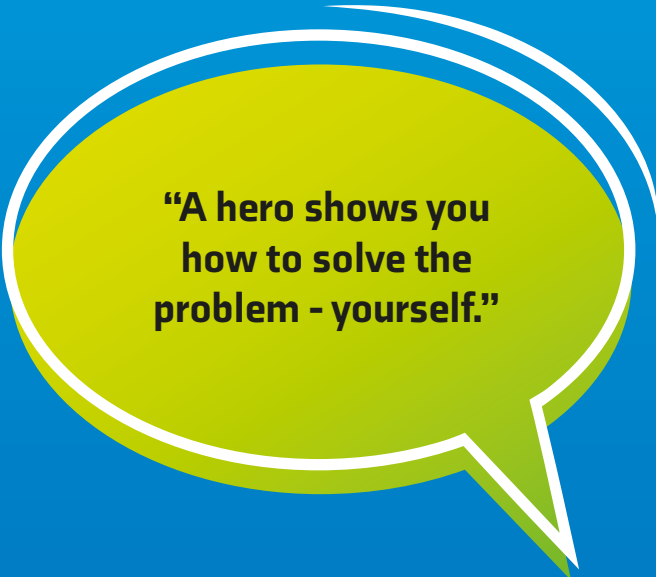


OUR REWARD IS THE BENEFIT WE GIVE TO CUSTOMERS.

Our drives are the hidden, unsung heroes behind machines created by innovative engineers. Our people are obsessive about the drives and the capacity they have to make things turn.

DRIVES FOR EVERY PURPOSE, DRIVEN BY YOU, SUPPORTED BY EXPERTS.

Our customers' reward is our commitment to building drives that outperform the market. They trust us to deliver on time every time with our trademark outstanding service.



“A hero shows you how to solve the problem - yourself.”

WE'VE GOT IT WRAPPED UP

We understand the tough challenges faced by our partners and we make it our priority and mission to take on those challenges and turn them into opportunities to excel and stand out from the crowd.

INSPIRED
MACHINES.
TRUSTED
PARTNERS.

A full-page background image showing two hikers silhouetted against a bright sunset sky. They are standing on a dark, rocky mountain ridge, reaching up to high-five each other. The sun is low on the horizon, creating a warm orange glow and long shadows across the mountain's surface. The sky transitions from a deep blue at the top to a bright yellow near the horizon. In the distance, layers of mountain ranges are visible, fading into the haze.

WIN-WIN PARTNERSHIPS

**YOUR
SUCCESS
IS OUR
SUCCESS**

We are committed to providing everything you need to succeed in your market including:

- World Class-Leading Products
- Commercial support to gain market share
- Technical support and customer service tailored to your local needs
- Sales Tools & Training
- Investments in marketing, promotion & campaigns

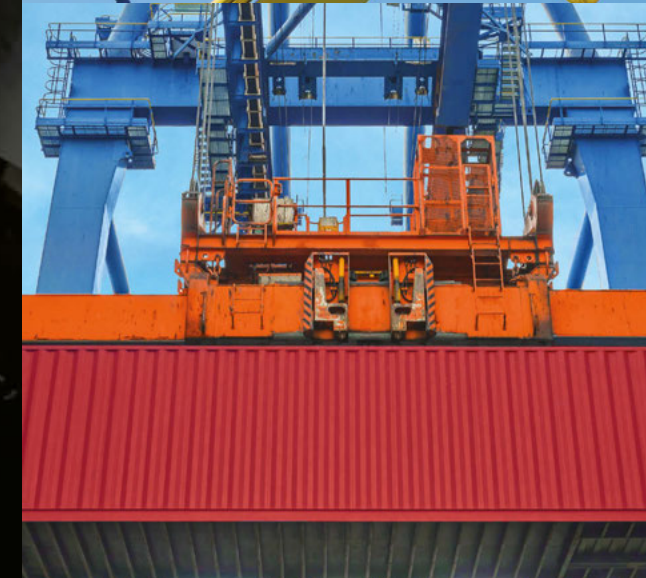
Our aim is to create prosperous and long-term partnerships with a focus on:

- Consistency & transparency
- Working relationship based on trust & respect



WE'RE EVERYWHERE.

WORKING TOWARDS PERFECTION IN MOTION CONTROL.



"We can all be a hero if we choose. And it just isn't that hard."

No-one knows the ins and outs of automation like us.

From the elevators that zoom up skyscrapers to telescopes in the mountains of Chile.

From spectacular theatre productions to the burning rubber of Formula 1 testing kit.

Our drives are used in the most demanding applications where flexibility, accuracy and reliability are essential.

EXPERTISE WHERE YOU NEED IT.

**MAXIMUM PERFORMANCE.
RELIABILITY.
ENERGY EFFICIENCY.**

“A hero is someone who
does what must be done,
and needs no other reason.”

All guaranteed, no matter
what our drives move.

ELEVATORS   Frauenfeld Hospital, Switzerland	PRINTING   Automation One, Italy	FOOD & BEVERAGE   Centre Vinicole Champagne, Nicolas Feuillatte, France
STAGE & THEATRE   Trekwerk, Netherlands	TEST STANDS   D & V Electronics, Canada	ENTERTAINMENT & LEISURE   Motor Control Warehouse, UK
HVAC   APS Engineering, UK	METALS   Penn Engineering, USA	TEXTILES   Freudenberg Performance Materials, Germany

“ We opted for Control Techniques because of the wide range of available solutions along with performance advantages relating to motor control, precision, motor stop and motor inversion. ”

OEM, ITALY

“ Control Techniques offered timely responses to our enquiries from both a technical and commercial perspective. They were very clear in the proposed solution how it would be carried out. ”

OEM, INDIA

“ I would recommend these drives to other plants. They are good, tight drives with a flexible interface that makes communication with other equipment easy. ”

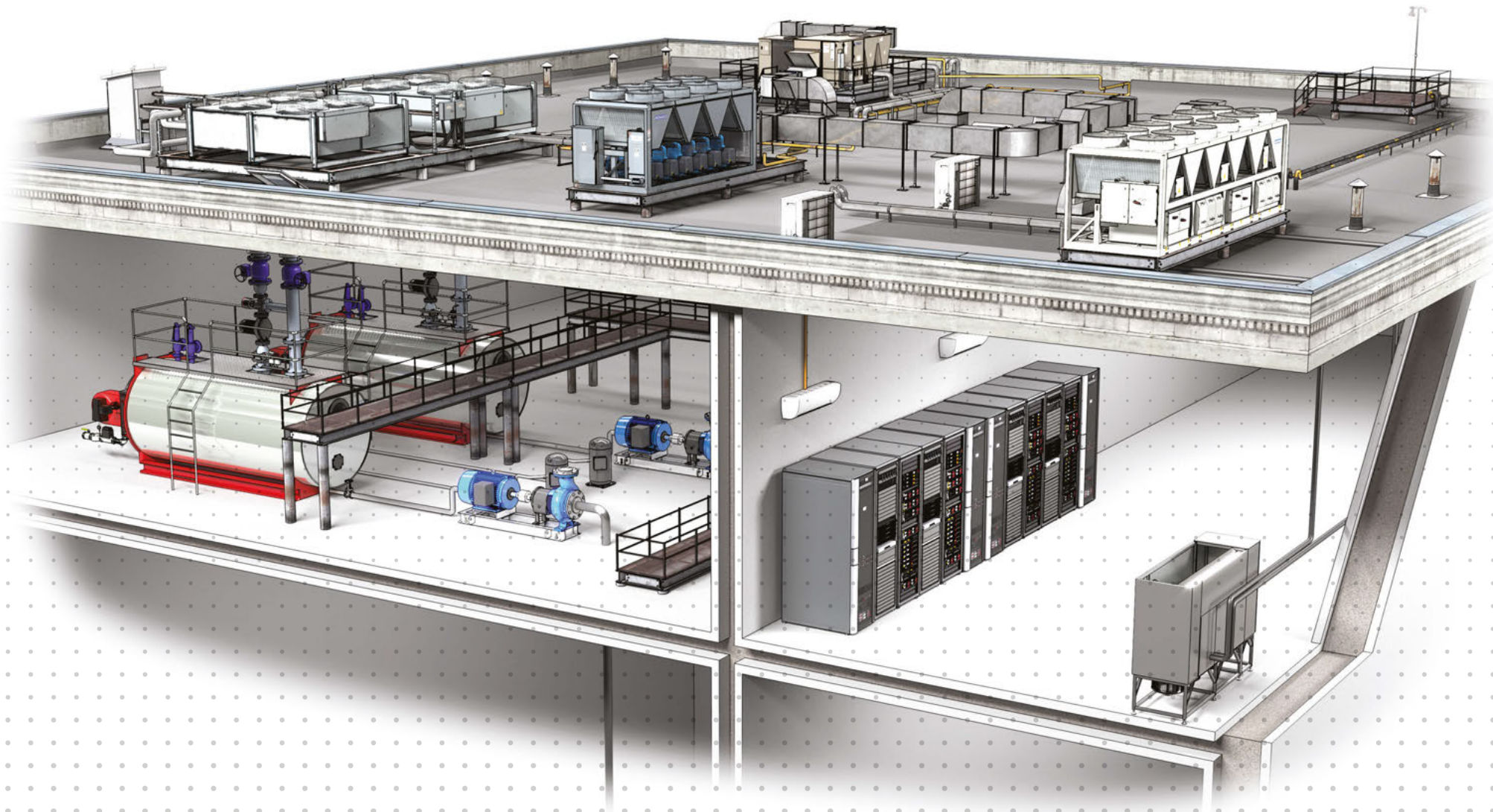
OMAHA WORLD-HERALD, USA

WE'RE TALKING PERFORMANCE ADVANTAGE.



TECHNOLOGY YOU CAN RELY ON.

"A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles."



We design our drives to run at their optimum, even in the harshest of conditions.

From simple PLC logic of our general-purpose drives, to three axis decentralized control operating four times faster than a standalone PLC machine controller.

Reliability through process control ensure consistency and peace of mind with drives tested up to 50 times during build stage.

4X faster

50X Test during build



**WE'RE
LOOKING
TO THE
FUTURE.**

THINGS WILL NEVER BE THE SAME AGAIN.

Control Techniques has been designing and manufacturing the best variable speed drives in the world since 1973.

Five decades later, we're still in pursuit of the best motor control, reliability and energy efficiency you can build into a drive.

That's what we promise to deliver, today and always.

"A hero is one of those rare human beings who makes history."

**THE BOOK
MIGHT END
HERE BUT THE
JOURNEY
CONTINUES...**



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