



# 1981-2006 TWENTY FIVE YEARS IN EUROPE

We have experienced an enormous growth in the development and utilisation of technology over this last 25 years and we in Murata are very proud of our small role in this technology revolution. Developing advanced ceramic based products for the modern and future communications market, has been a key factor in our positive progress through this last 25 years.

Survival in a dynamic and dramatically changing market remains a serious challenge, which we are well placed to meet. In Murata we have always tried to focus on business **Agility, Flexibility and Innovation** in our company philosophy, policies and product development. Although we still have much to do, we have successfully introduced many exciting products to many markets including the all-important **Automotive** market here in Europe and worldwide.



Back in the days: D. Oram  
and T. Churcher



Fleet, UK Locations



1982 European Murata Mail  
1984 European Campaign

Murata was inaugurated here in Europe in 1981 when we merged the two production companies of State College, Pennsylvania, USA and Nuremburg, Germany both of which we had acquired with the purchase of The Erie Corporation. This consolidation brought with it the German, Italian and French sales companies.

In 1982 we opened a sales office in UK and in 1988 we formally established the Murata European Headquarters in Nuremburg, Germany. 1989 was very productive as we established the factory in Plymouth UK, now sadly closed, and the sales office in Amsterdam, which is now our European Headquarters. We also now have a network of satellite locally facing sales offices established across Europe.



Enjoying Japanese food



Murata moves in the Royalty Circle



1986 European Product Campaign  
1998 European Product Campaign

Like many electronics companies, we experienced strong growth through the 1990's and now are coping with the production shift to the Far East and China.

We believe that we have survived better than many and Murata both globally and here in Europe, remains a financially strong and independent company. Murata has extended our partnerships with customers and concentrated on developing products based on customer needs and projects and a policy of ESI is now a normal part of our customer approach. We have also established a very capable **Engineering Management Group** stationed across Europe whose role is to work with design and development engineers in the key technology areas. Additionally, Murata also has excellent representation across Europe through an extensive network of franchised distributors.

Customer Service has always been a top priority and Murata is a leader in RoHS products and policy and we have maintained rigorous industry approvals such as TS16949 and are rapidly developing new products in **LTCC, Lumicera and Bluetooth** technologies. The support of our customers through all these phases of our business life here in Europe is absolutely vital and deeply appreciated.



25th Anniversary Image



25th Anniversary Celebration



2006 Murata Mail