



## Product

## BK Series Geared Motors

## Application

## Automated Signage

## Highlights

- BK80 geared motors feature inverter-friendly design
- All-position mounting flexibility
- Torque rating to 18500 Nm
- Low noise gearing
- IP65 Enclosure (Standard), IP66 (Optional)
- Completely enclosed, sealed against dust and moisture

Europe's oldest high-rise office building, the Wilhelm-Marx-Haus, is located in Düsseldorf, Germany. It is crowned by the word "Persil" in illuminated letters, which can be seen for miles around. However, the laundry detergent can only be advertised at night, because even in the 1950s there were people who objected to "product propaganda". Today, the Wilhelm-Marx-Haus is a registered heritage building, which automatically makes any new illuminated advertising out of the question.

But what can be done when the neon lamps are only allowed to be viewed at night? Innovative engineers came up with a solution in 1957. They developed a unique framework mechanism which simply lowered the name of the laundry detergent below the roof parapet during daylight hours.

In the meantime, the structure had become decrepit and the original motors which powered the moving sign no longer met performance requirements. Bauer BK80 geared motors were chosen to be used in the modifications and overhaul of the framework mechanism.

BK Series geared motors are highly reliable, efficient, and economical. They feature a torque rating up to 18500 Nm and output speeds up to 280 min<sup>-1</sup>. The units are completely enclosed and sealed against dust and moisture. An inverter friendly design provides for easy integration into new or existing installations.

Europe  
**+49 711 3518-0**  
bauergears.com

US  
**1-732-469-8770**