

11th Issue

News

New building in Muenster

In-house exhibitions at home and abroad

Extensive research series

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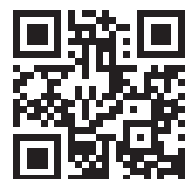
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Dear readers,

I am very pleased to present to you the eleventh issue of our corporate magazine, WEICON News, today.

Twice a year, we present the latest novelties from our headquarters in Muenster, from our eight international branches and from our business partners all over the world in our WEICON News.

In this latest issue, for example, we travel to the other side of the world and tell you all about our in-house exhibitions in Australia and South Africa.

In a photo series, we offer you a glimpse of our new buildings in Muenster.

We also present to you our new products released in 2018 and discuss several tests, in which our products achieved outstanding results.

Last year, our company was successfully DIN EN ISO 9001:2015 certified. This year, we are aiming at improving even further and are currently working towards the DIN EN ISO 14001:2015 certification – a certification focusing on environmental management.

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



We were awarded a certificate by Creditreform for our exceptionally high credit rating.



Latest news from the WEICON family



The new WEICON catalogue 2018

More compact and tidied up

When it came to designing our new complete catalogue, our colleagues from the advertising department analysed the previous concept and looked for ways to optimise it.

The result speaks for itself!

Instead of the previous length of 260 pages, the catalogue was abridged to a length of 224 pages. Changes were made to the design for it to appear more modern and in order to make the catalogue more compact, cleaner and easier to use without cutting important information.

As usual, our company and our foreign branches as well as our range of chemo-technical products and tools are presented in the catalogue.

The new catalogue is available in sixteen languages.

Curious?
Download the new catalogue here!



Do you like our new catalogue 2018?
We are looking forward to your feedback:
info@weicon.de



Addition to our advertising material

New WEICON flyers

We expand our range of advertising materials by several new flyers. From now on, you can find all relevant products from the range of rubber and plastic related as well as food related products in our new industry-specific flyers. Along

with the flyer for our new products, they are available in English and in German - other languages will be added soon.

Click here to download:



Further orientation on international
(more employees in export)

Expand activities in It

Improving road online a



First January Meeting at the WEICON headquarters in Muenster

Intense exchange of information

At the end of January, the first January Meeting took place in our new building at the WEICON headquarters in Muenster. All field staff representatives, employees from the sales and export departments and all branch managers came together to talk about current topics at WEICON and to discuss new developments.

Product feedback and guided tour

At the beginning of the event, our field staff representatives gave feedback on the products introduced last year, most of which have already become well-established in the markets.

Afterwards, the participants were guided through the new buildings in order to gain an impression of the growth of our company at the headquarters in Muenster.

New chemical products

On the first day of the event, the focus was on the new products released in 2018, which are officially available since March 1st. For example, the new Allround Sealing Spray and the two Leak Detection Sprays were presented, as well as the new casting and coating compound Flex+bond Liquid and the new Mounting Tapes.

After a detailed presentation of the technical product features, Mike Breitenfeld showed the participants the correct application of the tapes – live on a big screen!

New tools

Afterwards, the new WEICON TOOLS were presented.

The Coax Stripper No. 1 F Plus expands the range of coax tools and allows convenient machining of F connectors and compression connectors.

The new Cat-Cable-Stripper No. 10 is a stripper especially for cat cables.

The new Easy Opener, a tool for carefully dismantling switches and plastic shrouds, was also highly acclaimed. The sales team received useful information that will help in upcoming discussions with customers.

Organizational issues and service orientation

The second day of the event started with an extensive presentation of the price development in the field of raw materials. The partly drastic price increases will also affect the prices of our products, but can be largely compensated.

Afterwards, the focus was on the extensive services provided by WEICON. These services, such as the exceptional number of professionals in the field of adhesive technology and the extensive laboratory services WEICON can provide, set our company apart from many competitors and make WEICON very special.

A complete overview of our performances is provided by the new Service Guide, which was highly acclaimed by the participants. This was also evident in the results of small working groups, in which participants elaborated the special features of the WEICON service.

Later in the day, our activities in the distribution of tools on the internet platform Amazon were presented as well as the cooperation between WEICON and the HBZ (training center for craftsmen) in Muenster. This year, it will be possible to complete a training about adhesives in Muenster – with a practical training part in our company!

International Sales meeting



The third day of the event was all about our different branches.

First, the eight branch managers presented their markets and interesting projects in their countries. Afterwards, Davide Merlo, our field staff representative in Italy, held a presentation and Joan Ferrando, one of our colleagues from the export department, presented the very promising markets in South America.

In addition, the participants received an update on the WEICON Marine project, the TOOLS sector and our social media activities.

Open discussion

At the end of the day, numerous points were discussed by the branch managers. The main focus was on optimizing the cooperation between our headquarters in Muenster and the branches, but also on improving the exchange between the individual affiliates.

Invaluable impulses

"The conference was really good. I particularly liked the intense exchange between the branches, which offered benefits for both, the new colleagues as well as the experienced branch managers. The information gained will greatly help us to be even more successful in all markets", Ralph Weidling concluded at the end of the event.





Connecting piece (in treatment)



Connecting piece (after spraying)



Trapezoidal sheet roof

WEICON Allround Sealing Spray

Allround solution for sealing leaks

We have developed a special spray for sealing micro cracks and welds in indoor and outdoor areas – the Allround Sealing Spray.

Allround Sealing Spray

The spray is a sprayable plastic, which can seal leakages in various different fields.

For example, it can be used on gutters, sewer pipes and drains, trailers, campervans and boats, roofs and

windows, swimming pools and pond liner, cellar or ventilation shafts.

Versatile and easy to apply

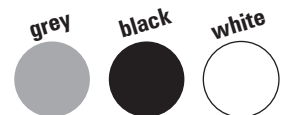
The Allround Sealing Spray adheres to nearly every surface, like stone, metal, plastic, wood, or enamel, for example. It seals cracks and leaks fast and reliably. The spray is paintable and waterproof as well as weather- and UV resistant.

It protects metals from corrosion and is free from bitumen and silicone. It stays highly elastic even during great temperature variations.

Allround Sealing Spray is easy to apply and is completely hardened after approx. two to four hours.

After hardening completely, the elastic protective layer resists even extreme weather conditions and mechanical strain.

Available in three colours:



WEICON Silicone Grease

Special grease for sensitive areas

We have developed a strongly adhesive, transparent Silicone Grease with very good plastic compatibility. The grease has an H1 NSF registration and is suitable for the lubrication of valves, fittings and seals.

Silicone Grease

The grease has an excellent material compatibility, is odourless and tasteless, and temperature-resistant from -50°C up to +200°C.

It can be used for lubricating plastic components, rubber components and sealings, for greasing valves, fittings and seals, for devices and constructions, low-speed bearings and as assembly aid for installing O-Rings.

NSF registration

Due to its H1 NSF registration, the grease is suitable for applications in sensitive areas, where unintentional contact with foods can occur.

It can be used in the food and beverage industry, in sanitary and heating facilities, in the pharmaceutical industry and in sealing technology.



Oiling of plastic gears



MESSERSTAHL
Qualität aus Solingen



WEICON TOOLS Coax-Stripper No. 1 F Plus

Fast stripping of coaxial cables

WEICON TOOLS, our tool division, expands its range of stripping tools by the Coax-Stripper No. 1 F Plus, which is a special tool for fast stripping of coaxial cables in just one single step.

Easy to handle

The two opposite pairs of knives allow a fast and space-saving stripping process with a few gentle rotation movements. The preadjusted sheath opening is suitable for common F-screw connectors (6 / 4 mm).

Therefore, manual adjustment of the blades is not necessary, which prevents application errors from happening.

For compression connectors

If needed, the knife inserts can be exchanged in order to be suitable for different sheath openings, such as compression connectors (6,5 / 6,5 mm).

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

The tool is also suitable for TV antenna cables (RG58 and RG59), for example. Its integrated gripping jaws make screwing F-connectors onto the cable easy and convenient.

Integrated hexagon

An open hexagon with a wrench size of eleven millimetres is also integrated into the tool, which allows the mounting and dismounting of F-screw connectors. Particularly in narrow spaces the hexagon provides very good accessibility and can be used without further preparation.

The Coax-Stripper No. 1 F Plus has the TÜV-GS-seal and was developed according to work safety aspects. For example, safe storage is guaranteed by an integrated interlock.

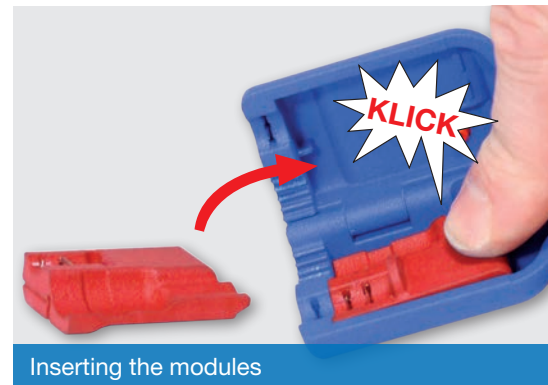
The stripping tool is produced entirely in Germany, is made from fiberglass reinforced polyamide and is lightweight and robust.



Insert modules for F-connectors



Insert modules for compression connectors



Inserting the modules





WEICON Flex+bond Liquid

Self-levelling casting and coating compound

We have developed a special compound for grouting and coating works in various application areas – Flex+bond Liquid.

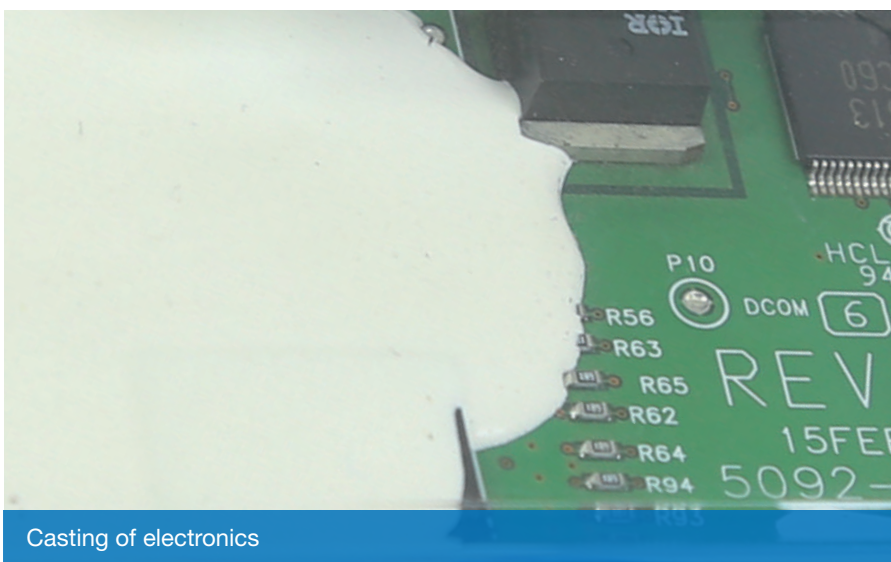
Flex+bond Liquid

Flex+bond Liquid is a self-levelling, 1-component compound for grouting and coating works with a maximum layer thickness of ten millimetres.

Flex+bond Liquid is odourless after curing, based on MS polymer and free of solvents, isocyanate and silicone. It is temperature-resistant from -40°C up to +90°C and can even withstand temperatures up to +120°C for a period of two to three hours.

Suitable for various application areas

The compound can be used for applications in different areas, such as for grouting works in electrical engineering and the electronics industry, for potting cable joints, for applications in insulation technology, in metal construction, tank and apparatus construction, in constructing fittings and in ventilation and air-conditioning technology.



Casting of electronics





WEICON Galva Spray

Permanent protective layer

We have developed a spray, which provides a permanent protective layer for all metal surfaces – Galva Spray.

Over 450 hours
of salt spray
testing

Galva Spray protects metals from rust and corrosion and is fast-drying and tightly adherent. The spray is salt and fresh water-resistant and temperature-resistant up to approx. +300°C.

In the salt spray test according to DIN EN ISO 9227, metal components which had been coated with Galva Spray did not show signs any corrosion even after more than 450 hours.

Various
applications

The colour of the spray matches hot-dip galvanized surfaces and is used for the repair of damaged zinc coatings. It can also be used as a high-grade anti-rust primer for painting car bodies, for example. It provides coatings for welding spots and drill points and can be used as conductive layer for spot welding.

Applying Galva Spray

First, clean and degrease all surfaces you want to coat. Shake the can well before use, until you can clearly hear the ball bearing rattle. Spray crosswise and evenly at room temperature (approx. +20°C) from approx. 25 cm.

The coating is dust-dry after approx. 15 minutes and completely cured after ten to twelve hours.





WEICON Istanbul annual meeting 2018

Exchange with our field sales force

In February, the annual meeting of our Turkish colleagues took place outside the WEICON branch in Istanbul for the first time.

All of the nine field staff employees, branch manager Tolga Aksöz, Ayetullah Dogan from the sales back office, Hasan Altindag from the branch support in Muenster as well as Ralph Weidling attended the meeting.

On Friday, all participants started at our branch in Istanbul to travel approx. 700 kilometres to the Rixos Downtown Hotel in Antalya.

The afternoon was spent as free time, before everyone came together for a joint dinner.

The meeting started on Saturday at 9 a.m. Our field staff colleagues presented their different areas and gave an overview of their upcoming projects in 2018.

In total, 20 application videos and photos were discussed. A prize was awarded for the best applications.

Then our new products were shown as well as information about organizational topics and statistics, which Ayetullah Dogan presented to the participants.

Afterwards, a general exchange of information was on the agenda.

It was 8.15 p.m., when the long marathon meeting came to an end.



Ralph Weidling summed up the positive result of the meeting: "It was a very successful event. Teamwork is key in our branch. We have a great team in Istanbul, which will achieve a lot. Hasan translated the content of the meeting very well for me and it was never boring, not even for a minute.

As there was so much to talk about and we had so many topics on our agenda, next year's meeting will probably be extended to 1 ½ days upon our co-workers' request.

To support our colleagues in the Turkish field sales force, I will attend their most important customer visits. This leaves a good impression and is much appreciated in Turkey".



Turkish wholesaler visits Muenster

Visitors from Turkey

In mid-February, a delegation working for our Turkish customer Erkan Makina Metal San. Tic. LTD. Sti. in Ankara visited our company in Muenster. The managing director, Levent Kırbaş, as well as six of his employees made their way to Germany in order to be informed about the latest news at WEICON. They were accompanied by the manager of our branch in Istanbul, Tolga Aksöz, and by one of our colleagues from the Turkish field sales force.

Erkan Makina Metal San. Tic. LTD. Sti

The technical distributor was founded in 1996 and has its headquarters in Ankara, the capital of Turkey.

The distributor's product range includes more than 82,000 products and supporting products, which are mainly used in metal construction and mechanical engineering.

The company operates seven branches in Turkey and also sells its products in neighbouring countries, such as Azerbaijan, Kazakhstan, Turkmenistan,

Tadzhikistan, Georgia, Uzbekistan and Kyrgyzstan.

By offering consulting and further services as well as by building lasting customer relationships and customer trust, the company Erkan Makina wants to set itself apart from its competition.

Due to its network of branches across Turkey, the company has a corporate philosophy similar to WEICON's – you can only be successful and provide excellent service for your customers by operating locally.

After their arrival, our guests had the chance to get to know the WEICON headquarters during a tour of the premises.

Product training

The next day, our visitors took part in a product training, discussed different application videos and received information about the new products released in 2018.

In addition to that, WEICON's extensive service offerings were presented, which left a significant, positive impression on our guests.

Interview

After the product training, the managing director of Erkan Makina Metal, Levent Kırbaş, made time for an interview for our WEICON News.

In the course of the interview, he talked about the cooperation with WEICON, the reputation of German products in Turkey, the importance of training his employees well and the Turkish customers' growing demand for service and consultancy.

You can find the complete interview on the following pages of this issue.

Towards the end of their visit in Muenster, all participants came together for a group photo before heading to the Euro League soccer game between the German team Borussia Dortmund and the Italian team Atalanta Bergamo.





Interview with Levent Kirbaş

“We are absolutely convinced of WEICON!”

When was your company founded, where are the company's headquarters and does it have other branches as well?

Our company was founded in 1996 – but our roots go back more than 50 years. It is the work of my father and my grandfather. Its headquarters are located in Ankara. We operate an overall number of seven branches in Turkey.

We even have a shop in the 3rd airport, which is currently being built. As long as it is still under construction, we will be present on the building site.

Which industries do you mainly supply with your products?

Our product range includes more than 82,000 different products. From A to Z, as they say. We primarily supply the manufacturing industries with our products. The focus is on metalworking industries and companies.

How did the cooperation with WEICON start?

In the Turkish market, some unaccetable circumstances prevail. People start a brand which supposedly comes from Europe in order to pretend to be a well-known company. That way, they try to succeed in the Turkish market. This makes it more difficult for honest and trustworthy companies to enter the Turkish market.

We discovered the brand WEICON two and a half years ago. Naturally, our first reaction was: "Another one who has made up a brand and upsets the market!" Fortunately, we then realised that WEICON genuinely produces high-quality products and is a perfect match for our company.

Which WEICON products are selling best in Turkey?

The market is always in motion and keeps developing constantly. In the past, brake cleaners or W 44 T were highly in demand, for example. But the more we get to know WEICON and the many different products, the more our best-selling products change.

WEICON is one of the brands, which has really won us over. WEICON offers so many products which help our customers with their applications. Solving these problems improves our reputation with our customers considerably. That way, WEICON is of great benefit to us. Our sales strategy keeps shifting further towards solution-oriented models.

What is the reputation of German products in Turkey?

The term "Made in Germany" has a very good reputation worldwide, is highly valued and well-known. That is also the case in Turkey. WEICON products, which are very technical and need a lot of explanation, require a certain know-how and deserve the logo "Made in Germany".

Along with the right know-how, WEICON is very valuable. If the products are applied correctly, the brand offers total customer satisfaction, which ensures lasting customer relationships.

Please describe the cooperation with WEICON

We are very pleased with the cooperation between our companies. WEICON products are of great value to our company and help us to further

build and maintain our good reputation. In addition to high-quality products, we can also offer expert advice and great customer service – in contrast to many of our competitors, who do not provide these services. Our company is a well-established brand in the Turkish market and well-known for selling high-quality products, which is why WEICON is a perfect match for us.

We get a lot of support from WEICON in our customer services, which we are very grateful for. We are very happy to cooperate closely with the WEICON branch in Istanbul.

Which marketing instruments are important in Turkey or which do you use the most?

I would like to congratulate WEICON on its very high-quality marketing instruments. Which one we use, really depends on the customers' habits. Older generations like printed materials better, which is why they prefer catalogues and brochures. The younger generation usually expects an app – so they prefer technical information services. It is great for us that WEICON offers both and can therefore appeal to a very large target group. Brochures and catalogues remain important, but should be extended by a strong online presence for the use on computers and smartphones. WEICON meets both requirements very well.

What will the cooperation with WEICON look like in the future?

WEICON's market share keeps growing continually in Turkey and we believe we can help the company to further expand.



If we support WEICON in expanding further in the Turkish market and keep promoting the brand, we will not only stay in the market permanently, but both companies will benefit from the growth as well.

As close business partners, we will take all necessary steps and head towards the future together with our growing product range and increasing sales.

What was your impression of the WEICON headquarters in Muenster?

I was very impressed by the headquarters. It shows very clearly how much the company has grown over the past few years. WEICON has invested a lot of money in its infrastructure and also in its employees. That, too, I find very impressive.

Are technical training courses important for your employees?

Training is very important for us. You either sell products price-based or value-based.

When selling high-quality products, you do not sell price-based, but based on certain values the customers receive when buying the product.

To be able to offer our customers expert advice and to find a solution for their individual applications, we need extensive expert knowledge. In order to build this knowledge, comprehensive training is essential. By means of good training, we can offer our customers solutions and sound advice.

Is it important to also offer training courses to the customers?

Yes, definitely. Our customers need this kind of training, we can see that, when visiting them on-site. Precise and high-quality training courses for our customers prevent application errors. That also has a positive impact on the quality of the products.

During the training courses, our customers are taught the basics of adhesive technology. This knowledge is very useful for their daily work. Of course, that also increases customer satisfaction. Increased customer satisfaction also strengthens our customer relationships.

So comprehensive training courses are very important, for my employees as well as for our customers.

Thank you very much for the interview!

Thank you very much! I would also like to thank WEICON Germany as well as the branch in Istanbul for the high-quality products and the great cooperation. We are very happy to continue this successful partnership in Turkey!



In-house exhibitions in Germany

Important instrument for sales and information

In Germany, in-house exhibitions have been a well-established instrument for a long time, which sales representatives use to present their company's products to a specialist audience.

As a strong and competent partner of the technical trade, WEICON takes part in more than 20 in-house exhibitions per year. These exhibitions are an ideal platform in order to establish new contacts and provide a useful addition to the general trade fairs.

In contrast to conventional trade fairs, in-house exhibitions can be adapted to be more specific for the relevant company

and customers and can therefore ensure exclusive contacts and an extensive dialogue between WEICON employees, distributors and end customers.

In-house exhibitions usually take place on the premises of our distribution partners for one or two days. Our sales representatives are available on site in order to present and explain the whole range of WEICON products. In in-depths expert talks, we can discuss our existing and potential customers' requirements in detail.

In addition to that, in-house exhibitions provide good opportunities for our co-workers to get to know the employees of our distribution partners and to give advice and training on the field of adhesive technology.

"We have held in-house exhibitions at many of our distribution partners and we will continue to use this important instrument for sales and information in the future", says Rami Awad, field sales manager at WEICON.





Promotion in South Africa

Strengthening our brand

In February, our South African branch launched a promotion campaign on the premises of the technical distributor Boland Bearings & Agri Supplies in Worcester.

The booth with our products was put up in the company's car park. For this purpose, our new pavilion, specifically designed for WEICON, was used for the first time.

Our colleagues presented products from the whole range of WEICON products. Our demo pieces were very helpful, too, for showing the visitors how our adhesives work.

Refreshments were also served: Our colleagues grilled sausages for the guests – which they loved!

“We expect events like the one in Worcester to help us make the brand

WEICON and our broad range of product better known“, says Ruwayda Bull, manager of the Cape Town branch.

Boland Bearings & Agri Supplies

The technical distributor Boland Bearings & Agri Supplies was founded in Worcester on April 1st, 1990 as Boland Bearings & V-Belts.

The name was chosen due to the high demand for bearings.

In addition to all kinds of bearings, the distributor's broad range of products also includes gaskets, couplings, engines, conveyer belts and lubricants.

In 2012, the company changed its name to Boland Bearings & Agri Supplies, as the distribution of agricultural products



had become an increasing part of the business.

Worcester

Worcester is a town located in the Western Cape, a province of South Africa. The town provides commercial and shopping facilities for its surrounding wine and fruit growing regions and also serves as headquarters for the provincial government. It is located 120 kilometres north-east of Cape Town and has a population of more than 100,000 inhabitants.





In-house exhibitions in Australia

Successful premiere

In November, our colleague from the international sales department, Norman Otto, travelled to Australia to visit our local partner. He came back to Muenster with many news and impressions, as he was able to assist our partner Associated Gaskets (AG) in holding two in-house trade fairs.

AG has organized in-house exhibitions for the first time at its branches in Sydney and Brisbane. Because they were premieres, our partner was not sure how many customers would be interested in the events. However, there was nothing to worry about as both days were very successful.

Associated Gaskets (AG)

Associated Gaskets was founded in 1965 as a small private company in Sydney. In the meantime, AG has developed to a medium-sized company with six branches throughout Australia.





In addition to its headquarters in Sydney, AG is represented in Newcastle, Wollongong, Brisbane, Melbourne, Mackay and Perth, covering most of the Australian continent.

Associated Gaskets has a very good reputation in the Australian industry because of the very good customer service and the high-quality products from well-known manufacturers.

AG has customers in a wide variety of industries, such as in construction, in the chemical and petrochemical industry, in aerospace and defense, in mechanical engineering, in the energy industry or in the oil and gas industry.

Due to this broad field of various industrial sectors, AG's product range also includes a wide range of different products and components, such as seals, electrical and thermal insulations,

adhesive tapes and security products as well as, of course, WEICON chemical products.

Very good rate

The managing director of AG, Kurt Harding, invited about 100 of his customers to the fair in Sydney and about 80 people in Brisbane. More than 30 customers followed the invitations to both fairs and came to the events – a really remarkable rate!

"The in-house shows gave us the opportunity to deepen the good relationship with our customers while providing information about our new products. Our customers could also take product samples and have technical questions answered by our experts. The exhibitions also provided a great opportunity to get feedback from our customers and to find out how an even better and closer cooperation can be realized.

We are completely satisfied with the events and will organize further in-house exhibitions in the future" Kurt Harding says after the events.

During the exhibitions, several presentations of the suppliers of AG were held. Our colleague Norman also had the opportunity to present our company to the visitors. He held a 30-minute company presentation about WEICON and about our range of products.

Afterwards, he and the guests were able to make practical tests with our technical sprays and present the application of the products in real life.

In-house exhibitions as useful sales support

"I had very interesting conversations at the in-house exhibitions. The quality was of the discussions was really great due to the highly professional audience. After the very good first attempts in Australia, I can only highly recommend this distribution instrument. In-house exhibitions offer an ideal opportunity to get direct contact with the customers", says Norman Otto.



Interview with Kurt Harding

“In-house exhibitions are still fairly unknown in Australia”

How long have you been a business partner of WEICON?

We have been working with WEICON since 2013.

Does your company have a focus on certain sectors of industry?

Not particularly. We work with a wide range of different industries including heavy equipment repairs, transport, construction, mining, engineering, power generation and many, many more.

Which WEICON products are highly demanded in Australia?

The WEICON range is still quite new in Australia but growing steadily as people come to learn about it's excellent combination of features, reliability and value. More specifically, we have seen excellent customer feedback on a number of the specialized sprays (including Leak Detection and the new Crack Testing Kit) as well as the Epoxy Resin Putty.

We also have a number of customers very satisfied with WEICON Elastic Adhesives such as the Black Seal, Aqua-Flex and Flex 310 Crystal and the WEICONLOCK range of threadlocking adhesives.

How did you come up with the idea for the in-house exhibitions?

It came together partly as a result of conversations with Norman from WEICON. He has always spoken of the benefits he has seen when customers get to interact with WEICON products at trade shows. Trouble is, we could not find a suitable trade show in Australia so I decided we would do our own.

Are exhibitions like that well-known in Australia?

Not at all. Open days are quite rare and are usually only done when a company opens a new building or has a new product to launch. In 15+ years, I have not heard of another company doing the same thing as us.

Where and when did the in-house exhibition take place?

The exhibitions took place over two separate days in November of 2017. One in our Sydney head office and another in our Brisbane location.

How many customers did you invite?

We invited about 100 customers to each of the events.

How many visitors attended the events?

About 30 visitors turned up for each of the in-house exhibitions (a very good turnout, Ed.).

Was there a focus on certain WEICON products?

Not specifically, it was more a promotion of the range. For the open days, we set up a series of small stands to promote different parts of our product range.

ELECTRICAL
INSULATION &
CONDUCTORSGASKETS &
SEALSTHERMAL
INSULATIONSPECIALISED &
COMPLEMENTARY
PRODUCTS

Welcome to AG

Australia's leading suppliers of Gaskets & Seals, Thermal and Electrical Insulation, Specialised Tapes, Adhesives, Silicones and all manner of industrial products.

Associated Gaskets couples our enormous range of products with an unmatched commitment to providing truly individualised service. Our extensive fabrication facilities ensure and large stock holdings ensure we can quickly turn around urgent jobs whilst our access to world leading brands, materials and products means that you will never need to compromise on material performance.

With almost 50 years' experience in providing customised solutions for a variety of industrial applications, AG has the knowledge, products and commitment to service to assist with your requirement. For more information on our products, services or assistance with your application, please don't hesitate to contact your local AG branch.



WEICON products were heavily featured on the Adhesives and Sealants stand as well as the Technical Sprays and Lubricants stand. Our new range of WEICON stripping tools was also featured on our Electrical products stand.

We also conducted a series of presentations during each day. One was specifically on WEICON Adhesives whilst another was entitled Technical Sprays for Industry. Both were 100% focused on WEICON products.

What feedback did you get on the in-house exhibitions?

The general feedback from our customers was that the day was quite helpful in giving them more information on what we can offer.

We have a huge range of products and it sometimes hard to communicate all the things we can do. Customers being able to come in and see for themselves is a real benefit.

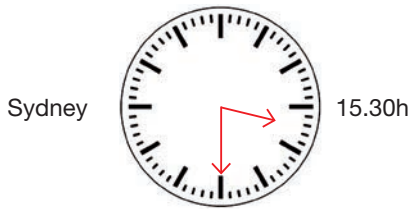
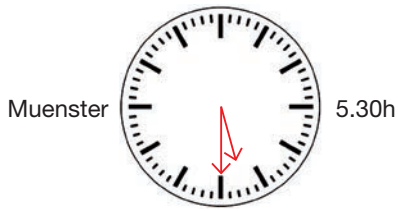
We also heard that people found it very useful to be able to see some of the products in action. Actually seeing the plastic metal, or using a cable stripper, was really good.

Are you planning on holding more of these kinds of exhibitions in the future?

We would. We'd try and add even more value for our customers in the future.

For further information on Associated Gaskets visit:

www.agaus.com.au



Early morning online training course at WEICON

Bright and early

The cooperation with our business partner in Australia, Associated Gaskets (AG), is a very close one.

This year, we have been intensifying the cooperation by running several training courses in order to increase sales of our products in Australia.

Online training course

In early March, a product training course on our range of tools was held in order to give detailed information on the advantages and the handling of WEICON TOOLS straight to the sales employees at AG.

Different time zones demand good organisation

The challenge was to organise the training course. AG operates six branches, which are located all over the continent. The time difference between Sydney and Muenster is ten hours, so the training course in Muenster had

to be held very early in order to reach the Australian employees during their working hours.

So the training started early indeed!

At 5.30 a.m., a link was posted online for everyone to log on in time for the training course. Just before 6 a.m. our time (4 p.m. in Sydney), the training started.

Within 45 minutes, our WEICON TOOLS sales manager Patrick Neuhaus informed the Australian employees on the different tools and demonstrated the correct use of the products live.

18 participants took part in the training online, located all over Australia. Most of the participants were employees from the company's headquarters in Sydney, but employees from Brisbane, Mackay, Newcastle, Wollongong, Melbourne and Perth participated actively as well. Kurt Harding, general manager of AG, expects a lot of the event. All six branches received samples of the different tools prior to the training course – an excellent preparation!



Joel Patterson, marketing manager at AG, was very pleased with the outcome and concluded that online training courses are a perfect way to provide information and train employees simultaneously all around the world.

There were no technical issues whatsoever – a great start to further online training courses in the future!

Associated Gaskets (AG)

Associated Gaskets was founded in Sydney in 1965 as a small private company. Meanwhile, AG has grown to become a medium-sized company operating six branches all over Australia. In addition to the headquarters in Sydney, AG is also located in Newcastle, Wollongong, Brisbane, Melbourne, Mackay and in Perth and is therefore present in most areas across Australia.



Test on stripping tools

Outstanding results

In the April 2018 issue of the popular DIY-magazine "selbst ist der Mann", stripping tools were tested.

We provided the magazine's editorial department with some of our WEICON TOOLS to take part in the test.

The tests were conducted by the independent research and testing institute (VPA) in Rermscheid and the results our WEICON TOOLS achieved really speak for themselves!

Extensive series of tests

The VPA conducted some in-depth tests on the tools and examined many different features of the products – for example,

their measurements, material and weight, manufacturing quality, surface finish or embedding of the blades.

Subjective criteria were also taken into account in the rating, such as ergonomics and versatility.

Of course, the tools were also tested in hands-on situations, like using them on different wire and cable diameters, for example.

Test winner No. 5

In the category 'isolation stripping tools', eleven tools were tested. Two were rated as "Excellent".

Our Wire Stripper No. 5 achieved an overall rating of 1.3 in this category, which even made it the test winner.

Recommendation No. 400

In the category 'cable strippers', seven tools were tested. Again, two of the tools were rated as "Excellent". Our No. 400 achieved an overall rating of 1.4 and was chosen as "Recommendation" by the magazine.

"We are very proud of the results our products achieved and we feel encouraged in the work we do. The high quality of our stripping tools was clearly shown in the tests conducted by the VPA Rermscheid", says Daniel Filip, who is in charge of sales of WEICON TOOLS.



WEICONLOCK SI 303-31

Sealant for sensitive areas

For applications in sensitive areas, such as in the food industry or in the drinking water sector, we have now developed a low-strength, permanently elastic pipe and thread sealant. The sealant is suitable for cold water pipes made from plastic and metal and is called WEICONLOCK SI 303-31.

WEICONLOCK SI 303-31

WEICONLOCK SI 303-31 is an acetate-curing 1-component silicone sealant, which has a good chemical resistance to dilute acids and bases. The sealant is suitable for plastic threads or combinations of plastic and metal and is highly resistant to tearing and notches.

SI 303-31 also has a high resistance to weather conditions, ageing and UV radiation and is temperature-resistant from -40°C up to +180°C.

Particularly suited for sensitive areas

The sealant can be used in many sensitive areas, for example for sealings in the food industry, such as in dairy factories or slaughterhouses, in the beverage industry or in canteen kitchens.

SI 303-31 can be used for sealing ceramic surfaces in the drinking water section or for sealing plastic threaded connections in cold water plastic pipes.



Easy to apply

For best results, degrease all components you want to seal. Then apply SI 303-31 evenly and install the components immediately.



Urethane 80 Putty can be used for the repair of conveyer belts.

WEICON Urethane 80 Putty

Coating for quick repair works

We developed a special putty for quick repairs of rubber and metal components – Urethane 80 Putty.

Urethane 80 Putty

The putty is a polyurethane system, which is made from two components and has an excellent mechanical strength. The pasty resin can be used for the quick repair and coating of rubber and metal components, which are exposed to shocks, abrasion, vibrations or motions.

Urethane 80 Putty has a high shock and abrasion resistance, high elasticity as well as a high resistance to wear and tear.

Its pasty texture allows applications on vertical surfaces. It is temperature-resistant from -60°C up to +90°C.

It can be used for the repair of rubber components, conveyer belts and rubber coatings, as flexible wear protection in pump housings and impellers, and for the quick repair of worn-out seals and rubber rollers.

Suitable for various applications

The urethane is very versatile and can be used in many different areas, such as in mines, in surface mining, in industrial plants or in agriculture.





WEICON Mounting Tape Grey

Strong hold on even surfaces

We developed special tapes and thereby expanded our product range.

The tapes can be applied on their own and also in combination with adhesives and sealants for hybrid adhesive joints. One of these tapes is WEICON Mounting Tape Grey, which provides extreme hold on even surfaces.

For low-energy plastics

The tape is a strongly adhesive, double-sided bonding tape made from modified acrylic foam. It holds up to 85 kg per meter. The tape is particularly well-

suited for bonding components with low surface energy, such as PE and PP, as well as for powder coated surfaces.

The tape is highly flexible for an optimal compensation of tension in bondings on curved surfaces. It can be used for permanent bondings in indoor as well as outdoor areas. The tape is temperature-resistant from -40°C up to $+120^{\circ}\text{C}$ as well as resistant to UV radiation and moisture.

Various application areas

The grey mounting tape can be used for numerous different applications, such as in automotive and car body engineering, in the caravanning sector, in metal and apparatus construction, in the electronics industry, in engineering, in advertising technology, as well as in shipbuilding and boating technology.



WEICON Mounting Tape Transparent

Strong hold for hybrid adhesive joints

We have developed special tapes and thereby expanded our product range.

The tapes can be applied on their own and also in combination with adhesives and sealants for hybrid adhesive joints. One of these tapes is WEICON Mounting Tape Transparent, which is particularly well-suited for visible and therefore demanding bondings.

Hybrid adhesive joints

In hybrid adhesive joints, the components which are going to be bonded are fastened by two different materials, one adhesive and one mounting tape. The bonding tape allows safe positioning of the component, until the adhesive, which will permanently hold the component in place, is cured and has reached full strength.

That way, the tape helps to hold the component in place in this type of bonding.

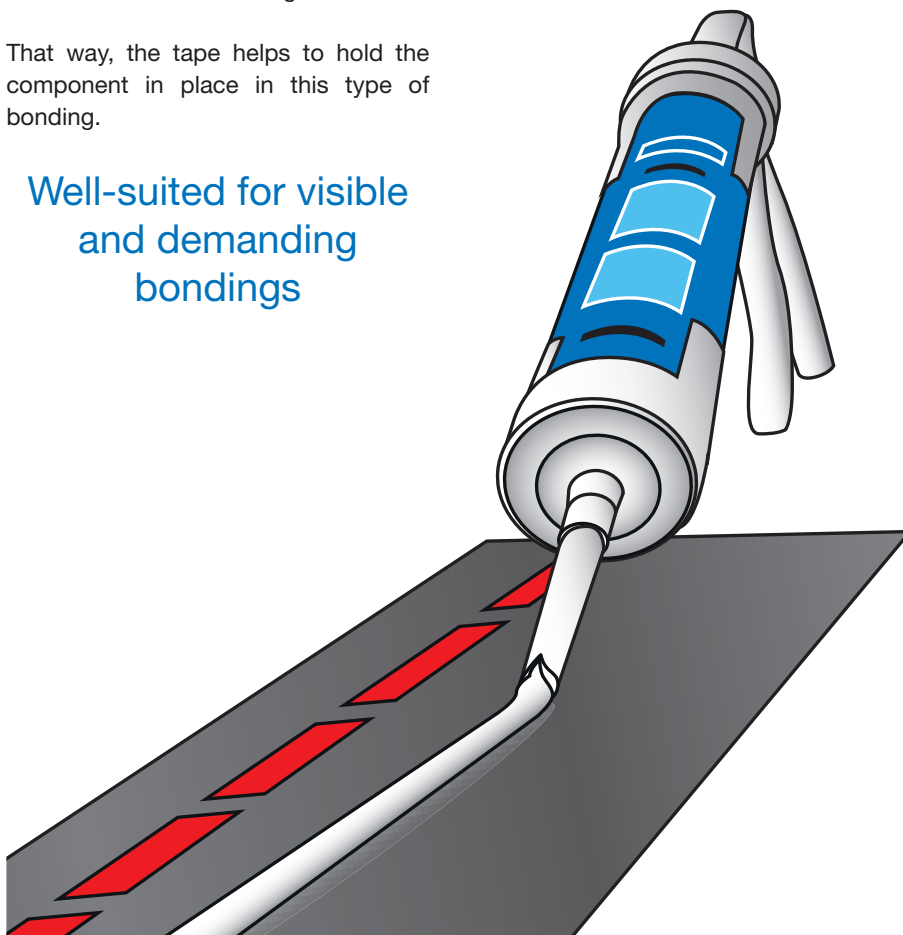
Well-suited for visible and demanding bondings

The transparent Mounting Tape is a double-sided, highly transparent bonding tape made from acrylate adhesive. It holds up to 80 kg per meter.

The tape is particularly well-suited for visible and therefore demanding, constructional bondings, which permanently fasten transparent objects in indoor as well as outdoor areas.

The tape adheres strongly and securely to nearly all even surfaces, such as glass, plastics, steel, aluminium or tiles. The tape is temperature-resistant from -40°C up to +160°C as well as resistant to UV radiation and moisture.

Various application areas



The transparent Mounting Tape can be used for numerous different applications, such as in advertising technology, in trade fair and exhibition construction, in the caravanning sector, in car body and automotive engineering, in metal construction and in the electronics.

The tapes are easy to apply

In order to achieve best results, all surfaces that are going to be bonded have to be clean, dry and preferably even. The temperature should be above 10°C when applying the tape. The Mounting Tapes are not suitable for wallpapers or other delicate surfaces, as they could be damaged when the tapes are removed.





Business trip to South America

Five countries in two weeks

In February, our colleague Joan Ferrando from the export department travelled around South America for business and went to five different countries in just two weeks. He had meetings with distributors, led training courses and gave information about our new products released in 2018.

One of the main goals of the trip was to further establish the brand WEICON in South America and make our products known.

On his trip, Joan went to Argentina, Bolivia, Peru, Ecuador and Colombia.

Within the two weeks, he caught ten flights in total and travelled approx. 27.000 km.

In comparison: If you kayaked all the way around South America, you would also travel a distance of 27.000 kilometres in total.



Argentina

Before catching a connecting flight, Joan had five hours in Argentina, which he used to visit a local technical distributor. He presented the new products released in 2018 and discussed the annual plan as well as further strategies for the Argentine markets with the managing director.

Bolivia

In Bolivia, Joan visited one of our new distributors, who started selling WEICON products just recently. Getting to know each other was the main goal of this visit, during which our colleague



also trained the local sales team. As a positive result, the distributor has already ordered more products in Muenster.

Peru

We have been working together with a technical distributor in Peru for several years already. Joan helped creating the annual plan and also conducted some customer visits there. This gave him the



chance to get to know an interesting application of Plastic Metal WP in the field of mining and to report the demand for the new Urethane 80 Putty in one of the local mines to our headquarters in Muenster.

Ecuador

In Ecuador, Joan visited a customer for the first time who we could acquire last year. Getting to know each other in person was the main goal here, too. In addition to that, Joan ran a two-day product training course, presented our new products and discussed the annual plan for 2018 with the distributor.



Colombia

In Colombia, we have had very good experiences with the WEICON van (article in WEICON News, issue 2-2017). If this positive trend continues, all sales employees of the distributor will get their own van with WEICON design. That means there could be four vehicles on the road in Colombia for sales and service in the near future – a great development!

Positive outcome

“It was a very eventful trip with very interesting conversations. South America has great economic potential and it is very important for us to establish the brand WEICON there and to offer our products locally in order to participate in the countries' positive developments“, concluded Joan after his trip.



Interview with Joan Ferrando

“I am passionate about my job!”

Joan Ferrando has been working for WEICON since 2014 and has been area sales manager for the countries Italy and Portugal since 2015. Since January 2016, he has also been overseeing sales in the South American countries.

He sometimes brings home some interesting stories from his trips – like the story about the specially designed WEICON van (WEICON News 2/2017). Joan has an exciting job, which he is very passionate about. We have asked him where his passion comes from.

WEICON News: You were born in Spain. What brought you here to WEICON in Muenster?

Joan: I grew up near Barcelona and studied German and Italian there.

After I had also gone to university in Freiburg for four semesters and completed a postgraduate degree in logistics in Barcelona, I applied for jobs in Germany. After gaining a lot of work experience in economics and working in two different export jobs, the job as area sales manager was perfect for me

in combination with my language skills. That's how I came to WEICON.

WEICON News: What do you like about Muenster?

Joan: I have made good friends here. Muenster is a great city, which has a lot to offer in terms of sports and cultural activities and has a high quality of living in general. My family and I are very happy here. Our little son grows up in two languages – German and Catalan. Soon, he will also have an Argentinian nanny, which is really great.

WEICON News: Please give us a description of your job!

Joan: As an area sales manager, part of my job is to support my customers in South America and Portugal from the office in Muenster or at trade fairs.

I also support our colleagues Davide and Roberto in Italy. I'm in touch with them on a daily basis.

The other part of my job is to travel a lot to be able to serve my customers locally. That is the only way for me to

really understand what they use our products for and how I can help them. I give on-site training courses and go to customer meetings along with our business partners. My job is incredibly varied and I am very happy I get to do it.

WEICON News: And what does a business trip usually look like for you?

Joan: Most of all, I travel in order to do business and to come back with orders. That means I present our products to customers, so we can find the right product suitable for their applications.

I am working on establishing the brand WEICON particularly in South America, as it has great economic potential. I believe you can only make successful business deals by building close cooperative relationships with your customers. You have to get in touch with people locally. That is why I find it important to also do activities with our business partners that have nothing to do with work or the office. Between our distributor's employees in Peru and me, it has almost become a small ritual to play soccer together after 8 p.m.



WEICON News: So you experience a lot on your trips?

Joan: When I tell people what I do for a living, a lot of them say: “Wow, you travel a lot!”. Which is true. But you can’t compare it to going on a holiday. Most of the time, I go to industrial and underdeveloped areas, where I see the “real life“. That is always an incredibly interesting experience for me. So it all depends on travelling with your eyes wide open. When you do so, you can learn a lot about a country and its people, even on a business trip.

WEICON News: Which personal skills are important for your job, in your opinion?

Joan: Generally, it is important to be open-minded. My Catalan-German influence and my Mediterranean mindset are a good combination. That is something I often benefit from in other countries in terms of mutual understanding.

WEICON News: Your trips are exhausting sometimes. Most recently, you travelled to five countries in ten days, catching ten flights. How do you do that?

Joan: That certainly sounds extreme. But once you are there, you just do it. You don’t notice anymore how many flights you have caught or how many

customers you have met. And I am very passionate about my job. That puts a lot of things into perspective.

WEICON News: And when you are back home in Muenster?

Joan: Then I also enjoy working at the office. I don’t have a “Sunday feeling“. So I always look forward to the working week and to seeing my colleagues. We are a pretty diverse group working in the export department. That way, we complement each other very well. Everyone has something to share and learn from everyone.





WEICON TOOLS Easy Opener

Gentle use on sensitive materials

Our product range of special tools, WEICON TOOLS, is now expanded by the Easy Opener.

This is a special lever tool for the gentle assembly of sensitive components, for opening clipped housings and for the gentle removal of various different mounted plastic parts.

Levering and gentle opening with one single tool

Who doesn't know this situation? You need some painting works to be done and have to remove sockets, switches and baseboards. You do the levering

with a screw driver or palette knife. And that's when it happens: The sensitive plastic surfaces are scratched and need to be replaced.

For a gentle use on sensitive surfaces, we now offer the perfect solution: the Easy Opener.

This tool is made from a material which is both flexible and stable at the same time, which makes it suitable for various different applications.

For example, it removes base covers, baseboards, switches and sockets without leaving scratches on sensitive surfaces.

The tool provides three surfaces with different material thickness, which allow a flexible use on nearly all sensitive materials, such as plastic or acrylic glass.

Many areas of application

The Easy Opener can be used in many different areas. Whether in crafts, in industry or in DIY tasks – you can use this new tool everywhere.

The Easy Opener is produced entirely in Germany and made from fiberglass-reinforced polyamide.



WEICON Leak Detection Spray viscous

Find leakages in gas pipes

We developed a further spray for finding leaks in pressure pipes – Leak Detection Spray viscous.

Leak Detection Spray viscous is used for locating cracks or porous parts in gas pipes safely and easily.

The spray does not form any hazardous compounds with the gases carbon dioxide (CO₂), propane, butane, acetylene, oxygen, city and natural gas, nitrogen, nitrogen oxide (N₂O) and fluorinated hydrocarbon and is non-flammable.

Various application areas



It can be applied to wherever compressed air or gaseous substances are being used, for example to pipings, tubes, screw connections, fittings, valves, connections and adapters.

The sprays are easy to handle

Apply Leak Detection Spray to the part you want to examine. Leaks will become visible immediately through bubbles emerging. Due to the spray's sensitivity, even extremely small leaks can be detected.

WEICON Leak Detection Spray frost-proof

Find leakages even in cold weather

Now, we present a spray for finding leaks in pressure pipes even at low temperatures down to -15°C – Leak Detection Spray frost-proof.

Frost-proof to -15°C

Leak Detection Spray frost-proof is used for locating cracks or porous parts in gas pipes safely and easily.

The spray does not form any hazardous compounds with the gases carbon dioxide (CO₂), propane, butane, acetylene, oxygen, city and natural

gas, nitrogen, nitrogen oxide (N₂O) and fluorinated hydrocarbon and is non-flammable.

Various application areas

It can be applied to wherever compressed air or gaseous substances are being used, for example to pipings, tubes, screw connections, solder and welded joints, fittings, valves, connections and adapters.



WEICON Gasket Maker

Permanently elastic special sealant

We offer now a special sealant, which can be used in numerous applications – Gasket Maker.

Gasket Maker

This is a strongly adhesive, highly elastic, special sealant, which cures practically shrink-free due to humidity. It is available in the colours red or black.

Gasket Maker adheres very well to steel, aluminium, glass, ceramics and many other materials.

The sealant has a high temperature resistance from -50°C up to $+280^{\circ}\text{C}$. For a short period of time, Gasket Maker can even withstand temperatures up to $+300^{\circ}\text{C}$.

The special sealant is resistant to oil and grease, to pressure, to UV radiation, and to ageing.

Areas of application

Gasket Maker can be used on engines and water pumps, gears and axles, oil sumps, and for many other applications in metal construction, in the metalworking industry or in the motor vehicle sector.



WEICON TOOLS Cat Cable-Stripper No. 10

Easy stripping of network cables

Our stripping tools allow quick and safe stripping of all common round cables.

The range of stripping tools is now expanded by a new product, which is easy to use and provides accurate results – the Cat Cable-Stripper No. 10.

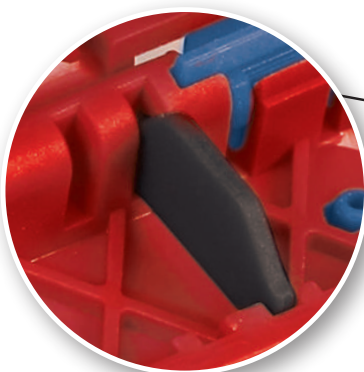
Cat Cable-Stripper No. 10

The Cat Cable-Stripper ensures safe and comfortable stripping of all common data and network cables with a diameter of 4,5 to ten millimetres.

For example, the tool can strip Cat5, Cat6 and Cat7 as well as twisted-pair cables. The cutting depth does not need to be adjusted manually in order to do so.

Adapted to daily working routines

The rounded and space-saving tool head adjusts perfectly to modern socket shapes. In addition, its oblong shape allows better accessibility in deeper cavity wall boxes and in other spaces difficult to access.



The design of the blades prevents the electrogalvanized knives from clogging with coating remains.

Integrated length stop

The tool's integrated length stop can be adjusted to the required sheath opening of network outlets and other plugs (3 - 10 cm), which makes further processing, for example of RJ45 modules, easier.

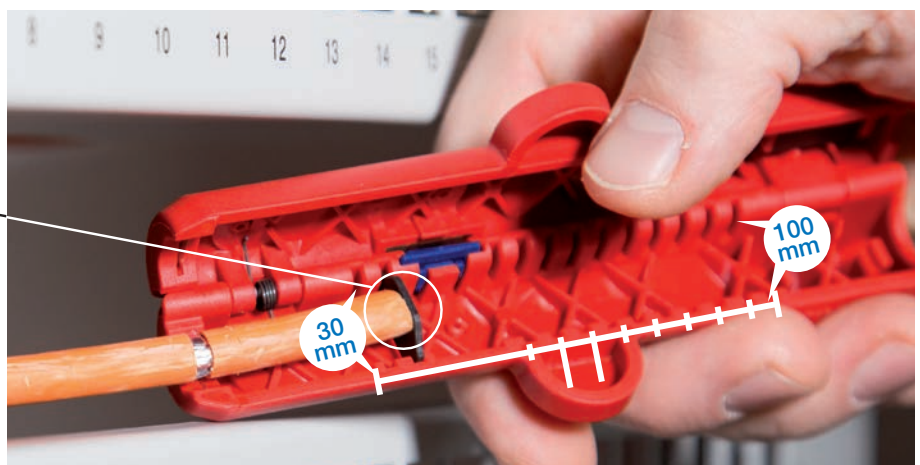
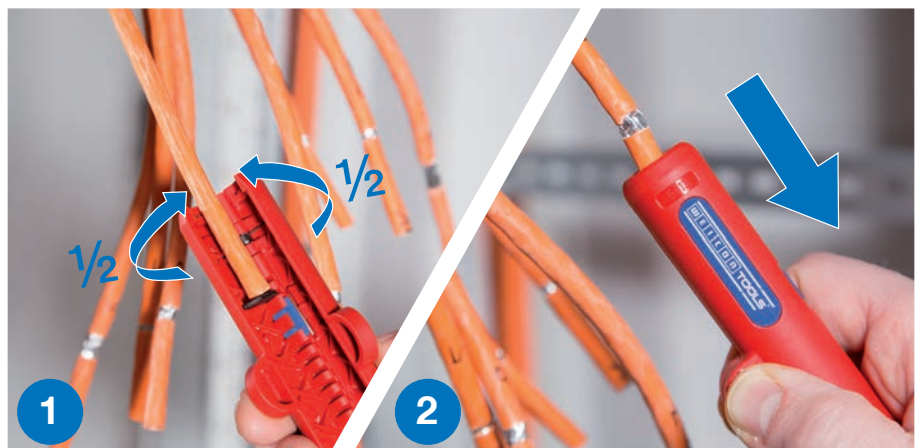
Ergonomic design and work safety

When developing the Cat Cable-Stripper No. 10, in addition to usability, aspects of ergonomics and work safety were also considered.

The ergonomic handle shape allows an easy handling of the tool and provides safe work without slipping. An integrated interlock guarantees safe storage of the tool.

All these features make daily work easier and increase the safety of the user.

The Cat Cable-Stripper No. 10 has the German TÜV-GS-certificate, is produced entirely in Germany and made from fiberglass reinforced polyamide.





Product training and annual report

Exchange in Moscow

In early February, Ralph Weidling as well as Vitali Walter and Ekaterina Sobotta from our export department travelled to Moscow in order to visit our Russian business partner Unit Mark Pro (UMP).

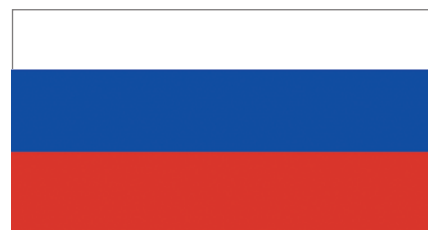
However, the arrival of our three colleagues from Muenster was made difficult by severe snow fall, which turned out to be the heaviest within 48 hours for the last 50 years and therefore caused delays in Moscow.

After our colleagues had made their way to the city, the annual report as well as several product trainings took place at our business partner's headquarters.

In addition to that, new strategies were discussed for distributing our products in Russia and the new Service Guide was presented.

The guide was highly acclaimed, just like it was at the January Meeting in Muenster, and made a lasting impression on the team at UMP.

Six of the eight UMP branches participated in the training via webinar and were updated on all news live and in real-time.



On the second day, the focus of the meeting was on the WEICON TOOLS.

Both of our new tools, the Coax-Stripper No. 1 F Plus and the Cat Cable-Stripper, were highly acclaimed amongst the UMP team and will also be received well on the Russian market.

Second day

Product training

On the first day, Ekaterina and Vitali introduced our new products in the chemical division.

The Galva Spray, the pasty Urethane 80 Putty and the Allround Sealing Spray were of particular interest.





After the product presentation, joint sales events, product ideas and other marketing topics were discussed towards the end of the meeting.

Positive outcome

Ralph Weidling is very pleased with the progress of the meeting: "UMP is a very good and important business partner for us. The company is very happy with its decision to also distribute our chemical products in Russia, beside our range of tools. Alexander has expressed his gratitude again for the good cooperation.

In WEICON, UMP has found an excellent brand in order to achieve a steady and continuous growth of the company in Russia."



Unit Mark Pro

Unit Mark Pro, which was founded in 1998 by Alexander Naishuller, has its headquarters in Moscow and holds a number of eight branches located all over Russia.

Our cooperation with Unit Mark Pro in Russia started back in 2005 with the distribution of stripping tools. During the global economic crisis in 2009, the company broke new grounds and extended the cooperation with our company by also distributing our chemo-technical products (since 2011) – with great success.

Meanwhile, WEICON products are available all over Russia.



WEICON at the International Hardware Fair 2018

Exhibiting at the world's most important tool fair

In March, the International Hardware Fair, which is the biggest trade fair for tools and hardware worldwide, took place in Cologne. Approx. 2.700 exhibitors from more than 55 countries presented the most important innovations of the year for four whole days and made the event a class of its own.

Of course, we were present in Cologne as well – this trade fair has been one of the most important events in our calendar since the 1950s!

A unique overview

The product range at the trade fair included everything from tools to fastening and bonding technology as well as supplies for industrial applications and the DIY sector.

On more than 144,000 square metres of exhibition space, the entire global industry presented everything that is important or about to be in the realm of hardware.

In exhibition hall 10, we presented our new stripping tools as well as chemical products, such as adhesives and sealants, technical sprays, high-performance assembly pastes and greases.

All around the world

This year, we do not only present our company and products in Cologne, but once again at more than 40 different trade fairs all over the world!

WEICON International

Exhibitions

Dates Germany

- **Bondexpo**
08.10. – 11.10.2018 Stuttgart
- **Fakuma**
16.10. – 20.10.2018 Friedrichshafen
- **Euroblech**
23.10. – 26.10.2018 Hannover
- **Belektro**
06.11. – 08.11.2018 Berlin

Dates worldwide

- **National Hardware Show**
08.05. – 10.05.2018 Las Vegas, USA
- **DemoMetal**
09.05. – 12.05.2018 Arad, Romania
- **Intertool**
15.05. – 18.05.2018 Vienna, Austria
- **30 BIEMH**
28.05. – 01.06.2018 Bilbao, Spain
- **DemoPlast**
20.06. – 23.06.2018 Arad, Romania
- **Singapore International Water Week**
09.07. – 11.07.2018 Singapore
- **IMPA**
11.09. – 12.09.2018 London, England
- **MetalMadrid**
26.09. – 27.09.2018 Madrid, Spain
- **MSV**
01.10. – 05.10.2018 Brunn, Czech Republic
- **Adipec**
12.11. – 15.11.2018 Abu Dhabi, UAE
- **Matelec**
13.11. – 16.11.2018 Madrid, Spain
- **Bauma**
27.11. – 30.11.2018 Shanghai, China



Karsten Rusch working for WEICON for 25 years

Happy anniversary!

On Easter Sunday, April 1st, Karsten Rusch celebrated his 25th anniversary of employment at WEICON. In 1993, he started working for our family business as sales administrator.

That was 25 years ago and since 2002, the trained industrial clerk has been our head of our sales department. 51-year-old Karsten Rusch is married, has three daughters and lives in Greven near Muenster with his family.

Ralph Weidling on the anniversary: "We are proud of our employees' loyalty and of staff turnover being very low in our company. Karsten has been a major part of the modern direction of our company and has done a lot for WEICON."



I would like to thank him again at this point for the last 25 years and I look forward to continuing to work with him in the future!"

Regular information medium for our customers

WEICON Newsletter

In addition to our WEICON News, since autumn 2017, we have also been keeping you informed about any news at WEICON in our newsletter we send out via email. Whether we present interesting applications from all around the world, new products or invitations to trade fairs – with our newsletter, we keep you up to date.

As our corporate magazine, WEICON News, is only published twice a year, we use our newsletter for regular updates in between. So it is not an advertising mail, but a regular information medium!

Cross-media

The WEICON newsletter also offers a key benefit compared to print media – by linking to our social media accounts, our website or our blog, we can share background information with you that's just a click away. The newsletter itself is clearly designed and easy to read. Any

topics which are of particular interest to the reader can be optionally opened by clicking on the different links.

Customised

Furthermore, the newsletter gives our international branches their own information medium, which allows them to address their customers in their native language and to keep them informed about local topics. In Dubai, for example, customers were told about the relocation of the branch to a new building or in the Czech Republic about an upcoming trade fair.

In many languages

At our headquarters, we send out the newsletter in German and English and for our international branches, customised versions are sent out in

English, Romanian, Spanish, Czech and Turkish. These are written in close cooperation between the PR department in Muenster and the different international branches.



Meeting of the top representatives at BASF in Muenster

The Industrial Community Muenster, which WEICON is a member of, held a meeting in January as their annual kick-off event in order to discuss common strategies and planned projects.

One of the main topics of the meeting was to evaluate the status quo and to review last year's activities as well as to give an overview of priorities in the future.

Dr. Renate Bork-Bruecken, plant manager of BASF in Muenster, invited the managing directors of all member companies to the annual exchange. One of the community's priorities is to emphasize industrial issues in today's society more strongly and to draw attention to industry in general and to the variety of products and features it includes.

New website

The new web presence is the instrument of choice in order to make the Industrial Community better known and to give it a distinctive, recognisable image.

The website has a modern design and offers detailed information on all member companies of the Industrial Community.

In addition to that, on the company's new digital business card, you can find products for everyday use, which are produced by Muenster-based companies and which people use every day without knowing where the products actually come from.

Who knows, for example, that filters of Hengst Filtration are used in vacuum cleaners produced by well-known brands, or that nitrogen of the Muenster based company Westfalen AG is used for filling bags of potato crisps?

Of course, you can also find WEICON for everyday use on the website:

Whether it is Cockpit Spray for cars, Multi-Foam for cleaning, Gold Spray for upcycling various items or Flex+bond as an elastic adhesive and sealant for many different DIY projects.

Impressive numbers of industry in Muenster

In a city like Muenster, whose reputation is still strongly influenced by science, trade and civil service, the impressive achievements which the industry contributes to the city's development are largely unknown to the public.

The industry ensures a positive development of the city – the industry is "strong for Muenster".

With approx. 13,000 jobs in industry, Muenster's industrial companies secure a safe existence and future for many families and generates prospects for young people by offering 20 percent of all apprenticeship jobs. In addition to that, many graduates from local and national universities start their careers in industrial companies in Muenster.

With an annual gross value added of nearly 1 billion Euros, Muenster's industry





is an essential driving force when it comes to the economic development of the city and its surrounding areas, and thanks to its total payroll of 500 billion Euros, it also secures jobs in other economic sectors. Industrial companies in Muenster invest an average of five percent of their turnover per year in the development of new products and technologies in order to withstand competitive pressure and to stay viable.

Exports in the industrial sector have doubled since the year 2000. For the global market, goods “made in Muenster” with a total value of approx.

1,2 billion Euros are produced every year – that equals more than 40 percent of the total turnover.

Industrial Community Muenster

Muenster-based industrial companies operating in various fields have joined together in order to found the Industrial Community Muenster in 2014. Together, all members actively discuss relevant topics with the public, political representatives and all other institutions involved.

The community’s goals are to draw the society’s attention to industrial issues, to inform about achievements and involvement of the industry in Muenster and to excite people for products and innovations.

That way, the Industrial Community Muenster wants to awaken the younger generation’s interest in jobs in industry and to further establish its presence in Muenster – WEICON is happy to be a part of this strong community!



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.

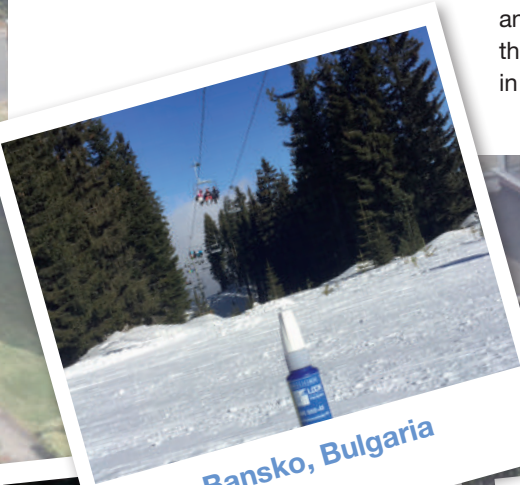
Is there a better way to show that, by now, our WEICON products are exported to more than 100 countries?

Two calendars have already been produced with beautiful images submitted by our co-workers and the line will be continued in 2018.

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 2019 calendar.

Here are some of the pictures we have received over the past few months:



Bansko, Bulgaria



South Africa



Crete



South Africa



Oktoberfest, Germany



South Africa



Faroe Islands



Ottawa, Canada

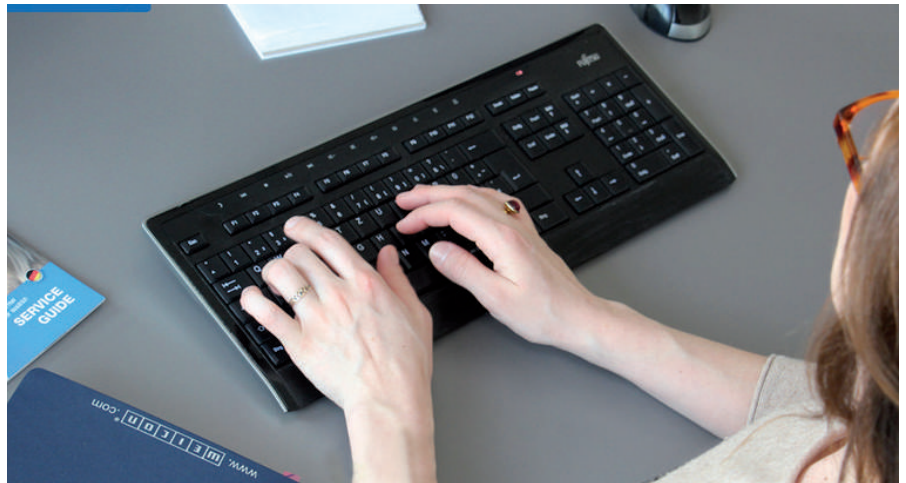
Relaunch of the WEICON Blog

New and user-friendly

In the past few weeks, our WEICON Blog has had a comprehensive relaunch and is now presented with a new design and user-friendly features. It has also been given a more international focus in addition to its online presence in German and English. Via the blog's navigation, users can choose between the categories Blog, Team and Social Media on the landing page, so they can find what they are looking for straight away.

Readers can choose between specific topics

In the categorie 'Blog', readers will find a specific description of all our topics and can choose between the topic areas Around the vehicle, DIY, Handcraft and useful tips, Interesting facts, International and People and events at WEICON.



Co-workers as qualified experts

As before, the team is introduced. What's new: Every author is determined as a specialist on a certain topic area – for example, Mike Breitenfeld is an expert in model making and home improvement or Farina Boenert is our expert in coordinating the blog's international section. Via the respective specialist, readers will find their favourite topics and vice versa.

Selected articles in different languages
In the category 'International', we present selected articles to our customers, business partners and readers from all over the world in different native languages. The contents are provided by our international branches, colleagues from the export department or native speakers working at our headquarters in Muenster. In addition to further spreading our information through Google and social

media, this blog category offers another great option: An article in the respective native language can be used by the international branches as landing page for a newsletter. That way, the blog can be used for international email marketing as well.

Social media even more present

The category 'Social Media' refers to our social media channels – including the Facebook pages of our international branches. These are also linked to the category 'International'. Embedding our Instagram and YouTube accounts allows the presentation of picture and video galleries, which are updated automatically with every post. Under every post, readers also find a link to share on different social media platforms.

Application videos on YouTube

Many new videos

Our YouTube channels are constantly growing. By now, you can find more than 400 videos on our German and on the international channel.

You can find our channels here:

Most of our clips are application videos. In short film sequences with a maximum length of two minutes, we demonstrate the handling and functionality of our numerous products.

youtube.com/WEICONnational (our German channel)
youtube.com/WEICONinternational (our international channel)
Feel free to check them out – it's worth it!





Interview with Andreea Daniliuc und Henning Voss

Why is quality management so important?

Andreea and Henning are in charge of product safety and quality management in our company. We have asked them, what exactly it is that they do and what steps are being taken in regard to ISO certifications.

WEICON News: When did you start working at WEICON?

Andreea: I have been working for WEICON since February 2017 – so for just over a year now.

Henning: I have been working for WEICON since 2011. I started working in purchasing. In late 2013, I began to establish the department for product security (PS). In addition to that, we incorporated the quality management (QM) in September 2016.

WEICON News: What are your tasks at work?

Henning: One of the main tasks is creating and maintaining documents and performing internal and external audits (QM) as well as classifying, creating and updating safety data sheets, label texts, markings and customer enquiries of all kinds (PS). That probably sounds a lot more boring than it actually is or can be! I am also in charge of coordinating the work and fire safety in our company.

Andreea: In internal audits, we examine if significant changes in the management system documentation have been

performed. Although the word ‘examine’ sounds a lot like we are controlling our co-workers, when actually we are looking for ways of improvement together.

WEICON News: What does quality management mean for WEICON?

Andreea: In QM you can see, how much WEICON has changed within the past few years. I have been working for the company for a year and can already see some significant changes. A few years ago, ISO certifications were not much of an issue at WEICON, now we are aiming at two certifications within two years. One of the biggest challenges, as I see it, is to keep up with the rapid market development. At WEICON, we see quality management as our contribution to organisational development and we try to adjust it to our company’s corporate culture by implementing it in a free, creative and individual way. There are no good or bad processes, some just need optimising, which is why quality management is a continual improvement process.

WEICON News: In order to optimise processes, you cooperate with other teams intensely. How does that work?

Henning: In our daily work as quality managers, we are always in touch with all other departments at WEICON. We talk to our co-workers a lot, because we want to find out about any problems (if there are any) as soon as possible in order to seek improvement. The cooperation is very smooth, as our colleagues

have realized by now that is not our job to just write things down, but to optimise and simplify processes and therefore to make their daily work easier, and that we are always open for suggestions. When it comes to product safety, most of our colleagues are glad to be able to pass any enquiries regarding standards, laws, regulations etc. on to us and that we handle them fast and legally watertight. So I think we are quite popular amongst our co-workers ;-)

Andreea: As there are so many different processes and documents and you always cooperate with colleagues from different teams, the job is very varied. Because we audit all departments in the company, we are in touch with all employees. For handling customer enquiries and in order to create safety data sheets, we cooperate very closely with product management, purchasing, the advertising and the sales department.

WEICON News: What project are you working on at the moment?

Andreea: We are currently in the certification process for ISO 14001:2015. That is our biggest project for 2018.

Henning: In addition to that, we also have projects on a regular basis where we try to find solutions for different areas, such as automating label texts through our product information system.



WEICON News: What exactly does ISO certification mean? And why is it so important for WEICON?

Andreea: ISO is short for the International Organization for Standardization. Quality management norms are important, as they specify standards a company's management needs to meet. By undergoing a certification process, a company can earn a certificate in order to prove that its quality is according to standards.

ISO 9001 is the most important standard for quality management principles. More than one million companies and organizations worldwide are certified by this standard today, nearly 50.000 just in Germany.

At the moment, we are working towards getting the ISO 14001 certification. This is an environmental management standard recognised worldwide.

WEICON News: Andreea, earlier you talked about two certifications within two years. Why the rush?

Reliable quality management is essential these days for any company the same size as ours. It helps us to improve our competitiveness and also to make our processes easier and more efficient. ISO 14001 is important for us, as we think ahead and want to further improve our eco-friendliness and social responsibility.

WEICON News: So is your main task to work towards certifications?

Henning: No, that is not quite right. You have to "live" quality management. You are not helping anybody by just reviewing everything right before the certification audit. Quality management system means to further develop the company by performing regular feedback cycles. During the certification, certain processes are then examined in greater detail.

In addition to that, it is important to keep the management as well as all employees informed. For example, we gave a public presentation at the end of March in order to increase transparency.

WEICON News: And what development could WEICON achieve in 2017 according to your documentation?

Andreea: In our internal audits, we received about 60 suggestions for improvements and half of them have already been implemented. That is a huge success for us.

Henning: In the context of employee satisfaction, employees as well as applicants were asked to give a rating on the online platform 'kununu' anonymously. Our company got a lot of ratings and achieved above-average results for our industry. We also had a relatively low rate of returns and complaints in 2017 and outstanding customer reviews. In the field of external communication,

we present our company very well in trade journals and on social media, but in 2018, we would like to further improve our digital marketing strategies by a close cooperation of the different departments. The recruitment of trained employees is also an important part of quality management, which is why the career portal on the WEICON website was modernised last year and we also released new recruitment videos.

WEICON News: What goals did you set for yourself regarding ISO 14001?

Andreea: In the context of ISO 14001:2015, we will introduce a standardized environmental management system. That means we will consider and examine our documentation system for environmental aspects more closely. We want to pay attention to further reducing CO2 emissions, reduce our amount of waste and develop a concept for waste management.

f.l.t.r. Annika Thiemann and
Jennifer Mersch



Changes in the supervision of our apprentices

Bettina Trautmann hands over to Jennifer Mersch and Annika Thiemann

Bettina Trautmann has been in charge of the supervision of the apprentices at WEICON until early 2018 and supported many apprentices during their training. To say thank you, all apprentices handed a group photo to Bettina and a volleyball as a memory of playing volleyball together.

Our apprentices Lea, Marcel and Alexander have each written a thank you note to her:

Lea Schedlbauer, 1st apprenticeship year in marketing communication:

“Bettina was a very thoughtful supervisor and always remembered things I told her. She has given me a lot of helpful advice. When my apprenticeship training hadn't started, she already invited me to play volleyball along with other apprentices. And I really liked how Bettina treated us as equal co-workers.”

Marcel Wagenknecht, 3rd apprenticeship year as wholesale trade merchant:

“What I liked most about Bettina being my supervisor was the fact that she always supported me and had my back. She always had a sympathetic ear as well and also supported me in completing vocational school by helping me study once a week.”

Alex Korobkov, 2nd apprenticeship year as wholesale trade merchant:

“Thank you very much, dear Bettina, for your great support and helpfulness!”

The new supervision

In January, Jennifer Mersch took over the supervision of the apprentices and Annika Thiemann was made her deputy.

For this additional task, additional qualifications were necessary. Jennifer did a week of advanced training in Kassel in March and passed her exam to be a trained supervisor in late April.

Supervising apprentices essentially means supporting apprentices, which means always being there for them and offering advice, if they have any questions. Annika assists Jennifer a lot in supervising our apprentices. As there are generally no “fixed hours” for the supervision, apprentices can come and talk to both of them at any time.

Focus on

“For us, the main focus should be on the apprentices' personalities. We want to foster their skills and ideas. We also want our apprentices to enjoy their training and working at WEICON, so they pass that experience on to friends or other apprentices at vocational school. Which also benefits our public image”, says Jennifer.

Plans for 2018

Especially in times of skill shortages, it is important for us to be considered a company offering appealing apprenticeship opportunities – whether it is via the new career section on our website, on social media or at local job fairs.

For planning the company's presentation at job fairs, Jennifer and Annika actively involved our apprentices. They have planned more interaction with school students. For that purpose, they have come up with ideas for different

activities, like a prize draw where you can win a day of practical training. In addition to that, the new corporate film is shown as well as different application videos. The special highlight: A video produced by the apprentices, which shows why everyday life as we know it would not be possible without adhesives. Short videos will also be recorded at the job fairs. For example, school students will be interviewed on how the perfect company for doing an apprenticeship would look like to them.

Apprentice Academy

In August, our new apprentices started their training at WEICON. As soon as they have become acquainted with their new jobs, the WEICON Apprentice Academy starts in early September.

What is the Apprentice Academy?

All apprentices approach the different departments and can ask all their questions regarding certain work structures or other relevant topics. In regular courses, the different departments answer those questions by giving presentations.

Depending on the topic, the presentations take place either in conference rooms, in the laboratory or in the warehouse. From how to file a tax return or how to do a sales pitch to detailed information on WEICON products and how to use them, everything can be made a subject of discussion.



Dennis Rückenschulte completed his apprenticeship

Successful graduation

In January, Dennis Rückenschulte successfully completed his two-and-a-half year apprenticeship program in wholesale and foreign trade at WEICON. Since then, he has been part of the sales team in technical sales. In addition to processing order transactions and advising customers, he is also responsible for technical issues and complaints.

We congratulate Dennis and are happy to have him as a permanent part of the WEICON team!





Job fairs 2018

Looking for junior staff

In 2018, just like every year, we are present at various job fairs in and around Muenster. In times of skills shortages, it is important for us to be present as potential employer and as company offering apprenticeship opportunities in order to pave the way for hiring junior staff at WEICON.

IHK apprentice speed dating

On March 8th, our recruiting tour started with the IHK apprentice speed dating at the training centre in Muenster. Our apprentice supervisor Jennifer Mersch and Anja Grave from the advertisement department were there in order to represent WEICON among about 120 other companies. Between 9 a.m. and 2 p.m., all applicants could introduce themselves in ten-minute conversations and have their portfolios checked – just like in real speed dating, minus the flirting part.

Jennifer concluded after the event: “We were quite happy with the outcome of the event, which was the first one for us this year. We were extremely impressed by one applicant, who had applied for a job in our warehouse. In his application, he had forgotten to add a photo, so he came to the speed dating in order to make up for it and to introduce himself in person. I really appreciated his commitment!”

Workshop MINT-Parcours

Organised by the zdi-centre m³ (MINT | Muenster | Muensterland), on March 9th, an obstacle course called ‘MINT-Parcours’ took place for the senior students at a local high school (Ratsgymnasium Muenster). The organiser’s long-term goal is to promote the connection between educational institutions and the economy. The event was supposed to give young people some hands-on experience and an insight into technical and scientific jobs and therefore ideas for choosing their career field.

Besides WEICON, Armacell, BASF, Hengst, Orderbase as well as representatives of the Technical College and the University of Muenster were invited. Michael Kunk and Beatrice Beuker, both experts in research and development, represented our company. Four female students took part in our workshop – all of whom showed great interest in the chemical industry. One of them had even already done an internship in our export department.

Our colleagues had two hours to demonstrate some applications of our adhesives and answer all questions the students asked about WEICON. Michael managed to awaken the girls’ interest in the field of adhesives by asking questions like “What happens when an adhesive cures?“, “Why do we need different adhesives for different materials?“ or “What holds a plane together?“. The vivid examples inspired the students to ask a lot of questions themselves. They were also very interested in our colleagues’ personal

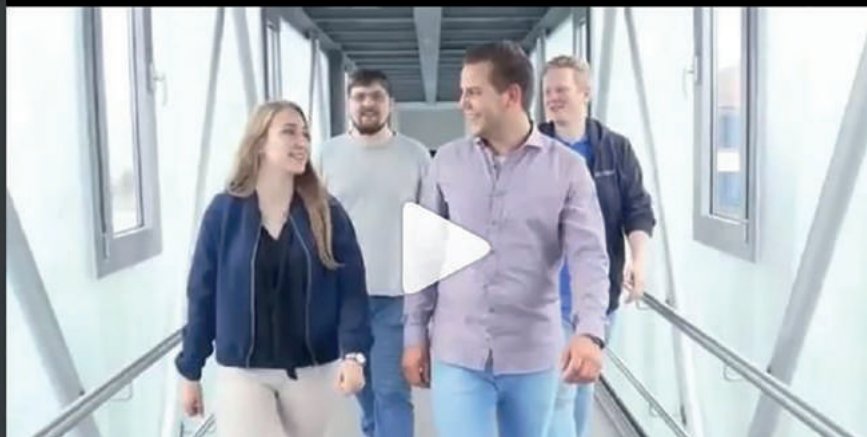
careers and educational backgrounds. Michael encouraged them to try out different things and to break new grounds: “Don’t be afraid of doing something wrong. You’re still young and you will wonder what comes next many times in your lives. But it is important to learn by experience!”

Background:

„zdi – Zukunft durch Innovation“ (“future through innovation“) is a campaign of the state North Rhine-Westphalia for promoting junior staff in scientific and technical jobs. By the use of regional networks, the campaign is supposed to inspire young people to jobs or studies in the ‘MINT’-sector (MINT stands for mathematics, computer science, science and technology. Supporting institutions of the MINT initiative are the Technical College of Muenster and the University of Muenster.

www.uni-muenster.de/M3-mint/





WEICON on Social Media

WEICON apprentices on Instagram

Since January, our apprentices have been running their own corporate profile on Instagram. Kira Brauer and Vivian Kintrup created the account 'weiconazubis' and now post updates on a regular basis. Kira told us how the project started.

WEICON News: How did you come up with the idea of creating an Instagram account for the WEICON apprentices?

Kira: Many other companies, like Rewe, have an Instagram account specifically for their apprentices. The idea appealed to us. Considering digital transformation, you have to be present online these days. Even with many companies being present on social media, corporate profiles run by apprentices are still pretty rare. So the market still has great potential.

WEICON News: Do all apprentices post updates or do you take turns? How do you organise the account?

Kira: Vivian and I coordinate all posts. We write articles, choose pictures and upload the posts. There is also a WhatsApp group, where all apprentices

can share photos. Vivian and I meet up regularly to exchange ideas. We have a schedule for planning when to put up which post. That is essential in order to ensure quality and recognition value.

WEICON News: How do you come up with new ideas?

Kira: There is usually enough going on in our company, like events, product training courses or our daily work. And every apprentice has some funny pictures to share or a video from vocational school or seminars every now and then.

WEICON News: Is it a lot of work?

Kira: YES! But it is also a lot of fun. Teamwork is important and it is nice to be able to divide the tasks between all of us.

WEICON News: What is the purpose of your account?

Kira: We want to make WEICON better known and address new candidates for doing an apprenticeship in our company. In addition to that, we would like to give school students an insight into our jobs, so they get an idea of

what it is like to do an apprenticeship at WEICON. We also want to advertise our account on apprenticeship shows. At the same time, we will post about the shows at Instagram and show some pictures and videos of the events.

WEICON News: How is weiconazubis different from the corporate account weicon_de?

Kira: weiconazubis is an account run by apprentices for apprentices. We have complete creative freedom and can make our own decisions on what we publish. We want to help school students to apply to our company. Especially when writing their first application ever, everyone can use some tips and tricks. And I am sure it helps, when you can ask another apprentice all your questions first. And we would like to tell them how much we enjoy working at WEICON!



weiconazubis

Folgen

24 Beiträge

135 Abonnenten

205 abonniert

weiconazubis ❤️ - Willkommen bei weiconazubis. Hier findet ihr spannende Themen und Infos über uns.

www.weicon.de/ausbildung



New opening of WEICON Middle East

Drumming in the desert

After the topping out ceremony had been held in December and all building works had been completed according to plan, the opening celebration of our new branch took place in Dubai in February.

It also has a cooling area, where adhesives sensitive to temperatures can be stored.

The new branch is located about 30 km from Downtown Dubai.



WEICON Middle East

The new complex includes a warehouse as well as office space and has a floor area of more than 1000 m².

The high-bay warehouse has an overall length of 26 metres, is over seven metres high and has two levels.

Dubai Opening – the celebration

Ralph Weidling travelled to the Gulf together with his family in order to attend the event and to be able to send us a nice write up and some photos of the celebration.

All employees of WEICON Middle East were invited to the opening celebration along with their families.

The celebration began with a tour of the new premises and short speeches given by Thorsten Lutz and Ralph Weidling, followed by a meal with Indian and Arabic specialties.





Of course, the little guests were taken care of as well. The kids could go down a slide, which had been set up for the celebration, and play a game of soccer.

To conclude the celebration, a 45-minute drumming course was given by the group "Dubai Drums", which offered new experiences for everyone. A great idea for young and old alike!

"After almost 13 years of WEICON Middle East, Thorsten and his team have moved into a very nice building. The architect has done a great job. Let the future come!", concluded Ralph Weidling after the celebration.

Congratulations to the new opening and to this great WEICON branch in the desert!



Bonding golden ornaments with Easy-Mix RK-7000 Structural Acrylic Adhesive

WEICON in the world's tallest hotel

Dubai. A city of superlatives. Tallest, biggest, most luxurious. One world record after the other. When it comes to real estate and wealth, Dubai is one of the fastest growing cities worldwide. It is home to the Burj Kalifa, which is the world's tallest building with a roof height (excluding antenna) of 828 metres. In 2008, the Dubai Mall was already the world's largest shopping mall, yet in

2018, it was expanded by another 150 shops to a floor area of more than one million square metres in total in order to hold the record. Measuring 355 metres in height, Dubai's JW Marriott Marquis Hotel had been the world's tallest hotel for a long time. In February, its record was broken by the Gevora Hotel – which is also located in Dubai – with a height of 356 metres.

The gigantic building is three times as big as Big Ben und 56 metres taller than the Eiffel Tower. It boasts 528 rooms and suites as well as four restaurants, all located on 75 different levels. The smallest deluxe room has a size of 46 square metres, the largest suite has a floor area of 85 square meters.





During the extensive interior construction of the Gevora Hotel, one of our structural acrylic adhesives was used in order to bond golden ornaments to the walls and ceiling: Easy-Mix RK-7000.

For demanding designs

This adhesive can be used for bonding metals and different materials, such as glass, marble or plastic. Its viscous structure also allows easy usage

on vertical surfaces. Due to its high strength, RK-7000 is particularly suitable for structural adhesions in demanding designs.

The ornamentation on walls and ceilings should also be impeccable in one of the world's most luxurious buildings, so surely, the WEICON structural adhesive with its special qualities was not chosen by chance.

Part of a famous building



"We are very proud of the fact that our product has been used in this impressive and most likely soon-to-be famous building and that we take part in Dubai's rapid development this way", says Thorsten Lutz, under whose direction the first WEICON branch was founded in Dubai in 2005.





Completion of the new buildings

WEICON new construction

The new building containing offices, training and conference rooms as well as the new, bigger warehouse was completed at the end of 2017 and ready to move in in January this year.

Here, the advertising department, the PR department, purchasing, product management as well as research and development have found a new and attractive home.

With its open, light and modern architecture, the new administration building supports a creative exchange of ideas between the different departments.

In addition to that, modern meeting and seminar rooms are available, which

were already used during our January Meeting (see article on pages 6 and 7).

After a construction period of approx. 1.5 years, the extension of our headquarters is now completed.

Green spaces and conversion

Some minor works will follow, such as creating green spaces in order to make the outside areas of the new buildings look good as well.

In addition to that, the conversion and renovation works on the old building started in March and will be completed in autumn 2018.

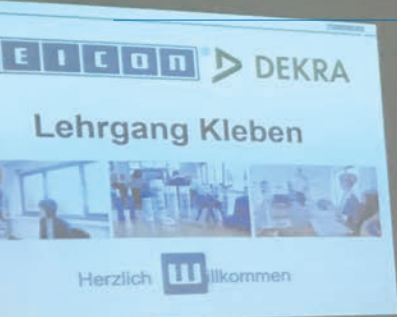
Our export travellers will then return to the main building and move into a modern open-plan office, which will also foster creativity and an exchange of ideas.

“We are glad that the move of the different departments and the warehouse went so well and smoothly. The extended production and storage space will help us to become even more flexible and competitive and due to the new administration building, there will be a lot of progress in our research sector as well“, says Ralph Weidling about the extension of the headquarters in Muenster.

Here are some impressions of our new buildings:







Seminars at DEKRA

Teaching the basics of adhesive technology

In October last year, our colleagues Rami Awad and Klaus Brandl gave training courses on adhesive technology at the DEKRA headquarters in Stuttgart.

All four courses were well-attended with approx. 100 participants taking part in total.

Participants came from different fields in the manufacturing industry, where adhesive technology plays an increasingly important role.

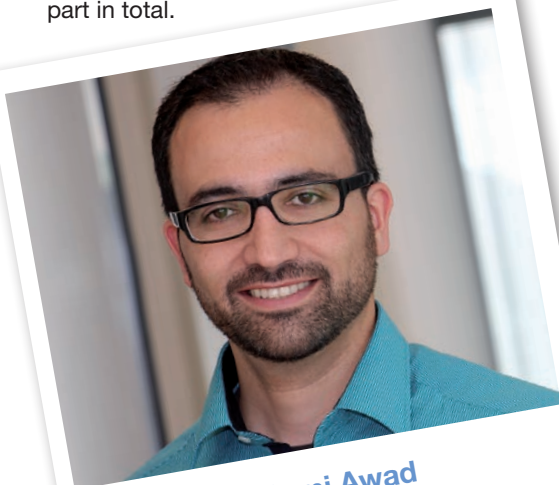
The correct pretreatment was discussed as well as how to choose the right adhesive for an application and different types of adhesives were presented.

Content of the training

In the training courses, participants were taught the theoretical foundations of adhesive technology. From the general definition of adhesive bonding to a schematic layout of an adhesive bond with explanations of the terms 'adhesion' and 'cohesion'.

Positive outcome

"DEKRA got in touch with us, because they were looking for a partner in giving training courses on the field of adhesive technology. The courses went really well and we have received such positive feedback that further professional seminars will be given in the future", says Rami Awad, field sales manager at WEICON.



Rami Awad



Relocations and renovations

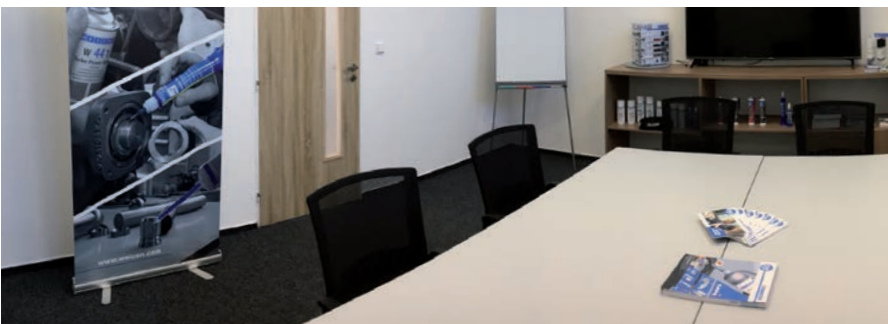
WEICON – there’s a lot going on!

In addition to our headquarters in Muenster, there have been quite a few conversion and renovation works going on in some of the WEICON branches as well.

At the beginning of the year, our branch in Singapore moved into new premises near its former location. The new office had previously been rebuilt according to the company’s own preferences and now offers modern workspaces with lots of natural light and a spacious warehouse.

As already mentioned, WEICON Middle East has also moved into a new location. After the Dubai branch has been in business for nearly 13 years by now, the new building was opened in February this year.

In the Czech Republic, there were some structural changes made to the existing building at the beginning of the year, due to an enlargement of the branch. The warehouse was extended to the opposite building and part of the previous warehouse was converted into a spacious entrance hall and a conference room.



A real eye-catcher

WEICON van in the Netherlands

Not only in Colombia (WEICON News 2-2017), but also in the Netherlands, a van with WEICON design is now traveling across the country.



We congratulate our partner Festec to this beautiful car!



Extensive research series

"Using assembly pastes is essential"

We conducted an extensive series of tests in order to research the effects of assembly pastes available on the market, which delivered interesting results.

Our expert in the field of tribology, Michael Kunk, tells us about the experiments.

Reason for the research conducted

We had received reports on some applications during which signs of corrosion on stainless steels had occurred as well as deviations from the normal performance characteristics.



So we wanted to get to the bottom of things and determine the effect of assembly pastes which are used on different materials. Moreover, we wanted to evaluate our products' performance in comparison to other products on the market.

Series of tests

In the series of tests, assembly pastes used on stainless steel components were analyzed.

For testing the assembly pastes, M 10 screws made from X5CrNi18-10 and X2CrNiMo17-12-2 were used. As measurand, the breakaway strength m_l was determined.

The screws were fastened with a preload of 30 nm and then heated up to 450°C in a heating oven, which is normally used for hardening tools, for 24 hours. After having cooled down, the screws were loosened.

Measurements were taken with an electric torque wrench.

What results did the study deliver and how can they be evaluated?

Customers often reported that sometimes very high torque values were needed in order to loosen the screws. This effect occurred particularly often, when stainless steel components were stressed with high temperatures.

In general, we have found that when using assembly pastes, the torque value for loosening can be twice as high as the preload used for assembling.

After the screws had been loosened, components which were used with any of the WEICON assembly pastes could be dismantled without any effort.

Screws which had faced the high temperature without any assembly paste all suffered material failure and the destruction of the components.

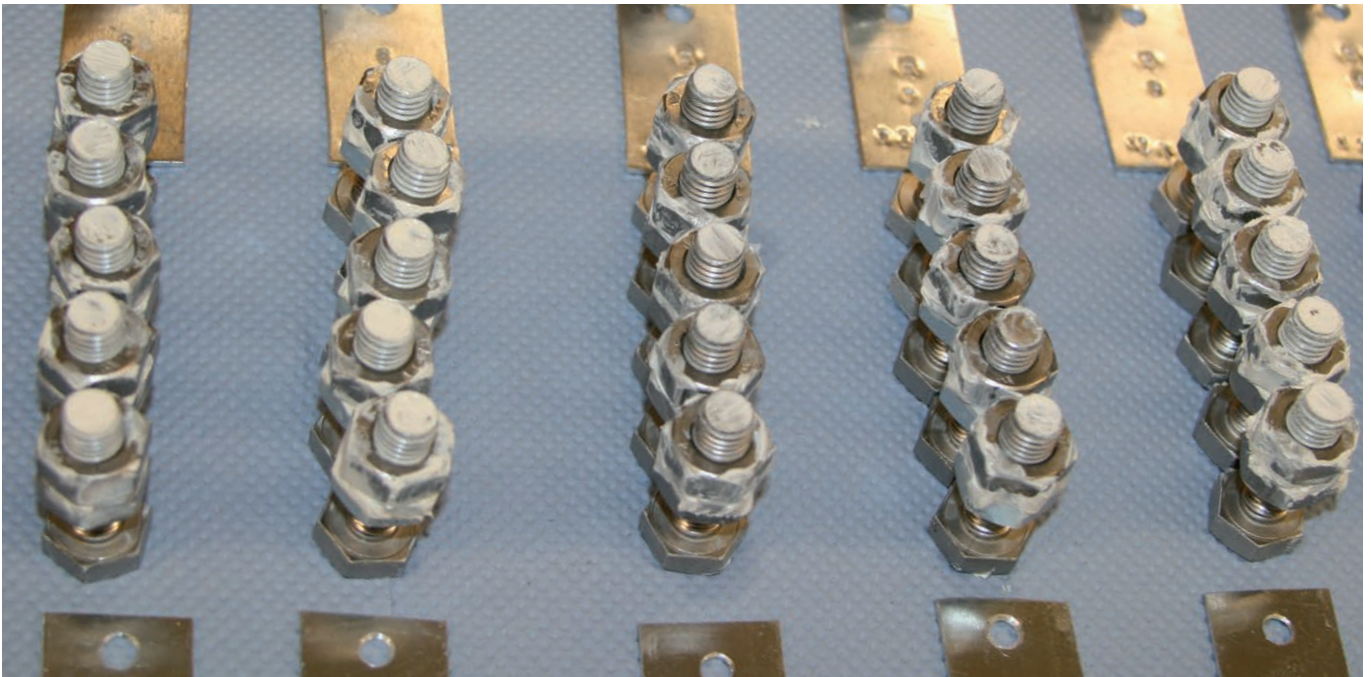
This shows that using assembly pastes is essential and that there really is no alternative.

Why do increased breakaway strengths occur when using assembly pastes?

This can be explained by the vaporisation of the base oil, which the assembly paste contains and which evaporates at a temperature above 200°C. The release film, which remains in the thread after the vaporisation, increases the friction in the thread and therefore also the torque value that is required for loosening the screw.

What causes seizing in stainless screw connections?

In many cases, the main reason for seizing is corrosion, which is caused by the use of different metallic materials in one component. Due to electric corrosion, a kind of cold welding occurs at the components' contact points.



Depending on the components' size and quality and on the stresses they are put under during the application, often, a number of influencing factors are combined.

What can users do to prevent these effects?

It is important that all components used are clean and free from any impurities. Foreign metals accumulate particularly often on screws or components which are stored openly. Often, this happens during grinding or welding works carried out close by.

Attention should be paid to correct storage and handling in order to prevent components from getting damaged. Damaged components should be refinished, if possible, otherwise replaced. Screws with larger thread diameters should be stored individually rather than in bulk storage.

Can assembly errors be compensated by using assembly pastes?

No, that is not the case. If, for example, the permissible preloads are not met when assembling single components in machines, using assembly pastes can not prevent the components from being damaged.

The stretching of the screws deforms their threads to such a high extent that, when trying to disassemble them, they block.

Does using ceramic pastes offer an alternative to classic assembly pastes?

Our WEICON assembly pastes were compared to an overall number of eleven ceramic pastes from nine different suppliers available on the market.

In all tests conducted during the study, no metal-free assembly paste with ceramic solids showed better performance characteristics in terms of stainless steels.

Of course, we are very pleased with these results, as they show how well our assembly pastes work!

Nevertheless, we will conduct further research to be able to offer our customers the best advice possible. Currently, we are testing the influence of corrosion in different weather conditions. As research on this matter is inherently time-dependent, a time frame or conclusion of these studies can not yet be predicted.

As soon as there are any new findings, we will tell you, of course!





Training in Italy

Invaluable exchange

In February, our colleague Davide Merlo organized a product training in Italy.

The training was attended by technical dealers from northern Italy.

The participants learned a lot about the applications of our products. They had the chance to ask technical and sales questions during the event in order to provide better customer service afterwards.

The theoretical part was followed by hands-on trials focusing on the top products of the Italian retailers.

During the day, our Italian colleagues offered breakfast, coffee breaks and lunch to all participants. During these breaks, there was an interesting exchange of ideas and suggestions for increasing sales in the Italian market.

"The training has been very good and we will be offering more events of this kind to encourage the direct exchange with our dealers," Davide said after the training.

The Italian economy

Italy is a highly industrialized country and, behind Germany, Great Britain and France, the fourth largest economy in the European Union and the eighth largest economy in the world.

Italy's main trading partners are Germany and France.

Regional differences between north and south

Characteristically for the Italian economy are the differences between the regions.

The major economic centers of Milan, Turin and Genoa form the triangolo industriale (industrial triangle) in the north of the country. The north of Italy is one of the economically strongest areas in Europe.

The south of the country, on the other hand, is one of the most underdeveloped regions in Western Europe.



World-famous products

Although agriculture plays only a minor role in the economy, it produces products for which Italy is well known in the world: wine, olive oil, cheese and citrus fruits.

The strength of the Italian economy is manufacturing, especially in small and medium-sized family-run businesses. According to a leading statistics institute, 95.2 percent of Italian companies have less than ten employees.

The most important industries in Italy include mechanical engineering, aircraft, ship and vehicle construction, the chemical industry and the manufacturing of electronic products.

The textile industry also represents a significant economic factor with its well-known brand names.





Sponsoring in Italy

WEICON part of the Eco-marathon

Our colleagues in Italy have been supporting a very interesting project in Turin. A group of students there has been working on constructing a vehicle to take part in the Shell Eco-marathon.

The team we have been supporting since last year is called H2politO and consists of students attending the Polytechnic University of Turin. They study different fields of engineering and can therefore complement each other's different fields of knowledge.

The team is part of the Department for Engineering and Aerospace Technology at the Polytechnic University of Turin.

The team's goal

The students' main goal is to take part in the Shell Eco-marathon and, ideally, win against the numerous other student teams. The competition promotes the development of sustainable vehicles, which only use as little energy as possible.

Last year, the team from Turin did very well already and finished in fourth place with a car that covered a distance of 110 kilometres with just one litre of fuel – excellent!

A whole lot of companies support the team of students in achieving their goals. That way, as a positive side effect, the competition also promotes the collaboration between the industry and an educational institution – and WEICON is part of it!

What exactly is the Eco-marathon?

The Eco-marathon is the biggest energy efficiency competition worldwide.

The goal of the competition is to engineer a vehicle which covers a specified distance using as little energy as possible.

There are two main types of engines: Combustion and electric engines.

History of the Eco-marathon

Two US scientists came up with the idea for the competition, when they were challenging each other on who could cover the longest distance with just one litre of fuel.

Since 1985, there is also a European version of the competition.

In addition to London as venue in Europe, it also takes place in Detroit in the USA as well as in Singapore in Asia. About 450 teams take part in the competition worldwide.



Conference in Beijing

WEICON in China

In April, our business partner in China, the company Deuchman, held a two-day conference in Beijing.

Besides the team from Deuchman, our export colleague Weiwei Goddinger, our export manager Vitali Walter as well as 35 representatives of different Chinese distributors and companies attended the event. 80 participants in total met in Beijing in order to talk about WEICON.

After welcome remarks by the director of Deuchman, Mr. Wang, by our colleagues from the export department in Muenster and by Ralph Weidling via video message, all participants were introduced.

Presentations given by the field staff and distributors

At the beginning of the conference, presentations were given, during which our colleagues from the Chinese field service explained their fields of activity, the economic development in 2017 and their plans for 2018.

In addition to the field service representatives, three select distributors also presented their companies and their experiences with WEICON.

Presentation Deuchman

After that, Mr. Wang presented his company and also explained Deuchman's corporate culture.

Key aspects of our partner's philosophy are values such as quality, loyalty, durability, reliability, continuity and team work.

With these values, WEICON and Deuchman share common ground. These similarities in terms of our corporate philosophies and also in approaching the market by offering high-quality products and excellent service have been supporting the sound cooperation between our company and our partner in China for years.

In the next part of his presentation, Mr. Wang explained the target groups for WEICON products. As our products range in the more expensive category, our brand is positioned as a premium brand in the Chinese market.





Warehousing at the dealers

He also explained an important change in the company's dealer policy. From now on, every Deuchman dealer has to run a warehouse. Especially for best-selling products, like W 44 T, it is important to ensure to have sufficient stock. The reason for this standardized guideline lies in the excellent service WEICON provides. This service sets our company apart from the competition.

At the end of his presentation, Mr. Wang discussed plans, goals and upcoming projects of his company.

Presentation of WEICON

Then it was our WEICON colleagues' turn.

Weiwei presented the company, our new products, our approach to digital media, the extension of our headquarters in Muenster as well as WEICON's goals for 2018.

Product presentation

Afterwards, Weiwei and Vitali gave the participants a detailed product training, including product demonstrations of WEICON SF epoxy resin system, the flexible adhesive and sealant HT 180, the different Repair

Sticks, the Structural Acrylic Adhesive RK-7300, products from our WEICONLOCK range, our cyanoacrylates and technical sprays.

Positive feedback

"The participants very much appreciated the professional preparation of the conference. The detailed product presentations were also highly acclaimed. The participants were attentive and very interested and they asked a lot of questions. That shows us that we have chosen the right topics and offered the attendees an interesting program", said Mr. Wang, concluding the two-day event.





Kick-off event Tri Finish

Optimistic start to the new season

In late April, we kicked off the new season 2018 for the triathlon club Tri Finish in our company's new building in Muenster.

Since 2016, we have been the club's main sponsor and also part of its name.

2017
very successful

The Tri Finish athletes can look back on a very successful season 2017, which the premier league team could finish in a very good 7th place out of 16 teams in total.

Optimistic about 2018

The club's board, including the current chairman Tobias Heide, is very optimistic about the upcoming season.

The kick-off event started with an outlook for upcoming competitions and a presentation of the club's activities,

such as the Kidman, the triathlon in Muenster and the Advent Run around the Aasee (a lake in Muenster).

Introducing the athletes and sponsors

Afterwards, the athletic director Holger Fritze gave a brief overview of the team and its rankings in the last few years. He also introduced all athletes individually and their achievements so far.

In the new season, the premier league team of Tri Finish will include talented young triathletes again from various international backgrounds.





After the athletes had been introduced, Ralph Weidling presented WEICON as main sponsor of the club. In addition to WEICON, the suitcase manufacturer B&W International, the Sparda Bank, the supplier of bike wheels Leeze and the cycling and bike shop Homann are sponsors of Tri Finish.

Afterwards, team photos as well as individual photos of all athletes were taken both for print media and the different social media platforms, before finishing the event with a relaxing barbecue for all guests.

Overall, it was a very pleasant kick-off event and we wish the team all the best and good luck in the upcoming season 2018!

For further information visit:
www.trifinish.eu





'bayti hier' and the WEICON sample bag

Supporting a refugee integration project

bayti hier is a fashion label located in Muenster, which supports the integration of refugees. It combines Western fashion with Arabic designs. Michael Kortenbrede, a Muenster-based student of Business Administration, started the project in 2016 in order to offer refugees in Muenster a job opportunity.

In a Welcome-cafe, he met a Syrian couple, both of whom are tailors, and wanted to help them. Ilham Hasan and Mohammad Ali Alnamous ran a tailor shop with 50 employees in their hometown Damascus, until they had to flee from the Syrian Civil War – through Lebanon, Turkey and then to Greece by boat. Their tailor shop had been bombed and completely destroyed in the meantime. Eventually, they came to Muenster.

A fashion label encourages intercultural encounters

At bayti hier, Syrian refugees can work in their profession again and contribute their knowledge on patterns, colours and fabrics from their home countries. The result is a label, which combines Middle Eastern fashion styles with Western sweaters, shirts or backpacks.

Everyone who wears clothes made by “my home here” (bayti is Arabic and means: my home) is an advocate for an open and tolerant society. “At bayti hier, we encourage intercultural encounters. Two cultures which become one with the help of fashion. It is proof of the harmony between two cultures in their daily interactions in the streets.“, is how the company describes its label’s background.

Lisa-Marie Weidling, who studied Fashion and Design at the Academy for Fashion Designers in Muenster, has also been involved at bayti hier right from the beginning. In early May, the team starts the test run of their mobile shop and has already invited WEICON.

WEICON supports this exemplary integration project. What could work better than giving refugees the opportunity right from the start to be an important part of society in Germany and to contribute in a meaningful and cooperative way?

Recently, bayti hier has also been producing accessories in addition to clothes. The fashion label has designed a sample bag specifically for WEICON. The bag is black, has the WEICON logo imprinted and offers enough space for some of our chemical products and tools. All field service employees have been taking their sample bag to customer meetings for the last few weeks. Here is some of their feedback:

A product for WEICON





bayt
hier®

"Very useful when meeting new customers - in addition to the Weicon App and the Service Guide!"

"Clean design, can be customised individually - in combination with the sample case, if you use two to three varying demonstration pieces. Great!"

"Much better than just showing the catalogue."

Here is some feedback our field staff colleagues have given on the sample bag:

"New customers really appreciate the bag. I also expect a sales push with our existing customers thanks to our new products, which fit into the bag really well."

"When walking to a customer meeting, I now have one hand free. I can also present additional products, which I would not have taken to customer meetings before."



"The bag is handy and always in my passenger seat. A great help for my daily work in the field service."

"Handy and yet it you can fit a lot into it. It is quickly packed and unpacked and you don't always have your hands full. Thumbs up!"

"This is a way more elegant and eco-friendly alternative compared to our polybags. It leaves a very positive impression on customers as well, especially when talking about where it is made. A very good investment!"

"I think the bag is great. You can keep all samples handy and don't need to carry everything in your pockets or in your hands."



Adhesive bonding in Muenster

Seminar
Basics of
adhesive technology



HANDWERKSKAMMER
MÜNSTER

Dates 2018

Date 1	Day 1: HBZ	Tuesday	18.09.2018
	Day 2: weicon	Wednesday	19.09.2018
	Day 3: weicon	Thursday	20.09.2018

Date 2	Day 1: HBZ	Tuesday	09.10.2018
	Day 2: weicon	Wednesday	10.10.2018
	Day 3: weicon	Thursday	11.10.2018



This training course is aimed at companies which already use sealants and adhesives in their production processes or which plan on doing so in the future.

The training course was developed in cooperation with the training centre for craftsmen in Muenster.

**Sign up
now!**

seminare@weicon.de

Introducing our team

What does...actually do?

Weiwei Goddinger

In which department working at WEICON do you work in?

I work in the export department as an area sales manager.

How long have you been at WEICON?

I started working for WEICON in 2015.

What is your role here at the company?

I support our distributors in Mainland China, in Hong Kong and in Taiwan. I usually visit the distributors every couple of months. Along with them, I travel to customers and offer technical advice and support. I perform product trainings for our distributors' new employees or for end customers on a regular basis. We discuss any problems in detail and talk about new promotional ideas and sales concepts. When it comes to customer complaints or an attempted application of our adhesives, I take care of it as soon as possible. In order to do so, I always get support from our laboratory and application engineering in Muenster, where I also do the preparation and follow-up of my trips. In addition to that, I take part in national and international exhibitions regularly.

What sport do you most enjoy watching?

The soccer European Championship and World Championship.

City or Swiss Mountain Lake when you're 75?

Preferably the mountain lake. Not in Switzerland though, but someplace where you have eight months of summer.

What is your favourite food?

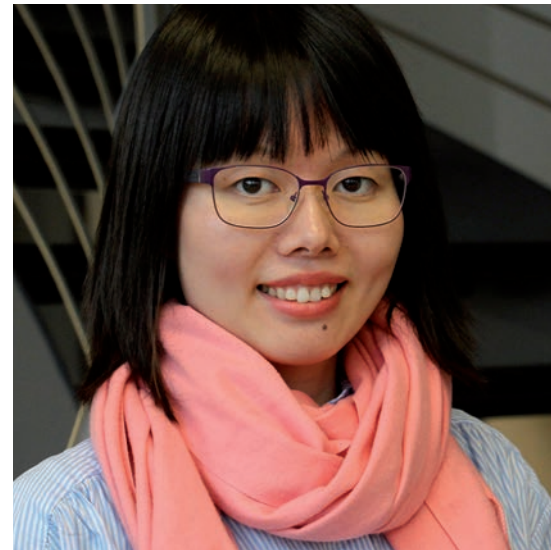
Seafood and everything my husband cooks for me.

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

With a crime investigator at Interpol (International Police Organization). I have always wanted to be a police officer. But I have always been aware of the fact that most things you see on TV are far from reality.

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

Taiwan.



What was the last TV series you watched?

I'm not a big fan of video on demand services. I only watch what is on free TV. At the moment, I'm watching "Magda macht das schon!" (a German TV show).

What are your hobbies?

I like reading non-fiction books and listening to happy and peaceful music. When the weather is nice, I like to go for a walk or hiking.

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

Get up at 11 a.m. and then spend the day out in the sun with my husband... or go to the sauna, if the sun isn't shining.

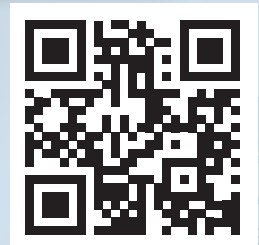
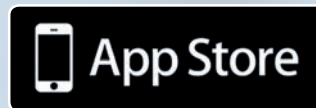
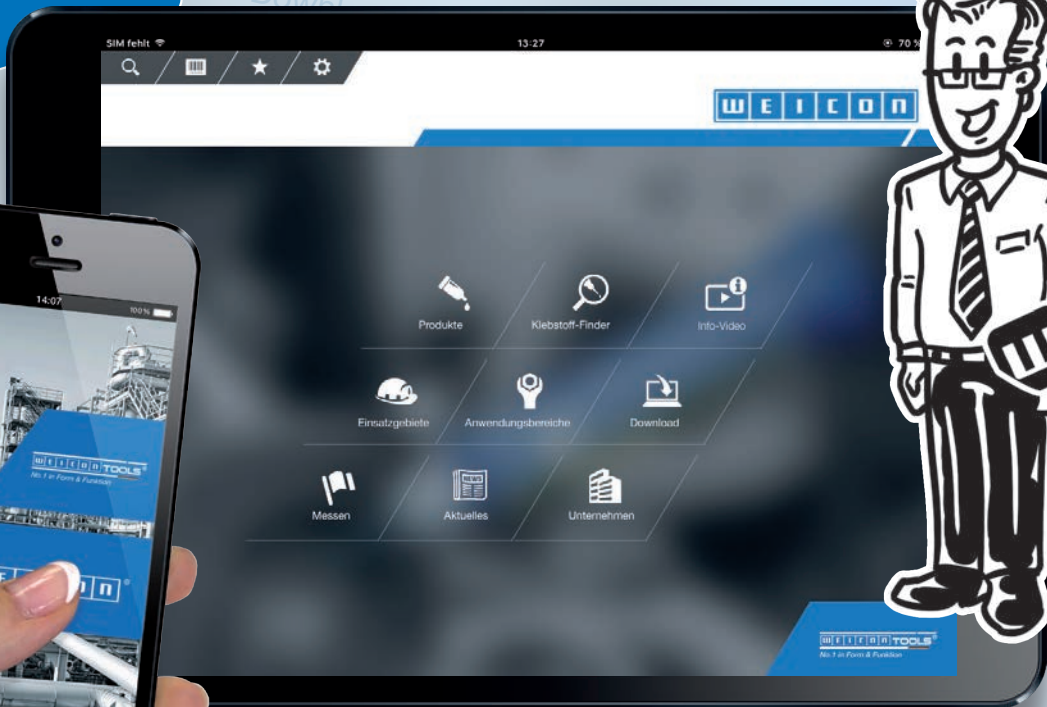


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WEICON News

