



8th Issue

# News

Expansion in Muenster

ISO 9001:2015 certification

WEICON in Italy

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## Dear readers,



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

Today we would like to inform you once again about all the news at WEICON and give a little glimpse behind the scenes of our family business.

We have been on a continuous growth course for many years now. This is especially proven by the seven branches we have founded around the world in the past eleven years.

Growth is consistently increasing not only abroad, but also at our headquarters in Muenster.

Work on our new building started in May. The expansion of our production and warehouse area will make us even more flexible and competitive and our research and development as well as our training options will be expanded considerably by the new administration building.

Along with information on the building measures, we will present our new website and our corporate blog, which is an appropriate addition to our previous communication tools.

You will receive news from our branches and we will take you on a trip with one of our external sales colleagues.

The latest issue will again give you plenty of information and insights into the world of WEICON.

I hope you enjoy reading our varied and interesting news!

Sincerely,

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

Ralph Weidling



# Latest news from the WEICON family



Practical size

## Programme overview in 13 languages

Besides the big WEICON complete catalogue 2016, a revised version of our programme overview is now also available. Both our company and a selected range of products from the chemical technology and tools segments are presented briefly on its 55 pages.

The abridged programme overview is available in both DIN A4 and the smaller DIN A5 sizes, and in 13 languages.

The German, English, Spanish, Italian, Dutch, Turkish, Romanian, Czech, Portuguese, Serbian, Croatian, Chinese and Norwegian versions cover a huge proportion of the world and offer real added value for our customers around the globe.



  
**Programme  
overview**

  
**Programme  
overview**

New advertising material

# Three new sector flyers

We have now added three more sector flyers to our range of advertising materials. All the relevant products for the mining, mechanical engineering, and shipping & marine segments are now available at a glance.

The new flyers are available in English and German; the sector flyer for mechanical engineering is also available in Chinese.

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





2016 regional conference at WEICON

## Extensive exchange of information

Our annual regional conference was held at our headquarters in Muenster in late June. Over three days, our field sales staff from the regions, the head of the branch in Turkey, Tolga Aksoez, and staff from our Sales and Export departments at Koenigsberger Straße came together to discuss the latest issues.

### Numerous agenda points

The conference had a very extensive agenda, with information provided on numerous topics.

First, our colleagues discussed their experiences with the many new products. They reported from their districts and on their goals for the rest of the year. They presented new applications in which WEICON products are used, showing image material and even videos on the subject.

The participants were then introduced to some new products, including the WEICON CBC Chocking Backing Compound, a two-component epoxy resin system. CBC can be used as a casting compound on machinery, for example, where it absorbs vibrations and tremors.

Other innovations include the three Marine Emergency Repair Kits that can be used for repairs and maintenance on board ships. The sets comprise numerous WEICON products and are listed in the ISSA and IMPA catalogues.





Before enjoying lunch together in our canteen, the participants were taken on a brief tour of the printshop FSM.

The company has invested in various new machines to ensure that the creation of numerous labels for our products continues to run smoothly.

The new printing machines have expanded the production capacity significantly, making the company fit for the future.

After this, the participants were shown the new WEICON TOOLS image film, and Sascha Beilmann presented the revised Programme overview and the updated sector flyers.

Thorsten Krimphove then provided an overview of WEICON's presence on Facebook and on the WEICON News, which is to report more on activities within Germany in future.

The packed day ended with some advance information on new products already being planned.

All in all, the 2016 regional conference was once again an intensive opportunity to exchange extensive information, which will be very useful to the participants in their day-to-day work in both field and back office sales.





Information on DIN 2304-1

## Quality assurance in adhesive technology

The new DIN 2304-1 was published in March 2016. The title is "Adhesive bonding technology – Quality requirements for adhesive bonding processes – Part 1: Adhesive bonding process chain".

This is a generally valid norm that defines the requirements to be fulfilled by the adhesive processes. It records the current status of technology developed in the past years.

### Contents of the new norm

The requirements for quality compliant and professional production of adhesive bonds are specified in this new norm. Important framework conditions are

specified and an aid is provided. It has the task of arranging the organisation of adhesive application processes so that the user "masters" the entire process, from the idea and development to production of the bonded product, in terms of the norm. The process thus becomes robust and reproducible.

### For all adhesives

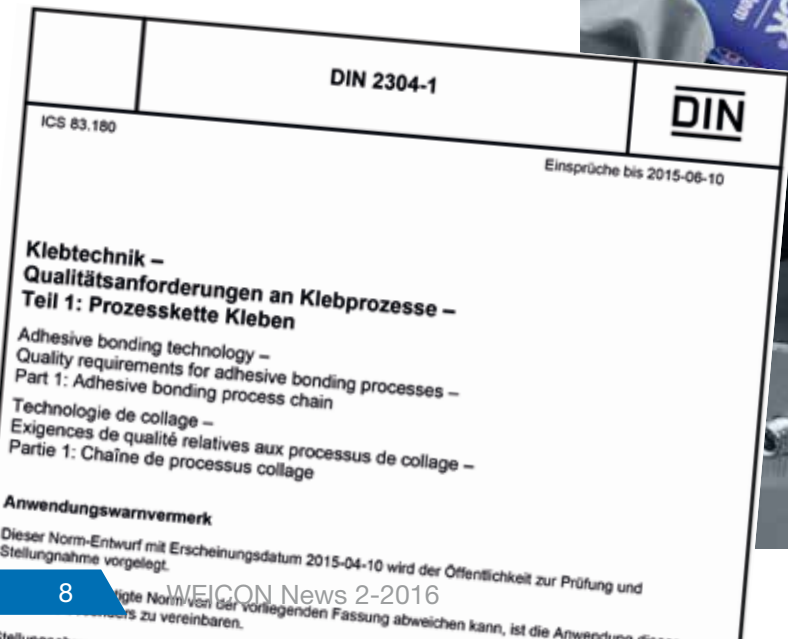
DIN 2304-1 is valid for all adhesives and combinations of materials, as well as for all branches and all types of adhesion with their main function in the transfer of mechanical loads. The norm is directed towards all users of adhesives.

### WEICON offers qualified specialists

We have been working together with the Fraunhofer Institute for Production Technology and Applied Materials Research (IFAM) in Bremen for many years. Lots of our employees have completed courses as adhesive bonders, adhesive specialists or specialist adhesive engineers. We are pleased to remain at your disposal to answer any questions on the new norm.

You can find further information on the new DIN 2304-1 in our flyer.

This way to the download!







ISO 9001:2015

## Start of the certification process

The ISO 9001 standard is recognised around the world and defines the requirements for effective quality management within a company.

At WEICON, the numerous chemical and technical products and tools are planned and produced in line with the latest production standards. Safety and environmental measures are crucial factors right from the introduction of new products, and in the process

optimisation of existing ones. The above-average qualifications of our staff are a vital component of our corporate philosophy.

To allow us to prove these high internal standards publicly, we have decided to have the quality management system of WEICON GmbH Co. KG certified by an independent testing institute in accordance with ISO 9001:2015.

This certification is an important quality seal that highlights the fact that we at WEICON work in line with verified standards and produce high-quality products. In this way we contribute to the continuous increase of our customer's satisfaction.

Preparations began in early September and the audit is expected to end with official certification in June 2017.





New system for improved stability

## WEICON CBC

We have now developed a special epoxy resin system especially for chocking and backing difficult-to-position equipment – WEICON CBC Chocking Backing Compound.

The system replaces fitting pieces made of steel or other materials, and ensures direct contact with base plates.

### Numerous benefits

WEICON CBC offers a series of positive properties. It has a low viscosity and is very liquid and self-levelling. It has a pot time of 30 minutes and cures almost without any shrinkage. It offers a permanently high static strength and high resistance to ageing. The epoxy resin system adheres especially

well to steel and concrete. It is highly pressure resistant and resistant to many chemicals, oils and fuels. It is vibration and temperature resistant.

Thanks to its very low shrinkage, the position of machinery and equipment remains constant after casting with WEICON CBC.

### For flexible use

The epoxy resin system can be used in various fields, such as in engines, gears, stabilisers, crane rails, valves, masts, antennas, hoists, lifting gear, deck mounting equipment and many other components.

### Advantage over steel or rubber solutions

The use of CBC has proved a great advantage compared to other materials used for chocking and backing, such as steel and rubber. For example, steel cannot absorb vibrations and causes a great deal of noise. In addition, it has higher wear and material fatigue in the long run.

Laying rubber needs to be calculated precisely on a case-by-case basis in terms of the quantity and thickness of the material, making it also comparatively arduous.



Award winning product from Muenster

## "Golden" adhesive

Our new epoxy resin system, WEICON CBC, was awarded a gold medal at an international inventor's exhibition in July.

Our team took part in the Euroinvent in Romania for the first time this year. Inventions and innovations from around the globe were presented at the exhibition.

As part of the competition, CBC was classified as particularly innovative by an international expert jury line-up and was awarded a gold medal and special prize by the organiser.

The adhesive successfully asserted itself against 28 other competitors in its category and won the sought-after precious metal.

Our epoxy resin system withstood a pressure of more than 200 tonnes in a stress test. As a comparison: That corresponds with the approximate weight of the Statue of Liberty, an adult blue whale, 33 male elephants or 154 cars.

At the Euroinvent, more than 400 inventions and projects from throughout the world were presented to more than 30,000 professional visitors over three exhibition days.



IAȘI - ROMÂNIA

# DIPLOMA

**Research Project regarding solutions for unconventional reinforcement of concrete structures**



**A good start**

## Conference in the Czech Republic

Our new colleagues at the Czech branch attended their first WEICON conference in early July.

Ralph Weidling travelled to Teplice to inform the WEICON Czech Republic team not only about the new products, but also about the many sales promotion instruments, such as the app, the catalogue, the adhesive finder and the available displays.

Three colleagues now work in field sales for our latest branch on the Czech market. They had already received support from Münster before the conference when Timo Gratilow and Aleksandar Adamovic visited the branch. Timo visited various customers together with Branch Manager Vladimír Dufek, while Aleksandar supported the new team in working with the inventory management system Berta.



“Our new colleagues in the Czech Republic are highly motivated and were delighted to receive our support. The conference went very well and I am optimistic that our latest branch will continue its very positive development,” said Ralph Weidling after the event.

**Two international adhesion experts at WEICON**

## Success in Bremen

The participants in the Adhesive Specialist course at the Institute for Manufacturing Engineering and Applied Materials Research (IFAM) in Bremen have had 120 lessons and three one-week practical and teaching units.

Some of our colleagues have already successfully completed the course – in German.

In May, some of our colleagues took part in a three-week course in English in Bremen for the first time. Javed Khan from WEICON Middle East and Iulian

Bordei from our Romanian branch can now call themselves DVS®/EWF European Adhesive Specialists.

Both completed their final exams with excellent marks of more than 80%. Congratulations on these great results!

As well as their certificates from IFAM, Javed and Iulian also received a personalised stamp with which they can mark their business correspondence in future, proving their status as Adhesive Specialists.



f.l.t.r. Iulian Bordei and Javed Khan

## The Netherlands

## Little neighbour – big trading nation

Covering an area of 41,500 km<sup>2</sup>, the Netherlands are only 7,416 km<sup>2</sup> larger than the German state of North Rhine-Westphalia with 34,084 km<sup>2</sup>.

Despite the relatively small area of our neighbouring country, it certainly should not be underestimated. With the fourth largest port in the world in Rotterdam and one of the largest international airports in Europe, Schiphol in Amsterdam, the country has perfect cargo handling areas and an excellent infrastructure.

The trade volume between Germany and the trading nation is one of the largest in the world with around 167 billion euros (2015, source: Destatis). Germany has been the most important trade partner to the Netherlands for many years. In return, the kingdom is the second most important trade partner for Germany after France. Therefore both countries are not just closely connected geographically, but also economically.

### Industries in the Netherlands

The Dutch economy is mainly made up out of raw material and fuel processing, the chemical industry, electronics, metal processing and the foodstuff and luxury food industry.

### Regional economic focuses

Alongside crude oil and natural gas extraction in the North Sea, the foodstuff and luxury food industry is also one of the main industries in the north of the country. Agriculture is mainly in the east, including crop farming and cattle breeding. More than half of the kingdom's area is used economically.

The metal and chemicals industry as well as rubber manufacturing are heavily represented in the eastern part. Producing trades such as the electro-

industry are located in the south. A strong infrastructure with rail and road links offer the perfect access to the Rhine-Ruhr region and central Europe.

The crude oil processing trades are located in the west, due to the coastal position.

The strong distinction of various industrial sectors and the close proximity to Germany makes the Netherlands very attractive as a sales market for our WEICON products. The cosmopolitan attitude of the Dutch as well as the highly qualified staff are also very promising factors for the successful establishment of WEICON.

### Increase in sales promotion measures

In order to increase WEICON's presence in the Netherlands in the long-term, sales promoting measures will be increased in future and activities in the area of social networks will be expanded.

The coming months will show whether the measures will take effect in our neighbouring country. However, one thing is certain: The Netherlands are a market with lots of potential.



### Facts about the Rotterdam harbour

- Annual turnover of the harbour of Rotterdam is around 465 million tons
- The harbour area covers 12,500 hectare (land and water, 6,000 hectare are commercial sites)
- The total length of the harbour area is around 40 kilometers
- Annually, approx. 30,000 seagoing vessels and 110,000 inland waterway vessels arrive at the harbour



A farewell and a new beginning

## WEICON in Italy

After 17 years of intensive collaboration, Filippo Gabbani, co-owner and Managing Director of our Italian partner Rarimport s.r.l., is retiring.

To honour the end of this successful partnership, Ralph and Susanne Weidling and Timo Gratilow travelled to Sestri Levante, 50 kilometres from Genoa in Italy, in early June.

There they visited the property of the Rimassa family, which is today owned by the two daughters of the Rarimport founder, Aldo Rimassa. The two women are cousins of the Managing Director, Filippo Gabbani.

### Many years of partnership

WEICON and Rarimport have worked directly together since 1999 – a successful partnership that is now ending as the Italian company ceases trading. But the business relationship between Muenster and northern Italy goes back much further.

In 1957, Aldo Rimassa and Gerd Weidling attended a product training course together at Devcon in the United States. After the course, the two businessmen were responsible for selling the company's chemical products in Germany and Italy.



When the collaboration with the Americans ended, the company Weidling & Sohn began to produce its own epoxy resin systems, which Rimassa imported to Italy.

Rarimport was officially founded in 1993; the Italian family company became an official WEICON partner in 1999, responsible for the sale of the products in Italy.

## WEICON in Italy

Following the end of the partnership with Rarimport, Davide Merlo has been taken on in field sales for WEICON in Italy.

Customers in Italy will now be supplied with WEICON products directly from Muenster.

Our local employee worked for Rarimport for two years, where he was responsible exclusively for the sale of WEICON products, so he already has extensive product expertise and customer contacts.



“Italy, and especially the strong industrial heartland in the north, is a very interesting market for us. From his home in Genoa, Davide can serve every region in Italy,” said Ralph Weidling. “We are looking forward to a successful collaboration and a good start for WEICON in Italy.”



f.l.t.r. Ralph Weidling and Davide Merlo

**WEICON Marine Emergency Repair Kit**

# Ready for use immediately – For repair and maintenance work on the high seas

Three different Marine Emergency Repair Kits for the maritime industry have been added to our range. They are our reaction to the increasing demand on the nautical market, and offer ship suppliers worldwide a collection of products for emergency repairs and maintenance work on board ships.

## Equipped for any situation

When a technical problem arises on the high seas, for example triggered by a defective piece of equipment, the

Emergency Repair Kit is immediately at hand and the damage repaired. The ship can reach the next port safely.

From the products for basic applications in Kit 1 to those for complex repairs in Kit 3, the sets are equipped with a large number of adhesives and sealants for repair and maintenance work on board. All three sets are listed in the IMPA and ISSA catalogues.

## Basic equipment

The two plastic metal varieties WEICON A and WEICON SF are

included in the sets and are certified by Germanischer Lloyd. The special epoxy resin systems can withstand extreme conditions such as constant contact with salt water or salty air, and are suitable for repairing leaky piping and cast parts, and for repairing cracks in machinery parts.

All kits also include the Repair Stick Aqua, which is specially designed for underwater applications. The ceramic-filled two-component compound is ideal for quick repairs on damp and wet surfaces and can be used to quickly repair and seal cracks, holes and leaks.





All Marine Emergency Repair Kits also contain a specially designed Processing Kit equipped with work tools such as a cutter, brush, wire mesh and a butyl tape, allowing the materials to be worked with easily.

## Service included

We also take care of issuing the required papers, such as the hazardous goods declaration. Thanks to the service included when they purchase a set, our customers enjoy maximum benefits with minimum effort, and are equipped for an emergency on the high seas.



Marine Emergency Repair Kit 3





**WEICON in Poland**

## Strong economy and strong partnership

Since the political situation has changed fundamentally in Eastern Europe 27 years ago, our neighbouring country is showing a very positive economic development. This development is clearly reflected in corresponding economic measures.

Poland is the ninth largest country in Europe and has the sixth largest economy on the continent. During the global economic crisis in 2009, the country was even able to generate economic growth, five percent above the European average.

In contrast to global trends, the Polish economy has also continued to grow by three to four percent over the last three years. Economic forecasts for the country are also consistently positive.

Germany and Poland are not only strong competitors in football but also important partners in the trade. Around 25% of the Polish exports are supplied to Germany annually, and Poland imports a comparable percentage of goods from the Federal Republic.

The most important industrial sectors in Poland are the automotive industry, the food industry, mining, the oil and

gas industry, the plastics industry, the production of rubber, the chemical and electrotechnical industry and metal processing. These sectors of the industry require constant and reliable support with high quality products for repair and maintenance. This means that an increasing number of WEICON products is exported annually to our eastern neighbour.

### CT-CARD

Since 24 years, CT-CARD Sp. z o. o. is our exclusive partner in Poland. The company offers its customers professional solutions for their applications.

"Being a part of such a variable and dynamic market is a daily challenge. On the one hand, the demands of our customers are increasing, and on the other hand we are in a very competitive position with other companies. That requires a high degree of adaptability, quickness and of course flexibility. The new technologies are developing rapidly and the numerous globally operating organizations need products of the highest quality in a timely manner. We can supply them with WEICON products", says Irek Poniedziałek, who



f.l.t.r. Irek Poniedziałek and General Manager of CT-CARD, Krzysztof Salwin



has been working for CT-CARD as WEICON product manager for the last twelve years.

## First class partnership

"I can still remember my start in 2004. We had only a small storage and a few boxes of WEICON technical sprays. It is a great feeling to see how today almost every day pallets with products are delivered to our company. For me this is a symbol of the great progress that our country, our economy and our company have made during the last years."

CT-CARD has its headquarters in the Polish capital Warsaw and the young sales team supports customers from all industrial sectors all over the country.

"Our customers are very demanding. They want not only products but also after sales support. We can provide them with product training or the extensive marketing material such as the app, the adhesive finder or catalogues and flyers. This is highly appreciated by our customers in Poland", explains Irek Poniedziałek.



My colleagues and I particularly appreciate the great support we receive from the team in Muenster. That makes the collaboration with WEICON very special. Especially the colleagues from the export department in Muenster and Richard Streschewski, sales representative of WEICON, are important contacts for us. Richard speaks Polish and regularly travels to Poland. He visits trade fairs and customers with our employees, holds presentations and leads training courses.

WEICON is our closest business partner. It is a pleasure and an honour for us to participate in trade fairs in Poland together with the WEICON team from Germany. Particularly noteworthy are the regular product trainings at the headquarters in Muenster. These events have a very high priority for us.

All these aspects make our collaboration with WEICON so successful and so valuable", concludes Irek Poniedziałek.





f.l.t.r. Alex Korobkov, Kira Brauer and Tim Riekenberg

An interview with our trainees

## Three new WEICON trainees

*WEICON News: When did you start at WEICON and for what career are you being trained?*

Alex: I have been here since March 2016 and before that I gained work experience in the warehouse. This allowed me to find a reasonable way to bridge my free period and it helped me to get to know the company. My apprenticeship as wholesale and export clerk started in June.

Tim: I am also training to become wholesale and export clerk and started at WEICON in August this year.

Kira: I have been in training since August to become a qualified trader in marketing communication. This career path has been offered for the first time this year. Therefore I am looking forward to my time at WEICON.

*WEICON News: How did you find out about this training programme and what did you do before that?*

Alex: After I finished school I was with the federal army first and then I decided to do my technical diploma. Following that, I focused on finding training in commerce and found this at WEICON.

Tim: I already have college qualifications as graphic and media designer and also worked in this professional capacity for some time. At the start of my training as wholesale and export clerk, I am focussing on the commercial sector and

also acting as a kind of “cameraman” at WEICON. I support the company in shooting videos and editing.

Kira: I first applied for the training as wholesale and export clerk and then only found out afterwards that training places were being offered in the area of marketing communication. As it is important to me to acquire commercial knowledge, and as I also find marketing communication interesting, I applied for this training place too. And luckily it worked out!

*WEICON News: In which departments have you been so far and what did you like in particular?*

Kira: First I was in the purchasing department, then two weeks in the sales department, two weeks in application technology and currently I am at the headquarters reception. The next phases include export and naturally advertising and marketing. I think it's great that you are allowed to take on tasks independently just after a short time and that you are integrated into the team.

Tim: The warehouse was my first station at WEICON. I am currently in the export department, where I like it very much and I can already imagine working in this division later on. Even as a trainee I am integrated into the operations and I'm given independent tasks and duties, which gives you the feeling that you are part of the team.

I shall be in the sales department next. The informal working atmosphere here impresses me. We were received very well and you immediately feel at home.

Alex: So far I have been in the warehouse and in the sales department. Just now I am in application technology and will change over to the purchasing department next. Generally I noticed that a lot of trust is placed in us as trainees and you get the immediate feeling that you belong to the team.

*WEICON News: How often are you at the technical college and are there any other opportunities to do further training?*

Alex: We attend the Ludwig-Erhard vocational college in Muenster twice a week. Tim and I take the same subjects. For example: German, English, accounting, politics and a few more.

Kira: Although I go to the same vocational college I am in a different class and have different subjects, like marketing communication for instance.

Tim: We also get the chance to take part in various seminars, for which WEICON registers us after discussing it with us. Very soon the three of us will be doing a course on do's and don'ts. I am really looking forward to it!

*WEICON News: We wish our new trainees successful apprenticeships at WEICON and are pleased that you really like it here so far!*



Great option for the employees

## The WEICON company bike

Muenster is the bicycle capital of Germany. Most of the citizens are enthusiastic cyclists – also many of our employees. There is probably no better place to buy company bikes for the team!

Since beginning of September, every employee at our headquarters in Muenster can order a company bike according to his wishes and lease it at a low monthly rate.

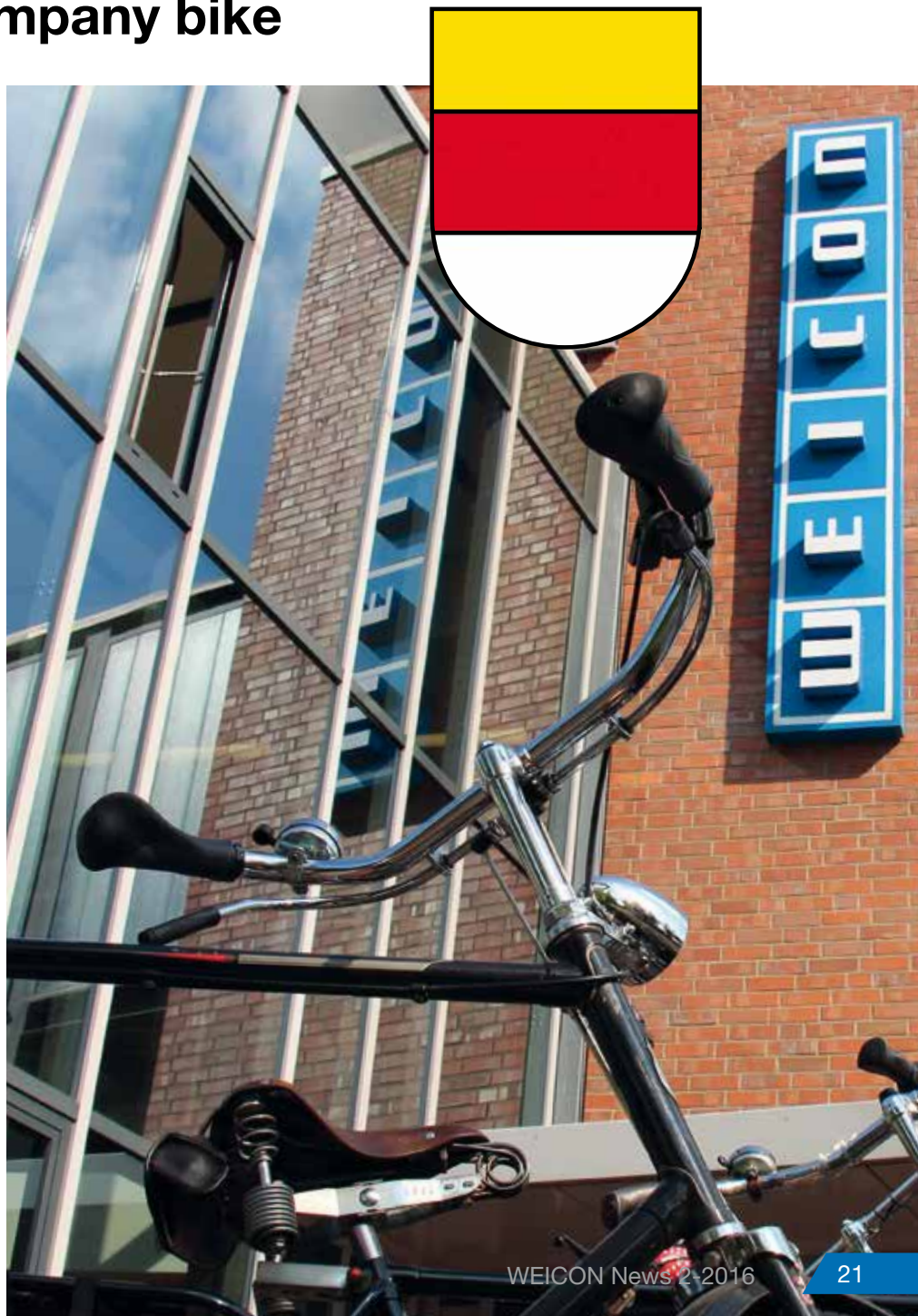
Whether mountain bike, road bike or electric bike, our employees have a wide selection of high quality bikes.

### Also for private use

Although it is a company bike, this does not mean that only the way to work should be mastered by bike. It may be ridden as desired – for leisure or for business.

With this additional offer, WEICON would like to support the health and satisfaction of the employees.

"We have received a lot of positive feedback so far, and we are sure that the concept of the company bike is a great option for our employees", says Timo Gratilow, assistant to the management.



Investment at headquarters in Muenster

# WEICON continues to grow

After two years of planning and approval processes, construction on the expansion of the WEICON headquarters in Muenster finally began in May.

The company has invested EUR 7.5 million in the project. The new buildings will expand our production and warehouse space by around 35% and create a new administration building for up to 50 staff members.

## Building a creative campus

Besides Product Management and Research & Development, the new administration building will also be home to Advertising and Public Relations. Its open, modern architecture will support the exchange of ideas and creativity within the company. It will also offer meeting and seminar rooms with space for up to 150 people, which will be used for training sessions and conferences in future.

## Huge growth in recent years

“We have been undergoing continuous but controlled growth for many years

now, so it makes a lot of sense for us to invest in our headquarters in Muenster. We have reached the limits of our capacity here, so the new buildings are urgently needed. All in all, we employ 200 staff – 120 in Muenster, 30 more in field sales in Germany, and 50 in our seven branches worldwide.

The new production and warehouse space will make us even more flexible and competitive, while the new administration building provides space for new developments in research,” said Ralph Weidling at the start of construction.

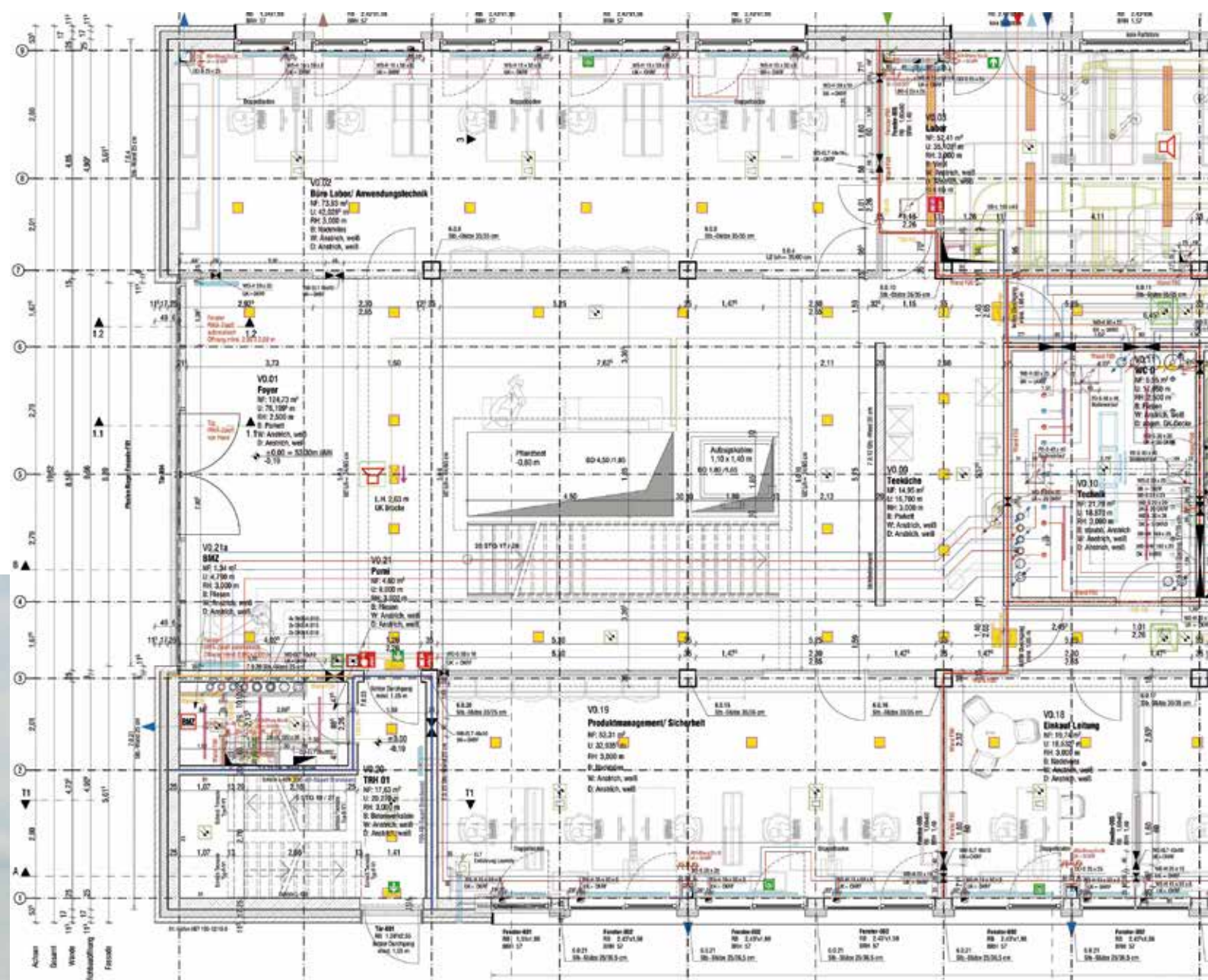
## Nature and the future in focus

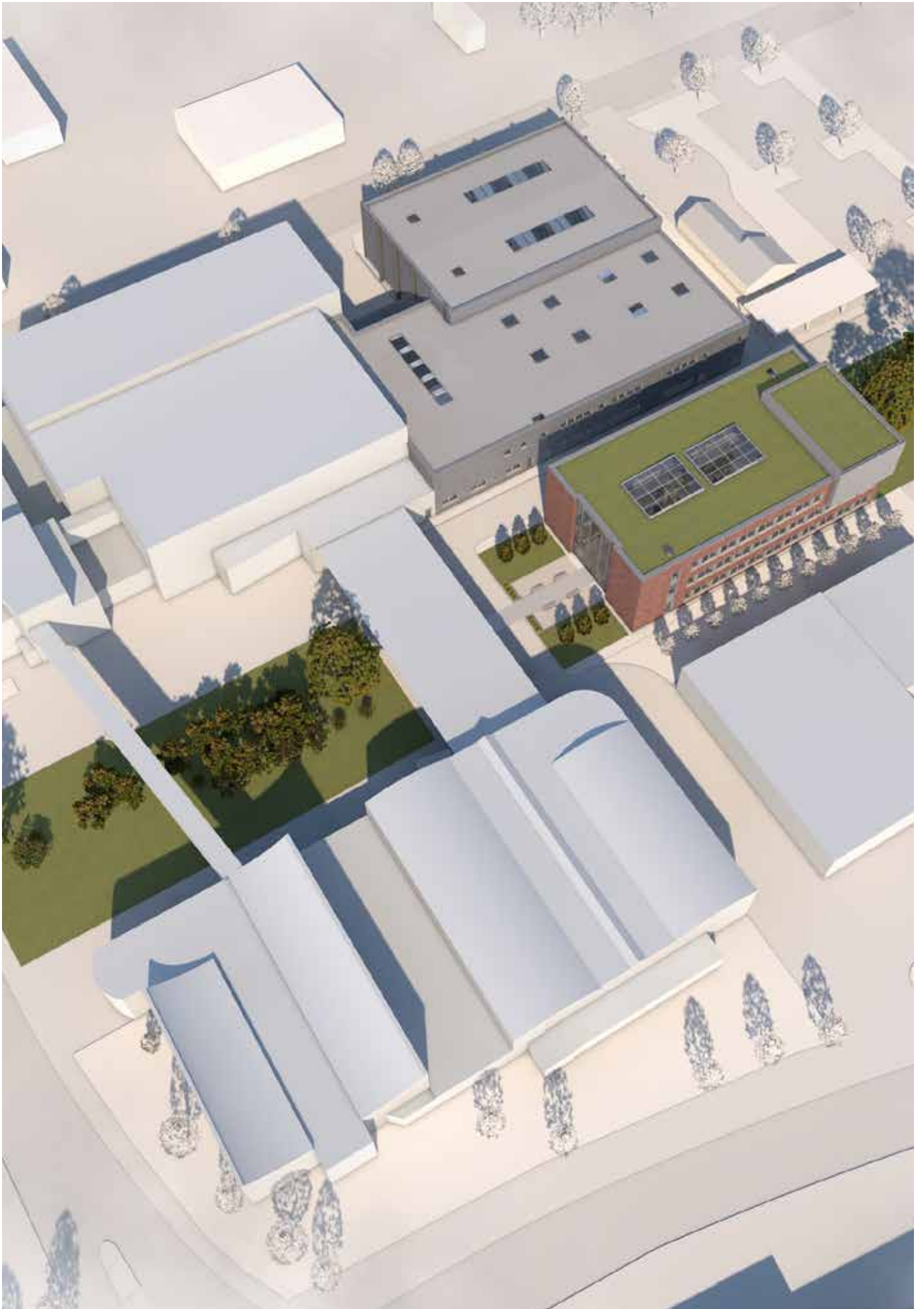
Particular priority was given to nature during the planning process. For

example, a hedge bank runs across the whole width of the WEICON site, interrupted only by the new administration building. The building will be surrounded by numerous new trees and green spaces, and even the roof will be grassed or planted. The future of transport has been considered, too, with staff parking spaces for electric cars and bicycles, equipped with charging stations.

WEICON is working together with the Muenster architecture agency planwerk on the project. The work is expected to be completed by the end of next year.







The new buildings are colored on the picture





The back side of the new office building



A glance into the new office building



A glance at the new conference and meeting rooms





Guest film team

## Filming in Ascheberg and Muenster

Filming took place at WEICON TOOLS in Ascheberg in April.

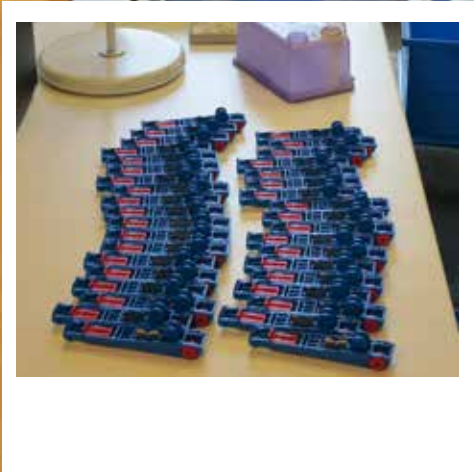
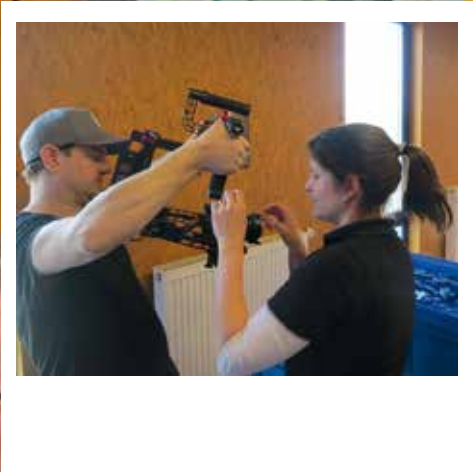
Together with the Muenster production company, b-productive, who made the WEICON image film last year, we have created another product and image film for our tool division.

The film is available on our website and on YouTube and offers an interesting glimpse behind the scenes of our tool division.

The film contains scenes that were filmed on our stand at the International Hardware Fair Cologne (WEICON News 1-2016). Other scenes show production in Ascheberg. To finish off the film, another scene was filmed in Muenster showing an interview situation.

This gives the viewer a nice insight and shows that our tools are completely developed and produced in Germany, in contrast to many of the competitors' products.







New dealer in Turkey

## Great External Image

End of September, we received some nice pictures from Turkey. In July, our branch in Istanbul managed to gain a new technical dealer for the distribution of our products in the city of Konya.

### Konya

The Central Anatolian city of Konya does not seem to be economically very interesting – but this impression is wrong!

The economic capitals of Turkey are not only Istanbul and the Marmara region – there is so much more to offer.

The Konya region is considered as the capital of the Turkish medium-sized businesses.

### Capital of medium-sized businesses

Konya has more than one million inhabitants and is one of the ten largest cities in Turkey. The province of the same name is the largest area in the country. More than 100,000 students study at the four universities of the city. Every year about two million tourists are visiting the city. The province Konya is the agricultural center of Turkey. The major Mediterranean port Mersin, located south of Adana is only three hours away by car. Ankara is reachable by train in less than two hours. Istanbul is served several times a day by plane. The Technology Center of Konya is according to the number of firms in third place in the country.

Major industries are the construction of utility vehicles, the automotive supply industry, the foundry, the mechanical and agricultural engineering, the food, footwear, plastics and packaging industries and the energy sector.

So Konya seems to be a very interesting location for our new technical trader!



## New address

## Move in Istanbul

We have had a branch in Turkey since April 2011. Since then, the Istanbul-based WEICON Kimya Sanayi Tic. Ltd. Şti. has been responsible for supporting our customers in the Bosphorus, Georgia, Azerbaijan and Iraq.

In mid-April, our branch moved into a new building within Istanbul, not least due to the advantages of the new

location. The new premises are better arranged and, with a loading ramp on the ground floor, offer ideal conditions for optimum goods handling and thus for WEICON to grow further in the Bosphorus.

The new address is:

**WEICON Kimya Sanayi Tic. Ltd. Şti.**  
Orhan Gazi Mahallesi 16.  
Yol Sokak No: 6  
34517 Hadımköy-Esenyurt  
İstanbul  
Türkiye



A visit to the Allwetterzoo Muenster

## Adhesives in nature – Spider threads

Most people find these eight-legged creatures creepy or even disgusting.

But if you look closely, they are actually fascinating animals. After all, they are producers of high-quality, extremely resistant silk. Relative to its size, the spider's thread is four times stronger than steel, and can be stretched to three times its length. Some silks are also extremely adhesive.

### Zoo visit

Animals that produce adhesives? We decided to take a look and visited the Allwetterzoo Muenster. The zoo is home to two tarantulas: the Chilean rose tarantula *Okampa* and the Mexican redknee tarantula *Lydia*. Both are looked after by animal keeper Kristina Theobald, who told us all about the spiders and their silk threads.



### Properties of the silk

The silk comes out of the spinneret at the rear of the animal's body and is produced in various spinning organs. The threads are made from long protein molecules. The order in which the individual amino acids are arranged, and specifically the arrangement of the amino acid chain modules, decides the properties of the threads, i.e. whether or not they are adhesive.

The spiders keep silk proteins in an aqueous solution in the spinning organs and transform them into fibres in the spinning channel in a fraction of a second.

More than half of the 40,000 spider species produce silk webs for catching prey; insects are caught in the webs and powerless to fight off the spider. The most common spider's web, in wheel shape, consists of a frame thread, spoke threads, the adhesive catching

spiral and the hub in the centre. This is where the spider waits, upside down, for its prey. The various threads have different functions and vary in terms of their thickness, chemical composition and structure.

### Tricking the adhesive

The spiders have various tricks up their sleeves to prevent them getting stuck in their own adhesive threads. For example, they only touch the threads that are not sticky, and never put their full weight on one foot. At the same time, the spiders' fine hairs prevent direct contact with the adhesive.

### Different spiders, different techniques

Tarantulas do not build webs to catch their prey. Instead, they lie in ambush and react to the slightest vibrations that tell them when insects and even small







vertebrates are approaching. But they also produce various types of silk thread. Before renewing their exoskeletons, for example, they weave a carpet to act as a base for the shedding process. This shedding occurs at regular intervals and is essentially there to allow the tarantula to grow.

The silk is also used to build burrows or to spin the eggs into a cocoon. All threads are naturally slightly adhesive, but special adhesive threads are used for fastening at the intersections.

### Spider's silk is coveted

Many companies want to make use of the silk's positive properties and have been trying to produce the material industrially for many years – so far without great success. Spiders are loners and cannot be kept in groups – they eat one another and produce much less silk, and in poorer quality, when in captivity.

With their natural elasticity and adhesive strength, spider's threads are an ingenious natural invention. But producing a thread with these properties artificially takes much more thorough research.

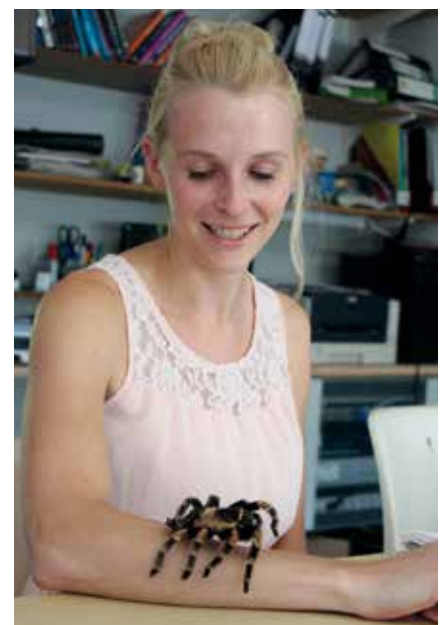
### Looking more closely...

Spiders are impressive creatures, and are certainly a step ahead of people when it comes to silk production. The more you learn about spiders, the more the uneasy feeling when you look at the eight-legged creatures disappears.

Perhaps it will be overcome completely some day? Maybe the fact that WEICON has now adopted the tarantula at Allwetterzoo Muenster will help...

### Useful facts about tarantulas

- there are more than 800 species of tarantula worldwide
- they live in tropical and sub-tropical regions of Africa, America and Asia
- the world's largest spiders belong to the largest land invertebrates
- the leg span of the largest species (*theraphosa leblondi*) can be up to 26 cm
- their poison is not particularly harmful, but very painful – comparable with a bee or wasp sting
- food: Insects, sometimes small invertebrates, anything they can overpower, even scorpions and poisonous snakes
- healthy birds are not on the menu
- nocturnal
- poor eyesight, but excellent perception of vibrations and differences in brightness





### International Sales Meeting 2016

## Exchanging experiences at head office

At the beginning of September, an international meeting took place for the first time at our headquarters in Muenster. Our colleagues from Spain, the Czech Republic, the leaders of the branches in Dubai and Romania and teams from the export services as well as the branch support team exchanged views to ensure that WEICON can further develop the positive trend of the past years and therefore operate even more successfully.

### Information from Muenster

The meeting started with news from the main office in Muenster. Ralph Weidling and Timo Gratilow informed the participants about the status of the building work in Muenster and about the start of the ISO 9001:2015 certification process, which will be concluded in the coming year.

### Branch presentations

Following that, branch manager Thorsten Lutz from Dubai and Alexandru Vlaicu from Romania presented the strategies for their market areas in order to pass on their experiences to other colleagues from the Czech Republic and Spain. They introduced current projects from their countries to the participants and gave a preview of future developments.

Our Spanish colleague, Alejandro González, and Vladimir Dufek from the Czech Republic, allowed a look behind the scenes of their daily work. They introduced the structures of their markets, presented the most important industrial sectors, their top WEICON products and showed some interesting applications from various industrial areas, such as wind energy, ship building and automobile construction.

Later our colleague Joan Ferrando introduced the Italian market, where we have been represented by our own sales manager since June.

An open discussion followed, covering various subjects. These exchanges

provided our new colleagues with tips and advice from co-workers, who have already been responsible for a branch for several years and which will give them valuable help in their everyday work.

Later in the event, Sascha Beilmann introduced the status of the new WEICON website and App and Thorsten Krimphove explained the activities in the areas of social media, such as advertising on Facebook.

Other themes of the event included the introduction of new applications, the current developments in the tools division as well as new products such as WEICON CBC and the Marine Emergency Repair Kits.

All in all, the first international sales meeting in Muenster was a most successful event, which brought valuable exchange of information, experience and different approaches, which will be of benefit for the new as well as the more established branches.

### Support for a Romanian racing team

## At high speed

In spring 2016, our Romanian branch began supporting a Romanian racing team with some of our products for the care and maintenance of their vehicles.

The team has already been presented in a Romanian specialist magazine and is one of the best in the country. Its vehicles have also taken part in renowned international races.

“It is great to be able to help the team with our technical sprays and adhesives, and that the team is performing so

well. We are crossing our fingers that the racing cars get the best possible

results,” says Alexandru Vlaicu, Head of WEICON Romania.



open, lever, scrape

## WEICON TOOLS Multi-Opener

Our TOOLS division has developed a new product suitable for use in many delicate applications – the WEICON TOOLS Multi-Opener.

The opener is used to open sensitive devices and work with clipped housings, without damaging the material.

### Application examples

The new tool is used to open housing parts without scratching the sensitive surfaces. Further fields of application include dismantling components from electronic devices, levering off flush push-on connections and gently

opening clipped components. The Multi-Opener also allows plinth panels to be opened easily without lever marks, while the integrated stainless steel blade scrapes off adhesive residues easily.

The Multi-Opener can be used in a wide range of fields. Typical devices that can be opened gently using the tool include mobile phones and landline devices, tablets, laptops, desktop computers and other hardware, televisions, Blu-Ray and DVD players, video recorders, radios, hifis, cameras and many other devices in the office and at home.

The tool is produced entirely in Germany and is made out of fibreglass-reinforced polyamide and a conductive ESD material that protects against electrostatic discharge.



New WEICON website

# Our products in focus

Our new website now has a new look and new content – it is clearer and more modern, has more emotional appeal, and is of course responsive.

“Our aim was to give the website a more contemporary design and adapt it to the latest technology. A huge number of online users now use their smartphones to access the Internet, so our website needed not just to look good, but also to be accessible from all end devices without limitations – to be responsive,” said Sascha Beilmann, Head of WEICON Information Management.

## What does responsive mean?

Websites with a responsive design automatically adapt to the end device from which they are accessed. For example, a responsive website will be shown slightly differently on a smartphone from how it

looks on a tablet or laptop. This relates particularly to the arrangement and appearance of individual elements, such as the navigation, side bars and text. This responsive design improves the appearance and usability for the user, increasing the benefits significantly.

As well as these technical improvements, the website's content has also been thoroughly revised. One key aspect was to adapt the content to the needs of the target audiences. Improving user friendliness was the main priority here.

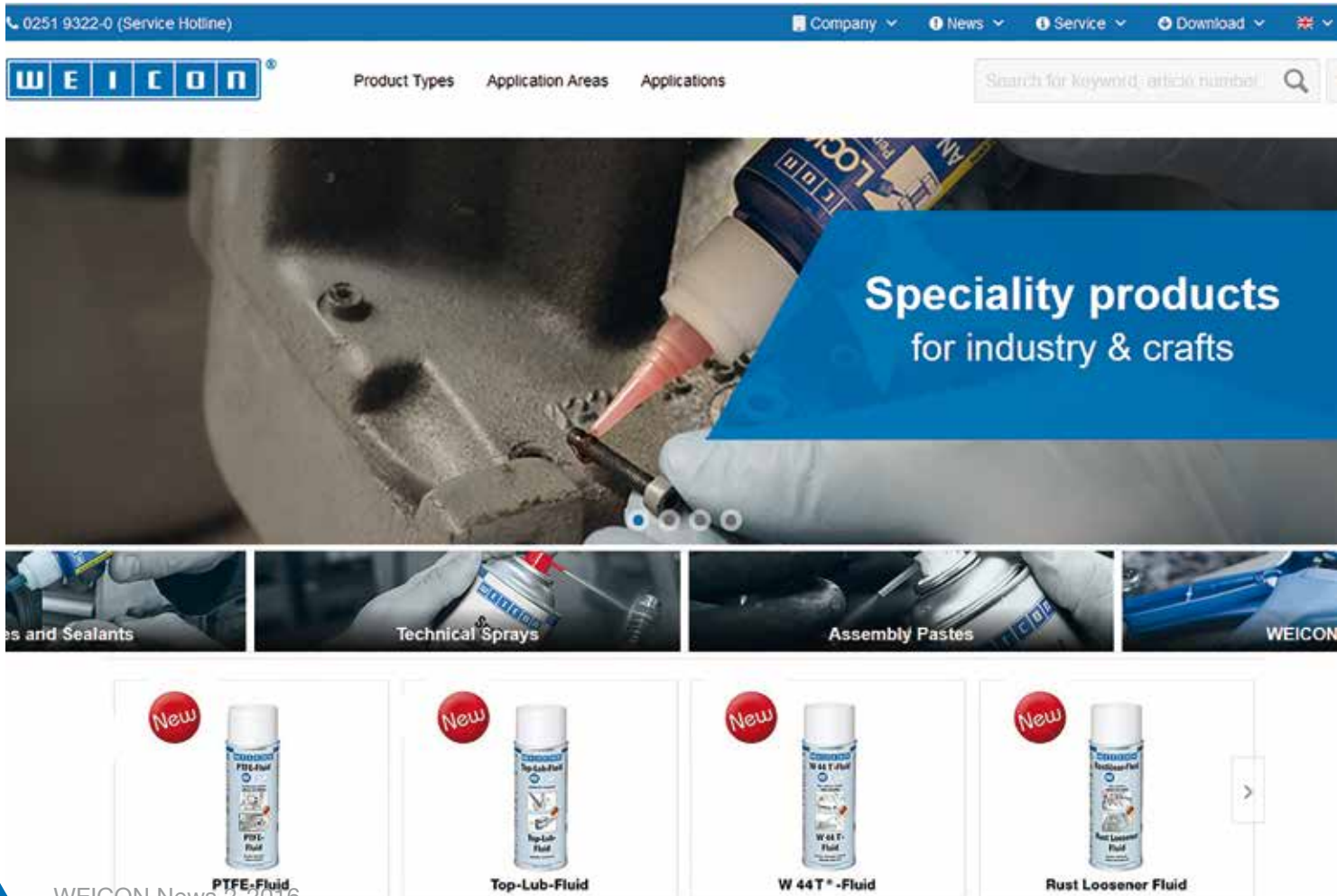
## Our products in focus

Visitors to the website are particularly interested in information about our extensive product range. This section of the website has therefore been given a much broader arrangement and thoroughly revised.

On the product detail pages, users can now find all the information and data that exist on a product in one place. Safety data sheets, technical data, photos, videos, product information and brochure material, all at a glance!

As in the past, users will continue to find comprehensive information on news from WEICON and upcoming trade fairs on the website.

“We invite you to take a look at the revised website for yourself, try out the new functions and give us feedback, so that our website can be tailored as well as possible to the needs of the users in future, too,” continued Beilmann.



Part of the marketing mix

## The new WEICON blog

*we blog*

[WE blog Startseite](#)
[Blog](#)
[Autoren](#)
[Galerie](#)
[Impressum](#)
[Kontakt](#)


Merely a website is not enough nowadays – an updated corporate blog works miracles for the range and therefore supports a successful online presentation. Blogging is now good manners in company communication.

### What is a blog?

Blogging is not really a new invention, and has actually been going on for many years. The term comes from the words "web" and "log" – briefly blog. The fundamental thought: A diary or journal that can be viewed by the public, in former times mainly kept by private individuals. More and more companies are now using this communication instrument as a corporate blog and therefore addressing their target groups. The blog is part of the marketing mix and can increase online visibility considerably.

### SEO – an absolute must

SEO is the abbreviation for the term "Search Engine Optimization" and covers all measures that increase the visibility of web sites in search engines such as Google. A company's online presentation should therefore be set up so that it achieves the highest possible rank in unpaid search results and is therefore easier to find.



A corporate blog with relevant contents i.e. with a useful, primarily editorial content for the target group, has considerable potential for the entire company. After all, Google no longer just recognizes the frequency of keywords on web sites, but also the added value and how much effort has been made with the page. Relevant texts, subjects and images are visible in the Google ranking.

### Website and blog – hand in hand

We at WEICON now also have a blog, which supports the new internet site. In order to cover the widest possible



range of subjects, our authors come from various company areas such as application technology or product safety. Our apprentices also write about their everyday work. Alongside interesting applications with our products, reports, photos and videos of company events, campaigns and news can be found on our blog. The blog texts can include the personal opinion of the author and also facts.

### Blogging = creating added value

The effects of a company blog are therefore varied. The company's range is also increased by the higher ranking. Furthermore, a positive image is created, which promotes sales additionally. Comment functions under the articles turn the blog into a communication platform that creates a real added value.

The blog is currently only available in German. The English version will follow soon.





**In-house trade fair in Russia**

## Tools in focus

Our Russian partner Unit Mark Pro (UMP) recently took part in the in-house trade fair of a technical retailer in Moscow. Export Manager Vitali Walter was also there to present the WEICON product range.

The key focus at the trade fair was on the WEICON TOOLS, although our chemical products were also showcased.

“The trade fair was a complete success. We received a very positive reaction to our tools and the chemical products,

and were able to sell a lot,” said Vitali Walter, looking back.

### CJSC UNIT MARK PRO

Collaboration with Unit Mark Pro in Russia began with the stripping tools segment in 2004. During the world economic crisis of 2009, the company was on the look-out for new paths, and expanded the partnership to include the sale of our technical chemical products



– with great success. WEICON products are available all over Russia.

Unit Mark Pro was founded in 1998 by Alexander Naishuller, is headquartered in Moscow and has a network of eight branches throughout Russia.





### In-house exhibition in Sulingen

## A successful event

The in-house exhibition of our customer, Löchel Industriebedarf, took place in June in Sulingen, a place between Bremen and Hanover.

### Löchel Industriebedarf

The technical retailer located in the Lower Saxony town of Sulingen was founded in the year 1970. The company employs eleven members of staff and stocks the product groups drive technology, tools, industrial chemicals, filter technology and work safety in its range. The main customer groups are industry customers, especially mechanical engineering companies and vehicle suppliers, agricultural machinery

trading and manual trade. The company has 35,000 items in stock and offers around one million items in the delivery programme.

### In-house exhibition on the industrial estate

In June, Löchel organised an inhouse exhibition together with other companies on the industrial estate. Besides the exhibition, there was a varied fringe programme with music, drinks, delicacies from the barbecue and a bouncy castle for the little guests.



f.l.t.r. Torsten Heins and Thomas Meyer

Our area sales manager Thomas Meyer, was on-site with Torsten Heins from sales to present the various WEICON products to the visitors.

"The event was very well visited until the end at 6.00 p.m. This is very unusual for an in-house exhibition on a weekend and speaks for the good organisation and varied presentations. Lots of interested people came to our stand, whom we were able to introduce to WEICON and our numerous products," says Thomas Meyer looking back on the event.





f.l.t.r. Weiwei Goddinger and Vitali Walter

ATLANTIC

WEICON around the globe

OCEAN

## Kitwe, Nowokusnezk and Ulaanbaatar

We attend lots of exhibitions every year. The focus is on events abroad that make up the largest proportion of our exhibition dates.

This year there were several events in rather unusual places on the programme – they took our team to Kitwe, Nowokusnezk and Ulaanbaatar.

Where are these places, which most Germans have never heard of?

Kitwe is a town in the North of the African state of Zambia. It is the country's second largest city with more than 550,000 inhabitants.

Nowokusnezk is a large Russian city in south west Siberia.

Ulaanbaatar is the capital of Mongolia. Almost half of the entire population of Mongolia, around 1.3 million people, live in the city.

This year our employees visited the local Expo Mongolia, an international industry exhibition, for the first time. They set off on a journey of more than 6,500 kilometres to present adhesives and sealants to the visitors on-site and to acquire new customers on the Mongolian market.

Zambia, Siberia and Mongolia are increasingly developing from agricultural states to raw material export countries.

They have large deposits of copper, coal, gold, zinc, uranium, crude oil and rare metals and earths and will adopt an increasingly important role economically in future.

"The exhibitions were very successful for us. We were able to make new contacts and carry out initial customer

visits on location. The countries offer worthwhile market opportunities for us in the long-term," predicts Vitali Walter, Export Manager at WEICON.

This year, the largest distance to an exhibition covered by our team is more than 10,300 kilometres to Singapore.

The Osea takes place there at the end of November; an exhibition that is all about the oil and gas industry.







**Twelve exhibitions in October**

# From Dubai to Bucharest and Hanover

We attend lots of exhibitions throughout the world every year. However, this October we exhibited our products at twelve exhibitions within one month for the very first time – that is a record for our family business, founded in 1947.

Alongside five destinations at home in Germany, our team travelled to Madrid, Bucharest, Brünn in the Czech Republic, Dubai and Abu Dhabi.

The exhibitions covered a wide range of different fields of industry. From mechanical engineering, electronics

and plastic technology through to innovations in the adhesives industry and ship supplies – WEICON products are used in almost all areas.

"We have been exhibiting our products at numerous trade fairs for many decades. But twelve exhibition dates within four weeks; that is a new experience for us too. I would like to make my team a huge compliment; they faced a big logistical challenge and prepared everything perfectly," says Ralph Weidling.

The largest distance to an exhibition covered by the team in October was from Koenigsberger Straße, to almost 5,000 kilometres away in Abu Dhabi. An exhibition, where everything revolved around tools and machines, the Abu Dhabi Hardware Show.

Of course, we will not be relaxing in November because the exhibition carousel keeps turning. At the same time, three exhibitions in far-away China are on the agenda. We are only too excited to take on the challenge!


**WEICON International**

## Exhibitions October/November 2016

### Dates Germany

- **MOTEK**  
10.10. – 13.10.2016 in Stuttgart
- **BONDEXPO**  
10.10.2016 – 13.10.2016 in Stuttgart
- **BELEKTRO**  
11.10.2016 – 13.10.2016 in Berlin
- **K 2016**  
19.10. – 26.10.2016 in Düsseldorf
- **EuroBLECH**  
25.10. – 29.10.2016 in Hanover

### Dates worldwide

- **ADHS**  
03.10. – 05.10. in Abu Dhabi, UAE
- **MSV**  
03.10. – 07.10. in Brünn, Czech Republic
- **Kompozyt-Expo**  
05.10. – 06.10. in Krakow, Poland
- **TIB**  
12.10. – 15.10. in Bucharest, Romania
- **HaPeS**  
18.10. – 20.10. in Katowice, Poland
- **Matelec**  
25.10. – 28.10. in Madrid, Spain
- **WCIF**  
29.10. – 01.11. in Chengdu, China
- **Seatrade Maritime Middle East**  
31.10. – 02.11. in Dubai, UAE
- **CIIF**  
01.11. – 05.11. in Shanghai, China
- **INDAGRA**  
02.11. – 6.11. in Bucharest, Romania
- **ADIPEC**  
07.11. – 10.11. in Abu Dhabi, UAE
- **OSEA**  
29.11. – 02.12. in Singapore

WEICON advertises training jobs

## Vocational training fair and IHK apprentice speed-dating in Muenster

Bettina Trautmann, training officer and Henning Lockenkoetter, IT, attended training information events over three days at the end of June on behalf of WEICON. It was all started off by the vocational training fair at Ludwig-Erhard vocational college in Muenster. Our colleagues presented the company and five of our apprenticeships to interested pupils.

This was followed by the big IHK apprentice speed-dating in the Muensterland hall. Around 150 companies from Muensterland with all kinds of training jobs were represented at the event on 30th June.

### Ten minutes to impress

Around 2,000 pupils made use of the free offer from the chamber of commerce. The apprentice speed-dating model has been tried-and-tested and took place in

Muenster for the sixth time. The principle is very simple: the applicants each had ten minutes to introduce themselves personally to the company.

### Well-known faces

Ideally, they had already informed themselves in advance about the training company and brought along application documents. "So much preparation does, of course, impress," says Bettina Trautmann. "We got to know lots of potential apprentices during the speed-dating and also took several application documents with us," adds Henning Lockenkoetter.

### New training jobs at WEICON

WEICON previously trained people as coordinators in wholesale and export,



v.l.n.r. Henning Lockenkoetter und Bettina Trautmann

warehouse clerks and as warehouse clerks and specialists for warehouse logistics.

With the continuous growth of our company, the demand for new talent is also increasing. This is the reason for expanding the training offer with three new careers from 1st August 2016. Apprenticeships as IT specialist in system integration, industry merchant and marketing communication coordinator have been added.

With this measure, we want to make sure we are set up well for the future and can train our own junior employees in various areas of the company.

Training from WEICON

## Support for associations

In July, our field sales colleague Wolfgang Oestrich held a talk on shaft-hub connections as part of a seminar hosted by VTH Verband Technischer Handel e.V. in Ratingen.

### Verband Technischer Handel

The VTH refers to itself as a service provider and service partner to the technical dealers affiliated to it in Germany, Austria and Switzerland. More than 300 wholesalers of technical products are part of the association in German-speaking countries.

The association offers its members a broad range of seminars, including, for example, specialist seminars on merchandise knowledge, introductory seminars on reading technical drawings, sales training for back office and field sales, advanced qualifications for staff, and workshops on various topics.

### Positive reaction

"The participants were very interested and took part enthusiastically. It was a lot of fun!" said Wolfgang Oestrich after the seminar.



### Shaft-hub connections

Shaft-hub connections are standardised machine elements for connecting shafts with hubs. They serve to transmit torques, axial forces, transverse forces and bending moments from a shaft or pin to a rotating hub or, conversely, from a hub to a shaft.



WEICON News on site

## A day as a sales representative – on the road with Marc Humpert

Driving from A to B all day long and comfortably drinking one or two coffees in between – this is how some people might imagine the work of an external sales rep.

### This is obviously quite different in reality

WEICON News had the opportunity to accompany our field service representative Marc Humpert for a day and to learn about his everyday professional life. Marc is one of our 28 field service employees, who travel around Germany. He is responsible for the sales territory of the Muenster region and therefore looks after specialist retailers as well as industrial end customers on location. In addition, there is the task of acquiring new customers.

There are six appointments per day on average. To avoid unnecessary trips, an efficient route must be planned in advance. The difficulty: Not all dealers or companies, who may be en-route, have time for a meeting.

### A versatile and exciting field of work

Our colleagues in the field mainly have an advisory function. They offer our customers individualised and tailored solutions for their purposes. Companies

often focus on searching for the right adhesive and have been made aware of WEICON through recommendations, our catalogue, the App or our website, for example.

WEICON offers a special service. Our representatives in the field are quickly on site and look after the customers' requirements and requests promptly.

### Whether specialist trader or industrial enterprise

The first appointment was with a manufacturer for air conditioning systems. The technical director of the company was looking for an alternative mounting for a steel blade in a propeller. The task was to determine which of our adhesives would be suited to this purpose. The material combination as well as the forces, which are created through the rotation of the propeller, had to be considered.

In preparation, Marc had already pre-tested our construction adhesive RK 1500 at home and was therefore able to provide hardened samples of the bonded blade. The adhesive ensures the highest possible bonding of the most diverse materials and can be applied in a broad temperature range. Temperature resistance was tested in the company's cooling chamber, as the systems are also constantly in operation at very low sub-zero temperatures.

Work training also took place on-site to ensure that the adhesive was applied correctly. Moreover, the customer received an especially designed folder, which shows photographs of the individual working steps.

### New shelf presentation

The next appointment was at a specialist technical merchant, who has had a WEICON shelf in his store for several years. The shelf was to be furnished with new products and presented in a visually appealing way.

Our colleague is also going to undertake product training with the merchant's field service staff to inform the employees of our comprehensive range in the most diverse adhesive and sealant materials.

Apart from advising customers on-site and selling our products, there are many other tasks, which our colleagues in the field are responsible for. There was further work to be done after the appointments: Each customer visit and each telephone call is documented and forwarded to the sales department in the office in Muenster.

**Conclusion: Work in the field is most diverse and technically very demanding. In order to advise customers adequately, strong expert knowledge as well as an open and outgoing personality are important factors.**

WEICON: A member since 2009

## 70 years of Industrieverband Klebstoffe e.V.

The Industrieverband Klebstoffe (IVK) (Industry Association for Adhesives) celebrates its 70-year jubilee this year. As well as a ceremony on 19th May in Berlin, the jubilee was celebrated with the publication of the book "70 Jahre Industrieverband Klebstoffe – Auf der Höhe der Zeit" (70 years Industry Association for Adhesives – In Tune with the Times). The chronicle illustrates the industry association's important and forward-looking phases of development in an economic, political and socio-historical context.

Since 2009, WEICON has been one of 130 companies belonging to the association, which expertly and knowledgeably represents the interests of the German adhesives industry. The joint platform of adhesives producers is organised in various committees such as the technical commission or the advisory board for public relations, which consist of representatives from member companies.

The technical commission supervises the many working groups (WG) of the association, such as the WG for construction adhesives, WG for wood adhesives or WG for industrial adhesives, and determines the focal tasks for these working groups. The advisory board for public relations is responsible for the public image of the industry association and compiles, amongst other, the association's magazine, Kleben fürs Leben (Bonding for Life), the IVK image film or contributions which are published by the association in social media.

### Internal and external representation

The association represents the interests of its member companies. The IVK agenda places great importance on technical issues as well as subjects regarding environmental and consumer protection. The association engages public and commercial institutions, authorities and consumers with these subjects thereby promoting transparency

Auf der Höhe  
der Zeit

70 Jahre  
Industrieverband  
Klebstoffe e.V.

Industrieverband  
Klebstoffe e.V.

<http://www.klebstoffe.com>

in the industry's work. Internally, however, the association is also very active in passing product norms and quality and environmental standards as well as safety at work guidelines, and also supports its members.

### Significant publications

The association constantly provides information on the latest trends and current market developments such as the release of the annual "Handbuch Klebtechnik" (Handbook Adhesives Technology), listing all the association's member companies, or by press releases for trade and public media.

Furthermore, the association publishes material for schools, in order to also inspire kids and young people with subjects concerning adhesives. The textbook "Die Kunst des Klebens" (The

Art of Bonding) was published and distributed to many schools at the end of 2015 to support chemistry lessons in school classes. The book introduces the history of adhesives and its many varieties, presents the many possibilities for its use and also explains important technical terms in an understandable and clear form.

### The association as value added

Through its extensive activities, the industry association for adhesives offers excellent networks within the sector and also represents its interests to the public acting on behalf of adhesive producing companies. The association's regular newsletters, information events and conferences always keep its member fully up-to-date and report current industry-specific trends and themes.



### Summer party 2016

## The WEICON crew on the MS Guenther

The summer party of our head office in Muenster was held in a very special location – on board the MS Guenther.

The ship owned by the Muenster student Leon Windscheid, who won a million euros on the TV show “Who wants to be a millionaire?” at the end of last year, has become an institution on the Muenster event and cultural scene since it opened for business in May. The ship is already fully booked every weekend until 2019, which is why we decided to hold our summer party on a weekday this year.

Before boarding, however, we had a barbecue at the pier of this most famous of Muenster ships. Thanks go

to the two masters of the barbecue – Ralph Weidling and Jeyathevan Jeyaranjan. As well as delicious treats from the barbecue, we also enjoyed a huge range of salads and side dishes prepared by our colleagues – great job!

At 6:30 pm, it was finally time. The MS Guenther departed, taking our team to Amelsbueren via Hiltrup and back to Muenster, with a brief detour to the city port. Even the weather was great. The skies cleared and the evening sun provided the perfect backdrop for our relaxed party.

The ship docked for the first time at 10 pm, before setting off for a second trip with a slightly smaller crew.

WEICON supports the “crew” of the MS Guenther with various products that are especially suitable to maritime applications and were used during the ship's restoration (the ship was built in 1910). For example, the wooden tables on the MS Guenther were adhered with our WEICON Flex 310 Polyurethane Black and now create a wonderful atmosphere on board.

Many images from the summer party can be found on the WEICON blog.



### 10th WEICON Cup in Hohenholte

## Football, sunshine and lots of fun

The tenth WEICON Cup was held in Hohenholte in early June, with Team FSM taking home the coveted trophy.

Sunshine and pleasant temperatures created ideal conditions for this year's WEICON Cup, which as usual was held at the Gelb-Schwarz Hohenholte ground.

Eight teams competed for the cup in two groups. WEICON sent two teams this year – WEICON 1.90 m die Huenen (i.e. “the giants”) and Borussia WEICON.

Unfortunately, neither was able to make it to the final. Instead, the two teams offered a rather mixed performance. Die Huenen managed the only victory



of any WEICON team – in their match against Borussia WEICON, no less. Finishing third and fourth in their group, our colleagues were eliminated from the tournament after the first round, enabling them to concentrate on cheering on the other teams.

The tournament ended with an exciting final, in which our neighbours from Team FSM snatched victory in a gripping penalty shoot-out.

Planning for the next WEICON Cup has already begun – next time with even more teams!

## Detailed product training

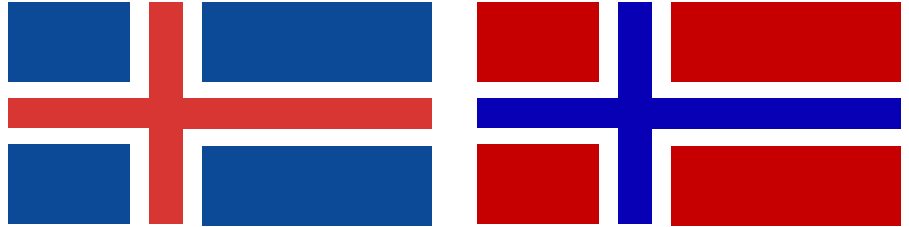
## Visit from the far north

We had a visit from the far north in Koenigsberger Straße at the beginning of June:

Gunnar Benediktsson (marketing and sales) and Atli Þorgrímsson (sales) from our partner Fossberg ehf from Iceland as well as Ove Haugen (Managing Director) and Marius Thosvald (WEICON Brand Manager) from the company itec in Norway were our guests in Muenster. All four received extensive WEICON product training from our colleagues from export, Leah Staubermann, Norman Otto and Sunda Henriques.

### Participants were certified

The workshop consisted of a theoretical and a practical part, in which our partners could broaden their founded specialist knowledge and test the products themselves in order to be a professional local contact with regard to WEICON. After the training session, the participants received an official WEICON certificate.



Facebook campaign

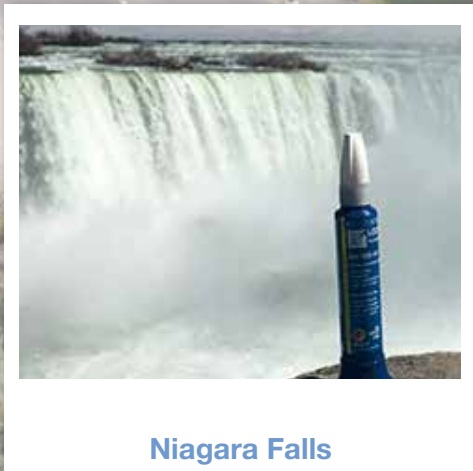
# The WEICON Pen – around the world!



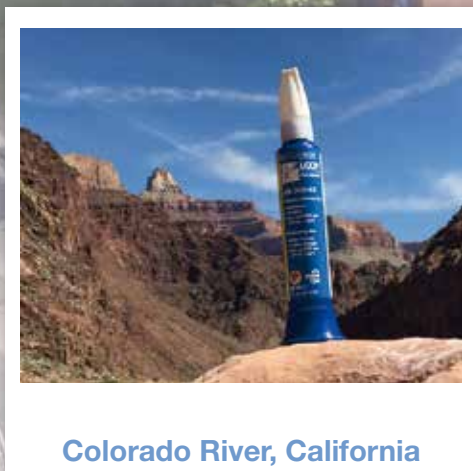
Mongolia



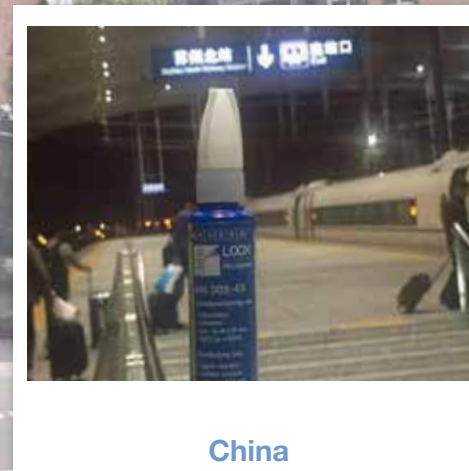
Cairo, Egypt



Niagara Falls



Colorado River, California

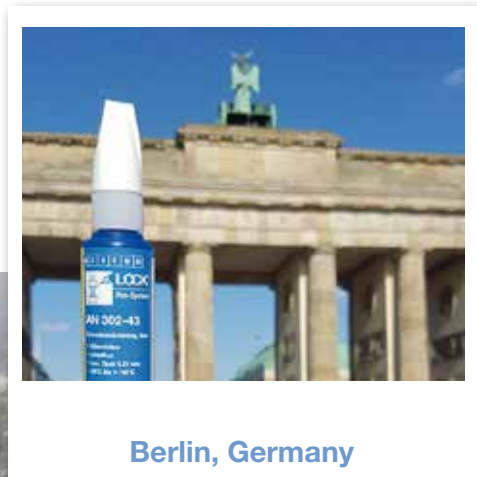


China

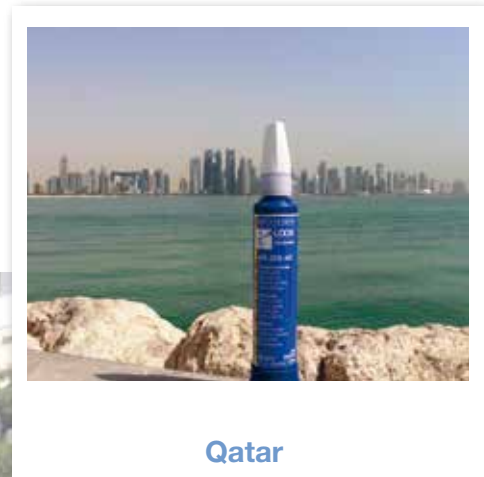




Tehran, Iran



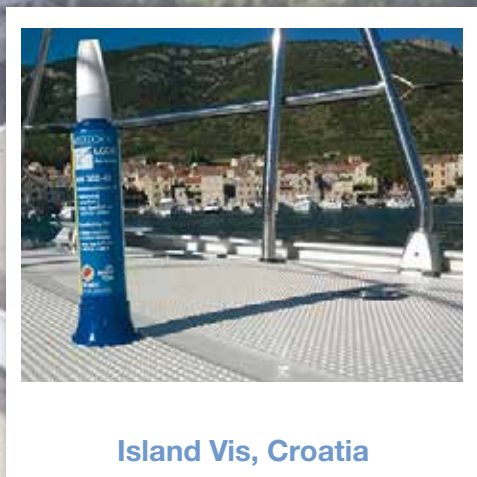
Berlin, Germany



Qatar



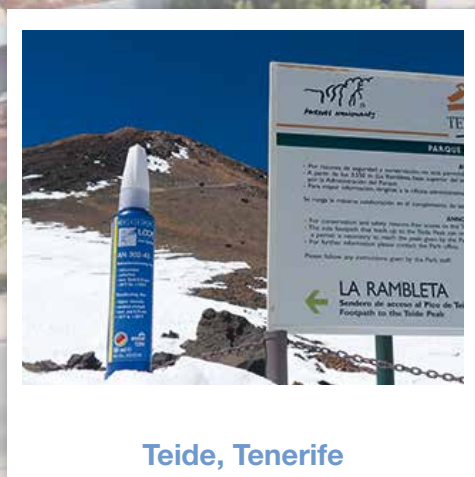
Taiwan



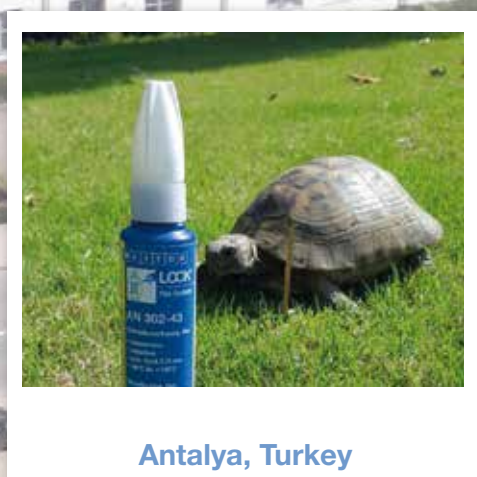
Island Vis, Croatia



Island Öland, Sweden



Teide, Tenerife



Antalya, Turkey



Can Picafort, Mallorca

Introducing our team

# What does...actually do?

## Marc Humpert

**Which department at WEICON do you work in?**

*I work in field sales and am responsible for the Muensterland sales area.*

**How long have you been at WEICON?**

*I started at WEICON on the first of April 2014.*

**What is your role here at the company?**

*In field sales, I am the direct contact for technical retailers and our end customers. I advise them in meetings and on visits, and work with the customer to find adhesive solutions for a huge range of applications.*

**What sport do you most enjoy watching?**

*I like watching football, but I don't follow it as avidly as some people.*

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

*Ideally the sun would be shining and I would be able to enjoy the good weather in our garden with a beer.*

**What is your favourite food?**

*I am a fan of Italian food – both pasta and pizza.*

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

*I would like to swap with my daughter. I would find it fascinating to see things from her perspective, so I could understand how a 1.5-year-old sees the world.*

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

*My dream is to drive Route 66 from Chicago to Santa Monica in an old Ford Mustang convertible, stopping off at all the sights along the way.*

**What was the last TV series you watched?**

*To be honest, I don't watch TV series, as my schedule doesn't allow it. Every day is different. I do not have time for series that demand that you sit in front of the television at the same time every day.*

**What are your hobbies?**

*I love travelling, enjoy nature and am interested in other cultures.*

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

*A suburb in the south would be ideal.*



New staff 2016

# WELCOME TO OUR TEAM!



**Laura Schönfleisch**  
Advertising Department



**Miriam Pieper**  
Advertising Department



**Patrick Neuhaus**  
Export Department



**Denis Shestakov**  
Shipping



**Kira Brauer**  
Trainee



**Tim Riekenberg**  
Trainee



**Alex Korobkov**  
Trainee



**Beate Posmyk**  
Reception



**Dieter Mohr**  
Catering



**Irina Gossen**  
Catering



**Davide Merlo**  
Sales Representative Italy



**Mohammad Firdali Bin Ramli**  
Sales Representative SGP



**Pavel Novák**  
Sales Representative CZ



**Milan Pomykal**  
Sales Representative CZ



**Jaroslav Kočí**  
Shipping CZ



**Johan Pretorius**  
Sales Representative SA



**Brandon Matthews**  
Sales Canada



**Mike Liu**  
Sales Representative Canada



**Ali Taş**  
Sales Representative Turkey



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8th Issue

# WEICON News