Established in 1952, Hajdu is the leading company of Hajdu Group headquartered in Teglas, Hungary. Apart from Hajdu, the group consists of Hajdu Autotechnika and Hajdu Infrastructure. Hajdu produces water heating-related products, white goods as well as renewable energy-related solutions; Hajdu Autotechnika sells tools and components for automotive industry, whereas Hajdu Infrastructure offers parcels of land for rental or sale for developing businesses on the territory of especially for this purpose created industrial zone - Hajdu Industrial Park. Today the group employs more than 600 people and its revenue for 2012 exceeded EUR 37,000,000.00.

FACT BOX

FULL NAME: Hajdu Group
CEO: Mr. István Novotni
OPERATIONS: HVAC, Automotive, Infrastructure
ESTABLISHED: 1952
EMPLOYEES: 644
TURNOVER: 37,700 th EUR

www.hajdurt.hu
www.hajduautort.hu
www.hajduiparipark.hu
Park can be found in Eastern-Hungary, is operated by Hajdu Infrastructure. The cated in the HAJDU Industrial Park, that in 2005. The base of each company is lo-
three shifts (4,200 square meters) and a facturing facility operating constantly, in fabrication technologies. It has a manu-
pany uses sheet formation and sheet
ion which is a very strong result, com-
sales revenue is estimated at EUR 17 mil-
and TIER2 levels. The company's average
automotive service provider on TIER1
company is recognized as a world-class
demand on auto parts and expanding
lished in 2005 as a result of the growing
Hajdu. Hajdu Autotechnika was estab-
ners, condensing gas boilers, heat pump
ers, air-water heat pumps and household appliances (washing ma-
chine, spin driers, automatic washing
machines). As the product range sug-
gests, in the past few years the company has concentrated on developing and manufacturing products and systems which use renewable energy. Regarding share market HAJDU is market leader in Hungary and present in many European markets (Germany, France, the UK, Swe-
den, Belgium, Spain etc.). Today, Hajdu's products are recognized by the custom-
ers as reliable, durable goods with good price-quality ratio, and the company is appreciated for its high service level and spare parts supply. The brand is well-
known – 90 percent of Hungarian fami-
ilies have Hajdu products in their homes and 92 percent of them are fully satisfied with these easy to use goods. The signifi-
cant changes in the EU laws regulating energy efficiency and the permanently changing consumer needs make Hajdu focused on development. Currently there are many development projects in progress, which focus is improving the efficiency and electronics of the tra-
ditional electric hot water tanks as well as the extension of the product range of the renewable energy-products. Hajdu Autotechnika produces car parts, mainly from metal sheets. The company's prod-
ucts portfolio includes almost 1,200 types of components from the following categories: assembled exhaust systems and mufflers, components for exhaust systems, seat-back components, smaller bodywork elements as well as double-sheet, die-stamped, perforated compo-
ents. The products are built in the vehi-
cles of several world brands: Mercedes, Porsche, BMW, Volvo, Audi, Ferrari, Ducati, Suzuki and others. The compa-
y's other operation territory is tool de-
signing, production and maintenance. Hajdu Autotechnika also sells tools and several components to several world famous companies like Continental, GE, Lego, Grundfos, etc. HAJDU Industrial Park operated by Hajdu Infrastructure offers several building sites for sale or rent. The industrial zone is equipped with a complete range of public utilities: road system, gas, electric power, heat, industrial and potable water, communal and industrial sewage, telephone, Inter-
net. Additional services include indus-
trial railway, security system, reception with weighbridge, offices, storage and production facilities for sale or rental, bus service for employees, canteen, as well as limited parking area for trucks.

**Products**

Hajdu's range of products include: water heating appliances (electric, gas-fired, in-
direct, multi-energy), complete thermal solar units, buffer tanks, solid fuel boil-
ers, condensing gas boilers, heat pump
water heaters, air-water heat pumps and household appliances (washing ma-
chine, spin driers, automatic washing
machines). As the product range sug-
gests, in the past few years the company has concentrated on developing and manufacturing products and systems which use renewable energy. Regarding share market HAJDU is market leader in Hungary and present in many European markets (Germany, France, the UK, Swe-
den, Belgium, Spain etc.). Today, Hajdu's products are recognized by the custom-
ers as reliable, durable goods with good price-quality ratio, and the company is appreciated for its high service level and spare parts supply. The brand is well-
known – 90 percent of Hungarian fami-
ilies have Hajdu products in their homes and 92 percent of them are fully satisfied with these easy to use goods. The signifi-
cant changes in the EU laws regulating energy efficiency and the permanently changing consumer needs make Hajdu focused on development. Currently there are many development projects in progress, which focus is improving the efficiency and electronics of the tra-
ditional electric hot water tanks as well as the extension of the product range of the renewable energy-products. Hajdu Autotechnika produces car parts, mainly from metal sheets. The company's prod-
ucts portfolio includes almost 1,200 types of components from the following categories: assembled exhaust systems and mufflers, components for exhaust systems, seat-back components, smaller bodywork elements as well as double-sheet, die-stamped, perforated compo-
ents. The products are built in the vehi-
cles of several world brands: Mercedes, Porsche, BMW, Volvo, Audi, Ferrari, Ducati, Suzuki and others. The compa-
y's other operation territory is tool de-
signing, production and maintenance. Hajdu Autotechnika also sells tools and several components to several world famous companies like Continental, GE, Lego, Grundfos, etc. HAJDU Industrial Park operated by Hajdu Infrastructure offers several building sites for sale or rent. The industrial zone is equipped with a complete range of public utilities: road system, gas, electric power, heat, industrial and potable water, communal and industrial sewage, telephone, Inter-
net. Additional services include indus-
trial railway, security system, reception with weighbridge, offices, storage and production facilities for sale or rental, bus service for employees, canteen, as well as limited parking area for trucks.

**Awards and certificates**

Hajdu products have the following values: ISO 9001, ISO 14001, ISO/ TS 16949. During the years of its op-
ervations, Hajdu has been granted many times. In the past few years the compa-
y's reputation was enhanced by several awards in the following areas: new de-
veloped products, HAJDU brand, ethi-
cal and sustainable business activity. In 2012 the company won the Hungarian Quality Product Award for buffer tanks, the House of Hungarian Quality Award for the floor standing solar hot water tanks (STA range) and the Business Eth-
ics Award in the category of large compa-
ny's certificatE:

- Hajdu Auto-
techika: Hungarian excellent supplier
- Grundfos Certificate (2012), EFQM Price - Commit-
ted to Excellence (2011), Grundfos Cer-

**Plans**

Hajdu is present in many European mar-
kets, especially in the western countries. Hajdu's strategic plans for the nearest future assume development of the heat-
ing appliances business on the Eastern
European market, develop the products range, establish strategic alliances, and develop business process. Hajdu Auto-
techika aims to develop the supplier parts business by attracting new part-
ners, establishing strategic alliances, releasing production of a higher added-
value and intensive growth. The group would also like to further develop its industrial park.

**Financial Results**

The annual turnover of Hajdu Group for 2012 was estimated at above EUR 37,000,000. As in 2012, heating and re-
newable energy-products made 40 per-
cent of the total production of Hajdu Group, 51 percent made products for automotive industry whereas white and other goods made 9 percent of produc-
tion. The group employs in total 644 people – 469 people are employed by
Hajdu. 152 by Hajdu Autotechnika and 23 by Hajdu Infrastructure.

Written by Magdalena Kuczypera