

**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:** - (1977)  
**Heft:** 1726

**Artikel:** Sulzer has a lot of confidence in UK  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-688680>

### **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:** 06.02.2025

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

been hard hit by the recession which spread across the western world after the 1973 oil embargo.

But, as far as I can judge, there are few points of comparison between a recession in Switzerland and a recession in Britain. In Switzerland, unemployment has never even reached one per cent during the past three years whereas it now stands at 5.8 per cent in Britain. This, of course, is partially due to the fact that Switzerland was able to send back a great many unwanted foreign workers when the order books were low.

Money is not everything, and I would not consider using it as the only yardstick to evaluate the quality of life. A short stay is quite insufficient to form an opinion on the quality of human relations in any country. But among the relatively young people that I have met, I found a sort of envy towards the British.

This was particularly apparent in Zürich, where I met people who not only have great memories of Britain, but who also believe that the British know better how to enjoy themselves together. An English girl married to a Swiss, and living in the Zürich suburb of Schlieren, found life definitely trying. She told me that it was very difficult to meet people and make friends in Zürich.

It was virtually impossible to establish the kind of relationship which allow a couple to just "pop-in" for coffee and a friendly "chit-chat" after dinner. Everything was terribly formal. There was also a great deal of distance and shyness between people of her particular social sphere.

One should not draw conclusions from this particular example — and there is no doubt that a Swiss girl married to an Englishman, and living in some distant suburb, is likely to find life just as hard — but there are many Swiss who apparently look at the British way of life, its casualness, humour and lack of formality with some envy.

#### LUCERNE "LANDSKNECHT" (PIKEMAN'S) DINNER

This is the title of a new winter attraction at the Château-Gütsch Hotel overlooking Lucerne. A meeting for aperitifs is held there in the armoury every Thursday evening at 7.30 p.m., which is followed by a six-course banquet in the castle cellar in traditional, medieval central Switzerland style. The stars at this gathering are the well-known Lucerne folk-singer and guitarist, Adrian Klapproth, and the chef, Josef Häfliger, who is no less proficient in the culinary arts.

#### WINTER TENNIS IN THE SWISS MOUNTAINS

Tennis in winter is becoming increasingly popular and several winter resorts in the Swiss mountains cater for tennis enthusiasts. Lenk, Bad Ragaz, and Zweisimmen have indoor tennis courts. Zweisimmen also offers special "Combined ski-ing and tennis" weeks.

# SULZER HAS A LOT OF CONFIDENCE IN UK

In 1974 Sulzer U.K. turnover exceeded £31 million which compared with £13 million in 1966. Ten years ago the company was already out-growing its London premises and had to use extra office accommodation in other buildings. Because of this and the rising scale of London office rents, a search commenced in 1970 for new offices outside central London which could provide a permanent U.K. Headquarters.

For operational efficiency the offices had to be within easy reach by road and rail of Central London and of London Airport. The location had to provide attractive housing for our existing staff, educational facilities for their children and company trainees, and a good catchment area from which to recruit new staff. The scarcity of land in south-east England meant that these requirements were not all satisfied until the Farnborough site was found in early 1974.

Farnborough is 33 miles south-west of London, reached by the M3 motorway and frequent fast trains. It is about 35 minutes by car from London airport. Here Sulzer is now located in a commanding position in the new town centre adjacent to shops, central library, sports centre, swimming pool and community centre with pleasant landscaped areas immediately beside.

Not far away is the Royal Aircraft Establishment for which Farnborough is best known; it was here that Sulzer's successful contract for the Concorde test facility was executed. Historically Farn-

borough also has interesting links with Napoleon III and the Empress Eugenie of France who took refuge there after the debacle of 1870.

In May 1974 the foundations of the company's six-storey office block were laid and it was completed in September 1975 ready for fitting-out. The first staff moved in from London at the beginning of December 1975 and the total move was completed in stages by the end of February 1976.

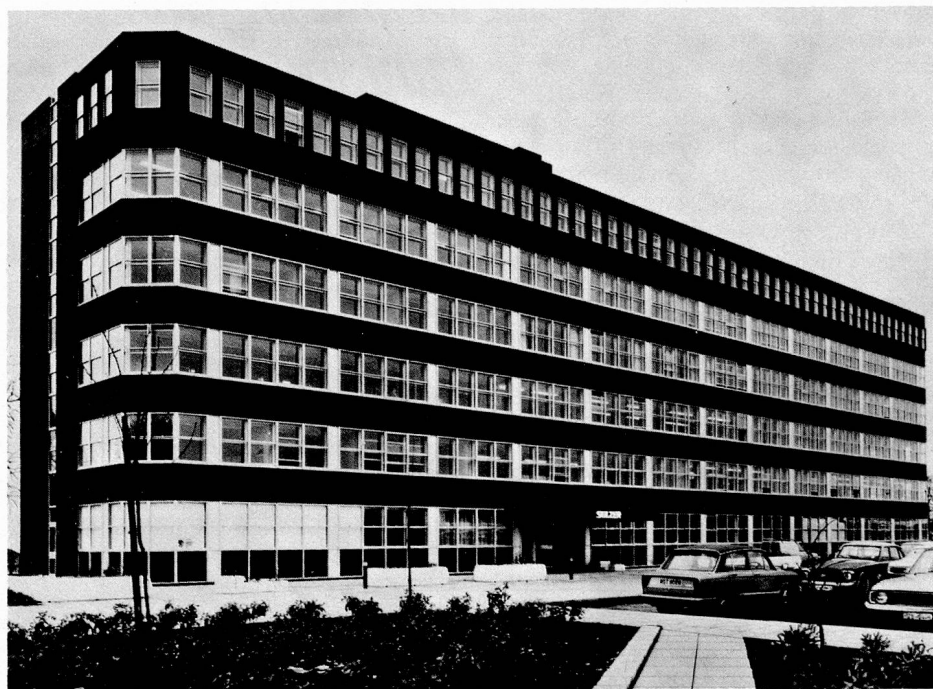
Nearly 100 of Sulzer's key staff moved their homes to the Farnborough area in order to continue working for Sulzer and 177 new staff were recruited.

The company has received a warm welcome from the local council and community and is regarded as a leading employer in the area.

The offices are a great improvement on the London premises with good natural light, double windows, modern partitioning and express lifts etc. Needless to say, the heating, ventilating, electrical and plumbing services were the responsibility of the company's own Heating and Ventilating Division.

A very important reason for the site selection was that a ten-year option was included to build on adjoining land if the growth of business demands it.

The move will be economical for the Company because, with a 125 year lease, it is protected against future rent increases; for the staff the new location offers a much better quality of life, since they are freed from lengthy, tiring and expensive commuting to central London.



*Sulzer UK's new headquarters building at Farnborough represents a high degree of confidence by the company in its future in this country.*