

14th issue

News

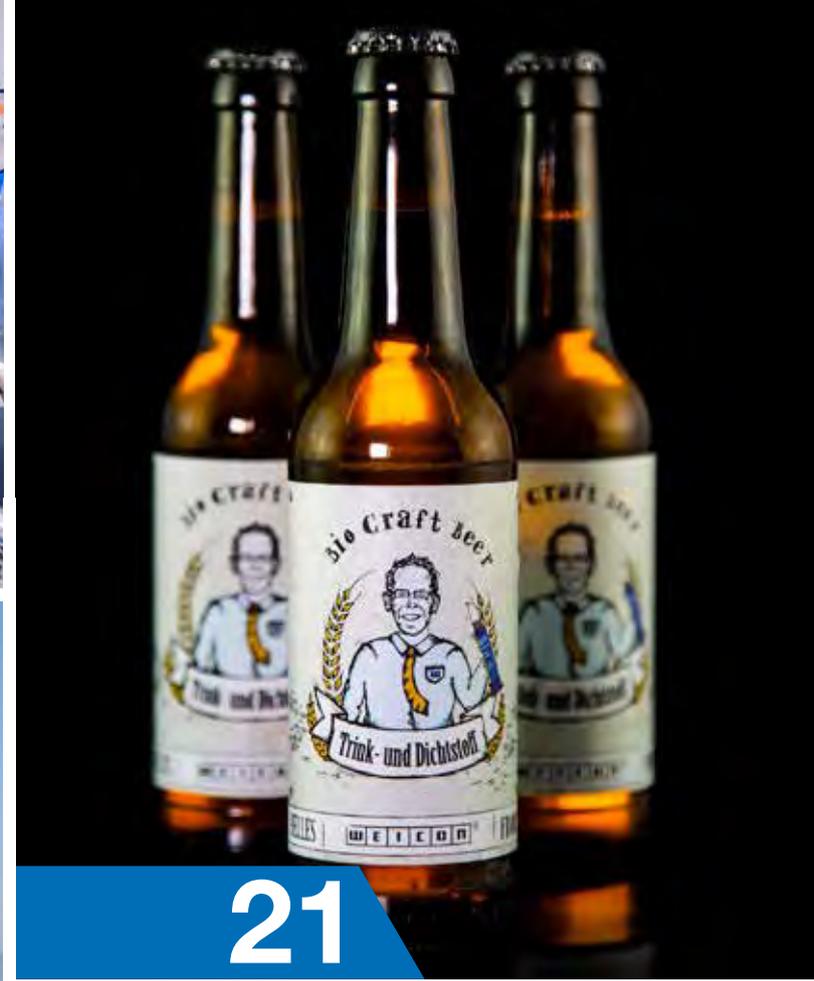
Featured topics

WhatsApp for customer communication

Out NOW: WEICON beer
Apprenticeship start 2019

HARD AS STEEL

WEICON Plastic Metal
for extreme requirements



Legal notice 14th, 2nd half 2019

Publisher:

WEICON GmbH & Co. KG
Koenigsberger 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

President: Ralph Weidling

Managing director: Timo Gratilow

Editor: Thorsten Krimphove (V.i.S.d.P), Annabelle Krefit,
Farina Boenert, Tina Spengler

Layout & settings: Annabelle Krefit

Pictures: WEICON GmbH & Co. KG, Carsten Pöhler

Icons: Freepik (p. 15, p. 16), starline (p. 20), pikisuperstar
(p. 47, p. 48), srip (p. 50), Smashicons (p. 54)

All rights reserved. Reprinting, transfer into electronic databases and reproduction only with explicit permission of the publisher. No liability is accepted for manuscripts and photos submitted unsolicited.



weicon.de/en/service/app



Content

1 Editorial

Products in Use

- 3** Hard as steel – WEICON Plastic Metal
- 7** Illuminated furniture – stylish interior design
- 8** Coffee table with terrace tile
- 9** How to repair a kite bladder – with adhesive bonding

Awards, Certificates and Co.

- 11** Ökoprofit 2019 – Positive mid-term evaluation

Partnerships and Cooperations

- 13** 3, 2, 1 and action – shooting of the “B·A·D Gesundheitsvorsorge”
- 15** WEICON supports repair cafe
- 17** Sphera at WEICON
- 19** Sponsoring a race driver
- 21** WEICON beer: when a brewery and a producer of adhesives and sealants collaborate
- 22** IHK magazine: WEICON on the cover twice

Training and Career

- 23** Plastic Metal training in Dubai
- 25** Thorsten Lutz celebrates his anniversary
- 26** Klaus Kleymann is warehouse manager (TÜV)
- 27** New adhesive specialist at WEICON
- 28** Our new apprentices
- 29** International internship in Brighton

Events

- Sales conference summer 2019 **31**
- Cleaning up the harbour – apprentices from Muenster get it done **34**
- On the road with our customers – motorcycle day trip **35**
- In-house exhibitions worldwide **37**
- WEICON Italia – good start of our latest international branch **40**
- Sales Meeting in South Africa **41**
- WEICON summer party 2019 **43**

Service

- WhatsApp for customer communication **45**
- Optimising processes and occupational safety with WEICON **46**

Other Topics

- Pen Calendar 2020 **47**
- Romania – land of contrasts **49**
- Staff clothing: new collection for WEICON **53**
- Facebook pages in local languages **54**
- WEICON TOOLS on Instagram **55**
- Welcome to the team **57**
- What does ... actually do? **59**

New Products 2019

- Cleaning agents overview: finding the right cleaning agent **12**
- Coax-Stripper No. 2 – a classic in a modern outfit **36**
- Coax-Stripper No. 1 F Plus – extended range of application **52**

Dear readers,

I am pleased to present to you the 14th issue of the WEICON News.

The focus of our corporate magazine, this time, is on one of the all-time classics from our product range. We will provide you with comprehensive information and impressions of the many fields of application of our Plastic Metal, and we will tell you all about a training in Dubai, which focused entirely on the versatile epoxy resin systems.

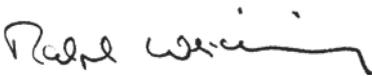
In this issue, you will also find the beginning of a new interview series with the managers of our international branches, starting with Alexandru Vlaicu, who talks about his home country Romania. Besides covering economical topics, he also told us his own personal view on life in Romania, a land of contrasts!

We also present to you a very special newbie at WEICON – our own beer! On page 21, you can find out more. Maybe we will get the chance to enjoy our latest giveaway together with you at our trade show booth – it would be my pleasure!

In addition, we once again take you on a trip to the world of WEICON and share with you the latest news, stories and information from our headquarters in Muenster and from our partners all over the world.

As you can see, there is a lot to discover in this latest issue of our News again. I hope you have an interesting and enjoyable read!

Yours sincerely,



Ralph Weidling



WEICON TOOLS ON INSTAGRAM!



@WEICONTTOOLS



WEICON TOOLS®

No. 1 in Form & Funktion

One exceptional area of use of Plastic Metal is the transport securing of mobile oil platforms.



Plastic Metal

Plastic Metal can be used in industrial series production for adhesive bonding, coating and durable repairs of many materials. The epoxy resin system consists of two components, one resin and one hardener.

Different fillers are added to the hardener component, depending on the type, which improves the technical properties, such as compressive strength and thermal conductivity.

After the mixing of both components, the different types of our Plastic Metal cure at different speeds at room temperature to a hard, metal-like material, which instantly adheres to nearly every surface.

It bonds, for example, various different metals, many hard plastics, ceramics and concrete permanently and with high strength.

In cured condition, Plastic Metal can be machined mechanically. The material can be drilled, milled, sanded or filed, if required.

The range of Plastic Metals includes paste-like, viscous as well as liquid, spreadable types, which also feature special characteristics, like a particularly high abrasion resistance, impact strength or temperature resistance.

EPOXY RESIN SYSTEMS FOR EXTREME REQUIREMENTS

Hard as steel

For many years, we have been offering our customers very special epoxy resin systems, which can withstand high stresses and thus master many challenging tasks in various areas of industry – WEICON Plastic Metal.

Versatile use

In industrial construction and production, Plastic Metal is used in various applications. These include, for example, the production of tools, model and mould making, machine and metal construction, repairs and coatings in filters, mills and pumps or in the chemical industry.

The different types are used for repairing and maintaining metal threads, damaged plastic components, broken housings or leaking pipes.

They can also be used for mould making for rubber and injection-moulded parts or for producing embossing dies, templates, models, gauges and clamping devices.

In another area of use of Plastic Metal, modern shipbuilding, all materials need to be resistant to extreme conditions, such as the permanent contact with sea water or salty air.

Plastic Metal shows excellent resistance to aggressive substances and can therefore be used even in adverse environmental conditions.

For example, our product can repair corrosion and pitting damages in tanks, and seal leaking pipelines and castings as well as cracks in machine components.

On the high seas

One exceptional area of use of Plastic Metal is the transport securing of mobile oil platforms.

With these platforms, test drillings are carried out to tap new oil and gas fields. Once it is no longer needed, the oil wells are closed and the mobile platform gives way to an oil rig, which takes over the actual crude oil extraction. The mobile platform can then be transported to the next location to tap new oil and gas resources.

Worldwide, there are only seven platforms of this type, which are transported to their respective operation site with special transport ships and which stand securely on the seabed due to three telescopic steel legs.

The telescopic legs, which have a weight of approximately 1,100 tonnes each and a length of around 125 metres, are particularly challenging in terms of transportation. They can be retracted, so the platform lowers onto the transport ship, which can then put to sea. Being exposed to wind and swell, however, the high metal constructions need to be specially secured before the ocean passages, which can take up to three weeks.

Securing of platforms

We are the only company providing this type of transport securing worldwide. For this purpose, we use a special type, which was developed for these kinds of application.

As a first step, the metal legs need to be cleaned from seaweed, seashells and dirt, which is quite a laborious task.

After these preparing works, the mixture of resin and hardener is filled into specially designed bags, which have been previously inserted into the gap between the metal leg and guide rail. That way, when it's cured, the Plastic Metal protects the legs from rocking back and forth on the high seas, which is dangerous for the large steel constructions.

The transport preparations usually take six days and for each transport, 1.5 to two tonnes of Plastic Metal are used.

Once the platform has reached its destination, the hydraulic system drives out the steel legs upwards a little bit and the bags filled with Plastic Metal simply fall out. Then the legs can be lowered onto the seabed and the platform can be anchored securely.

Previous methods of transport securing, like attaching steel plates, cost the oil companies around five million US dollars due to maintenance and downtimes. The procedure developed by us shortens the transportation time significantly and costs only one million US dollars. Thus, our method is not only a lot safer, but also much more cost-efficient.

Using our Plastic Metal has proven to be so effective in this industry that insurance companies stipulate our system as securing method for the transport of mobile oil platforms and will only insure the transport if our material is used.

Thanks to the transport securing with Plastic Metal, the platforms can be shipped faster, safer and without disturbances from one operation site to the next.



Interview
with
president
Ralph Weidling



What makes WEICON Plastic Metal so special?

Its extremely wide range of applications. In nearly all areas of industry where abrasion occurs or damages need to be repaired, one of our 20 special epoxy resin systems can be used.

What is the story behind Plastic Metal being used for securing the transportation of oil platforms?

In previous attempts to secure the legs of the platform by means of steel plates during the transport, the platform was nearly destroyed due to high swell.

After that, the Dutch specialist company, which is in charge of the transportation of the oil platforms, approached us to come up with a solution for the problem together. We developed a special casting compound based on a Plastic Metal type.

The compound consists of three components; one resin and two hardeners with different properties. The first hardener gives the resin residual elasticity combined with high impact resistance to withstand even impacts on the high seas. The second hardener adjusts to different weather conditions. That way, the system doesn't cure too slowly in cold temperatures or too fast in high temperatures. This ensures an adequate pot life.

Have there already been practical tests of the transport security?

Yes, there have. During one of the transportations, the platform was damaged in rough seas near Cape Horn. The foil bags with Plastic Metal, however, resisted and protected the metal legs reliably against the storm.

Are there other examples of unusual applications where Plastic Metal is used?

There are quite a few. Due to its high resistance to chemicals, Plastic Metal is also suitable for applications in extreme environmental conditions, like sewage systems or exhaust pipes. There, the materials used are exposed to aggressive substances as well as airborne particles. This leads to strong corrosion, pitting and abrasion, for example on pump housings, fans or valves.

Due to the resulting damages, components need to be repaired or replaced on a regular basis. Using Plastic Metal in this environment, whether on replaced or new components, increases their service life significantly. It even doubles compared to using common materials.

LET THERE BE LIGHT

Illuminated furniture – stylish interior design

Our colleague Thorsten owns a beautiful bookshelf made of timber. It is a real eyecatcher with its distinctive used-look charm! But Thorsten wanted to highlight the lovely piece even more, so he decided to illuminate it with five LED spots.

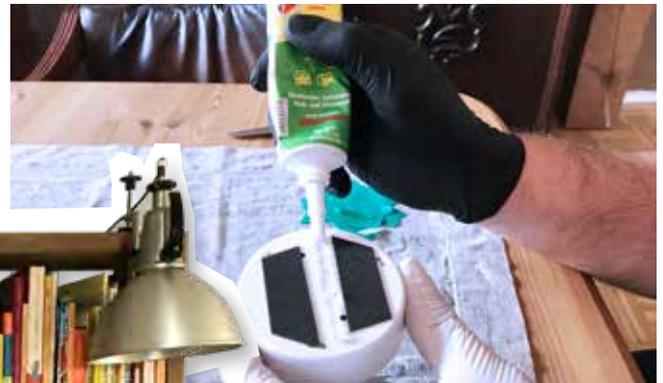
Hybrid bonding

The problem: the LED lighting kit Thorsten had bought only comprised very small glue dots to attach the lights. That may work on smooth surfaces, but not on the shelf's untreated timber surface. In addition, every spot needed to be equipped with three AA batteries. Naturally, that means a higher weight.

That is why Thorsten – after consulting with our application engineer Mike, of course – went for hybrid bonding with our Mounting Tape Grey and our Flex+bond Adhesive.

Why hybrid bonding? The Mounting Tape served as securing aid in this application, as the Flex+bond takes a little time to fully cure.

Now the spots are securely fastened – without having to drill into the beautiful timber.





DIY INSTRUCTIONS

Coffee table with terrace tile

Feel like tackling a new DIY project? The living room is lacking a stylish coffee table, that you can put your feet on after a long day? Then this article is the right application story! We will show how to build this design-award-worthy table quickly and easily. All you need: a standard concrete terrace tile from a hardware store, table legs and our WEICON Speed-Flex Power-Adhesive. The idea for this beautiful coffee table comes from our colleague Heinrich.

Attaching the table legs

The adhesive bonding is fast and easy. First, you take a look at the bonding surfaces of the table legs. Apply the Power-Adhesive accordingly to the underside of the tabletop, using a cartridge gun. Then gently press on the table legs. Remove any adhesive residues as quickly as possible, for example with the WEICON Contour Spatula Flexy. The biggest advantage: Thanks to the high initial strength of the Speed-Flex, you don't need to fixate the legs, until the adhesive is cured. After three days, the little table can safely stand on its own feet.

And that's it! The modern eyecatcher for your living room is ready to use!

This is what you need

Element 1: The terrace tile

Heinrich bought the terrace tile – the centrepiece of the DIY coffee table – with a material thickness of three centimetres at a hardware store at a really good price. In detail: The tile has a size of 60 x 60 centimetres and a weight of approximately 25 kilograms. Quite an impressive weight, yet not surprising considering it's a concrete tile.

Element 2: The table legs

Heinrich ordered the solid table legs online at an affordable price.

Element 3: The adhesive

But how to connect the tabletop and table legs? The answer is, of course, "with the right adhesive".

Heinrich decided for our WEICON Speed-Flex Power-Adhesive. This shows extremely high initial strength and is therefore suitable for bonding metal to stone, for example. It replaces common mounting materials, such as screws, dowels, rivets etc., so it is the perfect product for this DIY application!





FIXING VALVE SEALINGS

How to repair a kite bladder – with adhesive bonding

If the bladder makes noises

Kitesurfing is a sport for adventurers! When the wind hits the kite and I glide over the blue water weightlessly, I feel nothing but absolute freedom!

The kitesurfers among you have probably just smiled to themselves while reading this, as they know exactly what I mean. But enough sentimentalism, let's cut to the (technical) chase:

My good friend Oliver, who is also a passionate kitesurfer just like me, has recently been to the IJsselmeer in the

Netherlands. While he happily floated across the water, some of the valve sealings on the fronttube bladder came loose.

Bladders are thin rubber tubes, which are inflated in order to give the kite stability. Due to high stresses, the tubes are damaged fairly often. But why buy new ones when the old ones can be repaired just as well?



More infos on surfing

We don't want to indulge in clichés, but a surfing tour in a converted van certainly has its charm. And you're a head-turner in every surf spot, for sure. More about restoring an old Volkswagen camper van in this article.



DIY repair – bonding a bladder instead of buying a new one

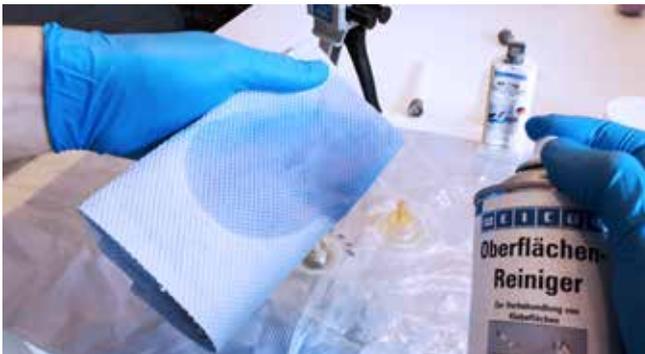
Oliver and I decided to reattach the valves with adhesive bonding. The only problem: The bladder is made of TPU foil (i.e. of thermoplastic elastomers based on urethane). The only thing you need to know about this tongue twister is the fact that TPU is hard to bond due to its low surface energy. Yet of course, thanks to WEICON, I knew a solution to this problem: The right adhesive for repairing kites is the WEICON Easy-Mix RK-7300 Structural Acrylic Adhesive, an adhesive for structural bondings based on methyl methacrylate (MMA). Here, the only thing to remember is that this adhesive is specially made for plastics with low surface energy. Another advantage: After just eight hours, the adhesive is cured enough for the kite to be used again.

In order to make the kite airworthy, Oliver and I removed the damaged tube and marked the damaged areas. We carried out the repair works in our holiday home nearby, as sand and dirt are not exactly helpful when working with adhesives.

Where else can TPU be found?

You can find TPU wherever dynamic stresses are expected, e.g. in toothed belts for automation, in cable sheathing for machine and apparatus construction, in shock absorber cuffs in the vehicle sector, in ski and football shoes as well as in animal ear tags. Moreover, TPU is a material which is used in injection moulding.

Step 1: cleaning



Which brings us to our next important topic: cleaning. Before the actual repair, we dried the bonding surfaces thoroughly and cleaned them with WEICON Surface Cleaner.

This is the only way to ensure that the adhesive sticks well to the bonded material.

Step 2: bonding



After cleaning, the Easy-Mix RK-7300 was used. First, I put the included mixing nozzle on the cartridge. The RK-7300 is a two-component adhesive, which only turns into a workable compound by means of the helix structure inside of the mixing nozzle. As soon as the adhesive had been applied to the tube material, I fixated the valve by applying gentle pressure. I covered it with a small glass, so it wouldn't accidentally move. Then, Oliver and I allowed the adhesive to cure over night.

The next morning, Oliver could already jump on his board again and enjoy letting the kite move him across the water.



ÖKOPROFIT 2019

Positive mid-term evaluation

In early October, the 11th edition of the “Ökoprofit”-project in Muenster reaches its mid-term. Over the past few months, a lot has been done at the participating companies in order to save costs and energy and to improve their carbon footprints.

Measures at WEICON

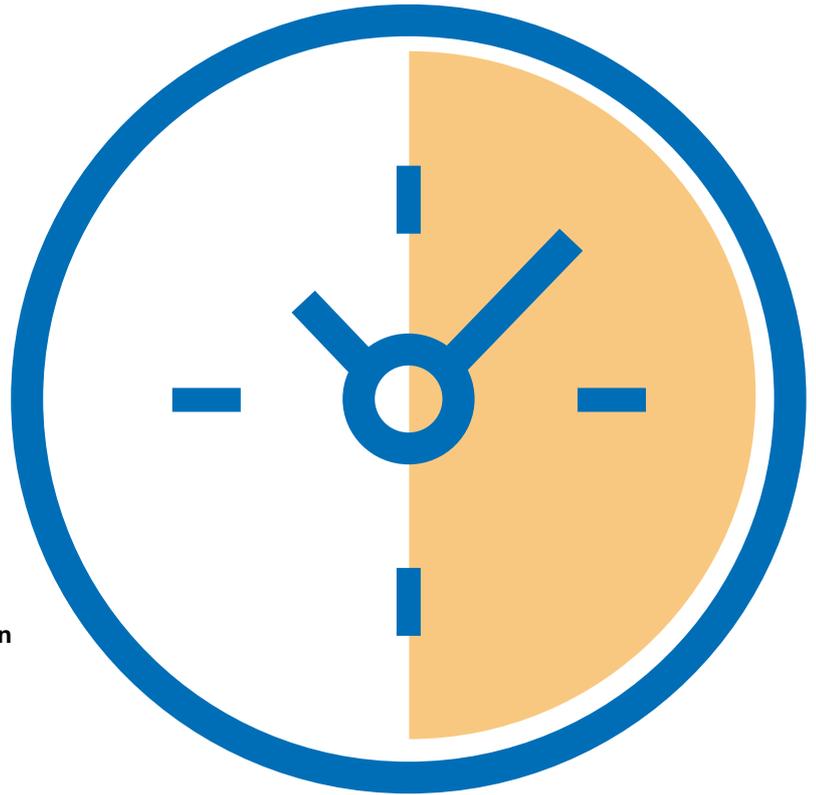
Of course, we also took measures to reduce our energy demand and thus our operating costs and to improve our ecological footprint.

To avoid buying additional company cars for short trips, we now participate in a car sharing concept. As a part of this, there are two small electric cars available to our employees. These vehicles ought to be used for business as well as private trips and can be booked with an app.

“Thanks to the additional electric cars, we give those of our employees who only occasionally need a car the chance to not having to own one themselves. That makes it a win-win situation for everyone,” says Stefan Winter, project manager of the “Ökoprofit” team.

Besides the new electric cars, the operation times of the many screens in our company and thus our energy demand could be reduced significantly. Moreover, our air conditioning was equipped with special sensors in order to also optimise its operation time and to improve our carbon footprint.

Operations manager Henning Voß is very pleased with the “Ökoprofit”-project: “Due to our company participating in the project, we have questioned many environmentally relevant processes within our company and could already take or plan several steps to further reduce our energy consumption and to improve our carbon footprint. I would definitely recommend every company to participate in the project and to scrutinise their processes and, in the end, to help protect the environment.”



Ökoprofit

“Ökoprofit” is a nationwide cooperation project, which supports companies in reducing their operating costs by means of environmental and climate protection actions, and thus in saving natural resources and in reducing carbon emissions.

CLEANING AGENTS OVERVIEW

Finding the right cleaning agent

WEICON offers a number of different cleaning agents for many applications. These can be used for pretreating bonding surfaces as well as for cleaning in general. We offer Cleaner Spray, Surface Cleaner, Citrus Cleaner, Fast Cleaner, Foam Cleaner, Screen Cleaner and many more. Quite a lot of choices, right? Why isn't there just one cleaner for everything? The answer is simple: Not every cleaning agent is suitable for every surface.

For a perfectly clean (over) view, we have created a table summarising our cleaning agents. Here, in addition to the specific characteristics, you can also see which cleaner is suited best for which surface.



Download

For downloading the digital version of our cleaning agents overview, just scan the QR code!

Strong Cleaners	
Cleaner Spray S <ul style="list-style-type: none"> cleaner and degreaser for all metals, glass, ceramic and many plastics evaporates without leaving residues 	Sealant and Adhesive Remover <ul style="list-style-type: none"> for metal, wood, glass, ceramic, polyethylene and polypropylene reliably removes carbon accumulations, paints and varnishes as well as oils, resins, greases and tar removes adhesive residues of all kinds, even cured cyanoacrylates and anaerobic adhesives
Surface Cleaner <ul style="list-style-type: none"> for cleaning and degreasing surfaces, such as metal, glass, ceramic and most plastics for the pretreatment of bonding surfaces evaporates without leaving residues 	Industrial-Cleaner <ul style="list-style-type: none"> removes grease, oil, soot, and other impurities and residues Cleaning of machine and plastic parts as well as metal surfaces NSF-K1/K3 registration for the food sector
Plastic Cleaner <ul style="list-style-type: none"> cleaner and degreaser for sensitive surfaces evaporates without leaving residues 	Parts and Assembly Cleaner <ul style="list-style-type: none"> specially developed cleaner with high flash point (>+60°C) of the active ingredient long reaction time for the removal of coarse, oily, resinous and greasy soilings
Citrus Cleaner <ul style="list-style-type: none"> universal cleaner based on citrus peel extracts easily removes adhesive residues, oil, grease, resin and tar soilings, lubricants, as well as rubber residues and rubber abrasion, (also suitable for removing stains caused by pencils, pens, felt-tip pens and permanent markers) 	Fast Cleaner <ul style="list-style-type: none"> cleaner and degreaser for sensitive areas NSF-A1 registration for the food sector pH-neutral and material-friendly optimised to increase workplace safety
Metal-Fluid <ul style="list-style-type: none"> care, protection and cleaning of matt and polished metal surfaces also protects and cleans ceramic, wood, glass and plastics NSF-A7, C1 registration for the food sector 	Multi-Foam <ul style="list-style-type: none"> strong universal cleaner for residue-free cleaning ecologically neutral, biodegradable, phosphate- and formaldehyde-free and free from corrosive and caustic additives
Foam Cleaner <ul style="list-style-type: none"> universally applicable and can be used for the cleaning and degreasing of water-resistant surfaces and for the removal of soilings on plastic, glass and textile surfaces. NSF-A1 registration for the food sector Optimized to promote occupational safety 	Spray head Double Nozzle <p>Multi-function spray head for the precise dosage in hard-to-reach places. Suitable for more than 45 WEICON sprays.</p>
Gentle Cleaners	
Screen Cleaner <ul style="list-style-type: none"> for the cleaning and maintenance of sensitive plastic and glass surfaces. gentle and streak-free antistatic and anti-reflective 	Visor Cleaner <ul style="list-style-type: none"> special cleaner based on highly active organic solvents for the cleaning and maintenance of sensitive plastic and glass surfaces. removes soilings caused by insects, dirt, dust, grease and nicotine
Electro Contact Cleaner <ul style="list-style-type: none"> special cleaner for the fast and effective cleaning and degreasing of soiled or corroded contacts removes oxide/ sulphide layers, combustion residues as well as resinous or sooty dust accumulations reduces voltage drop and increases electrical conductivity 	Mould Cleaner <ul style="list-style-type: none"> special cleaner based on highly active organic solvents effectively removes waxes, silicones, oils, non-cured PUR residues and other soilings
Burner Cleaner <ul style="list-style-type: none"> especially for removing different kinds of soilings from burner parts Burner Cleaner can be used on blast connections and baffle plates, on fan wheels and inner housings, on ignition electrodes etc. 	Brake Cleaner <ul style="list-style-type: none"> universal cleaner for the motor vehicle sector cleans metals, glass and many plastics fast and easily removes oily and greasy soilings and residues

Special Cleaners

FILM SHOOTING AT WEICON

3, 2, 1 and action!

In early April, the B·A·D Gesundheitsvorsorge und Sicherheitstechnik GmbH visited our headquarters in Muenster. Even though the B·A·D, which mainly focuses on the topics of occupational safety and health protection, has already been working with us for two years, this visit was a very special one: The company sent its editing department for a film and photo shooting to us to film an extensive documentary on the topic "safety, automation and occupational health". We were chosen for this project due to our particularly employee-oriented and health-promoting working conditions. These exceptionally good working conditions include, for example, the height-adjustable desks and chairs in all our offices, the vacuum lifting device for heavy

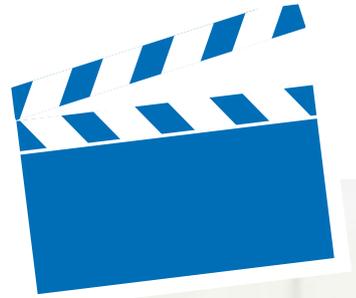
parcels at our warehouse or the physiotherapeutic treatments we offer all our employees. For this commitment, we were awarded the quality seal "Healthy Workforce 2019".

The B·A·D team – comprising two employees from the PR department, one cameraman, one interviewer and one photographer – was joined by our public relations manager Thorsten Krimphove as well as by our operations manager Henning Voß throughout the entire process. The shooting focused on five working areas, which had been chosen beforehand:

- Parcel packaging line
- Company physiotherapy area
- Export shipping
- Filling area for assembly pastes
- Back office

At the different stations, the B·A·D team not only took photos and videos of the workflows, but also conducted short interviews with one employee of each working area.

After the sequences had been shot, which took around four hours, the team did a longer interview with our colleague Henning Voß at the end of the shooting day, covering the topics safety, automation and occupational health.







REPAIRING INSTEAD OF THROWING AWAY

WEICON supports repair cafe

Most recently, WEICON has been supporting a repair cafe in Muenster. In this blog post, you'll find out what exactly a repair cafe is and what we as adhesive specialist have to do with it.

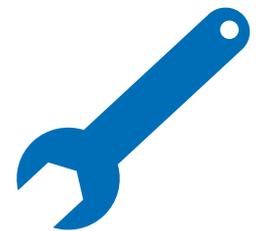
Moving away from a throwaway society: the idea behind repair cafes

The issue of sustainability is omnipresent in today's media and society. One aspect plays a particularly important role: the responsible use of resources. In order to counteract today's throwaway mentality and take a stand for a more responsible use of resources, one approach is "repairing instead of throwing away".

So-called repair cafes have made this approach their motto. Here, people meet up with voluntary experts in order to repair broken items, such as coffee makers, headphones and toys. It's called "cafe", as coffee and cake are served in a cosy atmosphere, whenever the repair cafe takes place.



Sustainable thinking at WEICON



With tools in their hand, the voluntary workers and guests stand up for a more sustainable society. And we at WEICON think that is a fantastic idea! We also frequently raise the question: "How can we contribute to a more sustainable society?"

DIY repairs on our blog

As adhesive specialist, we have already posted several DIY repairs on our blog, which can save your belongings from being thrown away – including broken suitcases, an old chopping board and broken kites.

All articles online:
www.blog.weicon.de/?lang=en



Repair products for the industry

That is, of course, just a tiny glimpse of what can be done with our products and obviously, these posts are aimed at private households. Generally, numerous different industries rely on our wide range of repair and maintenance products.

But whether for private households or industrial use, the goal is the same: servicing, maintenance and repair instead of throwing out and replacing. And that doesn't just apply to cutting boards, but in this context, mainly to machines and systems.

So we already contribute quite a lot to a more sustainable society.

WEICON visits a repair cafe

But back to the initial topic: The idea behind the repair cafe appealed to us so much that we wanted to help – which we did with a product donation!

Most materials and tools are provided by the repair cafes themselves. But the purchase is usually funded by donations.

That is why we decided to pay a visit to one of the repair cafes and to not show up empty-handed: Our colleague Matthias brought a number of different adhesives, sprays and stripping tools, which he presented to the voluntary experts at the repair cafe. One of our products was used straight away: A bike seat stay was successfully bonded with our WEICON RK-7300.

The bottom line of our visit: The afternoon at the repair cafe Muenster was great fun! The joint tinkering while eating delicious cake definitely creates a very special atmosphere. And meanwhile, every single participant does something really useful, for themselves as well as for the environment.

We will continue to contribute to this project with product donations. "Over time, we will see which products are particularly in demand among the guests and voluntary experts," our colleague Matthias says. "We are very happy to be able to support such a great cause. Repairing and bonding – that just belongs together," Matthias continues.

Three questions for ...

Michael Bastian and Raimund Jakobsmeier – voluntary workers at the repair cafe at the "Ska-Treff" in Muenster

Without voluntary workers, the repair cafe could not be run. Who are all these voluntary helpers?

Michael Bastian: Our voluntary helpers are mainly experts working or having worked as skilled craft professionals. They have different professional backgrounds, for example, we have electricians, IT specialists or tailors amongst us. We as experts provide assistance for the guests and show them how to repair a broken item using the right tools. The focus is definitely on repairing something together, not having it repaired by someone else.

The repair cafe in the "Ska-Treff" not only depends on voluntary workers, but also on donations. How exactly does that work?

Raimund Jakobsmeier: There are three "donation pillars", if you want. First, our responsible body makes the rooms available for our repair cafe once a month. Second, our guests can make donations to our donation box at the entrance. Last but not least, there

are the cake donations. A great lady has been baking the cakes for us for four years, and what can I say? In my opinion, they are the best cakes in the world!

Michael Bastian: Of course, we are also very happy about product donations, like the one from WEICON! There are

many repairs that just can't be done using a hot glue gun. And the WEICON Stripping Tools also come in very handy, as many guests bring defective electronic devices.

How long has the repair cafe been open and what do think, how many items have been saved so far from being thrown away?

Michael Bastian: The repair cafe at the "Ska-Treff" in Muenster has been taking place once a month for the last five years. And we have never cancelled a date throughout this entire time! Per meeting, we expect approximately 30 repairs. So in five years' time, we have done 1,800 repairs and thus saved 1,800 items, which were repaired instead of thrown away and replaced.

"We are very happy to be able to support such a great cause. Repairing and bonding – that just belongs together."

Matthias Lükemann,
WEICON product management





NEW SOFTWARE SOLUTION

Sphera at WEICON

Data sheets in
49 languages!

**INTELLIGENT
AUTHORING**

Henning, the name Sphera has been mentioned quite a lot at WEICON lately. Can you tell us what it means?

Sphera is a software company that we cooperate with. Sphera has developed the software Intelligent Authoring. This programme helps us with the classification of chemicals and with chemicals regulations worldwide. For example, with the software you can create safety data sheets or special lists, which are required for the registration of our products in different industries, like in the automotive sector or cosmetics industry. The range of possibilities is fairly wide.

Management of the safety data sheets

Why is it useful to turn to a software solution in this field?

In the field of hazardous substance management we have a large number of products. Nearly all our adhesives and sealants are classified as hazardous substances. So far, the management of our safety data sheets has been very complex. Thanks to the software, this will be much easier in the future.

For example, we would currently reach our capacity limits if we had to classify all our products ourselves worldwide – after all, we are not a large corporation with huge departments full of people who only work on that.

Moreover, our company has been growing continuously for years. Even worldwide. The number of countries, where we cooperate with distribution partners, rises steadily. However, this includes considering the fact that often in other countries, different legal regulations apply for safety data sheets, hazard warnings and symbols on labels etc. Of course, we have to observe these regulations. We wouldn't be able to do that without the help of the software anymore.

Service for our customers

There are different fields of law for chemical products?

Quite a lot, actually. Within the EU, it is relatively easy, as the same legal system applies. If our products are shipped to other countries, such as the US or China, it gets more difficult, for there are different laws in force. In order to meet the requirements of all these different systems, we had to do something, as we had reached our limits. That is why we looked for a partner that has some experience with chemical companies operating worldwide and that is able to provide these with the necessary data.

We also didn't want to go for a smaller software solution, which might be able to help us for a period of maybe four or five years. We were looking for a permanent solution to offer our customers the best service possible.



About Henning

- 38 years old
- position at WEICON: operations manager
- apprenticeship: industrial clerk, expert knowledge of creating safety data sheets
- career: WEICON since January 1st, 2011, since 2013 development and management of the department product safety and quality management, since 2019 operations manager



What advantages does Sphera have for us?

The software will reduce our workload quite a lot. In terms of staff as well as in terms of processes. It will also help us to increase our reliability even further. We as a medium-sized company only have a certain number of skilled employees for such tasks. Due to the new system, potential sources of error are minimised even further.

Sphera provides us with cumulative expert knowledge in this very special field and that will also have positive consequences for our customers. Our partner can guarantee that the legal regulations are constantly scanned for new changes worldwide and that these changes will be incorporated in the software. We couldn't do all of that ourselves.

Many additional languages

Are there any advantages for our customers?

Yes, definitely. We often get requests from customers needing lists of the products they have bought including the relevant hazard classifications, the related hazard symbols and the matching H and P statements. Until now, we had to gather this information from different sources, like the safety data sheets, which was pretty inconvenient. In the future, that will be much easier.

We are already working on installing corresponding queries in order to obtain the required data with just a few clicks. That

will be a lot simpler and less time-consuming for our customers, too, as it is no longer necessary to type out texts or copy from charts and PDF files.

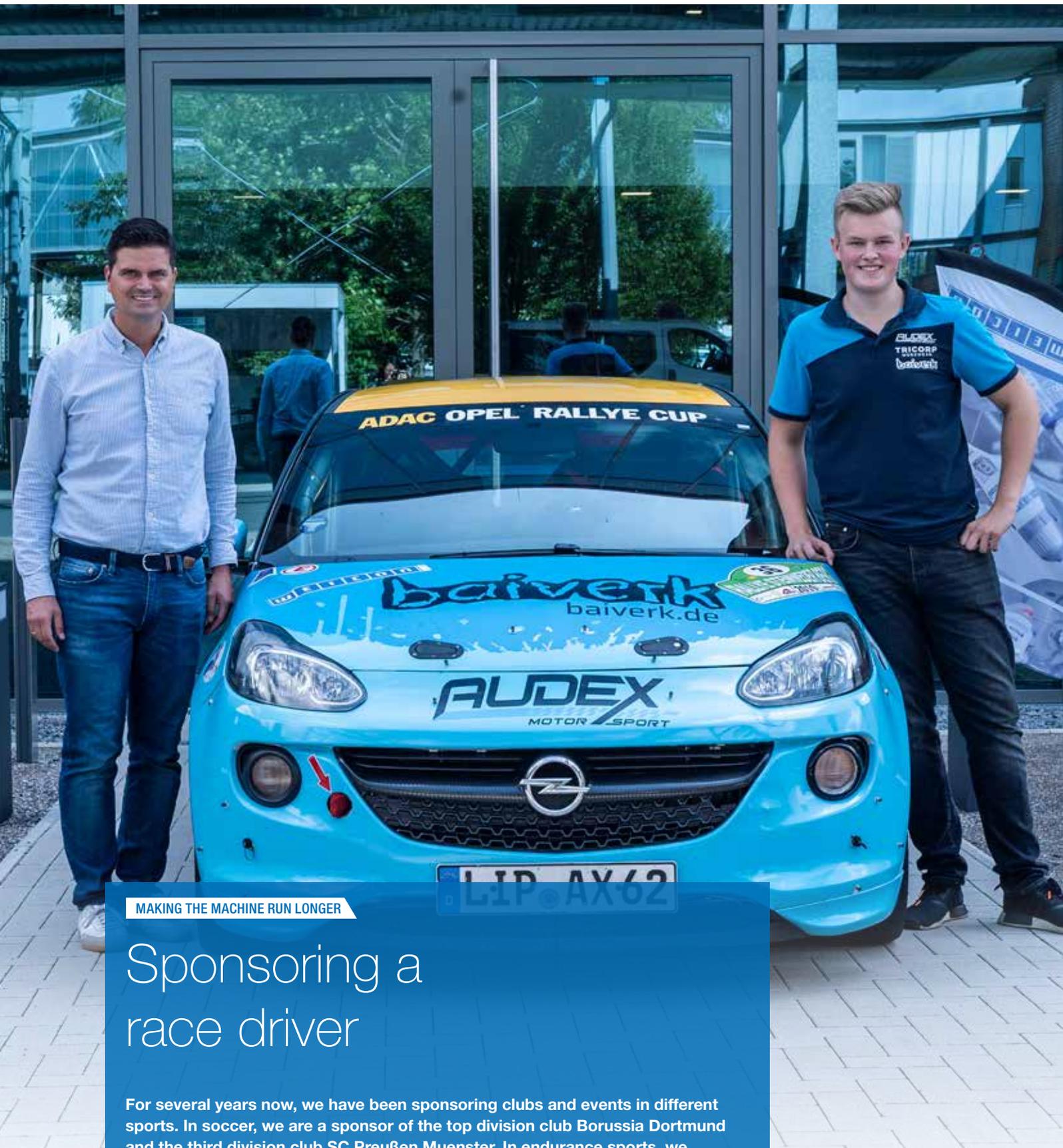
Moreover, we will be able to offer many more different languages. This applies to our labels as well as our safety data sheets. There will be more than 20 additional languages. At the moment, we offer 25, pretty soon it will be 49. We will also be able to address more legal systems we couldn't supply so far. That way, we will have the chance to ship our products to every country – with all documents required. We could only do that to some extent, so far.

Which legal systems will that be, for examples?

Japan is a good example, as the Japanese laws are very special. For instance, there are products which are not even classified as hazardous in Europe. In Japan, however, these products are considered as highly hazardous. The same product with the same ingredients – the only difference is that the Japanese legal system is much stricter.

When will we start using the software in our company?

Probably in early 2020. We are currently working on implementing everything and adjusting it to our requirements. I assume we will gradually start creating the safety data sheets with Intelligent Authoring in the first quarter of the year and then, after a successful test phase, switch to it completely. That will probably happen in the second quarter of the year.



MAKING THE MACHINE RUN LONGER

Sponsoring a race driver

For several years now, we have been sponsoring clubs and events in different sports. In soccer, we are a sponsor of the top division club Borussia Dortmund and the third division club SC Preußen Muenster. In endurance sports, we sponsor the Muenster Marathon as well as the City Triathlon in Muenster, and we are the main sponsor of the triathlon club Tri Finish Muenster. In motor sports, we now sponsor the young race driver Nick Loof from Greven with our products.

Petrol runs through his veins

In Nick's family, everyone has petrol running through their veins. Nick is already the fourth generation active in motor sports. His grandfather Walter Karow organised the Pneumant Rallye in Lutherstadt Wittenberg and his father competed in rally driving himself. The older Nick got, the more fascinated he was by rally sport.

Motor sport

Nick even competes in two different racing series. He starts at the Opel Rallye Cup as well as at the HJS DRC of the DMSB Rallye Cup (DMSB is the German association of motor sports). At the Opel-Cup, Nick drives an Opel Adam R1 with 150 PS, at the DMSB cup a Volvo 944 (131 PS).

Races with the Volvo, which weighs 1,450 kg, are additional training sessions for Nick to prepare him for the rallies with the much lighter and faster Adam, for there are only six races of the Opel-Cup from March to October this year. So the break between the races is quite long – too long for Nick.

At the DMSB cup, he competes in the Championship North and South – and ranks among the top 5 in both!

3rd place at the ADAC Opel

Rallye Cup

His greatest success in 2019, Nick celebrated at the ADAC Opel Rallye Cup. There, he finished 3rd in the final standings, as the best German driver behind the duos from Finland and Belgium.

“That is my best ranking so far,” Nick said proudly. “It all went really well. We had a good speed and a good rhythm. The whole event was great fun and we could learn a lot from driving on such a difficult track.”

WEICON products

We provide Nick with several of our products, which work very well for the servicing, maintenance and repair of his race cars.

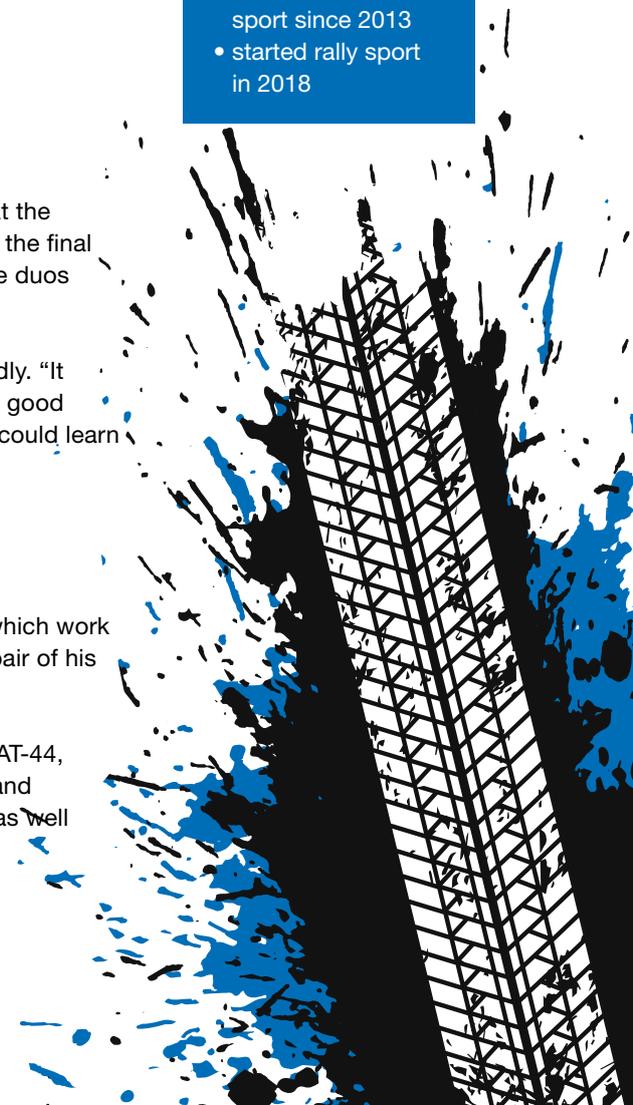
Besides Brake Cleaner and our Allround Spray AT-44, Nick and his team also use our Rust Loosener and Contact Spray, our Anti-Seize Assembly Paste as well as our WEICONLOCK Threadlocking.



About

Nick Loof

- 18 years old
- currently completing an apprenticeship at Saertex (as industrial mechanic in his 3rd year)
- active in motor sport since 2013
- started rally sport in 2018



A very special
giveaway

Pens, lighters, balloons. Everyone knows these promotional items. We at WEICON do, too. However, we have now added a very special giveaway to our range: delicious WEICON beer! And not just any beer, but high-quality organic craft beer made by the Muenster-based Finne Brewery.

Finne

Finne is a small craft brewery in Muenster's historic district "Kreuzviertel". It produces classics, creative beers and seasonal specialties in small batches using only high-quality organic ingredients.

WEICON beer

Recently, we invited the people behind the Finne Brewery and introduced WEICON to them.

And what can we say? The team from Finne was so fond of our company that they agreed to start a cooperation straight away.

Now, they bottle and label the delicious craft beer for us. The label was designed by our colleague Philipp Knüppel from the advertising department – and it turned out really well!



When a brewery
and a producer of
adhesives and sealants
collaborate



Cheers!
Our boss really likes it, too.

“IHK WIRTSCHAFTSSPIEGEL”

WEICON on the cover twice

Cover story Europe

The May issue of the business magazine “wirtschaftsspiegel” (published by the IHK; the chamber of industry and commerce) was all about the cover story “European Union – stronger together”.

Since we are an internationally operating company with many business activities in European countries, the editorial department of the “wirtschaftsspiegel” approached us and conducted interviews on this topic with Ralph Weidling and other local companies.

We operate worldwide with our own international branches as well as with distribution partners and have colleagues from many different countries in our team in Muenster. That is why the cover photo of the magazine, which was supposed to reflect the internationality of the topic, was taken at our company. The cover of the May issue features eight of our employees, who symbolically stand for the many nations in Europe.



Cover story workplace training

In July, our colleague Annabelle from public relations was featured on the cover of the “wirtschaftsspiegel”.

The IHK had approached us again, as the shooting in April for the cover story Europe had turned out so well and had been so easy-going that they were keen to take some more pictures at our company. Our colleague spontaneously agreed to help out as photo model and so, the second shooting resulted in the picture for the cover story “workplace training”.

We are very happy that we were featured twice on the cover of the “wirtschaftsspiegel”.



All issues online



CUSTOMER TRAINING

Plastic Metal training in Dubai

In September, our field service colleague Jan Pfingsten was in Dubai along with Hannes Kilian, a specialist for epoxy resin systems, in order to provide training for the WEICON Middle East team as well as for customers of our international branch.

Day 1 – training

On Monday, the workshop started with a theoretical part for the employees, followed by hands-on application descriptions covering the topics repair, coating and gap-filling.

In the afternoon, it was time for the practical part. Every participant could put theory into practice immediately in a “workshop”, which had been put up especially for the training course.

As demonstration pieces, the WEICON team provided old flanges and pipes, which had been pre-treated as needed.

Day 2 – exploring Maritime City

On the second day, several customer visits were on the agenda.

Our field service colleague Suraj Ganapathy had scheduled some appointments in Maritime City. Here, the team could again rely on the expert knowledge of Hannes Kilian.

With its Maritime City, Dubai offers enormous potential in the field of Plastic Metals, as there are many large and smaller shipyards.



Day 3 – workshop for customers

“Workshop for customers” was the motto of the last day of training at the branch in Dubai. All 20 customers who had been invited attended the training.

The topic of Plastic Metals aroused so much interest that other customers had asked to participate as well and thus joined the group for the day.

The customers were very impressed, asked many questions and kept taking photos and videos, while Hannes Kilian demonstrated the applications step by step.

At the end of the workshop, all guests received a certificate of participation.

Very successful event

“Not only the customers learned a lot during the training, but Jan and I did, too. We will greatly benefit from these three days of training. And the best part: We received the first orders shortly afterwards. On Thursday, I already got two major requests for a quote. I would like to thank the whole team who has run this event so successfully after several weeks of planning,” Thorsten Lutz summarised the training at his branch.

Outlook

More workshops in Germany as well as at the other WEICON international branches are planned.



25 YEARS

25 YEARS AT WEICON

Thorsten Lutz celebrates his anniversary

On September 1st, Thorsten Lutz celebrated his 25th work anniversary at WEICON.

In 1994, Thorsten Lutz started working as a field service representative in our family-owned company.

In the first eleven years, Thorsten, who was born in Hamburg, was responsible for the support of our customers in northern Germany.

In 2005, he moved to the Persian Gulf and has been managing our international branch in Dubai since its foundation. Lutz and his team are responsible for the distribution of our chemical products and for the technical support of our customers in the whole Gulf region.

Ralph Weidling: "Our international branch has shown an excellent development under Thorsten's leadership. Dubai is and continues to be a booming location with enormous economic potential. I would like to sincerely thank Thorsten for his support throughout the last 25 years and I am very much looking forward to our cooperation in the future!"

"Our international branch has shown an excellent development under Thorsten's leadership."

Ralph Weidling



ANOTHER TRAINED EXPERT AT WEICON

Klaus Kleymann is warehouse manager (TÜV)



Our colleague Klaus Kleymann successfully completed his advanced training as warehouse manager (TÜV). The training and exam took place in Halle (Saale) as a one-week intense training course at the “TÜV Nord”.

The logistic processes at WEICON keep becoming more complex due to the global direction of our company. With the growing importance of shipping our products to even the most remote places in the world and the resulting high costs, the quality requirements for our logistics team also become more complex.

In the course of the training programme, experienced training instructors demonstrated by means of practical examples how to successfully deal with these challenging developments.

In addition, Klaus gained extensive knowledge in the fields of warehouse organisation, inventory and staff management as well as warehouse technology and occupational safety.

Warehouse organisation and staff management

This topic included, for example, the basics of stockpiling, warehouse management, optimising material flow, the use of IT in warehouse organisation, efficient headcount planning, staff management and running a warehouse in general.

Inventory management

The topic of inventory management covered inventory control, methods to optimise inventory, key figures inventory management as well as inventory controlling.

Warehouse technology and occupational safety

In the course of the training, the basics of warehouse planning were explained, for example, as well as warehouse and commission technology, cargo securing, the basics of occupational safety, the occupational safety system and its practical implementation in a warehouse.

The training taught how to develop concepts step by step, which need to be coordinated and implemented with the responsible departments within the company.

The acquired expert knowledge will help Klaus to contribute fast and effectively to optimising the warehouse management in our company in order to make the processes at WEICON even more efficient and thus to be prepared even better for the future.

Congratulations to Klaus on passing his exam!



SUCCESSFUL IN BREMEN

New adhesive specialist at WEICON



In October, another one of our colleagues successfully completed a training course at the Institute for Manufacturing Technology and Advanced Materials (German: IFAM).

Our expert colleague Bastiaan Peddemors successfully passed the wide-ranging test in Bremen and is now officially a DVS®/EWF European Adhesive Specialist.

Bastiaan completed the course in three one-week sessions, achieving very good results. At the end of each week, he had to take a written test on the learning content of that week as well as an oral exam at the end of the course covering the content of all three weeks. In addition, the adhesive bondings completed throughout the course were inspected for their strength as well as for the consistency of the measured values.

“I would like to thank WEICON and especially the company management for this great and interesting training,” Bastiaan concluded after the course.

Gold at the Adhesive Olympics

Corresponding to this inspection, the “Adhesive Olympics” were held again, during which each participant could choose a material, adhesive, pretreatment and overlapping length in order to achieve the highest possible strength and minimal deviation in a lap shear strength test.

Again, a WEICON employee was able to win this title! Bastiaan achieved great results in this test and therefore won the gold medal at the Adhesive Olympics – congratulations! For his adhesive bonding, he used an epoxy adhesive on sandblasted steel and a small overlapping length.

Highly qualified team

“With Bastiaan being another European Adhesive Specialist at WEICON, we emphasise our position as the company with the best qualified team in the field of adhesives. The content of the advanced training course will greatly benefit Bastiaan in his daily work. Congratulations on successfully completing the course!” Ralph Weidling summarises.



APPRENTICESHIP START 2019

Our new apprentices

In August, five new apprentices got started at WEICON! While Shirin, Alexander and Timon complete an apprenticeship as industrial clerk, Meike starts hers as media designer. Fabian, however, is the first “dual” student at WEICON: He studies business administration at university and does an apprenticeship as industrial clerk during his internship phases at our company. We are very happy to welcome them as part of our team!



Before the official start
 During a wagon ride over several hours on a warm summer's day in July, our future young employees had the chance to get to know each other in a relaxed atmosphere and to also chat with our “old” apprentices.

This is how our new colleagues took notice of WEICON

Timon
 “... through the products and the website.”

Shirin
 “... through the employment agency.”

Fabian
 “... through the positive things my cousin told me about the company.”

Alexander
 “A friend made me aware of WEICON.”

Meike
 “... through an ad on the website ‘AusbildungsAtlas’.”

International internship in Brighton

Our colleague Lea is completing an apprenticeship in marketing communications in our company and is now in her second year. In April, she had the chance to do an internship in England for four weeks. We interviewed her after her return to find out more about the internship programme.

Lea, you are completing an apprenticeship in marketing communications in our company. What made you choose this job?

I find the apprenticeship very interesting, because the job combines commercial as well as creative elements. I write target group analyses, market analyses and I can also design many things and be creative. My tasks are very varied. For me, it is interesting to see what effects advertisement can have and how it can influence people in their purchase decisions.

Erasmus+

Your vocational school offers its students the chance to participate in an internship abroad. Can you tell us a little more about the programme?

The programme is called "Erasmus+ – Reaching out for Europe" and participants receive financial as well as organisational support.

The "Erasmus+"-project offers two different programme options. With the first option, the internship, the introductory



About Lea

- 21 years old
- apprenticeship: marketing communications
- at WEICON since 2017

course and the placement in a host family are organised by the school and its partner agencies. You only have to organise your arrival and departure yourself. With the second option, you organise your accommodation, your internship placement and your trip yourself. I chose the first option. You can also choose between different countries, for example Ireland, Great Britain, Spain, Bulgaria and Hungary.

A few months before the internship period, I sent my application papers to the responsible teacher. Then everything happened pretty fast and I received information about my internship company and my host family, and I could sign

the contract and start organising my trip. The responsible teacher was always available for any questions I had. For me, the programme was a great chance to do an internship abroad before starting the “real” working life and maybe not getting the chance again.

What made you go to Great Britain?

I'd never been to Great Britain before, but always wanted to go. I also wanted to do the internship in an English-speaking country to further improve my English language skills.

Why did you decide to go to Brighton?

That was predetermined by the programme. In Great Britain, the “Erasmus+” sister city is Brighton in Southern England. That's also where the partner organisation of the programme is located.

Language school and internship

How did the internship go?

The first week of the internship comprised attending a language school. That gave me the chance to meet many people from different countries, who were all in the same situation as me.

During class, the teachers made sure that we talked a lot and used new vocabulary correctly. The focus wasn't on grammar that much, but rather on motivating us to start talking, since that is the most important thing when learning a language. In addition, the language school offered many different leisure activities, which we could sign up for.

After the first week at the language school, I then started my three-week internship.

Where did you do your internship?

I worked at TeamPro. The company develops an app and a programme for teams in different sports. The programme helps coaches to manage their team more easily.

During my internship, I worked on the Facebook page of the company and developed campaigns and a concept for

that. I also did some image processing and 3D sketches, which were then printed in 3D. That was really fun. Every couple of days, I received feedback on my results as well as new tasks. All my projects perfectly matched my apprenticeship and the preferences, which I had been asked to specify before the internship.

Thanks to the large variety and the fact that I could apply what I had already learned during my apprenticeship, I really enjoyed the tasks I was given.

That way, the three-week internship went by really fast and at the end of my stay, I had my final meeting with the language school of the partner organisation and received my second certificate.

Excellent support

What can you say about the organisation and support by the school?

That was both really good. I had a teacher at my vocational school, who was responsible for me, and who took care of the organisational aspects. Before and after the internship, I had several talks with him to discuss any questions and to reflect on my experiences.

During the internship, I also had the chance to get in touch with him for any questions I had. In addition, I had two appointments with the partner organisation during the internship, where they checked on how I was and how the internship went. I felt looked after and informed really well.

Would you recommend the programme to other apprentices?

Yes, I would definitely recommend an internship abroad. I gained so many valuable experiences and impressions and learned a lot. Even in just four weeks! At some point, I even started thinking in English. That really helped a lot.

Thanks to the fact that most things were organised by the vocational school, I had time to focus entirely on my apprenticeship and vocational school before and after the internship as well as on the internship during my time in England.





NEW PRODUCTS AND A LOT OF INFORMATION

Sales conference summer 2019

On August 22nd and 23rd, the sales conference 2019 took place at our headquarters in Muenster. In addition to the field service, many of our export and sales colleagues took part in the event, too.

Our export colleague from Iran, Majid Bahmani, and the manager of the Turkish branch, Tolga Aksöz, also travelled to Muenster to catch up on the latest news and novelties.

THU //
AUG 22

Ralph Weidling opened the first day by welcoming all participants and giving an outlook on the expansion plans for the coming years, as WEICON continues to grow!

For the print company, which is located on our premises, a new building will be erected. Subsequently, a new parking lot will be built for our constantly growing team as well as a connecting road – so trucks will no longer have to drive across the company premises in the future. So our headquarters in Muenster will keep seeing some changes in the coming years.

Afterwards, our head of global sales Vitali Walter took over the presentation of the conference. The first official item

on the agenda included general sales information. The famous facts and figures!

Positive trend

Our company has been developing very positively in the current year – nationally as well as internationally.

Next, the results from the first distributor survey carried out by WEICON were presented. By means of the survey, we intended to find out where we could improve even further. The questions aimed at finding out how our product and our range of services are received by our distribution partners.

How much, for example, do they use our digital media? The respondents also had the chance to express criticism or to make suggestions in order to help us to become an even better partner for our distributors in the future. One thing the results showed was that especially the technical support by the WEICON team is much appreciated by our distribution partners.

We also received very positive feedback altogether on our corporate magazine WEICON News. It helps our field service colleagues to break the ice and it offers our readers interesting information about WEICON – beyond our products and services. A real glimpse behind the scenes of our company.

Our key account manager Patrick Neuhaus then explained the current situation with our key account customers and the groups and associations we cooperate with.



Then, Ann-Katrin Weidling and Sascha Beilmann gave an update on new aspects in the fields of online sales and IT. For example, a new software is implemented for our safety data sheets. The new system will be able to provide all our product data in 49 languages. The software also ensures that our safety data sheets are always up-to-date and legally watertight. Thereby we can offer our customers an even better service and provide all relevant data ourselves.

Afterwards, Tina Spengler introduced our new marketing department, which was founded in March. She presented several projects, like a digital newsletter and the new WhatsApp service for our customers, which has been launched recently.

Open discussion

The first conference day ended with an open discussion, during which our export and field service colleagues presented their highlights and lowlights – so particularly positive as well as negative experiences of the last few months. These experiences could be more general ones, too, and didn't have to be product-related. For example, the pleas-

ant and good cooperation with the back office was mentioned as a highlight several times.

These examples should further encourage the interaction with each other as well as finding solutions that help everybody due to the constructive way of dealing with problems.

“We had a very interesting first day. We received valuable input from our team, which will help us to get even better together,” Ralph Weidling summarises the first conference day.

FRI // AUG 23

On the second conference day, the focus was on the new products 2020. The day started off with Daniel Filip and Heinrich Bär presenting the latest news in the range of WEICON TOOLS.

In October, a modified version of the Coax-Stripper No. 2 will be available. The previous version was released in 1989 (so 30 years ago) and has now been improved in some ergonomic aspects.

In addition, a further variant of the Coax-Stripper No. 1 F Plus was presented: Thanks to a newly developed module, it is now possible to dismantle thin coaxial cables quickly and effectively.

After the tools, the chemical products took over. Jennifer Schlattmann, Michael Kunk and Mike Breitenfeld gave an outlook on the new products 2020. They presented the product characteristics to provide the sales team with significant selling points. The new WEICON products will be available in January 2020.

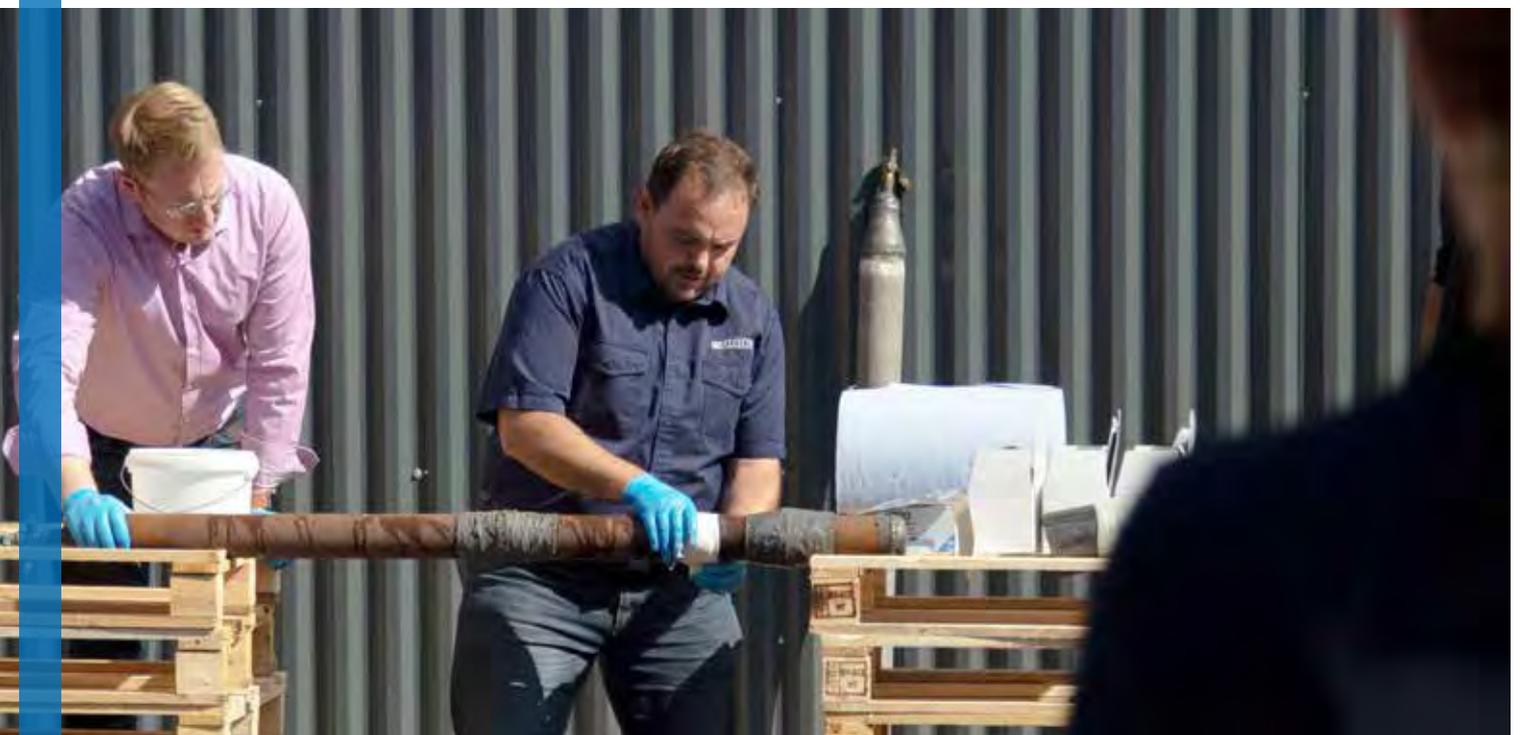
Then it was time to put theory into practice. Our colleagues were divided into four groups and had the chance to try out and test the new products themselves at five different stations. These hands-on experiences will help them to get to know the products and their characteristics better and thus to be able to advise our customers better.

Besides the new products 2020, several applications of our products 2019 were also presented in order to give our sales team additional information about the various areas of use and thus to open up new sales opportunities.



At the end of the conference, several interesting applications of WEICON products from all over the world were presented and the participants were informed about important upcoming appointments.

“It was the first time for me to organise an event like this. I would like to sincerely thank my team and everybody who contributed to the conference for their support and the great help they have been. I am very happy with how both days went. We had a very lively exchange of experiences and information and are now able to position our products even more efficiently on the markets worldwide. We also received very positive feedback from the participants. Everyone liked how much time we had planned for the product presentation and that we provided hands-on applications of the products at the five different stations. We will definitely keep that in mind for future events,” Vitali Walter concludes.



CLEANING UP THE HARBOUR

Apprentices from Muenster get it done

Participate, help out, experience: On August 30th, around 210 apprentices of the Industrial Community (our apprentices also participated, of course!) stood up for a cleaner environment and participated in a cleanup campaign at the harbour. The young professionals of tomorrow joined forces and picked up rubbish at the south side of the harbour for two hours, using litter grabbers and buckets.

The member companies of the Industrial Community Muenster are committed to a liveable Muenster and a clean environment.

Wolfgang Stricker, managing director of the Stricker GmbH & Co. KG and spokesman of the Industrial Community, praised the young people for their commitment: "The fact that the youngest employees of the companies put in so much effort for their community is a great sign of civic participation in Muenster. And it reflects our self-concept as Muenster-based industries: Our goal is to contribute to shaping the life in this city."

As a partner of the city, it is very important to the industrial companies to commit ourselves to environmental protection.

"Our goal is to contribute to shaping the life in this city."

Wolfgang Stricker,
spokesman of the Industrial Community



© Carsten Pöhler

About the Industrial Community Muenster

Muenster-based industrial companies operating in various fields have joined together in order to found the Industrial Community Muenster. Together, all members actively discuss relevant topics with the public, political representatives and all other institutions involved. The community's goals are to draw the society's attention to industrial issues, to inform about achievements and involvement of the industry in Muenster and to excite people for products and innovations.



MOTORCYCLE DAY TRIP

On the road with our customers

Our field service representative Thomas Meyer had thought of something very special for his customers and put together a well thought-out motorcycling day trip. The tour's focus: the winding roads through the Teutoburg Forest – an Eldorado for all biking enthusiasts!

Yet, Thomas didn't want to plan the trip entirely by himself, so he hired a pro: curva-biketavel is a travel agent specialised in motorcycle trips and was a reliable partner for the whole tour.

Along with two guides from the travel agency, the ten-men "WEICON gang" started the 273 kilometre trip on a sunny day in May. Starting in Harpstedt, the group headed south to Ankum, then to Bad Essen via Bad Iburg and back up north.

A beautiful scenery and heaps of fun on the curvy roads through the Teuto region made the trip an unforgettable event.

Along the way, the group made several stops at local restaurants to have a rest and recharge for the onward journey. In addition, a private tour of the local clock and watch museum in Bad Iburg was on the agenda. There, you can marvel at more than 800 operating timepieces from more than three centuries. The stops along the way had also been organised by curva-biketavel.

Thomas' customers have very different professional backgrounds – compressed air technology, aircraft production, technical retailer and industrial supply – yet they have one thing in common: the passion for motorcycling! And that was the common ground for an unforgettable customer event.



COAX-STRIPPER NO. 2

A classic in a modern outfit



1989, so exactly 30 ago, we developed one of our classic products, the Coax-Stripper No. 2. Since then, our No. 2 has been on a victory march, is one of our top-selling tools and reliably strips different cable types all around the world. We have optimised minor aspects of our No. 2 in order to improve the performance and handling of the tool even further.



Coax-Stripper No. 2

The stripper enables gradual stripping of all common coaxial cables, NYM cables and stranded cables. Adjusting the cutting depth is not required.

The stripper is equipped with two knives. Side A removes, for example, the outer sheath of a coaxial cable. Then, the inner conductor can be stripped with side B.

Scale

The millimetre scale of the cutting length is no longer imprinted, but now engraved. The high-quality engraving ensures that the scale is still legible even after long-term use.



Ergonomics

The tool is now a little wider and longer, which offers several advantages. The changes have further improved the tool's ergonomics and provides an even safer handling of the No. 2. Additional grooves ensure an even safer grip and prevent slipping even with damp hands. The markings of the working ranges A and B were placed on both sides and enlarged, so they are easier to read.



Locking mechanism

Last but not least, we have optimised the tool's locking mechanism. Here, too, grooves provide a safer grip and the No. 2 locks even more precisely. This was important to us in regards to safety at work and also makes day-to-day use of the tool even easier.



SPECIAL COMMUNICATION PLATFORM

In-house exhibitions worldwide

As a strong and competent partner of the technical trade, we take part in around 20 in-house exhibitions every year. The exhibitions usually take place in smaller venues of our distribution partners. In October, some of our export and field sales colleagues took part in several in-house exhibitions – national as well as international ones.

Communication instrument

These special trade shows are an ideal platform to establish new contacts and to get in touch with customers directly – and usually much more at length than at large trade shows. In the often busy and hectic day-to-day work, it is sometimes difficult to have direct exchange with our customers, which is a great advantage of in-house exhibitions.

WEICON at in-house exhibitions

Our field service or international sales colleagues present and explain the whole WEICON product range on-site. That way, specific applications or questions can be discussed in detail. An in-house exhibition is also a good chance to get to know the team of the technical distributor and to provide training on adhesive technology.

CANADA



Along with Huron Fasteners, our trade partner in Kitchener, Ontario, Norman Otto organised a business BBQ with a special promotional campaign for our Galva Spray.

Delicious refreshments were provided, just how it's supposed to be at a great BBQ. The visitors could choose from burgers, sausages and delicious schnitzel. Around 20 distributors presented their industrial products to the interested visitors.

Huron Fasteners

Huron Fasteners was founded in 1994. The company offers a wide range of industrial products in the southwest of Ontario.

The distribution mainly focuses on industrial products that are commonly used in tool and mould making, maintenance, production and construction.

Kitchener

Kitchener is located in the Canadian province Ontario in the southeast of the country, approx. 100 kilometres from Toronto. Kitchener has a population of around 240,000 and is said to be the secret capital of the Germans in Canada. This influence can still be seen today, for example at the annual Oktoberfest, which attracts many guests from all over North America, or at the Christkindlmarkt, which takes place at Christmas time. We have been operating a branch in Kitchener since 2008, the WEICON Inc. Our team there is responsible for our customer service and support in North America.





IRELAND



Waterford

Waterford is a seaport in the southeast of Ireland and the oldest city in the country. It was founded by the Vikings in the 9th century and is the fifth-largest city in Ireland. Waterford covers an area of 42 km² and has around 50,000 inhabitants.

In October, the Power Tool & Engineering Show took place at MW Murphy & Son in Waterford. Visitors there had the chance to see live demonstrations and to buy products at discounted exhibition prices.

Our colleague Mario Piekatz was there, too, to inform our partner's team and the other visitors about news from WEICON. He was also happy to help with any questions regarding applications.

MW Murphy & Son

In 1991, the technical MW Murphy & Son was founded with its headquarters located in Waterford in Ireland. The company is one of the leading industrial suppliers in the fields of pharmaceuticals, production, brewery, construction and meat processing. The product range includes welding machines, power tools as well as a wide selection of industrial products, such as abrasives, pneumatics, safety equipment, adhesives, lubricants and power tools, pneumatic tools, pipe tools and hand tools.



GERMANY



Our field service colleague Klaus Brandl visited the Walter+Schier GmbH in Waiblingen-Beinstein. To celebrate the 40th anniversary of the technical retailer, an in-house exhibition with 40 selected suppliers was held. For three days, the customers could find out all about the latest news as well as tried-and-tested technical solutions.

In addition to the actual exhibition, a number of 30-minute presentations were held. These covered, for example, the legally correct storage of hazardous goods or time-saving strategies for correct milling.

Klaus had also been asked to give a presentation. He explained how 1-component adhesives (for example, instant adhesives or threadlocking) and 2-component adhesives (like epoxy systems) work. In that context, he also presented the WEICON Adhesive Finder – a tool that helps with choosing the right adhesive.

Walter+Schier GmbH

The company was founded in 1979 by Hans-Joachim Walter and Hermann Schier as wholesale for tools and machines, and is located in Waiblingen, in the district Beinstein. The broad product range of the technical retailer includes cutting tools, hand tools, measuring tools as well as factory equipment and industrial products.

“The in-house exhibitions help us to make the brand WEICON and our wide range of products better known – worldwide. It is one of the best ways to get in touch with customers and to offer them solutions for various requirements of their daily work. We are always happy to help our technical distribution partners to plan and organise these events,” Vitali Walter, head of global sales at WEICON, explains.

“It is one of the best ways to get in touch with customers and to offer them solutions for various requirements of their daily work.”

Vitali Walter,
head of global sales at WEICON



1ST CONFERENCE OF WEICON ITALIA

Good start of our latest international branch

In June, the first conference of our Italian branch took place in Genoa. For that reason, Ann-Katrin and Ralph Weidling travelled to Northern Italy in order to catch up with the branch manager, Davide Merlo, and his team of five employees.



In the course of the conference, three field service colleagues presented their areas of business and different industrial sectors, which employ WEICON products. In addition, the new products, which had been released in March, and their areas of use were discussed.

For dinner, the group went to a pizzeria located above Genoa. There, our colleagues enjoyed the restaurant's specialty and ate two one-meter pieces of pizza – in the end, there was nothing left!

“Our branch had a really good start and has made continuous progress since its first invoice in January. The atmosphere throughout the whole conference was very pleasant. We had a vivid exchange with the team from WEICON Italia, and Davide and his crew continue to be extremely motivated – it is a pleasure to work with them,” Ralph Weidling said looking back on the event.



SALES MEETING IN SOUTH AFRICA

Rocky start and smooth landing

Last week, our international sales meeting 2019 took place in South Africa. In addition to the international branch managers, a team from Muenster including the company management, the export management and the product management attended the meeting as well. Our export colleague Majid Bahmani also made his way to South Africa to report on the latest developments in his sales region.

Unexpected delay

However, the trip started off pretty rocky for our team from Muenster. Our colleagues were already on the plane, when a technical defect made it impossible for the aircraft to take off. After lengthy changes in booking, the new departure time was finally set – via a stopover in Amsterdam, the flight to Cape Town was scheduled for 6 a.m. the next morning. The departure time of the initial flight was 6 p.m.; which meant having to wait for 12 hours. On top of everything, our team had to spend the night at the airport, since all hotels in and around Duesseldorf were completely booked due to a trade show.

After an uncomfortable night in the waiting zone at the terminal, our team finally took off and arrived at the hotel at Cape Town at 12 at night – after an overall travel time of 32 hours!

Sales meeting

On the next morning, the meeting started with an update from our headquarters: Ralph, Timo and Vitali informed the branch managers about the latest news at WEICON and

about the key points of the sales conference, which had been held at our premises in Muenster in summer.

In addition, some figures were presented showing our on-line activities, such as our newsletter, our YouTube channels, our blog, our Instagram accounts and our presence on Facebook pages.

Patrick Neuhaus presented the activities in the field of the key account customers and explained the strategy for this important area of business.

The second day of the meeting was all about our products. Jennifer Schlattmann gave some feedback on the new products 2019 as well as an outlook on the new chemical products and tools, which will be released next year.

Exchange brings about valuable information

However, not the fact and figures from Muenster made up the essential part of the two days of the meeting, but the



international branch teams sharing their experiences with each other. The country-specific organisation of distributing our products provided valuable tips and information for the branches, which they can benefit from for their own sales.

Entertainment

After the extensive input during the meeting, our team went to Stellenbosch, where Ann-Katrin lived during her studies, to end the first day on a relaxed note, and to a vineyard on the second day.

On the third day, a few of our colleagues made a trip to climb Lion's Head – the famous mountain just outside of Cape Town. The usually stunning view was obstructed by a few clouds, yet our team still really enjoyed the trip.



After the climbing tour, everyone headed into the city, where coincidentally, celebrations for winning the Rugby World Cup were in full swing, and so, our colleagues found themselves right in the middle of the rejoicing South African fans – winning the Rugby World Cup is as big a deal as winning the FIFA World Cup is in Germany. Springboks! – that's how the South African national team is called.

On the last day of the trip, a tour of the premises of our branch was on the agenda. The new branch manager Peter Leibbrandt presented his workplace and some impressions of day-to-day business in Africa.

After a return flight without any delays or other incidents, our colleagues arrived in Duesseldorf safe and sound – with a soft landing and many impressions from one of the most beautiful countries in the world – South Africa!



South Africa visits WEICON

Not only have we been to South Africa, South Africa also came to us! More precisely, our distributor Brendon Holmes from Gentech Engineering Plastics, who was here for an extensive product training.

WEICON offers a range of more than 400 products. This makes it indispensable for us to offer our employees, partners and customers training worldwide on a regular basis. Even upon request! With this service, we ensure safe usage of our products and thus their correct handling.



Summer Party 2019



“Sun, sand and sea” – that was the motto of this year’s summer party. And we certainly stuck to it: The sun was shining all day, the sandy beach had been carted to our company’s backyard and the sea was simply replaced by a swimming pool.

After an afternoon with fun and exciting team games, it was time to grab a delicious bite at the barbecue. Cold drinks were served at the specially built beach bar – just how it’s supposed to be at a summer party.

The mood was great and the party went on until the wee hours of the morning!



NEW SERVICE AT WEICON

WhatsApp for customer communication

We offer our customers a very wide range of different services. The latest addition to our portfolio is our customer service via the instant messenger WhatsApp.

WhatsApp

The instant messaging service WhatsApp allows its users to share text messages, photo, video and sound files, as well as location information, documents and contact info. The messaging services has 1.2 billion users worldwide and has surpassed its competitors in many countries. Three million companies already use WhatsApp – showing a rising tendency.

(source: Facebook July 2019)

Service for our customers

Thanks to our new service offer, our customers can approach our sales and application engineer colleagues directly and easily.

Via WhatsApp, we get application questions, questions regarding product features and availability or the location of the nearest distributor selling WEICON products. Even orders have already been processed via WhatsApp.

For applications which need photos or other additional data for clarification, the instant messenger is a perfect way to quickly respond to requests.

A great advantage of this new service is its popularity. Our customers are already familiar with WhatsApp as instant messenger, so there is no need to explain how it works. "Of course, we still get the majority of requests via email or phone. But WhatsApp is definitely gaining ground quickly. We want to offer our customers the best possible service and that also includes considering their favourite method of communication. Our



customers are used to communicating via WhatsApp – so why not answer technical questions with the messenger as well?" says Vitali Walter, head of global sales at WEICON.

Positive feedback

We have already received a lot of positive feedback on our new service, as with the instant messenger, we can answer questions fast and comprehensively and thus offer our customers swift and uncomplicated help.

Customer service via WhatsApp

There are three ways to get in touch with us via WhatsApp:

- save the WEICON number (+4915792470122) in WhatsApp and get started
- scan the QR code and communicate with us straight away
- use the WhatsApp web application and contact WEICON

We look forward to receiving many exciting requests via WhatsApp!



NEW INDUSTRY FLYERS

Optimising processes and occupational safety with WEICON



Virtually hot off the press come our new industry flyers focusing on the topics occupational safety and process optimisation.

Occupational safety

Health as well as safety at work play an increasingly important role in today's ever faster and more complex working environment.

WEICON offers numerous products, which contribute to occupational safety: our nurturing Hand Protective Foam, a convenient Visor Cleaner as well as many user-friendly adhesives are just a few examples.

Process optimisation

Our certified, user-friendly and easy-to-use products enable resource-friendly and accelerated work processes. Thanks to WEICON, costs, time and manpower can be saved.





January



February



March



July



August

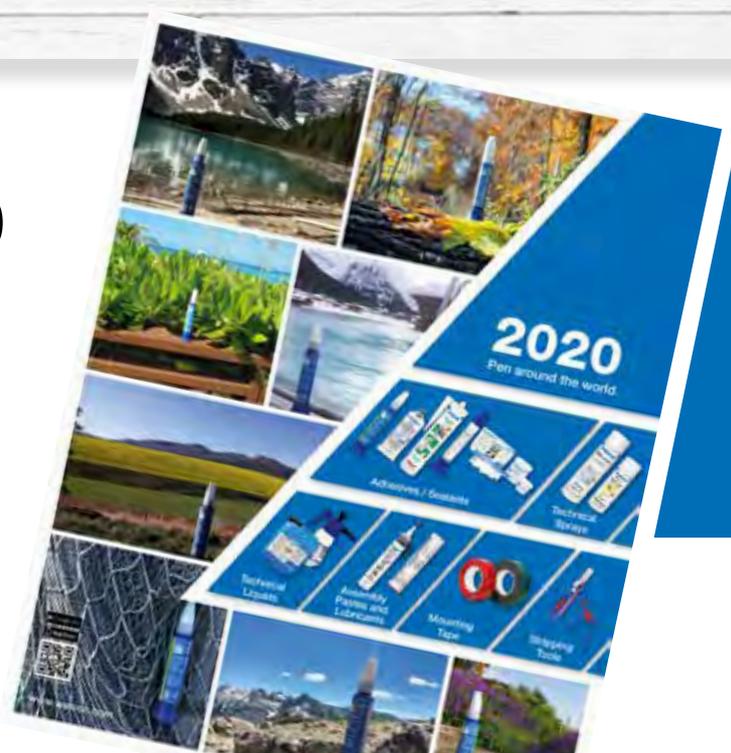


September

WEICON PEN ALL AROUND THE WORLD

Pen Calendar 2020

In 2020, our WEICON Pen Calendar will once again decorate many walls around the world! That can only happen thanks to the many beautiful photographs of impressive and exotic places taken and submitted by the WEICON employees. Always a loyal travel companion: our Threadlocking WEICONLOCK AN 302-43. Here are the most beautiful shots, which made it into the Pen Calendar 2020!

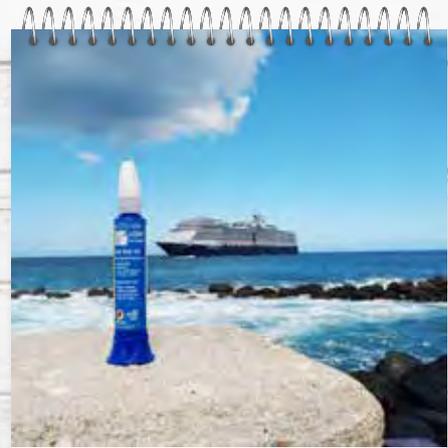




April



May



June



October



November



December

January | Hamburg,
Germany
Jan Pfingsten

February | Singapore
Marc Humpert

March | Croatia
Bianca Gausepohl

April | Brighton,
Great Britain
Lea Schedlbauer

May | Monaco
Verena Langer

June | Puerto Rico
Jennifer Schlattmann

July | Mauritius
Ann-Katrin Weidling

August | Tavira, Portugal
Andreea Daniliuc

September | Norderney,
Germany
Ralph Weidling

October | Muenster,
Germany
Matthias Lükemann

November | Paris, France
Anja Grave

December | Kitchener,
Canada
Norman Otto

INTERVIEW WITH ALEXANDRU VLAICU

Romania – land of contrasts



Alexandru, you come from Romania. How would you describe your home country to a stranger?

Romania is very beautiful and unique. The country is exciting, has many facets and something to offer for everyone. Romania has a coast of more than 200 kilometres bordering the Black Sea and mountains, where you can go skiing in winter. The Danube Delta offers a rich biodiversity in addition to a stunning scenery. The Romanians are very hospitable people, particularly in the northern part of Romania.

Having said that, I also had the chance to visit many countries and I think that the hospitality of other people always reflects how you approach them. I consider the Germans, which are always said to be rather reserved, very hospitable people, too. It always depends on your own behaviour.

What are the most important industries in Romania?

The agricultural sector is the most important industry in Romania. Romania becoming a EU member and the funding that came along with that have further strengthened the agricultural sector, which has already been of major importance in Romania for decades. The energy sector also plays an important role. Besides those two, the financial and the IT sector have also grown significantly in recent years. The communication sector is also noteworthy. Romania has one of the fastest internet connections in the world. Tourism, which used to be more significant, has been sidelined a little bit.

What are problems in the country?

Unfortunately, corruption is still an issue. Although I have to say that it has gotten a lot better over the past few years. This could happen not least because of the efforts of Laura Codruța Kövesi, the head of the anti-corruption agency until 2018. She broke with old structures and ensured that many officials were sent to prison giving way to a fresh start. As a formerly communist country, there are still problems in terms of the mentality, which has shaped life here for decades. You can still feel that. We just have to keep making



About Alexandru

- 38 years old
- education: degree in business administration, then MBA
- career: VEKA in Romania, GAZPROM Switzerland, REHAU in Romania
- at WEICON since: 2013

progress and thinking forward. You need to spend a few days in Romania to understand what 50 years of communism leave behind. That is a process which is not yet completed. All the social values, the way of thinking, all of that was completely turned upside down. In many domains, like the infrastructure, medical supply or the education system, Romania still has some catching up to do compared to the Western European countries.

On the one hand, there are very modern cities and industrial companies in Romania, and on the other hand, horse carts are still very common in the more rural areas – despite being in Europe. That is pretty unusual, isn't it?

Romania is definitely a land of contrasts. The five largest cities easily compare with cities in Germany in terms of infrastructure and institutions. But on the other hand, you only have to drive less than 30 kilometres out of the cities to see villages where the people still live like at the beginning of the last century.

The differences between life in the city and in the countryside are huge. That is why many Romanians move to the cities. One square metre costs as much as it does in Germany by now. If in Romania the rural areas were provided with a better infrastructure, many things would change. The country definitely still has to make progress in that respect and that is still quite a long way to go.

Interview



Since when does the WEICON branch in Romania exist?

The branch was founded in 2012 together with a Romanian partner. Since 2013, WEICON has been operating the branch alone and since mid 2013, I am the manager there.

Do you think it's an advantage that the branch is run by a Romanian native?

Yes, I think it is. Understanding the people and their mentality is easier for a Romanian. You're on the same wavelength. However, it's not a must. The branch could certainly be run by someone from Germany or another country, too.

Our service sets us apart

What will the development of WEICON in Romania look like?

We have to consolidate our market position and keep increasing brand awareness. However, we are already known as the company with the best and widest range of services. No other company offers that! No matter who calls us, we can be there in no time to repair and bond whatever needs fixing. No other company provides that – as far as I know. That really sets us apart. Our service makes us so special. In most cases, however, we don't know the story behind a call. Sometimes we sell products for 50 euros and sometimes for 10,000. Some efforts are not even worth it con-

Romania in numbers



population
about **20,000,000**

area
238,391 km²



in the EU since
2007



capital
Bucharest



most important trading partner
Germany

sidering financial aspects. We have already thought about not continuing this strategy. But over the years, we have received so much positive feedback that we've decided to hold on to it. Word of mouth should not be underestimated. Many orders result from recommendations – and often, that is very interesting financially. We visit our customers and help them to find solutions for their problems. We keep working that way and, as a result, increase brand awareness step by step. We keep growing continuously and will most likely hire another field service employee in early 2020, who will support us in the western part of the country.

Plastic Metal in use

What are the most important WEICON products in Romania?

Besides the many sprays, which can be used nearly everywhere, I would definitely say Plastic Metal. We have numerous applications in important industrial sectors, where large amounts of Plastic Metal are used. The main application is the coating of parts, which significantly increases their service life. The parts themselves are often not expensive; the problem is the downtime. The production needs to stop, until the maintenance works or replacements are completed. In many cases, this results in very high downtime costs.

Our products often increase service life significantly and more and more customers become aware of that.

Ideally, we can already coat relevant parts when the machine is new and about to be installed. But we are also called in when pipes and pipelines are already damaged and we need to repair them.

Our cyanoacrylates are also very popular in Romania. Especially in the advertising industry, we are quite well-known for those. Our adhesives hold billboards and logos in place all over the country.

Is there a particularly interesting/exciting/peculiar project in Romania that you would like to tell us something about?

There are two examples coming to mind. A producer of e-bike motors uses one of our CA adhesives for attaching sensors. That way, there is a little piece of WEICON in nearly every e-bike in Europe.

Our GMK adhesive is used to repair the dinghies of the Romanian fire brigade. It started off with one dinghy and now everyone wants the adhesive, as the results it achieved were so good. So in a very small way, WEICON contributes to the rescue of human lives – which is a really nice thought!





EXTENDED RANGE OF APPLICATION

WEICON TOOLS

Coax-Stripper

No. 1 F Plus

The Coax-Stripper No. 1 F Plus, our special tool for fast stripping of coaxial cables in just one work step, can now be used for even more applications.



New knife insert

This is enabled by a newly developed knife insert, which easily strips even thin coaxial cables. The working range of the new grey insert lies between 4 and 5 millimetres.

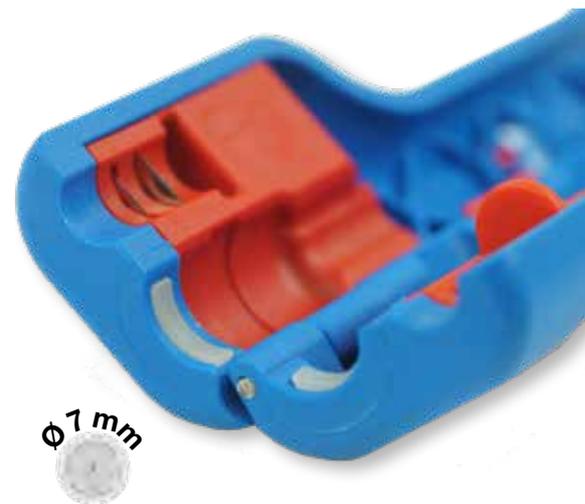
The two insert modules already available are the red version, which is suitable for F-connectors (6 / 4 mm), and the yellow version, which is suitable for compression connectors (6.5 / 6.5 mm).

The knife inserts with these different sheath openings are available separately and can be changed easily due to a simple "click system".

Simple use

The actual stripping process is the same with all available versions. Two opposing knife pairs ensure safe and space-saving working by several gentle rotations.

The strippers and all additional equipment are produced entirely in Germany, made of fibreglass-reinforced polyamide and lightweight as well as robust.



Ø 1 mm

**Exchangeable
knife inserts with
click system!**



Ø 1 mm

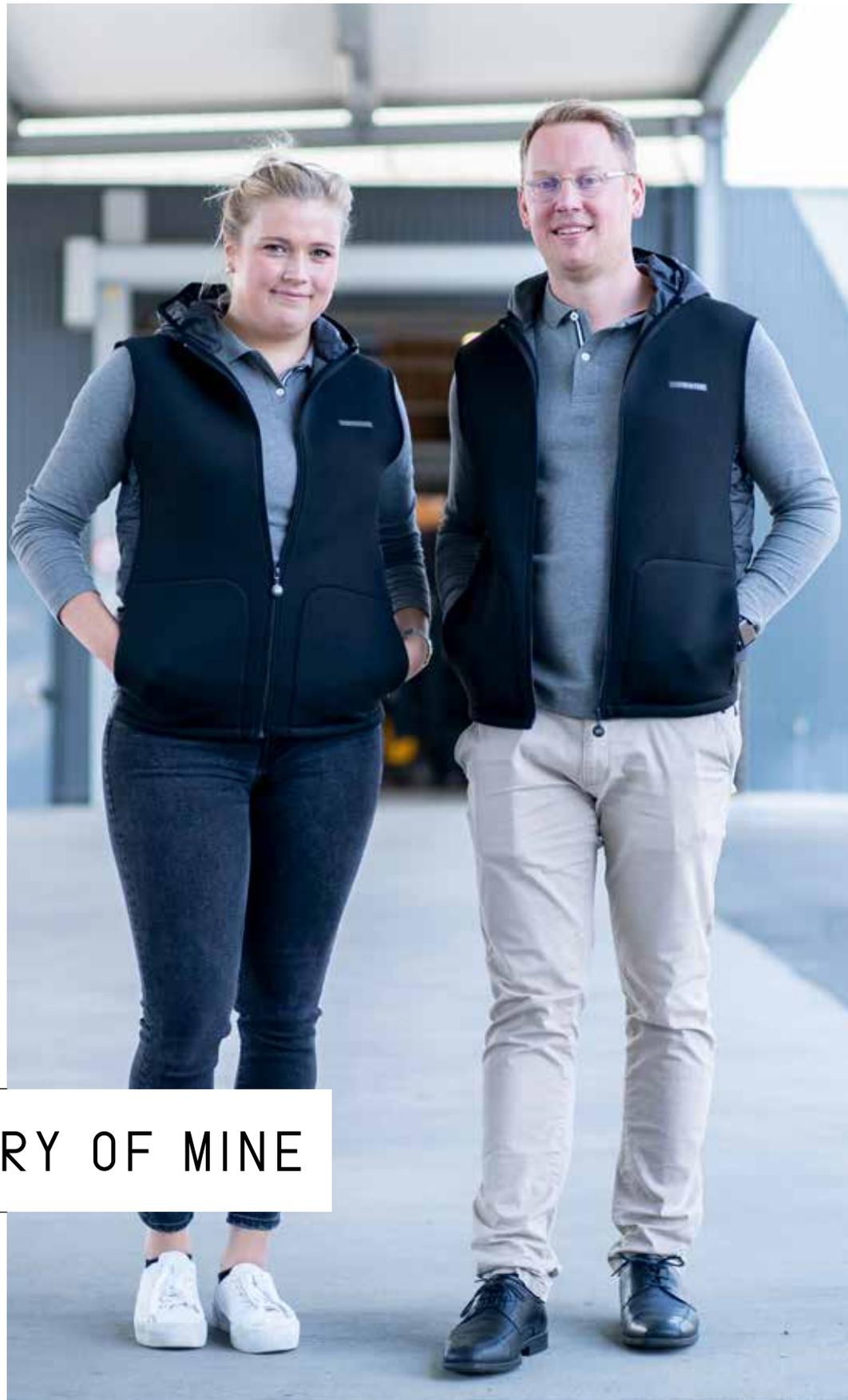
STAFF CLOTHING

New collection for WEICON

In May, a range of WEICON polo shirts was available, which was now followed by a vest and a long-sleeve T-shirt in WEICON design.

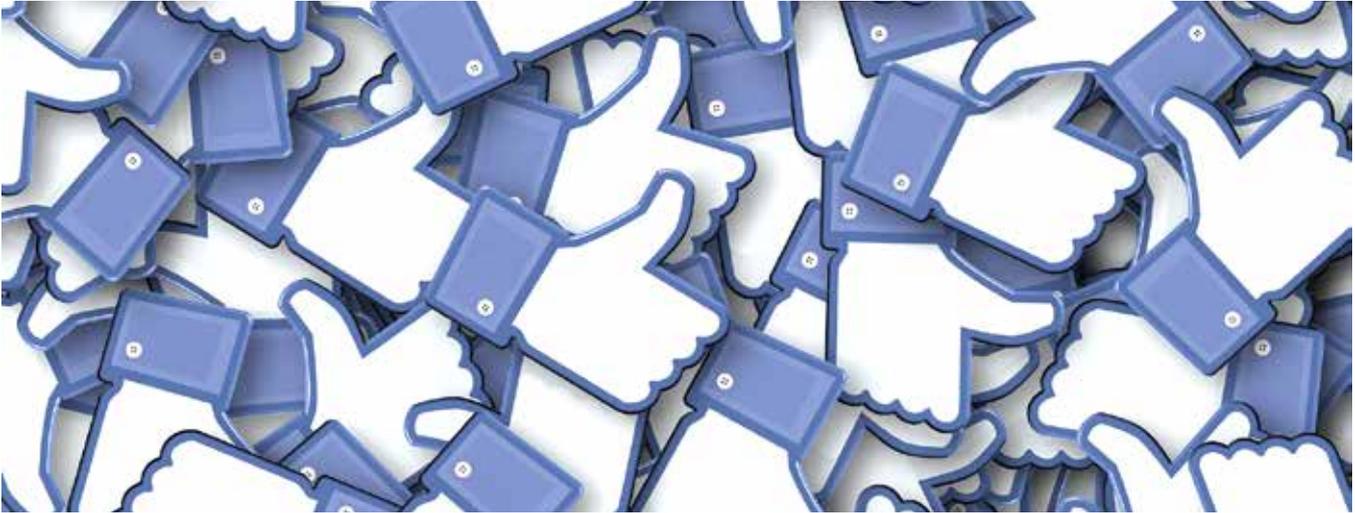
The high-quality garments were, again, created by Lisa-Marie, daughter of Ralph Weidling and founder of the Muenster-based fashion label STORY OF MINE.

The label stands for clean cuts combined with high-quality materials. Her collections are produced in Istanbul in fair working conditions.



SOM STORY OF MINE

Facebook pages in local languages



Our international family-owned company is represented nearly all over the world by now – whether it is by our international branches or local dealers we cooperate with. Due to this global orientation of our company, the challenge of reaching our customers and providing them with news and information grows, too. The easiest and best way to do it is, of course, with a shared language.

International orientation

Our special range of services is one of our most distinctive features, which includes offering many of our advertising media, like our website, our catalogue or our industry flyers, in numerous languages – our catalogue even in 19 different ones!

But we offer our customers more than just these rather classic information media. On social media platforms like Facebook, Instagram or YouTube, we share application videos explaining our products, information on international trade shows or glances behind the scenes of our company.

Service for customers

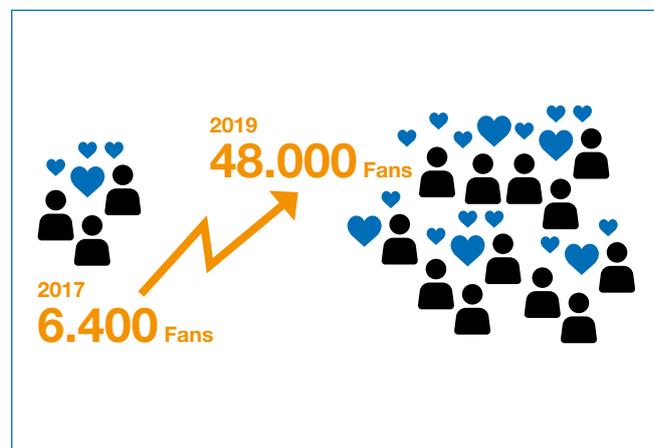
That way, we are able to reach many of our customers, especially on Facebook. Which is why our service doesn't stop there, of course. Unlike many other companies, which only operate a German/English Facebook business page, each of our international branches has their own – in their

local language! This allows us to directly address our fans and followers and to highlight local and cultural topics and events.

It also helps us to reach our fans especially in countries, where English isn't that widely spoken, like Turkey, for example, and to provide them with relevant information.

High increase

This service is very popular, which is also shown by our increasing number of fans. In spring 2017, we had an overall number of 6,400 Facebook fans, whereas in autumn 2019, it had gone up to more than 48,000!



B2B ON SOCIAL MEDIA

WEICON TOOLS on Instagram



A company profile on Instagram needs one thing above all else: time!

Creating a new profile on Instagram only takes as long as heating a can of ravioli. Enter your email address, user name, password and profile picture – and then you are part of the fancy world of Instagram.

You think! That might be the case for a private account, yet when creating a business profile, you should take a little more time beforehand. The most important things to consider: thorough preparation and a well thought-out concept.

In this article, we will give some insights into the preparation phase of the brandnew Instagram channel for our WEICON TOOLS. The main aspect: producing photo and video content for the channel.

Why Instagram in the first place?

Let's face it, fashion, travel and lifestyle topics are certainly more sought after on Instagram than chemical products for the industry or stripping tools for craftsmen. We are mainly active on the B2B sector – the products are complex, the target group is specific.

But we at WEICON are well aware of that. We know that as a medium-sized company, we will not acquire millions of followers and get thousands of likes and comments. We also know that tools are not as sexy as the latest fashion trends. And we don't expect that.

Then why presenting WEICON on Instagram at all? Of course, we also provide information on our wide range of tools on our website, in catalogues, flyers, at trade fairs etc. But on platforms like Instagram, we also have the chance to present a glimpse of the work behind the scenes. We can introduce people who contribute to the development of the tools with great passion. We can show how much handwork is put into the production of every single cable stripper. "Company image" is the magic word here. And that is also important in the B2B sector.

The core of the preparation: pictures, pictures and more pictures

Authenticity ...

Instagram is based on great pictures. The most challenging task before opening the profile, therefore, was to take high-quality and yet authentic pictures. Authenticity is very important to us, as we mainly want to reach distributors and craftsmen with our WEICON TOOLS channel.

And especially the latter are the ones who work with the tools on a daily basis and who get their hands dirty. So we knew straight away that hand models with manicured finger nails would not send the right message. We needed genuine electricians and do-it-yourselfers. That is why our photographers Rin and Simon took pictures of electrical works being carried out, whenever they had the chance.

... and high quality

Before the channel WEICON TOOLS went online, it was important to create a pool of high-quality pictures.



WEICON TOOLS®

No.1 in Form & Funktion

Only application pictures were not enough. For a private profile, the pictures can be taken spontaneously with a smartphone and then you have your next post.

In order to present our tools just right, we needed a little more preparation time. That is why, in a small team, we thought about what we also wanted to present to the Insta world. The categories that we came up with: people, products, production processes.

So the photo and video team resumed their work, visited our production site in Ascheberg several times, shot some material in our own photo studio and retouched all of it. Very important: the colours should be as homogeneous as possible and the products highlighted effectively, as tools just don't pull on emotions as much as people with a perfect toothpaste-smile. Luckily, Rin and Simon have a knack for interesting perspectives.

And then it was all set. The first posts went online and since then, we've been eagerly publishing new content on our channel several times a week. Usually the PR team makes sure that the posts are planned one week in advance. This also includes writing captions and adding the right hashtags. Of course, new photos and videos are also taken continuously and added to the stock footage. Also, a new post comes up spontaneously every now and then.

At the moment, the channel is still in the early stages, but it is exciting to see it grow!

Follow us on Instagram

Altogether, a company profile requires a lot of time and effort. But at WEICON, we enjoy putting both into it, as it helps us to show you who we are and what we do. That is why, of course, we are not going to skip one final thing: the request to follow us on Instagram

By the way, we also have two other Instagram profiles: on our general profile [weicon_de](#), we mainly focus on the world of adhesives and other chemical products. On [weiconazubis](#), you can see what the daily work of our apprentices looks like.

[@weicontools](#)



[@weicon_de](#)



[@weiconazubis](#)



NEW STAFF

Welcome to the team



01 | Stepan Stepanyan, distribution WEICON TOOLS
 02 | Stefan Große Lembeck,
 international sales manager WEICON TOOLS
 03 | Kim Kuhlmann, marketing
 04 | Peter Houben, legal department
 05 | Philip Seidel, sales representative

06 | Fabian Filip, dual curriculum economist
 07 | Janna Schipper, student assistant advertising
 08 | Meike Splettstößer,
 apprenticeship media design
 09 | Timon Steigerwald,
 apprenticeship industrial clerk



- 10 | Shirin Mustafa, apprenticeship industrial clerk
 11 | Alexander Wallfahrt, apprenticeship industrial clerk
 12 | Hamidullah Ahmaelzaela, warehouse
 13 | Sergej Stadnik, warehouse

- 14 | Peter Leibbrandt, branch manager South Africa
 15 | Martin Neuman, sales representative Czech Republic
 16 | Fatih Sayin, sales Turkey
 17 | Erin Sebastian, office Canada

Stefan Winter

WEICON president and BVB fan Ralph Weidling has actually approved of this photo.



**INTRODUCCION OUR TEAM**

What does ... actually do?

Which department at WEICON do you work in?

I work in a very interesting field: quality management.

When did you start working at WEICON?

I've only recently started working here – in May 2019.

What is your role here in our company?

I am responsible for the ISO certifications and the internal audits, which take place once a year. I also supervise our project team of the "Ökoprofit"-project 2019. This project focuses on how our company can save even more resources and, as a result, money, too. You have also covered the project in the current issue of the News.

Which sports do you like to watch?

There is just one sport – soccer, of course! I am a fan of Bayern Munich and try to watch their games as often as I can.

City or Swiss mountain lake when you're 75?

Definitely Swiss mountain lake! I grew up in a rural area and enjoyed it a lot. I like nature and the peace and quiet of the countryside.

What is your favourite food?

Everything that involves meat. A nice fillet steak with fries and salad – delicious! I also enjoy cooking, but mainly on the weekend. During the week, I enjoy being cooked for.

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

With Henning (*his department manager, who is also present during the interview, ed.*), then I could boss around other people (*laughs*).

What was the last TV show you watched?

I am not a huge TV show enthusiast, but I enjoyed watching Game of Thrones. I also like going to the movies every now and then – that's not quite as time-consuming as watching a whole show.

What hobbies do you have?

I like spending time with my family. I used to play soccer – but my knees don't really agree with that anymore. Now, I focus on watching soccer – which I'm definitely better at, too.

You have the whole day off. What would your perfect day look like?

Watching a good soccer match, ideally with family and friends, while enjoying a nice meal would certainly be a favourite. Alternatively, hiking in the Tecklenburg region, which is practically on our doorstep and so beautiful!

Which country would you like to spend some time travelling in?

Skandinavia is definitely on the list, or the Mediterranean region, which has so much to offer, too!



Simply find solutions.



Google play

App Store

weicon.de/en/service/app



WEICON GmbH & Co. KG (Headquarters)
Muenster - Germany

WEICON Middle East L.L.C.
Dubai - United Arab Emirates

WEICON Inc.
Kitchener - Canada

WEICON Kimya Sanayi Tic. Ltd. ti.
Istanbul - Turkey

WEICON Romania SRL
Budiu Mic (Targu Mures) - Romania

WEICON SA (Pty) Ltd
Muizenberg (Cape Town) - South Africa

WEICON South East Asia Pte Ltd
Pioneer Point #03-56 - Singapore 627607

WEICON Czech Republic s.r.o.
Teplice - Czech Republic

WEICON Ibérica S.L
Madrid - Spain

WEICON Italia S.r.l.
Genova - Italy



www.weicon.com