

Magnetism & Industry
**Magnets making Money: how Physicists can help to improve products,
processes and applications.**

Martin Grönefeld
Magnetfabrik Bonn GmbH, Bonn, Germany

With the view of a physicist, coming from an SME serving a niche market, different aspects of magnets between physical principles and industrial needs are approached. In this evening talk the author wishes to present statements open to discussion and to enlighten his view on to dos and not to dos by reporting from 25 years of experience between development and marketing.