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Dear readers,

You are holding it in your very own hands – the first edition of the new WEICON News.

A few years ago, our company also published a corporate magazine. However, in those days, our communications department was not as broad-based as it is today. Our company now has the capacity needed to relaunch our magazine, and we are delighted.

In future, WEICON News will keep you informed of all the news at WEICON GmbH & Co. KG and its subsidiaries, as well as innovations, products and other interesting aspects of our company. We have introduced regular features such as "What does ... actually do?", where one of our employees and his responsibilities is presented in each issue.

In doing so, we want to present to you some of the people behind the WEICON company, who do all they can every day to ensure that you receive the best possible service and highest quality products. Another regular feature is "WEICON Products in Use", where we will present to you how our products are used in a wide range of industries across the world.

WEICON News will appear twice a year - in Spring and in Autumn.

I hope you find reading this magazine interesting and inspiring and I would be happy to receive both positive feedback and constructive criticism, so that we can improve the magazine for you.

Best wishes

Ralph Weidling



News

WEICON opens new branch in Romania

Between the Carpathians, Moldova and Walachia

In April 2012, we opened a new branch. Following in the footsteps of Dubai, Toronto and Istanbul, Targu Mures in the heart of Romania is now also home to a branch of WEICON. Ralph Weidling is very optimistic: "Romania is a very interesting market with great potential for development. We have been represented in this country for 15 years, but now having our own staff on the ground is a real advantage for our company."

The branch is led by Franz Freiwald, who has German roots and Romanian Adina Victor, bringing the number of staff responsible for the sale of WEICON products in Romania to four. WEICON Romania was already represented with its own stand at the TIT international technical trade

fair in Cluj-Napoca, Romania. Adina Victor is very happy with how the trade fair went: "We received a very positive response from the visitors and are anticipating many customer meetings as a direct consequence of the trade fair. Our presence there

was very important, as it allowed us to present ourselves as the new WEICON branch in Romania to the specialist audience at the TIT."



www.weicon.de/com

WEICON will soon have a new look

The current WEICON website is showing its age a little. That's why we decided it was time to take a look at the site and revise it so that it is up to date.

We think the result is something to be proud of. In the design, a particular focus was placed on user-friendliness and simple navigation. Right on the first page, known as the landing

page, you can get a brief overview of the latest news from the company. In addition, a press area has been developed in which you will find all the information, press releases and publications in specialist journals and magazines about WEICON you need. An archive of

WEICON News, a press folder and a few photos for download will be available

The "Sporting Commitment" area in the "Company" section is new as well – there you will find reports on our sponsoring activities for many sports clubs and events. We have also designed the website so that it is displayed in the best possible way on smartphones and tablets.

We are happy to soon be giving you the opportunity to see our revised website for yourselves. Test it to its limits and give us your feedback, so that we can make our website even more user friendly in the future!



Kitchener · Canada

WEICON Inc. supports racing team



800 horse power Harley Davidson engine, a torque of 1,220 Nm and a top speed of 331 kilometres per hour.

The machine participates in races organised by the Canadian Motorcycle Drag Racing Association. We wish the team all the best and every success in their upcoming competitions!

The WEICON branch in Kitchener has been supporting the HAMMER RACING team from Canada since the middle of this year. The racing team uses many WEICON products to care for, maintain and repair their machine. WEICONLOCK® for threadlocking,

Sealant and Adhesive Remover, Rust Loosener, Contact Spray for the electrical contacts, Multi-Foam for cleaning, Bio-Cut for the production of new parts and Anti Seize High Tech for protecting the screw joints. The racing vehicle is a bike with an

Facebook and Twitter

WEICON in social media

In the modern age of communication, more and more companies are choosing to contact their customers directly via social networks such as Facebook and Twitter.

These platforms offer a unique opportunity for direct exchanges with a range of target groups and to provide them with information every day, so that they are always up to date. We have therefore also decided

to begin using the social networks Facebook and Twitter. WEICON profile pages have been created and will be updated regularly with product notifications, information on trade fairs we are taking part in, sponsoring activities and other news about our company.

We would like to warmly invite you to become a 'WEICON fan' on Facebook or to follow us on Twitter,

so that you can always receive the latest information and news straight from us!



www.facebook.com/weicon



https://twitter.com/weicon_de



Trade fairs



WEICON in a good position internationally

From Münster to the world

WEICON now operates four branches abroad and is represented in over 70 countries around the world. Our international focus can also be clearly seen in the large number of trade fairs at which our company is present.

This year, we are taking part in 45 trade fairs at home and abroad, in order to represent our products and new developments. This is a difference between WEICON and most other medium-sized companies, who do not participate in so many national and international events. The size of the trade fair booths varies between twelve and 84 square metres.

Traditionally, the most important dates in our trade fair diary, are the Hanover Trade Fair and the International Hardware Fair in Cologne, where the company has been represented for over 50 years, sometimes even with more than one booth. In 2010, for example, we operated three booths at the same time at the Hanover Trade Fair.

Needless to say, this requires a great deal of effort with regard to organisation and logistics. Ralph Weidling gives arguments for participating in so many trade fairs:



"Because we supply our products to almost all industrial sectors, it is a good idea to be present at many different trade fairs. For example, we have customers in mechanical

Taking part in 45 trade fairs worldwide

engineering, plastics engineering, wind energy, the automotive industry and in the oil and gas industry. Our products require explanation and a trade fair booth is the best place to present and explain them to the

visitors." Because many products require such explanation, participation in trade fairs is more suitable than, for example, advertisements, which give only a brief look at the products. "Speaking directly to users at the trade fair face-to-face is one of our most important sales instruments," continues Weidling. But trade fairs are not only used to gain new customers.

Customers who are already familiar with the company can also use the events to learn all about new developments and changes to







the product range. "Because we have over 300 items in our product range, personal contact with our customers is very important," says Ralph Weidling. A large number of prototypes is available at the trade fairs for demonstration purposes, showing the adhesive power of WEICON products. These trade fairs take our team all over the world. This year, our trade fair diary includes visits

The longest journey to a trade fair will be covered by those WEICON staff travelling to Singapore - over 10,000 kilometres away.

to the United Arab Emirates, Canada, Korea, Norway and Singapore.

06.09.	08.0	9.2012	Guadalajara (Mexico)
10.09.	14.0	9.2012	Johannesburg (South Africa)
10.09.	14.0	9.2012	Brno (Czech Rep.)
11.09.	13.0	9.2012	Berlin (Hall 6, Booth 6213)
11.09.	13.0	9.2012	Woodstock (Canada)
18.09.	21.0	9.2012	Berlin (Hall 8.2, Booth 213)
18.09.	22.0	9.2012	Husum (Hall 5, Booth 5B04)
18.09.	22.0	9.2012	Stuttgart (Hall 6, Booth 6D22)
25.09.	28.0	9.2012	Essen (Hall 12, Stand 12-103)
		0.2012	Istanbul (Turkey)
		0.2012	Stuttgart (Hall 7, Booth 7308)
09.10.	12.1	0.2012	Vienna (Hall A, Booth A0900)
16.10.	20.1	0.2012	Friedrichshafen (Booth A-1126)
17.10.	20.1	0.2012	Bucharest (Romania)
23.10.	27.1	0.2012	Hanover (Hall 13, Booth F 55)
11.11.	14.1	0.2012	Abu Dhabi (U.A. Emirates
22.11.	24.1	1.2012	Leipzig (Hall 2, Booth F 21)
27.11.	29.1	1.2012	Düsseldorf (Hall 4, Booth 4G38)
27.11.	30.1	1.2012	Singapore
27.11.	30.1	1.2012	Frankfurt (Hall 8.0, Booth B 43)
05.12.	08.1	2.2012	Jakarta (Indonesia



Products

WEICON Smoke Detector Test Spray

Reliable testing of smoke detectors

Just in time for Germany's National Smoke Alarm Day, the WEICON Smoke Detector Test Spray (SDTS) has been introduced to the market.

The media reports on people who have died in fires or through smoke inhalation almost every day. Many of these tragic stories could have been prevented if smoke detectors had been used.

Through the increased use of smoke detectors, the number of fire-related deaths in countries like Great Britain and Sweden has decreased by 50 percent. In ten German states, the installation of smoke detectors is now compulsory by law not only in industry, but in private residential buildings too. Further states are also

planning to make this compulsory. The changes to the law include compulsory installation of smoke alarms in new constructions and a three year transition period for installing them in existing buildings.

Optical and photo-electric smoke detectors are suitable for providing early warning of smouldering fires.

Smoke detectors save lives!

These devices work using a scattered light process. A light signal is transmitted to a light sensor at regular intervals. If there is smoke or smoke



particles in the detector's optical chamber, the beam of light can no longer reach the sensor and the alarm is triggered. The use of smoke

No sense of smell when asleep

detectors is especially recommended in bedrooms, since a person's sense of smell does not work when he or she is asleep. Emergency exits to outside should also be equipped with smoke detectors, so that people can reach safety without impedance in case of a fire. Rooms with a high fire load, i.e. a high risk of fire, such as the living room, should also be

equipped with detectors. Those who have installed smoke alarms should test their function on a regular basis.



In industry, the devices must be checked by a specialist company at least once a year by law. Simply pressing the test button is not enough to check whether the smoke detector is working perfectly, as this only checks the warning sound and the voltage of the battery. Neither should the test be carried out by using a candle, cigarette or burning paper, as this contaminates the smoke alarm with soot and it can no longer be guaranteed that it will work properly.

This kind of test also destroys the photo-electric cell in the detector. A smoke detector test spray is used to check the function of optical and photo-electric fire alarms. Using this kind of spray is the only way to simulate a real fire, since particles are sprayed into the detector's smoke chamber and are recognised by the sensor, thus triggering the alarm.











The WEICON Smoke Detector Test Spray is suitable for checking the function of optical smoke alarm systems safely and easily. Using WEICON SDTS does not contaminate the detector, since the all areas in which photo-electric fire alarms are used, such as in industrial plants, public facilities and private homes. The function test should be carried out regularly – we recommend one test every six months.

Simple and safe

spray evaporates completely without residue. When developing WEICON SDTS, mounting on a professional picking arm was taken into account so that the spray can be entered precisely into the test probe.

Needless to say, the spray can also be operated by hand. The Smoke Detector Test Spray can be used in

WEICON Smoke Detector Test Spray for industrial use

The Smoke Detector Test Spray was developed for use in both professional specialist firms and in private homes. In developing the shape of the can, the geometry of professional picking

arms was taken into account so that the spray can also be used for daily fire alarm testing by the relevant specialist companies. Needless to say, the Smoke Detector Test Spray can also be used simply by hand, without a picking arm.









Products





Adhesives for sensitive areas

A wide range of methods for securing screw joints is used in industry. One of these methods is to use anaerobic adhesives.

These single-component adhesives which remain liquid as long as they are in contact with oxygen. Only when no more oxygen can get to the adhesive does it harden. The adhesives secure screw joints permanently and eliminate the risk of unwanted loosening due to vibration or the effects of other forces. This shows the great advantage of anaerobic adhesives: full exhaustion of performance right up to the material limits. These metal adhesives are used not only in securing and fastening, but also for sealing a wide range of connections. However, many of the anaerobic adhesives used up to now are marked with hazard symbol Xi and are irritant to the skin, eyes and respiratory organs of the appliers. Safety at work and health protection are becoming

For food and pharmaceuticals production

more and more important in industry. Products and auxiliaries have to meet strict guidelines and comply joints with the requirements of the site doctors.

WEICON has developed and established a solution which both meets these high demands and displays the required product properties – WEICONLOCK® White Line. This allows it to be used even in sensitive areas, such as food and pharmaceutical production.

The White Line products have been approved by the National Sanitation Foundation (NSF) and the German Technical and Scientific Association for Gas and Water (DVGW) and are suitable for the use in the drinking water sector. In addition, three White Line adhesives have a 'white' safety data sheet, i.e. do not require labelling. This means that these products do not have to be labelled with hazard symbols, R phrases or S phrases in accordance with the strict EC Regulations No. 1907/2006 – ISO 11014-1.

WEICONLOCK® are anaerobically hardening adhesives and sealants which differ from one another for example in their strength, their temperature resistance or their viscosity, i.e. their fluid properties.

The WEICONLOCK® products are liquid plastics which harden when air is excluded, for example in a gap between a screw and thread. Their packaging, the patented PEN system, makes the adhesives easy to dose and clean to use. In addition, WEICONLOCK® is resistant to temperature fluctuations, chemicals and solvents and has high resistance to vibrations and impacts









AN 301-70 Threadlocking High strenght Medium viscosity marking free



AN 301-72
Pipe and flange
sealing with PTFE
Medium strenght
High viscosity
marking free

A dispensing system is sealed and secured with WEICONLOCK® AN 301-43.



AN 301-38
Retaining cylindrical assemblies
High strenght
Medium viscosity



AN 301-48 Retaining cylindrical assemblies High strenght Medium viscosity

WEICON Cable Stripper S 4-28 Multi

Safe and compact

The product family of strippers has a new member – the S 4-28 Multi. As well as the knife with additional hooked blade and the cable stripper with integrated voltage finder, we now also offer a tool whose casing includes an additional stripping function.

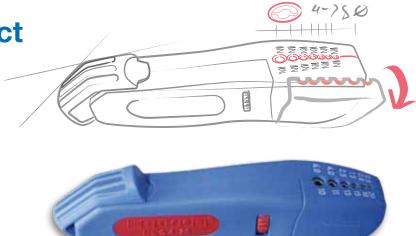
The new S 4-28 Multi allows all common round cables with a diameter between four and 38 millimetres to be stripped precisely, quickly and safely. The cutting depth of the cutting







Additional function stripping: For all common flexible and solid conductors with conductor cross-sections 0.5mm², 0.75mm², 1.5mm², 2.5mm², 4.0 mm² and 6.0mm².



knife can be regulated continuously using an adjustment wheel in the casing, thus preventing damage to the internal conductor. The cutting knife is integrated into the casing and is self-rotating, allowing automatic conversion from circumferential to longitudinal cuts.

The additional stripping function is integrated into the casing and allows all common flexible and solid conductors with a cross-section of between 0.5 and 6.0 square millimetres to be stripped. The new cable stripper is tested by TÜV,

carries the GS seal from TÜV Nord and was developed taking safety at work aspects into account. The casing is made from wear-proof, glass-fibre-reinforced polyamide.

The S 4-28 Multi is 145 mm long, ergonomically shaped, weighs just 60 grammes and is very easy to handle. It was tailored perfectly to the requirements of professional users and can be used both in trades and in industry.



roducts in use

Applications

WEICON - Products in use

We are now represented in over 70 countries around the world – and WEICON products are used all over the world every day. Our sales representatives visit our customers at a regular basis and often return to Münster with interesting examples of how professionals are using our products in practice.

In this section, we want to give you some insight into the many areas where our products are put to use. The first example of a WEICON product

the producer to switch to WEICON's Contact VA 100.

WEICON Flex 310 M

Another example of a WEICON product in use is WEICON Flex 310 M Cristal, a single-component adhesive and sealant which is especially suited for permanently elastic joints and hardens crystal-clear, allowing almost invisible bonding.

During construction of the Exhibition Centre in Abu Dhabi, blue coloured glass was to be adhered across the full area to MDF boards to give the entrance hall a very special look. This resulted in wall elements measuring between 0.40 x 1.20 metres and 1.20 x 1.80 metres.

When choosing the appropriate adhesive, it was important that the product chosen could guarantee a permanent and safe adhesion even with constant variations of temperature and climate, since the temperature in the exhibition centre can rise up to 40 degrees when the air conditioning is not running. WEICON Flex 310 M Cristal meets these requirements and also allows crystal-clear, very

clean bonding between the existing wood and glass sheets. Therefore our product was able to assert itself over the many other adhesives.

Before the application, the glass elements were cleaned with WEICON Plastic Cleaner in order to remove any contamination from the areas, in the best possible way and thus to achieve the maximum adhesion. Thanks to the use of Flex 310 M Cristal, visitors



to trade fairs in Abu Dhabi can, now that the centre has opened, enjoy an impressive view of the building's timeless yet modern blue entrance

WEICON Contact VA 100

in use is our cyanacrylate adhesive WEICON Contact VA 100. A company in the jewellery industry uses this WEICON adhesive in the production of various jewellery items.

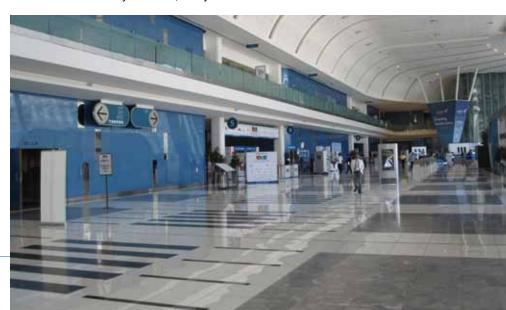
To do this, gold elements which are to be processed into jewellery items, are coated in Contact VA 100 and fixed onto a base plate.

WEICON Contact Activator is then used to accelerate hardening. The gold elements are fixed in preparation for the subsequent milling and grinding process, which is computer-controlled. This process involves



very fine processing of the gold; the individual pieces can then for example be made into necklaces.

Before the WEICON product, the manufacturer used a cyanacrylate adhesive from a local supplier. However, our product's faster hardening with greater hardness and consistently high quality, convinced





Campaigns

Sponsoring

WEICON –
Partner of sports

On this page, we will give you a brief overview of WEICON's commitments in sports.

We have been supporting clubs and events in various areas of sports for many years – in football as a sponsor of the Bundesliga team Borussia Dortmund, third division SC Preußen Münster, TSV Handorf and Gelb-Schwarz Hohenholte; in racing the Green Gas Viper team led by Titus Dittmann and our own team at Rad am Ring. In endurance sport, we support the City Triathlon in Münster and the Münster Marathon.

Many of WEICON's staff enjoy sports, a fact which is proved impressively by many employees' active membership of sports clubs and the high participation in the marathon relay every year. The











115 employees in Münster registered ten relay teams for the Volksbank Münster Marathon 2012. Some staff even entered for the full distance on September 9th. This means that over one third of the entire staff took part in this well-known Münster sporting event – definitely a number to be proud of!



SPARDA-MÜNSTER CITY TRIATHLON 2012













In June, WEICON took part in an internship programme (Betriebs-Rallye 2012) in Münster. A total of ten companies offered students from Class 9 of the secondary modern school in a district of Münster the opportunity to learn more about a range of apprenticeships by offering them a day of work experience.

Each student went through five companies during the two-week internship-programme. The impressions they gained are intended to help them choose a career later on. During the programme, they alternated hands-on days in the companies with days at school, completing followup work. The internship programme created a network between companies and schools in Münster by intensifying and promoting practical cooperation between the parties involved. "We often have students on work experience in our company, but this kind of programme is something completely new for us, too. For the companies, the project is a good opportunity to present themselves to a large number of students and thus to arouse interest in the apprenticeships they offer." said Martin Krawinkel. Head of Advertising at WEICON. The Managing Directors of the companies involved emphasised that they enjoyed giving the students these days of work experience and that they found many students to be very motivated and interested. All in all, the Directors viewed the programme as a great success.



Inge Nieländer, Co-Head of the secondary modern school, was delighted: "The students were very keen to learn and were able to gain valuable insights into the working world over the two weeks." The internship programme 2012 will be the start of a long-term project, in which all five schools in the North of Münster and many more companies will take part in future. The programme was organised by the German Association for Small and Medium-sized Businesses (BVMW) and the Citizens for Münster foundation.









As sponsors of the third-division SC Preußen Münster for many years, WEICON GmbH & Co. KG had the opportunity to use the arena on the Hammer Straße for a company event.

"We are happy to offer our partners the opportunity to use the facilities in the stadium for celebrations and conferences in a very special environment," says Dirk Kugel, Head of Marketing at SC Preußen. The WEICON team said farewell to Walter Belke over a delicious barbecue buffet with a wonderful view over the

stadium. He had been responsible for the sale of WEICON products in the Frankfurt and Wiesbaden area for more than 30 years. Over 100 colleagues followed the invitation to the Preußen Arena and acted







either as players on the pitch or in supporting the teams from the main stand. "This wonderful day will stay in my memory for a long time and I am proud to have been a colleague to such a great team," said Belke at his farewell event.

For the players of the three teams, Inter WEICON, Borussia WEICON and WEICON United, who provided exciting matches, playing in the Preußen stadium themselves was a real highlight.

"Normally I'm here in the crowd in the stands. Seeing behind the scenes and playing myself is a real experience," said Sebastian Coché, defender for United and employee in the Export department at WEICON in his day job.







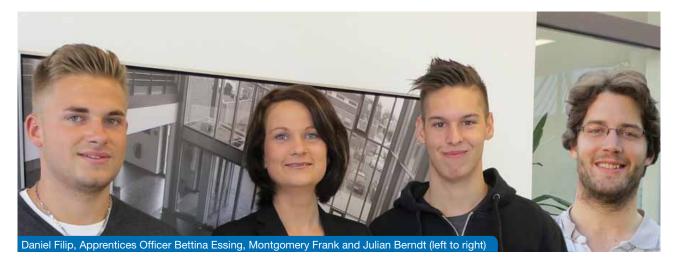
Persona

New apprentices at WEICON

Investment in the future

On August 1st, Montgomery Frank and Daniel Filip took the first step in their careers. The two young men are beginning apprenticeships as Wholesalers and Export Merchants. Julian Berndt had already started his apprenticeship as a Warehouse Logistics Specialist on June 1st. Ralph Weidling is very optimistic: "We have three very promising new apprentices and I

am convinced that they will fit into the team very well."



Nils Christopher Berndt

What does ... actually do?

Which department at WEICON do you work in?

I work in the Advertising department.

How long have you been at WEICON? I have been at the company since January 2011.

What did you do before?

I completed a three-year apprenticeship as a Media Designer at Druckhaus Cramer.

What is your role here at the company?

In Advertising, I am responsible for designing flyers, labels, brochures and other printed products.

My job also includes organising events and all kinds of photography work.

I work closely together with printing companies to ensure that the printed documents arrive with the specialist traders in the high quality they are used to.

What do you do in your free time? I do a lot of sports in my spare time. Next to football, I am very enthusiastic about endurance sports and this year I took part in my first triathlon over the

Olympic distance.



Apprentices off to a flying start

A successful finish

Our apprentices Anja Mürmann, Lena Jinko and Marcel Dülfer have successfully completed their final examinations. Anja and Lena are now Wholesalers and Export Merchants, while Marcel is a Warehouse Logistics Specialist. Since July, Anja has been employed in Sales and Marcel in Shipping. Lena has left the company to begin degree studies in the Netherlands. We would like to give our warm congratulations to all three and wish Lena all the best for her future!



Growth in many departments

New staff 2012



Henning Lockenkötter



Sven Hempe Sales department Germany



Thorsten Krimphove Public Relations Manager



Daniel Gans Sales Representative



Ingo Lachnicht Shipping



Melanie M. Moreira **Export department**



Sales Representative



Hasan Altindag Export department



Omar Barke Export department



Julian Berndt Shipping (apprentice)



Daniel Filip Sales (apprentice)



Majid Bahmani Export department



Andrej Smotrizki Accounts



Sascha Beilmann Marketing



Sales Representative



Montgomery Frank Sales (apprentice)







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