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# Appraisal and outlook

What Johann Jacob Rieter had started in 1795, Heinrich Rieter had continued as the merchant trading at the 'Glocke' and senator Heinrich Rieter had expanded, has held its own as the Rieter company in the face of diverse challenges during the past 200 years. Boom and recession have succeeded each other, and the waves of economic change have become more frequent and extreme.

Market fluctuations have increasingly penetrated with full force as far as systems suppliers and manufacturers.

These circumstances have overwhelmed smaller competitors, while larger rivals have derived new strength from prudent mergers. Yet the history of textile machinery manufacture clearly shows that very large groups are usually rejected by the market, whereas companies of a manageable size hold more attractions for customers and machine manufacturers alike.

Rieter therefore deliberately sought and managed the transition from business monoculture to diversified industrial group. The company has thus developed from a central European group into an international concern. Technology, production and administration are guided to their coordinated goals with the help of integrated data processing.

Rieter can point to remarkable quality standards when it comes to its products. This quality means that the machines and systems are very highly rated. However, since quality increasingly depends on CIM machine tools and production processes, new and

improved equipment and systems become urgent necessities for survival. This compulsion is further intensified by technology transfer in licensing and joint ventures.

A company's greatest assurance of survival lies in effective research and development. High-tech research is very costly. These resources have to be earned with 'lean production' and sustainable product prices. It would therefore be very risky for the company to 'rest on its laurels'. It is preferable to concentrate on coordinated, international development. The needs which link customers and manufacturers in consumables and service materials must also be subject to appropriate norms and standards.

Rapidity of decision-making has grown in importance in the company's strategic vision. Yet the mere reduction of development lead times is associated with a marked increase in risks in the case of high-tech products. Entrepreneurs should never lose sight of these relationships.

The logo for Rieter, featuring the word "RIETER" in a bold, stylized, sans-serif font. The letters are thick and blocky, with a slight shadow or 3D effect, giving it a modern industrial appearance.