

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK  
**Herausgeber:** Federation of Swiss Societies in the United Kingdom  
**Band:** - (1978)  
**Heft:** 1740

**Artikel:** Eleven years well spent  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-687282>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 01.04.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

# ELEVEN YEARS WELL SPENT

This month sees the departure from London of Mr. George Gyssler who relinquishes both his position as Managing Director of British Brown-Boveri Ltd. and his position as President of the Consiatoire of the Swiss churches in London. Mr. Gyssler has been appointed President of the Brown Boveri Corporation, North Brunswick, U.S.A., and takes up his new duties in April, 1978.

The 11 years that he has spent in London, and in particular the eight years as Managing Director of British Brown-Boveri, have seen radical changes in the scope and extent of Brown Boveri's activities in the U.K. and his departure provides a suitable opportunity to retrace the links between Brown Boveri and U.K. industry — links which in the last decade have strengthened considerably.

British Brown-Boveri is one of the oldest established U.K. subsidiaries of a major Swiss company and from the outset, in 1906, the company was involved in marketing power engineering products manufactured in the Swiss factories of the parent company. In the years following 1945 the scale of activities was gradually increased to include the marketing of selected products manufactured in Germany and France by Brown Boveri's subsidiary companies and by the late 1960s British Brown-Boveri Ltd. had grown steadily into a Company with a turnover of some £3 million and a staff of approximately 100 people.

During the last ten years Swiss industry learnt to live with one of the hardest currencies in the world and, as the price of progress, the industry's ability to compete in world markets was inevitably impaired. A decade ago with an exchange rate against the £ sterling of Sw.Fr. 10, this development could hardly have been anticipated. However, for those Swiss businessmen working in the U.K. a foretaste of the problems ahead was given firstly by the U.K. Government's implementation of the Import Deposit Scheme and secondly, by the economic indicators which gave clear signs of a seriously weakening U.K. economy. By 1970 it had become clear that no company existing for the sole purpose of importing and selling Swiss manufactured capital plant could hope to maintain its position in the

U.K. market — let alone expand. The level of unemployment and the worsening U.K. balance of trade was bound to lead to both economic and political pressures, particularly on the nationalised industries, to buy British. The weakness of the £ sterling was even then beginning to push the price of Swiss products dangerously close to the level of U.K. "consumer resistance".

Against this background it was therefore clear that, for British Brown-Boveri Ltd. to expand in the U.K., a change of direction was needed. On his appointment as Managing Director in 1970, Mr. Gyssler set in motion a programme which was to have far reaching effects, not only on the level of the Company's activities, but also, in the long term, on the volume of orders placed via the U.K. on the Group's Swiss factories.

A necessary prelude to any expansion programme is the establishment of an efficient and reliable storage and distribution network and after-sales service facilities. The first step was to ensure that these requirements were met by taking a long-term lease on premises in Brentford, Middlesex, and in April, 1973 Brown Boveri's main U.K. Stores and Service departments were expanded and relocated from central London. Brentford was chosen not only for its proximity to London Airport but also because it afforded easy access to the motorways leading to the Midlands and the North, where the majority of U.K. heavy industry is located.

The second step included a review of the marketing policies previously adopted by British Brown-Boveri. The economic situation was such that further progress could only be ensured if imported material was combined with U.K. supplies and a decision was taken to analyse each individual contract in such a way that a satisfactory balance between the high cost Swiss-made products and the local manufacture from the attractive U.K. supply market was achieved.

Only by adopting this policy would British Brown-Boveri in future be able to compete strongly in the U.K. market, for both the home and overseas projects, and through long-term expansion be able ultimately to increase the overall volume



*Would you like to own this car and save money on everyday driving costs?*

Surprisingly, the ownership of a classic Rolls-Royce or Bentley can save you money, providing your car is serviced and maintained by genuine specialists.

There is an example of how I saved £1,290 over a period of two years. I bought a 1961 Bentley in 1975 for £1,850 which I used for two years and travelled 15,000 miles. The running costs including petrol and insurance were £1,510, thus my total investment was £3,360. On resale in 1977 the car realised £4,650, thus making me a neat £1,290 profit, tax-free.

By way of comparison my Renault 16 cost £1,250 s/h at around the same time. Maintenance and running costs for the same period and mileage were £865, bringing my total investment to £2,115. This car, if sold today would fetch approximately £900. One can easily deduce from this comparison that ownership of the Bentley was in the region £2,500 to my profit and advantage, not to mention the far superior charm and comfort that a car of the Bentley's distinction offers to the discerning and caring driver.

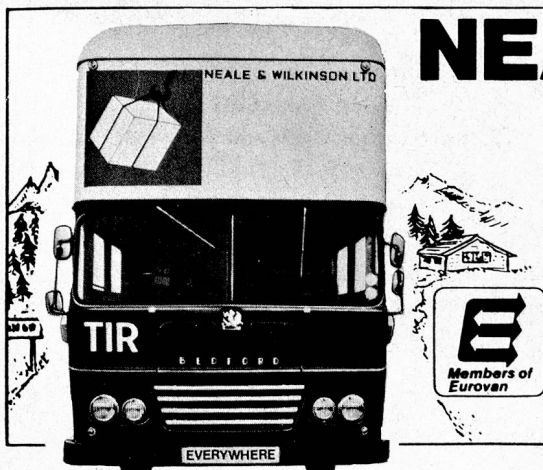
It is not easy to acquire at realistic prices any quality article, that has been hand-finished by only the best engineers. Poor workmanship is unfortunately one of the illegitimate offsprings in an age that succours mass production.

It is in this area that our specialists' services can be of use to any discerning classic car owner. We are a small Company specialising in the SALE, SERVICING, Restoration and after-sales Service of Rolls-Royce and Bentleys of any VINTAGE. We pride ourselves in first-class workmanship with meticulous attention to detail. We are in fact Specialists.

If we can be of service to you, please do not hesitate to call our Mr. P. Fischer for further information and to arrange a test drive.

*Stocklist available on request.*

**STEEL TRANSPOSITIONS LIMITED**  
Emperors Gate, 14 Osten Mews  
London SW7 4HW  
Telephone 01-373 2296



## NEALE & WILKINSON LTD

Run regular road services to  
Switzerland and other European Countries

78 BROADWAY, STRATFORD, LONDON, E15 1NG, TEL: 01-519 3232.  
TELEX: 897666. TELEGRAMS: 'EVERYWHERE' LONDON E15 1NG

Gloucester:  
5 Andorra Way,  
Churchdown,  
Gloucester,  
GL3 2BS.  
Telephone:  
(Churchdown)  
0452 712595.

Harrgate:  
Rossett Garth,  
Harrgate,  
Yorks.  
Telephone:  
0423 871678.

Liverpool:  
Wellington Bldgs.,  
7 The Strand,  
Liverpool,  
L2 0PP.  
Telephone:  
051-236 8741.

Manchester:  
21 Chapel St.,  
Newton Heath,  
Manchester,  
M10 6AY.  
Telephone:  
061-205 2311.

A Member of the Constantine Group

of orders for capital-intensive products being placed on the Swiss factories.

The fact that during the past seven years the turnover of British Brown-Boveri Ltd. has increased fourfold and the value of orders placed on the Swiss factories has more than doubled, is ample evidence of the success of this policy, even after taking into account the effect of inflation.

The cornerstone of the policy of adding U.K. products to Swiss plant has been the maintenance of high standards of quality traditionally associated with Swiss engineered products. To ensure that these standards were retained and also that the advanced engineering techniques developed by the parent company in Switzerland were incorporated into the U.K. projects, was a major consideration when the new policy was being formulated. The chosen solution was for British Brown-Boveri to establish its own engineering and production facilities here in the U.K. Therefore a specialist Division was formed and staffed by engineers who had been trained in the Swiss factories. They were able to combine their knowledge of British industry's requirements with the advanced engineering technologies practised by the Brown Boveri Group.

Given that the main U.K. location of the industries which formed the essential markets for Brown Boveri's products were primarily located in the Midlands, it was decided that the operating base of the newly formed Industrial Division

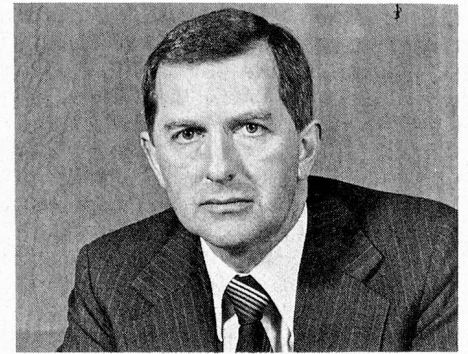
should be one which afforded easy access to these markets, and for that reason the Company took a long term lease in 1976 on premises in the new town of Telford in Salop. The venture proved successful and after one year it became necessary to double the manufacturing capacity of the premises.

Whilst the traditional industries formed the backbone of British Brown-Boveri's markets, the Company has not been slow in recognising the potential afforded by the new industries of offshore oil exploration and production. Here again it was a question of moving the location to meet the requirements of the market and in 1975 a decision was taken to establish a Division of British Brown-Boveri in Aberdeen. The new Division is primarily concerned with the commissioning and maintenance of equipment used in the generation of power on oil producing platforms in the North Sea. It moved into custom built premises early in 1977. Again, as with the Industrial Division at Telford, the success of the operation is already making it necessary to expand the facilities in the very near future.

Mr. Gyssler will be succeeded in the position of Managing Director of British Brown-Boveri Ltd. by Mr. C. J. Pennington. Mr. Pennington, who is married and has three children, joined the Company in 1972 and has, since its establishment, been General Manager of the Company's Industrial Division.



*Mr. George Gyssler who is relinquishing his post as Managing Director of British Brown Boveri Corporation in the United States.*



*Mr. C. J. Pennington, the newly-appointed Managing Director of British Brown-Boveri Ltd.*

## Supercoaches - The Scenic Route to Geneva

*You travel in luxurious air-conditioned coaches, courier escorted. The scenery is splendid and we pass some excellent restaurants (our route is through gourmet country). The journey takes 22 hours via Paris (dinner stop) then via Macon to Geneva.*

London

Paris

GENEVA

One of our Luxury air-conditioned coaches



*Departures every Saturday from March to September and also Wednesdays during July and August.*

Brochure and reservations for Geneva and to 30 other destinations from:

*Enjoy SUPERCOACH - and save money!*  
**Return Fare £49**  
 (£5 discount for OAPs and Students)



60 King Street, Twickenham, Middlesex TW1 3SH.  
 Telephone: 01-891 0771      Telex: 932572

## WIGGERTAL MUSEUM OPENED AT SCHÖTZ

The Wiggertal Museum has opened its doors at Schötz, Canton Lucerne (near Sursee, on the Olten-Lucerne route). A major section of its exhibits is formed by the valuable finds made in the nearby Wauwilermoos, one of the most important prehistoric excavation sites in Switzerland.

This collection is especially strong in implements and technically sophisticated tools which the fishermen, hunters and farmers of the New Stone Age were already capable of making. The Museum also has exhibits dealing with the fold sluicing and charcoal burning operations which used to be carried on in the Napf district and with the civil and church customs of bygone generations. Opening times: second Sunday afternoon of every month from 2 p.m. to 5 p.m. or by arrangement.

## "THE DEAREST TAXI RIDE IN THE WORLD" – BY BOBLED ON THE ST. MORITZ OLYMPIA RUN

People with the pluck to whizz down the famous St. Moritz Olympia run by bobsled can do so this winter – as passengers. For Sw.Fr. 77 – "the dearest taxi ride in the world" – they can experience the thrill of thundering through Sunny Corner and Horse Shoe, receive a colour photograph of the start, afterwards travel back to St. Moritz by lorry with the bobsled team and there in

the world-famous Dracula Ghost Riders' Club – the bobsledders' club house – be presented with a certificate.

Anyone whose enthusiasm for the sport has been aroused by the experience can take a one-week course at the St. Mortiz bobsled school.

## MERLIGEN – BRIDGE COURSES 1978

The Hotel Beatus at Merligen on Lake Thun is again organising holiday courses for bridge players (beginners and advanced), in conjunction with the Automobile Club of Switzerland (ACS).

The all-inclusive arrangement costs Sw.Fr. 580 for five nights' accommodation with full board, bridge lessons and unlimited use of the hotel's indoor swimming pool and sauna. The Hotel Beatus (140 beds), which is a member of the "Leading Hotels of Switzerland", is organising the courses on the following dates: 23rd–28th April, 7th–12th May, 4th–9th June, 25th–30th June, 27th August–1st September, 1st–6th October.

## MELCHSEE-FRUTT – NEW YOUTH HOSTEL

Shortly before Christmas a new youth hostel and restaurant was opened at Tannalp (6,485 ft.) above Melchsee-Frutt in Central Switzerland. The new building can accommodate up to 80 persons, and the adjoining self-service restaurant has room for 95 guests.

## SKI-ING IN APPENZELL INNERRHODEN

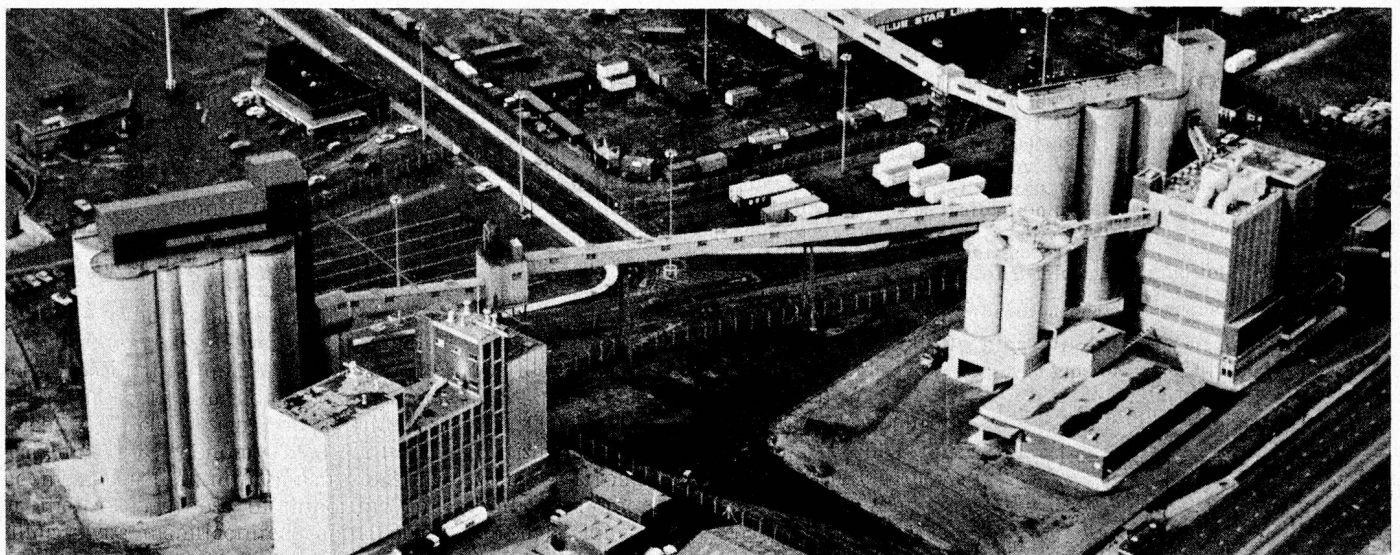
Skiers this winter are able to make the acquaintance of the not so well-known ski-ing region in Appenzell Innerrhoden by means of a joint season ticket. It covers transport on the aerial cableways on the Ebenalp, the Kronberg and the Hoher Kasten, the corresponding ski lifts on the Ebenalp and the Kronberg and on the Schwende (where night ski-ing facilities are available) and Jakobsbad as well as on the ski-lifts the Appenzeller Solleg AG.

## INDIA BOUND

The Swiss watch factory Revue Thommen AG, Waldenburg, has signed a contract with G. S. Purewal and Associates Ltd., Dharumpur, Simla (India) for the production under licence of inexpensive lever watches for men and women.

The Indian government has authorised an investment of Sw.Fr. 4 million to cover the cost of knowhow, training of personnel, machinery, tools and plant. G. S. Purewal and Associates Ltd., started production at the end of September. An annual output of 600,000 watches is planned.

(Revue Thommen AG, Hauptstrasse, CH-4437 Waldenburg, telex 63 430 rtw ch)



The new harbour in Seaforth, Liverpool. On the left in the foreground is Allied Mills Ltd. flour mill, 280 t/24 hours, with grain silo 17000 tons. On the right is Kellogg Co. of Great Britain, 720 t/24 hours corn mill, with 7500 t silo. Both mills were built by Bühler Brothers in 1972/73.

**BUHLER**

**BUHLER-MIAG**

BUHLER BROTHERS Ltd. CH-9240 Uzwil/Switzerland

BUHLER-MIAG Ltd. D-33 Braunschweig/Germany

BUHLER-MIAG (England) LTD., The Wood House, Games Road, Cockfosters, Herts. EN4 9HL

Tel: 01-440 6511

We build installations for the food and non-food industry on a world-wide scale.