



12th Issue

News

Global Sales

Service at WEICON

WEICON Italia s.r.l.

www.weicon.com



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Legal notice 12th issue – second half of 2018

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Dear readers,



I am very pleased to present to you the twelfth issue of our corporate magazine, WEICON News, today. Once again, we bring you the latest updates from our headquarters in Muenster, from our nine international branches and from our business partners all over the world in our WEICON News.

Nine branches? That's right! Latest member of the WEICON family is WEICON Italia s.r.l. based in Genoa. With this new branch, we aim at consolidating and further establishing our market position in Italy.

A very special tool, which greatly contributes to consolidating our position in the various markets worldwide, is the broad range of services we offer our customers. This is highly exceptional for a medium-sized company like ours. Read more on page 18!

In addition to that, we take you on a trip to the People's Republic of China for application consulting, tell you all about an interesting project on adhesive bonding underwater, and introduce you to the "ello" – an electronic rollator, which succeeded in the German version of the TV show "Dragon's Den" and which also contains some of our adhesives.

Last year, our company was successfully DIN EN ISO 9001:2015 certified and even awarded the Transfer Prize in cooperation with the University of Muenster. This year, we managed to improve even further. Our management system was additionally certified to DIN EN ISO 14001:2015. As you can see, we have lots to tell you in this latest issue and we once again cover a broad range of topics from the world of WEICON.

I hope you have an interesting and enjoyable read!

Kind regards,

Ralph Weidling

Latest news from the WEICON family

New branch in Italy

WEICON grows further

In early October, we founded our ninth international branch. After Dubai, Canada, Turkey, Romania, South Africa, Singapore, the Czech Republic and Spain, our branch locations now also include Genoa in Italy.

WEICON Italia s.r.l.

WEICON Italia s.r.l., which is the name of the new branch, is situated in the Italian port city Genoa on the country's northwest coast. It is run by the local branch manager Davide Merlo.

"We have been successfully collaborating with Davide for four years now. During this time, he worked as a field

sales representative in Italy for us. By founding our new international branch, we will consolidate and further establish our position in the Italian market. We are looking forward to a very promising future in Italy," says Ralph Weidling.

WEICON in Italy

"Italy is a very interesting market for us, which we have been involved in for quite some time now. The country is one of the biggest industrial nations in the world and it is extremely important for us to be present there. Italy's most important economic sectors are the machine, aircraft and vehicle construction industries, the shipbuilding



industry as well as the chemical and textile industry, and the manufacturing of electronic products.

Therefore, Italy is a big market for our products. With our new branch in Northern Italy, we want to take advantage of this positive situation," Weidling further explains.



Updating our advertising material

Updated WEICON flyers

We reviewed our range of advertising materials by several updated brochures for industrial areas. From now on, you can find all relevant products from the range of electrical installation, agricultural technology and the shipping and marine industry in our updated industry-specific flyers.

Along with the updated WEICON TOOLS catalogue, they are available in English and in German.

Click here to download:



CrefoZert solvency certificate

WEICON stands for stability and security

This year, we were awarded the solvency certificate CrefoZert by the financial service company Creditreform.

CrefoZert

The certificate CrefoZert is only given to companies which have an exceptionally high solvency ratio and high credit rating. The evaluation of a company regarding its current situation and future prospects must not show any relevant credit risks.

The certificate proves that WEICON belongs to the two percent of German companies which achieved an exceptionally high credit rating.

The certificate also shows our business partners that WEICON is a trustful cooperation partner and that our company stands for economic stability and security.

In the Creditreform credit report, a certified company receives an entry stating its good payment history and positive forecast.

“We are very happy about the excellent rating by Creditreform. The certificate shows us that our corporate philosophy is the right way and that we can keep

promoting our continuous growth soundly and precisely,” says Ralph Weidling regarding the certification.

Creditreform

Creditreform was founded in 1879 in Mainz and is a credit rating, credit reporting and debt collection agency. The group of companies offer their customers different services, which can be used for effective risk identification and risk management.

With the help of these services, defaults are either prevented completely or at least their negative effects are minimized.

Creditreform has more than 160,000 customers worldwide and issues approx. 16 million credit reports per year.



Obtaining ISO 14001:2015 certification

WEICON meets highest standards of environmental management

ISO 14001 is a standard internationally recognized, defining requirements companies need to meet in order to establish an efficient environmental management system. Since June, WEICON has been one of the companies certified to this standard.

The standard provides assurance that a company monitors and meets all its legal obligations regarding environmental management, such as waste disposal, environmental protection and water pollution control.

Just on the topic of waste management, there are more than 20 different laws and regulations that need to be considered.

This means that WEICON is now not only 9001:2015, but also ISO 14001:2015 certified.

Certification body TÜV-Rheinland

In late April, two auditors from the certification body TÜV-Rheinland visited WEICON in Muenster and reviewed all processes relevant for the certification.

According to the auditor, WEICON continues to be one of the three companies organized best out of all the companies he oversees as an auditor – which are more than 70 companies in Germany!

“Many thanks to the team that has overseen the certification process over the past few months and played an important part in everything running so smoothly once again. They really did a perfect job!” says Ralph Weidling.

ISO 14001:2015

ISO 14001:2015 is a standard focusing on environmental management. It examines all environmental aspects within a company, evaluates them and gives incentives to continuously improve the existing environmental management system.





Now online

New promotional films

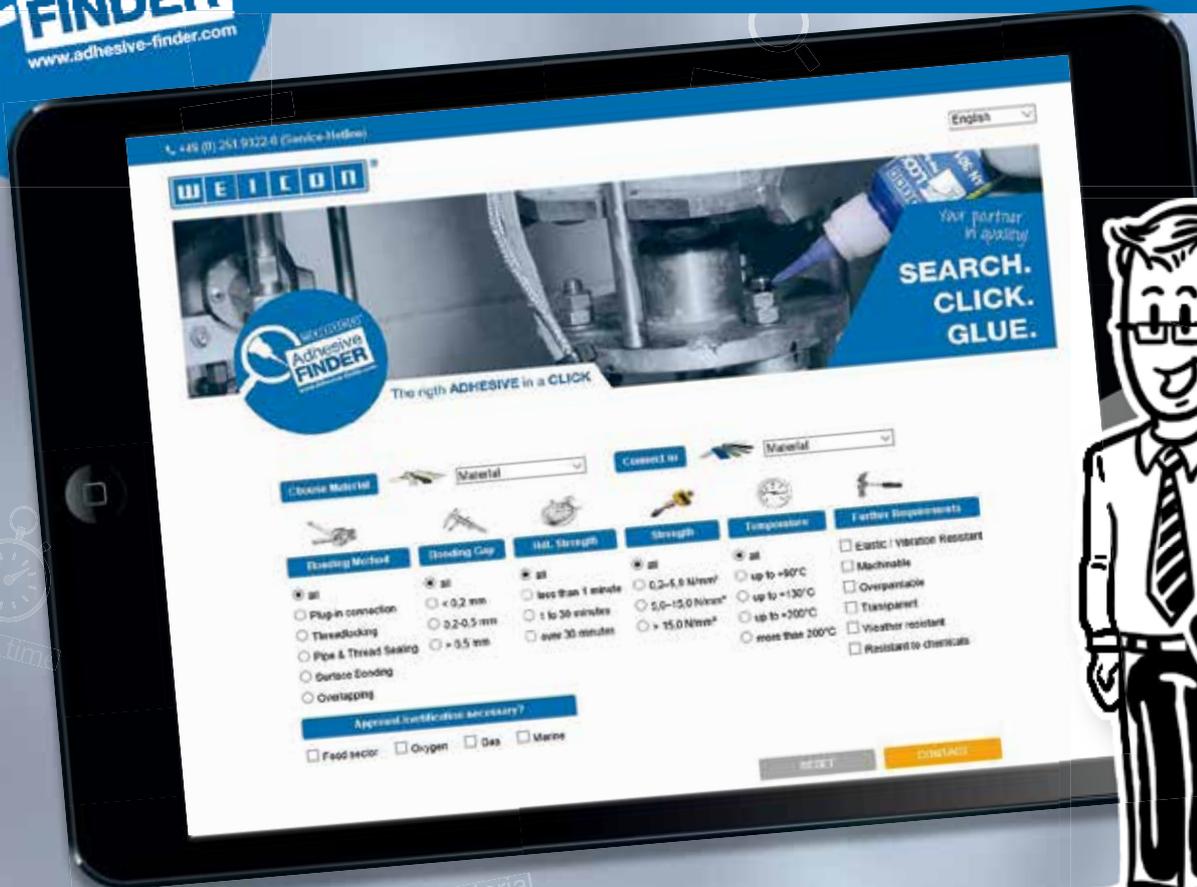
Last year, WEICON had already shot several new promotional videos, in which our colleagues present their department – a brief insight into each of the different divisions. Laura Schoenfleisch (advertising department) – along with her team – did not only shoot the videos, she also edits them. Now, several new films are finished. Videos

on the warehouse, the advertising department and the apprenticeship in wholesale and foreign trade at WEICON are also online now.



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The right **ADHESIVE** in a **CLICK**



» Now available in **21 Languages** «

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WEICON Global Sales





Sales conference 2018

WEICON global sales

In mid September, a sales conference took place in our headquarters in Muenster. Attendees were the colleagues from our field sales force, from the sales department as well as from the export department of WEICON.

After being greeted by Ralph Weidling, the attendees were presented a new 3D printer, which will be used to produce prototypes of our WEICON TOOLS.

With the help of this new device, we are a lot more flexible in developing new tools and we can produce our own prototypes in a very short time and at manageable costs.

Sales strategies for the future

In the course of the conference, several questions were discussed which will be

of major importance for the future focus of our sales force.

One of the questions was, for example, whether our current sales system is still suitable for the changes the global market entails. Prices are more transparent, companies centralize in a way they have never done before and companies' activities shift more and more from a local towards an international focus.





It was discussed how the sales environment has changed for our company over the past few years and which tools and methods WEICON can use in order to adapt to these changes.

It was also clearly shown where we have a leading position and set the benchmark for other companies.

This is especially true for our service, which is unparalleled compared to other companies in our field. With our international focus, we can always be where our customers are.

We can help directly, fast and in person – whether through training or face-to-face consulting. We are very flexible and can adapt to our customers' needs. Those are all great advantages, which keep convincing more and more customers – worldwide!

After discussing these questions, all attendees were divided into six groups. It was important that members of one group came from all different departments present at the conference, so they would bring different perspectives to the table.

The groups worked out solutions for two case studies.

Afterwards, the groups each presented their results to the other attendees.

The official part of the sales conference ended with an outlook on upcoming events.

Historic centre, Lake Aa, “Prinzpalmarkt” and cathedral

Later in the afternoon, all attendees went on a sightseeing tour through Muenster on a double-decker bus.

Our colleagues from the field sales force, in particular, had been wanting to do such a tour for quite a while in order to get to know the city a little better, which they usually only see during conferences or the WEICON Christmas party.

Nice ending above the rooftops of Muenster

After the city tour, all attendees went to the Economic Club of Westphalia, which Ralph Weidling is also a member of. We were allowed to use the venue right in the city centre of Muenster and could end the day watching a beautiful sunset above the rooftops of the city.

“The conference gave us valuable input and we will see in what ways we can incorporate this into our future planning. We also really liked the results of the group work. It often helps to look at things from different perspectives. We received some very good suggestions we will definitely discuss further,” concluded Ralph Weidling after the conference in Muenster.



The first conference of this kind

South and Central America conference in Muenster

In September, a very special event took place at our headquarters in Muenster. For the first time ever, all our partners from South and Central America came to visit us in Germany for three days in order to take part in the conference.

The conference was held in Spanish by our colleagues Joan Ferrando and Karl Kock from the export department. In addition to the attendees from South and Central America, Alejandro González Cámara and Katherina Viethmeier from our branch in Madrid also took part and gave our partners an insight into their daily work in Spain.

The conference programme also included visiting the company Krampe in Ascheberg, where our guests could experience the production of WEICON TOOLS firsthand.

Lively exchange of experiences

Our business partners were not only informed about current topics at WEICON, but the mutual exchange of ideas and experience was also a top priority at the conference. 13 participants from Argentina, Bolivia, Chile, Ecuador,

Colombia, Mexico, Peru and Uruguay presented the markets and interesting projects in their countries.

During the presentations, there were many active and interesting discussions about our products and applications. Especially the mining sector, which is a very important industrial sector in South and Central America, caused a particularly lively exchange. That way, the experience of each country can be of benefit to all.

Sport and culture – something for everyone!

In addition to the 'official' part of the conference, we also wanted to show our guests the many sides of beautiful Muenster. Some of them had left their home country for the first time in their lives, so we wanted to make their trip something special.

On Wednesday night, the programme for all attendees started with a nice dinner at an Italian restaurant on the harbourside.

A guided city tour is the best way to get to know the sights and the history of a city, which is what our area sales mana-

ger Joan Ferrando offered our guests in Spanish the next day.

On Friday, all attendees went to a home game of the local soccer team 'Preußen Muenster' against 'Energie Cottbus'. Our guests from South America enjoyed the game so much that they bought Preußen jerseys, which they all signed and gave to Joan and our managing director Ralph Weidling as a very special gesture.

Even though most of them had already had long flights that day followed by an intense conference programme, everyone was still up for a pub crawl through Muenster's popular historic centre until the wee hours of the morning.

On Saturday, a bus tour to the moated castle 'Burg Vischering' had been planned. Snacks were provided for our guests before departure – care packages consisting of beer, pretzel and smoked sausage.

More than unique

"We'd already been planning the South and Central America conference since January, which meant we had a lot of time to look forward to it. Still, the way it



went really exceeded our expectations. Our guests came from eight different countries, but despite their different backgrounds, they all got along really well. Everyone contributed in a great way. The schedule was tight, but the mood was great, which our colleagues in Muenster felt, too," says area sales manager Joan.

To be continued

"During the conference, everyone joined a WhatsApp group. Since then,

we've been exchanging experiences and questions regarding our products and new applications. We are also thinking about planning a similar event in South America in the near future. In general, we would like to further establish our business relations there and that only works with good and strong relationships with our partners." Joan concludes.

You can find some more photos of the event on blog.weicon.de. In the category 'International', we have also translated this report for our international partners into their own language.



Argentina



Bolivia



Chile



Colombia



Ecuador



México



Perú



Uruguay



Global sales conference in Istanbul

International sales meeting 2018

In late September, WEICON employees from many different departments of our headquarters came together with our branch managers in Istanbul. According to the motto "The Global WEICON Sales", a two-day international sales conference was held there.

The changing global markets and the increasingly transparent pricing policies pose new challenges to companies worldwide. Keeping these aspects in mind, present structures were analyzed during the meeting and possible ways of improvement were discussed.

The topic was already made subject of discussion at a sales conference in Muenster two weeks ago, now it was further elaborated involving the international branches.

Getting better together

The main conclusion of the conference was to aim at establishing a global WEICON sales division in the future according to the motto "Getting better together!". This has already been put into practice in many areas, but will be optimized from now on.

In order to do so, the sales departments in Germany, the international sales division and the international branches are supposed to cooperate even more closely.

With this in mind, the reorganization of our international sales departments was also presented during the conference. "Our international meeting in Istanbul was very successful.

We received valuable input, which will help us to further strengthen the WEICON brand and to be headed in the same direction worldwide.

The global networking of our sales channels is already going well and will be continually optimized," said Ralph Weidling after the conference.

Visiting the Turkish branch

In the course of the event, the attendees also paid our Turkish branch a short visit, where the branch manager Tolga Aksoez gave them a tour of the premises.





Hagia Sophia, Spice Bazaar and Bosphorus cruise

There was also time for a little sightseeing, which gave the attendees the chance to admire some of the sights of the metropolis on both days after the meeting.

On Friday, everyone went to visit one of the biggest bazaars in the city. The historical Egyptian Spice Bazaar is home to 85 shops, which offer spices, Turkish specialties and sweets, jewellery, souvenirs as well as dried fruit and nuts.

Visiting the famous Hagia Sophia was also part of the programme. The former Byzantine church was converted into a mosque in the 15th century and is now a museum.



On Saturday night, it was time for the highlight: a three-hour cruise on the Bosphorus. This is one of the most important straits worldwide, which connects the Black Sea to the Sea of Marmara and is thus a direct connection to the Mediterranean Sea.





Service is number one priority at WEICON

Service Guide

According to the motto “Fast. Competent. Reliable“, our WEICON Service Guide shows our customers the many services we offer.

Its clear and compact design gives you a quick overview of our unique service performances.

Especially fast and face-to-face service is very important to us as a family business. This entails services like a personal contact, a guaranteed reaction within 24 hours, trained expert staff and laboratory services as well as providing individual solutions.

In addition, we at WEICON offer comprehensive sales support. This includes visiting customers of our distribution partners and individual product trainings as well as providing technical datasheets and samples, giving advice on finding the right adhesive for an application or conducting bond tests in our own laboratory.

Our marketing team creates and designs advertising material like catalogues and flyers, labels or other print and online advertising materials in 18 languages for our customers worldwide. Moreover, we offer 35 display stands and shelves individually designed for our customers to help showing off our products. Our demo pieces also help to show customers how to use our products. Together with our specially produced application videos, this is a great way of showing customers the usefulness of our products.

As another support tool and also to help finding the right adhesive, we offer our WEICON App and our comprehensive Adhesive Finder.

In addition to that, we exhibit at more than 40 national and international trade fairs every year, where our trained expert staff presents our new products, offers advice in several languages and talks about industry news.

Another important service of WEICON is our process-oriented organization. This is characterized, for example, by our broad range of products and very high product availability of 99% as well as by our very low complaint rate of below 0,1%. Furthermore, we offer technical data sheets to download and more than 120 test reports and certificates specifying our products' qualities.

Our global WEICON sales network, besides our headquarters in Germany, includes nine international branches and more than 1200 distribution partners. In total, our WEICON products are available in more than 100 countries. The diversity of languages is also something special in our company. Even just in our headquarters in Muenster, 18 different languages are spoken by our employees and 30 different languages worldwide.

FAST.
COMPETENT.
RELIABLE.

At
any
time!



Process-oriented
organization

For our WEICON TOOLS, we also offer numerous services, such as application trainings with the different tools or application videos. We also provide customized solutions and offer numerous certificates regarding our products. Our high-quality tools are made in Germany and we look back on 50 years of experience in stripping tool technology.

So at WEICON, we offer our customers everything from one provider!



WEICON®

Your partner
in quality!

**SERVICE
GUIDE**

Interview with Ralph Weidling

Customer service cannot be copied

The global market is changing rapidly. Customers increasingly demand shorter delivery times and better customer service. Prices become more transparent and can be retraced worldwide. Companies centralize in a way they have never done before and their activities shift more and more from a local towards an international focus.

We talked to our managing director Ralph Weidling about how a medium-sized company like WEICON can adapt to these changes.

What sets WEICON apart from its competitors?

It's always nice to be able to present new products. But it's not that easy to constantly develop those new products – they don't just grow on trees. We as a medium-sized company need to have a different focus. We need to be available to our customers and offer them exceptional service, which they don't get anywhere else.

To me, service is the key to globalization. We don't just offer our products in our catalogues, we offer so much more than that. Our exceptional range of services – that is our very particular strength! No matter which service our customers need, we can offer it to them. They can choose which ones they want to make use of.

Customers are partners

We adapt to our customers' needs and see them as business partners we cooperate with very closely. Some companies only run online stores or rely mainly on digital catalogues. Others still have conventional retail shops or their own field service. We can provide the right support for everyone and our way of working is very customer-focused.

We are fast, flexible and straightforward! Large corporations can't offer these benefits. I always like to give an example by comparing large companies to oil tankers – gigantic, yet slow and heavy. WEICON, in comparison, is rather like a small motorboat, which is fast and nimble and can easily dock in even the smallest of ports the large tankers can only pass by. This comparison is still accurate. We have grown strongly over the past few years and meanwhile, we export our products to more than 120 countries worldwide. Yet our agility and flexibility have stayed the same!

Personal customer service is our biggest strength. With our team of export representatives and our field service in Germany, we can offer a comprehensive service network worldwide.

Personal customer support and excellent adaptability

Personal customer support and excellent adaptability – that's what I consider good customer service. For example, we offer our catalogues and brochures not only in the four common languages – English, French, Spanish and German – but we can provide them in many languages required. Whether in Russian, Norwegian, Chinese or Persian – we offer 18 different versions in total. I don't know any other medium-sized company offering the same service range.

Service cannot be copied

Moreover, our customer service is something that can't be copied. That may work with products or services in general, yet a strong customer service has to be deeply rooted in a company's culture in order to work well. To me, that is our company's great advantage. No other company in the market offers anything like it.

A good example is a large trade organization, which took notice of our company thanks to our service range and now wants to work with us. Examples like this one show us that we're headed in the right direction.

The Service Guide presents the different services WEICON offers. How can a medium-sized company provide such a broad service range for its customers?

That wasn't a specific goal. It just developed over time. Our labels are good examples of this. In order to emphasize our company's international focus, we wanted our labels to be bilingual. Then the catalogues in many different languages followed. That's how it all started.

We get a lot of input from our customers telling us their requests. But our team also makes suggestions for improving or developing certain services. Based on these ideas, our Service Guide was created, which gives a good overview of our broad service range.

The Adhesive Finder

This comprehensive service range is unparalleled. Look at the Adhesive Finder, for example. A tool like that is truly unique – at least at the moment. In the DIY sector, there are some minor selection guides for adhesives. But we are the only company offering such a detailed searching tool and extensive database, providing accurate results!

The Adhesive Finder is also an ideal source of information for our business partners worldwide, who don't work with adhesives daily. Its search results offer them useful support when advising customers.

But the Finder also helps us within the company – especially our new colleagues, who are not yet familiar with the whole range of our adhesives and sealants. You just enter a few figures and it shows you a list of all adhesives suitable.

What do you think will sales and customer services look like in the future?

Everything will become even more digital, for sure. But face-to-face contact will still remain important in the future. Especially in the industry. The goal there is to optimize production processes and to make them faster and even more efficient. That won't work without face-to-face contact.

Customer support is essential

The job of the field service representative won't decline. I can't imagine that. There are companies which believe in a future without field service. Of course, that always depends on the type of products, too. If products are simple and self-explanatory, advising customers may not be necessary. However, with our specialty products, which need a lot of explaining, we will never be able to dismiss our customer support.

And our customers appreciate our sound, professional advice very much. That only works face-to-face. Which we are very good at!

Trade fairs will also play an important part in the future. Maybe not as much in Germany, but definitely in the international market. Trade fairs have always been a perfect place for business networking. And that will stay that way in the future.



Interview Nenad Matic, Wolk AG

Individual service is our strength

Please tell us a little bit about yourself

My name is Nenad Matic. I am head of product management and procurement at the Wolk AG in Wuppertal. I am in charge of marketing and the mail order, which means designing the mail order catalogue and the product portfolio of our company.



Please give us a short introduction of your company

The Wolk AG has been located in Wuppertal for more than 60 years. Originally, the company produced aluminium signs. Over the years, we continuously grew into also offering all other areas of labelling solutions.

Meanwhile, we have digital printing machines as well as screen printing machines and produce many different labelling products here in Wuppertal.

The Wolk AG has also been active in the mail order sector for 20 years by now. We started out by offering labelling products and have evolved into a company with a broad range of products.

We offer products of all areas of factory equipment – online as well as offline. Our portfolio currently includes about 23,000 products. From labelling to fire extinguishers, personal safety gear, respirators and many other products.

We have evolved from being a mere producer into being a manufacturing and trading company.

How many employees work for your company?

In Wuppertal, we have almost 100 employees. Meanwhile, we also have a branch in Vienna with three employees.

What is your business model?

Our business has changed a lot over time. Initially, we were a local producer supplying local dealers with labelling solutions. Over the years, we have become an omni-channel retailer. We have evolved from being a local supplier into a European supplier. Our business model is based on three pillars. The first one is the back office, which handles customer calls and deals with orders. The second pillar is the online shop, which has also become an essential pillar over time. The third pillar is our field service, which visits key account and large customers at a regular basis.

Which sectors do you mainly supply?

We mainly supply the manufacturing industries and craftsmen. We are specialized in supplying these companies, but we also have a variety of different customers. From manufacturing industries, being our core segment, to public institutions, nursery schools as well as service providers. The basis is our very broad range of products. That makes it possible for us to reach many different groups of customers. We have also been involved in the B2C sector for three years. That means we also supply individual customers, who buy our products in our online shop.

What are the characteristics of your company? What do you offer that your competition doesn't?

Our biggest strength is our small size. We are a family business with a little more than 100 employees. So we can react very flexibly. We are a lot more agile than, for example, large corporations. Our credo is "Individual service is our strength". For us, customers are not just numbers. Our customers always get individual support. Whether from the back office or our field service. In our company, you won't find the kind of anonymity you see in other businesses, especially through digitalization.

Which sales distribution model did you previously use?

Our main distribution model was to focus on specialist retailers, which we provided with catalogues. That way, we



have established a network of around 2,500 specialist retailers just in Germany we cooperate with closely.

About 20 years ago, our company started to change a lot and we have become an all-rounder. With our Wolkdirekt-catalogue, we also approach companies directly. That way, we could manage the balancing act of supplying specialist retailers as well as individual customers.

Has your sales distribution model changed due to digitalization?

Our customer range has changed a lot, because many small retailers have disappeared. In the past, our company cooperated with many trophy and sign stores in the city centres. Today, shops like that almost don't exist anymore in the cities. Retailers retreat from the city centres and smaller shops have very little chance to be present in the market.

Digitalization and e-commerce are certainly reasons for that. So we had to adapt our sales strategy to these changes. But that was also a chance for us. If this transition 20 years ago hadn't happened, the situation for our company would be a lot more difficult today. We could avoid that thanks to broadening our product range and sales channels, which gives us a much better market position.

How much of your company's sales profit does e-commerce account for?

That is quite hard to tell. You can't really make a clear distinction. Due to our omni-channel sales approach, we are active in all different sales channels. We send out catalogues, are present online and on the road with our field service. Where our customers place their orders eventually, is not that important. We approach our customers in many different ways. We can't and we don't want to distinguish our online from our offline customers.

What do you think will sales and marketing look like in the future?

Sales and marketing will further develop especially in a digital direction in the next few years. We try to adjust to this situation with different projects, just like many other companies do as well. The background will become more and more important for sales and marketing. Whether it's data or further information. Fast data processing in the background becomes increasingly important in order to support the field service while working with the customers.

We are headed in this exact direction. We provide our sales team with further information very quickly. That will be one of the most important competitive advantages in the future.

How did your sales and marketing team adapt to the changes? Which actions have you taken?

We took steps in order to provide our sales and marketing team with information on our products faster and better. We implemented a special software for our field service, so the colleagues have access to all information while being on the road and have everything at hand when visiting customers. That way, our customers can receive all relevant information right after the meeting. We believe that this very fast flow of information is extremely important.

Which tools do you use to promote e-commerce?

We use diverse software solutions. A very important tool is our BI software. This is used by our sales management and product management to analyze certain processes. For example: Which customers buy which products at what time?

This kind of information helps us a lot, for example to be prepared in terms of our warehousing.

In your opinion, how could WEICON best support your sales and marketing team in the future?

That is a question many of our business partners ask us. The most important thing is providing information. Especially picture material and product information. We also need this information as soon and as well-edited as possible. It helps us to sell the product fast. Poorly edited material delays sales, as it needs to be modified first.

Timely and early information is important. Today, information needs to be forwarded fast and this should happen preventively and at a regular basis. For that reason, our cooperation partners should approach us at an early stage and provide us with all relevant information. That way, we can always keep up-to-date with any news and stay current on new products.





Interview with Volker Vogt

“A very good and focused cooperation“



Volker Vogt is purchasing manager at the company Ullner u. Ullner

During a product training with the focus on elastic adhesive, we had the chance to speak with Volker Vogt, the purchasing manager of Ullner u. Ullner in Paderborn. We spoke about the importance of training and about the cooperation between our companies.

When was your company founded and where are your headquarters?

The company was founded in Paderborn in 1806. Our administration as well as our different specialist departments are located here.

In a retail, storage and exhibition space of 12,500 square metres in total, we offer a broad range of products specifically tailored to our customers' needs.

Which sectors do you mainly supply?

Our company is divided into different specialist departments. These have developed through the sectors we primarily supply. We have trained specialists in the fields of welding and compressed air technology, steel, stainless steel and non-ferrous metals, factory equipment, tools and machines, work safety and in the field of fastening technology and ironware. The latter is also the sector of our cooperation with WEICON.

We see ourselves as an all-round provider for the industry and crafts, which also shows in our broad, high-quality range of products.

Which WEICON products are your top sellers?

The technical sprays, which we sell under our own brand, such as Zinc Spray bright grade, W 44 T or Silicone Spray. But the products from the range of adhesives are also in great demand.

How did the cooperation with WEICON start?

We were looking for a strategic partner for adhesive and sealing technology as well as for lubricants. In autumn/winter 2014, we had several detailed discussions with WEICON, which led





Headquarters Grüner Weg



Company site Steel Oberes Feld



to the start of our cooperation in early 2015. Shortly afterwards, the system partnership between our companies was sealed. This means that WEICON is our privileged supplier for the product groups mentioned above.

Please describe the cooperation with WEICON

The cooperation is very good and focused. We closely cooperate with Sebastian Kipp, who is area sales manager at WEICON for the Eastern Westphalian region. We contact him if we have technical questions and also consult him for expert customer advice on questions regarding adhesives. We also cooperate quite closely with the back office at WEICON.

For example, the company creates safety data sheets for our private label products, provides picture materials for different sales events and catalogues, and offers technical training for our employees on a regular basis.

Is it important to provide technical training for your employees?

Absolutely! Training is very important to us. We put great emphasis on professional customer support, which is received very well.

Many products we offer need thorough explanations. This requires very good qualification of our employees. In order to ensure this high level of qualification, we have been focusing on excellent education and training of our staff for decades.

Since the start of the cooperation, our colleagues from the department "fastening technology and ironware", our apprentices as well as our field sales staff have been trained in the field of adhesive and sealing technology. These trainings were provided at our headquarters in Paderborn as well as at the WEICON headquarters in Muenster. The next training my colleagues will take part in is already scheduled for mid November 2018.

**Ullner u. Ullner:
Partner for industry
and crafts**

Ullner u. Ullner is a medium-sized family business and one of the leading wholesale companies in Eastern Westphalia. The company has a long tradition and was founded in Paderborn in 1806, more than 200 years ago. Competent and professional customer support has been a key part of its corporate philosophy ever since. Today, more than 120 employees work at two company sites in Paderborn.

Ullner u. Ullner is an all-round provider for the industry and crafts and offers a very broad, high-quality product range. Ullner u. Ullner strictly relies on their own extensive warehousing. That way, constant high product availability is guaranteed. In addition to professional customer support by trained staff, other services complete the company's comprehensive service portfolio.



A report on his experiences by application engineer Mike Breitenfeld

Training course in China

I have been working as application engineer for WEICON since 2012. I am responsible for the technical customer service and I also support our field staff colleagues at home and abroad in application-related questions regarding our products. That requires a lot of experience and detailed knowledge of each of our products. In addition to that, building demonstration samples and performing adhesion tests for customer projects are also part of my job.

We support our customers as well as our business partners on site to ensure that our products are used in the best possible way in different applications and production processes. For that reason, I do not only work at our headquarters in Muenster, but I regularly travel around Germany and Europe together with my colleagues. That way,

we also produce a lot of our application videos and advertising photos.

Service means passing on know-how

For many of our products, correct handling is essential, for example for ensuring that an adhesive bond resists certain strains or that a coating protects effectively against corrosion.

How repeatedly reported in the WEICON News, we have been passing on our extensive know-how in internal as well as external training courses for decades. That way, we want to ensure that our high-quality products are used in the right way all over the world and that our customers are satisfied with our company as well as with our products.

One of our customers in China did not use one of our metal sprays the way we recommend it, so it was necessary to provide on-site training for the users on the correct handling of the product and on the subject of corrosion protection.

Six days of extensive program

For me, that meant: Off to China! In late June, I set out on the journey to the Far East along with my colleague Weiwei Goddinger from the international sales department. Weiwei is in charge of advising our distributors in mainland China, in Hong Kong and in Taiwan.

We had planned six days of training and advice for the users. With the help of our many documented examples and





self-produced videos, we wanted to specifically demonstrate the correct use of our products.

After our arrival in Beijing, we first visited our local distribution partner. On this occasion, we could inform the team in the Chinese capital about the latest news from WEICON and give an overview of new products and projects.

The next day, we went on a seven-hour train ride covering 1,000 kilometres to the provincial city Jilin. The city has more than 1.5 million inhabitants and is a fast-growing industrial metropolis. Many companies processing iron and steel are located in Jilin. In addition to metal processing, the chemical industry and food production play an important role in the city.

On our first day in Jilin, we went to a refinery. There, we provided training for the department managers on the subject of corrosion protection and on the use of WEICON Zinc Paint. The participants were very interested and asked many questions. That way, training really is a lot of fun!

On the second day, the focus was on hands-on applications. With the help of our product videos, the application of zinc dust spray was made subject of discussion.

During the following days, the users were trained in how to apply our paint on a cooling tower, in coating a pump housing and in the spray application on a maintenance access to a floor tank.

On our way back to Beijing, we travelled with a high-speed train at an average speed of 250 kilometres per hour – a very special experience.

As the last stop of our journey, we visited a coal-fired power plant located about two hours by car outside of Beijing. The power plant runs on sea water and has a sea water desalination system. Because of the heavy corrosion due to salty air, we presented several suggestions to our partners how to prevent corrosion.

Bringing back unique photos and experiences

From Beijing, we travelled back to Germany. The exchange of experience was very useful for both our Chinese partner and for us. We brought back some impressive photos, which were taken during our visits on site and which we can use very well for demonstrating different applications.



But it is not only this footage that I took home to Muenster. The many impressions and experiences were very special for me. My colleague Weiwei was born in China – for me, however, it was the first trip to the People's Republic and I am very grateful for the many new experiences. All in all, it was a great trip that I would not have wanted to miss out on!

You can find some more photos of the training on blog.weicon.de. In the category 'International', we have also translated this report for our Chinese partners into their own language.





Presentation series in Muenster

Extensive information on lubricants

In our new conference room at WEICON in Muenster, Michael Kunk from the department for research and development gave several presentations on lubricants in July and August.

At WEICON, we have a large range of lubricants. They are divided into Technical Sprays, high-performance Allround Lubricant and our Anti-Seize Assembly Pastes. In order to give all employees access to current information regarding the lubricant market, Michael took a close look at the different types of lubricants.

In a clear and vivid presentation, he introduced different types of lubricants, explained why lubricating is necessary and when to use which type. In order to demonstrate the different characteristics of lubricants, Michael also explained their composition and consistence.

In addition to a lot of theory, he also demonstrated the application of some products on sample components. That way, the participants gained valuable insight into hands-on applications.

An overall number of 70 employees attended the comprehensive two-hour presentation, which was held at seven different dates. Product training and continuous training on the job are very important to us at WEICON, so we can continue to be a reliable partner for our customers.

What are lubricants used for?

Lubricants are an omnipresent part of our everyday lives, even though we barely notice them. Far beyond the well-known lubricants like motor oil, specialist types ensure smooth processes in many areas. Their applications are as versatile as the lubricants are themselves. They keep small clockworks running accurately or guarantee on giant container ships that important goods arrive safely where they are needed. But how do you find the right product for your application among all those different types of lubricants?

What is lubricating?

Lubricants are used mainly to reduce friction between two components which move against each other. That way, they reduce wear and increase the efficiency of machines or systems due to reduced friction. Moreover, lubricants can add or dissipate heat, absorb vibration, seal systems and protect against corrosion.

What types of lubricants are there?

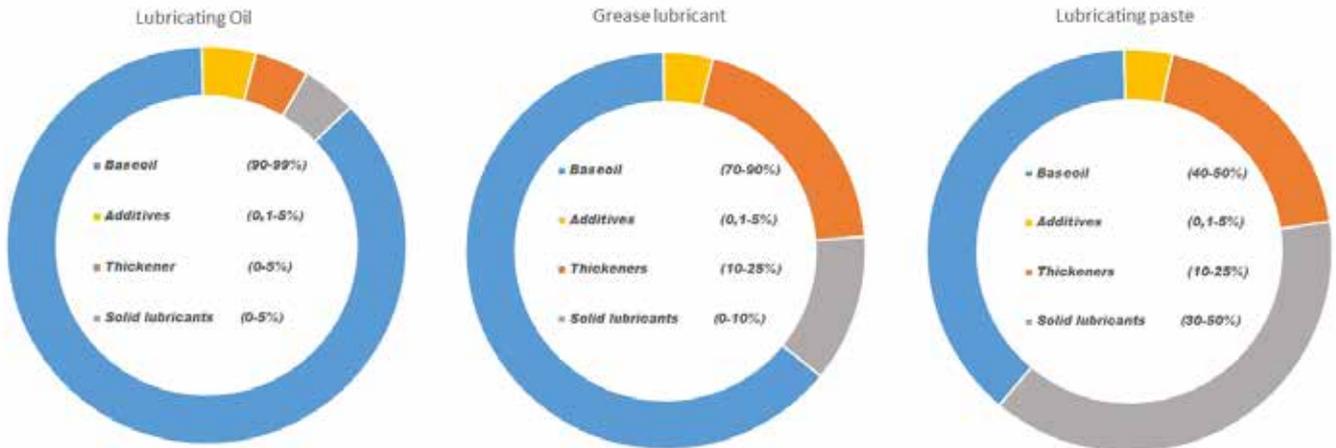
Lubricants are usually differentiated according to their type and purpose. There are different kinds of lubricating substances, such as lubricating oils, greases or dry lubricants. They are used as lubricants for different components, as assembly aid, as processing aid in material processing or as corrosion protection.

Advantages of the right lubricant

- increased productivity, quality, reliability and sustainability
- reduced energy and operating costs
- reduced lubricant consumption
- higher machine availability due to longer maintenance intervals
- reduced wear and thus minimized downtime
- reduction of noise caused by friction

Maintenance

Finding the right adhesive is the first step in the right direction. In order to protect components against wear, it is important to know that a lubricant wears off. That is why lubricants need to be reapplied regularly. The so-called re-lubrication ensures that effective lubricant is available at all times. The manuals of the machines provide information about the interval when changing the lubricant is required. Operating machines with used up lubricant over long periods of time can cause damages and even machine failure. A thoroughly updated maintenance plan helps to control processes efficiently and ensures high reliability and productivity.



Advantages lubricating oil

- suitable for nearly all applications
- suitable for consumption and circulating lubrication systems
- promotes heat dissipation
- removal of soiling / abrasion
- conveying under low pressure possible
- low planning efforts for central lubrication system
- lower internal lubricant friction
- suitable for high rotation speed
- forms effective lubricating film
- positive effect of constant flow
- suitable for hydrostatic bearings

Advantages lubricating grease

- lower constructional effort
- ensures sealing of the bearing against external influences (dust, water,...)
- strong adhesion / non-dripping
- corrosion protection
- permanent lubrication
- dry lubricants possible
- high pressure stability
- high water stability
- adjustable to different applications

A number of different components What do lubricants consist of?

Modern lubricants consist of a number of different components. In most lubricants, the base oil is the most important part of the composition. Further components are thickening agents, dry lubricants and additives. By selecting the ingredients carefully, lubricants with different characteristics can be produced.

The composition of lubricants

Lubricants are usually tailored to a certain field of application, yet they are often suitable for different applications as well. So-called multifunctional oils or multi-purpose greases offer their user a large application range and high flexibility.

Mixing lubricants

As the mixing of lubricants often has a negative effect on the product qualities, we always recommend only to apply ready-to-use lubricants and to not change their compositions yourself. When replacing one lubricant in a lubricating system with another one, the old lubricant should be removed completely from the system, either by rinsing or by driving out the old with the new lubricant. However, the general compatibility of both lubricants should always be tested beforehand. This also applies when several lubricants are used in one machine where they could possibly mix.

For more information, visit our blog.weicon.de.



Applying the adhesive on the surface in a sample production underwater.



Developing a reliable method for bonding underwater

Adhesive bonding underwater

Together with the Fraunhofer Research Institution for Large Structures in Product Engineering (IGP) in Rostock, we are looking for a reliable method for adhesive bonding underwater.

This research project is publicly subsidized by the German Federation of Industrial Research Associations (German: AiF), which is implemented by the Fraunhofer Research Institution and supported by our company as well as other adhesive manufacturers, shipyards, engineering offices and commercial divers. The project started in March last year and will continue until the end of February 2019.

Current situation

Currently, mounting brackets are attached to underwater steel structures through welding or mechanical joining. These methods, however, have several disadvantages. Due to the high durability of the structures, the brackets have to be replaced regularly. Welding underwater is often time-consuming and difficult due to low visibility. In addition, sealing problems can occur on mechanically joined brackets and the risk of corrosion is increased. The

biggest problem is the weakening of the load-bearing structure (lower fatigue class), which is caused by conventional methods. In contrast, adhesive bonding does not cause any weakening.

Goal

The goal is to develop a reproducible bonding technique as an alternative to conventional techniques for installing mounting brackets underwater.

The idea is to use existing adhesive systems suitable for underwater use.

Project procedure

Based on a predefined profile of requirements, suitable adhesives were pre-selected. Next, the focus was on developing a bonding process. In order to do so, the right pretreatment had to be tested and chosen.

Pretreatment

As a suitable pretreatment method, bristle blasting was chosen. The so-called bristle blasting is a mechanical

abrasion cleaning process performed on metallic surfaces by a rotating, brush-like wheel. That way, surfaces are cleaned as well roughened during the process.

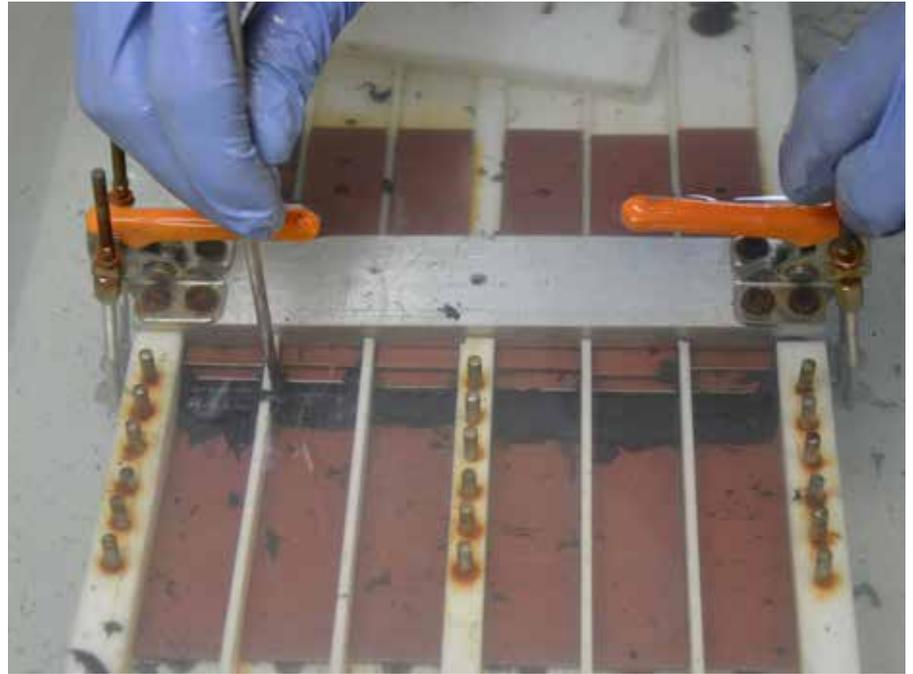
For experimental purposes, a water basin was built in order to determine parameters like the right rotation speed, the right working distance, contact pressure and feed rate during the bristle blasting.

Application

Then, the application technique was determined which is most suitable for the bonding process underwater.

For this purpose, tests were run to determine whether the adhesive should be applied on the surface (the adhesive displaces the water) or injected into a compartment separated from the water. During the first tests, the performance of the adhesives when applied to the surface underwater was examined.

For the injection method, a procedure had to be developed first. A mounting support was designed for fixation until the adhesive is fully cured. At the same time, a tool was developed, which can



inject compressed air, adhesive, solvent cleaner as well as primer without leaking out into the water. A primer should be used, as it improves the durability of the adhesive bond underwater significantly.

Outlook

Now, test pieces are going to be created in order to test ageing in the open water as well as under laboratory conditions. It is also tested which way of injecting the adhesive is most suitable for the procedure and which long-term characteristics the injected layer of primer exhibits. For that reason, test pieces are taken out of the water after predefined periods of time and exposed to a destructive test in order to determine the strength of the adhesive bonding.

Gefördert durch:



Bundesministerium
für Wirtschaft
und Energie

aufgrund eines Beschlusses
des Deutschen Bundestages

The research findings are expected to provide useful information for creating operating models.

We will keep track of the project and tell you all about its development in the next issues!

Acknowledgements

The project by the Industrial Collective Research (German: IGF) No.: 19.493 B / DVS-No.: V4.017 of the Research Association on Welding and Allied Processes of the German Welding Society (DSV), Aachener Str. 172, 40223 Düsseldorf, was funded through the German Federation of Industrial Research Associations (AiF) by the programme for promoting the Industrial Collective Research (IGF) by the Federal Ministry for Economic Affairs and Energy according to a resolution of the German Bundestag. The authors would like to thank the AiF for funding the research project. For all content-related support as well as for providing materials, the authors would like to thank all companies of the supporting committee.



Photo credits Brigitte Heeke, AFO-WWU

WEICON wins Transfer Prize 2018

Excellent cooperation

Half of the Transfer Prize 2017/2018, which is handed out by the University of Muenster and comes with a prize money of 20,000 euros, was given to a joint project, which WEICON has also been part of.

Project along with business informatics analysts

In mid June, WEICON along with Professor Joerg Becker, professor in business informatics, and his team received the Transfer Prize by the University of Muenster.

The prize is awarded for successful cooperations between research teams working at the university and extramural partners.

The title of the award-winning joint project is: "ISO 9001:2015 with icebricks". The prize was handed out as part of a ceremony at the Battery Research Centre MEET of the University of Muenster. Another project, which focused on

researching how tyres for cars can be made from the juice of Russian dandelion, also received the Transfer Prize.

icebricks

During the ISO 9001:2015 certification process of WEICON, a special software was used, which was developed in Muenster by a team of business informatics analysts under the supervision of Professor Becker: icebricks.

This software shows all workflows within a company in detail and thus helps to considerably improve transparency and clarity of the processes.

That way, icebricks helps to model and analyse workflows and to improve their efficiency.

"In order to be certified by the German certification body TÜV, all processes within the company must be documented very well. All employees should have clearly defined tasks and responsibilities. The company must be able to prove that it has potential risks under control," explains Professor Becker.

Which was exactly what was achieved by using the software.

During the two-day audit at WEICON, the TÜV auditors were very pleased with how clearly and conclusively all processes and responsibilities were documented digitally.

"They issued the certificate without restrictions – that does not happen very often," emphasized Joerg Becker, after the Transfer Award had been handed out.

"I am very happy about receiving the award and I would like to thank Professor Becker and his team for the excellent cooperation. The new software has been received very well in our company and meanwhile, it has become part of the daily work routine at WEICON – just how it's supposed to be," said Ralph Weidling during the ceremony.



The Transfer Award

Since 2002, the Award has been handed out every two years to members of the university, who cooperate or have cooperated successfully with extramural partners. These partners include business companies, regional authorities, associations, unions, political parties and churches.

The award comes with a prize money of 20,000 euros and can be divided. The prize money is used for the further development of transfer-related activities and/or for the public presentation of the transfer achievements.

The prize decision is made by the rectorate at the suggestion of the economic advisory board of the working group for research transfer. The prize is handed out as part of a ceremony.



URKUNDE

Der Transferpreis 2017/2018 der Westfälischen Wilhelms-Universität Münster wird verliehen für das Projekt „ISO 9001:2015 mit icebricks“ an das European Research Center for Information Systems ERCIS, Lehrstuhl für Wirtschaftsinformatik und Informationsmanagement Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker und Team in Kooperation mit der WEICON GmbH & Co. KG, Münster.

Die Westfälische Wilhelms-Universität Münster ehrt

die Firma WEICON GmbH & Co. KG

als Kooperationspartner.

Münster, 13. Juni 2018


Prof. Dr. Johannes Wessels
Rektor

Interview with Professor Becker

The focus is on processes

Together with a team of business informatics from the University of Muenster, we won the Transfer Prize. We talked to Prof. Joerg Becker, leading scientist of the project, about the award-winning cooperation.

What exactly is the Transfer Prize handed out by the University of Muenster?

The university confers three major awards. First, there is the Teaching Prize for special achievements in the field of teaching.

Then, there is the Research Prize for exceptionally innovative ideas developed in the field of research.

And the third major award is the Transfer Prize. This is awarded for particularly successful cooperations between science and practice. It recognizes projects which help to put scientific

results into economic practice. Or the other way around, when the economy affects scientific research in a positive way and helps to create new solutions.

Which project was nominated for the award in 2017?

There are two major tendencies in economy – process management and quality certification.

On the one hand, the question is how to control processes in a company. By that, I mean internal processes within a company. In order to do so, there are certain methods in process management and process modeling, which means the visualization of processes. These methods can help to make processes more efficient and to reduce errors.

On the other hand, there is the tendency towards quality certification. Many companies are required to be audited and certified according to a DIN ISO standard, DIN ISO 9001. This is a quality certification the companies obtain.

Especially large companies put more and more emphasis on the fact that their suppliers are certified to DIN ISO 9001. The certification offers companies a certain reliability that the products and services of their suppliers follow professional and verified processes.

The new version of the standard focuses especially on processes. This brings both major ideas together – process management and quality certification.

That came very close to the idea we'd been pursuing at our institute for a long time, which was to perform process management with the help of certain methods and a specially designed software tool.

In this context, we have carried out a quality documentation merely on the basis of process models for the first time ever in Germany – maybe even worldwide – and that is the great innovative achievement.

It wasn't our goal to write a thick textbook, but to record all contents required by the quality standard within one tool for process description.

In the end, that was also what impressed the auditors of the certification body 'TÜV-Rheinland'. After the certification, they praised the way internal processes are documented by means of a very easy-to-use tool based on reference models and a methodology for the quality certification.

How did the University of Muenster get in touch with the company WEICON?



I met Mr. Beilmann, management assistant at WEICON, at a training event. In the course of the event, Mr. Beilmann was also introduced to the tool and the methodology.

He approached me with an idea. WEICON had not been certified to DIN ISO 9001 at that point and he asked me, whether the business informatics could develop a project along with WEICON in order to address this problem together. And that worked out very well. We applied for the Transfer Prize conferred by the University of Muenster together – that is a procedure including tendering and application. We were selected by a jury among all other candidates. This committee mainly comprises representatives of the economy and several members of the academic sector. Our application was chosen and we are all very happy that everything worked out so well.

Were there any specific challenges during the project? What went particularly well and what did not?

Involving the company WEICON worked extremely well. The project lead managed to involve all employees in the project. All employees were trained in using the system and the methods, so that they themselves could show the models within the system during the certification audit. That was very exceptional. The auditors were more than impressed. The fact that the idea of quality-oriented process management had become so deeply rooted within a company and everyone was able to use the tool accordingly, was truly remarkable.

For us, it was a certain challenge to implement the specifics of the quality certification in the tool. Originally, the methods and tools were developed for the process management and process documentation and there were a few specific challenges coming along with the quality certification, which needed to be incorporated into the tool on rather short notice.

But thanks to the excellent team I work with, who really did a great job in a very short period of time, we managed to do it. So at the time of the audit, all modifications were integrated into the tool.

How long did the project take in total?

It all happened within less than six months – from the initial idea to the completed certification.

That is the great advantage of a given model – we call it the reference model. You can refer back to this model throughout the documentation of WEICON's company-specific processes. Only by having a reference model at hand, we could complete the project in such a short period of time. Usually, just analyzing the current processes alone takes a lot longer.

A time span of less than six months indicates a very smooth cooperation between science and economy

That really worked out very well! I would like to pay the team at WEICON a huge compliment, who were very focused throughout the whole cooperation. Otherwise, the project would not have been possible. From the management to the employees in sales and production – everyone did a great job! For that reason only, we were able to successfully finish the project this fast.

The entire cooperation was very pleasant and highly professional.

Have you ever used one of the many WEICON products yourself?

Since our joint project, I definitely have! In Nienberge, there is a technical distributor offering WEICON products. I have already bought two!



Prof. Dr. Dr. hc Dr. hc Joerg Becker

Joerg Becker has been professor for business informatics in Muenster since 1990. Together with his team, he works at the Institute for Business Informatics and the European Research Center for Information Systems, which is a research association of 25 European and several other international research institutes. These institutions conduct research on the broad field of business informatics.

For many applications

WEICON Mounting Tapes

Adhesive tapes offer many advantages and have become increasingly popular in industrial use. Their easy handling, instant adhesion and broad range of applications make adhesive tapes a versatile addition to our range of products.



Our mounting tapes can be used for many applications: Sandwich panels in interior construction, frames and acrylic panels in advertising technology, housing seals in the electronics industry, vibration absorption in machine engineering, panels on home appliances, car body components, metal profiles, viewing panels etc.

The opportunities of adhesive tapes

Adhesive tapes offer easy and flexible handling and accelerate processes due to their instant adhesion. Because of their material thickness, adhesive tapes create a well-defined, even adhesive gap and are also capable of partly levelling uneven surfaces.

In addition to that, they are not limited in their processing time, they do not give off any harmful substances to their environment and they stay put as soon as they have been applied. As no liquid adhesive can leak, subsequent cleaning is usually not necessary either.

Adhesive tapes are very flexible and need no curing time after their application. That way, they stay elastic, but do not develop high internal strength either. By their material thickness, the

distance between the adherends is determined and the gap filling capacity is also limited. Adhesive tapes are easy to handle due to their set geometry, but when used as common adhesives, they need to be pressed on after application.

Hands-on examples Grey

The grey, double-sided adhesive tape made of acrylate foam offers an excellent adhesion to different surfaces. The tape is highly flexible for an optimal compensation of tension in bondings on curved surfaces. The Mounting Tape Grey bonds different materials and adheres very well to low surface energy plastics.



Vertical adhesive bonding – aluminium plate

In vertical adhesive bondings, e.g. attaching an aluminium plate to a wall, the bonding is exposed to shear stress. Due to this, the major part of the load should be close to the adhesive surface, so the load does not generate peel or

Overhead application – WIFI box

In overhead applications, e.g. attaching a WIFI box to a ceiling, its weight is hanging perpendicular to the ceiling on the tape. This is the ideal tensile load. The load capacity describes the transmissive loads here.



split tensile strength. That means, the centre of gravity should be as close to the wall as possible. The dynamic shear strength (or tensile shear strength) specifies the transmissible loads here.

Transparent

The Mounting Tape Transparent is made of a highly flexible, transparent adhesive and can be used indoors as well outdoors. It is particularly well-suited for applications where transparent, flexible bonding is needed. In addition to that, the adhesive has good absorption qualities.

For visible adhesive bonds, like on a showcase or a light box, we recommend Mounting Tape Transparent. It bonds different materials with different thermal expansion, e.g. transparent polycarbonate with a screen or an application made of aluminium.



Additionally, the tape is suitable for bondings with small adhesive gap (0,5 mm).

You can find further information on our adhesive tapes in our Guideline for professional advice and correct use – WEICON Mounting Tapes.





Restoring an old Volkswagen camper van

Every surfer's dream

Lars Bodenbender, 21 years old, studying electromobility in Berlin, bought an old Volkswagen camper van a couple of years ago and fixed it up step by step. He came up with the idea thanks to his passion for surfing. Every summer, he drives to France in his van for a few weeks of surfing. Lars has also been to Spain and Croatia and has covered 30,000 kilometres with his van by now.

Wood for the interior

Along with his manually skilled friends, Lars restored and refitted the van. Except for the sleeping and storage

spaces, they insulated the whole car all around. In order to make the interior cosier and more comfortable, the student went for wood panelling, as wood is perfect for a warm and cosy look.

Using WEICON adhesives

Lars had already been using WEICON adhesives for a while. It all started with a broken breakfast bowl. So it seemed only natural to also use WEICON products for his DIY project. We recommended our Flex 310 M Classic as well as our Mounting Tape Grey for the wood panelling.

The double-sided tape was attached in order to fixate the wood panels. To ensure maximum hold, Lars also applied several dots (two centimetres each) of Flex 310 M next to the adhesive tape. Thanks to this hybrid technique, the wood is securely fastened and has not yet moved or loosened at all.

For cleaning the car paint, Lars uses WEICON Multi-Foam. In the future, he will certainly be faced with new repair and restoration challenges, which can be completed with the help of our WEICON products.

To see more impressions of this application, visit our blog.weicon.de.



Training in Bulgaria

Vehicles with WEICON design

In April, our colleague from the international sales department, Majid Bahmani, gave a training course at the premises of our Bulgarian business partner, the company Petrov in Gabrovo.

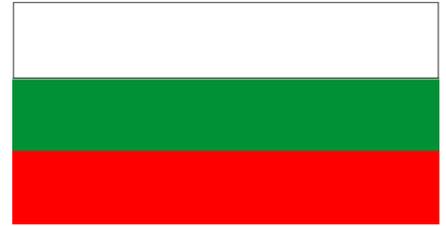
The local team was introduced to our new products – in theory as well as in practice.



After the training, our Bulgarian partners showed him the new company vehicles used by their field sales colleagues – very nice!

The city Gabrovo has a population of approximately 55,000 and is situated at the foot of the central Balkan mountains, near the geographical centre of Bulgaria. The capital Sofia is about 220 kilometres away.

Gabrovo is one of the biggest industrial hubs in the country. The city is home to many companies operating in different fields of industry: The textile and leather industry, the electronics and chemical industry as well as several machine construction companies.



Support of global sales

Monthly online meetings of the branches

In order to promote communication between the international branches, monthly online meetings have been held for some time now. These are moderated by Fatih Kuecuekglu, head of our branch support, and give our branch managers the chance to exchange ideas and experiences at a regular basis with our headquarters in Germany as well as among each other.

Various topics are discussed and include introducing new products and examples of applications as well as answering specific questions regarding the merchandise management system, for example. That way, the colleagues' personal experiences can benefit everyone and transnational cooperations with customers operating internationally are encouraged.





*The powerful
spray-on
snow chain*

made
in
Germany

SNOWGRIP®





WEICON Foam Cleaner

Cleaner for the food industry

We have developed a spray, which has an A1 NSF Registration and is suitable for applications in the food industry – WEICON Foam Cleaner.

Universal use

The Foam Cleaner can be used universally and can be applied when cleaning and degreasing water-resistant surfaces and when removing stains from plastic, glass, and textile surfaces.

Due to its A1 NSF Registration, the Foam Cleaner can be used in sensitive areas, such as in the food and beverage industry as well as in the pharmaceutical and cosmetics industry.

Removes various impurities

The spray can be used for cleaning conveyor belts, which come into contact with food, as employed in production or in the retail sector. It removes impurities from machine housings and cleans scales, flat screens, touch screens, navigation systems and many more.

The Foam Cleaner removes various impurities, such as oils and greases, fingerprints, soot, nicotine, dust as well as insect residue. It can be used wherever acidic or alkaline cleaners may not be applied.

Simple use

The cleaner is easy to handle. Shake the can well before use. Spray the Foam Cleaner from approx. 25 cm and leave it on for approx. 30 minutes, then wipe it off and you are done. For persistent stains, repeat the process.

Before using on textiles or cushions, test their colour fastness on a hidden piece of fabric. After cleaning, rinse all surfaces with drinking water.





Presentation at the Institute of Technical Education in Singapore

WEICON in front of more than 1,000 people

In late August, the head of our branch in Singapore had the chance to introduce our company during a presentation at the Institute of Technical Education in front of more than 1,000 students.

Along with companies like ExxonMobil, Molex, Murata and Ace Services, we were also invited to give the students some insight into our company practice.

Company presentation

In order to get the attention of the exceptionally large audience, our branch managers Zhi Qiang and Zhi Gang started their presentation with a short quiz on the polling tool Mentimeter. Thanks to this unusual introduction, the student's attention was drawn to the corporate video which was then shown.

After the video, our company was introduced as well as our broad range of products and some examples of their practical use in Southeast Asia.

Then, Zhi Qiang and Zhi Gang presented our activities in the realm of sports, which include sponsoring several teams in different sports as well as the participation of many of our employees in sports events like the triathlon or the marathon in Muenster.

At the end of their presentation, both branch managers introduced some of our innovations, like the patented Pen-System, the Adhesive Finder or the WEICON App, which are truly exceptional for a medium-sized company.

Adhesive training course, job offers and many questions

After the company presentation, our colleagues in Singapore offered the students and lecturers to take part in a free training course on WEICON products.

The course provided information on the right and professional use of our most important products and all attendees received a participation certificate. The students can include the certificate in their job applications as an additional qualification. The course offer immediately aroused a lot of interest in the auditorium.

Zhi Qiang and Zhi Gang also took the opportunity to mention current job openings in our international branch to the many listeners, most of whom will look for a job position in commerce after their graduation from university.

After all companies invited had finished their presentations, there was time for a round of questions to one of each company representatives. During this, the students asked many questions about WEICON as an employer and about the recruiting process, which shows that there is great interest in our company in Singapore.



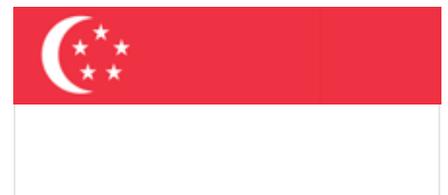
Successful event

“Presenting WEICON in front of so many people was really exciting and thrilling! We are very happy that we did it and that our presentation got so much attention. The students had the chance to see that WEICON is a young and international, but also a very active and dynamic company, which is fun to work for. The lecturers as well as the students know our company now and that our products can be used in many different sectors and applications – worldwide! We are hoping that they will remember WEICON and maybe there will even result a new and interesting application some time in the future,” said Zhi Qiang after the presentation.

The event at the Institute of Technical Education was a great success. Our company has become much better known to young employees in Singapore thanks to the company presentation.

Institute of Technical Education (ITE)

The ITE is a public vocational education institution agency in Singapore. It offers pre-employment training to secondary school leavers and advanced training courses to working adults.



It also provides apprenticeships for the trades and diplomas in vocational education for skilled workers and assistants in professions such as engineering, accountancy, business administration, nursing, medicine, architecture, and law.



WEICON South Africa

Conference and baby shower in Cape Town

In early September, a lot happened at our international branch in South Africa. On Monday, Ralph Weidling and Thorsten Lutz flew in from Dubai to Cape Town during cold and rainy weather. The next day, Ralph Weidling visited a technical distributor in Cape Town along with our area sales manager Peter Lloyd Retief.

On Wednesday, our managing director visited several customers in Johannesburg along with our two sales colleagues Johan Pretorius and Keegan Naidoo. They had some good and constructive business meetings, which our colleagues can build upon in the future.

Sales conference in Cape Town

On Thursday, the sales conference in our branch in Cape Town started. The sales colleagues gave an overview of their sales areas in short presentations. They explained their customer topology, presented interesting applications and set out their goals for the rest of the year. The presentations offered good insight into the daily work of our sales colleagues and their current activities.

Baby party

In the evening, all conference participants went bowling and for dinner in a nice restaurant in Cape Town.



As our colleague Candice Manuel is expecting a baby, there was also a baby shower with presents for her baby girl, who will soon see the light of day.

Candice, we wish you all the best! We will see you again in January 2019!

Service is the key

On Friday morning, several other sales topics were discussed in the course of

the conference. For example, the tense price situation in the silicone sector was addressed. In addition to that, the edited version of the Sales Guide was presented, which will be published shortly. During the conference, it was also shown how fundamental service is in the corporate policy of WEICON.

Moreover, the conference demonstrated South Africa's huge economic potential and we are looking forward to exciting and interesting projects in the next few months!



Award for WEICONLOCK

Gold medal in South Africa

In August, the daughter of our South African field sales representative Jonathan Moodley took part in a science fair for students and presented a very interesting topic, which even won an award: WEICONLOCK.

The science fair called “Catalyst for Change” gives students from all over the country the chance to present special topics, which are then judged by a jury of teachers and scientists.

Kate-Lynn Faith Moodley chose “WEICONLOCK: Anaerobic adhesives and sealants in the Pen-System” as the topic of her presentation.

With this topic, Kate-Lynn represented her school, the Avonford Secondary School in Durban.

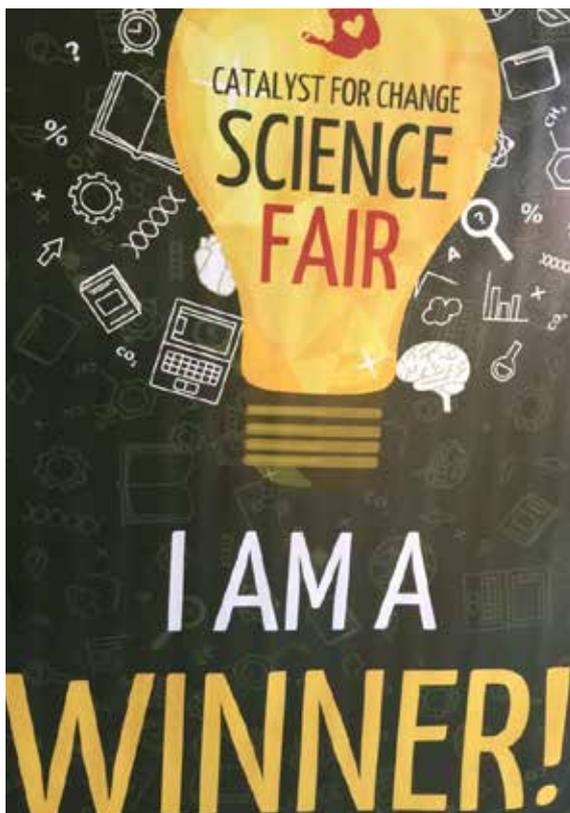
Her father Jonathan supported his daughter in preparing for the science fair. Together, they gathered comprehensive background information on WEICONLOCK products, such as their correct application, advantages compared to other products and, of course, special features of the patented Pen-System packaging.

Kate-Lynn’s elaboration and presentation fully convinced the jury and she won one of the few gold medals of the science fair!



Of course, her father Jonathan is very proud of his daughter and very happy about her success at the science fair.

Congratulations, Kate-Lynn Faith!





Visiting WEICON in Madrid

Theory meets practice

This year, a group of students visited our Spanish branch in Madrid again in order to gain insight into professional practice.

International study program

The students came from the Dual University Baden-Wuerttemberg in Mannheim, where they take part in an international economics degree program.

Along with their professor, Prof. Dr. Martin Kornmeier, the 32 first-year students travelled to Madrid for one and a half weeks as part of Spring School. During their time in Spain, the students attended lectures at the Universidad Carlos III de Madrid, one of the most prestigious universities in the country. The trip focused on the topic "International location decisions demonstrated by the example of Spain". In addition to attending lectures, the students also visited companies which

have a branch or subsidiary in Spain, as well as the German embassy and the German Chamber of Commerce Abroad.

This combination of lectures, presentations by company representatives and excursions to institutions was supposed to show the students the economic as well as the political and sociocultural aspects of the trip's main topic.

Presentation at WEICON Iberica

As the study program has an international focus and all lectures are given in English, our colleagues were also asked to give their presentation in English.

Branch manager Alejandro started the presentation by introducing the company. Afterwards, our colleague Katherina explained tax-related and legal issues when founding a company abroad.



Towards the end of the event, the students were given the chance to ask questions and gain a more comprehensive insight into company practices.



Union cycliste de Rose-Hill

Sponsoring a cycling team in Mauritius

WEICON is a very sporty company. In addition to many of our colleagues actively participating in different sporting events, like the Muenster Marathon or the triathlon in Muenster, we have also been sponsoring different sports teams and events for several years.

Besides soccer teams like Borussia Dortmund, SC Preußen Muenster, TSV Handorf and SV Gelb-Schwarz Hohenholte, the Muenster-based triathlon team Tri Finish and the marathon and triathlon in Muenster, we also sponsor the student racing team of HAWKS Racing.

But not only our headquarters in Muenster are an active sponsor; our international branches are as well.

The latest example is the Mauritian cycling team UNION CYCLISTE DE ROSE-HILL (UCRH), which is sponsored by WEICON South Africa.

The sponsoring began with a cooperation between our South African branch and the distributor LUBRI TECH, which is based in Mauritius and whose owner and managing director Bernard Olivier is a cycling enthusiast himself and president of the UCRH.



The cycling team was equipped with new sports outfits with WEICON design and will be sponsored by us in the coming years.

To the branch manager of WEICON SA, Ruwayda Bull, this cooperation is very important:

"It's our pleasure to sponsor the UCRH team, which promotes the relations between sports and the economy. That doesn't just apply to Mauritius or South Africa – the relations between sports enthusiasts, the cyclists and the company managers play an important role worldwide. We think it's very important for the economy to go hand in hand with sporting activities in order to promote and contribute to a healthy lifestyle. The WEICON management wishes the team good luck and all the best for the upcoming events!"





Zinc Spray made in Muenster protects stands at Soccer World Cup

Safe in the Russian rain

From mid June until mid July, the Soccer World Cup took place in Russia. For four weeks, 32 teams competed in 12 stadiums for the world's biggest title in soccer.

We were also part of it; even if just indirectly. In the World Cup stadium in Yekaterinburg, a special metal coating produced by our family-owned company protected what was certainly the most extraordinary construction of the World Cup.

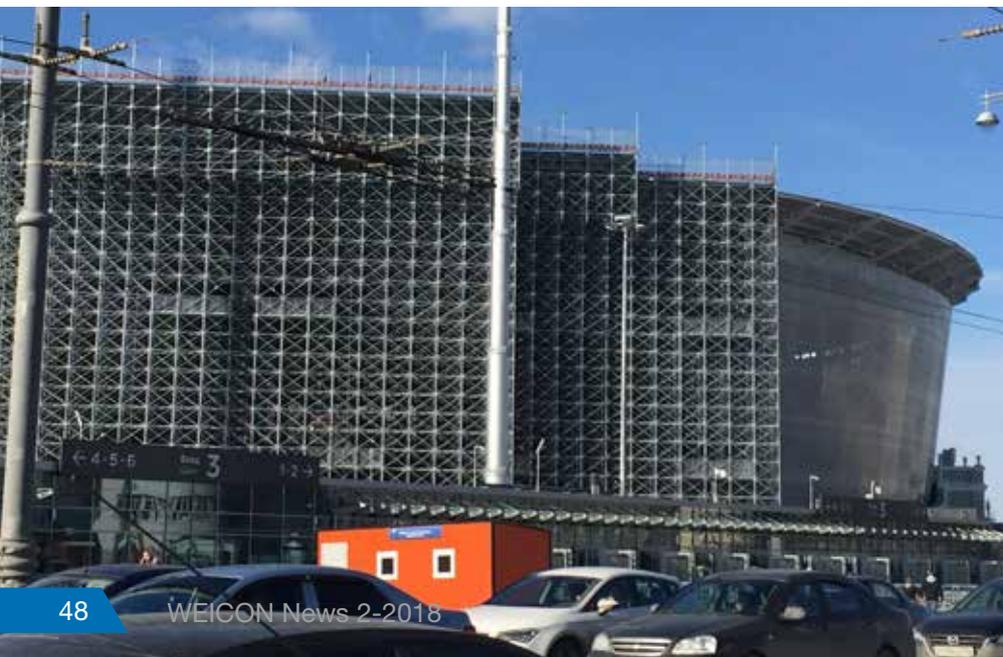
Yekaterinburg Arena

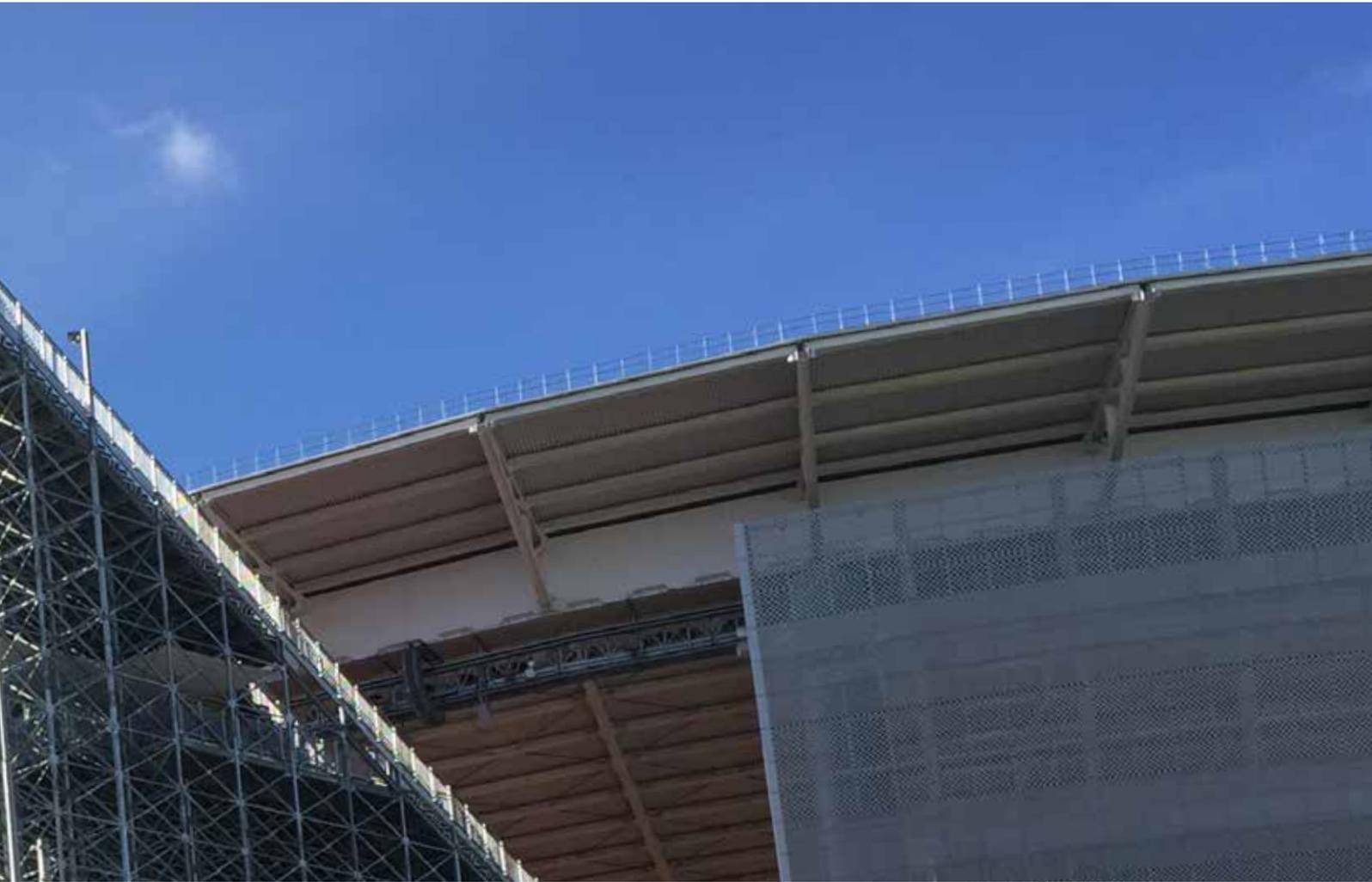
Photos of the second-smallest World Cup stadium in Yekaterinburg with a capacity of 35,696 went all around the world.

The reason was the special construction attached to the arena: For the tournament, the stadium had been extended by two temporary stands made of metal scaffolding. The stands rose high above the range of the stadium roof, into the open sky, which left them exposed to all weather conditions.

Corrosion protection made in Muenster

That was where our company came into play. In order to protect the stands'





metal scaffolding, the construction was coated with Zinc Spray, our special corrosion protection.

Vitali Walter, head of our international sales department, travelled to Yekaterinburg in April in order to take a look at the construction on site.

“It was a very special experience for us to see one of our products being used in the World Cup stadium and to make a small contribution to the tournament running smoothly,” says Vitali, looking back at the World Cup.

Germany’s group opponents in the stadium

Overall, four group games were held in Yekaterinburg. Amongst others, the match between Mexico and Sweden

took place there on June 27th, who also played the German team during the group stage.

After the tournament, the stadium’s capacity was decreased back to its original state again to be used by the local team Ural Oblast Swerdlowsk.

“We are very happy that our spray met the architects’ high standards and that it protected the stands in Yekaterinburg from weather conditions. It’s just a shame that it was all over after the World Cup and that this extraordinary construction was removed then,” says Ralph Weidling.

Yekaterinburg

Yekaterinburg is an important industrial and university city near the geographic border between Europe and Asia at the foot of the Ural Mountains.



The city has a population of approximately 1.4 million inhabitants, which makes it the fourth-largest city in Russia after Moscow, Saint Petersburg and Novosibirsk.





20 years Unit Mark Pro

Anniversary in Moscow

This year, our Russian business partner Unit Mark Pro (UMP) celebrated a very nice anniversary – in 1998, Alexander Naishuller founded the company in Moscow.

Unit Mark Pro

The headquarters of Unit Mark Pro are located in Moscow. In addition, the company holds a number of eight branches in total, which cover the whole Russian market.

Our cooperation with Unit Mark Pro, which has more than 100 employees by now, started back in 2004 with the distribution of stripping tools. In 2009, Unit Mark Pro extended the partnership with our company by also distributing our chemo-technical products. Meanwhile, WEICON products are available all over Russia.

Cooperation

Working with our Russian partner is characterized by an intense exchange of experience. The UMP team regularly comes to Muenster to keep up to date with our new products and innovations and thus to be able to advise the Russian customers in the best possible way.

In addition, our colleagues from the international sales department visit Alexander and his team at a regular basis in order to coordinate sales events, product ideas and marketing topics and to also visit customers together.

Thanks to this close connection, we have been able to continually enhance our growth in the Russian market.

Congratulations



Ralph Weidling: “UMP is a very good and important business partner for us. Congratulations on their anniversary! I would also like to thank Alexander and his team for the excellent cooperation and I look forward to many joint projects in the future.“



WEICON at the NOG 2018

Great potential in Nigeria

In early July, our colleague from the export department Sunda Henriques travelled to Nigeria. In the capital Abuja, he visited the NOG (Nigeria Oil & Gas Conference & Exhibition), which is an exhibition focusing on the oil and gas industry.

Sunda supported our Nigerian business partner, the company EUROBASE Group LTD, which had their own booth at the exhibition. The team representing the company at the exhibition was composed of managing director Don Ekesiobi, his son Emmanuel as well as three sales representatives.

During the exhibition, our partner was visited by the team of a local TV station, who interviewed the managing director of EUROBASE. In the course of the interview, Don Ekesiobi introduced his company as a WEICON distributor and also presented some of the products.

“The exhibition, though only attended by an expert audience, attracted many visitors and responses to the different types of WEICON Plastic Metal and to the corrosion protection sprays were very positive,” says Sunda after the exhibition.

“Nigeria has great economic potential. The country has a population of approximately 193 million and its economy is constantly growing. There will be a lot of growth and development in the country over the next few years,” Sunda explains further.

Mineral oil and natural gas

Nigeria’s most important economic sectors are the mineral oil and natural gas industries. Nigeria is the tenth largest producer of oil in the world and the largest oil producer in Africa.

In addition to mineral oil and natural gas, Nigeria also has a big supply of natural resources, such as tin, iron ore, lead ore and zinc ore, as well as coal or limestone.

Agriculture

More than 70 % of the working population are employed in agriculture. In 2016, this sector accounted for about one quarter of GDP. In the South of Nigeria, mostly crop plants are grown, whereas in the North, livestock production predominates.

Industry and telecommunications

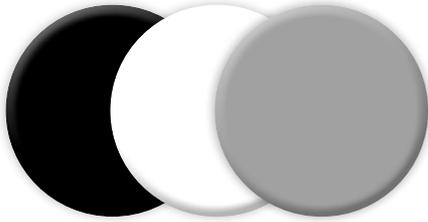
The industry sector accounts for approximately one fifth of GDP. Besides the processing of mineral oil products, especially food and beverages, paints, cleaning agents, textiles, fuels, metals and construction materials are produced.

Nigeria has one of the most dynamic telecommunication markets in the world. The mobile phone market has a leading position: In April 2017, there were already more than 150 million mobile phone connections in Nigeria.





Available in these colours:



The handy helper

Repair works with Allround Sealing Spray

For the WEICON Blog, we have collected applications of Allround Sealing Spray and received lots of photos and videos from our colleagues. Allround Sealing Spray is universally usable and a handy helper in many situations.

What the spray offers

WEICON Allround Sealing Spray is a sprayable plastic with high adhesive strength for the sealing of leaks. It has been developed especially for sealing indoors and outdoors. It was developed especially for sealing in indoor and outdoor use. It can be used for sealing cracks and seams in many different things, like gutters, sewage and drainage pipes, caravans, mobile homes, boats, roofs, windows, pool walls, pond foils, cell shafts and ventilation shafts.

Use on a garden shed

Philipp Kneuppel built his garden shed two years ago and fixed the roof with roofing felt nails. Over time, the

nails became rusty due to weather conditions and formed fine cracks in the roofing felt. For protecting the roof from moisture, Philipp sealed all nails with Allround Sealing Spray Black.

On a house roof

Dennis Abramski (Area Sales) sent us some pictures of a house roof. Allround Sealing Spray Grey had been used in order to repair a chimney chase cover made of lead, which had become porous over time. The spray has been in permanent use for about six months and has been exposed to temperatures between -5°C and +37°C during this period of time. Neither did any splits in the structure appear nor did the coating crack.

Right next to the chimney, there is a skylight window. In order to seal it, Dennis used Allround Sealing Spray again - the black one this time.

On a rain gutter

“Do it yourself,” thought Fatih Kuecukoglu (branch support). The holes in the rain gutters on the garage of his apartment building had been bugging him for a long time. When the gutter tape, which the janitor had applied, did not last, Fatih used Allround Sealing Spray Grey. He recorded everything on video, so you can easily see the before-and-after effect. Rain gutters suffer extremely from being exposed to weather conditions. For that reason, fixing damages at an early stage is very important.





On a corrugated roof

Lots of application samples were collected by Julian Boci (area sales). Not just roofing felt or rain gutters can be repaired with Allround Sealing Spray. In this example, my colleague Julian has sealed a corrugated roof. In the corrugated roofing sheets, holes had formed around the screws.

On a terrace

As you can see in the pictures, the sandstone of the terrace banister has started to crumble. Instead of drilling into the weakened material and attaching new stones, Julian had the idea to seal and stabilize the wall with Allround Sealing Spray Grey. As a result, a firm and protective compound was formed. That kind of emergency repair is also used for plinths of buildings.

Julian also treated the wood banister with Allround Sealing Spray. That way, the wood is protected against water perfectly. After he had used Allround

Sealing Spray White, Julian painted over the banister with Aluminium Spray. The advantage of using Allround Sealing Spray on wood: The material does not need to be sanded before being painted, so the colour can be applied immediately.

On a litter bin

Slippery fabrics can also be repaired with Allround Sealing Spray. Julian tried it on a rubbish bag in his garden. In this case, he put a jute ribbon over the crack and sealed it with Allround Sealing Spray Grey. The result: The composite mixture is even more durable than the foil itself. Even larger cracks can be repaired and insulated that way without any problems.



On a hose

As Allround Sealing Spray is 100 percent water-repellent, it is perfect for repairing hoses. In this case, Julian used Allround Sealing Spray Black on a discharge hose.

For more information, pictures and videos, visit our blog.weicon.de.





Eyecatcher in Muenster

XXL Pen at WEICON

In July, the facade of our new warehouse in Muenster was embellished – with a giant reference to our Adhesive Finder!

Planning this piece of art, which was designed by the Muenster-based graffiti artists “Lackaffen.de”, took about four weeks. Our advertising department made a few suggestions for the design “Lackaffen“ then used.

It took a team of sprayers about four days to spray paint the wall with a size of about 250 square metres.

They even worked at night! With a projector, the outlines of the drawing were cast on the building to serve as a rough draft.

Ralph Weidling had the idea for the graffiti a while ago. During a car ride on the “Autobahn“, he thought that the facade of the new warehouse should be more visible from the street “Schiffahrter Damm“.

The right partner for such a project was easily found, as “Lackaffen“ has a very good reputation in Muenster. Whether

on facades, interior design, canvas or vehicles – the graffiti artists’ repertoire is almost endless.

Many surfaces and walls in and around Muenster have already been embellished by “Lackaffen“.

Yet, there is still one thing missing on the wall of the warehouse: The WEICON logo. This will be added soon in a conventional way to then complete the design of the facade.





www.lackaffen.de

The company was founded in 2004 by the graduate engineer Philipp Scharbert, who started spray painting graffiti at the age of 14.

His goal was to found a company, which offers sophisticated facade designs professionally.

At first, Scharbert could meet the demands by himself, but the quality of his work quickly made the rounds. The demand grew massively and so did the company.

By now, several teams work for "Lackaffen" and travel around Germany in order to realize customers' ideas.



ello

Der elektrische Rollator

In English: The electronic rollator

ello, the e-rollator, wins over investors

WEICON customer succeeds in “Dragon’s Den“

In September, a Swabian WEICON customer faced the tough judgement of the investors in the German version of the TV show “Dragon’s Den“ (in German: “Die Höhle der Löwen“).

eMovements

The company eMovements was founded in Stuttgart in 2014. The company’s focus is on developing high-

quality products, which provide more security and comfort. One example is the ello, an electronic rollator.

The idea for the ello was born several years ago. The grandmother of a friend of founder Max Keßler lives in the Swabian Mountains and was no longer able to carry her groceries up the mountain herself. At the same time, e-bikes were just becoming popular in Germany. The solution seemed clear to Max Keßler: an e-rollator! In 2013, he turned the idea into his master’s thesis he wrote at the University of Stuttgart. In 2014, the student won the EXIST scholarship with his idea and was sponsored by the programme “Young Innovators“. In 2015, he was joined by the co-founders Matthias Geertsema and Benjamin Rudolph.

rollator from rolling off. Safety was also made priority when developing the ello. That is why it is equipped with an integrated emergency button and tracker to be able to call help fast in case of emergency. In addition, it has a horn as well as lights to be more visible in traffic.

For the construction of the ello, our adhesives also played a part. Our Cyanacrylate Adhesives Contact VA 1403 and VA 30 as well as Flex+bond transparent are used for its production. These one-component products were chosen thanks to their excellent processibility.

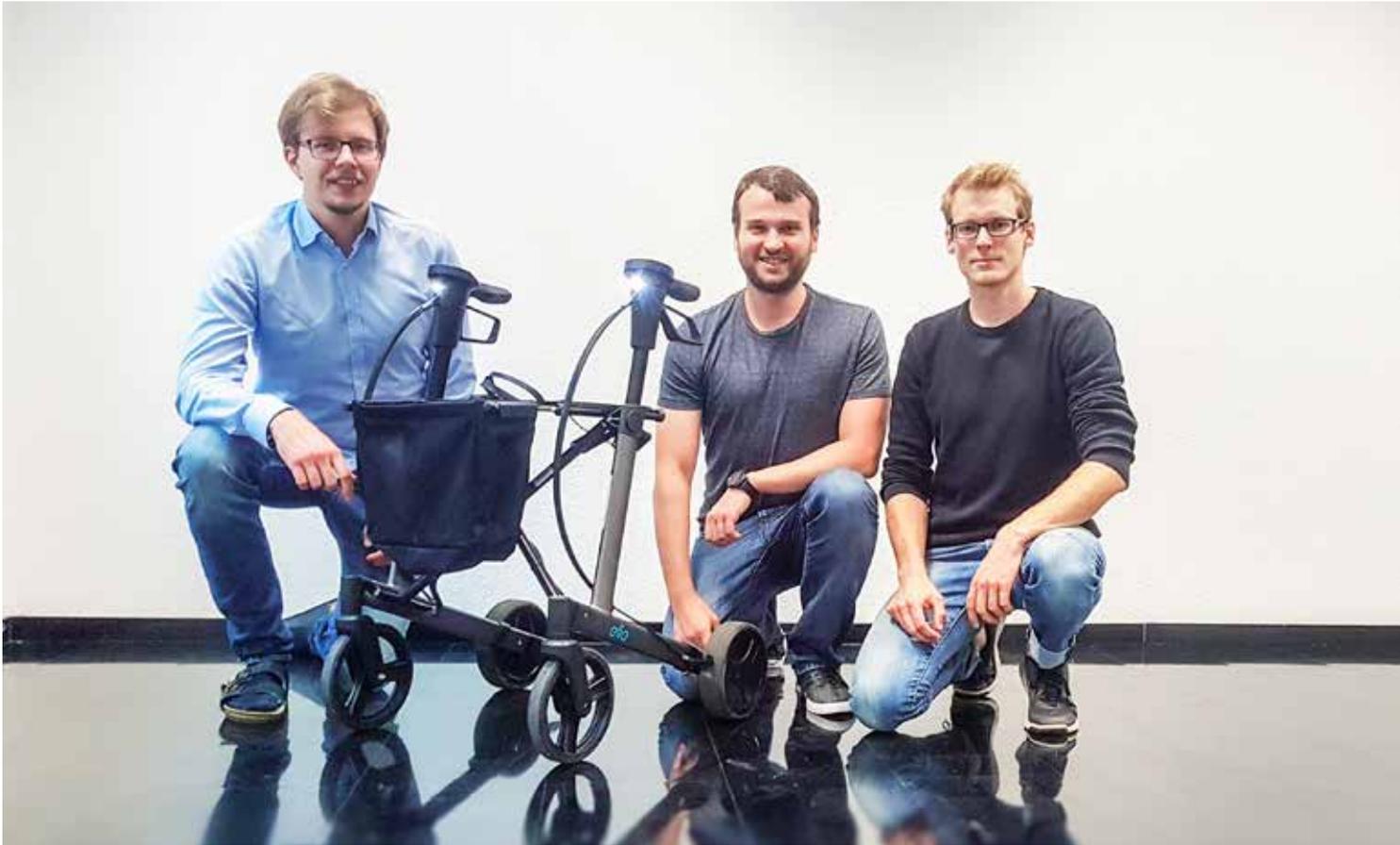
The ello is a truly remarkable innovation, which even made it on TV, where it was presented in the TV show “Dragon’s Den“.

ello

The e-rollator ello is characterized by its easy use and several handy additional features.

For example, it has an electric drive adjustable to the walking speed, which enables easier movement, as well as automatic brakes, which prevent the





"Dragon's Den"

The TV channel VOX has been airing the German version of the show "Dragon's Den" for a few years now. In the show, people with creative innovations or business ideas are given a once-in-a-lifetime opportunity. They present their idea to five successful businesspeople, the so-called "dragons".

If the contestants manage to convince one or more "dragons" of their idea, they will receive seed money or funding for expanding their company. In return, the investors get shares in the company. Contestants whose idea cannot win over any investors go home empty-handed.

ello in the "den"

In late September, the three founders of eMovements Max Keßler, Matthias Geertsema and Benjamin Rudolph presented the ello in the TV show

and fully convinced the 'dragons'. Businessmen Carsten Maschmeyer and Georg Kofler were willing to invest 350,000 euros in the company and the promising innovation ello. With their help, sales of the electronic rollator are supposed to grow and its popularity to increase beyond the German market.

We are very happy for eMovements – congratulations on this great success!

Further information:
www.emovements.de



ello an der Weicon Gruppe



News from our apprenticeships

New deputy supervisor of apprentices and trainee support

Earlier this year, Bettina Trautmann had handed over the supervision of our apprentices to Jennifer Schlattmann and Annika Thiemann. However, Annika left our company in July in order to take up a Police Studies program. Since then, Anna-Maria Oskamp from the purchasing department has been the new deputy supervisor of the apprentices.

apprenticeships offered in our company are presented as well as useful tips on how to apply. In addition to the corporate promotional film "Apprenticeship at Weicon", a video on the apprenticeship as merchant in wholesale and foreign trade has been published recently. Videos on the other apprenticeships are going to follow. You can also find the videos on our blog, our social media channels and on the employer review site kununu.

"Since early September, we have been receiving applications of students for apprenticeships in 2019. Many of them were handed in by qualified students – so we are not worried about skills shortage at WEICON." says apprenticeship supervisor Jennifer Schlattmann.

"Life without Adhesives" is very popular

A special highlight at all trade fairs was the video "Life without Adhesives", which was produced by our apprentices. The film is an eye catcher and does exactly what it is supposed to do: It shows why our everyday life would not be the same without adhesives and therefore makes working in a company like ours more tangible. The video is also very useful for career days in vocational school and is used by the apprentices to introduce WEICON. Apart from that, our sales team also uses the video for product trainings or customer meetings.

Apprentices project conference room "International"

Our apprentices do not only have their own video project, but also helped



Anja Grave is the new contact person for all trainees at WEICON. She also organizes their employment in the different specialist departments.

Marketing aimed at apprentices

The career section on the WEICON website was updated earlier this year. In the section apprenticeship, all

Job fairs are a key to successful recruitment

The job fairs in and around Muenster went very well again this year and our WEICON booth was highly frequented. Some interested visitors had even prepared questions especially for WEICON.

For the first time ever, internships were given away as prizes at the trade fairs. Two of the students have already redeemed their wins and completed an internship at WEICON. You can read about their experiences on our blog (<https://blog.weicon.de/erfahrungsberichte-von-praktikantinnen-bei-weicon/>). One of the students even handed in her application for an apprenticeship on the last day of her internship.



to design the conference rooms in the new building. The idea of our apprentices Kira Brauer, Vivian Kintrup and Lea Schedlbauer: to decorate the conference room "International" with a world map. What could be more fitting? No sooner said than done. With a lot of creativity, the three designed an abstract thread picture. Application engineer and DIY craftsman Mike had created a template for keeping the nails in the right position.

Start for six new apprentices

In August, six new apprentices start in Muenster. Ibrahim Diallo and Mamadou Billo Sow complete an apprenticeship in warehouse and storage management. Kimberly Erben, Maren Homann, Max Adler and Moritz Volle are tomorrow's industrial clerks. Welcome to our team!

The Industrial Community Muenster

WEICON is a member of the Industrial Community Muenster (German: IGM). In this local association, we actively work on making Muenster-based industrial companies better known. Many students know very little about apprenticeships

and career opportunities in the industrial companies based in Muenster.

Career guide: Thinker or manually skilled?

The IGM wants to change that. For example by means of an updated website, where students can use a career guide to find out which career best matches their personality. The guide asks eleven questions about preferences, personal strengths and interests and then suggests up to three matching apprenticeships. At the same time, interested students learn more about what you do during



an apprenticeship and find out which companies offer these apprenticeships – the apprenticeship opportunities at WEICON are also included.

Campaign day for apprenticeships

Being present as a company and getting in touch with young people is just as important as having a good website. That is why, on September 16th, the Campaign day for apprenticeships organized by the IGM took place, which was promoted on the companies' social media channels with the slogan "Make your first career jump!" beforehand. The term "career jump" was taken literally at the event. After the young attendees had visited the booths of the different industrial companies, they could spend an hour in the trampoline park NINFLY for free.

Apprentices supervisor Jennifer Schlattmann concludes: "The concept of the Campaign day for apprenticeships has great potential for further events. That is why we want to do it again next year and promote it even better in schools and at trade fairs beforehand."

Trade fairs 2018 / 2019

Dates Germany

- **Belektro**
06.11. – 08.11.2018 Berlin
- **Eltec**
09.01. – 11.01.2019 Nuremberg
- **Intec**
05.02. – 08.02.2019 Leipzig
- **Elektrotechnik**
13.02. – 15.02.2019 Dortmund
- **Pumps & Valves**
20.02. – 21.02.2019 Dortmund
- **Eltefa**
20.03. – 22.03.2019 Stuttgart
- **Hannover Messe**
01.04. – 05.04.2019 Hannover

Dates worldwide

- **Mitex**
06.11 – 09.11.2018 Moscow, Russia
- **Adipec**
12.11. – 15.11.2018 Abu Dhabi, UAE
- **Matelec**
13.11. – 16.11.2018 Madrid, Spain
- **Demo Metal**
26.11 – 29.11.2018 Brasov, Romania
- **Bauma**
27.11. – 30.11.2018 Shanghai, China
- **Sepem**
29.01. – 31.01.2019 Douai, France

- **AMPER**
19.03. – 23.03.2019 Prague, Czech Republic
- **Kwazulu-Natal Industrial Technology Exhibition**
24.07. – 26.07.2019 Durban, South Africa



Guests at WEICON

Motorcycle trip of the company Fuchs & Sanders to WEICON in Muenster

“Hello motorcycle friends“ was the header of the invitation the Hamburg-based company Fuchs & Sanders sent out for this year’s motorcycle event. Sales representative Torsten Schmacka has been organizing a joint tour for the motorsport enthusiasts among his customers for several years.

This year’s trip led Schmacka, his colleague Juergen Musculus from the branch in Lotte and 12 customers of Fuchs & Sanders to WEICON in

Muenster – meeting point 10 a.m. at the ARAL petrol station along the A1 in Sittensen.

On a Friday afternoon in June, the guests were welcomed by Rami Awad and Bianca Gausepohl in our new building and after a cool drink, they were given a tour of the premises. Later in the day, the group went for dinner at Pinkus, stayed the night at the local hotel ‘Martinihof’ and drove back to Hamburg on Saturday.





Application photo and video production

Behind the scenes

Using Cleaner Spray S and Easy Mix 7300 on a farm, working wood with PU 240 in a beverage shop or using Electro Contact Cleaner, AT-44 or Parts and Assembly Cleaner at an agricultural machinery supplier – applications like these and many others are documented by WEICON. Often, the photo and

video team from our advertising department and application engineer Mike Breitenfeld or product manager Holger Luetfring visit customers together in order to collect a broad range of picture material. This is used in many ways – whether for industry flyers, our catalogue or digital media.

That way, many different applications are recorded with our customers for our customers.







How to build a longboard

The predecessor of the skateboard

The skateboard gained popularity particularly during the 1990s – just think of the numerous music videos from back then. However, the predecessor of the skateboard is the longboard. It was invented by surfers, who wanted to live out their passion on the street as well and therefore attached wheels to their surfboards. Over the past few years, the longboard has become increasingly popular – especially since many YouTubers have published captivating videos. But the smooth skating on a longboard also fascinates older generations.

Differences between longboard und skateboard

As the name already tells, the longboard is longer than the skateboard. It usually has a length of 90 to 150 centimetres. Because of its length, it also has a longer wheelbase. While the skateboard is better for doing stunts, longer distances can be covered with the longboard. The wheels are made of polyurethane and they are more lightweight and elastic, so the longboard adapts better to different surfaces. That makes skating more comfortable and smoother than it is on a skateboard. The longboard is also faster – it can reach up to 100 km/h.

Choosing the right material

A longboard consists of a deck, trucks and wheels. Depending on the shape and width, there are different types with more or less concave decks: Freeriding, boardwalking, cruising, carving und downhill.

During a training course on fibre composites, application engineer Mike Breitenfeld made a prototype of a carbon fibre-reinforced plastic longboard himself. Most boards are made of wood or bamboo with outer layers of fibre-reinforced plastic composites like carbon fibre-reinforced plastic. Carbon fibre-reinforced plastic has 50 percent more fibre volume content (more fibres than resin) compared to metals or woods. Due to this sandwich construction, the mechanical properties of the longboard can also be adjusted to its use. That makes it particularly lightweight.

The production

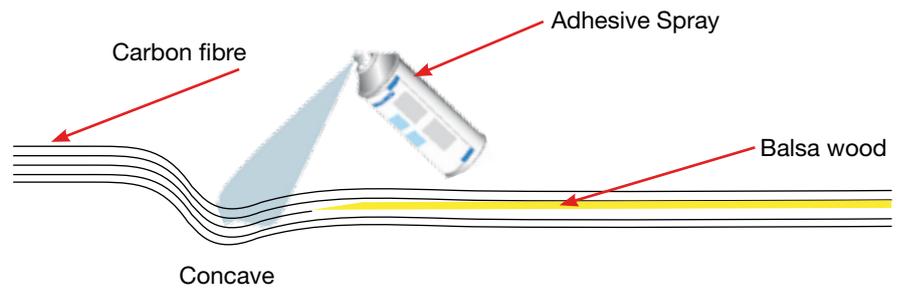
We decided to produce the board using the vacuum infusion process with a semipermeable membrane. A semipermeable membrane is a membrane which allows air to pass through, but not the resin. Everyone knows this principle from breathable outdoor clothing. This production process is particularly useful when producing a curved shape high in quality – with low quantity and low level of automation.

For bonding the material, a special epoxy resin was used. This is highly flowable and has a long pot life as well as good adhesive properties for bonding the fibres.



First, Mike cut the sandwich core, the fibres as well as all other support materials to the right shape. In order to do so, extra sharp scissors were needed, like our WEICON Cable Scissors No. 35, as the carbon fibres are very rigid.

Then they put the carbon workpieces (different fibre orientations and interweaving) in a specified order.



After that, the sandwich core followed, which was made of a balsa wood composite in this case. This was perforated evenly spaced with a drill (diameter 2 mm) for the resin to soak through the wood better.

Then, the layer structure was built in reverse order (from the inside out), as a separating layer is needed on the outside, too, in order to demould the base after curing. Then the board shape is cut out of the base.

When inserting the carbon work pieces into the concave shape, Adhesive Spray was used for fixation.

As this production was only a prototype, a small void became visible later on. They touched it up using WEICON Casting Resin MS 1000.

After attaching the bushings, Mike mounted the trucks. To secure the screws on the bushings, he used WEICONLOCK AN 302-42 Threadlocking.

For more photos and videos of this application, visit our blog.weicon.de.



A success story over the past three years

The WEICON Pen – all around the World

A picture is worth a thousand words: Our WEICON Pen under palm trees on a South Pacific beach or up in the mountains of the Swiss Alps.

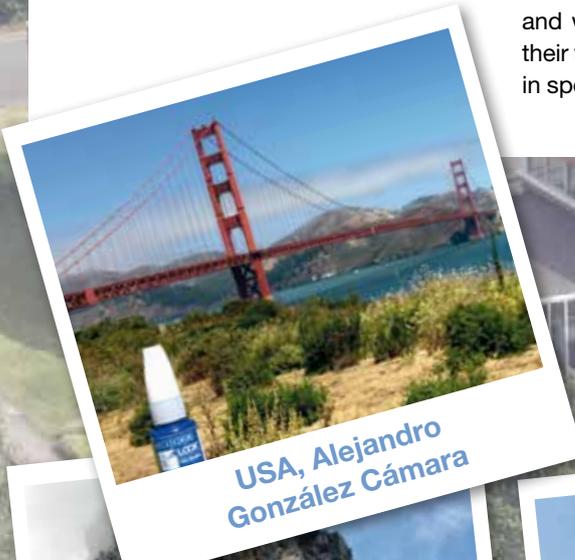
Is there a better way of showing that, by now, our WEICON products are exported to more than 100 countries?

Three calendars have already been produced with beautiful images submitted by our co-workers and the line will be continued in 2019.

Every WEICON employee was provided with an empty 50 ml Pen of WEICONLOCKAN 302-43 Threadlocking and was asked to take it with them on their trips and to take pictures of the Pen in spectacular and beautiful places.

The pictures sent in are posted on Facebook regularly and get the chance to be featured in the 2020 calendar.

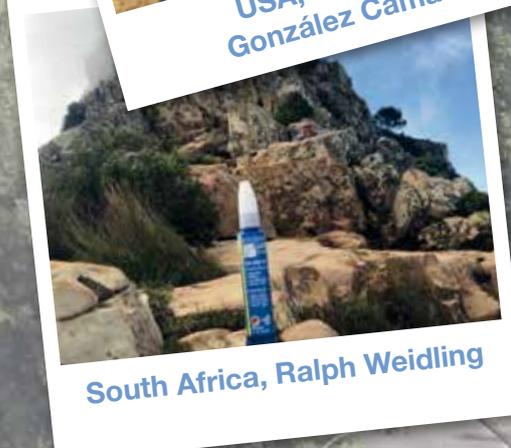
Here are the pictures for the calendar 2019:



USA, Alejandro González Cámara



Poland, Richard Streschewski



South Africa, Ralph Weidling



Italy, Josef Polesny



Germany, Mike Breitenfeld



Zanzibar, Ann-Katrin Weidling



Greece, Farina Boenert



Greece, Farina Boenert



South Africa, Ralph Weidling



Zanzibar, Ann-Katrin Weidling



Russia, Vitali Walter



Malta, Sven Hempe



2019

Pen around the world

Technical Liquids

Assembly Pastes and Lubricants

Adhesives / Sealants

Technical Sprays

Mounting Tape

Stripping Tools

Two great triathlon experiences on one weekend

Managing director participating the Ironman – high physical strain

Since 2002, the so-called Ironman has been taking place in the city of Frankfurt. The competition was established in Hawaii in 1978. There, every Ironman World Championship is held.

The long-distance-triathlon with 3.8 kilometers of swimming, 180 kilometers of biking and a running distance of 42 kilometers requires high physical strength. They literally must be humans made of iron. Such an “Ironman” is part of our company: our managing director Timo Gratilow. In July, he competed in this very special triathlon. Timo finished after 13 hours and 21 minutes – with highest temperatures of almost 30°C!



“The weather all in all was good. In the afternoon it was quite warm and on the biking distance a little bit windy.”, said Timo.

Swimming
(Timo's time:
1 hour
26 minutes)

The first discipline (3.8 kilometers swimming) takes place at a lake (Langener Waldsee) 15 kilometers south of Frankfurt. The athletes have to swim two rounds in the lake combined with a brief shore leave. “The swimming was really good. Much better than I had expected. It took me 15 minutes less than I had planned,” Timo said afterwards.

Biking
(Timo's time:
6 hours
26 minutes)

During the following 180 kilometers of biking (due to a construction site, the distance was even 5 kilometers longer than usual – 185 km), the athletes have to complete two laps around the Frankfurt area and a region called Wetterau. One of the highlights of the biking distance is an uphill climb in the historical old town of Maintal-Hochstadt, called “The Hell”. An impressive leg of the race leads along a medieval castle and the “Kaiserstrasse” in Friedberg. All along the trail, a cheering crowd supports the participants during the race – pure goose bumps!

Timo's impressions during the race: “Just like the swimming, the first lap of biking went really well. There were a few challenging uphill passages and outside the city, there was a stiff headwind. Nevertheless, I had an average speed of 30 kilometers per hour during the first lap. The second lap was more difficult

for me. The hills seemed higher and the wind even stronger. The famous athletes Frodeno and Lange lapped me during the first section, directly at the entry of so called Heart-Brake-Hill. That gave me the chance to cycle a small part of the lap with these famous guys. That was pretty cool.“

Running
(Timo's time:
5 hours
7 minutes)





The final discipline, the marathon, is a circuit along the waterfront of the river Main. The circuit has to be completed four times. After finishing the Ironman, all participants end up at the historical Römerberg in the city of Frankfurt – another goose bumps moment for the athletes!

Timo's review: "The first two laps were pretty good. I just focused on my pulse to avoid hyperventilation caused by the high temperatures. I stopped at every single refreshment point to gather energy. During the last lap, I felt better again. But in the end, there just isn't any energy left in your body."

Personal conclusion

"All in all, it was so much fun. Throughout the whole weekend, there was a fantastic atmosphere I've already experienced in other triathlon competitions. There was a briefing at first, then bike check-in and a warm-up round in the lake the day before the start. And an amazing crowd cheering during the whole competition!"

The offspring at the KIDMAN

Jan, the ten year old son of our product manager Holger Luetfring, often accompanies his dad during his triathlon training sessions. He has seen competitions like the Sparda Muenster City Triathlon many times. He also watched the famous Ironman on TV.

The Ironman for Kids

Jan was very fascinated by the presentation of the Tri Finish triathlon teams at the WEICON headquarters. So the time had come to participate in his first competition. The triathlon club Tri Finish organizes the KIDMAN in Muenster – an Ironman for Kids. For children aged between six and eleven the requirements are: 50 meters of swimming, 2700 meters of cycling and 400 meters of running. Children aged between twelve and fifteen have to swim 100 meters, cycle 5400 meters and run 800 meters.

Feeling like a pro

In July, Jan competed in his first triathlon. Afterwards, he felt like a real triathlon pro. Being ten years old, he was still allowed to start in the youngest age group and finished with 13 minutes and 22 seconds. Similar numbers as the results of Timo (13:21), only a little less time.

"The KIDMAN was an extraordinary event for Jan, but also for me as his dad. It was such a pleasure for me to be there as a volunteer and to help the kids in the transition area. Jan had so much fun and was proud to achieve his personal goal," Holger Luetfring happily reported after the competition.

For more pictures of this event, visit blog.weicon.de.



Introducing our team

What does...actually do?

Tobias Sentef

Which department at WEICON do you work in?

I work in the warehouse/export.

How long have you been working for WEICON?

I've been working here for more than eight years (since 2010).

What is your role here at the company?

My range of tasks includes the handling of the worldwide shipments via air, sea and overland freight.

I am responsible for the shipments to be packed and labelled correctly.

My job is very versatile, as you need to consider many things and you have to handle each shipment in a different way.

Which sport do you most enjoy watching?

I don't really have a favourite sport. I quite enjoy watching all of them.

City or Swiss mountain lake when you're 75?

A cosy cabin by a Swiss mountain lake.

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

I like my life the way it is. I don't need to swap places with anyone! ;-)

What was the last TV series you watched?

Tom Clancy's Jack Ryan.

What are your hobbies?

Cooking, watching TV shows, hiking and video games.

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

I would drive up to the North Sea and just relax.

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

I would love to go on a road trip through America.

What is your favourite food?

I eat pretty much everything and I like trying new things, so the list is too long :) But the traditional Westphalian dessert 'Kalter Hund' (hedgehog slice) made by my grandmother is a personal favourite of mine.



New staff 2018

WELCOME TO OUR TEAM!



Lara Roth
Accounting



Saskia Greis
Purchasing department



Mario Piekatz
Export



Katharina Boller
Sales



Heinrich Bär
WEICON TOOLS



Steffen Leußink
Warehouse



Frank Posala
Warehouse



Maren Homann
Apprentice



Kimberly Erben
Apprentice



Max Adler
Apprentice



Mamadou Billo Sow
Apprentice



Ibrahim Diallo
Apprentice



Moritz Volle
Apprentice



Sergio Hortigüela Manchón
Sales Representative ES



Diego Moreno
Trainee ES



Tunahan Beşir Yıldız
Sales Representative TR



Mark Romero
Sales CA



Kok-Han / Teo
Sales Representative SG



Iva Popelková
Sales CZ

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12th Issue

WEICON News