

## Markets 08



"Gases from Messer are as versatile as the applications they are used for – whether it be for the processing of steel for the car industry, the inerting of industrial wastewater or the refrigeration of food."

*Adolf Walth, Executive Vice President Sales Marketing and Operations Europe*

### **Messer secures advantage**

Messer was able to convince many new and existing customers of this versatility and the associated application know-how in 2008. In order to continue to justify this trust in the future, the experts in our competence centres are constantly researching new applications. The resulting innovations have one thing in common: they are precisely tailored to the requirements of our core sectors and are frequently developed in direct collaboration with customers from every sector. The result is an individual competitive advantage which ultimately manifests itself in the replacement of an existing solution with a better one.