

## Pioneers of world-leading motor technology

The development of energy-saving motor control technology for a wide range of appliances, from sewing machines to mining conveyors, has helped Somar grow rapidly since its formation in 1989.

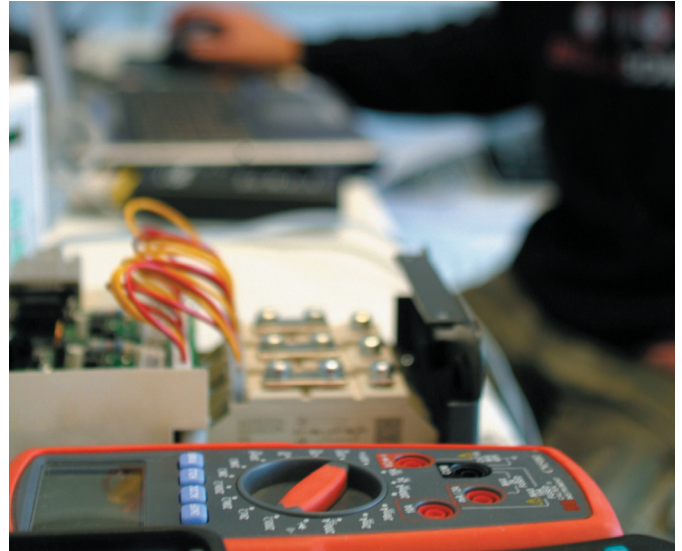
### Workforce

Somar currently employs 22 staff at its Truro HQ, all of whom have received comprehensive training in specialist skills, and provides employment for many more through its contracted manufacturing operations, a large number of which are within Cornwall.

The product is represented by a network of independent distributors spanning 73 countries around the world, all of whom receive comprehensive commercial and technical training.

### Clients

Somar works extensively in the plastics and automotive industries, the latter including global marques such as Jaguar, Ford, Nissan and Honda. Its broad customer base also includes the likes of Parker Pens, the toy manufacturer Mattel and metal processing companies GKN and Sertec.



### Technology

Microprocessors make sure that Somar's range of Powerboss products control the amount of energy used by an AC induction motor and therefore improve its efficiency. The company has developed its own sophisticated software to configure these microprocessors during commissioning.

"It would have been difficult to run this business from Cornwall 20 years ago, but the improvements in communications and particularly the advent of the internet mean that where we are based is no longer an issue," says Marketing Director David Bone.

"The difference working in Cornwall is the quality of life. If people are happy in their personal lives, they are more likely to be happy at work, and the fact that they don't have to sit in their cars for three hours a day to and from the office, as they might in a city environment, certainly eases stress levels.

"We have visitors here from all over the world and, as well as being surprised that a Cornish company is so technologically advanced, they all remark on the good atmosphere that prevails."