

GROWING WITH KNOWLEDGE

Professional development and co.

17th issue

News



Featured topics

NEW! WEICON
Camping Set

Excellent ranking as
top employer 2021

WEICON products in use on
the world's longest
suspension bridge



**WEICON products in use
on the world's longest
suspension bridge**



37

**Excellent ranking
as top employer
2021**

**TOP
ARBEITGEBER
MITTELSTAND
2021**

FOCUS

DEUTSCHLANDS
MITTELSTÄNDISCHE
ARBEITGEBER IM VERGLEICH
FOCUS-BUSINESS 04 | 2020

IN KOOPERATION MIT
HUMANUS

17

NEW! WEICON Camping Set



39

Legal notice 17th, 1st half 2021

Publisher:
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Layout & Settings: Annabelle Krefit

Pictures: WEICON GmbH & Co. KG, Formula Student China (p. 21), Federal Technology Centre for Electrical Engineering and Information Technology (German: BFE) (p. 22), Freepik from flaticon.com (p. 12, 37-38, p. 51), Stapelbroek GmbH (p. 56)

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Dear
readers,



We are happy to present to you the 17th issue of our WEICON News today.

“Growing with knowledge” is the title this time. But what exactly does growing mean for WEICON? For one thing, there is the company growth in its traditional sense, associated with things like sales growth, headcount increase or the expansion of company premises. And yes, fortunately, WEICON is doing very well in all of these areas, as you will find out when browsing this issue.

Yet, when we think of growth, we don't just have the development of WEICON as a whole in mind, but also the development of each and every one of us. At the end of the day, a company is only as strong as its team. In order to support our employees in their very own growth, we offer various training courses and opportunities. That way, we have been able to produce many adhesive experts until today, but we have also created individual development opportunities. We also provide our business partners with comprehensive training on our WEICON product world on a regular basis. In the last few months, for example, we have held numerous trainings online in order to keep our customers up-to-date even in times of the current pandemic. So “Growing with knowledge” is not only the title of this News issue, but also an important principle for our success.

What else is there to discover in this new issue of the WEICON News? For example, there is the happy announcement that we belong to Germany's top employers among medium-sized companies again. We'll tell you why we are particularly proud of our result this time on page 17.

We also catch a glimpse behind the scenes of the WEICON working world and show you how things are moving along for us in the e-commerce sector, what we can summarise after two years of WhatsApp for B2B, and how our field service keeps working successfully even in pandemic times.

As usual, we also introduce our new products in the first issue of the year – both from our chemical range and from the tools world. Another thing that shouldn't be missing is a range of exciting application stories. For example, we take you on a trip to Turkey, where our adhesives are used for the soon-to-be longest suspension bridge in the world.

We hope you have fun reading this latest issue!

Best regards from Muenster,

Ralph Weidling

Ann-Katrin Weidling

SAFE CABLE STRIPPING IN ELECTROSTATIC PROTECTED AREAS

NEW!

WEICON TOOLS

ESD Precision Wire Stripper

We have developed a special stripping tool for very thin wires and conductors in electrostatic protected areas – the ESD Precision Wire Stripper.

The tool enables fast, easy and precise stripping of very thin conductors, strands or wires with small diameters in the range of 0.12 mm-0.8 mm (36-20 AWG).

The stripping tool is specially designed for use in electrostatic protected areas, such as ESD workspaces or ESD safety zones: The tool was tested by an ESD laboratory and complies with the DIN EN 61340-5-1 standard.

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 onto the pair of blades with a defined force and automatically cut the respective insulation with the appropriate pressure, ensure comfortable working.

In combination with the scanning system that is integrated in the tool, this ensures damage-free cable stripping.

Wide range of applications

The wire stripper can be used in various industries and skilled trades, such as electrical engineering, in computer and network technology, or in telecommunications.

Made in Germany



made
in
Germany

The tool is developed and manufactured entirely in Germany. The semi-automatic wire stripper was tested in regards to all aspects of work safety. The tool is 112 mm long, weighs 45 grams and is supplied in recyclable cardboard packaging.



reddot winner 2020



For the well-thought-out product design, the tool received the Red Dot award, a world-renowned quality label for excellent design.



TRAINING AS EUROPEAN ADHESIVE BONDER

Adhesive technology meets skilled trades and industry

Professional adhesive bonding is a science in its own right! In order to provide interested companies with a foundation for the successful use of adhesives, we have offered an advanced training course to become a DVS®/ EWF European Adhesive Bonder, for the first time ever on our own company premises, in May this year. Here, the participants gained profound expertise on the topic of adhesive bonding to be able to carry out professional adhesive bonds themselves. In total, ten external participants and four WEICON employees took part in the event.



Topics and content

The training was performed by the renowned training institute for adhesive technology of the Fraunhofer IFAM (Institute for Manufacturing Technology and Advanced Materials), in cooperation with the company Innotech Marketing und Konfektion Rot GmbH, and took place at our headquarters in Muenster – in accordance with current hygiene measures, of course. With the qualification as DVS®/EWF European Adhesive Bonder, the requirements for adhesive bonding staff set out in the DIN 2304 standard can be certified. Therefore, participants who successfully passed the course can also be employed as adhesive bonding supervisors for adhesive bonding of the highest safety class S1.



Qualification goals

The participants qualify for fulfilling tasks in production processes by successfully completing the training course. To do so, they acquire a basic understanding of adhesive bonding in general to then be able to implement professional bonding processes and to produce high-quality adhesive bonds themselves.

Duration and concluding exam

During the one-week course, our participants learned essential theoretical foundations and embedded them into practical exercises. The training ended with an exam com-

prising a practical, written and oral part. For admission to the exam, regular attendance was mandatory. The training received very good feedback. "We are looking back on an eventful week, during which we all learned a lot. Our experienced training instructors have held many courses already and were able to convey the comprehensive knowledge in an interesting way. Especially the well-balanced combination of theory and practice and the great service made the training a very pleasant experience," says Kim Kuhlmann, who works in our marketing department and took part in the training.



PRODUCT TRAINING AT WEICON

Effective knowledge transfer

Our company keeps growing continuously. Over the last few months, several new colleagues have started working with us. And of course, the “newbies” at WEICON need extensive information in order to get to know our large range of chemical specialty products. Which means – back to school and studying!

The options for face-to-face meetings or trainings are currently very limited due to the coronavirus pandemic. That is why we have taken the necessary precautions to protect our new team members, while still providing them with all the information they need.

For this purpose, a mobile filter system was installed in our large seminar room, which was then set up for learning in

small groups while still keeping appropriate distance to each other.

Over the course of one week, our new colleagues then became familiar with our product range. Which gave them plenty to do – after all, our range comprises more than 400 chemical products!

Our technical project manager Holger Lütfring, who knows our products inside out, provided comprehensive insight and many tips and tricks on how to use our products. This knowledge is very useful to our new team members when assisting our customers, for example in choosing and applying the different adhesives and sealants correctly.

EFFECTIVE CLEANING OF FIREPLACE GLASS

WEICON Stove Glass Foam Cleaner

For the fast and reliable cleaning of fireplace glasses and other surfaces on stoves and fireplaces, we have developed a special spray – the Stove Glass Foam Cleaner.



For all types of stoves and fireplaces

The powerful Stove Glass Foam Cleaner easily removes soot, dust, ashes, and other dirt from fireplace glass panes. It immediately takes effect after application and removes even stubborn stains from the stove glass fast and without tedious scrubbing. The foam cleaner is equally suitable for tiled stoves and fireplaces as well as other fireplace systems – whether it is a pellet, wood- or coal-burning stove.

In addition to the glass window, the product also cleans all other surfaces of the stove or fireplace. Whether metals, tiles, or natural stone; the cleaner can be used for all kinds of surfaces.

Despite the powerful cleaning effect of the Stove Glass Foam Cleaner, it is gentle on the environment: The foam spray is environmentally neutral, biodegradable, free of



phosphate and formaldehyde, and free of corrosive and caustic substances.

Easy to use

The cleaning foam is fast and easy to use. The spray may only be used on cold fireplaces and should be shaken well before use. Apply generously to the cooled down stove glass from a distance of approx. 25 cm. Allow the Stove Glass Foam Cleaner to take effect for one to two minutes and wipe off with a clean paper towel. In case of stubborn dirt, the procedure should be repeated, or the foam cleaner should be allowed more time to take effect.

SUCCESSFUL ONLINE TRAINING

Our tools in action

At the beginning of the year, our colleagues from the WEICON TOOLS department delivered an online training session on our stripping tools. The session showed once more: this kind of service is indispensable these days.

Behind the scenes of the online training: our colleague Simon makes sure the technology is working.



Almost 80 participants joined them when Heinrich and Stefan went “on the air” for about an hour. During this time, both the new developments and bestsellers of our stripping tools were presented.

We received very positive feedback on the content and the technical implementation right after training had taken place.

This has shown us once more how valuable online training is these days. Especially, if the products require a little

more explanation, such as our new Cable Stripper No. 4-29 Spiral (see p. 16).

Thanks to modern technology, we can be there for our customers even in these challenging times. Of course, this applies not only to the tools range, but also to the chemical sector.

Since the beginning of the pandemic, we have been relying on our extensive online service even more, and we are available to our customers all over the world with just one mouse click.

VTH TRAINING AT WEICON

Products for sensitive areas

Regular training has always been a big and important topic to us. That is why we don't just make sure to have a highly skilled and trained team working at WEICON, but we also offer training to our partners and customers. In May, we have held an online training session on the topic "chemical products in sensitive areas" exclusively for members of the VTH (Verband Technischer Handel e. V.).



drinking water sector



food production



beverage industry



pharmaceutical industry

Along with Matthias Lükemann from the product management, our technical project manager Holger Lütfring presented WEICON products for the drinking water sector and food production as well as for the beverage and pharmaceutical industries.

These sectors also require regular maintenance and servicing of machines and systems. To prevent that food or medicines come into contact with toxic chemicals, only specially certified products may be used.

Our colleagues provided the participants with important background information on the test institutions and required certificates, and also presented numerous applications in these sensitive areas, which made the special requirements the products in use have to meet even clearer.



As is well known, many of our products need a lot of explanation and thus, a face-to-face presentation to our customers is often essential.

Likewise, our employees regularly receive product training in order to always be up-to-date in terms of our extensive product range. We also deliver training at our international branches on a regular basis. However, travelling hasn't been all that easy in recent times, for well-known and obvious reasons. Luckily, a few training sessions to introduce our new products 2021 could still take place in Romania, Spain, Dubai, and Italy. All while observing the current hygiene regulations, of course.

"Fortunately, a few product training sessions at several of our international branches could still take place this year. These face-to-face presentations and personal contact in general is very important to us. As always, our colleagues were very eager to learn and can now launch the new products successfully to the different markets. I hope we can reschedule all meetings that had to be cancelled due to the pandemic sooner rather than later," says Ralph Weidling.

FACE-TO-FACE PRODUCT PRESENTATIONS

Product training at our international branches



ADHESIVE FOR VISUALLY APPEALING BONDS

WEICON Easy-Mix PU Crystal

For transparent and visually appealing adhesive bonding of plastic and glass, we have developed a special product – the structural adhesive Easy-Mix PU Crystal.

NEW!



This product is a crystal clear and colourless two-component polyurethane adhesive. The high-strength and fast-curing structural adhesive has a short pot life of two to four minutes and can be sanded and painted after just 30 minutes. PU Crystal is resistant to weather conditions and many ag-

gressive chemicals as well as temperatures between $-40\text{ }^{\circ}\text{C}$ and $+120\text{ }^{\circ}\text{C}$. Due to its transparent curing, it is particularly suitable for bonding e.g. plastics and glass. It can also be used for structural adhesive bonding, where a coloured adhesive joint would affect the overall appearance of the component. PU

Crystal bonds transparent plastics, like Plexiglas and other materials, securely in a clean and visually appealing way. In addition to various plastics, such as polycarbonate, PU Crystal can also be used to bond numerous other materials, like steel, stainless steel, aluminium, concrete, wood, or glass. PU Crystal

can be used wherever adhesive bonds with high visual quality and appeal are required – whether it is in shipbuilding, in car and car body construction, in plastic technology, in machine construction, in model and mould making, in metal construction, or in exhibition and trade fair construction.

NEW HR MANAGER AT WEICON

“I now acquire new employees instead of raw materials”

Saskia, you recently moved from the purchasing department to human resources – aren't those two very different areas? How did it happen?

Yes, indeed, those two areas are certainly very different. Taking the comparison to the extreme, you could say: I used to acquire raw materials, now I acquire new employees. I realised that I really enjoy working in human resources, when I became apprenticeship supervisor here at WEICON one and a half years ago. While studying business administration, I also had several encounters with this really interesting topic. And, as chance would have it, in early 2021, our company management approached me and offered me the position as HR manager. Although, chance doesn't really cover it – after all, WEICON keeps growing



Our colleague Saskia Greis switched from the purchasing department to human resources at the beginning of the year. In this interview, she tells us how this rather unusual career change came about and what the recruiting situation at WEICON looks like.

continuously and the HR processes become more and more complex. As HR manager, I try to give these processes a structure, and I think I've been doing quite well so far.

Does that mean WEICON keeps hiring new employees? Despite the coronavirus situation?

Yes – quite a few, actually. This year alone, we've been able to welcome more than 20 new colleagues to our team. This strong headcount increase is also caused by our expanding e-commerce activities. After all, we need people to process all the incoming orders – whether it is in the e-commerce department itself or in the warehouse. But we've also expanded in other areas, for example in the international field service or our national sales department. Luckily,

our company is doing very well despite the pandemic.

Problem skills shortage: Is it difficult for WEICON to find qualified employees?

In many areas, skills shortage really is a big problem. Studies have shown that by the year 2030, there will be a shortage of three to five million skilled employees nationwide. Many industry sectors are also affected by this problem. However, I'm relieved to say that we've always had enough qualified employees applying for vacant positions at WEICON. I suppose that our many benefits, among other things, are part of what makes us an attractive employer. These benefits include things like flexible hours, working from home, physiotherapy, training, and more. At the end of the day, however, it

doesn't just come down to the professional qualification of an applicant. To us, it is also important that the candidate is a good fit personality-wise, too. That is why we always take enough time for a work trial and comprehensive induction training.

Isn't the whole recruiting process difficult in times of the pandemic?

More or less. We certainly had to rethink certain areas. It is still important to us to carry out job interviews face-to-face. To us, this "oldschool" way is still the best way to get to know each other. Of course, the interviews always take place in accordance with the current hygiene measures. The induction training has mostly been done via Microsoft Teams in the last few months. Even though that's not ideal, it's still a good way to get to know the colleagues from other departments a little bit.

Do you sometimes miss the purchasing department?

No, I'm super happy in my new position. I enjoyed working in the purchasing department, honestly. But like I already said – now I deal with people instead of raw materials, and I really like that about my new job. If you'd like to switch careerwise and bring along the required know-how, WEICON has always been very supportive. I really appreciate that about my employer.

NEW!



REMOVING ADHESIVE RESIDUE COMPLETELY

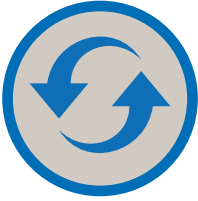
WEICON CA-Remover

For the fast and easy removal of instant adhesives, we have developed a special product – the CA-Remover.

The WEICON CA-Remover reliably breaks down and removes all types of cyanoacrylate adhesives. The remover is suitable for cleaning metal parts, tools, and many different surfaces that have come into contact with cyanoacrylate adhesives. In contrast to many other solvents, the CA-Remover is not highly flammable and has a high flash point of +120 °C.



1 | Apply the CA-Remover to the area that needs cleaning.



3 | In case of stubborn soiling, repeat the procedure.



2 | After a few minutes of soaking in, the dissolved adhesive can be wiped off with a lint-free cloth or a plastic spatula.

! Some plastics, coatings and sensitive surfaces may possibly be damaged by the CA-Remover. That is why the material compatibility should always be checked in an unseen surface area prior to the application.





COLLEAGUE MATT TOTTEN CELEBRATES HIS ANNIVERSARY

10 years at WEICON Canada



In the middle of March, our colleague Matt Totten celebrated his tenth anniversary at WEICON. In 2011, he started as warehouse associate at our Canadian branch before later taking over as warehouse manager. Today, his title is supply chain manager.

The father of two is sure that if he hadn't lived next door to the former branch manager in 2011, he probably wouldn't have become aware of WEICON and the job opening. Lucky for us, lucky for him – that's what we think looking back! Matt's colleagues in Canada also see it that way: They

appreciate him as a caring, helpful and always motivated team player who keeps a cool head even in stressful situations and is always up for a joke.

Our management can only agree with these words of appreciation: "Matt has been with us almost as long as WEICON Inc. has existed. That's really special. Ann-Katrin and I appreciate Matt as an extremely reliable employee who always has only the best in mind for his colleagues and the company. We are very much looking forward to our further collaboration," says Ralph Weidling.

ANOTHER ADHESIVE SPECIALIST AT WEICON

Successful completion in Bremen

Once again, one of our area sales managers has successfully completed an IFAM course to become a European Adhesive Specialist.

Christian Bockers, our colleague from the Saarland region, has passed the exam and now needs a little more space on his business card, as he can officially call himself a European Adhesive Specialist.

Christian had started the course in Ulm, which unfortunately had to be interrupted due to the coronavirus. The course ended very well in the Hanseatic city of Bremen at the IFAM headquarters.

In the future, Christian will be able to use the contents learned in theory and practice to provide his customers with even more detailed and well-founded advice, to draw up working instructions for applications in the field of adhesive technology and to develop proposals for solutions for professional process sequences.

“It is really great that another member of our WEICON team has successfully passed the test and that we continue to be the adhesive manufacturer with the largest share of adhesive technology specialists on the market. Congratulations to Christian on passing the exam,” says Ralph Weidling.





“VOCATIONAL SCHOOL AS WELL AS UNIVERSITY HAVE ONLY BEEN TAKING PLACE ONLINE FOR MONTHS NOW. SO KEEPING UP WITH THE LESSONS REQUIRES A LOT OF SELF-DISCIPLINE.”

Fabian Filip,
dual student at WEICON

SUCCESSFUL COMPLETION

Fast track apprenticeship

In late January, two of our apprentices have successfully completed their final exams – at full speed.

One of them is Moritz Volle. He has shortened his apprenticeship as industrial management assistant from three years down to two and a half. Which means he had to acquire the knowledge that’s usually taught in the “missing” six months all by himself. But that wasn’t the only obstacle: “Because of the coronavirus pandemic, the lessons took place mainly online. Which meant a lot of independent learning. All in all, I had to stay organised on my own for over a year due to distance learning and shortening the apprenticeship,” Moritz said after completing his final exams.

Completed apprentice number two is Fabian Filip. He has also finished his apprenticeship as industrial management assistant in a shortened version after one and a half years as part of his dual study programme in business administration. And just like Moritz, he also had to deal with the obstacles caused by the coronavirus: “Vocational school as well as university have only been taking place online for months now. So keeping up with the lessons requires a lot

of self-discipline. I’m glad that I can tick off the apprenticeship on my list and that I can focus more on studying at university now,” says Fabian.

Our management and our supervisors are very proud of both apprentices. “We are very happy that Moritz and Fabian have passed their apprenticeships with flying colours despite the somewhat difficult circumstances and we look forward to our future time together at WEICON,” managing director Ann-Katrin Weidling tells us.

And what’s next?

So future time together? Of course! Moritz is currently supporting the team of international sales managers and will be overseeing the sales activities in several countries on his own over time. As things stand, Fabian will be “department hopping” every four months, as is usual at WEICON. It will take him another one and a half years approximately to complete his bachelor’s degree.



ROUND, LONGITUDINAL AND SPIRAL CUTTING

WEICON TOOLS

Cable Stripper No. 4-29 Spiral

We have developed a special tool for the removal of soft and rigid cable insulations, which can be used for round, longitudinal and spiral cutting – the Cable Stripper No. 4-29 Spiral.



NEW!



The cable stripper is suitable for both soft and rigid cable insulations with an outer sheath thickness up to three millimetres and a diameter from 4.5 to 29 millimetres. The cutting depth can be adjusted easily and precisely. It can be set with a lockable control knob in 0.1 millimetre steps from 0 to 3 millimetres. That way, the layers below are not damaged.

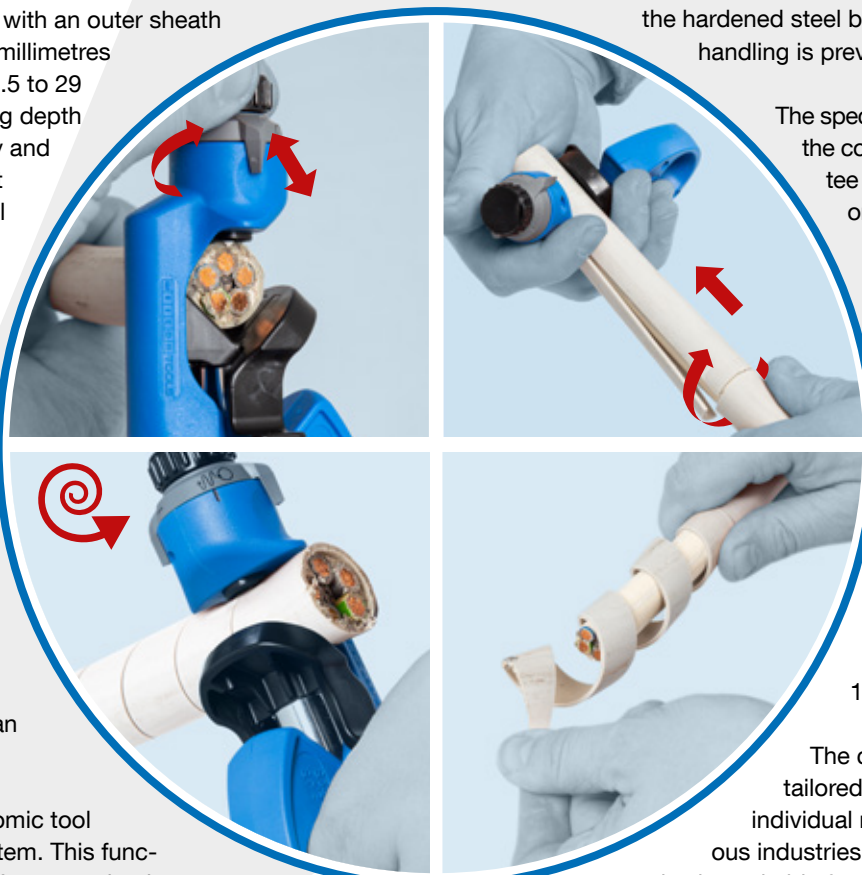
The different cutting directions for round, spiral and longitudinal cutting can be safely set via the respective position of the adjustment lever. Thanks to the spiral cut, even complex insulations can be easily removed.

The handy and ergonomic tool features a locking system. This function prevents the tool from opening in

the longitudinal cut setting. Therefore, breaking of the hardened steel blade due to incorrect handling is prevented.

The special sliding properties of the contact surface guarantee resistance-free working on the cable. A special grind of the replaceable blade ensures the clean removal of the cable sheath. The ergonomic design of the cable stripper enables fatigue-free working even over longer periods of time. The tool is made of polyamide, steel and brass, is 140 millimetres long and weighs 136 grams.

The cable stripper was tailored specifically to the individual needs of users in various industries and skilled trades, but is also suitable for DIY projects.



EXCELLENT RANKING AS TOP EMPLOYER

WEICON among the top 10

WEICON belongs to Germany's top employers among medium-sized companies again for the third year in a row. That is shown by the current ranking published by the business magazine Focus Business.



In the category of

our company size

(200-499 employees), we came in

first place among the

best medium-sized

industrial companies

in Germany.

flexibility our employees have shown during this turbulent year," says Ralph Weidling.

Search for the best

In order to determine the top employers among medium-sized companies, Focus Business in cooperation with Statista (a German online platform for statistics) evaluated 950,000 companies and more than four million reviews published by em-

ployees on the employer review platform Kununu. 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.

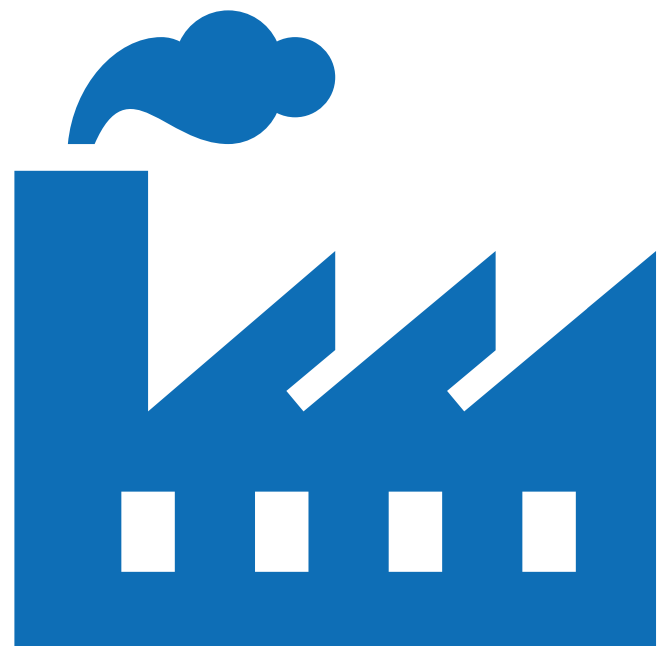
The best in its category

Just like in the last two years, WEICON ranks among the 4,000 most popular employers in 2021 – this time, our Muenster-based family business even made it into the top ten of the best industrial companies in Germany.

"We are very happy to have made it into the ranking created by Focus Business again. This time, we are particularly proud

of our result, since we managed to come in first place in the category of our company size (200-499 employees) among the best medium-sized industrial companies. In the overall category of industrial companies, we landed in 7th place out of 110.

To be among the top ten companies shows us that we again managed to do many things right even in this challenging year facing the pandemic. Not least because of our team. We highly appreciate the unceasing motivation and



WEICON RECEIVES AWARD

Best partner of the specialized trade

We were honoured by the PVH as one of the best partners of the technical trade. In the category “chemical products”, we were able to win first place.



Partner of the PVH

For the 21st time, the PVH in cooperation with the Working Committee Tools (AKW) asked the specialist retailers in Germany at the beginning of the year to choose their best industrial partner from the past twelve months.

The partners were chosen from the categories precision tools, hand tools, measuring tools, operating equipment, fastening technology, work safety, and chemical products.

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



The PVH is the Federal Association of Production Connected Trading, which many technical distributors, who also collaborate closely with our Muenster-based family business, are members of. The PVH confers the prize in cooperation with the Working Committee Tools (German: AKW) of the Central Association of Hardware Trade.

Overall 2nd place out of 121

In total, 1,500 specialist retailers in Germany were asked to cast their votes. In the survey, the retailers evaluated 121 producers of technical products. WEICON ranked second with an average score of 1,77, and thus belongs to the top two suppliers of the specialized trade.

1st one in the category

“Chemical Products”

“We are very pleased that we were able to improve our last year’s second place in the category “Chemical Products” and that we were now rated as best partner of the specialized trade. The award is based on a survey among the specialist retailers, some of whom we have been cooperating with successfully for many years. The very positive rating of our services is a great feedback on our daily work. However, we won’t rest on our laurels now. We see the first place more as a motivation to further optimize our services in the future and to stay the best partner of the specialized trade,” said Patrick Neuhaus, sales director for the DACH (Germany-Austria-Switzerland) region at WEICON, when accepting the award, which was handed out virtually for the first time this year.

“WE ARE VERY PLEASED THAT WE WERE ABLE TO IMPROVE OUR LAST YEAR’S SECOND PLACE IN THE CATEGORY ‘CHEMICAL PRODUCTS’ AND THAT WE WERE NOW RATED AS BEST PARTNER OF THE SPECIALIZED TRADE”

**Patrick Neuhaus
Sales Director DACH
(Germany-Austria-Switzerland)**

WEICON IS PART OF THE "VTH" SUCCESS STORIES

Perfect cooperation

Since 2019, we have been part of the circle of VTH QUALITY PARTNERS and work together with the Association of Technical Trade (German: VTH) to support the technical specialist retailers in Germany. The VTH is supported by the quality partners, which are well-known brands from various industrial sectors, in different marketing activities. These include, for

example, advertorials in expert magazines as well as the publication of press releases. The aim is to show customers with different professional backgrounds the many benefits the technical trade offers compared to other distribution channels. To emphasise these many benefits, a special video format has been created a little while ago: the VTH success stories.

WEICON as part of a success story



In our success story, we have come up with a neat solution for a special application, together with the technical specialist retailer Elsingerhorst and their customer, the producer of special furniture for shop fitting Tenbrink.

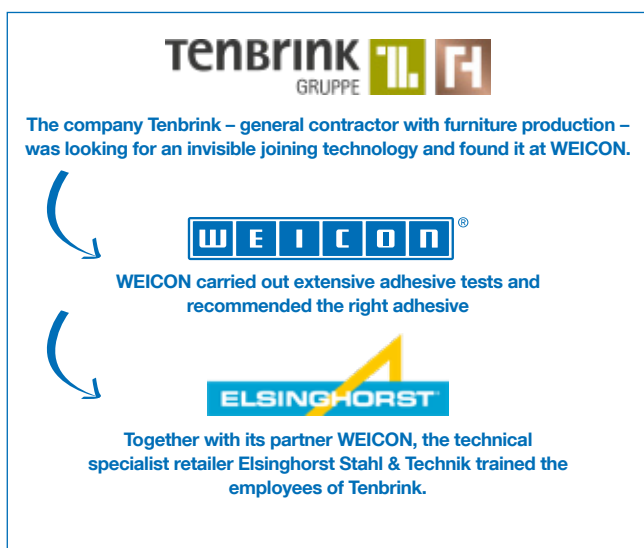
The general contractor with furniture production Tenbrink is located in Stadtlohn and produces shop fittings and equipment for brand shops as well as designing furniture for both hotels and restaurants. For a large order, materials needed to be connected in a visually appealing way, without visible screws or nails. The solution was to use adhesives for a permanent and process-safe bond in order to meet all given requirements.

VTH success stories
The stories focus on the perfect cooperation between a technical specialist retailer and a producer in order to provide the customer with the perfect solution for specific applications or production processes.

So the company Tenbrink was looking for a producer to work with and to find the right adhesive together. The company approached us and our research and development team carried out extensive adhesive tests in Muenster. After having found the right adhesive, the Tenbrink employees should be trained to be able to use the adhesive in the production process as efficiently as possible.

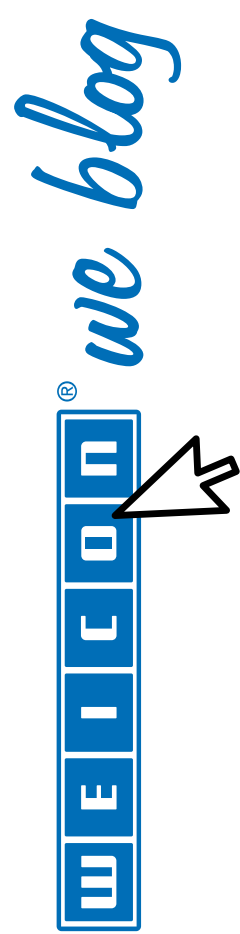
This is where the third part of the success story came in, the technical specialist retailer Elsingerhorst Stahl & Technik, which has its headquarters in Bocholt and a branch in Vreden. We have been collaborating very successfully with the Elsingerhorst team for years, so we held a training for the employees at Tenbrink together. As part of this, the team of Tenbrink was provided with comprehensive knowledge in the field of adhesive technology. With the newly acquired know-how and the technical specialist retailer close by, the order was carried out successfully and the way was paved for more interesting projects in the future.

A big part in this success story played our field service colleague Marius Bernard, who advises the specialist retailer Elsingerhorst and represented WEICON in the video.





www.blog.weicon.de/?lang=en



WEICON BLOG

From **DIY** to industry applications

Handcraft & useful tips



DIY



Around the vehicle

Interesting facts



People & events





Our partner Weikang in China supports a team of the Chinese Formula Student. In November last year, the Formula SAE China took place in the Chinese city Xiangyang.

Among the competitors was also the team Ji-aotong University Xi'An, which is supplied with WEICON products for repair, maintenance and care of the race car by our partner Weikang.

WEICON AT THE FORMULA STUDENT CHINA

In the fast lane

What is the Formula Student?

As part of the Formula Student, students of different universities construct their own race cars, which then compete in a series of races. The whole event can be compared to a kind of mini version of the Formula 1 – with one of the differences being that the students can apply their knowledge in engineering and other disciplines in real life. The Formula Student does not only exist in China, but in Europe, too.

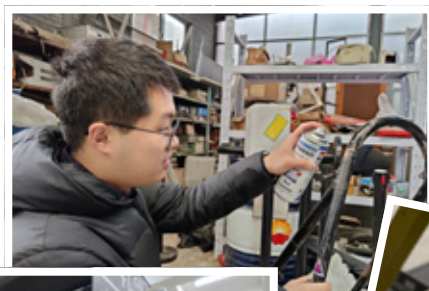
WEICON products in racing

The racing team of the Jiaotong University Xi'An uses our products regularly for different applications on their speedster. This includes adhesives and lubricants as well as sprays.

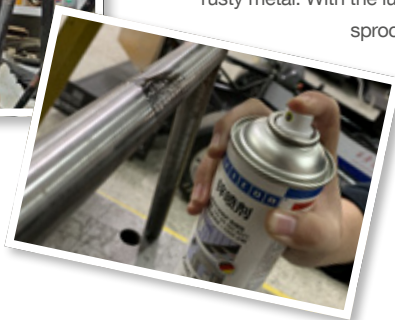
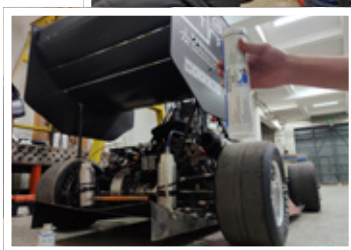
The structural acrylic adhesive Easy-Mix RK-7200 is used to bond connectors made of carbon fibres. The spoiler of the mini racer was also attached with the help of this adhesive.



For cleaning the race car, several sprays are used. The Electro Contact Cleaner helps to make sure that the steer-by-wire connection to the control unit is not impaired by dirt, and with the help of Cleaner S, greasy metal parts become spotless in no time. Last but not least, our Multi-Foam ensures a shiny car body, so the speedster leaves a lasting impression during its next race.



The Chinese racing crew uses our Zinc Spray and Rust Converter for steel pipes made of high-tensile steel – Zinc Spray for new pipe connections and Rust Converter for slightly rusty metal. With the lubricant AL-M, universal joints, sprockets, spherical bearings, and drive shafts of the vehicle are lubricated.



WEICON TOOLS IN THE FEDERAL TECHNOLOGY CENTRE

Helping with the masterpiece

The transfer of expert knowledge and training have always been important topics in our company. That is why we have been working together closely with different universities and training institutions for years and support them with expert presentations, projects for students, or with products we are happy to provide.



For example, we supported the current master craftsman class 2021 of the Federal Technology Centre for Electrical Engineering and Information Technology (German: BFE) in Oldenburg with our WEICON TOOLS. More precisely, with one of our classic and best-selling products, the Wire Stripper No. 5.

For the practical exam that needs to be taken as part of the class in electrical engineering, neat and precise results are essential. "Our future master craftsmen and -women bring their own tools for the practical set-up. One requirement, however, is to use an automatic wire stripper," says Detlef Petermann, who is the head of the department for higher vocational qualifications at the BFE.

And that's exactly where our wire stripper was used. The participant in the master class Erwin Zimbal got in touch with our field service colleague Thomas Meyer. Thomas swiftly provided the class with 25 Wire Strippers No. 5, which were used to wire various fuses and connector systems and

to strip the wires at different lengths as part the practical set-up. That went extremely well thanks to our No. 5, the participants were happy and we received entirely positive feedback on our tool. After the exam, they had a look at our TOOLS catalogue and were quite impressed with our extensive range of special tools.

"THE PARTICIPANTS IN OUR MASTER CLASS WERE VERY THANKFUL TO BE ABLE TO USE THE No. 5 IN THEIR PRACTICAL EXAM."

**Erwin Zimbal
Participant master craftsman
class BFE**

"Unfortunately, it still happens in daily work that cable insulations are removed with carpet knives or even kitchen knives. That is very problematic both in terms of work safety and the results you get, which are nowhere near as good as the results you can achieve by using special tools.

We are very happy that WEICON has provided us with the wire strippers," says Erwin Zimbal.

"The participants in our master class were very thankful to be able to use the No. 5 in their practical exam. And the next class has also already asked for WEICON's contact details," Zimbal concludes, winking.





Thorsten Krimphove

Henning Voß

ANNIVERSARY, COMMITTEES AND NEW MANAGING DIRECTOR

News from the German Adhesives Association IVK

Duesseldorf has a really good reason to celebrate this year – the German Adhesives Association (German: IVK), which we have been a member of since 2009, is celebrating its 75th anniversary in 2021.



Since 1946, the German Adhesives Association has been representing the technical and economic interests of the German adhesives industry. With around 150 member companies, which employ roughly 13,000 people, the IVK is a strong association that always keeps the interests of the adhesive producers in mind.

The German adhesives industry has a strong international market position. With a global market share of over 19 % and a turnover of nearly 12 billion EUR, it is the global leader in its field. In Germany alone, more than 1.5 million tonnes of adhesives and sealants as well as 1 billion m² adhesive foils and tapes are produced every year. Nowadays, there is hardly any area in industry or in skilled trades that doesn't use adhesive technology as innovative and reliable bonding technology. Therefore, it is undoubtedly one of the key technologies of the 21st century.

“The IVK gives the adhesives industry in Germany a voice and supports its member companies. We warmly congratulate the association on its 75th anniversary and we look forward to continuing our close collaboration in the future. We are an active part of several expert committees and promote the development of the adhesives industry in Germany and worldwide along with the other IVK member companies – which is a really exciting task,” says Ralph Weidling.

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.

Two of our colleagues, Henning Voß and Thorsten Krimphove, are also part of the IVK committees. While Henning has been part of the Technical Commission for Home, Hobby and Office Adhesives since 2018, Thorsten has been spokesman of the Advisory Board for Public Relations (German: BeifÖ) since 2019.

The technical commission deals mainly with regulations and issues concerning adhesives in small quantities, as far as they are intended for the private end consumer. 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 with all its complexity.

“As part of the committees, we are always up-to-date in terms of current developments in the field of adhesive technology, which is of great benefit to our company. Moreover, through our work for the IVK, we can actively promote the positive image of the adhesives industry – which is very appealing,” Thorsten Krimphove explains.

New managing director

On January 1st, 2021, Dr. Vera Haye was appointed new managing director of the IVK. She follows Ansgar van Halteren, who retired at the end of last year after nearly 30 years at the top of the IVK. Haye has been working for the association since 2018 and has been responsible in particular for managing the fields of communication and sustainability since July 2020. The 41-year-old microbiologist graduated with a PhD from the Technical University Hamburg. “We wish Ms. Haye all the best for her start at the top of the IVK and we look forward to working together closely,” says Ralph Weidling.



**TIME TO
CELEBRATE**

**Congratulations on 75 years of
German Adhesives
Association IVK**



LOOKING BACK ON TWO YEARS OF MESSENGER EXPERIENCE

WhatsApp for B2B

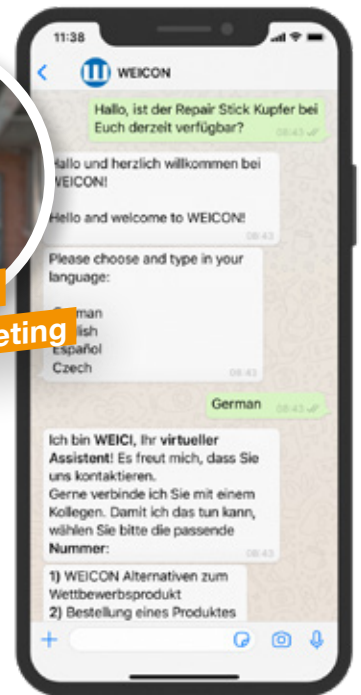
For almost two years now, we've been using WhatsApp as part of our successful customer communication. Even despite the fact that messenger marketing is still not nearly as well-established in the B2B sector as it is in the B2C sector.

In this interview, our head of marketing Tina Spengler tells us why we as a medium-sized industrial company believe in using the messenger giant, what our conclusions are after two years of use in the daily business, and where we are heading.

Hello ...



Tina Spengler
Head of Marketing



How did a B2B company like WEICON come to integrate WhatsApp into its customer service?

Our initial plan was actually a different one. Originally, we wanted to start with newsletter marketing on WhatsApp in 2019. But the parent company Facebook put a spoke in our wheel by prohibiting sending out newsletters on the messenger as of December 2019. As we'd already looked into the WhatsApp option quite intensely at that point, we then looked for an alternative. Why not offer the app as an additional channel for customer communication? After all, part of our philosophy is to be available to our customers 24/7. To us, the messenger offers a promising additional opportunity to live up to this principle.

Was everyone convinced of the messenger idea right from the start?

Yes and no. Our company management is always open to new ideas. Here, we quickly got the go-ahead for the project. With several colleagues from other departments, it took a little more persuasion. Simply because at first, they couldn't really imagine what customer communication on WhatsApp would look like. That's why we've been very open and transparent from day one and presented the first chat histories to the whole team. Right from the start, we've been receiving many interesting application questions, questions on product features and availabilities, or on where the nearest retailer is located. We've even already handled some orders on the messenger app.

What does using WhatsApp in WEICON's daily business look like?

It's not as if we all sit over a smartphone together and work our way through the different chats. That wouldn't be very practical, even though the idea is pretty amusing. We receive messages from all over the world via a GDPR-compliant interface. Via several so-called "agents" staffed by different departments (including marketing, sales, tech sup-

port, branches), we handle the inquiries with the help of a convenient ticket system. We've also configured a chatbot, which makes our work a lot easier.

What advantages does the chatbot offer exactly?

WhatsApp is based on fast communication. Thanks to the chatbot, we can always reply to customer inquiries swiftly. After all, our company operates worldwide – which means we often receive inquiries outside our regular business hours in Germany. Time differences, weekends and closing times don't exist for the chatbot. It is fully automated and asks a range of preselected questions when a new inquiry comes in – in the language the customer has selected beforehand. In case of simple application questions, the bot even provides some assistance by referring to our Adhesive Finder or YouTube application videos. This fast reaction ensures high customer satisfaction.

What are your conclusions after two years of WhatsApp for B2B? Are you completely happy with it? Or is there room for improvement?

We're definitely happy with using WhatsApp as another communication channel – in addition to phone, email and face-to-face contact. Our customers appreciate the uncomplicated round-the-clock service the messenger provides. And that's exactly where we see our competitive advantage. However, we see potential for improvement in the number of inquiries: Currently, we're receiving about twenty messages per week. It would be great if this number went up a little in the future – especially in Europe. But we're confident that this is going to happen sooner or later in our increasingly digital world. Speaking of future developments: Our goal is that, at some point, even product orders can be placed directly on WhatsApp based on the connection to a shop system. At the moment, that's still wishful thinking, but it won't take too long until we can make it happen.

NEW!

NEW ADHESIVE FOR THE INSTALLATION OF WINDOW PANES

WEICON Windscreen Adhesive

For the installation of panes and glass, we have developed a special new product – the WEICON Windscreen Adhesive.

This product is an elastic one-component adhesive and sealant based on MS-Polymer, which is specially designed to mount glass and window panes.

The Windscreen Adhesive provides high adhesive strength on many surfaces, cures with air humidity, and is applied with the help of a sealant gun. The adhesive shows excellent ageing resistance and good UV stability. It is joint-filling, odourless, and free of silicones, isocyanates, halogens, and solvents.

Fields of application

For example, the adhesive bonds windscreens, rear windows and side windows in powered industrial trucks, agricultural machines, and construction machines. It is also suitable for furniture manufacture or for installations in gardening and landscaping.



DEVELOPMENTS, CHALLENGES, SUCCESSES

E-commerce in practice

A little over a year ago, we founded our e-commerce department. Since then, a lot has been happening for WEICON in terms of online sales. Verena Langer, head of the department, talks about the developments, challenges and successes of the last few months.

What would you say: When and why did e-commerce become an important topic at WEICON?

I don't think the "when" can really be defined that precisely. WEICON has been active online for years. Both with its own shop and on different marketplaces. The point where we really started to put so much time and effort into the whole project was about a year ago – with the formation of our own e-commerce department. Why we are doing all this is obvious: Based on the ongoing digital transformation, online shopping has become a part of daily life for most people. Consumers are used to get product information on the internet and to conveniently make purchases online. We want to and have to keep up with these important developments. Or, as the saying goes, time waits for no one.

You've been managing the e-commerce department right from when it was founded a little over a year ago. What has happened in terms of WEICON's online sales activities since then?

Phew, quite a lot. First of all, my team and I have started to give the e-commerce processes a useful structure. And we are far from finished with that task. The whole e-commerce cosmos is very complex. Many things are constantly changing, which keeps presenting us with new challenges. However, the formation of the department has ensured that online sales activities at WEICON are no project "on the side" anymore. Which allows us to put a lot of time into exploring new marketplaces, supporting technical retailers in developing their online presence, and running clever marketing campaigns. So we certainly won't be bored anytime soon.

That sounds like a lot of work. Which you don't need to handle all by yourselves, do you? Which departments do you collaborate with in particular?

That's right, when it comes to the whole e-commerce topic, many departments work hand in hand. Now that I think about it, there's hardly any department I am not in touch with on a daily basis. In particular these include, among others, marketing, accounting, product management, sales, IT, and warehouse and production. Of course, we also work together very closely with the WEICON management. Our

managing director Ann-Katrin Weidling and Prokura holder Sascha Beilmann put a lot of time and effort into expanding our online sales activities.

What have been the biggest challenges so far?

Let me start answering that question with something positive: Due to the expansion of our online sales activities and the use of various marketplaces, the number of orders we receive has virtually exploded. So we seem to be doing a lot of things right already, which, of course, we're very happy about. However, there's still room for improvement: All of the incoming orders need to be handled, packaged and dispatched. Many of our online customers order only small quantities. Managing this whole "one item shipping" is a lot of work – for our colleagues in the warehouse, in production and in sales. To be able to meet the high demand, we have increased our staff number first of all. However, we'd also like to automate most of our orders as soon as possible and keep optimising our internal processes. After all, we'd rather like to keep putting our time and effort into new e-commerce projects. And that's only possible if our day-to-day business is easy to handle.

The bottom line, in my opinion, is: At first, many things from the e-commerce world are new to us – and by "us", I am also referring to the other departments mentioned before. That is exciting and interesting, but also challenging. How do we supply which marketplace with the relevant product information? Which payment options are going to be offered in our own shop? How can these be integrated into



Verena Langer
Head of E-Commerce

“
THE WHOLE E-COMMERCE
COSMOS IS VERY COMPLEX.
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WITH NEW CHALLENGES.

”

the website? Which procedure makes sense for handling orders? How can we manage online sales logistically? These are all questions we had to look into very thoroughly and partly still have to today. But at the end of the day, you only learn by facing challenges. And WEICON is and has always been willing to learn and to try new things in order to grow. Otherwise, the medium-sized family business wouldn't be where it is today.

So all the effort is worth it?

Yes, definitely! The strong increase in e-commerce sales clearly shows that. It's really nice to see that all the resources and energy we've invested start to pay off and that we are rewarded for taking a bold step into the future. But the high order volume isn't the only thing we measure our success by. Our growing digital presence – both nationally and

internationally – also increases WEICON's marketing reach and brand awareness. This will certainly also benefit our offline sales activity. That's a synergy effect that shouldn't be underestimated.

Where do you see the e-commerce sector at WEICON two years from now?

Unfortunately, I don't have a crystal ball that can predict the future. But I'm sure that we will continue to be very successful in terms of our online sales, if we keep driving them forward the way we have been doing in the past year. This distribution channel is a growing and important part of our sales strategy. Together with our regional trading partners, the "traditional" sales channels and our field service, I am very optimistic and enthusiastic about what's ahead of us in the next two years.



Patrick Neuhaus
Sales Director "DACH" region

INTERVIEW WITH OUR SALES DIRECTOR "DACH" PATRICK NEUHAUS

Field service in times of a pandemic

Patrick has been working for WEICON since 2016 and is the sales director for the DACH region (Germany-Austria-Switzerland). He is in charge of 30 field service representatives and also responsible for the sales back office. In total, he works together with a team of around 50 people, who manage our sales in the German-speaking regions. We have talked to him about the field service in our company and dare to take a look into the future on terms of supporting our partners and customers.

Patrick, how is the field service organised at WEICON?

We have divided the German-speaking region into 30 areas. One area sales manager is responsible for each area, who supports and advises our customers and business partners as field service representative. Advisory service is a very important part of the field service's tasks, as our extensive product range includes more than 400 chemical products. Our field service colleagues coordinate and organise the work in their areas themselves. Of course, they still consult with the headquarters in Muenster to ensure certain workflows.

What does a typical day in the field service look like?

I don't think there really is a typical day for our field service colleagues. A spontaneous call from a customer with a specific application question can turn their plans for the day upside down. But that's exactly what sets us apart. We are there for our customers and always close by, when they need us.

Besides the actual sales activities, supporting our business partners and customers is the most important part of the daily work of the field service. Our colleagues conduct on-site training – both for the back office and the field service of our partners. We are happy to support the field service of our business partners during customer visits – whether it's in order to present the company WEICON in a comprehensive way or to help with technical questions on specific bonding processes. Our colleagues in these areas have all completed the training as European Adhesive Specialists and are experts in the field of adhesive technology. That's definitely an exceptionally extensive advisory service we offer, which is very much appreciated by our customers.



Scan this QR code to read our blog post "One day in the field service"



Our reliability has been a big plus

All of these things have become a little more difficult in the past year due to the coronavirus pandemic. What has changed for our colleagues and how have they been dealing with the situation?

Especially in the first few months, it was a lot more difficult for our colleagues to visit their customers. Many companies switched to short-time work or advised their employees to work from home. So from March to May, most companies were mostly in “lockdown mode” – pret-

ty much like the rest of the country, too. This limited the essential task of customer visits a lot. In Muenster, we then thought of concepts how to support our team and deal with the situation in the best way possible. We’ve also seen it as a chance to be there for our business partners even in difficult times and to be available anytime in case of questions. With the help of the technical support on different channels, that worked very well. Our area sales managers were always there for our customers – which they very much appreciated. When a face-to-face meeting was necessary, for example to help with a specific adhesive application, we were also able to make that happen in accordance with the required hygiene measures, of course. We have resorted to all available channels to keep supporting our customers and partners – whether by phone, video or even WhatsApp. That was greatly appreciated. Other suppliers didn’t offer this kind of service, switched to short-time work or weren’t even available at all. That doesn’t happen with us. This level of commitment and reliability has earned us a lot of appreciation and has definitely been a big plus.

Being there for our customers even in difficult times

Did the coronavirus pandemic have any positive effects on our field service, too? Have customer relationships maybe become even closer than before the pandemic? Or the offices of our colleagues tidier and more structured?

We can definitely see some positive effects, too. In my opinion, the way our field service colleagues work has become even more flexible. And the relationship to many of our business partners has become even closer than before the pandemic. There were several meetings that took place in unusual places to be able to touch base and answer questions. Whether it was a parking lot to discuss important issues over a cup of coffee, or even the garden at home. That way, relationships, that were purely on a business level before, have become closer and the mutual trust has grown. Of course, a distributor also evaluates its partners. Do they stick around even in difficult times? Or do they leave me hanging, if worst comes to worst? We’ve received a lot of entirely positive feedback on how we handled the situation.

A strong partner

And how did our customers react to the situation in the last few months? Did you notice any changes in their behaviour?

Of course they were cautious and partly more hesitant in terms of appointments. Many projects were postponed, which are still on hold now. Yet we also have the feeling that many distributors and companies now have a stronger drive forward than they did two years ago. So our support over the last few months definitely pays off. We are a strong partner to our customers and distributors and have always been there for them – and they haven’t forgotten that.

Expert knowledge and know-how still in high demand

How will customer contact develop in the future? Will the digitalisation change current processes?

Our products are and will remain in need of explanation and advisory services. Our know-how and expert knowledge, which we have gained over the last years and decades, is in very high demand. That is why we are very well-prepared for the future with our local field service representatives. Yet, workflows are changing more and more towards digital processes. For example, there is an increasing demand for digital information. We are very well-positioned in all areas and can offer our partners and customers an extensive range of services that other companies can’t provide. I believe that our area sales managers will continue to be an extremely important part of our sales strategy and our service range in the future. We won’t have less appointments with customers – but they will be of a different quality. The customers are focused, which will make meetings with them even more constructive and successful for our colleagues.

WEICON BIKE CARE SET



A WEICON Blog post

Clean your bike properly – maintenance tips

If you love your bike, you'll take good care of it! It's as simple as that. Whether it's a city bike, trekking bike, mountain bike, racing bike, folding bike, e-bike or else – every bike appreciates regular maintenance and care. With the right care products, that's easily done. Based on our Bike Care Set, we'll show what's important when cleaning the beloved bicycle.



Admittedly, the choice of bike care products in general can be pretty overwhelming. That is why we were clever enough to develop a multi-piece Bike Care Set. With this set, you can be sure to have all important products for cleaning, care and lubrication of your bike close at hand. However, all items are also available separately, of course. We'll explain step by step how to thoroughly clean a bike with the help

of the set and we also have some more useful maintenance tips. By "we" I mean some of my WEICON colleagues, who use the Bike Care Set themselves for their bikes. Among them are occasional weekend riders as well as passionate cycling enthusiasts. So let's dive right into the hands-on testing of our Bike Care Set!

Get rid of the dirt – basic cleaning of your bike

PHILIPP

My bike gets dirty a lot, as I use it to commute to work in all weathers. Which means I need to clean it quite often. As a first step, I always use the Bike Cleaner. It removes dirt and dried mud super fast.

Bike Cleaner

We'll start with our Bike Cleaner. You can use this product for the basic cleaning of your bike.

Here, colleague Philipp demonstrates the use of the cleaning agent on his cross race. He sprays the power cleaner diluted with water (maximum mixing ratio 1:40) evenly onto the handlebar, rear derailleur, frame, rims, spokes, pedals, saddle and cargo rack using the pump dispenser. Then he removes the loosened dirt with the included sponge. In the end, he wipes the bike off again with the sponge and just some clear water.



JANNA

I was a little hesitant at first as to whether the powerful Multi-Foam would attack the matt paint. But it doesn't, not in the least – the cleaning foam is extremely powerful, yet gentle on the material.

Multi-Foam

Basic cleaning isn't enough for you? With the biodegradable Multi-Foam, you can remove even stubborn dirt caused by insect residue, grease stains or persistent smudges. Just like the Bike Cleaner, you can use the Multi-Foam for your entire bike. Our colleague Janna uses it to clean the matt black frame of her beloved bike on a regular basis.

Polish your bike

Care Spray PTFE

Of course, thorough cleaning is already an important part of taking care of your bike. In order to provide it with long-lasting protection, however, using a special care product in addition makes sense. Good thing our set also includes a Care Spray with PTFE formula. The spray maintains all surfaces on your bike, such as frame, spokes and mudguards, while leaving a shiny, weather-resistant protective layer. In addition, it is suitable for lubricating mechanical components or for maintaining electrical contacts. Our colleague Thorsten loves it when his e-bike shines brightly! Ever since he's had the spray at home, he uses it on his bike regularly. Then he uses the microfiber cloth, which is also included in the set, for polishing.



THORSTEN
My e-bike is now one and a half years old and I think it still looks like it's new thanks to the Care Spray! Even despite the fact that I ride it to work every day.

Stay smooth

Bike Drive Cleaner

Your bike should always run smoothly. That's why you need to pay attention to rear derailleur, chain and sprocket on your bike. A polished and shiny bike will not get you anywhere, if you don't also take good care of the smaller parts, that keep the bike running. You can use our Bike Drive Cleaner to keep the bike chain running smoothly by removing dirt from the chain, chain rings and sprockets. It's also suitable for cleaning the rear derailleur, rims and brakes and gets rid of excess bearing grease. WEICON employee Sascha is a triathlon enthusiast – especially the cycling part is his thing. He uses our Bike Drive Cleaner regularly for his beloved racing bike.

SASCHA
I'm surprised every time at how much dirt the Bike Drive Cleaner washes off the sprockets and co. Applying the spray is super easy and the result is always great.



Bike Chain Oil

Bike Chain Oil even rings a bell for most people who tend to put off bike cleaning. After all, oiling the bike chain regularly is a must for every biker! It's the only way to keep the bike running smoothly. And yes, colleague Annabelle knows that, too. She is a proud owner of a folding bike and commutes to work by train every day, covering part of the distance by riding her folding bike. Which means, her two-wheel transportation device must always run smoothly! And that means: oiling the bike chain regularly!



Assembly Paste

Screws, that can't be loosened anymore or seized-up pedals – many bike owners come across these problems. With the right lubricant, you can easily get rid of these nuisances. Our colleague Thomas has been a cycling enthusiast for ten years now. He uses our Anti-Seize High-Tech for lubricating the threads on his click-in pedals and as corrosion protection for all sorts of screw connections.



Maintenance also includes safety

Threadlocking

The Bike Care Set also contains a threadlocking for all screws on your bike. This keeps everything safely in its place even in case of heavy vibrations – whether it's on cobblestone or while riding downhill. Thomas also uses the WEICONLOCK Threadlocking to secure the cleats on his bike shoes for the clip-in pedals.

THOMAS
I need to feel safe with my bike on every type of road – no matter how rocky it is. A perfectly maintained bike, to me, not only has well lubricated, but also secured screw connections.



WEICONLOCK FOR ZINC FLAKE COATED SCREWS

Strong protection against corrosion

In order to prevent screw joints from loosening unintentionally, many industries resort to chemical threadlockers. These are also used for so-called zinc flake coated screws. We'll show you which challenges screws with this kind of coating pose to threadlockers and which results our WEICONLOCK types were able to achieve in extensive tests.

Zinc flake coating as safe corrosion protection for screws has become increasingly important over the last few years. This is due to the fact that besides corrosion protection, this type of coating offers further advantages, such as constant friction coefficients, dimensional accuracy, and individual colour schemes.

Industrial use

These positive characteristics are also the reason why screws with this type of coating are often used in important industrial fields, such as the automotive industry, the aviation industry, the production of construction and agricultural machinery, and the construction of offshore wind farms.

Protection against unintentional loosening

Screws with a zinc flake coating need to be protected against unintentional loosening. To do so, chemical threadlockers are used, which prevent the screws from becoming loose.

Basic principle of threadlockers

Chemical threadlockers are one-component adhesives and sealants with anaerobic curing, which stay liquid as long as they are in contact with the oxygen in the air. Only when the adhesive has metal contact in the bonding gap and is deprived of air, the curing starts.



▶ locking



▶ retaining



▶ sealing

Zinc flake coating – what exactly is it?

A zinc flake coating consists of a mixture of zinc and aluminium flakes and acts as a protective layer between metal/steel and the environment. In case of a corrosion attack, the zinc "sacrifices" itself to protect the steel component.

Source: Dörken Coatings GmbH & Co. KG

be used to secure zinc flake coated screws, we worked together with a partner.

Extensive test series

Along with the experts of the company Dörken Coatings GmbH & Co. KG, which is based in Herdecke, we have examined all WEICONLOCK types in extensive test series. For the tests, screws of the size M10 with a coating consisting of the base coat KL 100 and the top coat VH 301 GZ were used.

The base coat is the zinc flake coating, which is applied directly to the substrate and determines the corrosion protection properties. Because of the zinc it contains, the basecoat is responsible for cathodic protection.

A top coat supplements the properties of the base coat. In addition, the top coat determines further characteristics of the coating system. These include a defined friction coefficient, chemical and mechanical resistance, abrasion resistance, and colour. The resulting coating provides a good standard to test the capability of zinc flake coated screws to be bonded. The results of the tests accord-

ing to DIN 15865 with the coatings KL100 and VH 301 GZ produced by the company Dörken showed good adhesion properties of our anaerobic adhesives. We have compiled the detailed test results in a flyer: **WEICONLOCK® Adhesives and Sealants for corrosion-resistant screw joints – zinc flake coated & stainless steel screws**

In our WEICONLOCK range, we offer further types, which are especially suitable for use on so-called passive surfaces. These include screws made of different materials, such as V2A, V4A, galvanised steel, or aluminium. This means we are able to offer various chemical threadlockers to reliably and permanently protect even screws made of special materials against unintentional loosening.

Scan QR Code and get to the flyer



The following WEICONLOCK types performed particularly well in the test series:

WEICONLOCK type	breakaway torque	prevail torque
AN 301-43	20 Nm	8 Nm
AN 302-40	18 Nm	7 Nm
AN 301-48	28 Nm	15 Nm
AN 302-50	34 Nm	26 Nm
AN 302-60	15 Nm	22 Nm

The challenge

The material, which the screws are made of, has a huge impact on the curing speed and the adhesive strength of the threadlocker. So-called active materials, such as steel or brass alloys, enable fast curing and high strength. Materials with particular anti-corrosion properties, such as coatings based on zinc flakes or stainless steel, cause a slower curing speed and lower strength.

To find out which of our WEICONLOCK types can

INTERVIEW WITH PLASTIC METAL EXPERT HANNES KILIAN

Upcycling in industrial applications: Repairing wear parts with Plastic Metal



Hannes Kilian
Business Developer
Dubai

Plastic Metal produced by WEICON has been around for almost as long as the company itself. While the versatile material has been long established and appreciated among experts with an industrial background, it still raises many questions at first, especially among laymen: “A metal made of plastic, how is that supposed to work? What is it good for?”. Looking for answers, we talked to Hannes Kilian.

Hannes, would you like to briefly introduce yourself and your position at WEICON?

My name is Hannes Kilian and I have been working for WEICON as business developer in Dubai since the beginning of 2020.

What exactly are your tasks?

I receive calls from WEICON sales representatives all over the world on a daily basis, who discuss potential Plastic Metal applications for their customers with me. My job is to support them in choosing the right products for the intended repair and in calculating how much material is needed. Here in Dubai, I also visit customers myself, advise them on the potential uses of Plastic Metal in their companies, and supervise their applications on site. So in these cases, I'm not just responsible for providing the theoretical background, but I'm also involved in hands-on projects. And I can tell you one thing: Plastic Metal definitely sticks very well, but unfortunately, also to my good clothes. But that's part of my job!

So we could call you a real “Plastic Metal expert”?

Yeah, I suppose so. My daily work revolves almost entirely around the use of Plastic Metal. I've been dealing with Plastic Metal for ages, partly due to a previous self-employment, extensive product training and different tests. This has allowed me to acquire a high level of expert knowledge.

Second chance for wear parts

In very general terms, what is Plastic Metal?

Plastic Metal is a material for reconditioning damaged steel plates, pipes, and many other wear parts used in industry. Depending on the type of Plastic Metal, it can be a steel-, aluminium-, or ceramic-filled adhesive. WEICON Plastic Metal is a 2-component epoxy resin system, which means that it consists of a resin component and a hardener component. After mixing both components, Plastic Metal hardens by an exothermic reaction and forms an abrasion-resistant surface.

In which branches and for which applications is Plastic Metal used?

Generally, you can apply Plastic Metal in all areas of industry. From mechanical engineering to marine and inland shipping to the automotive industry – Plastic Metal can do a lot! Heavily stressed and worn industrial parts can be reconditioned and repaired. For example, it is used to coat, seal, and repair industrial pumps, pipes, tanks, or machine parts. A Plastic Metal coating provides very good wear protection to industrial parts against future stresses.

Is there a Plastic Metal “all-rounder” that can be used for all applications?

No, there are several product variations for Plastic Metal. The products vary in their viscosities and filling materials.





Coating of a heavily-stressed pump with our epoxy resin system HB 300 and Ceramic BL.

They also have different resistances to temperature and chemicals. When choosing the right product, you have to take the customer's requirements and the area of application into consideration. If the material has to be processed overhead, for example, only a Plastic Metal type with a high viscosity can be used. This does not drip or run. Secondly, you have to prevent that certain substances react with each other. For example, a steel-filled epoxy cannot be applied to a stainless-steel surface, as it would cause bimetallic corrosion. The Plastic Metal would lose its adhesive strength in this case, too. That's why there are different types of Plastic Metal to meet the individual requirements of different product applications.

What are the advantages of Plastic Metal?

When a part breaks, you have to choose between buying a new one or repairing it. If you want to replace something, then the new part must first be produced, which takes a lot of time and resources. Casting a new pump, for example, can take up to two years. And sometimes, it's simply not possible to replace worn out parts – for example, if they are permanently embedded in concrete. So a replacement can quickly become very complex and expensive. This is exactly where the biggest advantage of Plastic Metal comes in: Repairing and recoating old wear parts with Plastic Metal gives them new life. For example, a steel plate that is heavily stressed by natural abrasion does not have to be replaced again and again, but can be recoated with Plastic Metal on a regular basis. In terms of cost efficiency and effort, the repair with Plastic Metal clearly beats buying new components.

Unparalleled

Are there other repair methods that can keep up with Plastic Metal?

Actually, for the applications I mentioned before, there are no comparable repair methods that come close to what Plastic Metal can do. Broken steel parts, for example, could technically also be repaired by welding. Practically, however, the use of thermal energy is often problematic or too dangerous in certain industries. For instance, welding can cause distortion, which means that the components would no longer fit together properly. Castings, by the way, cannot be welded at all or at least it's very difficult. That is where

Plastic Metal comes in, as it enables a "cold" repair – even in sensitive industrial areas. You won't find that in any other repair method.

How durable are repairs with Plastic Metal?

Weather influences, temperature fluctuations, exposure to various stresses, and contact to different substances all play a part in that. That is why the durability of a repair with Plastic Metal always depends on the individual circumstances. However, usually, the repairs last for a period of three to ten years, in some cases even 15 to 20 years. Because WEICON uses two-layer systems in the Plastic Metal sector, coatings can always be repaired in time, as soon as the first layer has started to wear off. Instead of renewing the complete Plastic Metal coating after six years, for example, only the top layer can be replaced after one or two years. This keeps costs and effort low and makes the repair durable.

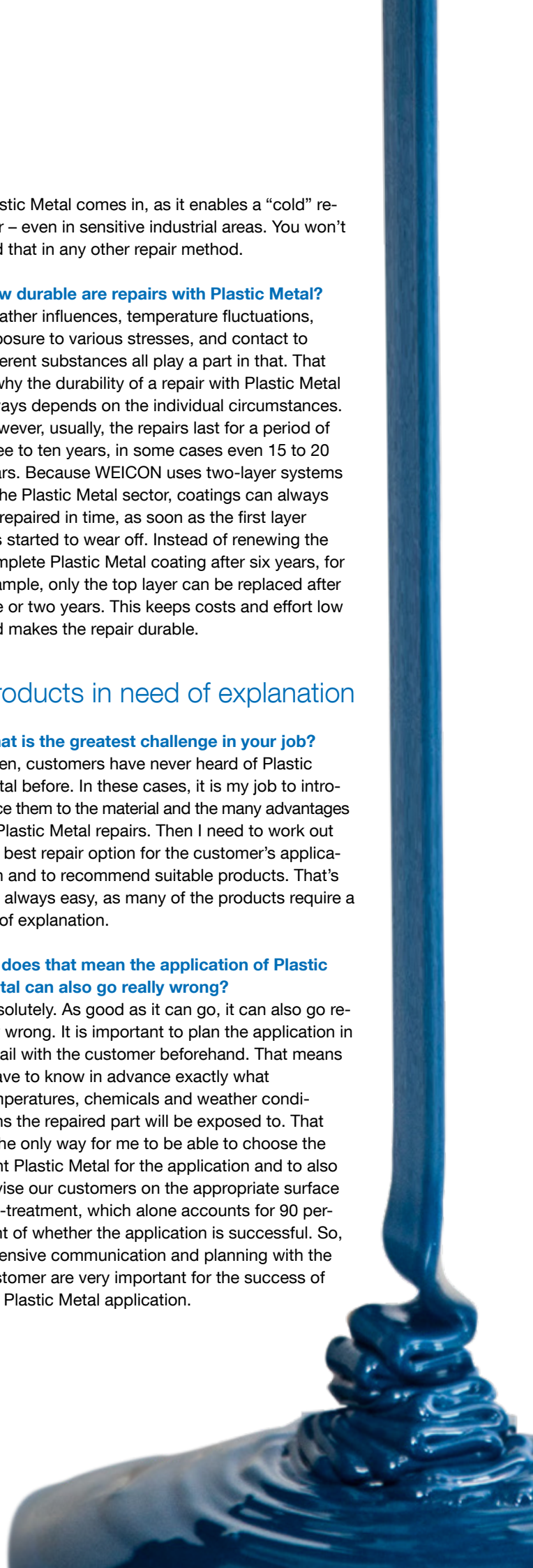
Products in need of explanation

What is the greatest challenge in your job?

Often, customers have never heard of Plastic Metal before. In these cases, it is my job to introduce them to the material and the many advantages of Plastic Metal repairs. Then I need to work out the best repair option for the customer's application and to recommend suitable products. That's not always easy, as many of the products require a lot of explanation.

So does that mean the application of Plastic Metal can also go really wrong?

Absolutely. As good as it can go, it can also go really wrong. It is important to plan the application in detail with the customer beforehand. That means I have to know in advance exactly what temperatures, chemicals and weather conditions the repaired part will be exposed to. That is the only way for me to be able to choose the right Plastic Metal for the application and to also advise our customers on the appropriate surface pre-treatment, which alone accounts for 90 percent of whether the application is successful. So, extensive communication and planning with the customer are very important for the success of the Plastic Metal application.



WEICON PRODUCTS IN USE ON THE WORLD'S LONGEST SUSPENSION BRIDGE



Application in lofty heights

In late February, our Turkish branch manager Tolga Aksöz and his field service representative Eray Kuruc experienced a very special customer visit, which they will certainly remember for a long time. They travelled to the giant construction site at the Dardanelles Strait in northwestern Turkey, where the Çanakkale-1915-Bridge is currently being built. Once completed, the bridge will be the longest suspension bridge in the world.

Among other things, they demonstrated the application of our Flex 310 M® Classic MS Polymer to the construction team on site. To do so, both our colleagues went up high on a bridge pillar to a height of 318 metres! The specialist company DSLY JV has been a satisfied customer of WEICON for years and regularly relies on our high-quality products for carrying out bridge constructions.

Therefore, our adhesives and sealants have already been used as an important component in many well-known bridges in Turkey.

WEICON offers the right solution

For the new Çanakkale-1915-Bridge, a flexible and airtight adhesive was needed

to seal and protect the weld seams. Due to its excellent resistance to ageing and salt water and its good UV stability, WEICON Flex 310 M® Classic is perfect for this very special structure. "Conducting application training at a height of more than 300 metres is quite a unique thing to do – you really don't experience something like that every day. Fortunately, Eray and I don't suffer from

vertigo – so everything worked out wonderfully. Our products are part of many large buildings here in Turkey, but this bridge is a real highlight. It makes us really proud," says Aksöz.



Çanakkale-1915-Bridge

Once completed roughly one year from now, the bridge will be the longest suspension bridge in the world. With a total length of 3,563 metres, it will then be longer than the Akashi Kaikyo Bridge in Japan, which currently holds the top position among suspension bridges.

The Çanakkale-1915-Bridge spans the Dardanelles Strait between Europe and Asia, one of the busiest waterways in the world. At its narrowest point, the strait is only 1.2 km wide and, until now, can only be crossed by ferry. Therefore, the bridge will contribute greatly to making traffic in the region significantly faster and more efficient.



3,563 m

total length
after completion

CAMPING SET

CLEANING AND CARE

NEW!



MULTI-FOAM

Powerful cleaning agent for indoor and outdoor use. Cleans camping furniture, upholstery, wet room, windscreen, windows, headlights, rear view and side mirrors, window shades and bug screens.



SURFACE POLISH

Maintains, protects and cleans various surfaces and leaves a streak-free, shiny finish on stovetop, (gas) grill*, worktop, refrigerator, camping furniture, windows and more.

*Use only on cooled down surfaces.

A camping trip means relaxing and adventure at the same time. Just quickly hitch the caravan to your car, hop in the campervan or stow your tent in the trunk – and let the holiday begin!

While you enjoy your break out in nature, your mobile home provides the well-deserved comfort factor in all weathers. That is why caravan, campervan, camping equipment and co., being the loyal travel companions that they are, should be treated with special care. Which starts with the right cleaning and maintenance. For this purpose, we have developed a special Camping Cleaning and Care Set. As the name already tells, this high-quality set is the ideal choice to clean, lubricate, protect and care for your camping vehicle.



Whether for camping enthusiasts travelling with a caravan, motorhome, campervan, vintage van, or tent – the set is a reliable helper on every adventure trip and, thanks to the handy storage bag made of natural fibre, can be easily stored everywhere.



SILICONE SPRAY

Sliding and lubricating agent as well as protection and care product for indoor and outdoor use. Keeps gaskets smooth and lubricates all kinds of hinges and guide rails – suitable for door seals, skylights, zippers, etc.



CITRUS CLEANER

Cleans and supports the disinfection of various contact surfaces in everyday camping. For hygienically clean surfaces – indoors and outdoors.



SMALL, BUT STRONG

SILICONE GREASE

For lubricating valves, plastic parts, rubber parts and gaskets, fittings and seals, devices and systems.



MICROFIBER CLOTH

High-quality cleaning cloth for all surfaces.



W 44 T[®] MULTI-SPRAY

Rust loosener, lubricant, contact spray, corrosion protection and cleaning agent. Prevents seizing up as well as squeaking and creaky noises. Removes rust and repels moisture from electrical contacts.



FITTING SPRAY

Lubrication, care and maintenance of fittings; reduces friction and wear – e.g. on awning windows, skylights, doors, drawer slides, folding arms and hinges on awnings, etc.



My favourite WEICON® product

In each News issue, we present the favourite WEICON product of two of our colleagues.

The focus is on products, which our colleagues always keep close at hand at home and which can be used for DIY as well as industrial applications.

Contact VA 110

Cyanoacrylate Adhesive

“With the help of our superglue Contact VA 110, I was already able to save several of my son’s beloved toys. One of them is this little race car, where the rear spoiler had broken off. Due to its NSF registration, the adhesive is safe to use for toy production and repairs. It bonds various materials, such as metal, wood, or plastic, within seconds. The little car was repaired so fast that my son didn’t even have time to be sad about the broken spoiler.”



Farina Boenert | Public Relations | with WEICON since 2017



Klaus Kleymann | Staff Manager Warehouse
with WEICON since 2014

Care Spray PTFE

“In my free time, I like to ride my fitness or mountain bike. I also frequently use my bike for my daily commute to work. To keep my bikes shipshape despite their frequent use, I clean, repair and service them regularly. One of the products I like to resort to for that is our Care Spray PTFE, which is also included in our Bike Care Set. The spray leaves a clean and high-grade finish on the bike frame and also provides the coating with long-lasting protection against dirt.”

Easy installation of solar systems

Photovoltaic energy has been becoming increasingly important in electricity generation in Germany. Today, roughly 10 % of our electricity consumption are covered by the power of the sun. In some federal states, the installation of solar systems on new buildings is already mandatory – a strong signal for the future use of renewable energies. For the installation of photovoltaic systems, WEICON TOOLS has developed a special range of tools tailored to cables used in solar technology – the Wire Stripper No. 7 Solar and the Mini-Solar No. 3.



Fast and easy – Wire Stripper No. 7 Solar

The automatic wire stripper is suitable for stripping all common round cables used in solar technology. The No. 7 Solar allows fast and easy stripping between 1.5 and 6.0 mm².

The stripper features an optical length stop from 8 to 24 mm and a fine-tuning mechanism, which features multiple settings. This enables the fast and easy stripping of all common round cables used in solar technology.

In addition, the wire stripper features an automatic scanning system, which determines the cable diameter. This prevents damage to the inner conduction.

The wire stripper provides a well-accessible side cutter, which can be used up to a cable diameter of 3 mm, and the sets of inner blades are replaceable. The knives of the No. 7 Solar were hardened additionally in order to easily remove multilayered rubber insulations, as are used in the solar sector.

The stripping tool is made of fibreglass-reinforced plastic, ergonomically shaped and provides safe grip. It is very robust, has a solid build, a length of 170 mm and a weight of 217 g.



Safe and convenient – Mini-Solar No. 3

The stripping tool Mini-Solar No. 3 enables fast and easy stripping of all common solar cables. Adjusting the cutting depth is not necessary.

Two working ranges

The tool has two working ranges to strip rubber insulations of solar cables accurately. It is suitable for cables between 1.5 and 2.5 mm² as well as for cables between 4 and 6 mm².

The special tool features an easily adjustable and removable length stop between 6 and 28 mm for working even more precisely.

The tool also features an integrated, well-accessible side cutter, which can be used for solid conductors up to 4 mm².

Light-weight and handy

The tool is made of fibreglass-reinforced plastic and its ergonomic shape provides a safe grip. It is 124 mm long, weighs just 57 g and allows for fatigue-free working even over longer periods of time.



Mamadou Billo Sow

Mohamed Camara

STANDING UP FOR OUR COLLEAGUES FROM GUINEA

Mission residence permit

One year ago, we wrote about our young colleague Mohamed Camara in the WEICON News (issue 1-2020), who is from Guinea and left the country to escape the fate of becoming a child soldier. Via Nigeria, Libya, France and Dortmund, he finally reached a refugee shelter in Sendenhorst. Mohamed took a language course and completed a one-month internship at WEICON. The young man and our company hit it off right away – it was just a really good fit. So the internship turned into an apprenticeship as skilled warehouse operator and eventually into a passed final exam and a permanent employment contract. That sounds like a wonderful story with a happy ending – until things took a different turn. At the end of 2020, Mohamed's application for asylum was denied.

Two young men – the same problem

And Mohamed wasn't the only one who received bad news. Here at WEICON, he had met Mamadou Billo Sow. Both young men are from Guinea and both found their way to our company via several detours after fleeing their country. And both were now supposed to leave Germany.

The only way out of this situation was an official

residence permit and a work permit. But in order to obtain these important documents, you need to prove your identity with a passport – which both men didn't have. Unfortunately, their birth certificates weren't accepted as sufficient proof of identity by German authorities. What made matters worse was that the Guinean embassy in Germany does not issue passports. Every three to five years, an official delegation travels through Europe and issues passports. However, no one can say

exactly when that's going to happen again. And our two young colleagues were running out of time.

So ultimately, travelling to Guinea was the only option to get the documents that were urgently needed.

Help without bureaucratic red tape

We here at WEICON are a team and we support one another, especially in

times of need. We really wanted to help Mohamed and Mamadou – because they belong to us and are important to us!

So Ralph Weidling immediately offered to help out and to cover the entire travel and accommodation costs for both young men, which took a huge burden off their shoulders.

Several of our colleagues instantly decided to also help our two young colleagues to get the important documents. They took care of the correspond-

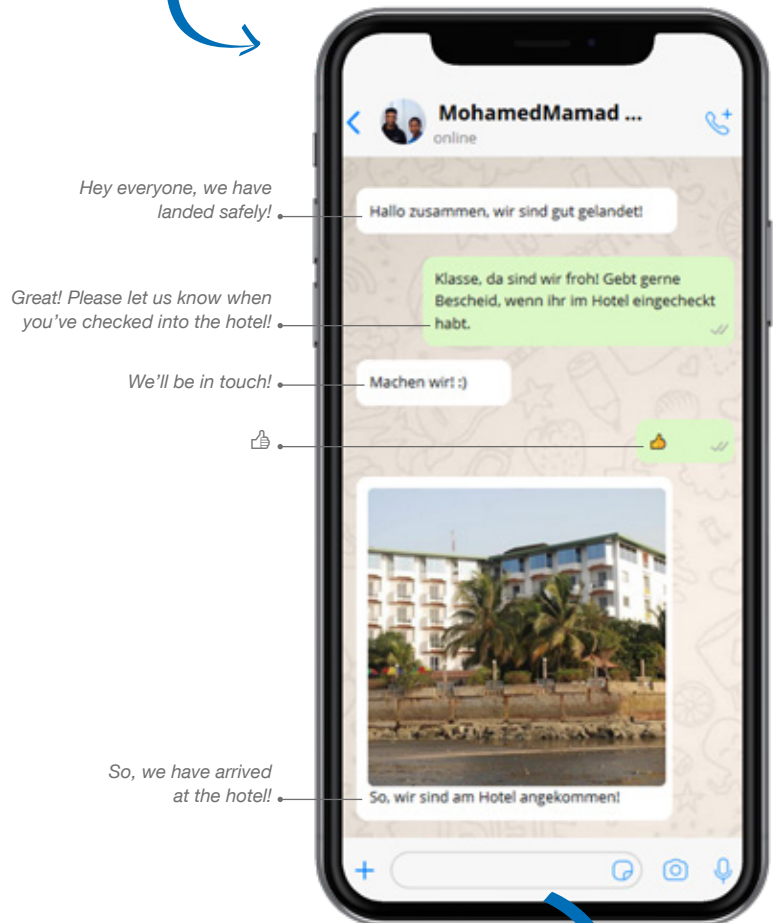
During their stay in Guinea, Mohamed and Mamadou made sure to keep us up-to-date

On January 8th, the two of them took off – first to Frankfurt by train, then to Portugal by plane, and finally to Conakry, the capital of Guinea. There, the young men needed one thing above else – patience. From eight o'clock in the morning, they had to stand in line in front of the passport office – until the evening. It took days until Mohamed's and Mamadou's applications were processed, and finally, after what felt like forever, they were able to receive the documents they had waited for so eagerly.

All's well that ends well

On January 22nd, the two were able to start their journey home with negative Covid test results, and were received at WEICON by Ralph Weidling and his family. "We are so happy and relieved that both our colleagues have arrived back home safely. We were definitely quite tense in the last few days, because we worried about the two of them. But now we are hoping for the authorities in Germany to quickly grant the residence permit," Ralph Weidling said.

And the happy ending we'd hoped for didn't take long. Within just a short time, Mohamed and Mamdou received the much needed papers, now they have official residence permits and can stay with us as part of our WEICON team!



ence with the different authorities and helped Mohamed and Mamadou with the endless piles of paperwork – whether visa, vaccinations, travel documents – everything had to be applied for, organised and coordinated.

The trip to Guinea was quite risky, as corruption and persecution of ethnic minorities are big problems in the African country. To make matters worse, foreigners were not allowed to fly to Guinea at that time due to the coronavirus pandemic. So none of our colleagues were able to accompany Mohamed and Mamadou on their trip and they were on their own. As a safety measure, we gave them a business mobile phone for their trip, so that we would be able to track their location, if worst came to worst.

Our colleagues Stefan and Gerold from the WEICON TOOLS department really like the new look of the transformer station.



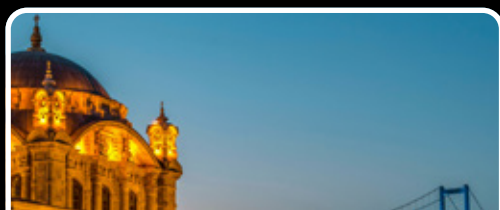
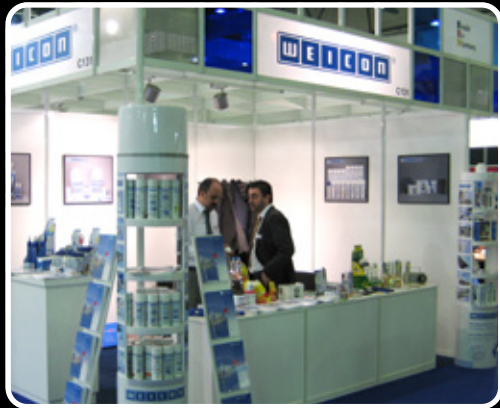
TRANSFORMER STATION WITH WEICON DESIGN

Dull facade turned into work of art

For several months now, this artfully decorated transformer station has been standing in close proximity to our company. What used to be an unsightly grey block covered with graffiti scribble now presents itself as a true eyecatcher with WEICON design. More precisely with WEICON TOOLS design, for the four sides of the transformer station are now decorated with several products from our tools range.

The piece of art was designed and created by four members of the "Lackaffen" team. The name stands for a group of professional and talented graffiti artists based in Muenster.





ANNIVERSARY IN TURKEY

Ten years at the Bosphorus

In May 2011, we established our third branch in the Turkish metropolis of Istanbul. It was our third branch after having opened our subsidiaries in Dubai and in Canada. So at the end of May this year, our Turkish branch celebrated its tenth anniversary.

The official name of our Turkish branch is WEICON Kimya Sanayi Tic. Ltd. Sti. and it is managed by Tolga Aksöz, who worked for us as sales representative in the Cologne-Bonn area before his time in Turkey. Aksöz and his team are responsible for sales of chemical products and technical advice to customers throughout Turkey and Azerbaijan.

**“WE ARE HAPPY AND PROUD TO
HAVE SUCH A STRONG TEAM
IN TURKEY.”**

Ralph Weidling

Well-appreciated service

The team supports customers and trade partners, who particularly appreciate the expert advice, short delivery times and our many other services.

Istanbul is considered the largest market and transshipment point for goods in Turkey and its location on the border between Europe and Asia makes it a strategically important branch location.

Enormous economic potential

“With our branch office, we have succeeded in establishing our products and our company throughout Turkey in the past ten years. WEICON Turkey has had an excellent development and the Istanbul location also offers enormous economic potential for the future. We are happy and proud to have such a strong team in Turkey,” says Ralph Weidling.

E-COMMERCE IN THE NETHERLANDS

Well underway

Muenster is very close to the Dutch border. Only about 55 kilometres, measured in a straight line, separate us from our neighbours. Many companies in our region maintain strong trading relationships between both countries. That is also why the Chamber of Industry and Commerce (IHK) cooperates closely with its counterpart in the Netherlands and regularly organises business events, such as the German-Dutch Business Week in December 2020. Various on-line presentations gave examples of the trading relationships between both neighbouring countries.



Facing the pandemic with the help of e-commerce

The coronavirus pandemic also has a massive impact on the trading relationship between the Netherlands and Germany. Distribution channels are often delayed and travelling is either restricted severely or prevented altogether.

That has consequences for us here at WEICON, too, of course. Which is why, especially in the current situation, e-commerce becomes more and

more important in order to increase sales. By taking purposive online measures, not only the B2C, but also the B2B sector can be established and expanded further even in times of crisis.

That way, companies have the chance to conduct business with our neighbours in the Netherlands despite limits on social contacts and travel warnings.

Online sales in the Netherlands

One of the presentations at the Business Week

covered the topic: Online sales in the Netherlands – new distribution channels in times of crisis.

Among the speakers on this topic were two faces quite familiar here at WEICON: Our colleagues Katja Linvers and Bastiaan Peddemors from the export team.

The two of them briefly introduced our company and explained how and why we have been intensifying our online activities in the Netherlands. Katja presented bol.com to the participants, which is by far the strongest e-commerce platform in terms of sales in our neighbouring

country. Of course, our products are also available there! Bastiaan talked about the challenges our international sales department is facing in the Netherlands, and gave an outlook on WEICON's future activities in this field. Thanks to the presentation of both our colleagues, the participants received some useful tips on how to start their activities and offer their products in the Netherlands themselves. The WEICON presentation got a lot of positive feedback and the Business Week in general was a great opportunity to introduce our company and our flexible approach to new challenges to a large audience!



NEW!

FAST REPAIR AND COATING

WEICON Urethane 85

For the fast repair, coating and touch-up of rubber and metal parts, we have developed a special product – Urethane 85.



Urethane 85 is a two-component, pasty surface resin based on polyurea. The resin has the Shore hardness A 85 as well as a high impact and abrasion resistance.

The putty with high mechanical strength is used for the fast repair, touch-up and coating of rubber and metal parts, which are exposed to impacts, abrasion, vibration or movement. It is highly elastic, very wear-resistant and temperature-resistant from -60 °C to +100 °C.

Suitable for many application areas

Urethane 85 is suitable for many applications, such as the repair of rubber components and conveyor belts, the repair and touch-up of rubber coatings, as flexible wear protection for pump housings and impellers as well as for the quick repair of worn-out seals and rubber rollers.



VIRTUAL TRIP AROUND THE WORLD

Exercising for a good cause

Our colleague and operations manager Henning Voß is also the handball coach of a women's team in his hometown Telgte. In order to help his team to stay active in times of the coronavirus pandemic, coach Henning came up with a very creative idea: a game with a virtual trip around the world! As it turned out later, this trip shouldn't be the only one. And, as a side bonus, the event also helped to raise donations.

From Telgte to Jerusalem

It all started in mid January. The goal of the game was to cover the distance from the gym in Telgte (a city in North Rhine-Westphalia and home to the handball team) to the city centre of Jerusalem (3,160 km air travel distance in total) on foot or by bike. Screenshots of the completed kilometres could be posted in the team's WhatsApp chat as proof. And the handball girls really put in a great effort! By February 2nd, the goal was already reached thanks to the high motivation of the whole team. As a reward for the great performance, the team has won a barbecue party in Henning's garden (as soon as an event like that can take place again).

New goal, new chance

Due to the great success and motivation of the team, Henning set another goal for his team. More precisely, several new goals. One by one, different points were selected on a world map, starting in Telgte, then via Africa to the Middle East, to mark the further legs of the tour. And the points were not chosen randomly: If you connect them all, the lettering of the TV Friesen Telgte (short: TVT)

appears. In total, 14,600 km needed to be covered, 3,160 of which had already been completed thanks to the first 'trip' to Jerusalem. An ambitious goal, but not unachievable. Especially not for the TVT ladies.

On May 11th – so in less than four months, including a snow chaos and in addition to corona restrictions and jobs – the 14,660 really were completed! The team even overachieved the goal a little by covering 14,800 kilometres. A great performance, which coach Henning is very proud of, too.

Sponsoring young talents

Besides the increased fitness level of the handball team, the game had another positive side effect: Henning had found several sponsors beforehand, who donated a small amount of money for each completed kilometre. The total amount will be given to the youth division of the Telgte handball club. And that's where WEICON comes in, as we are one of the sponsors and support Henning in this great idea! But the best is yet to come: As the restrictions due to the coronavirus have been eased a little recently, the team of the TV Friesen Telgte can finally take up its outdoor training again.



TAPE FOR EMERGENCY REPAIRS

WEICON
Repair-
Tape

For emergency repairs in indoor and outdoor areas, we have developed a special tape – the WEICON Repair-Tape.

Fast and easy
application

This product is a flexible, durable and self-fusing tape made of fibreglass-reinforced plastic. The tape is soaked with a special resin and is activated by contact with water. It can be applied without additional tools. This makes the application of the tape fast and easy.

The Repair-Tape shows very high adhesive strength. It can be used on nearly all surfaces, such as metal, many plastics, concrete, ceramic, or rubber. After just 30 minutes, the Repair-Tape is fully cured and hard-wearing. After

curing, the tape can be sanded and painted. It has a high temperature resistance of $-50\text{ }^{\circ}\text{C}$ up to $+150\text{ }^{\circ}\text{C}$ for a short period of time.

Suitable for
many areas

The Repair-Tape can be used in many different applications. Whether for reliable and durable repairs in various industries, skilled trades, around the house, in DIY projects, or on camping trips, the tape is suitable for many areas.

No matter if it's a leaking hose, a leak in a heating pipe, a broken cable

sheath, a leaking water drain in the sink, a holed water inlet on the washing machine, or broken tent poles in camping – the Repair-Tape is suitable for many kinds of emergency repairs.

NEW!





SNOW CHAOS IN MUENSTERLAND

WEICON Winter Wonderland



At the beginning of February, it “snowed a tad” at our headquarters in Germany. From one day to the next, we had our very own WEICON Winter Wonderland! The heavy snow blankets, which reached up to 40 centimetres high, were nice to look at, but they also kept us quite busy. Special thanks go out to our colleagues from the warehouse, who kept fighting the snow masses covering the WEICON premises with joined forces and self-built “snowploughs”.

Muensterland covered in snow



And even though the harsh outburst of winter for the region had been announced in advance, in the end, there is not a lot that can be done to stay on top of that much snow. Admittedly, what we call much snow would probably only cause a weary smile in the parts of the world that are truly snowy. Yet in a region that is mostly familiar with a lot of rain and a little sunshine, the white flakes caused a fair bit of chaos outside of WEICON, too: Frozen cars, that had been dented by snowslides falling from the roofs, were snowed in in the side streets, most trains and buses were cancelled and even several snow removal trucks got stuck. At least the main roads were mostly passable again after two days.

After a little more than a week, the white winter wonderland disappeared due to thaw setting in.

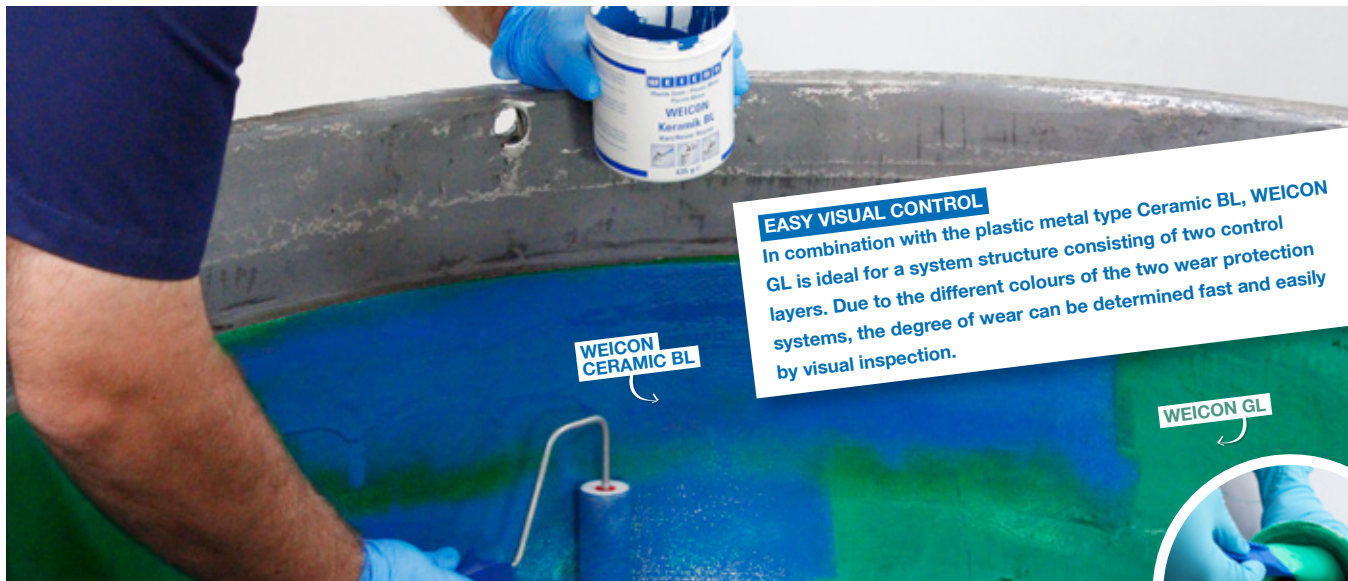


NEW WEAR PROTECTION FOR INDUSTRIAL APPLICATIONS

Epoxy resin system WEICON GL

NEW!

For heavily stressed surfaces, we have now developed a special wear protection – the epoxy resin system WEICON GL.



EASY VISUAL CONTROL

In combination with the plastic metal type Ceramic BL, WEICON GL is ideal for a system structure consisting of two control layers. Due to the different colours of the two wear protection systems, the degree of wear can be determined fast and easily by visual inspection.

The high-strength Plastic Metal WEICON GL provides wear protection to surfaces, which are permanently exposed to heavy stresses, such as abrasion. In addition to its high abrasion resistance, GL shows high adhesive strength, is flowable, mineral-filled, chemical-resistant, and temperature-resistant up to +180 °C.

The surface protection is particularly suitable for lining heavily stressed components, such as pump housings. It can also be used as wear protection for slide bearings, chutes, funnels and pipes, and pipe bends as well as for the repair of castings, valves, and fan blades.

The coating can be used in mechanical and plant engineering, in apparatus engineering, in the paper industry, in wood processing, the powder and bulk solids industry, in mining, chemical plants, and in many other areas of industrial production.

Further information on Plastic Metal in the interview with WEICON employee Hannes Kilian, starting on p. 35

Plastic Metal

The term Plastic Metal describes epoxy resin systems, which consist of two components, one resin and one hardener. Depending on the type, the resin component is mixed with steel, aluminium powder or mineral fillers, all of which improve the technical characteristics, such as the compressive strength and thermal conductivity.

The epoxy resin system is suitable for a broad range of applications in different industrial areas.

Plastic Metal can be used, for example, in industrial series production for adhesive bonding, coating and durable repairs on different materials.

After mixing both components, the Plastic Metal cures at room temperature to a solid, metal-like material, which can then be machined. It can be drilled, milled, sanded or filed, if required.

WEICON OFFICIAL RAPID LATERAL FLOW TEST SITE

Fighting the pandemic

Since mid April 2021, our headquarters belong to the official rapid lateral flow test sites in Muenster. The free tests are performed by medically trained staff in collaboration with the rapid flow test centre Hansaring and the mobile Covid test centre Medfortis.



The testing takes place on the WEICON premises three times a week.

With this offer, we want to not only give our own employees the chance to get tested for a SARS-CoV-2 infection, but also

everyone else living in or around Muenster. As it turns out, this opportunity is very convenient especially for the other companies located close to ours. "Since the testing opportunities have been increasing nationwide, we

have been actively working on offering our staff rapid lateral flow tests and thus to contributing to the containment of the pandemic in a small way. Based on the positive feedback by our team and the other companies

located close to us, we were made one of the official rapid lateral flow test sites in Muenster. We are happy about everyone who makes use of the test site," says Henning Voß, operations manager at WEICON.



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UPDATE ON OUR CONSTRUCTION WORKS

WEICON keeps growing

As reported last year, our family-owned company keeps growing and changing and so do our headquarters in Muenster. After building the expansion of the production and warehouse spaces and the new administration building in 2018, the realisation of new building projects was continued right away.

**MINIGOLF**

One part of the newly acquired area now features a company-own minigolf course. Here, our employees and customers can enjoy a relaxing game of golf.

**PARKING SPACES**

Since many of us commute to work by car, more parking spaces were created for our ever-growing team in a large new parking lot, which is equipped with a modern gate system. In order to still encourage climate protection, ten electric charging poles with two charging spaces each were also built on our company premises, where our employees can charge their private electric cars free of cost.





TRUCK ACCESS

A new connecting road has been built at the edge of the company premises in order to reduce truck traffic crossing our premises significantly.



NEIGHBOURS

In mid January this year, the new building of our printing partner FSM Premedia was completed in close proximity to our headquarters. Shortly afterwards, Lisa Marie Weidling's fashion label STORY OF MINE (SOM) could also move into the new building. Here, the sustainable Muenster-based label can develop and grow further and present its fashion in an integrated showroom.



NEW BUILDING

Next, the excavators rolled in in late April and demolished the former FSM and SOM building to make room for a new WEICON building. In addition to several offices, this is going to be home to our own physiotherapy practice and a cosy bistro with a welcoming outdoor area for pleasant breaks from work. We realise these building projects in cooperation with the Muenster-based architecture firm planwerk again and hired the company Stapelbroek from Legden for the interior design of the new building.



Welcome to the team



**MARTIN
MOTZOKAN**
sales representative
Germany



**TIM
WELLENBROCK**
sales representative
Germany



**THOMAS
ENINGER**
sales representative
Germany



**CAROLIN
SANDER**
sales back office



**MARIE
KÖNIG**
sales back office



**STEPHAN
GESSNER**
sales back office



**TIMO
HEUERMANN**
sales back office



**PATRICK
JENNINGS**
international area
sales manager



**JULIAN
SCHRÖDER**
skilled warehouse
operator



**KEA-DENISE
OBERMEYER**
skilled warehouse
operator



**JAN
UCKELMANN**
skilled warehouse
operator



**JOEL
KWEKKEBOOM**
help warehouse
(apprenticeship from August)



**DOMINIK
HEGEMANN**
help warehouse
(apprenticeship from August)



**JÖRN
KYNAST**
advertising audio-
visual media designer



**PAUL
WOLTERS**
development
WEICON TOOLS



**ANASTASIIA
TROTSENKO**
translation
Russian



**HENDRIK
FEUGMANN**
e-commerce
working student



**PHILIPP EMANUEL
RICKERT**
e-commerce
working student



**EGLANTINE
JULLIARD**
e-commerce
working student



**LINA
STOFFER**
public relations
working student



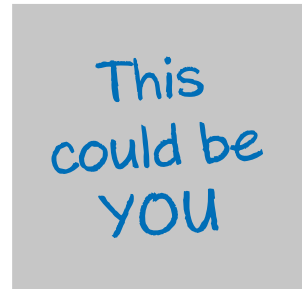
**LAURENT
COCHET**
sales representative
France



**PIOTR
KARWOWSKI**
sales representative
Poland



**WU
MAOHUA**
sales admin
Singapore



A man with a beard and short dark hair is crouching on a red basketball court. He is wearing a red sleeveless jersey over a white long-sleeved shirt, white shorts, and white sneakers with red and yellow accents. He is holding a brown Spalding basketball with his right hand. The background shows a white metal structure and green foliage.

Fatih Küçükoglu

INTRODUCING THE WEICON TEAM

What does ... actually do?

Which department at WEICON do you work in?

I work in the international sales department.

When did you start working at WEICON?

I've been with WEICON for a little more than fifteen years now – more precisely since January 2nd, 2006. It's crazy how fast time flies.

What is your role here in our company?

I am the head of the international branch support and thus responsible for advising our nine international subsidiaries. My tasks range from processing orders and general documents to dealing with all sales-related topics concerning our export activities. One of the things I like most about my job is the international exchange and working together with people from different cultures. You could say that I take a virtual trip around the world every day. For example, I start in Singapore in the morning, then I talk to colleagues from Dubai and Istanbul, and answer inquiries from Romania, Italy and Spain in the meantime.

Which sports do you like to watch?

My favourite sport to watch are the games of the LA Lakers. Having started back in the 90s, basketball is still one of my biggest passions today. Back then, I used to stay

up late at night to watch the finals of the Chicago Bulls. I also enjoy watching soccer – whether it's the German Bundesliga, El Classico or Champions League. I especially like to watch the BVB play.

City or Swiss mountain lake when you're 75?

I think I'll cross that bridge when I get there. They both have their own charm! Maybe I'll still live in the city later in life, but also have a little lake house – as a retreat, whenever I need a break from the city.

What is your favourite food?

My favourite dishes are Karniyarik (stuffed eggplant with ground beef) and warm Künefe (a dessert made with noodles, cheese, pistachios and sugar) with a scoop of vanilla ice cream. Both are Turkish dishes – my granddad was a chef and as a kid, I used to help him with the cooking when we were on holiday in Turkey. I still enjoy cooking today.

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

I feel very comfortable in my own skin and wouldn't want to switch places with anyone. Although – I would actually like to spend a week aboard the ISS. I'm sure it's a great experience to literally see the world from another perspective and to float in zero gravity,

which only very few people get to have.

Which was the last TV show you watched?

I like to watch "The Grand Tour" for entertainment every now and then.

Which hobbies do you have?

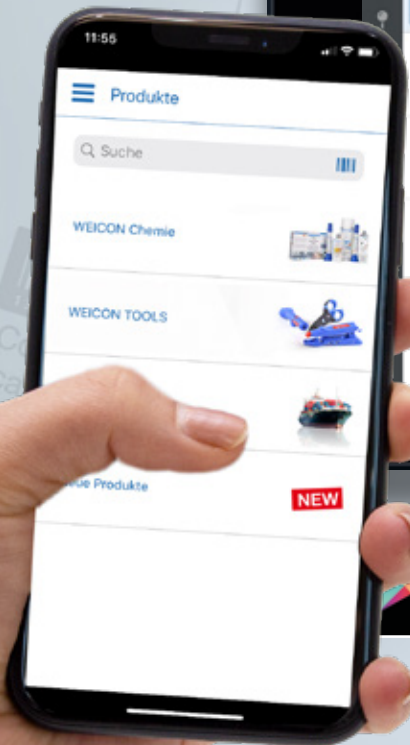
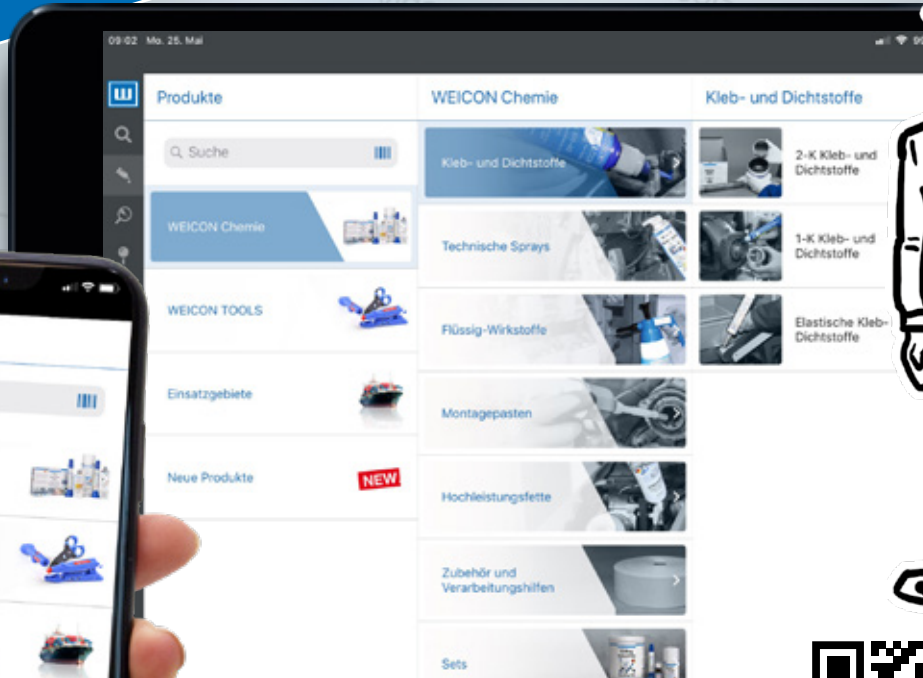
I've been playing basketball since I was a kid, and am still active in the local district league. I also enjoy mountain biking – especially with enduro bikes. Thanks to the leasing opportunities offered by WEICON, I was able to get one myself. It's fun to spend time out in nature and be physically active at the same time. And the thrill that comes with it is also a big plus. Another hobby of mine and a retreat at the same time is my woodworking workshop. I enjoy spending time by myself there and being able to realise exciting and creative projects. That's a great way to switch off from working at the office.

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

On my days off, I like to take spontaneous trips outside. I would probably take my bike for a ride and discover new trails in places I haven't been before. When the weather is good, I also like to spend time at an outdoor swimming pool with my wife and my two wonderful sons.



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Dubai - United Arab Emirates

WEICON Inc.
Kitchener - Canada

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

WEICON Romania SRL
Budiu Mic (Targu Mures) - Romania

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

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