

**BERNARD  
CONTROLS**

//////////////////// Invest in Confidence //////////////////////

**Brand Book**



**L. BERNARD BECOMES BERNARD CONTROLS. THIS IS NOT JUST A DETAIL. LOOKING BACK ON THE HISTORY OF THIS COMPANY, ON THE CHANGES THAT HAVE RESHAPED OUR MARKET, AND EVEN MORE IMPORTANTLY IF YOU READ INTO THE EXPECTATIONS AND DEMANDS OF OUR PARTNERS AND CUSTOMERS, IT BECOMES EVIDENT THAT THERE IS NO BETTER CHOICE OF WORDS THAN «CONTROLS».** ”

**Etienne BERNARD**  
C.E.O.  
BERNARD CONTROLS

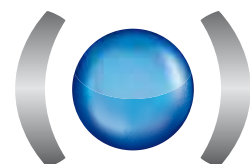


# invest in control(s)

Beyond the word, controls is a business in its own right. And beyond our business as designers and manufacturers of actuators, this involves an overarching understanding of industrial processes which imply both human and financial challenges of safety and productivity.

Our business vision must be global, which is why our electromechanical profile has developed into an expertise in the management of evermore complex systems.

Our know-how and experience have already helped us establish our name in the international marketplace, we can now rely on them to look at the future in full confidence and confirm our ambitions. This is why our company has further asserted its commitment to control processes as its core business by choosing a new identity better equipped to convey this aim.



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# invest in relationship

BERNARD CONTROLS' expansion over the last few years has enabled the firm to get positioned in the international market as a leading player par excellence. Our position in the market first and foremost allows us to be close to our customers, by their side, and thus be the Number One in terms of service performance.

This is a simple ambition, and it has been ours ever since the firm was established. It is this very ambition which has allowed us to develop a relation of trust within our teams, with our customers as well as with our partners. This trust is the cornerstone of the reputation we have built over time.



*The partnership relations we develop with our customers and suppliers are mutually enriching both from a business and human point of view. ”*

**Fabien LEMAITRE**  
Marketing Manager  
BERNARD CONTROLS





# invest in expertise

Expertise is our business specialty. Our credo follows from the technical requirements of our products' fields of application. Our products are qualified and approved by the largest prime-contractors and industrial players in France and abroad.

Expertise is thus a mastery of recognised know-how. And know-how is all about people, people who have not been content with just doing their job, people eager to look beyond and write a new story. A new page of this story is just now being written in our offices and workshops.

*At Bernard Controls, expertise and mastery underpin whatever we do in our offices and workshops day after day. These two intangible assets cannot easily be formulated in terms of book value but are nonetheless paramount to the sustainable development and future of our group. ”*

**Jean-Marc LIGNERES**  
Chief Financial Officer  
BERNARD CONTROLS







# invest in loyalty

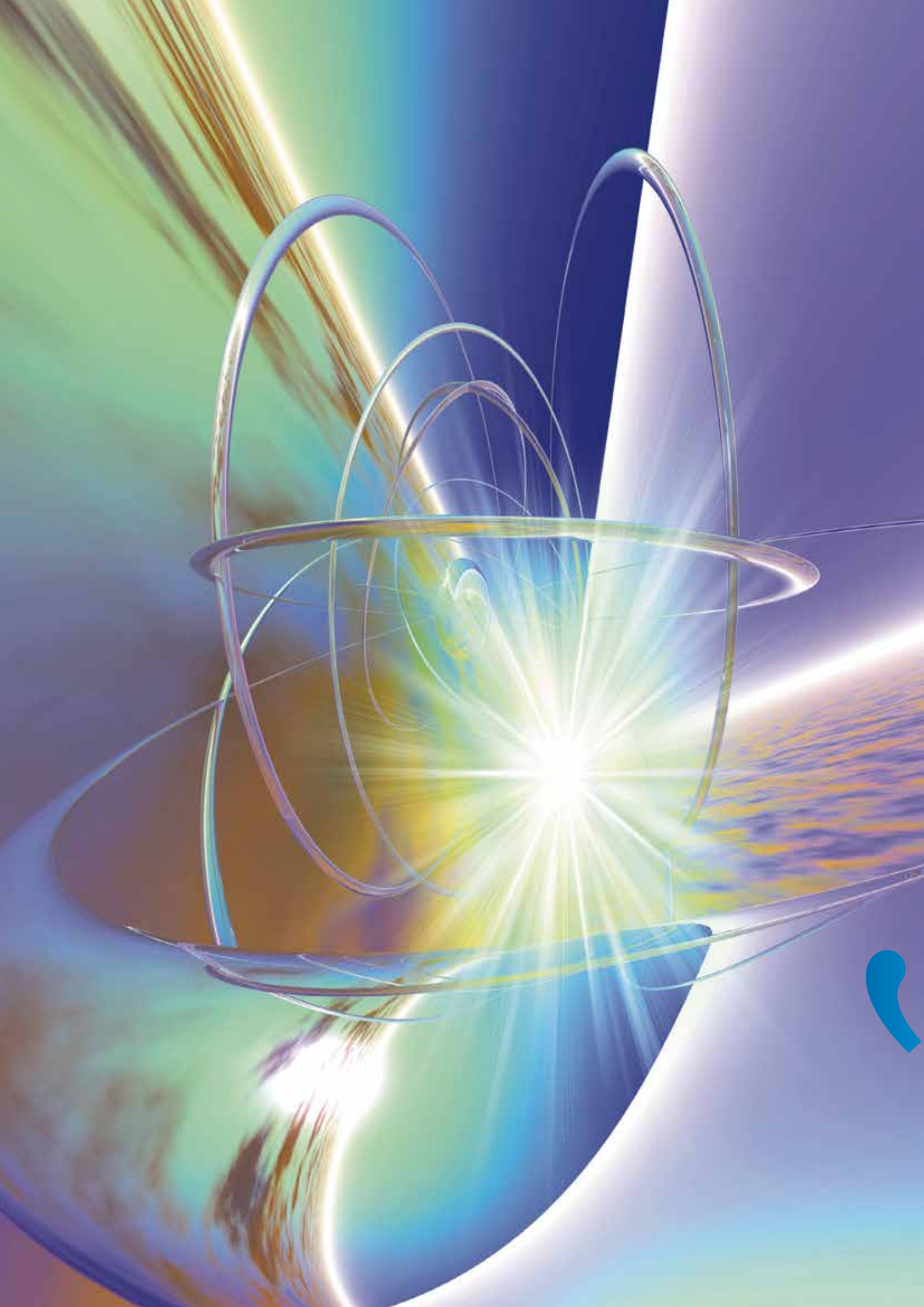
Almost 75 years in the business. This figure speaks volumes about the dedication and consistency of our Group which followed the path plotted by L.BERNARD and will continue with BERNARD CONTROLS.

Our products are made to last, just like the relationship we develop with our customers or the close links we nurture with our partners, but perhaps more than anything they reflect our employees' dedication to our values.



*We have always managed to remain in tune with our development goals, thus providing our customers with service continuity while ensuring that their investments are future-proof, for our mutual benefit. ”*

**Hervé LEROY**  
Operations Manager  
BERNARD CONTROLS





# invest in innovation

If we design and manufacture products with such a high technical profile, such as INTELLI +, it is because innovation is also present at all levels of the production.

By improving our competencies and the efficiency of our processes, we enhance the quality of our products and services. For instance, we have chosen to implement the LEAN Manufacturing and Kaizen methodologies to streamline our organization and encourage everyone to embrace our daily quest for progress and productivity.



*In a world that keeps moving,  
innovation is the driving force. ”*

**Jean-Yves PINVIDIC**  
Sales Manager  
BERNARD CONTROLS





# invest in dedication

Our expertise in the nuclear industry – where we are the leaders – allows us to be present in other markets with the same uncompromised dedication to excellence.

Our business is changing and the same goes with our customers' expectations. We want to grow with this dedication which has become the lynchpin between our production and services.

This aim is not simply a matter of making actuators or designing tailor-made solutions, it is about sharing the same mission statement.



*Solid workforce and heavy-duty actuators help us to pursue our commitment to customer care and quality ”*

**Gilles AUBERT-MAGUERO**  
Research Manager  
BERNARD CONTROLS



# invest in confidence

## **Control(s), Expertise and Innovation.**

This is what gives us confidence in our job.

## **Relationship, Loyalty, and Dedication.**

These values have underpinned L.BERNARD to this day and they remain the same for this brand new start with BERNARD CONTROLS.

SPRING 2010

A date – A project

Our Project reflects the reality of an international industrial technological business acknowledged for its know-how and expertise in the most demanding markets.

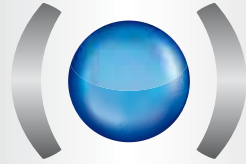
The modern brand of our identity is a significant milestone for the future of our company. It is part of an approach which has secured the trust of our teams, partners and customers.

**“ BERNARD CONTROLS IS THE TRUE EXPRESSION OF DIVERSITY WITH MASTERY, MAKING THE MOST OF EVERYONE’S PERSONALITY AND INTELLIGENCE. THIS IS THE KEY TO HAVING A TEAM RESOLUTELY GEARED FOR THE FUTURE, BOTH FOR ITS CUSTOMERS AND PARTNERS. THE WEALTH OF OUR DIVERSITY, EMBODIED IN OUR VALUES, ALLOWS EACH TEAM AND EVERY INDIVIDUAL TO EMBRACE IN FULL CONFIDENCE THE NEW CHALLENGES THAT LIE AHEAD OF US ”**

**Guillaume BERNARD**  
Technical Manager  
BERNARD CONTROLS

General Manager B.B.C.E - CHINA -





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