



HOCHSCHULE RUHR WEST
UNIVERSITY OF APPLIED SCIENCES

Brand starter kit



Atlas Copco

Prof. Dr. Simone Roth

Atlas Copco key facts

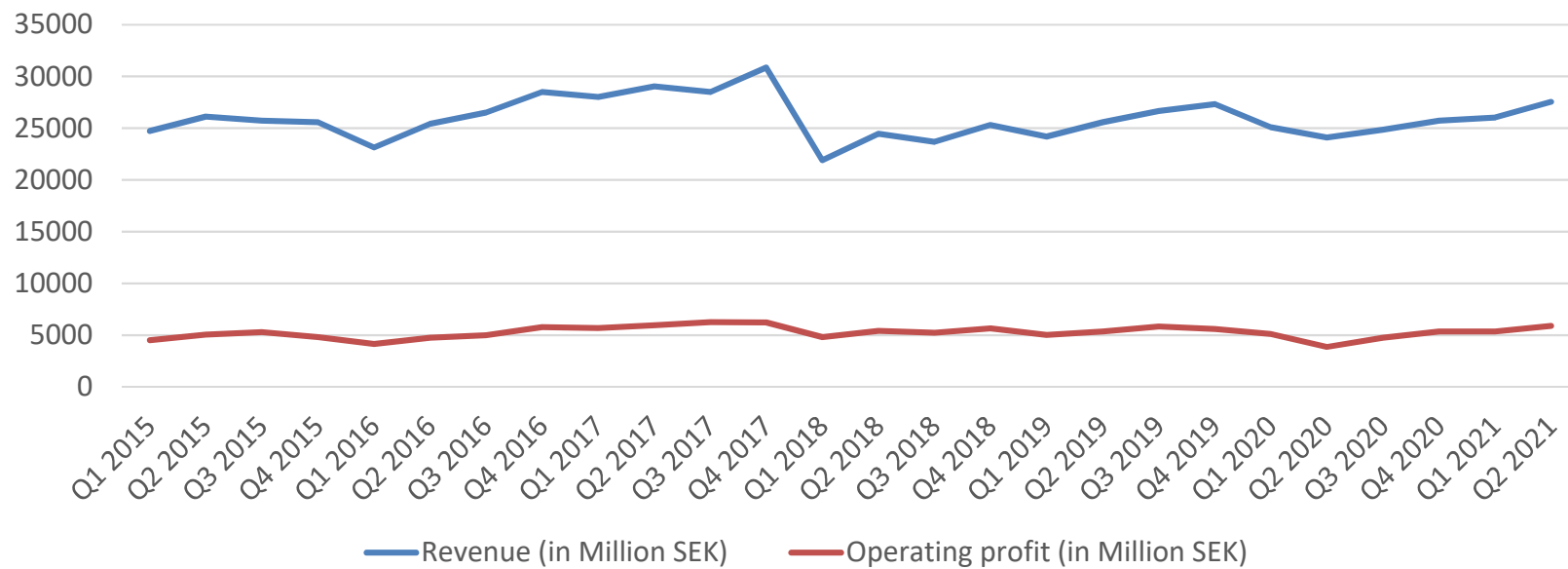
- Swedish industry company founded in 1873 in Stockholm, Sweden
- Operating in Essen, Germany as the Atlas Copco Holding GmbH since 1952
- 40.000 employees worldwide of which around 3.200 are based in Germany
- Mainly subdivided into the four business areas
 - Compressor technique
 - Vacuum technique
 - Industrial technique
 - Power technique



Sources: <https://www.atlascopcogroup.com/en/about-us>,
<https://www.atlascopcogroup.com/en/about-us/our-history>,
<https://www.atlascopcogroup.com/en/about-us/strategy-and-priorities>, accessed on September 18th, 2021.

Financials

Quarterly Revenue and Operating Profit Atlas Copco



Source: <https://www.atlascopcogroup.com/en/investor-relations/financial-reports-presentations/financial-publications>, accessed on September 18th, 2021.

About the brand

- Their vision: first in mind, first in choice in our target market
- They see themselves as innovation drivers for industry solutions
- Core values – interaction, innovation and commitment
 - Giving employees the chance to act as entrepreneurs surrounded by the stability of a leading company
- Stakeholder value approach
- Atlas Copco: “Home of industrial ideas”



Sources: <https://www.atlascopcogroup.com/en/about-us/strategy-and-priorities>,
<https://www.atlascopcogroup.com/en/innovation>, accessed on September 18th, 2021.

Product overview

Assembly
tools and
solutions



Solutions
for joining



Solutions
for drilling



Tools for
material
processing



Screwdriving
tools



Pneumatic
motors



Pneumatic
accessories



Location and
positioning
solutions



Accessories



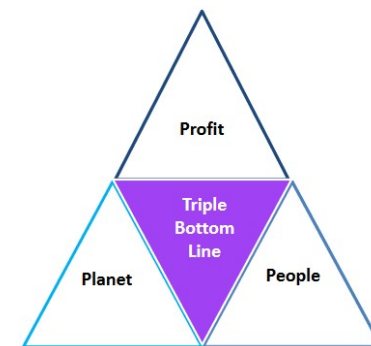
Source: <https://www.atlascopco.com/de-de/itba/products>, accessed on September 18th, 2021.

Business customer segments



CSR and Sustainability

- Atlas Copco measures their success against the triple bottom line of people, planet and profit
- Safety, Health, Environment and Quality managers in the operational entities and divisions supporting the organization's sustainability work
- At the corporate level, a sustainability team and controller provide coordination and support to the entire organization
- The NGO Water for all founded by Atlas Copco is committed to providing all people with clean drinking water



Source: <https://www.atlascopcogroup.com/en/sustainability>, accessed on September 18th, 2021.

Closer look: Oil injected screw compressors

Focus for
the module

- Small oil injected screw compressors below 30kw for small and medium-sized enterprises
- Usage e.g. for the automotive and wood processing industry



Source: <https://www.atlascopco.com/de-de/compressors/products/air-compressor/oil-injected-rotary-screw-air-compressor/g-series>, accessed on September 18th, 2021.



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