

15th issue

News

Featured topics

New products 2020
Successful completion
of "Ökoprofit"
Pipeline repair
in Ecuador

DIGITAL RESPONSE TO THE CRISIS

Even more service for our customers



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Dear
readers,



I am pleased to present to you the 15th issue of the WEICON News.

Currently, the whole world finds itself in an unprecedented situation due to the coronavirus pandemic. Many economic sectors suffer from massive impacts due to the virus, and we ourselves haven't been left completely unharmed by corona either. Important trade shows, like the International Hardware Fair in Cologne, were cancelled, and we lost the opportunity to present our products to a large expert audience.

Even before the crisis, we have already offered our customers an exceptional range of different services. And that is exactly what we have built upon now by distinctly intensifying our online services, since we also see the crisis as a chance to become even better and to provide ideal support for our customers.

In this issue, for example, we present our new virtual showroom and trade show booth and many training courses, that we now offer digitally. Because one thing's for sure: we are there for our customer – no matter where and when!

In addition, there is a lot more to discover in this latest issue of our News. WEICON again received several awards this year. We were named Top Employer among medi-

um-sized companies again and also rewarded with the "Healthy Workforce" label for our commitment to occupational health. We are also one of the distinguished partners of the specialised trade again, and we were recently certified with the "Ökoprofit" seal.

Yet not only our company received several awards, but our new Precision Wire Stripper S also won the Red Dot Award 2020 for product design. That is the highest award any of our products has ever won and it makes us very proud!

Besides our tools, we also present to you our new products 2020 and many interesting industrial and domestic applications.

Should you need support with any applications or adhesive questions, we are always happy to help – at all times, on all channels and worldwide!

I wish you and your family all the best and, above all, good health. We will get through these challenging times together!

Yours sincerely,

Ralph Weidling

WEICON CITRUS CLEANER

Contains of
75 %
isopropyl
alcohol!

Cleans and supports the disinfection of all common surfaces

WEICON Citrus Cleaner makes use of the disinfecting effect of its high isopropyl alcohol content, and thus supports the overall cleaning and disinfection of surfaces.

The all-purpose cleaning agent can be used in various industries and trades such as in window construction, public institutions, transport, facility management, construction companies as well as around the house. It cleans a wide range of materials, such as metals, plastics, glass, ceramics and painted or coated surfaces*. WEICON Citrus Cleaner also provides excellent results and high efficiency in basic cleaning activities and in the support of additional cleaning practices of frequently used hand tools as well as in removing staining due to pencils, ballpoint pens and felt-tip pens.



cleans various materials



supports the disinfecting effect



evaporates without residues



tested effect according to DIN EN 1275 and 1040



The product is neither suitable for disinfecting nor cleaning hands and skin.

* For safety reasons, the material compatibility should be tested beforehand on a concealed piece of material.



EXPANDING ONLINE SERVICES

Mid-tier companies in times of coronavirus

When the spread of the coronavirus started to impact our lives massively and hit many economical sectors hard, we took several measures in order to keep our company operating and to maintain our delivery capacity.



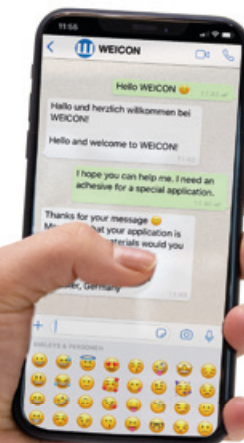
Well-positioned online

Face-to-face contact to national or international customers? Something that seems unimaginable during the spread of the virus! That is why especially our international field service representatives and frequent business travellers in international sales are affected in their daily work by the current restrictions.

But of course, we still want to be there for our customers during the global crisis and not leave them stranded with technical questions and problems. So we talk to them on the phone a lot, exchange numerous emails, develop social media campaigns in regard to the “Stay at home” maxim and in addition, we keep advertising the large product range we offer in our online shop. Since the beginning of the crisis, we have also been intensifying our online training for customers and employees, which focuses on the right usage of our chemical products. And we offer a digital trade show booth, where we present our new products from Muenster.



“Even though all these measures cannot replace in-person and face-to-face customer service in the long run, we are optimistic that online communication helps us a lot to get through the crisis together with our customers,” says Ralph Weidling.



**We offer a worldwide
WhatsApp service!**



Precaution and care

WEICON has reacted to the crisis right from the start and taken all possible and necessary protective measures. Many of our sales employees, for example, have worked from home for weeks.

In addition, we have introduced a detailed shift plan for our laboratory, production and shipping department in order to minimise the risk of infection for all our colleagues. At the same time, this helped us to ensure that customer orders could still be processed and shipped fast and reliably.



A chance to rethink

We certainly could have done without a crisis of that dimension, that's for sure. Yet despite all adversities, we still want to try and see the positive in everything that's happened!

We have learned that despite all limitations the crisis involves, it also creates new opportunities. Even though in-person customer service still is a top priority at WEICON and indispensable for our high service standards, we also live in a digitized world and we should make use of that! For example, we provide training or consulting without long hours of travel or lengthy scheduling of an appointment. Simple and spontaneous by phone or video conference. We should and can resort to these options more often in the future.

We have also learned that flexibility – whether shown by customers or employees – is an important, valuable and not always natural thing. We are very grateful that both sides have contributed and still contribute so much during this tough time!





WEICON REACTS TO CRISIS

Opening of virtual showroom

Due to the spread of coronavirus, the majority of trade shows was cancelled this year – worldwide. The resulting lack of exchange with potential customers and the lost opportunity to present new products pose an enormous challenge especially to the B2B sector.

For that reason, we have created a virtual showroom with a digital trade show booth. There, visitors can immerse themselves in an interactive 360-degree tour providing comprehensive information on the WEICON product range: In addition to our different product groups, we present illustrative application examples in photos or videos, the latest POS advertising material for our distributors as well as a selection of catalogues and flyers to download.

A special highlight is our integrated digital trade show booth, where we present our new products 2020. “Usually, we present our company

at numerous trade shows worldwide every year. This year, we would have been present at more than 40 events, 11 of which in Germany. However, it is completely understandable that most of these events won’t take place in light of the current situation.

“When we received one trade show cancellation after the other, I came up with the idea to offer a digital alternative that our customers can access easily and without any risk.”

Philipp Knüppel, in charge of the national trade fair presentation at WEICON

When we received one trade show cancellation after the other, I came up with the idea to offer a digital alternative that our customers can access easily and without any risk,” says our colleague Philipp Knüppel, who is in charge of the national trade fair presentation at WEICON.



Highlights of our virtual showroom

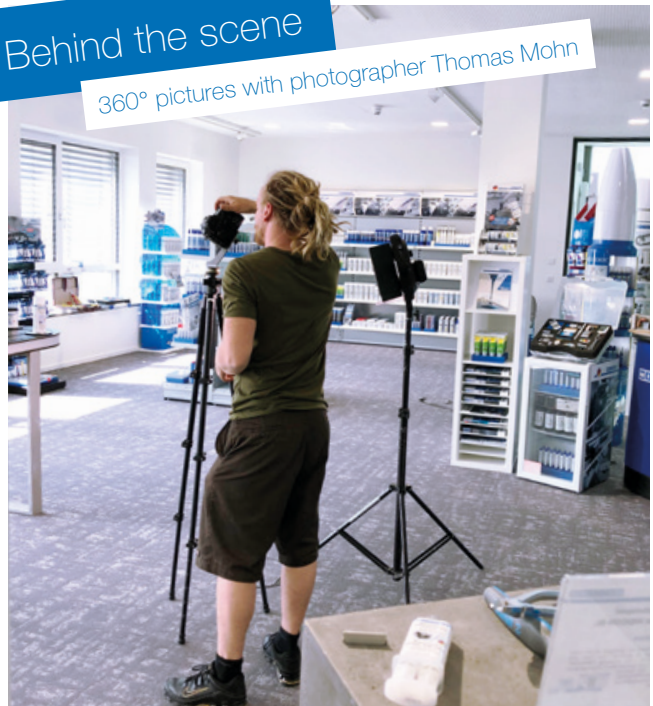
- ✓ **New products 2020 including digital trade show booth**
- ✓ **Product groups including application examples**
- ✓ **POS advertising material and product presentation**
- ✓ **Download of catalogues and flyers**

Online services increasingly important

The fact that online services play an increasingly important role becomes particularly obvious to many companies during the current crisis. Especially companies like ours, which offer products requiring extensive expert consultation, usually rely on personal contact with their customers. That is why, in addition to the virtual showroom, we also provide online adhesive consultations, webinars and a worldwide WhatsApp service. "We have started to expand our range of online services long before the crisis. Although in-person and on-site service is still very important to us and to our customers, online services become increasingly important in our line of business. That is why it's certainly a good idea to make use of today's digital opportunities," says Ralph Weidling.

Behind the scene

360° pictures with photographer Thomas Mohr



NEW VIDEO SERIES ON YOUTUBE

WE Explain – the complex world of adhesives easily explained




Recently, we've started a new video series on YouTube called "WE Explain". The name already says it all, as our colleague Matthias Lükemann, a gifted application engineer and promising future TV presenter all rolled into one, explains to us the wonderful world of adhesives episode by episode.



Here you'll find our "WE Explain" playlist!

In the videos, Matthias reveals, amongst other things, how much truth there is to the tale of the well-known "all-purpose glue", how to find the right adhesive for your application, or how to properly clean a surface before adhesive bonding. While doing so, Matthias avoids the usual jargon and unnecessary technical terms, and illustrates complicated chemical processes with entertaining stories, simple graphics and small experiments.

The new "WE Explain" series also contains questions on simple DIY repairs, which are meant to be easy to follow

for the DIYer at home. According to the motto "repairing instead of throwing away", Matthias shows, for example, how a little bit of glue can save a broken pair of sunglasses from being dumped in the trash.

With "WE Explain", we'd like to bring the world of adhesives closer to everyone who's not usually that intrigued with chemistry and to everyone who's curious. We are happy if we can provide our viewers with some useful information, whether it's to quench their thirst for knowledge, to use in a presentation at school or in applications at home.



PROTECTIVE COATING FOR CIRCUIT BOARDS

WEICON Isolation Spray

We have developed a new spray for applications in electrical engineering – WEICON Isolation Spray.

The Isolation Spray is a transparent insulating and finishing varnish based on acrylic resin. It forms a flexible and resistant layer, which adheres to nearly all materials, such as metal, glass, plastic or wood. The Isolation Spray is resistant to UV rays, acids, oils and lyes. It is moisture- and weather-resistant and has high dielectric strength.

Protection for sensitive components

The spray protects against moisture as well as different vapours. It can be used as protective coating for circuit boards, on electrical connections, switches, switchboards, electronic components and coils, as all-round sealing in electrical engineering or for repairing insulations on electric motors, windings and frames.

Easy use

The spray is fast and easy to use. Before treatment, the surface needs to be free from soilings and grease. Shake the can well before use, until the mixing pea is clearly audible.

Apply the spray evenly at room temperature (approx. +20 °C) from a distance of approx. 25 cm.



IMPROVED FUNCTIONS

Discover the new WEICON App

With our free WEICON App, all products, documents, videos and current announcements are always close at hand. At the beginning of the year, we brushed up our app with an upgrade, which offers a more modern design and improved functions!

What does the app do in general?

Our WEICON App makes the daily work of marketing our products a lot easier. Our sales colleagues and distribution partners can retrieve all product information with just a few clicks – without carrying heavy catalogues and turning endless pages to find important details. What does that mean specifically? Here's an overview of the most important functions:



Products: Descriptions and information on all WEICON products



Trade shows: WEICON trade show calendar including the option to schedule an appointment at our trade show booth



Adhesive Finder: Helps to find the right WEICON adhesive for your application fast and easily



Current topics: Information on new products and new developments within the company



Areas of use: WEICON products sorted by areas of use – from agricultural technology to tool, model and mould construction



Company: Comprehensive information on WEICON as a company – from its history, to innovations and contact details of all international branches



Applications: In this section, the right product can be found based on the application it is required for



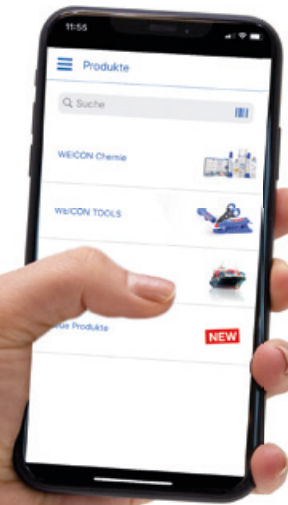
Code scanner: By scanning the EAN codes on a label, all relevant product information can be found straight away



Download: Technical datasheets, safety datasheets, catalogues, brochures and flyers as well as videos for fast and easy download



Favoriten: Personal favourite folders, which can be filled with products, PDF files, application examples and videos at any time

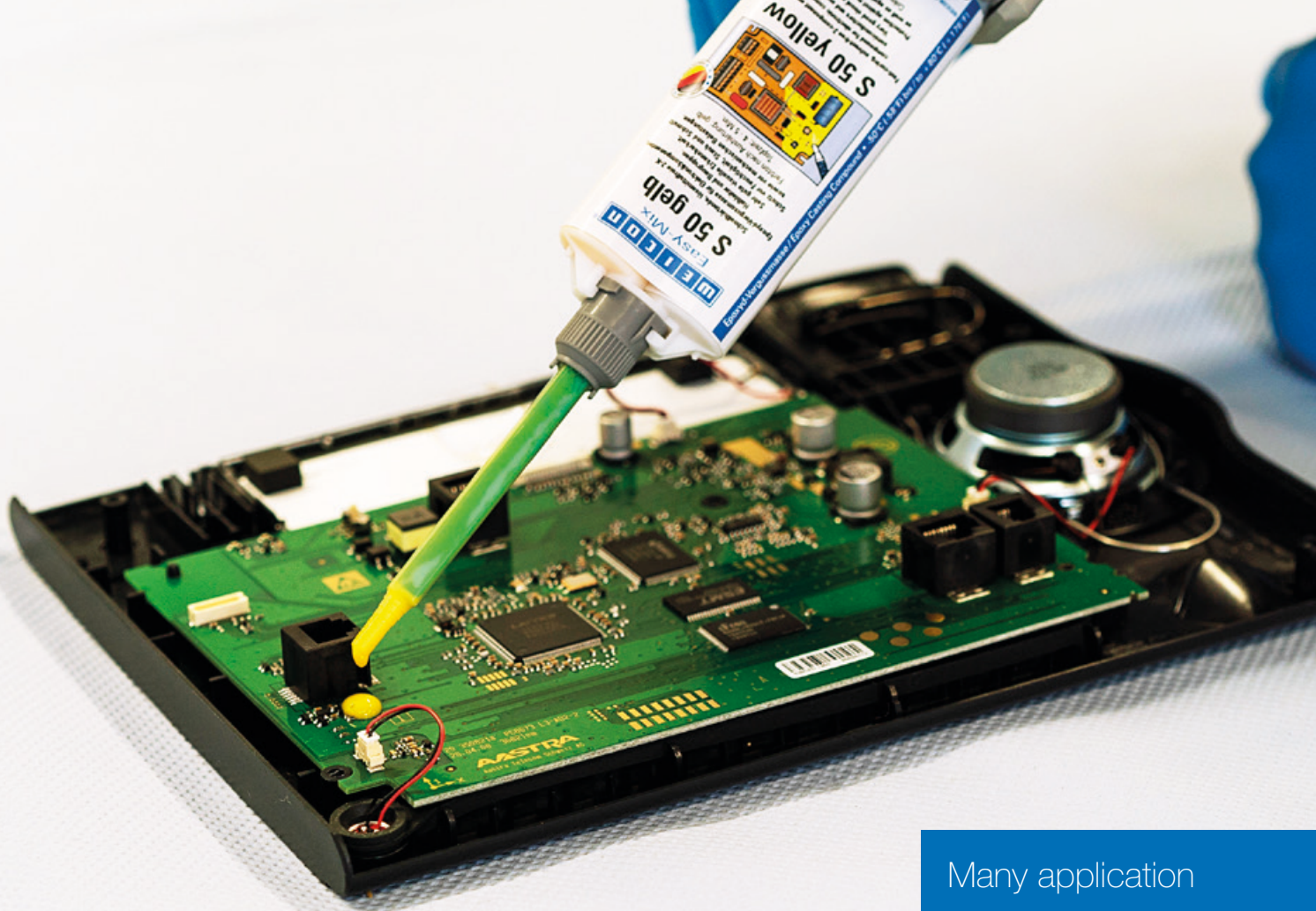


weicon.de/en/app

What's new?

The app's upgrade in January implied several new functions and improvements:

- new, more modern design
- smoother running
- enhanced search function with filter
- sharing of favourite folders via WhatsApp and Microsoft Teams
- important news on the dashboard
- Adhesive Finder can now be used offline
- application examples available for download



Many application areas

S 50 yellow adheres well to many different surfaces, such as metal, plastics, fibreglass-reinforced plastics, wood, glass, ceramic and stone. The compound is suitable for applications in many different areas, such as grouting works in electrical engineering and the electronics industry, for casting cable connections, for applications in the insulating technology, in metal construction, in tank and apparatus construction, in fittings and in ventilating and air-conditioning systems.

PROTECTION OF SENSITIVE COMPONENTS

WEICON Easy-Mix S 50 yellow

We have developed a special casting compound that protects sensitive electronic components – WEICON Easy-Mix S 50 yellow.

Easy-Mix S 50 yellow is a highly reactive casting compound, which can also be used as an adhesive due to its high adhesive strength and fast cure.

The epoxy resin system is viscous, self-levelling and cures fast and with high impact resistance. The casting compound shows high adhesive strength and a short pot life of 4-5 minutes.

Due to its distinctive yellow colour, Easy-Mix S 50 yellow facilitates visual control. The casting compound is processed with the user-friendly Easy-Mix system.

The casting compound can be used in electrical engineering for protecting electronic components, semiconductors and building components. It protects components against moisture, dust and dirt as well as mechanical stresses.



WEICON IS APPROVED EXPORTER

Worldwide shipping now even faster



We are an internationally very active company. Besides operating our nine international branches, we cooperate with distributors in more than 120 countries and ship our products all over the world. In addition, it is very important to us to optimise and expand our extensive range of customer services in order to be an ideal partner with whom the cooperation works perfectly in all aspects. In late March, we achieved another important step to further optimise our shipping services. In addition to the already granted Authorised Exporter and Registered Exporter, we are now also an Approved Exporter at the main customs office in Muenster. This makes the issuing of proofs of preference easier for us and also implies great advantages for our customers.

Approved Exporter

An Approved Exporter is a company with special privileges, that receives preferential treatment by the customs authorities. The main customs office in Muenster has granted us the simplification in issuing proofs of preference. That way, time-consuming formalities are avoided, which have previously slowed down the shipping process.

Advantages of the new status

Above all, an Approved Exporter saves a lot of time. We don't have to go to customs with our papers anymore to have them checked, stamped and approved. The result is a significant reduction of delivery times and a simplification of shipment to so-called preferential customs. Besides time, our new status also saves our customers money in customs duties and freight costs.

In order to become an Approved Exporter, certain requirements need to be met.

Work and organisation instruction

An essential aspect in the application review is the very comprehensive work and organisation instruction (German: A&O). Preparing these documents took a lot of time and involved a great deal of organisational effort. Nevertheless, it was all worth it! The customs authorities thoroughly exam-

ined the processes within our company, and finally granted us the status of an Approved Exporter. Our documentation received high praise from the authorities and only a few minor details needed some correction. Our application was approved within three days!

“Our customers will benefit from even shorter delivery times and lower costs in the future.”

Ralph Weidling

Ralph Weidling says: “I would like to sincerely thank my team for their efforts and the close to perfect preparation of all documents. Our customers will benefit from even shorter delivery times and lower costs in the future – and that is another important component for our service range that is unparalleled worldwide!”

Huge responsibility

Besides all the advantages, our new status also implies a lot of responsibility. From now on, our team in the international shipping department takes over the inspection for the export of our products, and thus also the risk including all legal consequences. By taking over important parts of the tasks that were previously conducted by the customs authorities, the supervising authority and thus to a certain point the safety of a double inspection is omitted.

Out of approx. 45,000 registered companies in total in the Chamber District Muenster, approx. 200 companies have the Approved Exporter status – that is less than 0.5 % of all companies and we are now one of them!

WEICON IS PREMIUM MEMBER OF SHIPSERV

At home in the ports of the world

ShipServ is the leading online procurement platform for the marine industry and was founded in 1999. Shipowners and ship managers can use the platform to quickly and easily find suitable suppliers and to purchase all required goods very efficiently.

Since we are well-positioned in the marine sector, we have decided to intensify our cooperation with ShipServ. That is why since March 1st, we have been a premium member of the procurement platform. This has several advantages for us.

Advantages

WEICON's online presentation is now much more attractive and comprehensive. Our premium profile now provides more information on our company and our products, and we can publish our marketing material, like flyers and videos, on the platform. Due to the prominent placement of our products among the search results, these are presented and can be found much better.

Our profile also includes a list of 60 ports worldwide,

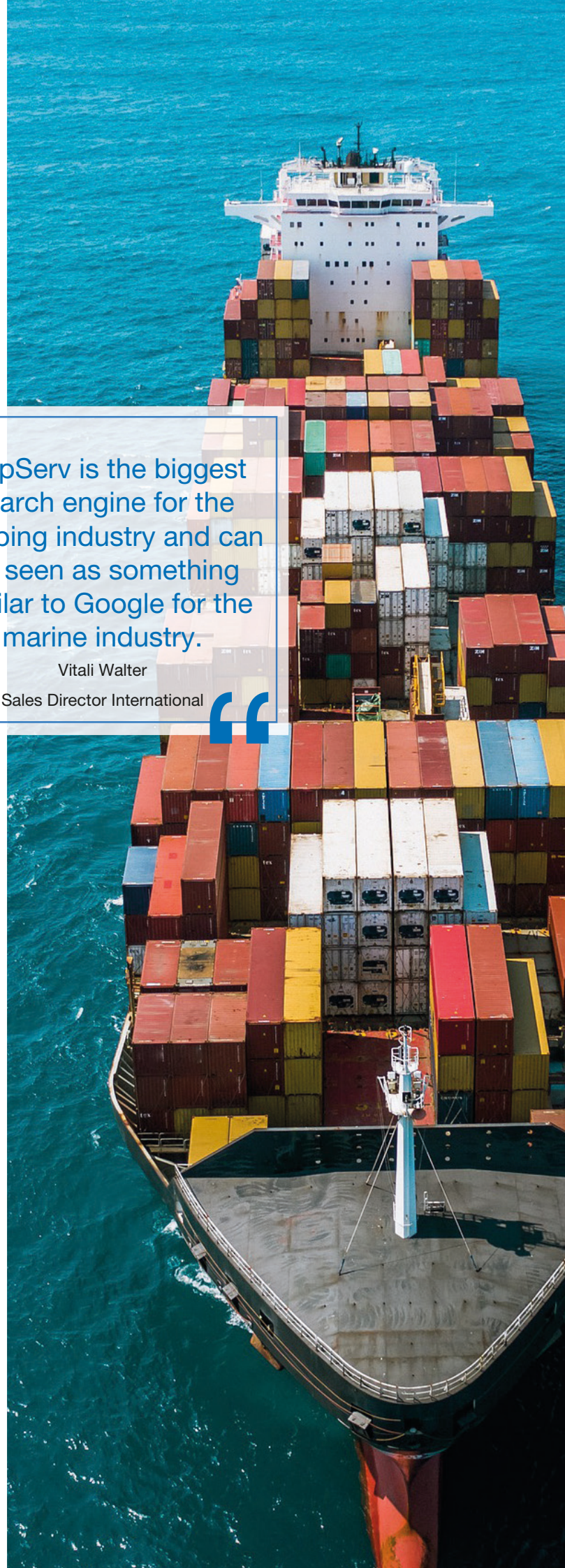
where WEICON products are available. We can designate authorised WEICON distributors, which are ranked higher when our products are searched for. This improves the search results for our customers and also minimises the risk of counterfeit products. In addition, users can be sure that the distributors authorised by us have our products in stock.

"ShipServ is the biggest search engine for the shipping industry and can be seen as something similar to Google for the marine industry. The database comprises more than 73,000 suppliers. The crews of more than 10,000 ships and oil rigs retrieve information from the search function regularly. There are more than 4.2 million search queries for the different products each year. That shows a lot of potential, which we can now make use of much better," says Vitali Walter, Sales Director International at WEICON.

“ShipServ is the biggest search engine for the shipping industry and can be seen as something similar to Google for the marine industry.”

Vitali Walter

Sales Director International





ALL ABOUT OUR PRODUCTS

Welcome to our blog

For a medium-sized, family-run company, we are certainly very active on many social media platforms. These include social media “classics” like Facebook and Instagram, the video platform YouTube, but also career networks, like Xing or LinkedIn. In addition, we put a lot of passion and effort into creating new content for our own blog in German and English. If you’re looking for ideas and instructions for DIY projects, useful information on our chemical products or tools, or if you’d like to see our products being used in large-scale industrial applications, then this is the place to be!

From DIY ideas to industrial applications

The WEICON Blog comprises five different sections, which we’d like to present to you here:



DIY ideas

This section offers all sorts of instructions for crafting and tinkering. Always close at hand: our WEICON products!

Whether it’s a self-made book cover bonded with our Adhesive Spray, **unique jewellery made of our Epoxy Adhesive**, or a DIY coffee table, the legs of which were attached with our Speed-Flex. In this section, creative minds will surely find loads of input for their next project.

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For our international readers, some of our posts are also available in different languages, like Chinese, Turkish, Russian or Spanish!

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Home improvement and useful tips

Here, you can find useful tips on the maintenance and repair of all kinds of things you usually have at home. **A broken-off suitcase wheel, for example, can easily be fixed with one of our Structural Acrylic Adhesives.** Leaks in the roof of your garden shed don't stand a chance against our Universal Sealing Spray. And to take good care of your gas grill, our Foam Cleaner and Leak Detection Spray should definitely be part of your equipment.



All about wheels

Broadly speaking, this section covers everything that has wheels. Which means, here we write a lot about the maintenance and care of cars, motorcycles, bikes and also caravans. While, for example, the **WEICON Brake Cleaner is perfect for cleaning the brake surfaces on a racing bike**, our Multi-Spray ensures that car door locks don't freeze. These and many other tips await our readers in "All about wheels".



Interesting facts

Of course, all our blog posts are interesting – after all, it depends on what you're interested in! How is adhesive bonding linked to screws? How does a spray can work? **How can you seal a pipeline that's 100 kilometres long?** These and many more interesting questions on the world of adhesives are covered in this section.



People and events at WEICON

In the section "People and events at WEICON", we give you a glimpse behind the scenes. It's important to us to show you the human face behind the company – or rather the many, many faces! We'd like to show the people working at WEICON, give you insights into their everyday life here at the company, and tell you all about exciting events. For example, **we show you what an internship at WEICON looks like**, the daily work of a business traveller or how our colleagues did in the last Muenster Triathlon.

Teamwork

A blog post is the result of close teamwork. Our PR colleague Annabelle Kreft is responsible for writing the articles, but many ideas, application photos and expert knowledge are contributed by colleagues from a number of departments – including application engineering, project management, warehouse and marketing. Guest authors also have the chance to pitch in with an article every now and then, for example interns, who write about their experiences at WEICON. For our international readers, some of our posts are also available in different languages, like Chinese, Turkish, Russian or Spanish!




SUCCESSFUL COMPLETION OF ÖKOPROFIT

Dedication to the environment and the company

41,069 kilowatt hours energy, 6 tonnes of waste, 153 cubic metres water, 23.1 tonnes CO₂ and 7,491 euros – that is what we saved as a result of our measures as part of the 11th “Ökoprofit Münster”. Nearly one year has passed since the start of the project. Now, WEICON was certified for its commitment.

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. Our Ökoprofit-team has pulled out all the stops to reduce the energy consumption and thus the operating costs of our family-run company. Here, we present the eight most successful measures and the resulting yearly savings.



“I would definitely recommend every company to participate in the project in order to analyse their perspective on operation processes and to help protect the environment in the long run”.

Henning Voß, Operations Manager



Needs-based lighting control
(operating times, intensity)

Switching to energy-efficient lighting

Operating times info screens



Installation of CO₂ sensors

Needs-based air-conditioning
(operating time, intensity)

Total savings
due to all measures

7,491 €
yearly savings

CO₂ 23.1 t
climate protection



Avoiding plastic packaging
♻️ 6 t

Replacing plastic blister packs for WEICON TOOLS products



Repair of compressed air lines
💰 1,151 € ⚡ 7,498 kWh

Sealing leakages in our warehouse



Rechargeable batteries
💰 111.22 € 🔋 700 batteries

Avoiding disposable batteries by using rechargeable ones for computer mice, keyboards etc.



New paper towels
💰 417.40 € 📄 80,000 paper towels

Switching to FSC-certified paper towels (better quality and reduced usage)



Installation of aerators
💧 97,000 l
💰 680.48 € ⚡ 1,940 kWh

Installation of aerators in 16 water taps



Car sharing project
🚗 not qualifiable

Two electric cars for short trips within Muenster



These days, companies need to be particularly active to stay attractive to its team, to retain qualified staff and to recruit talented junior employees. Aspects like work atmosphere, benefits in kind and corporate health promotion are great advantages in winning over potential candidates. WEICON offers its around 280 employees exceptional working conditions and recently received the award “Healthy Workforce 2020” for its great commitment again for the second year in a row.

The award is conferred by the market research company EuPD Research Sustainable Management GmbH, which is located in Bonn, but operates internationally.

Healthy team at WEICON

The initiative “Healthy Workforce” examines and evaluates a company’s measures to improve ergonomics and health care. At WEICON, there are a number of those measures. Examples are height adjustable desks for all employees, a running team, which trains together regularly, free membership in a gym nearby, a physiotherapy clinic within the company, a daily salad buffet, support in quitting smoking, and many more.

“We are very proud that our actions in promoting our team’s health and well-being were acknowledged and honoured again for the second year in a row. The award shows that our commitment is much appreciated and that we as an employer take good care of our staff. A happy, motivated and healthy team is the foundation of our success. We will keep optimising and extending our actions in the future in order to continually improve our working conditions,” says Ralph Weidling.

WEICON WINS AWARD

Healthy Workforce in 2020 again

In February, we received the award “Healthy Workforce” again for our efforts in promoting corporate health.



VERY GOOD RANKING IN STUDY

WEICON Top Employer again

Again, we belong to Germany's Top Employers among medium-sized companies. That was the result of a study carried out by the business magazine Focus-Business.



As already in 2019, we ranked among the 3,400 most popular medium-sized employers and among the 100 best industrial companies in Germany.

“We are very proud of having achieved such an excellent placement in the Focus-Business ranking once again. The award for belonging to the top employers in Germany has a strong signal effect for our employees and for future applicants. It shows that our teams are pleased with us as their employer and that they like working for our company. Highly motivated employees are an essential part of our success. They deserve a special thank you for their performance and their great commitment,” says Ralph Weidling.

The ranking

In order to determine the Top Employers among medium-sized companies, the editors of Focus-Business along with the employer review platform Kununu evaluated 900,000 company profiles with approximately four million employer reviews.

To get into the final selection of the best companies, several criteria had to be met. To be included, companies needed to have at least eleven and a maximum of 500 employees. The average rating on Kununu had to be at least 3.5 stars (on a scale from 1 to 5). Companies needed to have a certain minimum number of current ratings by employees and their headquarters needed to be located in Germany.

WEICON UPHOLDS EXCELLENT RANKING

Distinguished partner of the specialised trade



In March, we were honoured for being one of the best cooperation partners of the specialised technical trade. We ranked 2nd among the producers of chemical products for the second time in a row.

The PVH is the Federal Association of Production Connected Trading, which many technical distributors are a member of who also cooperate closely with with our company.

The PVH confers the prize in cooperation with the Working Committee Tools (German: AKW) of the Central Association of Hardware Trade.

Partner of the PVH

In early 2020 – for the 20th year in a row – both organisations asked the specialist retailers in Germany to choose their industrial partners of the past year.

The partners were selected from the fields of precision tools, hand tools, measuring tools, factory equipment, fastening technology, occupational safety, and chemical products.

In these categories, the producers were rated in terms of their loyalty to the specialised trade, their sales support, their dealing with complaints, their product innovations, and their data and digitization quality.

8th place out of 122

In total, 1,500 specialist retailers in Germany were asked to cast their vote. In the survey, the retailers evaluated 122 producers of technical products. WEICON ranked eighth with an average rating of 2.16 and thus made it into the top ten suppliers in the specialised trade. “We are very happy to uphold our good ranking from last year and to even have improved our results. The award is based on a survey among the specialist retailers, some of whom we have been cooperating with for many years. The positive rating of our services is a great feedback on our daily work. In addition, the 2nd place is a great motivation to further optimise our services and to become an even better partner of the specialised trade in the future,” says Patrick Neuhaus, head of sales at WEICON for Germany, Austria and Switzerland (D-A-CH region).

The announcement of this year’s results as well as an award ceremony for the companies were supposed to take place at the International Hardware Fair in Cologne on March 1st. With the postponement of the trade fair, however, the ceremony for the “Partners of the PVH” also had to be cancelled. The results were published online.



SPECIAL CLEANER WITH HIGH YIELD

WEICON Industrial Cleaner

We have developed a universally applicable cleaner for industrial applications, which stands out due to its high yield – WEICON Industrial Cleaner.

The special feature of this high-performance cleaner is its high active ingredient content of 95 %. The high proportion of active ingredients is based on the highly compressed propellant used to operate the spray. This means that the cleaner is very economical, so one container covers a significantly higher number of applications.

Industrial Cleaner is suitable for universal use. It cleans, degreases and evaporates without leaving any residues. The cleaner removes grease, oil, soot and other soiling and residues.

For universal use

The cleaner can be used in various areas. It is used to clean and degrease machine and plastic parts as well as metallic surfaces. It removes adhesive residues from paper and foil labels and can be used for maintenance work. It is even suitable for sensitive surfaces, such as plastics, rubber materials or powder-coated metal pieces.

Processing

Spray the part to be cleaned thoroughly and allow the spray to take effect. If necessary, wipe with a clean cloth. The procedure should be repeated for stubborn soiling.



10 YEARS OF MEMBERSHIP

WEICON in the German Adhesives Association

For ten years now, we have been a member of the German Adhesives Association (German: IVK). This makes our family-owned company a part of the around 150 adhesive producers, whose interests are represented by the IVK located in Duesseldorf.

“The IVK gives the adhesives industry in Germany a voice and supports its member companies. In the past ten years, our cooperation with the association has developed continuously and we are very happy about the expert information and support we receive from Duesseldorf. Meanwhile, we also take part in different expert committees in order to actively promote the development of the adhesives industry together with the IVK and its other members,” says Ralph Weidling.

The commissions and work groups are subdivided according to important core markets of the adhesives industry, such as the construction industry, wood processing, paper and packaging industry, electronics industry or domestic and DIY use. Amongst other things, these committees focus on technical developments, standardisation, production and application technologies and on the cooperation with other associations and institutes. The advisory boards for sustainability and public relations support and advise the association in regard to circular economy strategies and to the association’s public image.

German Adhesives Association IVK

Since 1946, the German Adhesives Association has been representing the technical and economic interests of the German adhesives industry. Besides this main task, the association also focuses on questions and solutions regarding the topic of adhesives.

By offering its own seminars, the IVK supports and promotes its members’ awareness of quality and gives valuable input on the development of various adhesive products.

Krimphove new spokesman of the BeifÖ

In November, our Head of Public Relations Thorsten Krimphove was elected spokesman of the Advisory Board for Public Relations (German: BeifÖ) of the German Adhesives Association in Duesseldorf. He takes over the role from Ulrich Lipper, Managing Director of Cyberbond, who is retiring.

Advisory Board for Public Relations

The main task of the Advisory Board for Public Relations is to create a positive public image of the German Adhesives Association and of the key technology adhesive bonding. This is presented in press releases, website content, different social media channels and the association’s magazine “Adhesive Bonding for Life”, which features particularly interesting and spectacular application examples of adhesives. The Advisory Board comprises representatives of different member companies, who all work in the field of communications and cooperate with a PR agency in order to convey the association’s positive image.

Expert committees

The association organises numerous work groups, advisory boards and technical commissions as well as committees, and thus promotes the high quality awareness, technical standards and the continuous development of the German adhesives industry.



Ulrich Lipper
former spokesman BeifÖ

Ansgar van Halteren
managing director

Dr. Vera Haye
consultant of the managing director

Thorsten Krimphove
new spokesman BeifÖ

“I’ve been on the Advisory Board for four years now and enjoy the work we do very much. It is a really nice recognition to be elected new spokesman by my colleagues and I’m looking forward to my future tasks,” says Thorsten Krimphove about his new role.

For moist conditions –

WEICON VA 200 HR

The one-component adhesive has a high moisture resistance and shows the same high performance even after constant influence of moisture and warmth.

The adhesive is transparent and has a low viscosity and high ageing resistance. Due to this high moisture resistance, VA 200 HR is suitable especially for applications exposed to varying weather conditions.

For example, the cyanoacrylate adhesive can be used in pipe and pipeline construction, in the construction of kitchen and electronic devices, in tank and apparatus construction, in ventilation and air-conditioning technology, in gardening and landscaping as well as in sanitary facilities.



For various applications

It is suitable for various applications, such as the attachment of a control unit in a dish washer, for the production of sealings for concrete pipes, for mounting accessories in rooms with increased air humidity such as kitchens or bathrooms, for mounting components for outdoor sports such as rubber profiles to a snowboard, or for attaching armrests to outdoor furniture.



Bonding of
a snowboard binding



NEW SPECIAL ADHESIVES

Our solutions for extreme requirements

For high temperatures –

WEICON VA 180 HT

The one-component adhesive has been developed for high-temperature applications and is temperature-resistant up to +180 °C. VA 180 HT is transparent and fast-curing, has a medium viscosity and is odourless.

The cyanoacrylate adhesive is suitable especially for the fixation of components, which are exposed to strong temperature fluctuations, for example when close to a running engine.

VA 180 HT can be used in various industrial applications, such as in lamp and lightning construction or in the production of kitchen and electronic devices. It is suitable for areas where high temperatures can occur and a quick solution is needed, like in the repair of spotlights.



180 °C | 356 °F
high-temperature-resistant



ODOURLESS ✓



COLLABORATION ON INSTAGRAM

A striking project!

Social media connects people, just like our adhesives connect different materials. A DIY enthusiast approached WEICON thanks to Instagram and a simple question about the right adhesive resulted in an exciting collaboration. This is how it happened.

“All roads lead to Rome” – our different distribution channels

Out and about offline and online

How does our range of more than 400 products reach our customers? For one thing, there are the classic offline distribution channels, like our field service, cooperations with retailers, trade shows, catalogues, and many more. Then, there’s the whole online world. As a modern company, we enjoy being a part of it and distribute our products on our website including an online shop and through external online retailers.

Social media as new potential

In addition, customers take notice of our company on social media. On platforms like Facebook and Instagram, we regularly receive questions about our products and applications. Or users show us and their community their projects, for which they used our adhesives, tools and co. – whether for the maintenance of big industrial machines or for crafting in their hobby workshops.

This is how it all started with tinker.fun

The DIY enthusiast from Ahaus

Our presence on social media has resulted in several exciting collaborations – one of them with the Instagrammer and YouTuber Benni from Ahaus, aka tinker.fun. tinker.fun calls himself a “maker” – and that he really is. The family man and passionate tinkerer spends every spare minute in his workshop, where he engages in various projects. These include a self-made soap dispenser made of stainless steel, a neon logo for a music band as well as self-constructed stools and shelves. When he starts one project, in his creative mind he’s already playing around with ideas for the next one. “Always tinkering!” is his motto.

Follow
now!



Instagram
weicon_de



Instagram
tinker.fun



YouTube
tinker.fun

Simply striking!

Probably one of the biggest and craziest projects by tinker.fun is a self-built carnival attraction, better known as high striker. And what's the most important thing for this game? That's right, the hammer, which strong and strong-minded players use to prove their strength and ring the bell!

tinker.fun had approached us to find the right adhesive to permanently bond the metal hammer and its rubber insulation. Not only did we recommend our Contact VA 250 Black Cyanoacrylate Adhesive to him, but we also sent out our colleague Holger – responsible for

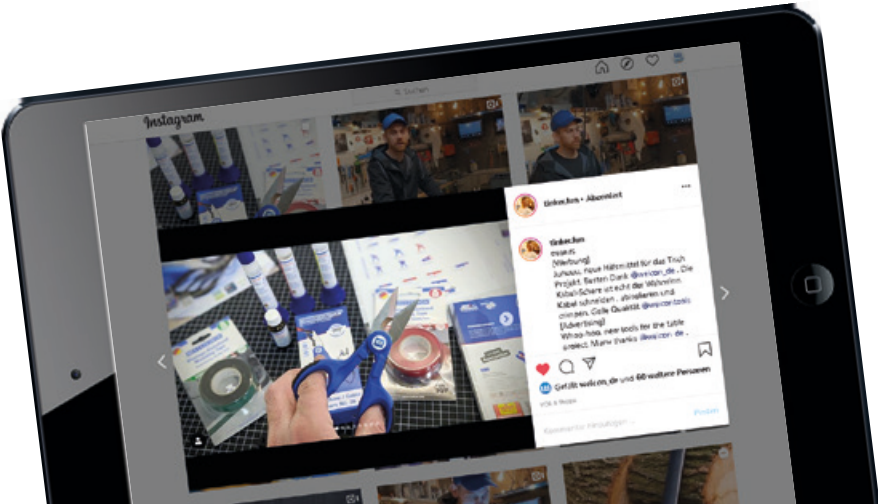
technical project management – to assist tinker.fun in the adhesive bonding process.

Our adhesive choice was definitely the right one and the VA 250 Black, which is perfect for bonding rubber, did a great job!



And the moral of the story?

The entire high striker project was captured "on film" and different photos and videos of it were shared on social media. Which shows: social networks can definitely help to draw attention to your products in the B2B sector! Another great result: The hammer wasn't the end! The project turned into a real collaboration and tinker.fun keeps using WEICON products for many of his creative ideas, whether it's for surface care or for electronic components.



CHANGES IN SALES DEPARTMENT

Dual leadership in sales management



Patrick Neuhaus

Vitali Walter

A powerful
duo

Since December, the WEICON Sales Management has been subdivided into two leading positions.

Vitali Walter is now the Head of International Sales in the future, and Patrick Neuhaus is the Head of Sales in Germany, Austria and Switzerland (the DACH region). That way, we can ensure optimum support for our national sales team and our German-speaking customers, while continuing to promote our company's strong international focus at the same time.

We are very happy that with Patrick Neuhaus und Vitali Walter, we have two experienced sales representatives leading our team, who are very well-acquainted with the company and with our products.

We are sure that the dual sales leadership will help us to further strengthen our market position as producer of specialty products and as a leading service provider both nationally and internationally.



APPRENTICESHIP COMPLETED

Starting professional careers

End of January, two of our apprentices successfully passed their final exams. Lea Schedlbauer can now officially call herself management assistant for marketing communication. She will continue to support our marketing department.

Mohamed Camara is now officially a Skilled Warehouse Operator. He will also continue to work for WEICON.

Timo Gratilow was very pleased: "I am happy that Lea and Mohamed will remain a part of the WEICON team and that they start their professional careers with us. Congratulations to both of them on their successful graduation!"



NEW ADHESIVE SPECIALIST AT WEICON

Perfect finish in Bremen

120 intensive lessons spread over three one-week practice and learning units are now behind the participants in the training workshop in Bremen. In the February course at the Institute for Manufacturing Technology and Advanced Materials (German: IFAM), again, one member of our WEICON team participated.



Brilliant performance to 100 percent

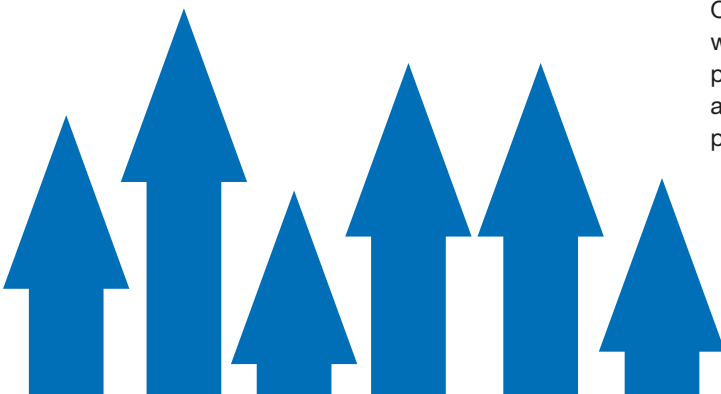
Our colleague from the national sales department, Dennis Rüschen-schulte, successfully passed the tests at the IFAM and can now officially call himself a DVS®/EWF European Adhesive Specialist.

Dennis achieved excellent results across the board. In the oral exam, he even managed to score 100 % – a perfect result!

Valuable additional training

The additional training has different learning goals. After completion, participants should be able to give instructions on adhesive bonding and to plan, organise and supervise the according work processes. They should also be able to recognise irregularities in production in order to suggest solutions and alternatives, which is extremely helpful when advising customers.

Our colleague has learned all these things during the three weeks of training in Bremen and will be able to put them into practice when providing technical support to our customers as adhesive specialist. Congratulations to Dennis on his perfect result!



SPECIALIST FOR LIGHT METAL

WEICON Aluminium Minute Adhesive

We have developed a special adhesive for aluminium and other light metals – WEICON Aluminium Minute Adhesive.

Aluminium Minute Adhesive is an odourless, two-component epoxy adhesive filled with aluminium. It has a short pot life of four to five minutes and cures fast at room temperature and practically without shrinkage. After curing, the adhesive can be machined (filing, drilling, milling). Aluminium Minute Adhesive is gap-filling and non-dripping (thixotropic) and shows very high tensile, impact and peel strength.

Special adhesive for light metals

The adhesive is particularly suitable for bonding aluminium and other light metals. It can be used for filling cracks and holes on aluminium housings, for example, and for repairing light alloy wheels.



Processing

In order to achieve optimal adhesion, the bonding surfaces should be dry and free from grease or soiling. Scraping or sanding the surfaces before cleaning additionally improves adhesion.

The adhesive can be processed directly from the double cartridge. Reject the first centimetre of the dosed bead. Mix the product thoroughly. Apply adhesive mixture quickly to only one of the surfaces to be bonded. Join both surfaces immediately afterwards.





Bernhard Majewski



Žarko Lovričić



Holger Lütfring



Martin Krawinkel

'OLD STAGERS' CELEBRATE THEIR ANNIVERSARY

100 years at WEICON

In 2020, four colleagues at once celebrate their 25th and thus combined their 100th work anniversary at WEICON!

Our now "old stagers" include:

- **Bernhard Majewski – warehouse**
- **Žarko Lovričić – sales**
- **Holger Lütfring – technical project management**
- **Martin Krawinkel – head of advertising department**

All four of them decided in 1995 that "I want to work at WEICON!" and we are happy that they still haven't changed their minds even after 25 years.

WEICON counts on relationships
without expiry date

While today, it almost seems natural to change one's job every couple of years, employee turnover at WEICON is still remarkably low. We like our employees to stay with WEICON long-term and to contribute to our healthy economic growth by their expert knowledge and continuous work performance.

"Many of our employees stay with our company for a long time. Bernhard, Žarko, Holger and Martin are good examples and rank among our most experienced employees. I would like to sincerely thank them for their support in the past 25 years and I look forward to continuing our cooperation in the future," says Ralph Weidling in regard to the anniversary.

By the way, some of our employees even spend their entire career at WEICON. At present, the record is at 50 years and 239 days!



WEICON is a very special employer, that puts in a lot of effort to make its team feel welcome. I just enjoy being here!

***Bernhard Majewski – has been working at WEICON
since February 1st, 1995***

We have a great team here at WEICON. I still find it great fun to work together with my colleagues – even after 25 years.

***Žarko Lovričić – has been working at WEICON
since March 2nd, 1995***

It's never boring here at WEICON. Even after 25 years, no two days are the same. The company has shown enormous growth – both in terms of its service range as well as its international orientation. There's so much going on here!

***Holger Lütfring – has been working at WEICON
since April 24th, 1995***

Even after 25 years, I still enjoy going to work here every day. WEICON is like a family to me and an important part of my life.

***Martin Krawinkel – has been working at WEICON
since May 2nd, 1995***



SUCCESSFUL PREMIERE

Winter Conference 2019



On December 5th and 6th, 2019, the first international Winter Conference took place at the WEICON headquarters in Muenster. The event replaced the usual January Conference, since as of 2020, the launch of new products at WEICON is moved from March to the beginning of the year. The Winter Conference mainly focuses on the presentation of the upcoming new products in order to provide our team with useful background information, that can support the establishment of the products on the market. In addition to the field service representatives and international branch managers, many colleagues from the national and international sales department also participated in the event.

THU //
DEC 5

Ralph Weidling opened the event by greeting all participants and by giving an outlook on the event's agenda, which went on for 1.5 days in total. Then Vitali Walter took over the presentation of the conference. He informed the participants about a change in the sales management. Vitali will be the Director of International Sales in the future and Patrick Neuhaus will manage sales in the DACH region (Germany, Austria and Switzerland). That way, we can ensure optimum support for our national sales team and our German-speaking customers, while continuing to promote

our company's strong international focus at the same time. Afterwards, the focus on the event was on the new products 2020.

WEICON TOOLS

First up was our tool division, the WEICON TOOLS. More precisely, the focus was on the new packaging of the tools first. Since January, we have been changing this to avoid plastic altogether. Recyclable cardboard boxes in three different sizes will surround our WEICON TOOLS in the future.

Heinrich Bär presented the current status of the Precision Stripper, which is used for the stripping of extremely fine wires. The ergonomic design of the tool was further optimised to ensure intuitive handling.

Finally, experiences with the new tools 2019 were shared. The specification of different areas of use and the bundled

description of selling points provided our colleagues with valuable information for an ideal presentation of the tools.

Chemical products

The focus on our chemical products started with an exchange of experiences with the new products 2019, too. The additional information and the presentation of interesting applications also help to support sales. Next, an outlook on the new chemical products was given, which were launched onto the market in early 2020. Some new accessory items completed the theoretical part on the new products.

Practical demonstration

The practical demonstration of the new products at different stations made up the next part of the event. For this, all participants were divided into four groups. That way, our team could test how the products work themselves and discuss any questions straight away. The practical experiences help to get an idea of the features and mode of action of the products, and thus to provide sound expert advice in customer sales meetings.

FRI //
DEC 6

On the second day of the event, all participants were divided into two groups – the field service and the international group.

The international group took part in a plastic metal workshop run by Hannes Killian in English.

The feedback was very positive. Even experienced colleagues were impressed by the application details and the know-how Hannes provided.

E-commerce & AD-Workshop

Ann-Katrin Weidling and Sascha Beilmann then presented the latest development in the field of e-commerce. This sector will play an increasingly important role at WEICON in the future. Our products are already available on Amazon in several countries (Germany, Great Britain, Spain, Italy). Other countries will follow (Dubai, Mexico, Turkey).





In the near future, we will also launch a B2C shop for private customers on our website. That way, everyone can order their products directly from us.

Master thesis Laura Hauser

Timo Gratilow presented the results of the master thesis by Laura Hauser, who had written her final paper in our company. The thesis analysed the consumer behaviour of B2B customers in the technical specialised trade.

Marketing

Tina Spengler gave an update on measures and projects in marketing, in advertising and in Public Relations. She presented our “WE Explain” videos, which deal with topics

from the world of adhesive technology in an understandable and entertaining way, and which will support us in our social media activities and product trainings.

Key accounts/associations

Patrick Neuhaus reported the latest developments in the field of key accounts and associations. In April, a VTH training in adhesive bonding will take place in cooperation with WEICON at the TechnologyCentre Adhesive Bonding (German: TC-Kleben) in Übach-Palenberg. In mid May, the general meeting of the members of the VTH expert committee Adhesive Technology will take place here in Muenster.

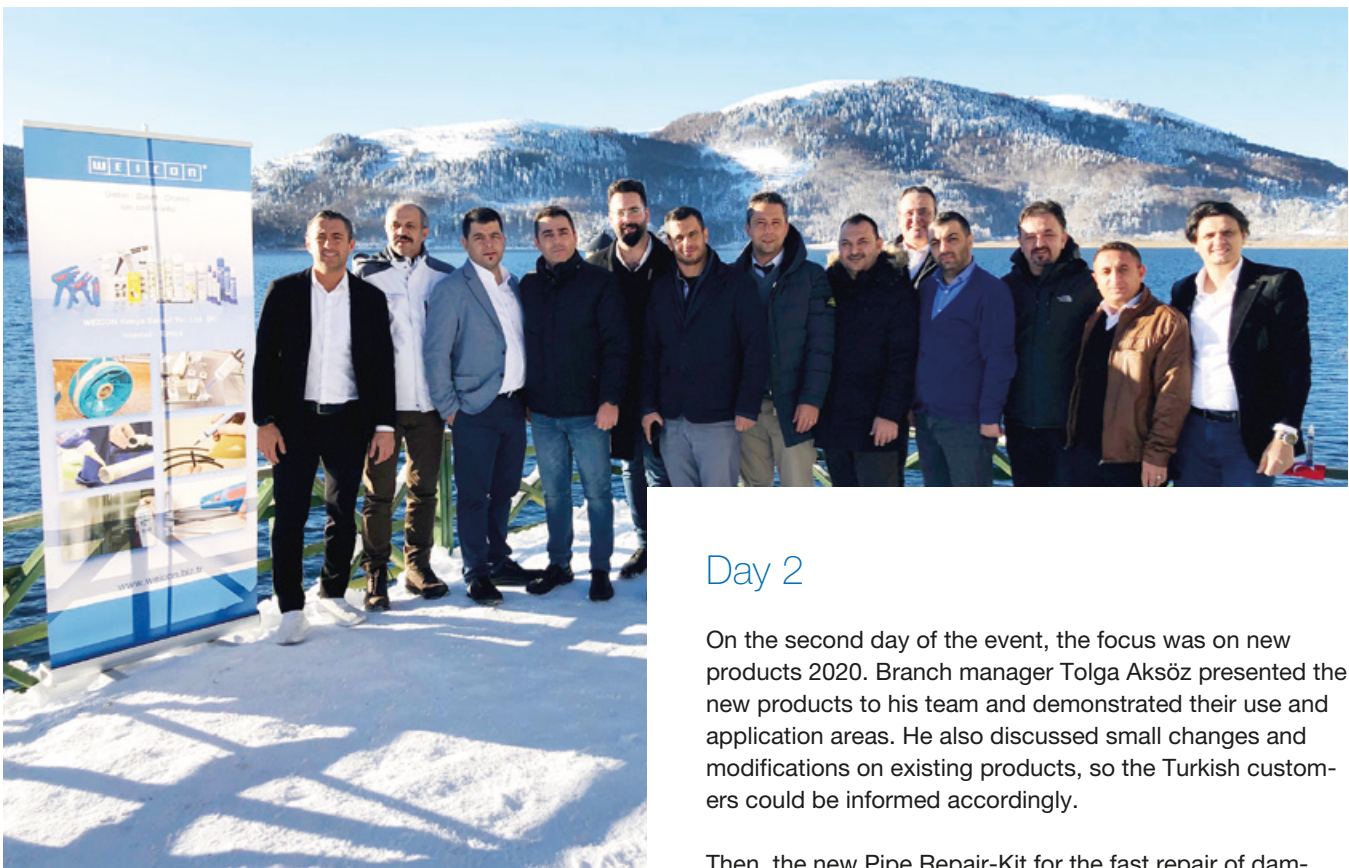
The event ended with an outlook on the regional meetings 2020, which focus on the mutual exchange with our field service colleagues.

JANUARY CONFERENCE IN TURKEY

Optimistic start to the new year



In Abant, approx. 300 km east of Istanbul, a two-day conference took place in our Turkish branch in January. Ralph Weidling and Hasan Altindag travelled from Muenster to Turkey to take part in the event.



Day 1

On the first day, the field service colleagues presented their respective sales areas, followed by a review on the tough economic year 2019, an analysis of the current situation and an outlook on the upcoming month.

In the previous months leading up to the conference, every employee had the task to shoot application videos and to present them at the conference. The results were some very interesting videos, which impressively show our products in action. The last topics of the day included the optimisation of work processes and the cooperation with the back office as well as several topics from accounting and administration.

Day 2

On the second day of the event, the focus was on new products 2020. Branch manager Tolga Aksöz presented the new products to his team and demonstrated their use and application areas. He also discussed small changes and modifications on existing products, so the Turkish customers could be informed accordingly.

Then, the new Pipe Repair-Kit for the fast repair of damaged pipelines was presented by our colleague Eray in a hands-on application.

After an in-depth presentation of the products, there was time for an open discussion and to answer any questions the team had, before after lunch, one-on-one meetings with the sales colleagues were held, during which aspired goals could be discussed.

“Once again, it was a very interesting conference with a vibrant sales team. After a record-breaking month in December 2019, everyone here is expecting this positive development of the Turkish market to continue in 2020,” said Ralph Weidling in regard to the event.

CONFERENCE AND TRAINING

Exchange in Teplice



In late January, our CEO Ralph Weidling set out for our international branch in the Czech Republic together with three of our colleagues from Muenster. The trip's purpose was to deliver product training to the Czech team and to look back on the past business year.



Both the training and the conference were very successful. The Czech branch is continuously growing, which, above all, is due to its strong and dedicated team.

Ralph Weidling



Day 1 and 2: Training the team

During the first two days, the focus was on product training. Especially for our field service colleague Martin Neuman, who had only just started at the time, it was important to get to know the WEICON product range better. However, the rest of the team was also happy to get an update.

With a well-balanced combination of theory and practice, our tool experts Daniel Filip and Stepan Stepanyan trained their Czech colleagues on the range of WEICON TOOLS. Next, the focus was on our chemical products, so our colleagues from research and development took over.

Day 3 and 4: Active exchange

How was the year 2019 and what are the new products in 2020? These questions were on the agenda on the third day in Teplice. Besides last year's key figures, which showed the successful growth of the branch, the new products 2020 were presented. As already in the previous two days, the presentation combined elements from theory and practice. For example, the Czech team had the chance to mix and test the new non-shrink casting compound WEICON Urethane 90 SF.

On the last day, it was the turn of our field service colleagues. They talked about particularly interesting customers and applications from the past year.

Digitization – now more than ever!

The corona crisis turned the world upside down for many companies worldwide. The crisis came all at once, it came suddenly and with a slam. The new situation left many companies faced with unprecedented IT challenges – like the organisation of all technical requirements to switch to home working or the setting up and expansion of online services. While some companies had to stand by powerless and watch their sales plummet, others tried to defy the virus by means of digital strategies.

Conference via video streaming

How exactly that can work and why digitization can be a key to success in times of crisis were the topics that renowned strategists with different professional backgrounds discussed at this year's IT-strategy congress.

The event was organised by the IHK Nord Westfalen, the IT-Forum Nord Westfalen, Digital Hub münsterLAND and the German-Dutch Chamber of Commerce. Due to the current situation and, in retrospect, in proper style, the congress took place as web conference this year, for the first time ever.

The speakers included 20 managing directors and IT executives of German and Dutch companies – among them Apetito, Beresa, LinkedIn, Telekom, Siemens and our humble selves.

Expanding resources

The presentation given by the Telekom, for example, focused on how digitization changes our working world – speaking of working from home. Or how the company wants to bring more schools online in the future by means of fiber optic internet.

“Digitization – now more than ever!” was the topic of the presentation given by our managing director Timo Gratilow and his fellow speaker Guido Schenk from the company LinkedIn. While Mr. Schenk mainly focused on recruiting, Timo explained in his part how versatile WEICON has become in the range of online services and the IT sector. “No matter if it's our WhatsApp service, the WEICON App, online adhesive consultation, virtual showroom or digital trade fair – our customers can get in touch with us at all times. And most of the services WEICON offers

had been established even before the crisis. When our field service and our international sales team weren't able to meet our customers in person anymore, we immediately started to expand our digital resources, for example by actively advertising

our WhatsApp services at every international branch or by broadening our online training offers,” said Timo after his presentation.

Only digital?

Immediately after the presentation as well as later on at the “digital bistro” – even though coffee and cake could only be served in the form of emojis, unfortunately – there was a lively discussion. One question from the audience, for example, was whether digital trade fairs and showrooms were

enough to compensate for cancelled trade shows and events. “Despite all digital optimism, the answer

“Our customers can get in touch with us at all times.”

Timo Gratilow,
managing director WEICON

to this question is definitely a “no,” was Timo's assessment. “Especially with new contacts, human expressions and body

language are missing in the digital context. The online opportunities can rather be seen as an addition to personal and face-to-face service,” Timo further explained.

In total, the organisers registered more than 500 participants. So you can speak of a “full house”, without anyone actually having to travel there! Next year, however, the IT-strategy congress is supposed to take place at the training centre of IHK Nord Westfalen on May 19th, 2021 – with real coffee and cake again.



APPLICATION IN ECUADOR

100 kilometres pipeline repair with Plastic Metal



Below the ground of Ecuador, hundreds of kilometres of pipelines have been buried since the 1950s – and thus since the beginning of crude oil extraction in this country. Day in, day out, they tirelessly transport the black gold from A to B.

Yet over time, stones in the layers of soil as well as sometimes extreme temperature fluctuations affect the pipelines, which leads to corrosion damages and signs of wear. Good thing WEICON can help in these cases. For we happen to have a top product for wear protection and thus for pipeline repairs: our Plastic Metal WEICON HB 300.

Covering 100 kilometres easily

ECUADOR

The Pipeline ...

↔ ... is nearly 500 km long in total and stretches from the Amazon rainforest to the Pacific coast.

↑↓ ... partially runs at an altitude of more than 4,000 metres.

Repairing a small pipeline is usually not a problem and quickly done. In this case, however, we are not talking about a small leak in the water pipe at home, but about an oil pipeline that needs to be repaired and freshly coated on a section

that is 100 kilometres long. This means the first thing we need is a large amount of coating material for the pipeline repair. In addition, we need a product which adheres to steel, withstands high temperatures during application and curing, and which can be applied quickly.

Our Plastic Metal WEICON HB 300 meets all these requirements. The 1:1 mixing ratio and pasty texture ensure its easy use – even in difficult conditions. And last but not least: our HB 300 is the cost-efficient alternative to expensive replacements.

Pipeline repair in Ecuador

First, our Cleaner Spray S was used for cleaning and degreasing the pipelines. After having done so, almost one tonne of the Plastic Metal was applied to a distance of 100 kilometres of pipeline. Thanks to the 1:1 mixing ratio, the pasty texture and a great deal of manpower, the application was easy and uncomplicated!

After curing, the Plastic Metal provides a smooth surface structure, which is ideal for being covered with an additional protective foil or a subsequent carbon fibre coating.

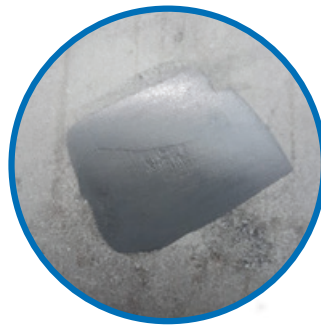
Now the pipelines are protected against wear and corrosion damages for many years to come!



Advantages

HB 300

- efficient and long-lasting
- easy to use thanks to 1:1 mixing ratio and pasty texture
- no previous experience necessary for its application
- high temperature resistance – withstands ambient temperatures and temperatures of the transported crude oil



PIMP YOUR KALLAX

Pimping a Kallax shelf – turning a low-key furniture into a unique piece

In this text, we will show how to easily pimp your Kallax shelf and turn the low-key furniture into a true it-piece.

Kallax/Expedit – the low-key all-rounder

We don't think we go out too far on a limb by saying that the Kallax shelf (previously Expedit) is presumably THE bestseller of the blue-yellow furniture giant. The shelf is inexpensive, matches nearly every interior design style and is super convenient for storing all kinds of bits and pieces.

After

Before



The before-and-after shot

There are many ways to pimp a Kallax shelf. Our colleague Annabelle has this beautiful piece at home. As you can see in the before-and-after shot, a new wooden lining can already make all the difference.

Admittedly, the shelf (which is one of the previous Expedit-models) wasn't in great condition to start with. The high-gloss varnish had been scratched during several relocations, but Annabelle didn't want to get rid of it entirely. One more reason to give the old piece a good spruce up!

And as employee of an adhesive producer it goes without saying that Annabelle glued the wood panels. With the help of WEICON products, of course!

Step-by-step instructions

1: Sand the shelf

It's best to first roughen the surfaces of the Kallax or Expedit shelf, that are going to be bonded, with a piece of coarse sandpaper. Especially, when you have the high-gloss version. The adhesive simply sticks better to a rough surface.

2: Clean the surfaces

Dust, dirt and grease are some of the biggest enemies of adhesive bonding. That is why you should clean the surfaces of the shelf thoroughly after sanding. And who would have thought? Our WEICON Surface Cleaner is perfect for that.

3: Apply the adhesive

Now it's time to get serious! Which means: Attach the mixing nozzle with cut-off tip (don't be stingy with the piece you cut off), load the cartridge gun and apply the adhesive. You should, however, dismiss the 5-8 cm of the adhesive bead, as the mixing ratio of the two-component adhesive only gets ideal after the first few centimetres.

The best way of application is to dispense serpentine lines with the mixing nozzle. Why? Thanks to the serpentine application and the subsequent joining of the bonding components, the adhesive spreads evenly. Also, our WEICON Flex 310 M[®] 2 K MS-Polymer is very strong, so a full-surface application isn't

necessary. Important: The adhesive cures very fast with a pot life of 5 minutes, so you should work pretty swiftly.

4: Attach the sidewalls

Now, carefully place the fitted wood panels on top of the shelf surfaces that are covered with the adhesive. Annabelle always joined the opposing vertical sides at the same time and fixated them with clamps. After approximately one hour, she tilted the shelf by 90 degrees and did the other two sides the same way. The wood panels are made of untreated spruce plywood from a hardware store. Inexpensive and paintable.

5: Paint the sidewalls

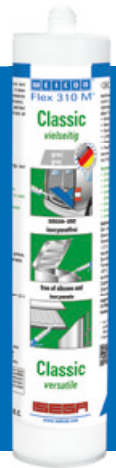
After another 60 minutes, Annabelle painted the bonded wood panels with wood varnish for indoor use. Ok, she should have done that beforehand, then she wouldn't have had to mask the shelf. But as the saying goes – hindsight is always easier than foresight. And you can learn from her mistake.

6: The finishing touches

When you would like to pimp your Kallax shelf, you can also use furniture legs. Annabelle cut some out of a squared timber and painted them with the same wood varnish as the sidewall. Then she attached the legs to the bottom of the shelf using angle brackets.

This is what you need

- WEICON Flex 310 M[®] 2 K MS-Polymer with Special Mixing Nozzle
- standard cartridge gun
- WEICON Surface Cleaner
- coarse sandpaper
- plywood panels (e.g. spruce)
- wood varnish for indoor use
- furniture legs



Restoring old designer armchairs



Keep your eyes open at the flea market visit

At flea markets, you can sometimes find real treasures – often at a bargain price, too! But in order to distinguish valuable pieces from junk, you need a sharp eye. Like Andreas Gattwinkel. He has a passion for restoring antique designer furniture in order to resell them afterwards. He gives new life to old pieces of furniture, which many of us would just walk past disdainfully.

The other day, Andreas bought three shabby designer armchairs and restored them himself. In the picture on the left, you can see one of them.

All three chairs are the model Tecta D99 and were designed by the architect Hans Könecke. In case that doesn't ring a bell: the pieces are very rare and thus equally valuable. You've probably already guessed it: for restoring the designer armchairs, he used some of our WEICON products.



Condition before restoration

Before restoring the designer armchairs, the classics from the 1960s looked a little worn-out: The chromed elements were tarnished, the suede was blotchy and the bonded plastic gauze under the seat was torn. For a layman, the chairs would have been bulky waste, but for Andreas, they were a new and interesting challenge.



A few steps to a new chair

So he got right to it and removed the whole leather cover first. He also removed the frayed gauze entirely and replaced it with robust jute.

Restoring suede

To give the dusty leather a new shine, Andreas put in a lot of time and effort. First, the old adhesive residues from the 60s had to be removed. By means of a wire brush and cordless screwdriver, he milled off the adhesive. Sounds brutal, but is not harmful to the robust core leather. With the patience of a saint and a special detergent especially for suede, the leather was as good as new after a few days.



Polishing chrome

In order to give the chrome frame back its high gloss, Andreas used our WEICON Citrus Cleaner. With this miracle product, all kinds of soiling and stains can be easily removed. For the final touch, he also applied some chrome polish.



Renewing mesh

The supreme discipline when restoring the designer armchairs, however, was bonding the stabilising jute fabric to the underside of the seat. This was supposed to replace the completely frayed gauze mesh. The challenge: to find an adhesive which bonds both materials (suede and jute) without leaking through the material, which is long-lasting and also matches suede. The additional obstacle: the leather care product, that was used, contained slightly greasing substances. And everyone knows that adhesives and grease don't mix very well.



The conclusion: WEICON Adhesive Spray extra strong

Despite all adversities, the wide range of WEICON products offered the right product: our WEICON Adhesive Spray extra strong. After the leather and jute had been adjusted to the right position and the areas, that needed protection, had been masked, Andreas applied the Adhesive Spray to both materials from a distance of approximately 30 centimetres. Thanks to the adjustable spray head, the masking wouldn't even have been necessary, but even this handy specialty of the spray cannot offer protection against accidental incorrect movements. After spraying, dexterity was needed: Andreas asked an assistant for help and together they very carefully – without making creases – positioned the linen fabric on the leather. With a hammer and wooden board, they joined both materials evenly and smoothly. After the linen surface had been attached to the underside of the seat, it had to be driven into a leather seam. Andreas also sprayed the seam with the extra strong Adhesive Spray.

My favourite WEICON® product

In this new series, we present the favourite WEICON products of our colleagues – two in each News-issue! This includes products, which our colleagues always keep ready to hand at home and which can be used for DIY projects as well as for industrial applications.

WEICON Multi-Foam

“Our Multi-Foam is a great universal cleaning agent for many different surfaces, like metal, plastic, glass, ceramic, or painted and coated surfaces. The biodegradable foam is a particularly gentle cleaner, which is why it’s safe to use on my beloved Framo (a German classic car).”



Mike Breitenfeld | application engineer | at WEICON since 2000

WEICON Mounting Tape

“I’ve been a passionate camper for years and love to explore Sweden with my motorhome. A super handy helper on these trips is our Mounting Tape. There’s always something that needs fixing and thanks to the Mounting Tape, I can be sure that it stays put. Despite the sometimes very high temperatures inside the motorhome during summer and the strong vibrations while driving, the Mounting Tape makes everything stay in place reliably.”



Thorsten Krimphove | head of public relations | at WEICON since 2012

DESIGNED FOR EMERGENCY REPAIRS

WEICON Pipe Repair-Kit

For the emergency repair of defective and damaged pipes and pipelines, we designed a special set – the WEICON Pipe Repair-Kit.

The set includes a WEICON Repair Stick Steel, a special repair tape made of fiberglass-reinforced plastic, assembly instructions and a pair of protective gloves. The repair tape is impregnated with a special resin and activated by contact with water. The Pipe Repair-Kit can be processed without additional tools and is used for the reliable and permanent sealing of cracks and leaks.

The kit is suitable for various applications, such as pipe repairs, structural reinforcement or repairs in spaces difficult to access.

Repairs even in spaces difficult to access

It is very easy and quick to use and shows excellent adhesive properties, high pressure and chemical resistance as well as temperature resistance up to 150 °C. Within 30 minutes, the tape is fully cured and hard-wearing.

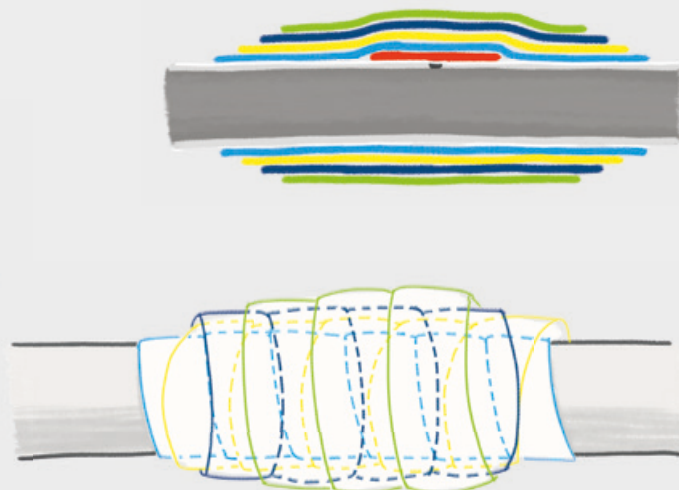
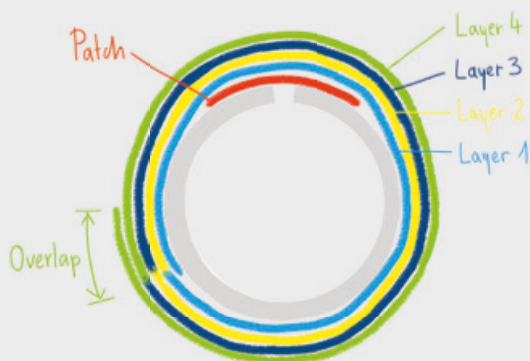
Due to the fabric properties of the tape, the resulting high flexibility and the simple processing, the repair kit is particularly suitable for sealing leaks in bends, T-pieces or in spaces difficult to access.

It can be used on many different surfaces such as stainless steel, aluminium, copper, PVC, many plastics, fibreglass, concrete, ceramics and rubber.

Pipe Repair-Tape



Repair Stick Steel



ESTABLISHING BUSINESS CONTACTS IN CENTRAL AMERICA

Patience and trust

Sunda Henriques has been working in the International Sales Department at WEICON in Muenster for four years now. He is responsible for sales in Central America. In the context of the Central America Conference of the IHK Nordwestfalen in March, he gave an interview to the IHK magazine "wirtschaftsspiegel" on establishing our business contacts in the Central American countries.



How did you become aware of the Central American market?

The Central American market has been of great interest to us for quite some time now. The most important country economically is Mexico. The biggest industrial companies that operate worldwide have branches in the large industrial regions in Mexico. This implies enormous economic potential. The automotive industry, for example, plays a huge role in Mexico and that fits perfectly to many of our products.

What does your work in Central America look like?

In Central America, we mainly cooperate with technical distributors, as managing direct

customers is difficult to realise with being based in Muenster. Ideally, you should be there for that. Our local distributors have long-standing contacts in the relevant industries and a network of field service representatives, who provide on-site customer services. That is quite similar to the distribution system in Europe. We conduct technical training for the employees of our distributors and provide knowledge and background information on our products. That way, the field service can help their customers with difficult technical applications. We also sometimes join the field service in customer meetings and provide training straight to the customers.

How did you establish regional business contacts?

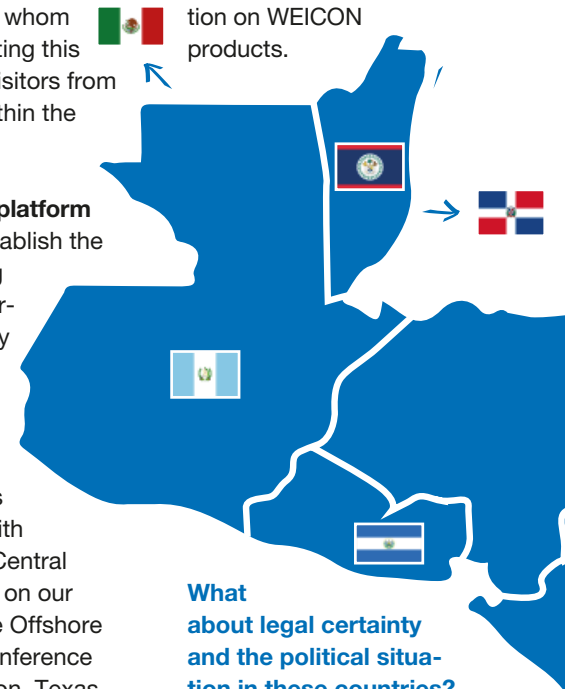
We established completely new contacts in the Dominican Republic, in Panama and Costa Rica. A lot is evolving at the moment, since we participated in the Expo Nacional Ferretera in Guadalajara in Mexico for the first time

last year. That is the most important industrial trade fair in the whole of Central America. We were able to establish many new contacts there, whom we plan on visiting this year. We had visitors from all countries within the area.

Trade fairs as platform

We actually establish the most promising and most important contacts by participating in trade fairs. We have already built very interesting business relationships with distributors in Central America based on our presence at the Offshore Technology Conference (OTC) in Houston, Texas, the International Hardware Fair in Cologne and the Hannover Messe. Distributors, who are prepared to make the journey to a trade fair in Germany, usually have a very interesting economic potential. In smaller countries, like Panama or the Caribbean Islands, industry fairs are usually interesting for us. In Trinidad and Tobago, the oil and gas industries

play the most important role economically. At the relevant trade fair, even the prime minister visited our booth to get information on WEICON products.



What about legal certainty and the political situation in these countries?

Political elections are a major problem. Prior to an election, usually the whole economy comes to a halt. Everyone waits and buys nothing or very little, until elections are over. The people don't know how the economy is going to develop, so they rather play it safe. When there's an election in six months time, nothing will happen

for half a year. So that situation paralyses a whole country. Once it's clear who the new president will be and what the economical orientation will look like, things slowly start to pick up again.

What challenges are you facing in your work?

Safety

One aspect is definitely the safety in this area. Countries like Costa Rica or Panama are completely safe. There, you can move freely in the cities even at night. In Honduras or in

Mexico, the situation is definitely different. In Mexico, the northern states along the border to the USA are pretty unsafe, since drug cartels have been fighting each

other

and the government. It always depends on whether gang wars have just broken out recently and

what the current situation looks like. We always receive relevant information from our local distributors. When there's a gang war going on, there are no more visits to customers and the goods are only shipped. Everything else is just too dangerous. In Mexico City, there are also areas where you shouldn't walk around freely and where you shouldn't be out in the streets at night.

Poverty

In the island states, there's relatively little industry. There are local technical distributors, yet due to poverty, the pricing of products is relatively low. There, we compete with suppliers of cheap products from Asia. So we focus on technical distributors, who mainly sell to manufacturing companies. The manufacturers need to pay attention to quality and thus like to use our high-quality products.

Payment practice

Another major topic is the payment practice. That is completely different from what it's like over here. In these countries, we have to be more patient and wait for payments for several months or sometimes even for a whole year. The distributors only pay for our products once they have received the money from their customers. And that can sometimes take quite a while.

Mentality

Then there's also the mentality of people, which needs to be considered in our cooperation. In Europe, we tend to get to the relevant point pretty quickly in business relationships.

That is different in Central America. Business relationships there are much more intensive and sometimes even almost like family. In trustful business relationships, you are even sometimes invited for a meal at the home of the distributor and he and his team are always happy to help at any time. In return, they expect you to treat them especially well and immediate help in case of any questions. So it's a give and take.

In Germany, the business relationship usually ends after business hours. Everyone goes home and that was it for the day.

What are your plans for this region?

Our goal is to have at least one distributor in each country in this region, who sells our products. In larger countries and in Mexico, which is economically very strong, we would like to cooperate with more than one distributor, of course. We would also like to visit these partners at least once a year in order to inform them about our new products and to provide

product training. So we keep working on establishing our brand and our products, and we can exploit the full potential of the countries in this region.

Are there any other interesting insights/exciting stories?

Sometimes, you visit companies, which seem inconspicuous from the outside. Then you're standing in a small office, where 15 people work, and it doesn't look very professional at all. Thanks to valuable contacts and business relations, however, these companies can turn out to be extremely strong partners generating high revenues.

It's not like over here, where you can usually judge by a company's building if it is potentially an interesting partner. Another aspect are presents for customers. These are very important.

They don't need to be big, just a few baseball caps, pens or calendars – it's the gesture that counts. That is highly appreciated and very different than it is over here. In Germany, we skip gifts altogether and donate to social institutions and charities for Christmas instead. That's something that would be impossible to justify in Central America.





WEICON TRAINS FOR MÜNSTER MARATHON

We keep moving

“Let’s all take part in the Münster Marathon together!” This spur-of-the-moment idea, that Ralph Weidling announced at the last Christmas party after having one or two beers, quickly turned into a solid plan. A tight training schedule, more precisely.

Since the beginning of the year, many of our colleagues all over the world trained for said marathon, which was going to be mastered in relay teams. Until March, our colleagues from Muenster went running together weekly under the supervi-

sion of our colleague Carla Voß, who is an experienced runner. Unfortunately, due to the corona crisis, the joint training had to be cancelled, and since the decision, whether the marathon will take place at all, will be announced on short notice, our colleagues from the international branches will sadly not be able to participate.



Yet the photos of our colleagues dressed in stylish WEICON running clothes prove that one’s weaker self can also be conquered alone and possibly without the common goal “Münster Marathon”! Despite all adversities: We keep moving!



WEICON DUBAI CELEBRATES ANNIVERSARY

15 years in the Gulf region

In early March 2005, we founded our first international branch in Dubai on the coast of the Persian Gulf, which celebrated its fifteenth anniversary this year.

The branch called WEICON Middle East LLC is run by Thorsten Lutz, who is from Hamburg originally, and used to work for WEICON as a field sales representative in Northern Germany before his time in Dubai. Thorsten Lutz and his team are responsible for the distribution of chemical products and for the technical support of customers in the entire Gulf region. Meanwhile, a team of 16 employees works for the branch, seven of whom in the field service. The WEICON team has not only been advising customers in the United Arab Emirates, but also other countries in the Middle East, as well as India and, for more than five years now, eleven East African countries.

Thorsten Lutz looks back on the early days of WEICON in the Gulf region: "When we started out back in 2005, we had five business contacts in the United Arab Emirates and one in Saudi Arabia. These contacts are still part of our customer base today. In Dubai, just like WEICON in Germany, we focus on continuity. That also shows in our team. In June, we are going to celebrate the 15th work anniversary of one of our employees, which is something very special in this region."

Meanwhile, the WEICON team advises over 700 customers in the entire region. Technical know-how, flexibility, very short delivery times and reliability are all qualities offered by the Muenster-based company that are highly appreciated in the United Arab Emirates.

Ralph Weidling: "Our branch has shown excellent growth in the past fifteen years. We are proud and happy to have such a great and strong team in the Gulf region. Dubai is and will continue to be a booming market with enormous economic potential. In addition, the other countries in this region are also of great economic interest. It is definitely a strategic advantage for us to have a branch in Dubai and to continue to be a part of this development in the future."



FAST AND VERY PRECISE

WEICON TOOLS

Precision Wire Stripper S

We have developed a special tool that strips extremely fine wires and conductors quickly and easily – the Precision Wire Stripper S.

New Wire Stripper

The new tool enables fast and safe stripping of very fine conductors, strands or wires with small diameters in the range of 0.12-0.8 mm (36-20 AWG). The scanning system of the semi-automatic wire stripper automatically adjusts to the respective conductor cross-section, so no adjustment of the cutting depth is necessary.

With the adjustable scaled length stop for the working range from 5 to 45 millimetres, the desired stripping length can be set quickly and reliably. Two durable, precisely adjusted torsion springs, which push symmetrically on the pair of blades with a defined force and automatically cut the respective insulation with the appropriate pressure, ensure comfortable working. In conjunction with the scanning system integrated in the tool, this ensures damage-free stripping.

Wide range of applications

The Precision Wire Stripper S can be used in many different fields of application in industry, electrical engineering, computer and network technology, telecommunications or model making.

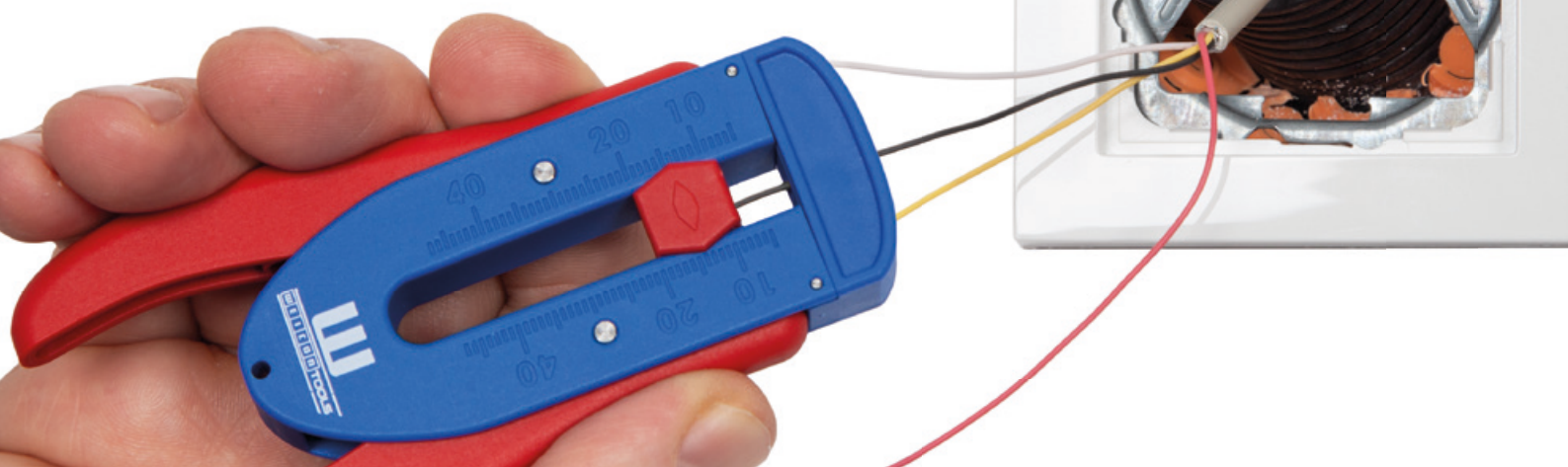
Ergonomics and safety

During the development, ergonomics and intuitive handling were taken into account in addition to user-friendliness. The tool is suitable for both right- and left-handed users. Due to the special handle shape, the wire stripper provides a good grip and guarantees non-slip and safe working. Another important safety aspect are the blades inside the tool. These are almost inaccessible to the user, which significantly reduces the risk of injury.

Made in Germany

made
in
Germany

The tool was developed and manufactured entirely in Germany, as is usual with our WEICON TOOLS. The production of the stripper made of robust fibre-glass-reinforced polyamide is located in Ascheberg, Westphalia, and the steel for the blades comes from Solingen. The semi-automatic wire stripper carries the GS quality seal by TÜV NORD and has been tested in all aspects of occupational safety. The tool is 112 mm long, weighs 45 grams and is supplied in recyclable cardboard packaging.

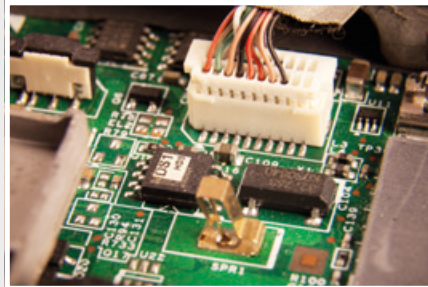


A handy helper in many industries



Communication Technology

- telecommunications
- fibre optic technology
- information technology
- safety technology



Electronic Engineering

- electronic machine engineering
- precision electronics
- model construction
- DIY



Plant and Machinery Construction

- production systems
- sensor technology
- machine tools
- special machines



Robotics

- manufacturing automation
- industry and lightweight construction robots
- identification systems
- mechatronic systems



Special sectors

- measurement, control and regulation technology
- shipbuilding/marine
- aviation industry
- automotive industry

Our colleague and CAD designer Heinrich Bär has developed our Precision Wire Stripper S with a great deal of passion and effort!



Precision Wire Stripper S wins Red Dot Award



reddot winner 2020

We are particularly proud of the fact that our Precision Wire Stripper S won the Red Dot Award 2020 in the category product design! The Red Dot Award is one of the most renowned quality labels for excellent and well thought out design worldwide.

The award, which has been given out since 1955, honours the best products every year. In 49 categories, manufacturers and designers from all over the world can submit their design ideas to enter the competition. The award jury evaluates each submission and only confers the Red Dot on special products, which stand out in terms of their excellent design quality.

THE STORY OF OUR COLLEAGUE MOHAMED CAMARA

The end of a journey to faraway land

Usually, Mohamed Camara is man of few words. He rarely talks about his life of 22 years so far, during which he already had some experiences no child or young person should have to face. Born in Guinea, he set out for a journey to the unknown. The fact that he ended up in Albersloh at the end of his odyssey and that today he holds an apprenticeship diploma as warehouse clerk in his hands is surely due to his great strength of will and his helpers, who have stood up for the young man from Africa and who still do today.



**I just packed
by backpack
and left.**

Mohamed Camara

One of them is Christiane Sommer. She lives in Albersloh and met Mohamed Camara during the move of a family who had fled from Africa. "I had invited everyone who had helped with the move for a meal: African chicken with peanut sauce," says Christiane Sommer, who then heard about Mohamed's story for the first time. About the fact that Mohamed had lost

his parents as a young boy, that he was taken in by neighbours and that he didn't know where his only sister had found refuge. When he was just 13, some man tried to pressure him into serving as a soldier. "I had a friend who did that and he just disappeared," Mohamed explains why he decided to run away at that time – without knowing where to go. "I just packed by

backpack and left," he remembers and admits: "Of course I was scared." Via Nigeria to Miga on to Lybia. "There, I worked for a woman as a labourer," he says. "Then the woman said: You can't stay here, there's a war going on." She arranged a passage for the boy on a cargo ship bound for Marseille. "I have no idea how long that took. I was hidden in a very small room without

windows, where I wasn't allowed to turn on any lights." So he wasn't able to count the days. By bus he was then transferred to Dortmund. "I didn't know anything about Germany or Dortmund," the then 15 year-old says. He had heard about Schalke. "Today I am a fan of BVB," Mohamed laughs. Eventually, he stayed in different refugee camps. In addition to a language



Graduated: Christiane Sommer and Mohamed Camara are happy about the passing of his final exams.



In the Albersloher bike repair shop, Mohamed Camara (r.) has also made some new friends.

course, he completed a one-month internship at the company WEICON in Muenster. Meanwhile, his application for asylum was rejected. "I was really, really angry about that," says Christiane Sommer. "They just made him older despite having his birth certificate," she continues, who then dealt with authorities, lawyers and other responsible parties. Successfully. "A judge ruled that Mohamed should do an apprenticeship after completing another internship and that he should obtain identity documents, "the 52 year-old, who was eager to help, explains. The company WEICON wanted to do the same and offered Mohamed an apprenticeship as warehouse clerk. "We are very happy to have him in our team," says the CEO of WEICON Ralph Weidling on the phone, and he continues: "Together with Mrs Sommer, we have fought for Mohamed to be able to

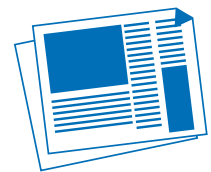
"I have no idea how long that took. I was hidden in a very small room without windows, where I wasn't allowed to turn on any lights."

Mohamed Camara talks about his trip on a cargo ship

do his apprenticeship here with us. He fits really well into our team." And since the WEICON boss wants things to run smoothly for his employees even after work, he sponsored a pair of running shoes, which helped Mohamed to successfully compete in the Münster Marathon. "Our boss sometime hands out beers after work," Mohamed laughs, who doesn't drink any alcohol himself, but enjoys giving it to his friends. When asked if he likes his workplace, he says: "Yes, very much." And he is very happy that he passed the final exams of his apprenticeship. "I couldn't have done it

alone," the warehouse clerk says. "Christiane helped me to study every Sunday," he explains and he praises her as a very patient teacher. "I also learned a lot about adhesives," Christiane laughs. After passing his final exams, Mohamed was offered a permanent position by Ralph Weidling straight away. Now, the young man lives in a flat in Albersloh, works in Muenster and was even able to find his sister in Guinea thanks to digital connections. "We both cried when we spoke on the phone for the first time," says Mohamed, who has made some more friends in Albersloh.

For example, in the bike repair shop, where not only repairs, but also conversations come about. "The people here are friendly and open," he says, and he already invited some of them for a meal a few weeks ago, together with Christiane Sommer. While African chicken sizzled in the oven and the "boss beer" cooled down in the fridge, the friends and supporters of the Albersloher by choice were very happy to be able to congratulate him on his passed exams.



WN Westfälische Nachrichten

The original article, written by Christiane Husmann, was published in the "Westfälische Nachrichten" on April 10th, 2020

| www.wn.de

CONSTRUCTION WORKS AT WEICON

On and on!

WEICON continues to grow steadily. And not just in terms of our nine international branches and the more than 1,200 distributors we cooperate with worldwide, no, our family-owned business is also in constant change due to further construction works at our headquarters in Muenster.

After the completion of our production and warehouse expansion and the new administration building in early 2018, the construction machinery has been rolling again for a few months in Muenster in order to realise the next construction projects.

Continuous growth is part of WEICON

“We have been growing continuously for years. Yet not excessively or with our heads in the clouds, but always within our means. That is why further investments and construction projects at our headquarters in Muenster are a reasonable decision. We will complete the existing buildings by creating the right infrastructure and make everything even nicer and more convenient. We want our employees to feel comfortable and to enjoy coming to work at WEICON,” says Ralph Weidling in view of the construction works.

We realise the construction projects in collaboration with the Muenster-based architecture firm “planwerk”, which we have already been successfully working with on the last projects.



FSM Premedia moves into new building

The construction years have already started last year in order to erect a new building for our print partner, the company FSM Premedia, in close proximity to our headquarters. After the completion of the new building, the previous office of the printing company, which was formerly home to a car dealer, will be demolished and another building for our company will be erected. In the new building, besides several offices and our physiotherapy practice, there will also be room for a bistro with a welcoming outdoor area, so our team can enjoy their breaks in a pleasant atmosphere.

FSM Premedia
Kreative Medienproduktion

WEICON®

New home for Story of Mine

In addition to FSM, the fashion label by Lisa Marie Weidling, Story of Mine (SOM), will also move places in order to make room for our new building. The label will get a nice, small new building, where the creative team can work, create new collections and thus also keep growing.

SM STORY OF MINE

New road

Next to the new building, there will be room for more parking spaces for our ever-expanding team and a new connecting road will be built at the edge of the company premises, so trucks can drive straight to the loading and unloading zone, and the traffic crossing our company premises can be minimised.

THE DAILY LIFE OF A BUSINESS TRAVELLER

I'm off!

Dream job business traveller?

Travelling instead of a dull desk job. Exciting adventures instead of the daily grind. That is how many picture the glamorous life of a business traveller. How much truth is there to this perfect picture? And what does daily life look like for a WEICON business traveller?

Nine so-called "Area Sales Managers International" in total work for our company, who travel the world in order to visit our international branches and to meet customers and distributors. One of them is my dear colleague Bastiaan. He gave me an insight into his daily life as a business traveller. Even though "daily life" almost sounds a little boring in this context. And his job is certainly everything but boring.



80 to 100 days on the road

Your official job title at WEICON is "area sales manager international". What specifically does that entail?

I think that's easier to explain when we take a look at two other departments in our company first. Here at WEICON, there is also the national sales department, which is responsible for our customers in Germany, as well as the international branch support, which – as the name already tells – advises our international subsidiaries. An Area Sales Manager International is, so to speak, responsible for "the rest of the world". I, for example, oversee our activities in the Netherlands and the Scandinavian countries.

Close customer relationships are essential in my job. I often provide advisory service and always try to find the perfect products and solutions for my customers. Price negotiations with our distributors and customer acquisition are also part of my daily work.

And you don't just do that while sitting at your desk, right?

That's right! I visit our distributors and customers on a regular basis in order to provide training, conduct annual reviews etc. I also often join our distributors when visiting their customers to see how our products are used and to

provide assistance, if needed. At WEICON, we offer many custom-made solutions, which require that I look at the "application problem" in person.

Looking back, can you say how many days you were away last year?

I guess it was something between 80 and 100 days last year.

On average, one month comprises three weeks of working at the office and one week of travelling. As the Netherlands are fairly close, I go there more frequently, but often just for two days in a row. My colleagues who need to travel further – to China or South America, for example – are often away for two whole weeks. When I go the Scandinavian countries, I am usually there for a week.

And who organises your business trips?

I do that myself – from making appointments to booking flights, a company car and hotel rooms. This self-organisation gives me great flexibility in planning my trips. I can decide when to visit which customer or distributor myself. And, of course, I always make sure to include several appointments in each trip. After all, business travelling not only takes time, but also cost money.

Between sightseeing and meetings

Travelling the world instead of sitting at a desk all day – to many people, that certainly sounds like a dream job! Do you have time for a little sightseeing when you're away?

Usually no, sometimes yes. One time, after an appointment in Norway, there was enough time for one of our distributors to invite me to a fjord cruise on his boat. That was beautiful! I also sometimes try to include personal favourites, like going to a soccer game, in my trips, but I haven't been able to make that happen yet in my 2.5 years at WEICON. That is because I have to coordinate my trips with my customers and their schedules – usually, that leaves little time for personal activities.

And sometimes, you're own schedule can be a little unfortunate, too. For example, when you need to be in Helsinki at 9 a.m. on a Monday morning. Then I have to be at the airport in Germany on Sunday afternoon, arrive in Helsinki late at night, have an early meeting the next morning and then head to my next appointment. So it also happens that all I see on a trip are the airport and company premises.

Businessman on the road, dad at home

You have a wife and a little son. How do you manage to juggle the frequent travelling and family life?

My wife always says "I'm glad when you're away, but I'm also glad when you're back". I think that sums it up pretty well. Of course it's difficult sometimes, but thanks to videochats and such, we can still see each other and talk every day, even when we're a thousand kilometres apart.

Moreover, my wife is a native Ukrainian. We had a long-distance relationship for the first few years, so I guess you could say we're pretty tough when it comes to being apart. My son is a little more impatient sometimes. When I stand at the airport after a trip and call home to say that I've arrived safely, I can often hear a "daddy, hurry up, please!" in the background.

When you're back home, do you relax for a while?

When I'm back home, the first thing I do is play with my son. When I travel, I'm all businessman, but at home, I'm a dad first and foremost. Besides, I usually have enough time to relax during the flight.

Would you sometimes like to trade your job in for a normal office job?

No, I couldn't imagine doing that right now. I think I have the best job in the whole world! Even though it's exhausting at times, I still get to travel to so many countries and even get paid for it. That's something not many people can say. My job is super varied and every day is different. I wouldn't wanna miss that.



NEW STAFF

Welcome to the team



01 | Janina Vossel, sales
 02 | Antonius Ostendarp, sales
 03 | Svenja Imberge, international sales
 04 | Malte Grimmelsmann, international sales
 05 | Katja Linvers, international sales

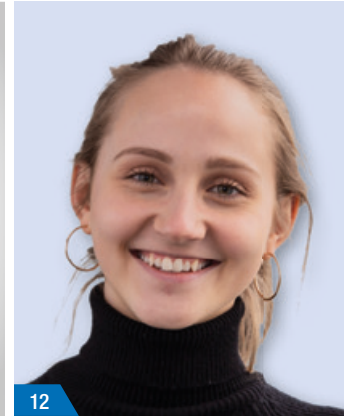
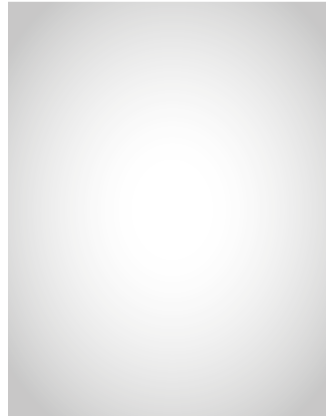
06 | Mirjam Sudermann, research and development
 07 | Christian Dik, warehouse
 08 | Abdourahamane Diallo, warehouse
 09 | Amadou Sara Bah, warehouse
 10 | Marcel Cepeda de Araujo, warehouse



10



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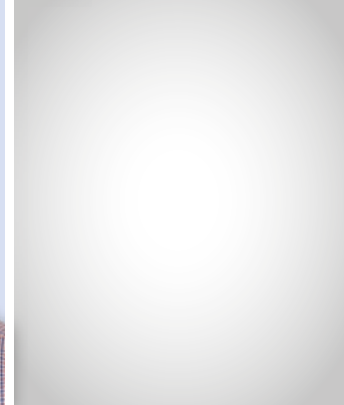
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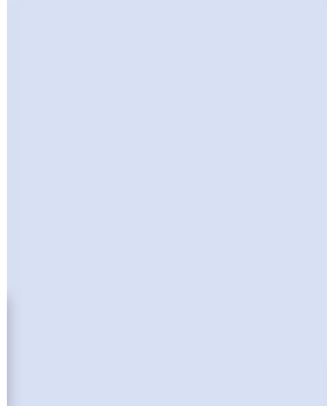
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- 11 | Valentina Schröder, catering
- 12 | Zoe Abeck, advertising
(apprenticeship starting in August)
- 13 | Hannes Kilian, business develop manager Dubai
- 14 | Sebastian Demian, sales representative Romania

- 15 | Marcin Dolhy, sales representative Poland
- 16 | Jose Manuel Sanchez Abrll,
sales representative Spain
- 17 | Margherita Neri, back office Italy

Stefan Große Lembeck




 INTRODUCING THE WEICON TEAM

What does ... actually do?

Which department at WEICON do you work in?

I work in the WEICON TOOLS department.

When did you start working at WEICON?

I started at WEICON on September 1st, 2019.

What is your role here in our company?

I am responsible for the international sales and marketing of our tools and advise the countries in Western Europe and in America.

Which sports do you like to watch?

I like soccer. I enjoy watching the games of Preußen Münster the most – preferably live in the stadium.

City or Swiss mountain lake when you're 75?

Does it have to be a mountain lake in Switzerland? I would prefer a small house by a lake in Sweden. You can really relax and unwind there and enjoy nature. I went to university in Sweden for two years and have a special connection to the country. City life is great, too, every now and then – but at 75, I'd rather enjoy some peace and quiet.

What is your favourite food?

Good question. I enjoy eating many different things. But I guess I like home-cooked meals the most – they taste brilliant.

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

With Donald Trump. I would like to experience what it feels like to be the most powerful person in the world. I'd also like to find out what you could do better than the incumbent president.

What was the last TV show you watched?

Money Heist. Really good and thrilling. I highly recommend it!

What hobbies do you have?

I enjoy taking my Schwalbe (a German vintage moped) for a spin and tinkering around with it. I also enjoy canoeing and do it often, and I enjoy running or working out in general. I also like to travel – even though at the moment, that is somewhat limited due to the current situation.

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

I would sleep in and then do a bunch of activities. I would watch a soccer match with my buddies, go out at night or do a bit of gardening – I enjoy being out and about and use my spare time to do the things I like.

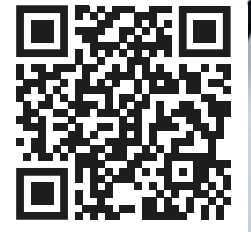
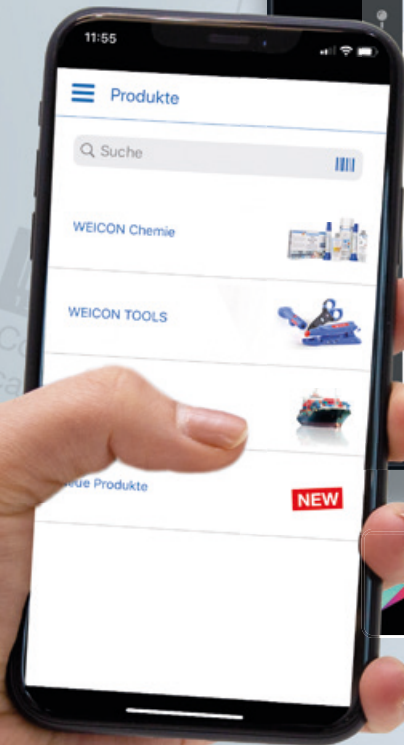
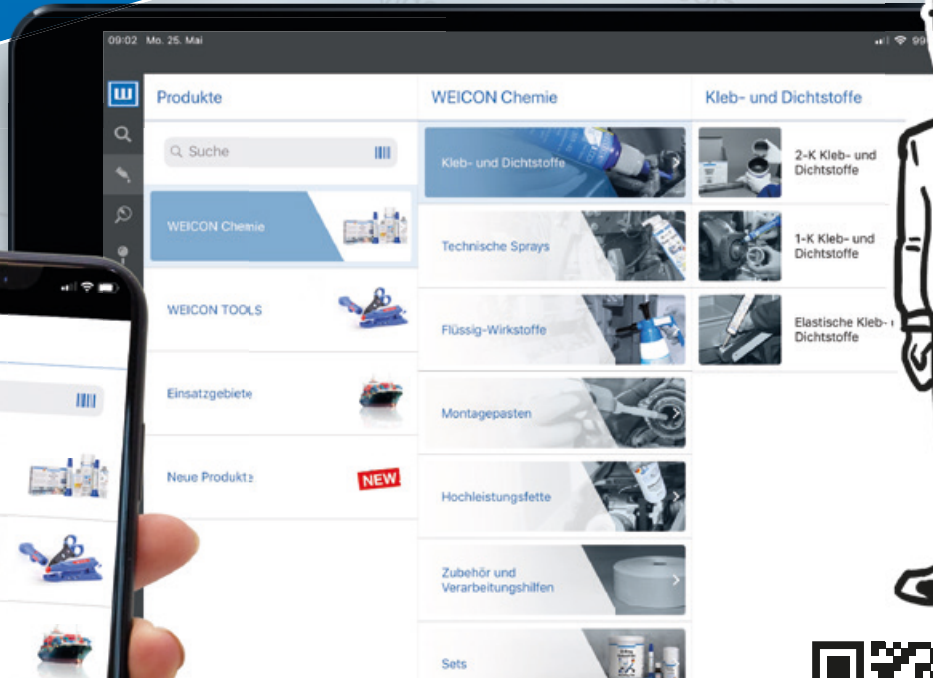
Which country would you like to spend some time travelling in?

I've never been to Chile and I would love to get to know the country. The vastness, the mountains; it's supposed to be unbelievably beautiful. During my studies in the Netherlands I met some really cool people from Chile and I'm still friends with them today.

I've been to Poland a few times, yet I'd also be keen to go on a longer trip through the country and to discover new places. And Sweden is always worth the trip anyway – and a longer one, too, at that.



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