

5th issue, first half of 2015

News

Worldwide Network

1st International WEICON Meeting

Ten years in Dubai

WEICON Middle East celebrate their anniversary

New Products 2015

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Content	Page
WEICON News Content	
Editorial	3
Freshest News from the WEICON-family	4-7
Product innovations overview	8-11
Ten years in Dubai	12-13
WEICON Middle East / Review	14-15
Stimulating exchange in the desert	16-17
1st International WEICON Meeting	18-19
"Made in Germany" rises in popularity	20
Boom along the Bosphorus	21
Variable cushioning in athletic shoes	22-23
WEICON in the Far East	24
Supporting our partners	25
Trade fairs in 2015	26
Offering considerably expanded	27
WEICON in Motion	28
WEICON and the Prussians	29
Art from the Far North	30-32
Protection against corrosion	33
What does...actually do?	34
New staff 2015	35



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Dear Readers,



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

Today, we take a look at many different countries and let you know the news from all over the WEICON world. You will find out more about our branches in Canada and Turkey and you will be our special guest to a special meeting – the first International WEICON Meeting.

In April, some of our partners of many years from all over the world were invited to this event. The idea was to create a network through an exciting exchange of experiences and thoughts and to position the WEICON brand worldwide even better.

In addition, we will introduce you to our new products, like the 2-component rubber-metal adhesive GMK 2510, the new Silicone-Fluid with NSF approval, and also our news in the range of WEICON TOOLS, the Dismantling Tool AMS No. 25.

I wish you a varied and interesting read!

Kind Regards,

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

Ralph Weidling



Freshest News from the WEICON-family

The 2015 catalogue

284 pages of WEICON

Ink taking is the final step before a publication can be printed. This test was also the last hurdle that our current catalogue had to pass. Luckily, there were no problems. The ink corresponded precisely to requirement and thus nothing more stood in the way of the printing and delivery of the new edition to the entire world.

Seven language versions

At the beginning of March, the current version of our catalogue appeared – in seven languages! In addition to the German and English versions, the catalogue is now also available in Turkish, Spanish, French, Romanian, and Chinese. In total, the new catalogue has a print run of 30,000 copies!

40 tons of paper

Additional figures on the 2015 edition are also very impressive. 525,000 sheets of paper were required for the print run. This corresponds to 40 tons of paper. In total, 1,000 printing plates of the catalogue pages were made.

First-class teamwork

Numerous colleagues from various departments at WEICON participated in creating the new edition.



In addition to the Advertising department, colleagues from the Export helped with the translations, the Product Management provided comprehensive technical data, and many employees aided in the correction of the texts.

**The 2015 catalogue
– a great team
achievement!**

Industry flyer revised

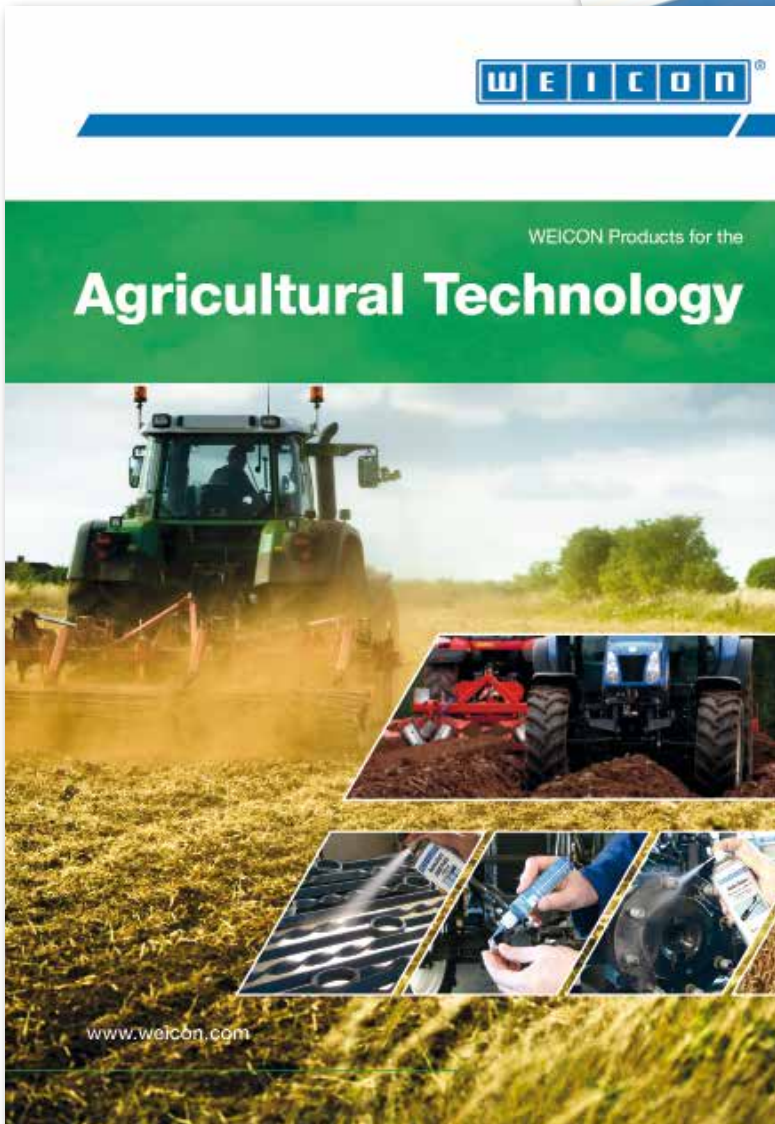
WEICON for many industries

Our previous flyers for various industries are slowly becoming out-of-date and must be revised. On the one hand, the brochures should be optimised and adapted to the new corporate design, and, on the other, the product selection has been updated as our offering has been expanded in a few areas.

Now, you can tell at first glance for which industry the respective flyer was created. We started with the flyer for the areas of food, pharmaceuticals, and cosmetics, which is already available on our website.

These areas are being followed by flyers for the stainless steel industry, agricultural technology, and power engineering.

The previous flyers are being gradually revised. We plan to publish a newly organised, updated flyer every eight weeks.



Successful in Bremen

Four new adhesive specialists at WEICON

120 hours of training and three one-week practical and theory units are behind the participants in the course in Bremen. The members of the WEICON team have successfully mastered this course at the Institut für Fertigungstechnik und Angewandte Materialforschung (IFAM) (Institute for Manufacturing Technology and Applied Material Research).

Majid Bahmani and our colleagues from the Sales Representative Staff, Serafim Sarikas, Mathias Schmidt and Richard Streschewski, have passed the exam at IFAM and from now on may call themselves "DVS®/EWF-Klebfachkraft" or "European Adhesive Specialists".

The course had many varied objectives. For example, the participants should be able to create adhesion operating manual and plan, organise, and monitor adhesion work procedures. They should also be able to recognise irregularities in manufacturing and provide solution suggestions, which is a very valuable skill in customer service.

Our colleagues learned all this in the three-week training in Bremen and can put this knowledge into practice in future as an Adhesive Specialist.

Congratulations to Majid, Serafim, Mathias, and Richard for their great achievement!



Richard Streschewski wins adhesive competition

Olympic champion!

Our sales representative Richard Streschewski has received a special honour – within the scope of his training to become an Adhesive Specialist, he came in first in the Adhesive Olympics – and with an excellent result!

From 16 participants, Richard was able to beat out the entire competition and achieved one of the best results in the history of the Institut für Fertigungstechnik und Angewandte Materialforschung (IFAM) (Institute for Manufacturing Technology and Applied Material Research) in Bremen.

The test assembly

The participants were provided with a large selection of materials to be adhered and numerous adhesives. Everyone had a free selection of a material pair and appropriate adhesive to perform two adhesion processes.

In a subsequent tensile shearing test, the adhesive force of both adhesion processes was measured. The objective was to keep the difference between

the adhesive force of both test specimens as low as possible. Our colleague selected a material pair of 3 mm-thick steel with 3 mm-thick steel.

He sandblasted the material and cleaned the surfaces. Then he used a hot-setting 1-component epoxy resin adhesive to glue the steel pieces together. In the process, the adhesive surface had an area of 6 cm.

After that, he set the adhesive specimen at 150°C in an oven for 40 minutes. In a subsequent tensile shearing test, his first adhesive bond withstood more than 52 Newton.

The difference to the second adhesive bond lay at below one percent, whereby up to ten percent were permitted – an exceptionally good value!

With these great results, the other participants could not compete and Richard Streschewski received the first prize for the 2014 Adhesive Olympics.

Congratulations to Richard for his excellent results!





2015 Conference of Sales Representatives at WEICON

Interesting exchange

In January, the annual conference of sales representatives took place in Handorf, in the vicinity of Münster. All sales representatives along with employees from Sales, Export, and other departments met to discuss current topics affecting WEICON, as well as new developments. Even Tolga Aksöz, manager of the Turkish WEICON subsidiary, and one of his employees took part in the two-day meeting.

As was the case last year, our sales representatives reported on their regions, presented current figures, and introduced interesting customer applications.

In addition, the colleagues were to gather information from their regions and use it to make a suggestion for a new WEICON product that sensibly adds to or expands the existing product offering.

Valuable ideas

"Due to the suggestions for possible new products, we have received many interesting ideas to investigate. It is already certain that we will do something in the area of products with NSF approval. We will thus soon have a corresponding WEICON Cleaner and expand the NSF product line in

general," Ralph Weidling says, looking back on the meeting.

New products

In addition to the regional presentations, the new WEICON products for 2015, which have been available since March, were also presented in Handorf.

The 2-component adhesive GMK 2510, the Silicone-Fluid spray with NSF approval, and, in the area of WEICON TOOLS, the Dismantling Tool No. 25, for example, have all been added to the existing WEICON assortment.

Henning Voß passes exam

Expert according to §5 ChemVerbotsV

In March, our colleague Henning Voß successfully passed an exam at "Haus der Technik" (House of Technology) in Essen and since then he has been able to call himself an expert according to §5 of the Chemikalien-Verbots-Verordnung (German Prohibited Chemicals Ordinance).

An expert makes it possible for a company to bring mixtures with toxic, very toxic, oxidising, highly flammable, and health-damaging (carcinogenic) ingredients on the market.

In addition, Henning Voß may now officially perform the annual internal training for customers from Sales and Field Service so that they remain

perfectly informed about the current ordinances and legal boundary conditions.

Before the exam, Henning took part in a three-day seminar at "Haus der Technik" in Essen. The 90-minute exam consisted of a legal section and a chemistry section and was operated by representatives of the North Rhine-Westphalia state government in Düsseldorf. A total of ten representatives of chemical companies participated in the exam, however only six successfully passed.

Congratulations to Henning for his excellent results!



The Flex+bond radio

Adhesives on the radio

For many years already, the large number of demo parts at WEICON has shown the versatility and quality of our products.

One example of our demo parts are the two tie-down rings, which are held together by Flex 310 M Super-Tack and which can withstand enormous tensile forces.

Further examples are the Plastic Metal strips, which make the stability of various types clear whilst providing a "haptic" impression, and the Flex 310 M "scissors" which demonstrate the flexibility and high force transmission of the elastic adhesive.

The demo parts started, however, in 1999, with the so-called Flex+bond radio. The body of the radio consists of a plaster stone, to which all kinds of materials are glued. This includes parts of plastic, metal, wood, or tile or electronic



and electrical parts, which give it a typical radio "outfit." The Flex+bond radio impressively demonstrates how many materials can be joined using the flexible adhesive of WEICON.

Since 1999, no less than 6650 radios have been manufactured, which have been introduced in numerous product presentations and presented at hundreds of trade fairs all over the world.

Our sales representatives are equipped with a demo parts kit, which has always rendered them good services at customer visits.

"A picture says more than a thousand words, and the performance and high quality of our products can be understood best when you can hold it in your own hands," says Ralph Weidling in regard to the success of the demo parts.

Product innovations overview

WEICON GMK 2510



Highly adhesive and permanently elastic

With the new WEICON Rubber-Metal Adhesive GMK 2510, we are expanding our offering of special contact adhesives for joining rubber and metal.

GMK 2510 is a 2-component adhesive for the full-surface and permanently elastic adhesion of rubber with rubber or rubber with metal, which is constantly subject to dynamic loads.

The advantage compared to 1-component contact adhesives lies in the considerably better adhesion and the improved temperature resistance.

In addition to the adhesion of rubber and metal, WEICON GMK 2510 is also suited for further materials, such as microcellular rubber (e.g. neoprene), leather, felt,

insulating materials, textiles, wood, and numerous plastics. The connections are moisture-proof after curing.

Versatile

GMK 2510 can be used for all kinds of applications in many different areas. This includes, for example, the adhesion of rubber mats to metal plates, the gluing of rubber profiles or door seals, the joining of conveyor belts, the fixing of insulating material, sound-insulating film, and sound-insulating plates to structural

bodies, and the adhesion of container linings, such as drum and roller linings made of rubber.

The new contact adhesive is especially suited for the vehicle industry, for example, camper and container construction and can naturally also be used as an economic allround adhesive in a number of other branches of industry.

Lubricants for sensitive areas

The new Silicone-Fluid expands our offering of technical sprays with NSF approval.

Silicone-Fluid is a special, physiologically harmless lubricant for sensitive areas.

NSF H1 approval

The spray has an NSF H1 approval for the area of food and can thus be used in the food and beverage industry, as well as in the pharmaceutical and cosmetics industry.

Silicone-Fluid is used as release, protective and care agent on all kinds of surfaces, like plastic, metal, stainless steel and rubber.

Silicone-Fluid provides a durable separating film, good surface properties and is temperature-resistant up to +250°C.

Improvement of workplace safety

Due to its special formula and the resulting NSF H1 approval, WEICON Silicone-Fluid can contribute to improving workplace safety and health protection.

Versatile

Silicone-Fluid can be used in many areas, e.g. as general lubricant, as protective and care agent for conveyor belts and slideways in the food industry, or as lubricant for plants in the pharmaceutical and cosmetics industries.

It preserves plastic and metal parts, protects rubber parts from becoming brittle, freezing and sticking, and can be used wherever occasional, technically unavoidable contact with food or its packaging occurs.

Silicone-Fluid can even be used on light backgrounds due to its non-discolouring properties.



Especially for serial production

Especially for use in industrial serial production, many of our 2-component adhesives are now available in the new Easy-Mix 400 ml cartridge.

The packaging size naturally offers the advantages of the proven Easy-Mix mixing and dispensing system:

In only a single working step, the adhesive systems automatically dispense, mix, and apply cleanly and precisely. In this way, both consistent quality and the process security within serial production are guaranteed. Complicated manual mixing is no longer required, thus mixing and dispensing mistakes are prevented.

The material can be applied very quickly, which permits higher cycle times in serial production.

The new packaging sizes also prove to have a very economical consumption as only a minimum amount of material is lost.

The following WEICON adhesives are available in the new 400 ml cartridge: Epoxy Adhesives (Easy-Mix S 50, Easy-Mix N 50, Easy-Mix N 5000, Easy-Mix Metal), RK-Structural Adhesives (RK-7000, RK-7100, RK-7200), Polyurethane Structural Adhesives (Easy-Mix PU-90, Easy-Mix PU-240).



WEICON TOOLS

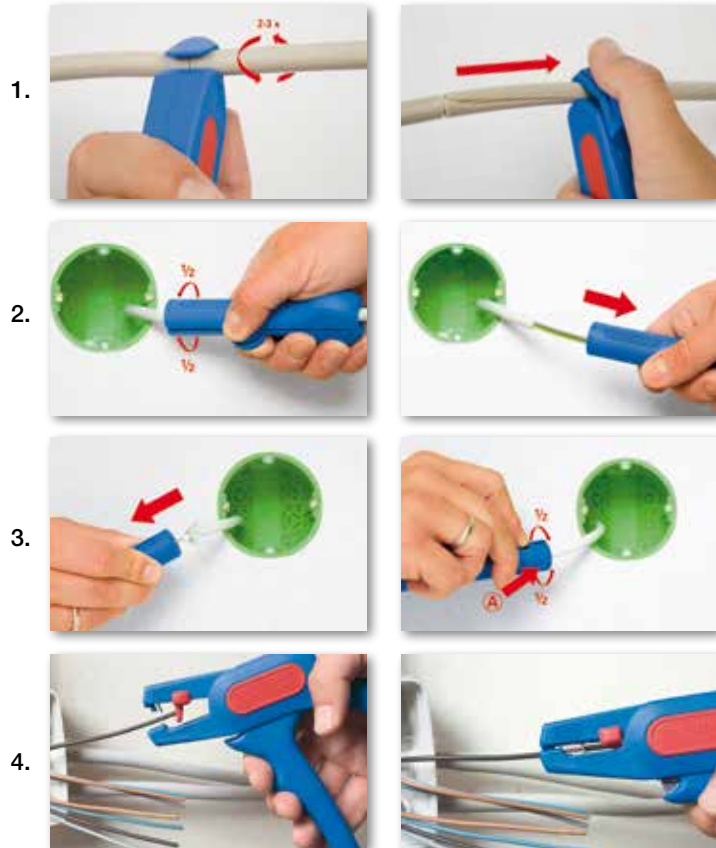
WEICON TOOLS Starter Set Pro

The Starter Set Pro of WEICON TOOLS includes the basic equipment for craftsmen in the areas of electrical systems, heating, and customer service and is suited for home and hobby use.



The set consists of four stripping tools tested by the TÜV and GS organisations.

In the case of the Cable Stripper No. S 4-28, the design was revised. As a result the tool was equipped with a hooked blade that can be lowered into the casing, which considerably increases safety in handling. With this cable stripper, all common round cables from 4 to 28 millimetres can be dismantled. (1.)



For junction boxes, there is a Round Cable Stripper No. 13 for safe stripping of round and continental type cables without adjusting the cutting depth. (2.)

The Coax-Stripper No. 2 is the suitable tool for coaxial, antenna, and flexible cables. An adjustment of the cutting depth is not necessary because the tool has been optimised for all common coaxial cables. (3.)

The Wire Stripper No. 5 rounds off the set and is suitable for all commercial flexible and massive conductors from 0.2 to 6.00 mm². The wire stripper has an easily accessible side cutter and can be used safely without additional adjustments. (4.)



Dismantling Tool No. 25

Safe stripping of large cable diameters

WEICON TOOLS has expanded its product offering with a tool for the easy and safe stripping of cables with large outer diameters – the Dismantling Tool No. 25.

The Dismantling Tool No. 25 is designed for stripping cables up to a sheath thickness of 5 mm and is particularly suited for the stripping of high-voltage cables in the areas of power engineering and building management systems.

Easy handling

Handling the Dismantling Tool No. 25 is very easy. Using the adjusting screw, the cutting depth can be individually adapted to the respective outer sheath. The knife is suited for both longitudinal and circular cuts, whereby the circular cut can be performed on cables from an outer diameter of 25 mm.

At the beginning of each longitudinal and/or circular cut, the knife is guided by light finger pressure.

The outer insulation is cut by a slight lever movements and simultaneous pressing of the tooth system to the insulation.



The work procedure can be performed without a problem even at very low temperatures (up to -10°C).

Flexible use

The knife can be turned constantly between the longitudinal and circular cut and can thus be used very flexibly.

The special form of the blade enables the stripping of the outer sheath, including any aluminium screening, up to a sheath thickness of 5 mm without damaging the layers below. The cutting depth can be adjusted from 0 to 5 mm in stages simply by turning the adjusting head (via engaging points of 0.1 mm).

The blade consists of hardened steel with a hardness of at least 48 HRC and can be exchanged easily. To exchange, the adjusting screw just has to be unscrewed or tightened.

Patented system

The tool consists of an impact-resistant polyamide body with inserted, double-edged blade and a connected toothed wheel. The toothed wheel is equipped with a patented joint system and enables a firm hold of the tool directly on the sheath of the cable.

The Dismantling Tool No. 25 is the ideal supplement to the WEICON cable stripping knives in order to strip a wide range of various cable cross-sections. The tool was specially adapted to the needs of professional users and can be used both in trade and industry.

The Dismantling Tool No. 25 has a length of 210 mm and weighs only 220 grams. It is very easy to use and its ergonomic shape permits fatigueless working, even over longer periods of time.

In addition to the tool, the scope of supply comprises a practical box in which the tool can be stored safely.



WEICON Middle East celebrate their anniversary

Ten years in Dubai

At the beginning of March 2005 we founded our first branch in Dubai. This year the branch celebrated their tenth anniversary.

The WEICON Middle East LLC is led by Thorsten Lutz from Hamburg, Germany who had been working for WEICON in Germany for many years before moving to Dubai. Lutz and his team are responsible for the distribution of chemical products and technical service to clients throughout the Gulf Region. The branch has a staff of eleven people, five of them work as sales representatives.

The WEICON team in Dubai serves not only customers in the UAE but also other states in the Middle East as well as India and since the beginning of 2015, eleven countries in East Africa too.

At the end of February WEICON Middle East presented their products for the first time at an industry exhibition in Nairobi, Kenya.

Thorsten Lutz looks back at his beginnings in Dubai: "When we started back in 2005, we had five business contacts in the United Arab Emirates, one in Saudi Arabia and one in Qatar. Ten years later, these contacts are still WEICON customers. Continuity is very important to us, just as it is for WEICON in Germany. Our staff proves it. In June, we will celebrate the 10th company anniversary of one of our team members. That is very unusual for this region."

Meanwhile, the WEICON team serves more than 600 customers throughout the region. The technical know-how, flexibility, short delivery times and reliability of the WEICON team are highly valued in the United Arab Emirates.

Ralph Weidling travelled to the anniversary celebration to Dubai. "Our office has developed extremely well in the past ten years. We are happy and proud to have such a great and strong team here in Dubai. This is a solid basis for the future. Dubai is and remains a flourishing location with a huge economic potential. But the other states in the Middle East and in East Africa are economically very interesting too. Industry grows rapidly and it is strategically very favourable for us to have a branch nearby to participate in this development."



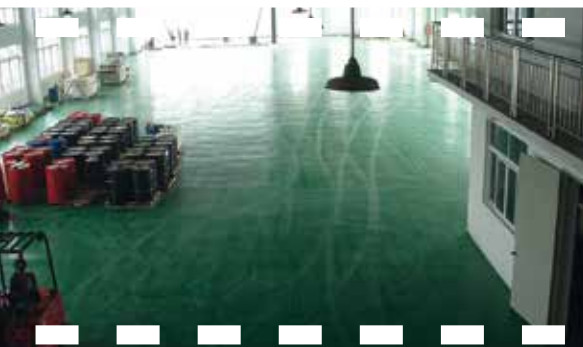


Some examples that illustrate the rapid development of Dubai in recent years: 2005 about 1.2 million people lived in this emirate. Ten years later, this figure has nearly doubled by reaching 2.3 million people. In 2008 Palm Jumeirah was officially opened. It is a group of islands in the shape of a giant palm tree that was artificially created off the coast of Dubai. In 2009, the Dubai Metro was inaugurated as the first subway in the Gulf region. In 2010, Burj Khalifa opened. With a height of 828 meters it is currently the tallest building in the world.



These are just some examples of the many projects that were completed in recent years in Dubai. Thorsten Lutz and his team are excited about what will follow in the years to come.

WEICON Middle East Review







Second WEICON Branch Meeting

Stimulating exchange in the desert

In mid April, the second WEICON Branch Meeting took place in Dubai. Just like the first meeting in 2014, numerous items were on the agenda.

In the morning, the Sales Representative Team of WEICON Middle East took part in the discussion and received information regarding the new products from Münster, and the various communication measures of WEICON.

"As in the first meeting last year, there was an animated exchange between the participants in the meeting.

The event is the ideal framework to push the positioning of WEICON on the markets and also to share news and information," says Ralph Weidling within the scope of the meeting.

Afterwards, an open exchange took place where the team of Thorsten Lutz was able to give suggestions and ask questions.

There were, for example, ideas of new products which are now being investigated.

After having lunch together, the branch managers held a meeting. A few subjects were mentioned which still need to be optimised in order to be more effective and further support the WEICON brand.







Worldwide network

1st International WEICON Meeting

On April 17th and 18th, the first International WEICON Meeting took place in Dubai. 42 participants from a total of 21 countries accepted our invitation to the emirate, in which we have been represented by an own subsidiary for 10 years now.

Whether China, Singapore, Russia, Poland, South Africa, or Canada – long-standing WEICON partners from all over travelled to the desert country to report on their strategies for selling our products and to exchange with colleagues from across the globe.

Partner presentation

During the presentations, our partners introduced their countries, companies, and brands in which they do business. Additionally, the top three WEICON products were introduced and various application examples of how WEICON products are used worldwide were demonstrated.

A total of 21 presentations were on the schedule – a lot of information was provided within a very brief period of time!

"It is really impressive in which areas our products are used. Whether in the construction of dams, in airports, or on luxury yachts – WEICON products can be found everywhere," said Ralph Weidling at the conclusion of the presentations.

After the event, the participants went to dinner together in the older part of town, where canals meander and the houses show traditional Arab flair.

After a good dinner outdoors, they went to the roof of a nearby hotel with a breathtaking view of Dubai.

Communication measures

On the second day of the meeting, the numerous marketing measures of WEICON were introduced to the participants.

In addition to the publications, like the catalogue and flyers, this also includes a number of digital instruments, such as the WEICON Website, the Adhesive Finder, or the app that is currently in development, which will provide extensive information on the products in future.





Next, the instruments for public relations were presented. This included the product and press releases, the social media presences on Facebook, Twitter, and YouTube, and the WEICON News.

All these communication instruments and measures should help strengthen the position of WEICON on the world markets and naturally further increase product sales.

The last point on the agenda was the most important. The question was asked as to what WEICON can do for the partners.

Here, open questions were answered and ideas and suggestions were accepted. In future, our partners want opportunities for mutual exchange, for example, to provide each other with ap-

plication videos or clarify product questions.

"We have accepted the suggestions and they will now be checked in regard to implementability. We have gained a lot of valuable knowledge that will contribute to further strengthening the WEICON brand and to presenting ourselves in a uniform manner worldwide", said Ralph Weidling at the end of the meeting.

Eating in an impressive environment

After the official part of the event, the participants went to the Dubai Mall. In the currently largest mall in the world, our guests had the opportunity to buy souvenirs.

After that, they ate dinner together at the Address Hotel in the direct vicinity of the Burj Khalifa, the largest building in the world at present with 828 metres. A truly impressive scenery!

Objective achieved

As a whole, the first International WEICON Meeting can be considered to be a complete success. The objectives of the event, for example, to inform the participants about the news from Münster and the worldwide networking of our partners, was achieved to the full extent.



"Made in Germany" rises in popularity

Canada is the second largest country in the world with more than 35 million inhabitants. Since September 1st 2008, we have had a subsidiary in Kitchener, Ontario.

We supply customers in the most important branches of industry of the Canadian economy, e.g., production and manufacturing, mining and the oil and natural gas industry, with our products.

WEICON Inc. is naturally also represented at the most important trade fairs in Canada, such as the Canadian Mining Expo in Timmins or Fabtech in Toronto, in order to increase the degree of familiarity with our products on the Canadian market.

Subsidiary manager Stephan Wismann and his team are responsible for sales and customer care in Canada and the United States.

"We have modified the layout of our labels for the North American market. The product and its origin in Germany are thus recognisable at a glance. Products that are 'Made in Germany'

have an extremely good reputation in Canada and the United States. In this way, we differentiate ourselves from the numerous competitors on the market and are well on our way to establishing the WEICON brand in North America," Stephan Wismann says.

"We have a further advantage in comparison with other suppliers. All our sales employees, who provide customers with product recommendations, are experts in the field of adhesive technology and have successfully completed special training courses. This is indeed a special service that we can offer our customers," Wismann explains.



Boom along the Bosphorus

In April 2011, we opened our subsidiary in Istanbul, Turkey. WEICON Kimya Sanayi Tic. Ltd. Şti. provides support for our customers on the Bosphorus.

With its millions of inhabitants and optimum location between Europe and Asia, Istanbul is the ideal site for our branch office in Turkey. From here, the industrial centres in Ankara, around the Sea of Marmara in the northwest, and in the Aegean region are easily accessible.

German companies are often highly appreciated in Turkey due to their high-quality products, which is a great advantage for our subsidiary as our products can be used in many branches of Turkish industry.

The growth sectors of the Turkish market are vehicle construction, electronics, communications technology, and transport and logistics, as well as power engineering and environmental technology.

"In 2015, as well, we are once again represented at several trade fairs in Turkey. There, we show our new products and our presence helps to make the WEICON brand better known to the representatives of business," says Tolga Aksöz, manager of the Turkish subsidiary.

The overall economic situation in Turkey has been experiencing an upward trend in the past years, which can be seen in the high growth rates, as well as the tripling of the gross domestic product (GDP).

The young population and growing purchasing power has resulted in an increasing consumer demand. State-of-the-art machines and new technologies are required for the expansion of



the infrastructure and modernisation of the industry.

All these factors mean that Turkey is a very interesting market for WEICON, and will remain so in future, as many new applications for our products result from the modernisation and development.



WEICON supports team of students

Variable cushioning in athletic shoes

A team of students in Karlsruhe contacted us for support in a very exciting project.

The six students of KIT Karlsruhe Institute of Technology from various areas of engineering, such as mechanical and power engineering, came together to take part in a competition to find innovative application possibilities of microsystems for everyday things.

The idea of the team was to develop variable cushioning for athletic shoes, which could be adjusted by the runner either using an app or automatically. This variable cushioning improves the wearing comfort of the shoes independently of many factors, such as the composition of the foundation.

The right cushioning

Amongst other things a good athletic shoe is characterised by well-adjusted cushioning. Is it too little, the risk of a knee injury is quite high. Is it too hard, inflammation of the Achilles tendon can result. To prevent these kinds of injuries and complaints, the right athletic shoe cushioning is decisive.

However determining the right suspension is very difficult, since many factors, such as the type of athletic activity, the ground covering, and the person's weight or running style have a great influence.

Hundreds of athletic shoe models are on the market, but none of them allow the individual adjustment of the cushioning.

The idea to develop variable suspension for shoes where athletes can adapt to various running situations was born. However, shoes equipped with sensors are not only of interest to athletes. Also for the medical field the gained data would contain valuable information, which could be helpful in rehabilitation after sports injuries for example.

The right adhesive was missing

During the construction of the prototype, an adhesive with certain properties





was required in order to fasten some of the small parts in the model shoe. The students thus contacted WEICON in Münster.

In the prototype, small metal components should be glued together and the adhesion should constantly withstand certain vibrational forces.

After consultation with a WEICON representative, it was decided to use the construction adhesive RK-1500.

WEICON RK-1500

RK-1500 is a two-component reaction adhesive on a methacrylate basis. It is particularly high-strength and hardens with residual elasticity and impact resistance. It has a fast, high initial adhesion and can be used in a wide temperature range.

The adhesive is processed using the "No Mix" method – a mixing of both components, the adhesive and the activator, is not necessary. Curing does not start until the surfaces treated with the adhesive and activator are joined. This has the advantage that the adhesive bonds are not time-critical as no immediate processing is required.

RK-1500 can be used for the high-strength bonding of all kinds of materials, such as metals or plastics.

With the finished prototype, the Karlsruhe students took part in the COSIMA competition.

COSIMA

The COSIMA competition is for students of all colleges and universities of applied science in German-speaking countries. It has been held every year since 2009 with the objective of finding excellent, innovative application possibilities of microsystems in different areas of everyday life.

The task is: create something useful, something playful, something special.

Prizewinners awarded

And this was precisely what the students from Karlsruhe took to heart with their project. The judges were excited by the idea of adjustable cushioning in shoes and so the JointWatchR team even came in first.

They received their award at the electronica trade fair in Munich. Due to their win, the six students from Karlsruhe qualified for the international iCan competition in Anchorage, Alaska, in June and will compete there with their idea against other teams from many different countries.

"We would like to thank WEICON for the friendly support. RK-1500 is the ideal adhesive for our purposes. It met our expectations fully and completely



and is very well suitable for bonding our components. In addition, the Surface Cleaner from Münster was also put to good use during the construction of the prototype. We will also use both products at the iCan competition in Alaska," says Lennard Sielaff of JointWatchR, who initially contacted WEICON.

Further information:
www.jointwatchr.de



中国 - 一个兼具悠久传统和远大未来的国家

Deuchman Tech. Co. Ltd

WEICON in the Far East

Beijing is a city of many facets. The capital of the People's Republic of China has more than 20 million inhabitants and a history that goes back more than 3,000 years. Beijing is one of the most important industrial centres of the emerging economy of the People's Republic.

The main headquarters of our Chinese partner, Deuchman Tech. Co. Ltd. is located in Beijing. We have already been working together with the company since September 2013.

Deuchman works with both sales representatives and a network of technical dealers spread across the country. This guarantees that large parts of China are covered.

Deuchman Managing Director Jason Wang and his team are represented at numerous Chinese trade fairs in order to establish our products further on the market. This year, we will exhibit together with our partner at Beijing

Essen Welding & Cutting, a trade fair for cutting and welding technology, and at China International Hardware Show (CIHS), which also takes place in Shanghai.

To this end, Export Manager Timo Gratilow and his colleague Weiwei Goddinger will travel to China in June in order to work together with the Deuchman team at the Beijing Essen trade fair.

"The Chinese market is very interesting to us. Growth has slowed down in the past years, but the positive trend will continue. In the largest industrial branches of the country, for example, in railway traffic, wind power, machine building, or power engineering, many WEICON products can be used.



We have now added Weiwei Goddinger, a Chinese-speaking colleague to our International Sales department in Münster. This also makes it clear that we want to continue to grow and strengthen the WEICON brand in the Asian markets," says Timo Gratilow.



Trainings at WEICON

Supporting our partners

In April, five additional sales representatives of our partner CT-CARD in Poland were trained at our headquarters in Münster.

The majority of the Polish sales representatives have thus completed further training in the area of adhesive technology.

Over two days, the employees were instructed in both theory and practice of handling the numerous WEICON adhesives in order to sell our chemical-technical products in Poland even more effectively.

On the first day, the Polish guests were informed about the proper preparation of adhesive bonds, the advantages of adhesion in comparison with earlier fastening methods, and the large offering and versatile application of the various adhesives.

After that, a large number of practical exercises followed, during which participants were able to put what they learned into practice. Our guests attempted even difficult adhesive bonds, for example, for materials with a low surface tension.

Especially 2-component adhesives, such as WEICON Easy-Mix PE-PP or RK Construction Adhesives were used to glue together all kinds of material combinations. The "journeyman's piece" was the "car" that was built together in Münster on this day (see photo).

All five sales representatives passed the final exam and received a certificate – congratulations for the great work!



"The majority of the WEICON team has been trained as adhesive specialists at the Institut für Fertigungstechnik und Angewandte Materialforschung (IFAM)



(Institute for Manufacturing Technology and Applied Material Research) in Bremen. We are happy to pass on this expert knowledge to the employees of our partners within the scope of training.

We can thus guarantee that our know-how is used all over the world and the WEICON customers receive the best possible advice and service. Our trainings naturally not only take place here in Münster.

Our employees gladly travel to our partners to carry out training on site," says Ralph Weidling in regard to the possibilities of training by WEICON.





WEICON International

Trade fairs in 2015

This year too, we are presenting WEICON at numerous exhibitions worldwide.

In this context, our focus lies once again on international trade fairs. They make up the majority of events in which WEICON participates.

With five WEICON locations and partners in more than 75 countries, this international orientation is not surprising.

In addition to all our global activities, we naturally know precisely that our roots lie in the German market, which continues to be of central importance to us.

In 2015, the Hanover Trade Fair is thus also considered to be one of the most important dates in our trade fair calendar – and that for more than 60 years!

This year, we were even represented with two booths at the most important German industrial trade fair – one for chemical-technical products and one for our tools.

In contrast, the international events have led our team around the entire globe. This year, for example, our employees are in Nairobi, Kenya, on the Faroe Islands, in Shanghai and Abu Dhabi to present our products and new developments.

The greatest distance to a trade fair we covered in 2015 was the journey of more than 11,000 kilometres to Antofagasta in Chile. Exponor, a mining trade fair, took place there in mid May.

Dates worldwide

- **AUTOMECHANIKA**
02.06. – 04.06.2015 in Dubai, U.A.Emirates
H8-255
- **KZN**
09.06. – 12.06.2015 in Durban, South Africa
E7
- **BEIJING ESSEN**
16.06. – 19.06.2015 in Shanghai, China
- **BALTEXPO**
07.09. – 19.09.2015 in Gdańsk, Poland
- **OFFSHORE**
08.09. – 11.09.2015 in Aberdeen, Great Britain
4B 162
- **TIB**
14.10. – 17.10.2015 in Bucharest, Romania
- **CIHS**
21.10. – 23.10.2015 in Shanghai, China
- **ADIPEC**
09.11. – 12.11.2015 in Abu Dhabi, U.A.Emirates

Dates Germany

- **ACHEMA**
15.06. – 19.06.2015 in Frankfurt
- **IndustrieMesse Nordhessen**
10.09. – 11.09.2015 in Kassel
- **MOTEK**
05.10. – 08.10.2015 in Stuttgart
- **FAKUMA**
13.10. – 17.10.2015 in Friedrichshafen
- **A + A**
27.10. – 30.10.2015 in Düsseldorf
- **EFA**
28.10. – 30.10.2015 in Leipzig

Product videos on the Internet

Offering considerably expanded

A while back, we informed you that we are producing short videos with our products.

In brief film sequences of a maximum of two minutes in length, we demonstrate the handling and function of our numerous products.

Since then, we have finished many days of filming and considerably expanded our offering of available films in the meantime.

We have set up a national and an international channel at YouTube:

www.youtube.com/user/WEICONnational
(with German texts) - more than 70 videos



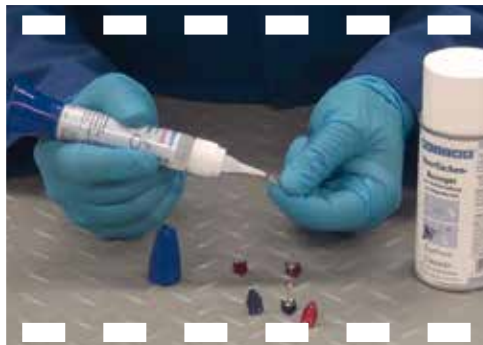
At present, films regarding WEICONLOCK, flexible adhesives and sealants, cyanoacrylate adhesives and stripping tools are available.

The other product groups are added continuously and thus the offering is constantly expanding.

In addition to channels on YouTube, our product videos can be found on our website.

Just take a look – it's worth it!

www.youtube.com/user/WEICONinternational
(further languages) - more than 140 videos with English, Spanish, and Russian text



Application video WEICONLOCK® AN 302-43





Co-operation with fitness studio

WEICON in Motion

For many years, WEICON has been supporting the athletic activities of its employees.

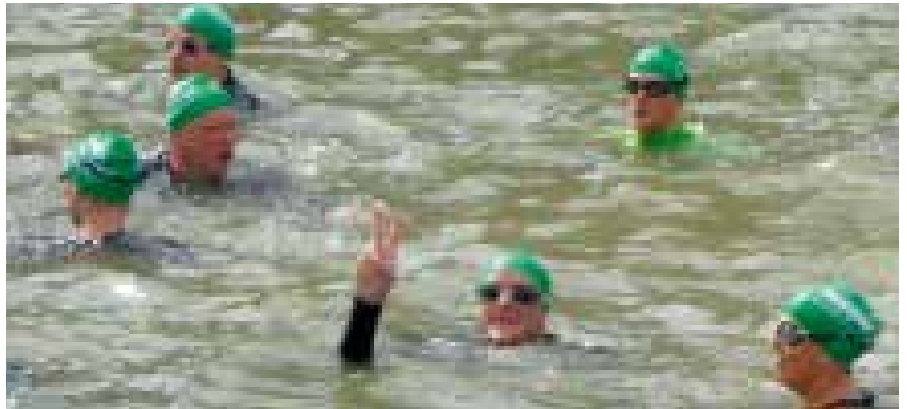
Traditionally, we assume the starting fees for competitions in which our employees want to take part.

We have expanded this commitment even further in the past year. All employees can now attend a nearby fitness studio at a reasonable price.

By paying a small monthly fee, the WEICON team can use all services of the studio in the direct vicinity. The company bears the remaining costs.

In the meantime, more than 20 colleagues already decided to become members of the fitness studio in order to do something for their health and fitness after work.

WEICON is always in motion!



SC Preußen 06 e.V. Münster

WEICON and the Prussians

For years, we have been supporting various athletic clubs and events – in football, racing, and endurance sports.

Regarding football, we have since 2006 been a business partner and thus one of the official sponsors of the premier team of SC Preußen Münster, "SCP" in short.

Preußen resp. the "Prussians" are a traditional club and among the founding members of the German National Football League (Bundesliga). The colours of the club are black-white-green and the heraldic animal is the Prussian eagle.

After an extensive athletic roller coaster ride, SCP has been playing in the Third Division since the 2010/2011 season, relies on solid economic growth, and aims to get into the Second Division in the medium term. The team has grown over the years and got used to each other's ways and thus has a lot of experience. These are important trump cards in hot situations.

Our commitment to the "Prussians" is an affair of the heart for us as a company based in Münster – and we would like to make one thing clear:



We are "Prussians"!



Unusual use of WEICON sprays

Art from the Far North

Iceland, the largest volcanic island on earth, is located just south of the Arctic Circle and is for many the epitome of rough, barren, original nature. Discovered and settled by the Vikings about 1,200 years ago, the island is characterised by rocks, glaciers, and geysers. These first settlers also brought the first domesticated animals to the island with otherwise low biodiversity. In addition to the well-known Icelandic horses, the Icelandic sheep were also established on the island in the North Atlantic.

Since these animals have been able to adapt to the rough climate over thousands of years, they are considered to be a very robust sheep breed. Earlier, they contributed considerably to feeding the Icelandic population since sheep breeding was the only possibility of obtaining fresh food in the winter due

to the unfavourable climatic and geographical location. Today, more than 500,000 sheep live on the island, considerably surpassing the number of people living on Iceland, which has about 325,000 inhabitants today.

A special kind of art project

It was the rams that inspired Icelandic artist Steingrímur Einarsson to start an interesting project. The Skallagrímur Design - Icelandic Livestock Art project began in November 2013. The idea behind this project was to create optically attractive wall and table art from the skulls of the domesticated animals of Iceland.

Einarsson was always fascinated by animal skulls. He found skulls to be a master achievement of evolution. Two years ago, he was looking through a magazine when he noticed animal skulls, usually of deer or reindeer, decorating the walls of living areas shown in almost every copy. That gave him the idea for his project.

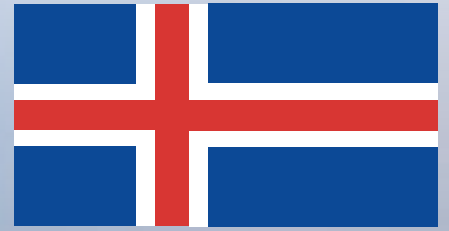
Pieces of art from animal bones have existed since the beginning of humanity. Since humans started to walk upright, they have been using bones and animal products to make tools and art objects. "You could say that Skallagrímur Design is a kind of homage to the origins of man and the nature of Iceland," says Steingrímur Einarsson about his art.



"Being born under Aries roused me to make a wall decoration from a ram's skull. Rams and sheep also have a lot to do with Icelandic history. The otherwise usual decorations made of deer or reindeer skulls have no such connection. So I obtained a ram's skull and refined it to use it as a decoration in my apartment. Many people who saw it were enthused and also wanted such a skull at home.

With the approval of various Icelandic authorities, such as the veterinary inspection office, Einarsson obtained additional skulls and started to experiment with lacquers and coatings.

Continued on next page



Steingrímur Einarsson
Artist



Art with WEICON

"I wanted to give some pieces a metallic finish so I tried out various sprays. I got the absolutely best results from the metal sprays of WEICON. They are strong and durable, and look real. I can recommend the sprays of WEICON to anyone who wants a realistic, metallic finish on their art or handicraft," says Steingrímur about the WEICON products he used.

"Of course we are very pleased that our products succeeded so well in the test and will now be used in such an unusual manner," says Holger Lütfring, Product Manager at WEICON.

"I would especially like to thank technical dealer Fossberg in Iceland and naturally the team of WEICON in Germany as well," says Steingrímur Einarsson in regard to the support for his project.

For his newest project, Steingrímur Einarsson will also be using a WEICON metal spray. The project is called "Equus lux" and is an ode to steampunk – the combination between old design and modern technology. Here, lamps made of the leg bones of Icelandic horses will be created and then refined with WEICON copper spray.

On Facebook, you can find a few examples of the skulls under Skallagrímur Design - Icelandic Livestock Art:



www.facebook.com/pages/Skallagrímur-Design-Icelandic-Livestock-Art/755593477796789



WEICON Metal Sprays

Protection against corrosion

WEICON Metal Sprays are available for coating all kinds of surfaces and providing corrosion protection in many different areas.

WEICON Metal Sprays are corrosion-resistant and weather-proof surface coatings that can be used wherever a resistant and effective protective layer is required.

The sprays can be used to repair e.g. damaged metal parts and surfaces.

Precious surfaces can be designed or worn components can be upgraded with the sprays. This applies not only to surfaces made of metal; the sprays are also suited for wood, glass, ceramics, plastic (except for PE, PP, and PTFE), and many other materials.

A coating with WEICON Metal Sprays protects against penetrating moisture and offers optimum corrosion protection.

The following WEICON Metal Sprays are available*:



Zinc Spray



Zinc Spray bright grade



Aluminium-Spray A-100



Aluminium-Spray A-400



Stainless Steel Spray



Stainless Steel Spray bright grade



Copper Spray



Brass Spray



*Aluminium Spray A-400 and Chrome-Silver Spray are only suitable for decorative purposes.

Introducing our team

What does ... actually do?

Kogulan Rudramoorthy

Which department at WEICON do you work in?

I work in the warehouse and, together with my colleagues, I am responsible for labelling the WEICON products.

How long have you been at WEICON?

I have been at the company since October 2007.

What was it like at WEICON when you started?

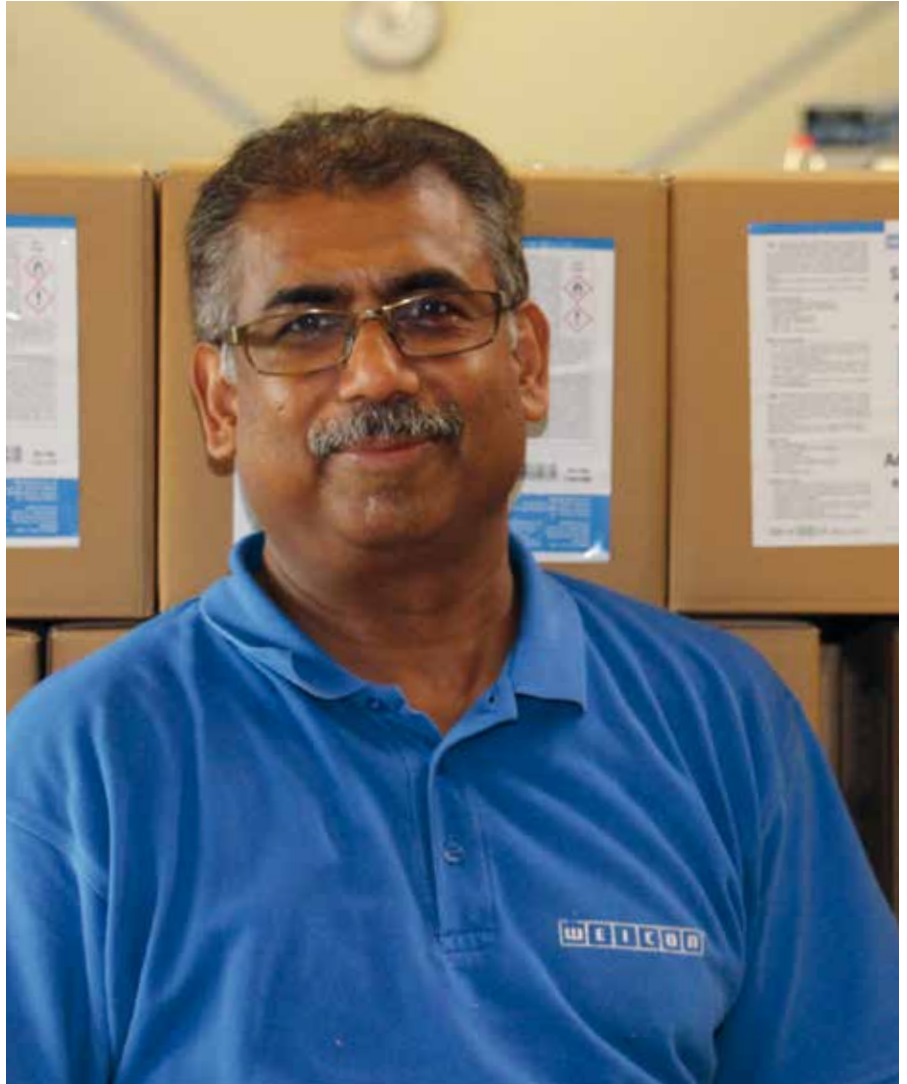
There were considerably fewer colleagues here in the company. In the past years, WEICON has grown enormously. Back then, the only branch was the one in Dubai. Today we have five.

What did you do before?

I was an HGV driver for a sanitary goods wholesaler.

What is your role here at the company?

I work on a machine in the labelling department. In our department, we mainly label aerosol cans. But we also label the flexible adhesives and sealants.



What do you do in your free time?

I spend a lot of time with my family. My wife and I have two kids, but they are already older and go to university or secondary school.

In the summer, I like to work in our garden. Otherwise, I also go to the fitness studio to remain physically fit.

Growth in many departments

New staff 2015



Stefan Hackl
Export Department



Weiwei Goddinger
Export Department



Raquel Warneke
Export Department



Ekatarina Sobotta
Export Department



Daniel Schopp
Sales Representative



René Winkler
Sales Representative



Niko Brockmann
Sales Representative



Alvaro Rodríguez Tordable
Sales Representative Spain



Pawel Wypior
Sales Department



Carolin Fleige
Advertising Department



Ivan Lopatenko
Shipping

WELCOME TO OUR TEAM!



This year, many new employees started their work in different departments of WEICON to strengthen the existing team.

"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!

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