



Automation is
our passion.

Innovative Automation.



Since 1990 we have been experts in the field of automation technology. Today – more than a quarter of a century later – we, including our more than 30 employees, do not only belong to the largest system producers of automation technologies but have also set a benchmark on national and international markets as producers of innovative measuring technologies.

Our success rests on several pillars. The fundamentals rest on our extensive know-how as well as on the long-standing experience within our management team. On the other hand, our customers also value our sustainable approach. This encompasses an initial project consultation, the process of generating and implementing ideas all the way up to planning suitable system components: with our future-oriented products we have achieved maximum reliability, economic efficiency and the optimization of processes.

Enthusiasm and inspiration, flexibility and decisiveness: these are the values that we embody and that we live by. These have taken us to where we are today.

Have you got a vision that needs to take off?
Why wait? We are looking forward to the challenge!

Seli – so concepts become reality.

AREAS

Production, implementation, support.

Efficient products are the basis for any successful outcome. That, however, is in itself not enough for us. Our goal is not only to satisfy the customers but to inspire them. But there is more to it than just that.

The products which have been designed and developed in our company are complemented, according to individual assignments, with the selected components of well-known manufacturers. These are then, within the scope of solution-oriented project management, incorporated into the overall system.

Following up on our comprehensive approach this is not the end of the cooperation but rather the start of a unique service that we offer to our customers.

PRODUCTS



MANUFACTURER

- Temperature recording technology
- Pressure gauge technology
- Standard and level measuring technology
- Analytical measuring technology
- Recording technology / transducer
- Customized special solutions

SYSTEMS SUPPLIER

- Inductive and capacitive sensor technology
- Ultrasound optoelectronics
- Camera / identification systems
- Safety technology with machinery and plant engineering
- Measurement and control technology
- Flow metre technology
- IR technology (e.g. thermography)
- Refractory concentration measurement
- Optical CO₂ measurement
- Beer testing unit

SYSTEM SOLUTIONS



- Control technology
- Safety technology
- Software engineering
- Standardization
- E-commerce / e-procurement

SERVICES



- Technical office service and field service throughout Germany
- Commissioning
- Support service for all automation areas in the company
- Calibration and recalibration
- Inspection equipment monitoring in production and laboratory including complete documentation
- On-site staff training
- Training courses at the Seli seminar centre

PRODUCTS – MANUFACTURER

Quality from vision to reality.

No product is alike, each assignment is different and each customer special.

This has never been a problem for us but is rather a challenge. Our designers have come up with a large variety of components specifically for automation processes that have long stood the test in practice.

In accordance with our ambition to strive only for the best quality performance it is self-evident that we, in view of our production, have only partnered with selected and very experienced supplier companies. The list of our partners reads like a “who is who” of the automation industry.



Temperature



Pressure



Levels



Analytics



Evaluation



Accessory parts



PRODUCTS – SYSTEM SUPPLIERS

Comfort and reliability in perfection.

Apart from the development and manufacture of our own products we also support our customers in the selection and purchase of suitable automation technology components. Standardized products from the portfolio of select and market-leading suppliers are combined with a “smart order system” that guarantees a safe and reliable plant operation at all times.

Regardless whether we are the producer or if the task falls within the scope of a system supplier, sensor technology, measurement or system technology: our individually customized solutions provide the highest degree of comfort and reliability. The optimal functionality of processes leads to amortisation in a short time period.

ABB
Ametek
Aventics
Bailey Fischer & Porter
Balluff
Baumer
BD Sensors
Benning
Bernstein
Block
Bürkert
Carlo Gavazzi
CS-Instruments
Danfoss
Datalogic
Datasensor
Di-Soric
Dold
Dr. Horn
Drews
Ege-Elektronik
Endress + Hauser
Entrelec Schiele Fanal
Escha
Esters Elektronik
ETA
Finder Relais
Fischer Rosemount
GMC-I Messtechnik
Guardmaster
Hengstler
IFM Electronic
Ingold
IPF
Jumo
Keyence
Krohne

KSR-Kübler
Labom
Leuze
Lumberg
Maselli
Mayser
MBA
Müller & Weigert
Mettler Toledo
Murr
Negele
Omron
Pepperl + Fuchs
Phoenix Contact
Pilz
PR-Electronic
Pulsotronic
Pfannenberger
Rechner
Red Lion Controls
Rockwell Automation
Samson
Schleicher
Schmersal
SensoPart
Sick
Siemens
Sika
Tesch
Testo
Tuchenhagen
Turck
Vega
Visolux
Wachendorff
Wenglor
WTW



SYSTEM SOLUTIONS

It couldn't be simpler: Our "all-round carefree" package.

In case of problems within the production facilities of our customers we will always find the best individual solution and work with suitable partners on the respective task.

From consultation to production respectively delivery and implementation into the system up to the maintenance of the plant: upon request, you can leave it all with us and profit from our expertise.

Seli has a long-standing experience and high innovation potential in analytical measuring technologies. In order to expand in this area, we have joined up with a powerful partner. Maselli Misure designs, produces and markets refractory measuring devices. For our customers this collaboration stands for supreme safety standards in all areas in which concentration and CO₂ Inline have to be measured by process analysis or are monitored by a laboratory.

Additionally, we will gladly assist you further. Within our software engineering division we design innovative applications for control and regulation technology for various industrial areas.

And last, but not least, our E-commerce, respectively our E-procurement divisions, offer custom tailored technologies for information, communication and logistics. An electronic ordering system that includes billing and re-funding – with an ERP connection and independent of the used operating system - simplifies processing and saves both time and resources.

Solution Partner

Automation

SIEMENS

maselli
PROCESS ANALYZERS

SERVICES

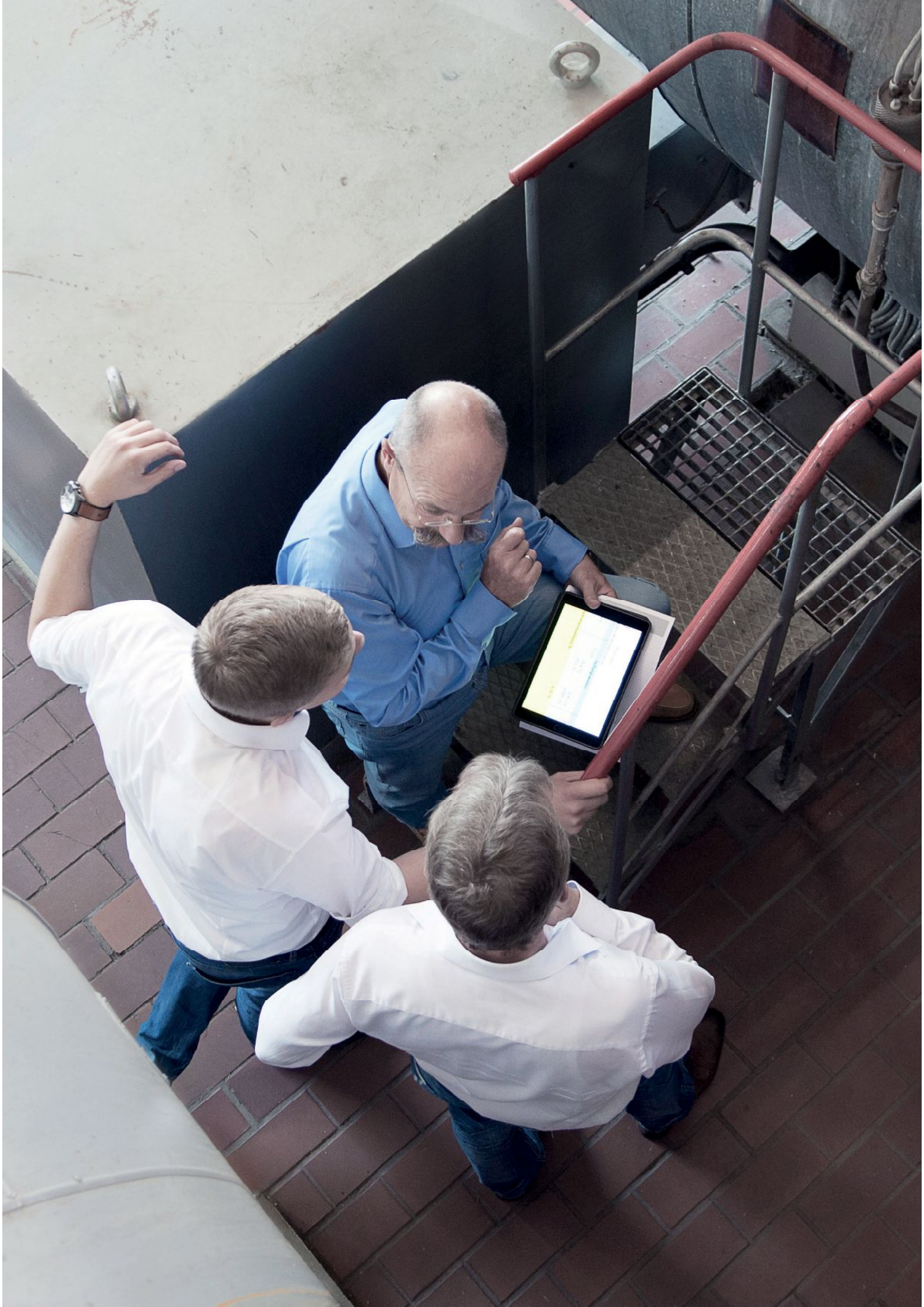
We are there for you whenever you need us.

Your project has been completed. No need for us to say goodbye. On the contrary: with our exceptional service offers we are always and comprehensively at your disposal in order to guarantee a smooth operation in your production.

Our inspection equipment monitoring, including calibration and recalibration, as well as complete documentation, form - among other things - the basis for a quality assurance in accordance with DIN-ISO 9000 to 9004.

Something doesn't work according to the plan? No problem. Our support service and our technical office service will promptly assist you.

On-site staff training or training courses at the Seli training centre will ensure that your employees are always up-to-date. Well-trained staff is an important factor of an efficient and smooth production.



ROLINCK



Coca-Cola Erfrischungsgetränke



OUR CUSTOMERS

Not just content but thrilled.

Our customers are exclusively from the food industry. About 80% of our projects fall within the food industry division.

Numerous well-known internationally operating companies have trusted our experience for many years. Through our engagement, creativity and expertise we always strive to find the individually best system solution, a goal whose smooth implementation is second nature to us.

This is presumably the critical step to ensure that our customers are not only content but thrilled.

SUSTAINABILITY

The environment and our employees – our most important resources.

The careful handling of resources forms a part of our corporate objectives. We view a sustainable management as an unconditional social responsibility that all employees feel obliged to respect.

Apart from saving resources such as the reduction and recycling of waste products, the efficient use of energy is a significant factor. With this in mind the company building is served by a large self-sufficient photovoltaic power plant.

Environmental reasoning and action starts with the personal commitment of each and everyone. For this reason, our executive management uses electric vehicles for their business trips. Our premises offer the first public electric loading station of the region.

We are also very committed to the well-being of our employees – an equally important resource. Thus, it is self-evident that we offer activities and programmes which serve the prevention of health issues. Our assistance with the purchase of E-bikes is only a small contribution to the overall system.



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We are right, where you need us.

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