

7th Issue

News

New branches
Singapore and Czech Republic

New products
Sprays with NSF registration

WEICON PEN-System
10th anniversary

www.weicon.de



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Publisher:

WEICON GmbH & Co. KG
 Königsberger Str. 255
 Germany-48157 Muenster

Phone.: +49 (0) 251 / 93 22-0
 Fax: +49 (0) 251 / 93 22-244
 info@weicon.de
 www.weicon.de

Director: Ralph Weidling

Editor: Thorsten Krimphove (V.i.S.d.P.), Mona Scheele

Layout & settings: Gabriele Wala

Pictures: FSM Premedia GmbH & Co. KG, WEICON GmbH & Co. KG



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Dear readers,



Welcome to the seventh issue of our company magazine, WEICON News.

Just over six months have passed between the last issue and the one you now have in your hands. A lot has happened at our company in this short period of time, and we want to tell you all about it.

Two new WEICON subsidiaries have appeared on the world map, in the Czech Republic and in Singapore, South East Asia. WEICON now has seven foreign branches and currently works with more than 100 partners all over the world.

Our WEICON Pen-System, which is more closely associated with the company than any other packaging, is celebrating its 10th anniversary in 2016. We take you on a short trip back in time and show you a great campaign that began on Facebook at the start of the year: the WEICON Pen – around the world!

We also want to introduce you to lots of new products, such as the many new technical sprays with NSF registration, Flex 310 RLT, a flexible adhesive and sealant for clean room technology, and of course the latest WEICON TOOLS products that have only just become available on the market.

As you can see, the new issue gives you plenty of stories and insights into the world of WEICON once again.

I hope that you find it entertaining and interesting!

Best wishes,

A handwritten signature in black ink that reads "Ralph Weidling".

Ralph Weidling



Latest news from the WEICON family

Our catalogue 2016

300 pages of WEICON

The new issue of the WEICON catalogue was published in March. Both our company itself and all our products in the chemical and technical sectors are presented in detail on exactly 300 pages.

Eleven language versions

The catalogue 2016 is available in more languages than ever before – eleven to be exact! As well as the seven existing language versions (German, English, Turkish, Spanish, French, Romanian and Chinese), the catalogue is now also available in Portuguese, Italian, Polish and Czech.

The total print run is 20,000. Given that each catalogue weighs 1,290 grams, this equates to a total weight of more than 25.8 tonnes – a lot of paper!

For the first time, the new catalogue comes with a marker set – adhesive strips in five striking colours so that customers can mark important items – a great bonus.

Outstanding teamwork

A large number of colleagues from various divisions at WEICON were involved in creating the new issue – not just the Advertising department.

Colleagues from the Export department helped with the translations, Product Management provided comprehensive technical data, and many other staff were involved in proofreading the texts.



Thank you for all your support!

Promotional material hot off the press

The new flyers have arrived!

With their modern, optimised design, they provide an excellent overview of our sector-specific products. But the major focus is on the new WEICON TOOLS catalogue, containing our entire range of stripping tools.

The flyers for the food industry, the automotive and transport industry, agricultural technology, the stainless steel industry and energy technology are available in four languages: German, English, Turkish and Chinese.

The Rubber and Plastic brochure is available in German now.

The innovations flyers for the WEICON TOOLS division and chemicals present the product innovations for 2016 at a glance. They are also available in various languages.

Our marking free WEICONLOCK types are also found in a new flyer, just like WEICONLOCK for passive materials.

All the brochures are in line with our new corporate design and complement our wide range of promotional materials.





Field Sales Conference 2016 at WEICON

Extensive exchange of information

The annual Field Sales Conference took place in January in Handorf near Muenster. All the Area Sales Managers and staff from Sales, Export and other divisions came together to discuss the current issues at WEICON and the latest developments. Branch Managers Thorsten Lutz, Alexandru Vlaicu and Tolga Aksöz, his employee Ayetullah Doğan and our Spanish colleague, Alejandro Gonzalez Camara, also took part in the event.

Monday

The first day was all about WEICON TOOLS. As well as reports from the various areas, the participants were also told about the new tools, the

Quadro Stripper, the Cable Scissors and the various new sets for crimping and electrical installation. Head of Marketing Sascha Beilmann then presented initial designs for the new online TOOLS Shop, which will provide a three-dimensional view of the tools among many other features.

Tuesday

On the second day of the event, the focus was on the chemo-technical products. Following a brief presentation by Timo Gratilow on the international activities of the Export department, our field sales colleagues reported on their regions, presented the latest figures and showcased a selection of interesting

applications from a wide range of sectors. A design for the new website was then presented and a few social media activities, such as advertising on Facebook, were explained.

Wednesday

On the last day of the January Conference 2016, Product Manager Holger Lütfring introduced the new adhesives standard DIN 2304. This standard aims to improve the quality of adhesive processes through trained users at plants and to make the results of processes reproducible.





The teaching unit “The Art of Adhesion”, developed for schools by Industrieverband Klebstoffe, was then presented. The unit teaches students about the various adhesives, the many fields in which they are used, and extensive fundamental knowledge on handling the products correctly.

Alongside the presentations, our colleagues also received training on how to use the new products in practice. The new sprays with NSF approval, the flexible adhesives and sealants in the new press packs, and products like the new Threadlocking Varnish, were presented and of course available to try at three different stations.

Crucial suggestions

“The conference went very well. Over the three days, our Area Sales Managers gained a huge amount of information that they can use with customers every day. They also received theoretical and practical training on how to use the new products. This expertise will help them to showcase WEICON's latest innovations to the industry,” said Ralph Weidling, looking back at the conference.



New products at a glance

Products with NSF registration

Technical Sprays for sensitive areas

In modern industries, workplace safety and health protection are becoming more and more important. Especially in the food and beverage industry as well as in the pharmaceutical and cosmetic industry, products and auxiliaries must meet strict guidelines. Therefore, we have expanded our range of technical sprays with NSF registration with five new products that meet the highest demands.

PTFE Fluid, a dry lubricant; W 44 T-Fluid, a special multi-functional oil; Rust Loosener Fluid, a physiologically harmless rust remover; Top-Lub-Fluid, a special adhesive lubricant and WEICON Fast Cleaner were developed for the use in sensitive areas.



NSF registration assures manufacturers and consumers that the product complies with the relevant safety regulations.

Improvement of workplace safety

Due to their special formulation, our technical sprays contribute to the improvement of workplace safety and health protection.

New products with NSF registration

These products have been registered by the National Sanitation Foundation. The NSF is an independent, non-profit organization for testing and certification. An

Our technical sprays are suitable for many different areas. Whether production, maintenance or repair processes, with the NSF registration they are suitable for applications in the food industry and correspond to the high demands in quality and safety.



Numerous products in the new press pack

Clean and Easy Handling

From now on, several of our sealants and adhesives are available in a new packaging – the handy press pack.

The press pack is a system for exact and controlled dosing of viscous, pasty and other hard to press out material, without smearing or causing waste. Non-flammable gas serves as the propellant.

The system is suitable for industrial mass production as well as for applications in the private sector. It can be used for vertical, horizontal and even overhead applications.

The elastic and strong **Flex+bond** sealants and adhesives, the permanently elastic universal sealing **Plast-o-Seal**, the assembly paste **Anti-Seize**, the extremely oil and grease-resistant special silicone **Black-Seal** and our **Copper Paste** are available in the new press pack.

Handling

The handling of the new system is very easy. By removing the safety tab, the cap can be smoothly adjusted from min. to max. so the discharge quantity can be regulated conveniently.

By pressing down the lever, the product flows through the tip of the nozzle. When turning the cap to the min. position, the valve closes automatically and the product flow is stopped. This gives an additional security against inadvertent operation.

Cleaning

The cleaning of the packaging is also very easy. The cap is being turned on min. so the valve is closed. You can then just unscrew the nozzle and clean it. After cleaning, the nozzle can be screwed back on the valve – Done!



Flex 310 M Liquid

Casting and Coating

We present a special adhesive and sealant which is suitable for applications, where a casting and coating compound is needed – the new WEICON Flex 310 M Liquid.

Liquid and self-levelling

The one-component adhesive and sealant, based on polyoxypropylene is self-levelling, permanently elastic and overpaintable after curing. Flex 310 M Liquid cures odourless, is weather and UV-resistant, has excellent anti-aging

properties and is free of silicone. It can be used in various applications for bonding and sealing of very different materials such as metals, many plastics, ceramics, wood, glass or stone and for insulation and impregnation.

Suitable for multi-purpose

The flexible adhesive and sealant can also be used in many industrial areas, such as in tank and apparatus construction, in car bodywork, container and vehicle construction, in pipeline and



fittings construction, in the energy and electrical industries, in insulation technology as well as in plastics technology.

WEICON Flex 310 RL

Sealant for Clean Room Technology

We have developed a special product for bonding and sealing applications in air conditioning and ventilation systems as well as in clean room technology – WEICON Flex 310 RL.

This one-component adhesive and sealant based on polyurethane is permanently elastic and has a strong adhesion. It is both sandable and overpaintable after curing. The curing

of Flex 310 RL starts immediately after the application due to the contact with humidity.

The flexible adhesive and sealant cures odorless, is weather- and UV-resistant, has an excellent resistance to aging, is resistant to fresh and salt water, is pasty, free of silicones and non-foaming.

Flex 310 RL is versatile for bonding and sealing of various materials, such as metals, many plastics, ceramic, wood, glass or stone.

Wide range of applications

Flex 310 RL is suitable for applications in many industrial areas where the bonding of materials to themselves or among each other must be permanently elastic.



WEICON Easy-Mix PE-PP 45 black

Fast, high-strength, process secure

We also offer a black version of our two-component construction adhesive for high-strength bondings of low energy plastics – Easy-Mix PE-PP 45.

PE-PP 45 is suitable for various plastics such as PE, PP and TPE. Even with rigid PVC (polyvinyl chloride), PA (polyamide), PC (polycarbonate), ABS (acrylnitrilbutadienacrylate), PMMA (polymethylmethacrylate), fiber composite material (GFK, CFK, fiber reinforced plastic, etc.) as well as other materials, Easy-Mix PE-PP 45 can be used as a "universal adhesive". Pre-treatment of surfaces to be bonded is not necessary.

Low-energy plastics such as PE and PP, are increasingly used in almost every industry because of their specific properties, such as malleability, elasticity, breaking strength, temperature resistance, heat resistance and chemical resistance.



When bonding these plastics, the surface had to be treated mechanically (grinding, blasting, etc.), chemical (fluorination) or physically (flaming, corona, plasma).

No pre-treatment required

With Easy-Mix PE-PP 45 this pre-treatment is not necessary. The "integrated primer" of the adhesive activates the surfaces and allows high-strength bondings.

In particular, PE and PP can be bonded with strengths up to material failure. PE-PP 45 is suitable for both individual applications as well as for small series and industrial series production. These include bondings and repairs on small machines, signs and displays, speaker components, battery cases, plastic tanks and other plastic parts.

WEICON Threadlocking Varnish

Protection and Safety

As an extension to the WEICONLOCK product range, we offer a new product – Threadlocking Varnish.

It is a solvent-based and fast drying securing, marking and sealing varnish with good adhesion to almost all materials.

WEICON Threadlocking Varnish can serve as a removable lock, as protection against tampering by unauthorized individuals, as a cover for electrically-conductive parts and as protection against corrosion and influencing through contact.

The varnish has a high mechanical strength and is durable against water, petrol, diesel, mineral oil, paraffin oil and diluted acids and lyes.

The Threadlocking Varnish is essential for locking screw connections of all kinds, protecting against manipulation and unauthorized loosening of screws and connections. It is used for documenting quality assurance measures, production control and product inspection through a varnish seal for the visual inspection of connected, adjusted parts.



yellow: RAL 1021*

green: RAL 6010*

red: RAL 3000*

*Corresponds approximately with the stated RAL colour shades



WEICON TOOLS Cable Scissors No. 35

Cutting like the Pros

We completed our range of special tools with the new Cable Scissors No. 35. The scissors are suitable for three different applications: cutting, stripping and crimping – all with just one tool!

The scissors are specially designed for the everyday work, in many situations. This makes it a useful addition to other tools in the field of electrics.

The cable scissors are characterized by a very high cutting performance. They cut fine-stranded copper and aluminum cables up to a cross section of 50 mm².

Due to fine micro tothing on the blades of the scissors, very precise flush and non-slipping cutting is made possible. In addition to cutting, the tool is suited for dismantling, stripping and crimping wire ends between 0.5 and 4 mm² quickly and easily.

Ergonomic design

In developing the tool, great emphasis was placed on functionality and

ergonomic design. The non-slip two-component handles made of fiberglass reinforced plastic ensure safe working. The scissors are very smooth and easy to handle, nevertheless very robust and stable.

Advantages over versions from the Far East

The new cable scissors offer even more advantages, which distinguishes them from other tools made in Asia. The entire processing of the cable scissors has a very high-quality.

The loosening-proof screw joint can be readjusted. The fine grinding of the blades ensures that it operates without play, meaning that even very fine and thin materials can be precisely cut, without being clamped between the blades.

The stainless blades are made of high-quality INOX steel (hardened to 55 HRC) which makes them very durable. Last but not least, the scissors are supplied

in a practical Safetybox with a belt clip – so it is always at hand.

The WEICON TOOLS Cable Scissors have been specifically tailored to the needs of professional users and is used in both, crafts and industry.



WEICON TOOLS Quadro Stripper No.16

Circular and longitudinal cutting, stripping and cutting

This is a tool that can be used both for stripping and for dismantling of all common round cables with a diameter between eight and 13 millimeters.

The stripper is suitable for all flexible and solid conductors between 0.5 mm and 6.0 mm².

The cutting depth of the integrated high quality precision blades is optimized for working at NYM-conductors e.g. 3 x 1.5 mm² to 5 x 2.5 mm². An adjustment of the cutting depth is not necessary.

Ergonomic design

In developing the No.16 much emphasis was placed on an ergonomic design. The innovative placement of the blade for longitudinal cutting ensures a fast, precise and effortless operation even over longer periods. Moreover, the non-slip handle design allows safe and easy handling in daily work.

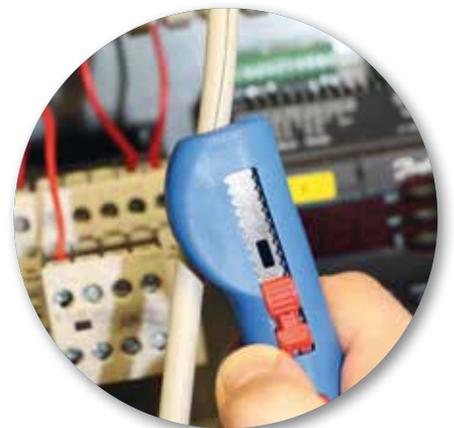


Many advantages

The stripper also offers other advantages: Safe circular and longitudinal cutting as well as flush dismantling at confined spaces. So working on conductors even in ceiling and in wall areas, in junction and distribution boxes etc. is easy to handle.

The tool is certified by German TÜV, carries the GS certificate and was developed especially under the aspects of safety at work. The retractable hook blade can be locked firmly in any position and is easy to exchange. Our no.16 is manufactured in Germany, made out of fiberglass reinforced plastic, fully insulated and very robust.

The WEICON TOOLS Quadro Stripper No.16 perfectly meets the requirements of professional operators and is widely used in both trade and industry.





Crimp-Set Pro and Electrical Installation Sets

Sets for Pros and for DIY

The Crimp-Set Pro and the four Electrical Installation Sets complete our WEICON TOOLS product portfolio.

Four new Electrical Installation Sets

The four variations of the Electrical Installation Set offer the right tool for almost all sectors and various applications. For example, the Electrical Installation Set 1 is ideal for the processing of flexible conductors, as they are found in the field of heating installation. With the Round Cable

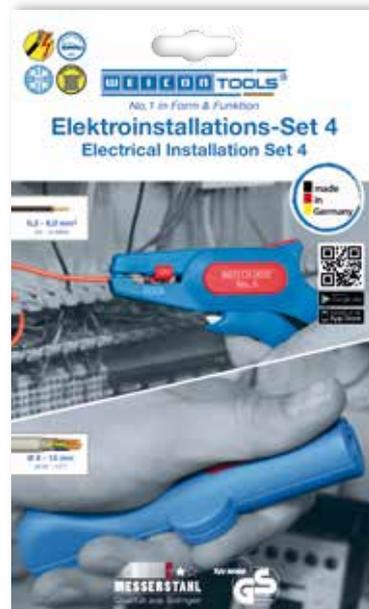
Stripper No. 13, the outer sheath can be removed quickly and easily. Duo-Crimp No. 300 is perfectly suitable for stripping and for professional crimping of wire ends. The result: a conductor – cleanly stripped and prepared with wire ends ready to get connected.

Crimp-Set Pro

The Crimp-Set Pro is an all-round equipment for standard crimping. The set consists of two stripping tools and a shaker with 400 wire ends. Again,

the Duo-Crimp No. 300 with its easily accessible built-in side cutter for conductors up to 3 mm diameter is included. It is complemented by the wire stripper No. 7 Magic – the all-rounder for dismantling and stripping. The tool is suitable for many different types of cables and allows a precise work by an optical length scale.

It can be used for stripping of conductors and round cables from 0.5 to 16.0 mm². No. 7 Magic has a built-in, easily accessible side cutter, which can be used for cables with a diameter of up to 3 mm.





The shaker with five different wire ends from 0.5 to 2.5 mm² completes the Crimp-Set Pro.

The new WEICON TOOLS Sets are suitable both for daily work of professionals in many different industries, as well as for home improvement in the private sector.



WEICON South East Asia Pte. Ltd.

New branch opens in Singapore

The sixth WEICON subsidiary worldwide, WEICON South East Asia Pte. Ltd., opened in Singapore in November.

Singapore is a city state that measures just 718 square kilometres – around the size of Hamburg – and is the business hub of South East Asia. More and more companies are recognising its importance and taking full advantage of its highly-industrialised free market economy.

WEICON has now also gained a foothold in Singapore with the founding of WEICON South East Asia Pte. Ltd.

“South East Asia is a very interesting market. We plan to serve every country in the region from Singapore in the medium to long term,” explained Ralph Weidling. “Twins Zhi Gang and Zhi Qiang Kho are the new Managing Directors of our sixth branch. We have already enjoyed a successful business relationship with them over many years.”

Ideal location conditions

Thanks to its outstanding geographical position at the southern end of the Strait of Malacca, one of the world's busiest stretches of water, Singapore is ideally connected to both Europe and Asia. Enormous ports and a modern infrastructure ensure that it is well linked to the world market.

Strong economic growth and political stability also speak for the location. The country's most important sectors are the oil processing industry, electrical



engineering, machinery and equipment, ship repair and, increasingly, biotechnology and pharmaceuticals – plenty of potential WEICON customers.

“We are looking forward to a successful collaboration”, Ralph Weidling says.







Training in Bangkok

WEICON in South East Asia

Zhi Qiang Kho conducted training in Thailand's capital, Bangkok. The training took place at a technical dealer who has opened a new shop close to his offices.

During the training, the team learned how to handle our products correctly and, of course, what advantages they offer compared to other products on the market. This background knowledge will serve the team in Bangkok well as they advise customers in the future.

Zhi Qiang also told the Thais all about the many promotional materials that WEICON can provide, including catalogues, displays and the new app.

The participants in the training were very impressed with the range of products and the numerous marketing tools available, and are already looking forward to establishing the WEICON brand and our products on the Thai market even further!





WEICON opens branch in the Czech Republic

Great economic potential

In early March 2016, we founded our seventh foreign branch. Following in the footsteps of Dubai, Canada, Turkey, Romania, South Africa and Singapore, Teplice in the northern Czech Republic is now home to a subsidiary of our family company.

Ralph Weidling is very optimistic. “The Czech Republic is a very interesting market with a lot of economic potential. It has been a member of the European Union since May 2004 and, just twelve years later, is now one of the most

developed industrial nations in Central and Eastern Europe. The Czech economy is very focused on industry, especially the automotive industry, metal construction, mechanical engineering, chemicals, and the food and beverage industry. That makes it a strong sales market for our products.”

WEICON in the Czech Republic

WEICON Czech Republic s.r.o., as the



new branch is called, is based in Teplice, which is in the north of the country, on the border with Germany. The site is managed by the local Managing Director Vladimír Dufek.

“We have known Vladimír for many years. He worked for our trading partner in the Czech Republic for a long time and is extremely familiar with the market. We are looking forward to a very promising collaboration,” continued Ralph Weidling.

The Czech Republic – A strong business partner

German companies have invested almost EUR 20 billion in the Czech Republic since 1993. The country does nearly one third of its foreign trade with Germany, making its westerly neighbour its most important trading partner by a long way.

In return, the Czech Republic is Germany's 12th largest trading partner, ahead of Russia (source: Federal Statistical Office). With positive development in recent years, its strong economic position within Europe and the third-lowest rate of unemployment in the EU, the Czech Republic impressed us with its many advantages as a business location.





Testing of Plastic Metal

Outstanding results

We have been collaborating with the Technical University of Cluj-Napoca in Romania for some time now. As part of this collaboration, sophisticated series of tests using WEICON Plastic Metal have been conducted.

Pressure of 200 tonnes

In pressure tests, our epoxy resin system delivered excellent results and withstood extremely high pressures of more than 200 tonnes.

The scientists were impressed with the results and suggested that we showcase the tests and results together

with them at a Romanian trade fair that gives creative and innovative companies the chance to present interesting new developments.

Euroinvent

Euroinvent, as the trade fair is called, takes place from 19th to 21st May in Iasi, organised by the Romanian Inventors Forum and various universities.

The event is a place to publicise the results of research and forge partnerships for the future. The idea behind the exhibition is to develop new research ideas, promote technology



transfer and support the implementation of inventions.

More than 400 inventions and projects, more than 30,000 visitors and more than 200 inventors and researchers from Bulgaria, Croatia, Egypt, Indonesia, Iraq, Iran, Korea, Malaysia, Moldova, Poland, Qatar, Romania, Russia, Spain, Taiwan, Turkey, Thailand, the United Kingdom and Ukraine will be present over the three days of the trade fair.

The trade fair gives the Manager of our branch in Romania, Alexandru Vlaicu, the opportunity to present our products, and especially WEICON Plastic Metal, to a selected trade audience.

“WEICON Plastic Metal is to be used in various promising projects in Romania. Euroinvent is a great event, where we can present our products to a broad trade audience and make contact with other companies in Romania,” said Alexandru Vlaicu.



B-L Schrauben und Dübel Handels-GmbH

WEICON Product Promotion

Our trading partner, „B-L Schrauben und Dübel Handels-GmbH“, based in Datteln and Gladbeck is hosting a promotional week with WEICON products in April.

Next to the new products such as Threelocking Varnish, Flex+bond press pack or Speed-Flex Crystal, other selected WEICON products are also highlighted. The promotion was announced in advance and advertised with a specially designed flyer.

Our products are in focus during the promotion week in both stores – among others, right at the counter.

“We’ve already made good experiences with such promotions at different trading partners and also this time, we are looking forward to the results”, says Thorsten Kogelheide, Area Sales Manager at WEICON.



In-house exhibitions

Platform for communication

Every year, WEICON is invited to more than 20 in-house exhibitions as a strong and competent partner of the technical trade.

In-house exhibitions offer an ideal platform to make new contacts and represent a useful complement to the traditional presentation at trade fairs.

The regional trade fairs usually take place over several days on in the premises of the WEICON trade partner. Our Area Sales Managers are on site to present and explain the whole WEICON product range.

The explicit demand of existing and potential customers can be addressed in detailed technical discussions.

An in-house exhibition is also a good opportunity for our employees to get to know the sales staff of the trade partner

and train them specifically in the field of adhesive technology.

Unlike traditional trade shows, these events can be more customized to the

company and customers and therefore allow exclusive contacts an extensive dialogue between WEICON employees, trade partners and end customers.





WEICON Products

Spring-cleaning for your bike

Spring has sprung and so the cycling season has begun again. But resting means rusting – bicycles need maintenance after their long hibernation. Bike safety is the absolute top priority, and not just in Germany's cycling capital, Münster. Danger is everywhere on the roads if parts such as the brakes, tyres or lights do not work.

So every bike needs a bit of maintenance before it is ridden for the first time. Are the screw connections, chain, lights, tyres, wheels and headset still intact?

WEICON offers various products for repairing and maintaining bicycles.

Anti-Seize High-Tech Assembly Paste

can be used as a protective substance and lubricant between the crank arm and axle, on the threads of inner bearings and on pedals. The releasing agent can also be used on the saddle mount or spokes.

With our AT-44 Allround Spray, your bike will run like a well-oiled machine once more. The spray combines corrosion protection, cleaning, water displacement, lubrication and preservation, and is suitable both for fine mechanical parts such as brake levels and bells, and for electrical contacts and plugs on the lighting system. The result is a wafer-thin film that is not greasy or sticky and has a dust-repellent effect. It is also completely weatherproof.

Brake Cleaner provides deep cleaning for the entire drive system, including the chain, gears, cassette, crank and derailleur. It also helps to remove gummied residue from greases and lubricants.

If the bike is used in competitions, the Label Remover is ideal for getting rid of old stickers and starting numbers.

The screws need to be tight and can be secured on the frame, fork, mud guards, lights, chain wheel, basket or bottle holder using WEICONLOCK AN 302-43 threadlocking. Using WEICONLOCK prevents the screw connections from loosening or coming undone at the wrong time, such as due to vibrations or rust.



Silicone Spray



Anti-Seize High-Tech Assembly Paste



Anti-Seize High-Tech Assembly Paste



Cleaner S



Our Silicone Spray is ideal as a protection and care product for rubber and plastic parts on a bicycle.

It creates a long-lasting separating film and stops the material from becoming brittle.

Our Multi-Foam is ideal for brightening up a bike's look. It is universally

applicable and gently cleans all varnished and coated surfaces.

The powerful foam cleaner is especially good at eliminating hard-to-remove soiling, such as insects.

Metal-Fluid provides the perfect finish after cleaning.

After all the repairs and spring-cleaning, there is nothing to stop you having fun on your bike again – let the season begin!



WEICONLOCK AN 302-43



WEICONLOCK AN 302-43



Brake Cleaner



AT-44 Allround-Spray



Multi-Foam



Silicone Spray



WEICON at the International Hardware Fair 2016

Trade fair and filming in Cologne

For three days in early March, key decision-makers, manufacturers and trade visitors from all over the world came together at Cologne's exhibition centre to see and experience the latest innovations and most exciting trends in the hardware sector.

The International Hardware Fair

2,670 providers from 55 countries. More than 44,000 trade visitors from 124 countries. The International Hardware Fair has been the world's number one trade fair in the hardware sector for more than 50 years – and an essential fixture in WEICON's trade fair diary since the 1950s.

Once again we took the stand that has proved very successful for us over many years, in Hall 10.

Shorter than usual

For the first time, the trade fair was reduced to three days. The organisers said that this was based on the typical business behaviour of the national and international trade visitors, who spent an average of two days at the trade fair in 2014.





"We believe that the shortening of the duration of the event to three days is a very unfortunate decision. We would like to take time for our visitors, to introduce new products and also to clarify open questions.

Due to the reduction many visitors came at the same time to the booths and may not be advised properly. A return to the old mode would help and have a positive impact", said Ralph Weidling.

Filming at the stand

During the exhibition filming was going on at our stand alongside the usual activity of the trade fair. The team that produced the WEICON image film last year were recording a few scenes for the new film, which is to showcase WEICON TOOLS. Filming will continue at the WEICON TOOLS production facility in Ascheberg later in the month.

"The filming went without a hitch. It was great to see how many of our colleagues spontaneously wanted to get involved and take on a small role in the TOOLS film. I hope that the camera team's work did not disrupt the stand too much.

The film crew is very pleased with the initial images they recorded – a great start to the filming!" said Head of Marketing Sascha Beilmann on the filming in Cologne.



Film crew at our booth

Pictures from the shooting in Cologne





Internal and external training in Münster and Bremen

International visitors at WEICON

It was all very international at our headquarters in Münster in late 2015, when partners and Area Sales Managers from Romania, China, Croatia, South Africa, Singapore, Spain and the Czech Republic attended in-house training at our Münster site and an external seminar to qualify them as DVS®/EWF European Adhesive Bonders in Bremen.

In-house training

The first guests at the Königsberger Straße were two large-scale tool dealers from Romania. Dragos Stanila, Stefan Ferencz and Liviu Dabija from Triton and Catalin Apostol and Preda Alexandru from Metatools spent two days learning about WEICON TOOLS.

Junxiao Wang, Managing Director of our Chinese partner Deuchman, arrived with his wife in the same week and received training on WEICON TOOLS. Other items on the agenda included a visit to the TOOLS production site and discussions regarding business strategies. An Area Sales Manager from our partner in Croatia spent three



days gaining insights into every product segment at WEICON.

Adhesive bonders in Bremen

Seven members of the international WEICON team in one week attended a training course to qualify them as Adhesive Bonders at the Fraunhofer Institute for Manufacturing Technology and Advanced Materials IFAM in Bremen. They were our South African Area Sales Managers Rowland Moodley and Keegan Naidoo; Kho Zhi Gang, Managing Director of WEICON South East Asia; two of our colleagues from

WEICON Romania; and Vladimír Dufek, Managing Director of WEICON in the Czech Republic.

The course covered a wide range of topics, from the basics of adhesives to surface treatment, inspection technology, processing technology, occupational safety and environmental protection. It ended with practical, written and oral examinations.

Congratulations to our colleagues on passing this exam!

Collaboration with INJOY expanded

Get fit for free

WEICON has come up with a very special Easter present.

Sporting activities and promoting occupational health have always been big priorities for our company.

One of the many things we offer in this field is the collaboration between WEICON and the INJOY gym, which began in November 2013.

This collaboration has now been expanded, making it of even greater interest to the WEICON team.



Staff no longer have to pay any membership fee for the gym. That means that WEICON staff can take advantage of all the services offered by our local gym – completely free of charge.

Everything it offers is available to our team, be it the large sauna area or the around 120 attractive courses held every month. A great investment in a fit and healthy team!

A very special kind of training

Tobit.Software training in Ahaus

On four different days in January and February, our WEICON staff from Münster had the opportunity to take part in training at a truly extraordinary location – the Tobit.Campus in Ahaus.

Its 20,000 square metres are home not only to the offices of the Tobit staff, but also to spaces for events such as concerts, a restaurant and the company's very own hotel, offering check-in via smartphone. All this has been designed to test the company's own software.

WEICON has been working with Tobit's david® standard software for information, communication and organisation for many years. Our staff uses the program every day, for everything from writing e-mails to planning their working days.

Wow moments and
useful tips

The participants in the training gained a detailed insight into using the software, including organising and archiving data, the calendar function and managing appointments, and using the search function in the david® client efficiently. Our staff also had the chance to ask individual questions.

“The david® client offers lots of functions and there is a lot to learn before it can be used properly. We wanted our staff to

get to know the program better so they can work with it even more effectively,” said Henning Lockenkötter, Head of the IT department at WEICON and initiator of the training.

Following a tour of the plant and a peek behind the scenes at Tobit.Software, the team returned to Münster that evening with plenty of wow moments and useful tips.



WEICON new sponsor

Now called “WEICON Tri Finish Münster”

WEICON has been the main sponsor and namesake of the Münster-based triathlon club “WEICON Tri Finish Münster” since January 2016. With more than 250 members, the club is both the largest triathlon club in the state of North Rhine-Westphalia and one of the most successful.

The professionals even compete in the Bundesliga, but they are of course joined by many competitive amateurs. Training is better together.

Be it amateur or professional sport, as well the training and taking part in competitions, the club also holds its own triathlon and cycle events. WEICON also remains an official sponsor of the

Sparda-Münster-City-Triathlon, with its more than 1,300 competitors and countless onlookers.

As well as banners, flags and other promotional materials, the WEICON logo will now also be seen on the league teams' clothing during competitions.

“I am delighted that WEICON is now the official sponsor of WEICON Tri Finish Münster and once again doing our bit to promote sport and active lifestyles,” said Ralph Weidling. He and Club Chairman Uwe Mende signed the contract on 4th January, accompanied by Daniel Mehring and Tim Habel from the Bundesliga organisational team. Ralph Weidling is a passionate triathlete



himself and has taken part in the Sparda-Münster-City-Triathlon (SMCT) from the very beginning. He is one of just four athletes to have taken part in all eight SMCT events so far.

The Art of Adhesion

Adhesives as teaching materials

Welding is out – adhesives are in.

Adhesion technology is indisputably the key technology of the 21st Century and a vital part of modern joining technology. But many people are unaware of the essential role played by adhesives, and the large number of ways they can be used.

This is about to change. Industrieverband Klebstoffe e.V., an association of which WEICON is a member, has created a textbook to support high school chemistry lessons. A workbook is also provided, explaining the history of adhesives, where they can be used, the different types and key specialist terms in a clear and interesting way.

From where adhesives are used to chemically curing adhesives and inspection methods, the many texts and diagrams explain the complex topic of adhesion clearly and comprehensibly.

The workbook also provides instructions for experiments in which students can try out what they have learned on their own.



Needless to say, WEICON also benefits from promoting science education in schools and thus investing early in the specialist staff of tomorrow for the adhesives industry.

That is why Ralph Weidling visited a school in Münster in January to hand over a copy of the textbook “The Art of Adhesion” to headteacher Dr Lothar Jansen and two chemistry teachers.

He also provided the school with many WEICON products that are ideal for experiments, such as Cleaner S for the pre-treatment of surfaces and Epoxy Minute Adhesive.

“We are delighted with the exciting material for our chemistry lessons,” said chemistry teacher Ralf Brüggemann. “Topics like this are very interesting for students, especially when they can try things out for themselves,” added his colleague. “It is also great for building on outside lessons. For example, it can support the students with their extended projects.”

“We are very pleased to be actively supporting the “The Art of Adhesion” project, and hope that it will inspire some students to consider a career in the adhesives industry,” said Ralph Weidling.

Crew change

In a great position for the future

To ensure that WEICON is in the best possible position for the future, Timo Gratilow, Assistant to the Executive Board, handed over his duties as Head of Export to Vitali Walter on 1st March 2016. Vitali will also take on HR responsibility for the Export Order Processing division and main responsibility for the operative export business.

This will give Timo Gratilow more time to support the Executive Board in the

company's strategic decision-making and for the branches. Needless to say, he will remain available for our long-standing export partners.

The new structures are intended to further bolster the company's positive development. “I wish everyone involved every success in their new fields of responsibility,” said Ralph Weidling.



Vitali Walter



Simply find solutions.

WEICON
App
Available
now!

WEICON App for Google Play and in the App Store

WEICON “to go”

Our new WEICON App for smartphones and tablets is available for Google Play and in the App Store.

The WEICON App can be used to search for product details anytime, anywhere – extremely conveniently on a smartphone or tablet.

The app provides extensive information on the entire product range, be it adhesives, sprays, sealants or stripping tools – WEICON TOOLS. Just a few clicks take the user to the product he wants, and all the details on it. The app also includes lots of articles and news on our family owned company.

It is not only the app's modern design that makes it so impressive, but also its user-friendly interface. Using the navigation menu or search function, any product can be found in seconds.

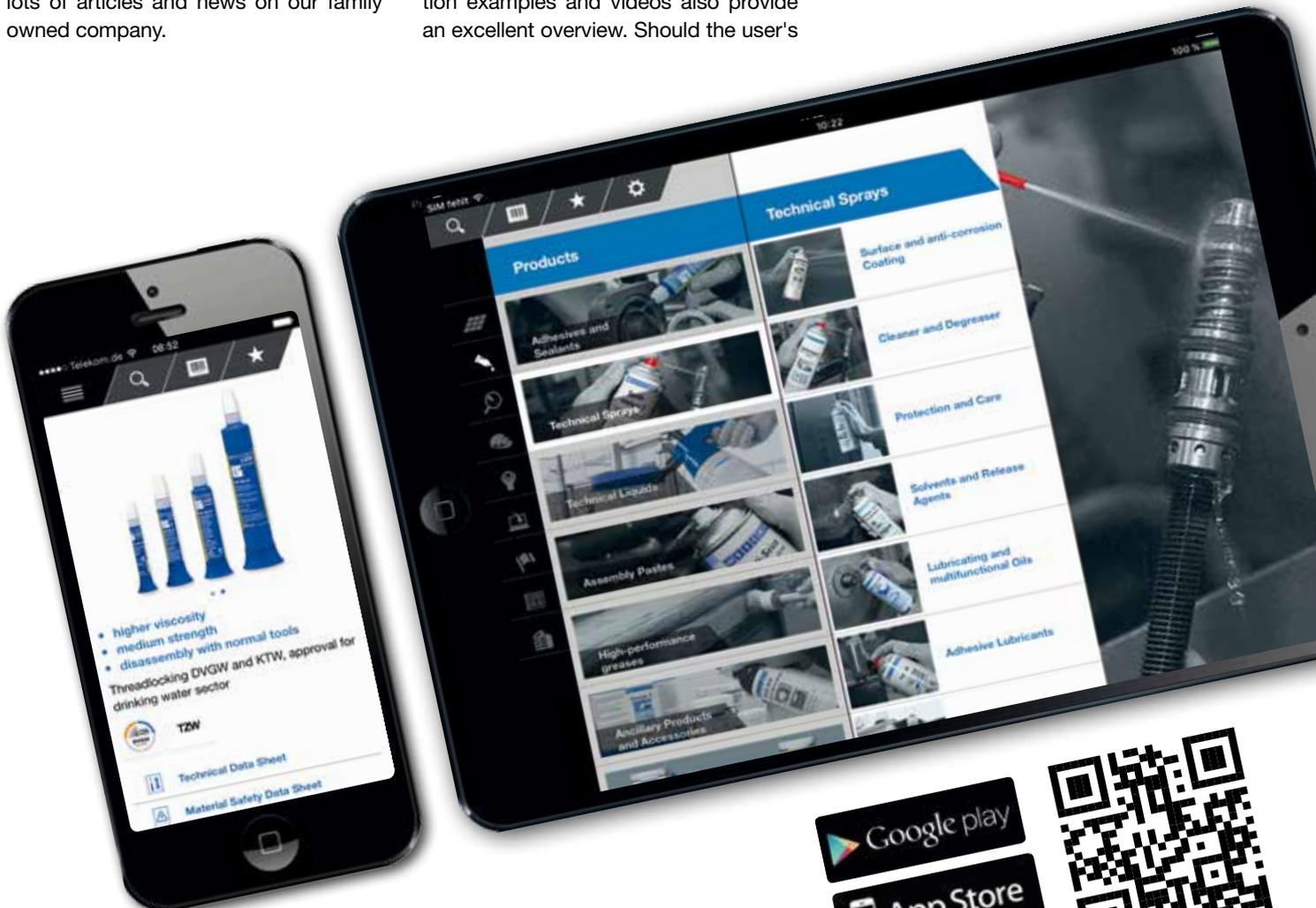
Ralph Weidling is delighted. “We have put a lot of work into developing the app, and can rightly be proud of the result.”

The product information and associated documents such as safety data sheets, technical data sheets, flyers and catalogues can be called up immediately and are available as PDF-files. Application examples and videos also provide an excellent overview. Should the user's

question not be answered, there is an integrated contact function to WEICON. The right contact person, with no need to search.

Another practical feature is the barcode scanner. The camera of the mobile device scans the barcode of a product and all the information on that product appears on the screen.

The free WEICON app offers all this and more – see for yourself!



WEICON digital

New WEICON website

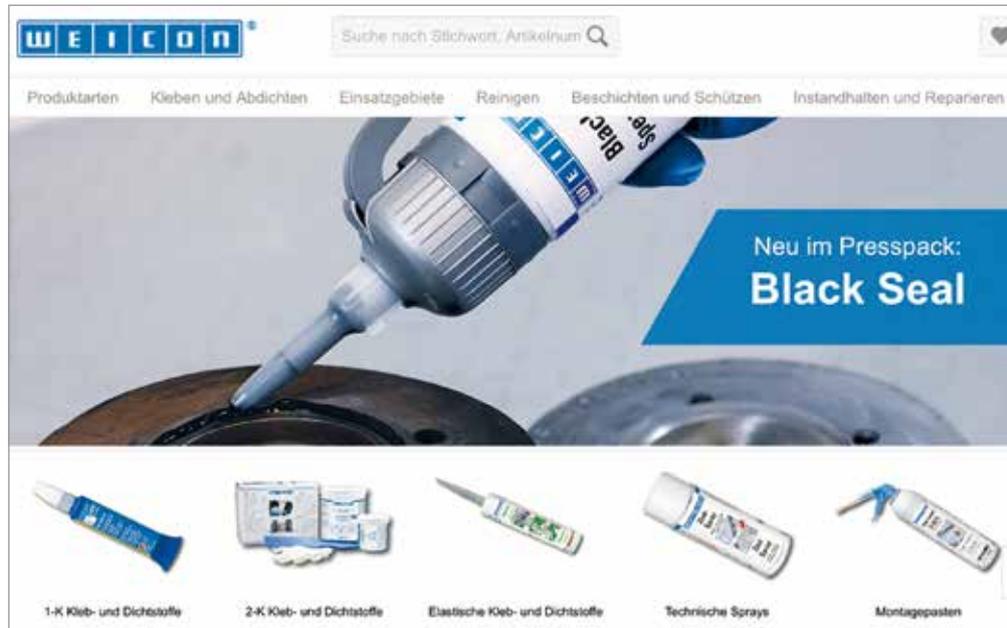
At the moment we are working on our new WEICON website. The old site has been given a new design and optimised for use on mobile devices.

The “Product types”, “Adhesion and sealing”, “Fields of use”, “Cleaning”, “Coating and protecting” and “Repair and maintenance” categories provide a good overview of what we offer and make the site much easier to use.

“We have completely overhauled the website and greatly improved the search function, for example,” said Sascha Beilmann, Head of Marketing.

The customer can now access the product he wants quickly and easily and can obtain the most important information and documents at a glance. The concept for the new website was developed and implemented together with e-commerce agency Nubizz.

“It has been a lot of work, and we are not finished yet. But it will be worth it,” said Sascha Beilmann.



Another new feature is our company blog, on which we are working flat out. We hope that the WEICON blog will be an additional platform where we can get into dialogue with customers, interested parties and our staff. Our staff report on the various divisions, showing the many

sides to our company. Be it special adhesives and sealants, technical sprays, high-performance assembly pastes and greases or stripping tools, we report on the latest trends and innovations and personal stories and experiences from everyday life at WEICON.

Competition as a thank you

Facebook competition: WEICON collaborates with Glitzerfrosch

In cooperation with the online portal Glitzerfrosch, we have held our first ever WEICON competition on Facebook. Glitzerfrosch runs a Facebook page with around half a million fans, where it regularly promotes competitions.

Our Pen competition was also posted on Glitzerfrosch's Facebook page, allowing it to reach thousands of people in addition to our existing fans.

The prize was a hotel voucher for two people for two nights in a Munich hotel. Any fan of our WEICON Facebook page who clicked “Like” on the photo of the Pen in Singapore could take part.

The competition was a great success, with more than 300 people trying their luck. The winner was drawn at random and was delighted to win her voucher.

Many people are probably wondering what a trip like that has to do with WEICON. It is simple: the prize is based on our Facebook campaign “The WEICON Pen – around the world!”, and the idea of “You can do it too!”. Not only the Pen is on its travels – our fans also have the chance to pack their suitcases.

The competition to win the voucher is a way for us to thank our fans and, of course, to gain new ones.



Further competitions with WEICON products as the top prizes are planned for the future.

Social media dialogue: 2,500 likes for WEICON

WEICON successful on Facebook

In the social media age, Facebook is becoming an increasingly important channel for external communication – and WEICON is no exception. We are therefore working to improve the content and gain more fans for our Facebook page.

Online adverts, campaigns and competitions on our WEICON Facebook page have gained us more than 2,000 fans over the last few weeks. This represents an increase of nearly 600 per cent and expands the range of our posts enormously.

The more fans we have, the more people we can reach.

Conventional advertising is a thing of the past – social media is now

Unlike conventional adverts in print or even in digital journals and specialist magazines, adverts on Facebook can be precisely monitored.

The range and effect can be measured to a certain extent. How many people have seen my post? How many have clicked on the photo or followed

the link? How long did they watch the image video? None of this was possible in the past.

The advertising costs are also much lower – while a conventional advert can easily cost more than EUR 3,000, the budget on Facebook can be regulated and planned individually. EUR 75 is all it costs to reach more than 100,000 people.

The entire Facebook page itself, including posting and uploading photos and videos, is free of charge.

Not a platform for product information

Facebook is primarily about the company's image. The focus is on communicating the corporate culture; product information takes a back seat. Facebook is much more personal than conventional channels of communication, and the idea is to appeal to fans emotionally.

Who would want to read long, technical product texts in his spare time? Surely you would rather passively enjoy videos or images?

This is not the place for a lot of technical information. Entertainment is the key. People need to want to look at WEICON.

Reaching customers

Most of our customers are other companies or technical dealers. But even they have staff who use Facebook – mostly in private, but never totally separate from the company. If I enjoy something at home, I might put in a good word for it at work.

Products from WEICON, for example, especially if I am reminded of them time and again, and ideally already have good experience of them myself.

Facebook offers communication in both directions. The company addresses the customer, but the customer can also talk to the company in messages or public comments. Another opportunity for WEICON to react quickly to enquiries and get into dialogue.





WEICON international

Exhibitions 2016

We always love to emphasise that our roots lie in Münster, Westphalia – and why not? Our city is one of the best places to live in the world!

Despite this, we are also very active internationally and have reached an impressive milestone over the last year. We now work together with partners in more than 100 countries all over the world.

“Be it Africa, Asia or America, our products from Münster are at home all over the world,” said Ralph Weidling, whose grandfather founded WEICON in Münster in 1947.

As well as collaborating with our many international partners, we now also have seven branches of our own – in Dubai, Canada, Turkey, Romania, South Africa, Singapore and the Czech Republic. We also exhibit at more than 50 trade fairs a year in Germany and abroad.

Dates Germany

- **Hannover Messe**
25.04. – 29.04.2016 in Hannover
- **WindEnergy**
27.09. – 30.09.2016 in Hamburg
- **MOTEK**
10.10. – 13.10.2016 in Stuttgart
- **BONDEXPO**
10.10. – 13.10.2016 in Stuttgart
- **BELEKTRO**
11.10. – 13.10.2016 in Berlin
- **K 2016**
19.10. – 26.10.2016 in Düsseldorf
- **EuroBLECH**
25.10. – 29.10.2016 in Hannover

Our team will once again travel the world for these trade fairs in 2016.

This year we will be presenting our products and latest developments in Azerbaijan, Chile, Siberia, Mongolia, Zambia and in Chengdu and Shanghai, China, to name but a few.

Dates worldwide

- **ISK-Sodex**
04.05. – 07.05.2016 in Istanbul, Turkey
- **Iran Oil Show**
05.05. – 08.05.2016 in Tehran, Iran
- **Automechanika**
08.05. – 10.05.2016 in Dubai, UAE
- **INTERTOOL**
10.05. – 13.05.2016 in Vienna, Austria
- **ARA**
16.05. – 18.05.2016 in Bukarest, Romania
- **Mining**
12.05. – 13.05.2016 in Zambia, Africa
- **EUROINVENT**
20.05. – 21.05.2016 in Iasi, Romania
- **Expo Mongolia**
23.05. – 25.05.2016 in Ulaanbaatar, Mongolia
- **Metaltech**
25.05. – 28.05.2016 in Kuala Lumpur, Malaysia
- **BIEMH**
30.05. – 04.06.2016 in Bilbao, Spain
- **Caspian Oil & Gas**
01.06. – 04.06.2016 in Baku, Azerbaijan
- **Rail + Metro China 2016**
14.06. – 16.06.2016 in Shanghai, China
- **CIS**
13.07. – 15.07.2016 in Cape Town, South Africa
- **Electra Mining**
14.09. – 16.09.2016 in Johannesburg, South Africa
- **Iceland Fishing Expo**
28.09. – 30.09.2016 in Reykjavik, Iceland
- **MSV**
03.10. – 07.10.2016 in Brünn, Czech Republic
- **TIB**
12.10. – 15.10.2016 in Bukarest, Romania
- **HaPeS**
18.10. – 20.10.2016 in Katowice, Poland
- **Matelec**
25.10. – 28.10.2016 in Madrid, Spain
- **WCIF**
29.10. – 01.11.2016 in Chengdu, China
- **Seatrade Maritime Middle East**
31.10. – 02.11.2016 in Dubai, UAE
- **CIIF**
01.11. – 05.11.2016 in Shanghai, China
- **INDAGRA**
02.11. – 6.11.2016 in Bukarest, Romania
- **ADIPEC**
07.11. – 10.11.2016 in Abu Dhabi, UAE
- **OSEA**
29.11. – 02.12.2016 in Singapore

Not only our colleagues have the opportunity to travel – Ralph Weidling himself is often on the move, too. Just before Christmas, his last business trip of 2015 took him to Italy.

“I flew there and back the same day, taking my tally to 100 take-offs and landings last year – success!”

10 years of the Pen-System

Adhesives and sealants in a special guise

We are celebrating a wonderful anniversary in 2016: our trademark, the patented Pen-System, is ten years old already! This very special packaging originated from a spontaneous idea from Ralph Weidling, as he watched his young daughters drawing with window colors, conjuring beautiful motifs onto the windows of their home.

Later, more specifically in the shower, our General Manager had his brainwave: "That's what we need for our one-component adhesives! A packaging that makes the adhesives easy to dose and clean to work with." It was no sooner said than done. Not longer after this, the first plans and drawings had been created and a Münster-based designer supplied the first samples.



The trials went extremely well and the patent secured our rights to this very special packaging.

Since then, our Pen-System has been providing excellent service to a wide range of sectors all over the world – be it as one of our many WEICONLOCK products or as cyanoacrylate in the Contact range.



Facebook campaign

The WEICON Pen – around the world!

A picture speaks a thousand words. Our WEICON Pen in front of the Burj Khalifa, in the shade of palm trees in Bali or high up in the Dolomite Mountains – what better way to demonstrate the fact that our WEICON products are now exported to more than 100 countries?

Our Facebook campaign “The WEICON Pen – around the world!” has been running since the start of the year.

Every WEICON employee has been equipped with an empty package of the WEICONLOCK AN 302-43 threadlocking product in a 50 ml pen and asked to take it with them on their travels and take pictures of it in beautiful and spectacular locations.

Many of our staff regularly travel all over the world on behalf of WEICON. Be it on a business trip in Germany or abroad, at a trade fair or on holiday, there are perfect pictures can be taken everywhere. The more spectacular and unusual, the better.

“The reaction has been great. We received so many creative and beautiful pictures in the first few weeks alone. Our staff are incredibly committed and are clearly enjoying the campaign,” said

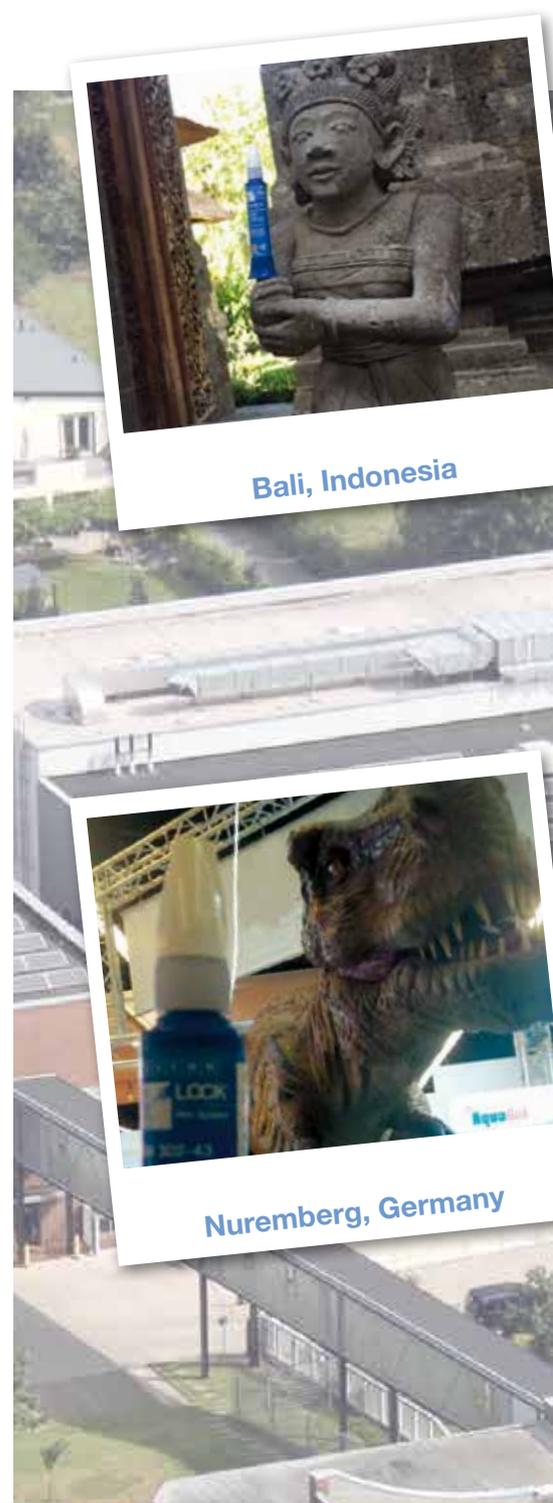
Thorsten Krimphove, WEICON Head of Public Relations and initiator of the campaign. “We would like to thank them all for their dedication. A Facebook campaign like this would be absolutely impossible without the cooperation of our staff!”

But it is not only WEICON staff who have had some great ideas. Partners like Fossberg ehf have also sent the Pen on its travels and taken plenty of photos, including some very special ones at Jökulsárlón, a world-famous glacial lake in Iceland.

The pictures submitted are regularly posted on Facebook and sent to all staff by e-mail once a month.

“The huge variety of pictures we have received shows once again how international WEICON is – we are represented even in the most far-flung corners of the world,” said Ralph Weidling.

In order to raise the profile of “The WEICON Pen – around the world!” even further and to grow our fan community, we have combined a picture of the Pen in Singapore with a competition.



Bali, Indonesia

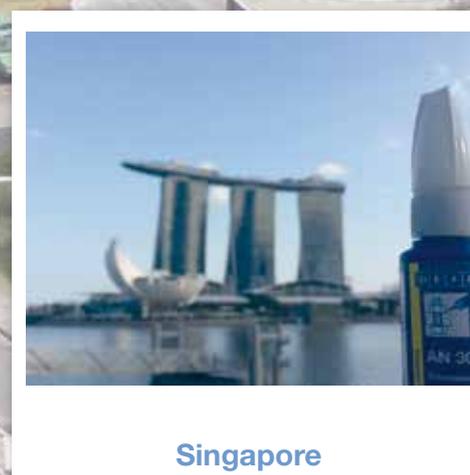
Nuremberg, Germany



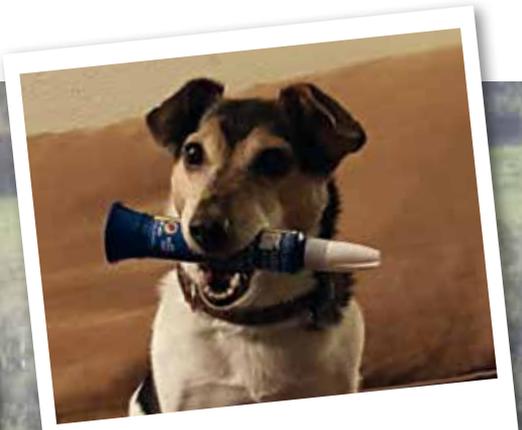
Dolomites, Italy



Jökulsárlón, Iceland



Singapore



Telgte, Germany



Dubai



Helsinki, Finland



Bangalore, India



South Africa



Namibia



Ayers Rock, Australia



Maldives



Gdansk, Poland

Introducing our team

What does...actually do?

Annika Thiemann

Which department at WEICON do you work in?

I am in the second year of an apprenticeship and am due to finish in January 2017, so I have already passed through various departments. My last posting for the moment is in Accounting. I hope to be able to stay in this department once I have completed my apprenticeship.

How long have you been at WEICON?

I began my apprenticeship at WEICON on the first of August 2014.

What is your role here at the company?

At the moment, I am learning the basics of financial accounting. That means I am learning the basics of assets accounting and how to record invoices, bill travel costs and write reminders. In general, apprentices support the colleagues in the various departments and take on a few tasks themselves.

What sport do you most enjoy watching?

I most enjoy watching handball on television or in live. I am particularly interested in handball as I play it myself. I especially enjoyed watching all the German team's games in the men's European championships.

You have a whole day off. What would you do?

I would spend the day at a spa with my boyfriend, or just relax at home.

What is your favourite food?

My favourite foods are pasta with spinach and prawns, my mum's lasagne and my boyfriend's homemade quiche – luckily, he's a very good cook.

Who would you like to swap places with for a week?

To be honest, I wouldn't like to swap with anyone. I am very happy with my life.



Which country would you like to spend time travelling in?

It would definitely be worth spending a long time in New Zealand. I would love to see the beautiful landscape there. I would also be able to improve my English and gather lots of experience in general.

What was the last TV series you watched?

Unfortunately, I don't have much time to watch series regularly. If I am at home at 7:40 pm, I like to watch "Gute Zeiten, Schlechte Zeiten". I have been watching it for years when I get the chance.

What are your hobbies?

I play handball in the Everswinkel ladies' second team. We have just celebrated

winning our league and expect to be promoted to the state league. We train twice a week, and I also go jogging. I also love horse riding when I have the time – it helps me to relax.

City or a Swiss mountain lake when you're 75?

When I am that old, I think I would prefer the great outdoors. I live in quite a rural area already, but living in the mountains would be nice too.



Growth in many departments

New staff 2016



Maximillian Schütte
Shipping



Sunda Henriques
Export Department



Michael Kunk
Laboratory



Chris Shaw
Office / Sales CA



Vladimír Dufek
Managing Director CZ



Filip Šašek
Office / Sales CZ



Juraj Haberl
Sales Representative CZ



Josef Polesny
Sales Representative CZ



Zhi Gang Kho
Managing Director SG



Zhi Qiang Kho
Managing Director SG



Jack Tan
Shipping SG



Ekain Kortazar Bernaola
Sales Representative ES



Ruwayda Bull
Administration SA

WELCOME TO OUR TEAM!



This year, many new employees started their work in different departments of WEICON and in our branches to strengthen the existing teams.

“I am very pleased that WEICON is on a continuously growing path. With the new team members we will have a better

position in the market and they will help to make the WEICON departments stronger and better equipped for the future development”, said Ralph Weidling about the new colleagues.

We wish our new staff a good and successful start at WEICON!



WEICON GmbH & Co. KG (Headquarters)

Königsberger Str. 255 · DE-48157 Münster
P.O. Box 84 60 · DE-48045 Münster
Germany
Tel. +49 (0) 251 9322 0
info@weicon.de

WEICON Middle East L.L.C.

Jebel Ali Ind Area 3
P.O. Box 118 216 · Dubai
United Arab Emirates
Phone +971 4 880 25 05
info@weicon.ae

WEICON Kimya Sanayi Tic. Ltd. Şti.

Yenibosna Mahallesi Yalçın Koreş Caddesi
Arifağa Sokak No: 29 Kat: 3
34530 Yenibosna – Istanbul Turkey
Tel.: +90 (0) 212 465 33 65
info@weicon.biz.tr

WEICON Inc.

20 Steckle Place · Unit 20
Kitchener · Ontario N2E 2C3 · Canada
phone +1 877 620 8889
info@weicon.ca

WEICON Romania SRL

Str. Podului Nr. 1
547176 Budiu Mic (Targu Mures) · Romania
Tel. +40 (0) 3 65 730 763
office@weicon.com

WEICON SA (Pty) Ltd.

Unit No. D1 · Enterprise Village
Capricorn Drive · Capricorn Park
Muizenberg 7945 (Cape Town) · South Africa
Tel.: +27 (0) 21 709 0088
info@weicon.co.za

WEICON South East Asia Pte. Ltd.

5 Soon Lee Street
Pioneer Point #03-56 · Singapore 627607
Tel. (+65) 6710 7671
info@weicon.com.sg

WEICON Czech Republic s.r.o.

Teplická 305
CZ-417 61 Teplice-Bystřany
Česká republika
Tel. +42 (0) 417 533 013
info@weiconcz.cz

weicon.com

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WEICON News