

10th Issue

News

**DIN EN ISO 9001:2015
certification**

**Interviews with Ann-Katrin
Weidling and Timo Gratilow**

Social Media activities

www.weicon.com



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Dear readers,

I am pleased to present you the 10th issue of our corporate magazine, WEICON News.

A small anniversary, which we are proud of – our news has been providing you regularly since 2012 with interesting stories and news from our headquarters in Muenster or from our eight international branches.

Our anniversary edition also takes you on a small journey into the world of WEICON.

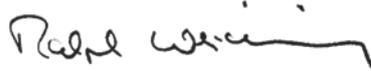
We were certified in Germany according to the norm DIN EN ISO 9001: 2015 and the work on our new building is progressing steadily.

In two interviews you will get to know my daughter, Ann-Katrin, and Timo Gratilow, our second managing director, a little closer.

We report on the extensive filming of our employees' videos and we visit our branches in Spain and Turkey and present you two dealers with whom we work together on the Bosphorus.

I wish you a varied and interesting reading!

With kind regards,
Your



Ralph Weidling



Cover of the 1st issue
of WEICON News

Latest news from the WEICON family



WEICON Website

Four additional languages

The number of our branches and international trading partners is growing continuously. WEICON has customers all over the world.

Since service and customer satisfaction are our number one priority, we would like to approach our trading partners and customers in their mother tongue and avoid language barriers.

Therefore we are expanding the number of language versions of our WEICON website step by step.

Our website is already available in German, English (and American English), Turkish and Spanish.

Now four further languages are available: Czech, Romanian, Italian and Chinese.



Advertising material supplement

New product flyers

We are expanding our offer of advertising materials with three additional flyers. With immediate effect, all relevant products for the area of maintenance are found in the new industry flyer.

In addition, we have designed flyers for our Crack Testing Agent system and our Zinc Sprays (see page 13).

The new flyers are available in English and German – additional languages will follow.





Regional conference 2017

Lively discussions

A total of three WEICON regional conferences took place in July.

Our colleagues from external sales met up in Koenigslutter, at the headquarters in Muenster and in Aalen for a lively exchange of information.

New concept

Our colleagues received an overview of the conference agenda in order to implement the new concept. They were asked to consider the issues in order to be able to participate actively in the discussion.

Topics

Topics at the event were, for example, feedbacks on the new products that

Our colleagues shared information on the future of the technical trade and thought about strategies and concepts for future external sales.

Afterwards, Holger Lütfring provided an outlook of the new products for the coming year to collect opinions and evaluations.

To finish off, our colleagues were able to introduce innovative ideas and



The previous conference concept was revised. Instead of participating in a purely information event for external sales staff, they should actively discuss with each other and thereby share important background knowledge.

The sales management and the management board adopted the role of moderators to guide everyone through the issues throughout the day.

have been on the market since March and on experiences made by our colleagues with the customers.

The marketing tools were also examined in detail. Advantages of the catalogue, the app and the website were considered, as well as the question which additional tools could provide further support for the work of the external sales staff.

improvement suggestions to arrange their work in external sales even more effectively.

“The new concept was a full success. We had a lively exchange amongst external sales staff at all events. Rami Awad, head of the area sales managers, prepared the conferences excellently and moderated perfectly – many thanks!” says Ralph Weidling looking back at the three events.

WEICON is a member of IGM

The community focuses on industry

WEICON is now also a member of the Muenster Industrial Collective (Industriegemeinschaft Muenster - IGM).

Muenster Industrial Collective

Industrial companies in Muenster from various sectors joined forces in 2014 to become the Muenster Industrial Collective. Together, the members engage actively in dialogue with the public, political representatives and all relevant institutions.

The goal of the collective is to bring up industrial topics in the community, provide information about the achievements and involvements of industry in Muenster and get people excited about products and innovations - now WEICON is also part of this community!

Announcing industrial achievements

Muenster is one of the best cities in the world to live in. One of the main reasons for this is its regional industry. It is one of the city's growth drivers and plays an active role in Muenster's future. The capital city of Westphalia is an important location for many reputable industrial companies with international significance. Various products are



developed, produced and marketed here, and everyone profits from it. But hardly anyone knows it!

The companies that have merged in the Muenster Industrial Collective are changing this with various campaigns and dedication!

Prelude at Lake Aasee

At the end of September, a series of events began with the intention of increasing public awareness of industry and its achievements.

Vocational trainees from IGM member companies met at Lake Aasee for a photo campaign. Over 200 of them were photographed from the air by a drone - a truly impressive number of young people!

Four of our WEICON trainees were involved and were rewarded for their dedication with a raffle and a serving of ice cream - many thanks to Vivian, Lea, Alex and Mohamed!

Other IGM campaigns

The upcoming year will feature other IGM campaigns, that are currently in planning or preparation.

The first step will be reworking the industrial collective's website in order to provide the public with news about the IGM and its member companies.

In January, there will be a meeting of the IGM companies' General Managers and the course for the collective's future activities will be set.

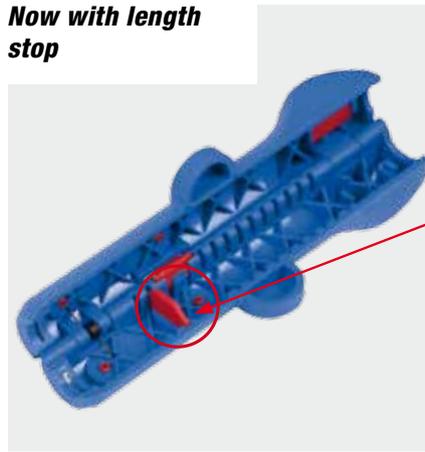
Founded in 2014

The industrial collective was founded with the city's support after the devastating storms in the summer of 2014.

Many industrial companies in Muenster joined together in a joint initiative to plant new trees on the promenade where the trees had been affected by the storm.

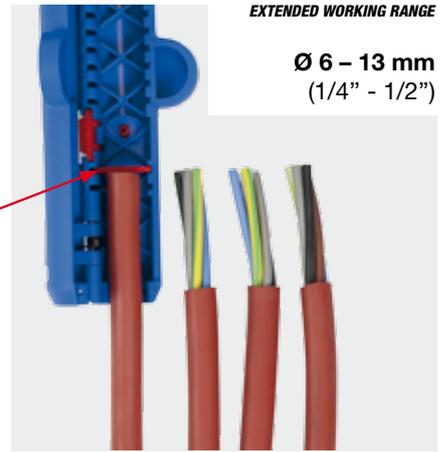
The Muenster Industrial Collective now consists of 19 companies.

Now with length stop



EXTENDED WORKING RANGE

Ø 6 – 13 mm
(1/4" - 1/2")



WEICON TOOLS Round Cable Stripper No. 13

Many improvements

We modified one of our tools, adapting it to technical developments. Now it offers several improvements – the new WEICON TOOLS Round Cable Stripper No. 13.

The relaunched product belongs to the WEICON TOOLS dismantling tool range. All types in this product line allow a fast and safe stripping of all common round cables, are easy to handle and guarantee a precise result.

The Round Cable Stripper No. 13 ensures a safe and comfortable stripping of all common round and humid area cables with an extended working range of 6,0 – 13,0 mm in diameter. It is suitable, for example, for NYM cables between 3 x 1.5 mm² and 5 x 2.5 mm².

Longer design

The design of the No. 13 was optimized. The longer design ensures an even better access for dismantling in cavity wall sockets and hard to reach areas.

The slanted and space saving tool head perfectly adapts to the new socket design.

Even in hard to reach areas such as in the ceiling and wall area, or in junction and distribution boxes, as well as switch cabinets the cables can be quickly and easily stripped with the tool.

For possible small series or for the arrangement of conductors with the same dimensions, a length stop is now integrated in the housing of the No.13. This ensures a comfortable and fast dismantling of cables with the same length.

New blade arrangement

The arrangement of the blades in the housing has also been optimized. This prevents clogging of the blade by cable rests. It is also not necessary to adjust the cutting depth manually.

The blades are electro-galvanized for even better corrosion protection and a longer service life.

Ergonomic and safe

The tool is certified by German TÜV NORD and was developed especially under the aspects of safety at work. The ergonomic and anti-slip handle shape of the tool allows a safe and easy handling in daily work and also increases safety. The fixing clip provides a safe storage of the tool.

The No.13 is 100% Made in Germany, consists of glass-fibre reinforced polyamide and therefore it is light and robust in equal measure.

The Round Cable Stripper No.13 has been specially adapted to the needs of the professional user and is used both in crafts and in industry.





Meeting in Muenster

International Sales Meeting

The International Sales Meeting took place at our headquarters in Muenster in May. After the conference in January, the meeting was the second event in 2017, where we could share experiences and information with our branches. Important topics such as innovations or the use of social and digital media by our branches were discussed.

After being welcomed by Ralph Weidling and Timo Gratilow, the new products

and new employees were introduced. Afterwards, Patrick Neuhaus presented our new WEICON TOOLS display stand in the shape of a cable knife and the modified, Round Cable Stripper No. 13.

The use of social and digital media for improved external and internal communication between branches was another subject of discussion.

Furthermore, the branches and our international sales team shared their experiences during the meeting.

A very successful event!





Present simultaneously throughout the world

Online product training at WEICON

We have had new technical equipment in Muenster for worldwide video conferences of all kinds since the middle of this year. Product training sessions, system training, meetings or job interviews can be held online, whilst the participants are at different locations around the world.

The first online training session at WEICON took place at the beginning of May after several test runs. It was held by one of our colleagues from the export department in the training room in Muenster and provided a general overview of our product range in 90 minutes.

Training for branches

In close cooperation with the branches, training plans were developed to introduce individual products and product groups in online presentations.

Alongside employees from South Africa, Canada, Singapore, the Czech Republic or Romania, new colleagues at the Muenster site also took part in these training sessions. Online training is an effective way of supplying our teams with the same knowledge level, within a short period, throughout the world.

“The new video technology has proved very successful. It will also be used for product training sessions for our colleagues in the branches. This means that personal communication is possible, despite huge distances

– the perfect alternative to expensive and time-consuming travel,” says Vitali Walter, export manager at WEICON.

Training recordings

The presentations are also filmed and archived to be used later on, for training purposes. This provides us with the opportunity to inform new employees or trade partners extensively about our numerous products.

In future, our customers shall be trained or take part in meetings too with the help of video conferences.





Information events for FSM

Involvement in the world of WEICON

On 9th and 16th June, Ralph Weidling and Timo Gratilow invited the company FSM to an information event on our premises. The purpose was to involve our long-standing printing partner a little more in the “WEICON world”. Our new colleagues in the WEICON team were also able to take part in the events.

Presentations and tour

The two-hour meeting started with a company presentation from WEICON. Timo provided some information on the history of our company, explaining in detail what characterizes WEICON, and in which industrial sectors our products can be found.

This was followed by a tour through the “old” buildings and the new shell, during which Timo invited our neighbours to use the WEICON facilities, as for example the newly developed swimming lane or the bistro for employees.

After the tour, Vitali Walter gave a speech about our export business with the title “Why all the effort?” He explained why we need foreign language labels and why it is important that our orders are processed as quickly as possible.

Timo closed the info event with the words: “The more you know about what we actually do, the better you

can understand our company. This is why I'm pleased that you came today and that we work so well together. The partnership with you is very important to us.”





Dangerous Goods Safety Advisor

Safe transport of dangerous goods

In May, Klaus Kleymann was appointed Dangerous Goods Safety Advisor at WEICON after successfully completing his examination.

It was necessary to appoint another advisor due to the size of our company. Klaus Kleymann is now also the contact person, accountable for everything relating to our dangerous goods and he is authorised to give instruction in this area.

In essence, the Dangerous Goods Safety Advisor has the task of finding ways and means, and taking measures, that facilitate the company's compliance with provisions for the transport of dangerous goods.

He is a company consultant for any questions relating to the transport of dangerous goods. He oversees all processes that go along with executing

the transport of dangerous goods and prepares the corresponding records and annual reports.

We hereby congratulate Klaus for passing the examination and wish him much success at his position!

The Dangerous Goods Safety Advisor's duties

f.l.t.r. Klaus Kleymann, Thomas Krawinkel Daniel Sentef and Marcel Dülfer





WEICON Zinc Sprays

Outstanding test results

Our well known metal coatings – WEICON Zinc Spray, Zinc Spray bright grade and Zinc-Alu Spray - provide durable protection against rust and corrosion for all metal surfaces.

This long-lasting corrosion protection has been consistently proven by salt-spray tests from independent institutes.

DIN EN ISO 9227

Now our sprays have been tested once again in accordance with standard DIN EN ISO 9227 from 2012.

An overview of the results:

This standard describes a procedure that does a comparative test of whether the quality of a metallic material is retained, with or without corrosion protection. In accordance with the standard, salt-spray tests are used. These tests are generally suited as corrosion protection tests to determine weak areas, pores or damage in the organic and inorganic coatings.

Not only did our three sprays confirm their previously excellent values in the salt-spray tests at the Institute for Corrosion Protection Dresden GmbH, these values even increased significantly!

This results were reached with the tried-and-tested recipes, which have been under our strict control for years. The recipes ensure the consistently high quality of the WEICON Zinc-Sprays.

We are excited that our sprays have attained such outstanding values and that they can continue to be used reliably in various applications around the world.





Interview with Ann-Katrin and Ralph Weidling

Start of the 4th generation

In January this year, Ann-Katrin, Ralph Weidling's oldest daughter, started working at our company. WEICON News met with father and daughter and interviewed the two of them.

What were you doing before you started working at WEICON?

I was studying Business Administration in Muenster. I finished my studies 1 1/2 years ago now. After finishing, I did a three month internship at a start-up company in Frankfurt in Marketing and Sales. Then in January 2017, I started working at WEICON. I was already familiar with the company because I often helped out here during holidays.

Did you always want to get into the family company?

It became clear early on that I wanted to go in the direction of business. I was always good with numbers. And because I already studied Business Administration, getting into the family company became an obvious choice. It would be strange to say that I would look for a job at another company. And

that's something I never wanted to do. Working here at WEICON is the biggest opportunity I can imagine.

What is your scope of duties at WEICON?

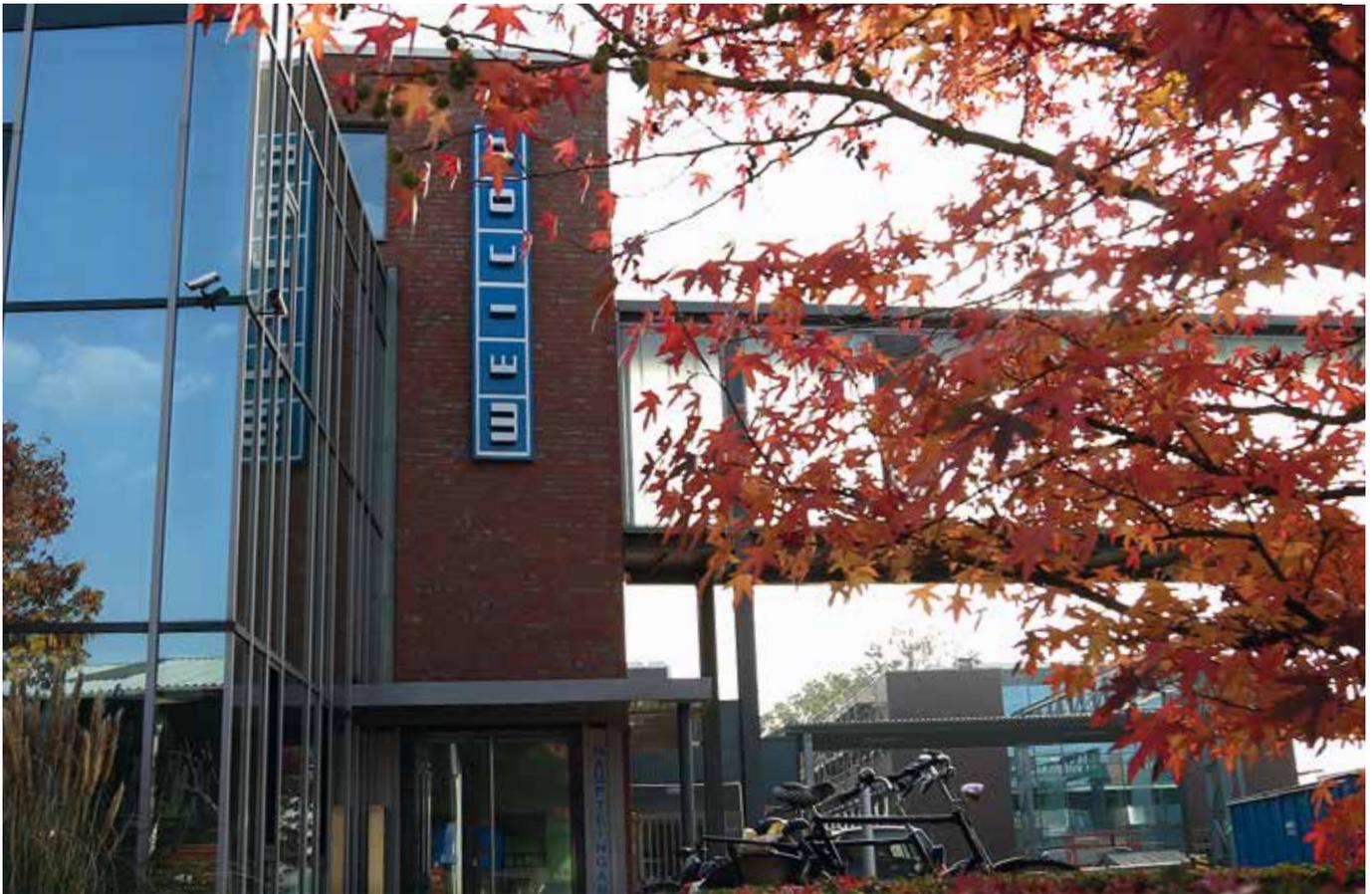
I am responsible for many projects at the company. I do a lot in online marketing: I oversee our Google AdWords campaigns and assess Google Analytics results. I am responsible for designing and expanding our employer branding area on the website. It is important for WEICON to present itself as a good employer, in order to make it appealing to applicants. I am also present at many job interviews. In addition, I am also responsible for many organisational aspects, like planning various committees in the company. And of course there are also the tasks that simply arise that can't be planned. Every work day is different. For instance, the interior furnishing of the new building. A lot needed to be organised there recently. Overall, it is simply exciting and diverse.

Have you had an opportunity to visit the subsidiaries?

Yes, I have. I was in South Africa during my studies and did a semester abroad there. In January I was there again and helped out at the branch. I have also been to Canada and Singapore together with my father. I've been to Dubai quite a few times – the subsidiary there has been around for many years now. I have also been to the branches in Turkey and Romania. The Czech Republic and Spain are the only ones I haven't been to yet. I have already visited the others or worked there.

Can you imagine running the company one day?

It is difficult to say. I am still quite young. That will become clear as time goes by. I have been welcomed very warmly into the company. In all areas really. It's just fun to work in a team that creates projects and gathers experience. I really enjoy working at WEICON.



Ralph: I believe it. I am very proud of the achievements that Ann-Katrin has accomplished so far. She has already implemented so much in the relatively short period of time that she has worked at WEICON. Through her dedication to the company she has also achieved the appropriate competence and is not seen as just the "boss's daughter",

What are your interests and hobbies?

Horse riding. We have several horses in the family. It is my biggest hobby. And skiing. I am also a part time ski instructor at the university sports at the University of Muenster. I generally enjoy doing sports and fitness and am often travelling.

Do you share your father's passion for the football club BVB?

I find the game very interesting and enjoy watching it. If I were to support any football team, then it would be BVB. But I don't sit in front of the TV every Saturday at 3:30 p.m.

What does it feel like when your own daughter starts working at the company?

It is a wonderful feeling. And it doesn't stop there. Ann-Katrin is the fourth generation of the Weidling family to be active in the company. It makes me very proud.

As a father of two daughters did you have any doubts about the company's succession?

I never had any doubts, no. Things always turn out, and you can't plan it in advance. But this became clear pretty early on. Things already started moving in that direction slowly at 13-14 years of age. Ann-Katrin was already excited about travelling when she was younger and loved learning new things. This curiosity is an important prerequisite. I myself am often on business trips – whether at our branches abroad or with customers around the world. That's how our company works. You have to be on location to be successful – I see great potential in Ann-Katrin in this regard.

Did you have to do a lot of convincing or did Ann-Katrin already want to join the company early on? WEICON is a very technical company and chemical products are also very specific.

I don't think that I had to do a lot of convincing. It just seemed to happen. I never said that Ann-Katrin had to join the company. It just developed in that direction over the years. I was lucky in that respect. Succession planning is a very big topic for many companies and it creates a lot of uncertainty with regard to the future.

What is your second daughter Lisa-Marie doing?

Lisa-Marie is studying Product Management for fashion and design at the fashion design school here in Muenster. She is almost finished and will have her final collection in January. After that, she intends to continue her studies. That is currently the plan. Lisa-Marie has a creative and artistic streak and never expressed any wish to join the company.



Do you give Ann-Katrin many tips or do you let her find things out through her own experience?

Of course I give some tips. But I think it is better in the current arrangement with Timo as a kind of mentor: this way Ann-Katrin has a direct contact person and the age gap is better suiting. My start at WEICON was also similar to this. My mentor at the company was Horst Ahlbrandt, who I learned a lot from.

What is your collaboration currently like?

Ralph: We work very closely together. Timo and myself as the General Managers coordinate with Ann-Katrin and Sascha regularly. There is direct communication between us.

Ann-Katrin: Sascha Beilmann and I are responsible for organisation. We take care of the prep work and then watch how the projects are implemented in the company. There are also many things that we do in direct collaboration with Timo and my father.

Ralph: Everything is discussed.

Ann-Katrin: For instance, let's say that I have prepared several job interviews with our International Sales Manager Vitali Walter. We then ask Timo and my father if they also want to be there.

Ralph: I don't really do job interviews any more. Except for sales representatives in Germany and sometimes in the branches in the English speaking countries. Now Ann-Katrin and Timo primarily take care of them. Or also with Vitali, when it comes to a position in international sales. So it is a team of three. I think it's good for Ann-Katrin to be present at these interviews. She can learn a lot. I also had to start somewhere.

How is your collaboration most likely to develop in the future.

Ralph: The collaboration is only ten months old. And I must say it is developing very well.

Ann-Katrin: We don't have any firm plans. The idea from the beginning was also for me to spend a year finishing my Master's degree. And then I would work at the company again.

How are you similar to each other and in what respects are you different?

Ann-Katrin: We share a passion for travelling. Although this passion is much more pronounced for my father than for me.

Ralph: We both aren't particularly patient. Neither of us were able to muster the calmness and patience required for a job in book keeping.

Ann-Katrin: We share a passion for sports.

Ralph: We also like to organize and to plan. According to the motto: The more, the better!

Ann-Katrin: I have to think for a moment about our differences. Yes, I think that I have a great affinity to technology and to internet subjects.

Ralph: Unfortunately I must agree. I don't know very much in that area.

Ann-Katrin: And although I do like football, I am not a passionate fan like my father.

When the family gets together do you talk a lot about WEICON?

Ann-Katrin: It's always different. It depends if there are really big and important topics that we would talk about at home as well.

Ralph: I do my best to keep the company separate from private life as much as possible. Of course this isn't always possible, but I ensure that there isn't too much overlap. You have to separate business from private life to an extent. But it does come up now and again. At some point during the day the company will come up in conversation. That's what makes us a family-run company (smiles).



Nice progress

New WEICON building

We celebrated our topping-out ceremony in May and a lot has happened since. Windows have been fitted and walls plastered. The new offices, training and conference rooms as well as the new, bigger warehouse are gradually starting to take shape.

The trees we were given as presents for our topping-out ceremony are already bearing the first fruit. All our colleagues find it very exciting to walk through the new building every now and again and see the construction progress. If the building work continues as quickly and smoothly, we will be able to move to the new premises at the end of this year or beginning of next year.

Link to the video:



A drone was used at the beginning of September to make a nice video showing the status of the building work which can also be seen on our website.



A quality label for WEICON

A special employer

In the course of conceptualising the recruitment area on our website and positioning WEICON as a good and interesting employer, we established company profiles on the business network XING and the ratings platform kununu.

kununu

kununu is one of the largest employer rating platforms in Europe where current or former employees can rate their employers. These ratings help potential applicants to gain insights into companies. Assessment reports on kununu give those interested in jobs a good idea about what it is really like to work for a particular company.

At the same time, companies on kununu have the opportunity to present themselves as attractive employers and to introduce their strengths and advantages in company profiles. Ratings are a good indicator of employee satisfaction for the companies and show how successful an employer is in the field of employee retention.

Our team ratings

Having established our company profile on the ratings platform, we invited our colleagues to submit ratings for WEICON.

Since then, many ratings have been submitted, which describe what it is like to work for our company. On average WEICON was rated with 4.3 out of 5 possible points – a very good value! Meanwhile, based on these ratings, WEICON was awarded two quality seals on kununu.

A quality label for WEICON

WEICON is a TOP COMPANY – this refers to the quality seal for employers rated as good on kununu.

To achieve this seal, a company must obtain a certain number of ratings and the rating point average must be at least 3.

Merely 3.9% of companies rated on kununu qualified for the "TOP COMPANY" seal – and WEICON is part of this exclusive circle!

Even more exclusive is the small circle of companies, who received the quality seal "OPEN COMPANY" – WEICON also ranks amongst them now!

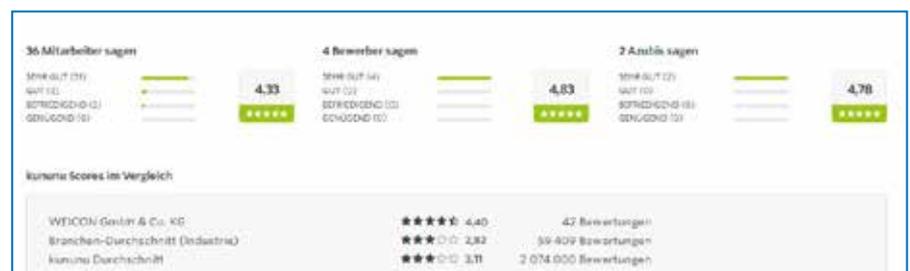
With this seal, just 1% of companies on kununu stand out from the competition and draw lots of attention from potential applicants.

To achieve the "OPEN COMPANY" quality seal, companies must operate transparently, give feedback on poor ratings or invite employees to assess the company themselves.

Good development

The positive platform ratings have already lead to first results. The hit rates for our company profile generated by interested parties have risen significantly in the past months. We also noted an increase of incoming job applications.

Our presence on kununu, therefore, has a positive effect on the overall perception of our company – this is really a good development!



Certificate according to DIN EN ISO 9001:2015

WEICON in Germany meets the highest demands in quality management



The ISO 9001 norm is a globally recognized standard that defines the requirements for effective quality management in a company. Since June, WEICON in Germany is one of the companies that are certified according to the well-known standard.

Certification by TÜV Rheinland

At the beginning of June, the audit of the independent test institute TÜV Rheinland took place at WEICON, which our company passed with distinction. In addition to the very good quality of the products, the auditors especially praised the remarkable organization that makes WEICON a very special company.

"This certification is an important approval that underlines that the procedures in our company are subject to a continuous improvement process. We are working according to audited standards and produce high-quality products. In this way, we are contributing to the continuous improvement of the satisfaction of our customers", General Manager Ralph Weidling says after completion of the certification.

"I would like to thank the team, which has accompanied the certification process over the last few months and has played the main part in the smooth running of the process. My team has done a really perfect job", Weidling continues.

**DIN EN ISO
9001:2015**

The internationally recognized and most common standard in quality management (QM) is DIN EN ISO 9001. It specifies minimum requirements for

a company's QM and forms the basis for a continuous improvement process. Since the end of 2015 the latest revision has been published, DIN EN ISO 9001 : 2015.

Certificate

Standard **ISO 9001:2015**

Certificate Registr. No. **01 100 1600536**

Certificate Holder:



Weicon GmbH & Co. KG

Königsberger Str. 255
48157 Münster
Germany

Scope:

WEICON develops, manufactures and distributes 1-component and 2-component adhesives and sealants, flexible adhesives and sealants, technical sprays as well as high-performance assembly pastes and greases for all areas of the industry. Our products are used commercially from production, repair, maintenance and maintenance. Another area of activity at WEICON is the development and sale of stripping tools under the WEICON TOOLS brand.

Proof has been furnished by means of an audit that the requirements of ISO 9001:2015 are met.

Validity:

The certificate is valid from 2017-06-27 until 2020-06-26.

2017-06-28

Jahn B.H.

TÜV Rheinland Cert Gm
Am Grauen Stein · 51105 K

It should never become impersonal

Timo Gratilow took over the position as managing director at WEICON in January. The WEICON News met with him and talked about his start into the new position, his collaboration with Ralph Weidling and his daily work.

Could you briefly describe your career?

After high school, I spent two years at the Federal Armed Forces. Then I started to work at a medium-sized company in my hometown Celle, located in Lower Saxony, in the North of Germany. It was a construction company for prefabricated houses and insulation materials. There, I was trainee for the job as industrial clerk. At the same time, I studied business administration at the University of Cooperative Education in Lueneburg. After my degree at university, I worked six more years at the company.

WEICON came on my mind, because of my former girlfriend and present wife Rebecca. She wanted to study in Muenster. Both of us realized very quickly that we would like to move together to the new city. At WEICON, I started working as an Area Sales Manager and

I was responsible for some markets in Asia, for South Africa and for Great Britain and Ireland.

In 2012, I became head of the export department at WEICON and in mid-2015 additionally assistant to the management. In 2016, I gave the position in the export department to Vitali Walter, because the tasks as the assistant became more and more extensive. Since January 2017, I am now officially managing director of the company.

What was the reason to appoint a second managing director?

We are a company that is very active internationally. This means that we have a strong development and expand in new markets and our team is growing steadily. From a certain company size, it makes sense to distribute the management on several shoulders.

An important point was, of course, that Ralph is on the road very often. Nevertheless, a contact person with decision-making authority was needed

here at our headquarters. For example, a lot of contracts had to be concluded with regard to our new building, and the legitimation to sign these contracts was needed on site.

How was your feeling when Ralph asked you to be managing director?

It was, of course, a great feeling. I have never consciously worked to get the position as a managing director. But it is just great to be able to work in such a responsible position in a company where I feel so at home. I was and am very happy about it.

At the same time it is a signal of great confidence from the whole family Weidling. In this decision-making process, not only Ralph, but also Susanne and the two daughters Ann-Katrin and Lisa-Marie were involved. I think it is really great, that this decision was supported by the entire family. In the long history of our company, I am the first managing director who does not belong to the family.

Also extremely important to me is the strong support from my wife. As a managing director, you are suddenly an employer and no longer an employee – with all the consequences. This of course has an impact into your private life. This year our daughter Romy was born. Therefore it is very important for me to have the support of my family in this new situation.

Was there some training for your position?

No, there was no training. It is, of course, much "learning by doing". I have also received many tips and help from Ralph. From his many years of experience as managing director, I have profited very much.

My job as assistant of Ralph was also a big help and good preparation. In this position I was very close to my current tasks and activities. In more or less two years as an assistant, I was able to grow into my new position.



How is the collaboration with Ralph?

For me it is a great advantage to learn from someone who has been a managing director for such a long time. Ralph has a lot of experience and can give me valuable suggestions, which help me very much.

We work very closely together. It is important to find a common path to make decisions. If we are faced with an important decision, an advantage of our double management is that we have two perspectives on the topic. Sometimes it is very useful to see an issue from another point of view. Both of us, Ralph and myself, benefit from this. This is extremely valuable.

Please briefly describe your role as managing director.

We do not have a clear division of our areas of responsibility. That is the case in many other companies.

We discuss more or less everything and make a decision together. But we have something like our main focus. In short, you could say, that Ralph has his focus "a little on our branches" and I "a little more on the inside". Ralph takes more care of the sales and the branches and

I concentrate a bit more on the internal organization and our staff. A major project this year is the expansion of our headquarters in Muenster. But as I mentioned, all the important decisions are done in a close cooperation with Ralph.

Could you give us an outlook regarding the development of WEICON?

In my opinion, we have a very healthy, continuous growth – both in Germany and in the international markets.

Our number of employees is also growing steadily. This year, we hired 43 employees worldwide.

The international markets in particular offer us the opportunity to position our company even better and wider with our range of products.

It is simply fun to see that our products and the brand WEICON become more and more popular around the world. The international expansion of our sales activities will certainly play an important role for us within the next years.

Also in the field of digital marketing, we are already very well positioned and are getting better every day. We are absolutely at the forefront of the times and ready for the future.

But the most important thing is and remains the personal way of sales.

Why are we so successful? Because we know our customers. We know them personally. It does not matter if the customer is located in Germany, France or on the Philippines. Our goal is always to have friendly, honest and long-term cooperations – with our customers as well as with our suppliers and employees.

And that is the way it works. It should never become impersonal!



Practical training for an emergency

Fire drill at WEICON

At the end of August, a fire drill took place at our headquarters. The company Brinck Brandschutz-Center Muenster came to visit and performed a training on preventive and defensive fire protection. Afterwards, all colleagues had the opportunity to extinguish a fire on their own, either with CO2 or water.

During the exercise, we have seen the extent of an explosion of only one aerosol can. This is why fire safety has a very high priority, especially in a company like ours.

What to know about fire protection

Fire protection does not only begin when a blazing fire has to be extinguished, but already by preventing it. Therefore, fire safety is distinguished between preventive and defensive fire protection.

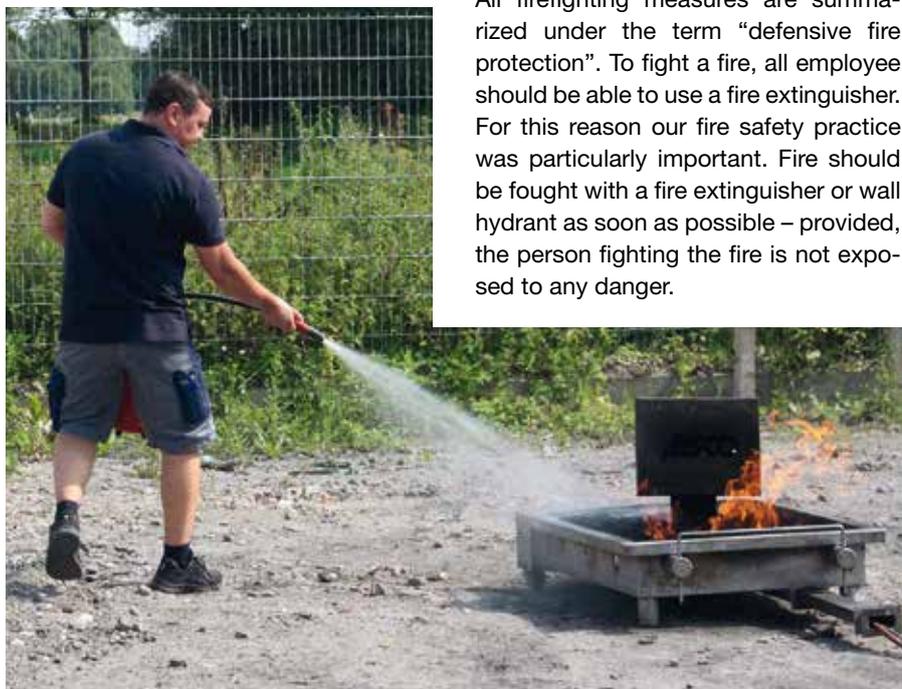
Preventive fire protection

Preventive fire protection means all measures designed to prevent fires and reduce the effect of incipient fires. In case of WEICON this means:

- Smoking only in designated areas
- No open fire
- Never pour flammable liquids into sinks or toilets
- Avoid danger of explosion
- No storage of combustible liquids in passages, passageways, stairs, hallways and on roofs
- Immediately report any faults on electrical equipment
- Use of cooking and heating appliances only under supervision
- Always keep the fire safety doors closed and never wedge the doors
- Escape and rescue routes must always be kept clear

Defensive fire protection

All firefighting measures are summarized under the term “defensive fire protection”. To fight a fire, all employee should be able to use a fire extinguisher. For this reason our fire safety practice was particularly important. Fire should be fought with a fire extinguisher or wall hydrant as soon as possible – provided, the person fighting the fire is not exposed to any danger.



What to consider during the extinguishing process

Before starting the process, you should consider a safety distance of two meters. Place the fire extinguisher in the direction of the fire, hold with one hand and extinguish with the other in a targeted way. Important: Extinguishing in a targeted way also means to interrupt the process after two or three seconds, and to check where the fire is still burning the most; then continue. The fire extinguishing agent max. lasts for 30 seconds. Furthermore, the fire should always be tackled in the wind direction. Instead of using several fire extinguishers in succession, use as many as possible at once.

Four fire classes

Fuels and the appropriate fire extinguishing agents are divided into four fire classes:

- A – Wood, paper, plastics: Water, powder extinguishers, foam extinguishers
- B – Oils, greases, solvents, petrol: Carbon dioxide extinguishers, powder extinguishers, foam extinguishers, NO WATER
- C – All combustible gases: Carbon dioxide extinguishers, powder extinguishers
- D – Metal burning: Metal fire powder extinguisher



General behavior in case of fire

When it actually comes to a fire, the basic principle is to keep calm and to call the fire brigade as soon as possible. In the case of immediate danger of people, human rescue always precedes fire control. Burning people must be kept from running. They have to be covered with blankets, coats or jackets and should be rolled on the ground in order to extinguish the flames.

In any case – firstly protect yourself and others. Smoked-filled rooms should be escaped by ducking or crawling. The main danger in case of a fire, is the toxic fire smoke. Therefore, when leaving danger zones, doors must always be closed to prevent further spreading of smoke.

Conclusion of the drill: Fire protection concern us all

The fire drill was an exciting event for us and the importance of preventive and defensive fire protection measures became clear to everyone - especially due to the spectacular explosions. This was also the intention of Ralph Weidling: We have to see with our own eyes, the things that can happen in the case of a fire. That's why every colleague got the opportunity to use a fire extinguisher – not as easy as it looks!





Mobile sales support

WEICON van in Colombia

Our colleague from the international sales department, Joan Ferrando, came back from a business trip to South America. He brought back great news from Colombia: A customer there has purchased an own WEICON van. It shall promote the sale of WEICON products in large industrial areas and regions with limited infrastructure.

Colombia

With a population of 8.4 million, Bogotá is the largest city and the political, economic and cultural center of the country. Other important conurbations next to Bogotá are Medellín, the Caribbean coastal region with the cities of Barranquilla, Cartagena and Santa Marta, Cali in the southwest as well as the city of Cúcuta, located on the Venezuelan border.

With 1.1 million km² the Latin American state has a three times bigger area than Germany. For this size the infrastructure in the whole country is still very poorly developed – the main reason is the difficult topographical situation. Due to

the Andes, running from south to north, Colombia is more or less divided, and also larger parts of the country covered by virgin forest complicate the road-building-process.

More than just a van – A model for the future?

High investments in infrastructure will result in improved conditions for the freight traffic soon. But in order to be able to react quickly to the very good economic developments and to increased product demand in Colombia, the customer service model with the transporter is an exceptional idea.

The car in WEICON design is not only an ordinary van. It is equipped with products, catalogues and even with a television where presentations and films such as the WEICON image film and our application videos can be shown.

The Colombian customer has thus set up an innovative project to promote the direct sale of WEICON products in large industrial areas. Therefore a selection of our products, like adhesives and tools is always on site and can be tested by the customers at any time and finally offered for sale.





This concept has a decisive advantage: Convincing products, which the customer wants to use as soon as possible, can be bought directly. So some further promotion tours and transport of products may not be necessary. New customer acquisition, consulting and sales take place in this way in one step.



Since end of August, the van is going on its first tours. If this customer service will be well accepted, it could be a good chance to adapt this concept in other regions and countries.





(f.l.t.r) Markus Ernst, managing director of Karl Ernst AG, and area sales manager Ferdinand Jörger from WEICON

WEICON and the Karl Ernst AG

Anniversary in Switzerland

This year, our Swiss partner, the Karl Ernst AG, celebrated its 70th anniversary.

For over 25 years, we have been walking this path to success, together with the long-established company from Zurich; a strong partner for our WEICON product sales.

Karl Ernst AG

In February 1947, Karl Ernst Senior and his son Karl Wilhelm laid the foundations for today's Karl Ernst AG and its ongoing success story.

The company's range includes products from over 25 manufacturers.

When it comes to chemical products and stripping tools, the Swiss company has had confidence in WEICON products for 25 years.

The company's founders set the highest quality standards for themselves and the products they chose to represent. These values were handed down from generation to generation and are followed strictly.

With the sons of Karl Albert Ernst and Markus Ernst, Karl Ivan and Sven, the fourth generation of the Ernst Family is now operating the company – and setting the course for the future!

Motivated, friendly and skilled employees, proximity to customers, expert advice, the high-quality and a well-rounded product range and extensive services at Karl Ernst AG are also part of the recipe for success.

The Karl Ernst AG operates based on the following principle: Quality is not an accident. It requires intelligence and a willingness to do things better.



We congratulate the Karl Ernst AG warmly on the occasion of their company anniversary and of course for our 25-year partnership. We thank the Ernst Family and the entire team for the kind cooperation.

We look forward to successfully continuing our partnership in Switzerland over the next 25 years.

**To the next
25 years!**



Markus Ernst doing a product training



Christian Sippel and Markus Ernst at a trade fair

WEICON

SHOP

WEICON

UTM Ltd.Şti.

WEICON dealer in Bursa

The entire shop in blue and white

There was a special kind of shop launch in Turkey at the beginning of the year. The very first exclusive WEICON shop in the world was opened.

The technical dealer who previously sold various competitor products is



so impressed by our company, our services and the quality of our products that he has refurbished his entire store and adapted it to our range.

In the store, there is even a little workshop area where the products can be tested and tried out.

Bursa

Bursa, with around three million inhabitants, is the fourth largest city in Turkey and capital of the Bursa Province in the West of the country.

The city is situated 90 kilometres south of Istanbul at the foot of the Uludağ Mountains.

Economy

Bursa is an important industrial location in Turkey. The automobile industry is its most important industrial sector. The city is home to factories of manufacturers and suppliers who, for instance, produce vehicle seats.



Other important sectors of industry in Bursa include mechanical engineering, the textile industry and fruit growing. There is also a natural gas power station close to the city.

This industrial variety makes Bursa a very interesting location for the first shop where WEICON is the only brand on sale.





New dealer in Istanbul

WEICON in an important location

Some interesting photos reached us from Turkey in July. Our Turkish branch managed to gain a new technical dealer for the sale of our products in Istanbul.

The dealer's shop is located in the district of Karaköy on the European side of the city. The specialised store is located on Per embe Pazarı; one of Turkey's most famous bazaars.

Istanbul

Istanbul is the most populated city in Turkey and a centre for culture, trade, finance and media. With around 14.8 million inhabitants, the region around Istanbul is one of the largest metropolitan regions in the world.

The city is situated on the north shore of the Sea of Marmara on both sides of the Bosphorus, so it is on both the European and the Asian continent.

This unique position between two continents and two seas, the Black Sea and the Mediterranean, makes it very important for maritime traffic, and it also has two large airports. Istanbul is one of the most important hubs for traffic and logistics, both nationally and internationally.

Economy

Around 40 to 50 percent of the Turkish economic output is based in the region around Istanbul. Almost 30 percent of the overall gross domestic product is generated in Istanbul alone.

There are several western style bazaars and commercial streets. The trade and industrial companies mainly produce textiles and food. Leather and artificial leather goods as well as ceramic products are also important.

The construction of buses and tractors as well as diesel engines is another important branch of business. Important plants for industry are located on the Bosphorus and Sea of Marmara.



All in all, a very interesting location for our new technical dealer – we wish them a good start with our products!





A comprehensive programme

Unit Mark Pro from Russia visits Muenster

In August, seven employees of our Russian partner, Unit Mark Pro, visited us in Muenster. A comprehensive programme was offered to the participants over the three days – starting with a company presentation and getting to know our colleagues on-site, to comprehensive product trainings. After the training sessions our guests went into the city to try out typical German food or to learn about Muenster's sights and history during a guided tour.

Product training

In his presentation, Vitali Walter introduced our new products as well as DIN 2304. In this way, the

Russian colleagues received first hand information and had the opportunity to ask many questions.

The main focus during the three-day event was, however, the practical part. Our guests could become personally involved in laboratory application tests. Bonding to a pressure gauge was carried out, for example.

Subsequently, it was discovered that there was still a leak so our guests had to investigate the fault – not enough adhesive, contact pressure too weak or curing time too short.

Important learning effects arose from this fault-finding exercise, which will become useful later on when applied in Russia.



“All of our Russian colleagues enjoyed our programme and the exchange was very important to all of us. When I am on-site, I often do not have enough time to go through every colleague's questions in detail – here we were able to take this time,” says Vitali Walter following the training course.

About Unit Mark Pro

Unit Mark Pro was founded in 1998 by Alexander Naishuller and has its headquarters in Moscow with a network of eight branches throughout Russia. Our collaboration with the company, which has more than 100 employees, started in 2004 with the stripping tools section. In 2009, Unit Mark Pro extended the partnership to marketing our chemo-technical products. Since then WEICON products have become available everywhere in Russia.





WEICON Ceramic BL

Exciting application in Poland

Our partner in Poland, the company CT CARD, approached us some time ago with a special project in which a larger surface was to be coated with Plastic Metal.

The surface involved was on propellers in iron foundries which transport circulating and outgoing air. The propellers are exposed to strong abrasion and chemical mediums and have to be serviced at regular intervals at great cost, or even have to be replaced.

CT CARD has good contacts to a large iron foundry. This very company then also approached our Polish partner regarding the coating of the propellers.

The iron foundry, which is part of an internationally active steel concern, is an integrated steel mill, where the raw materials are smelted in order to produce metal products. The foundry consists of three blast furnaces, two rolling mills, one steelworks with continuous casting plant and a coking plant.

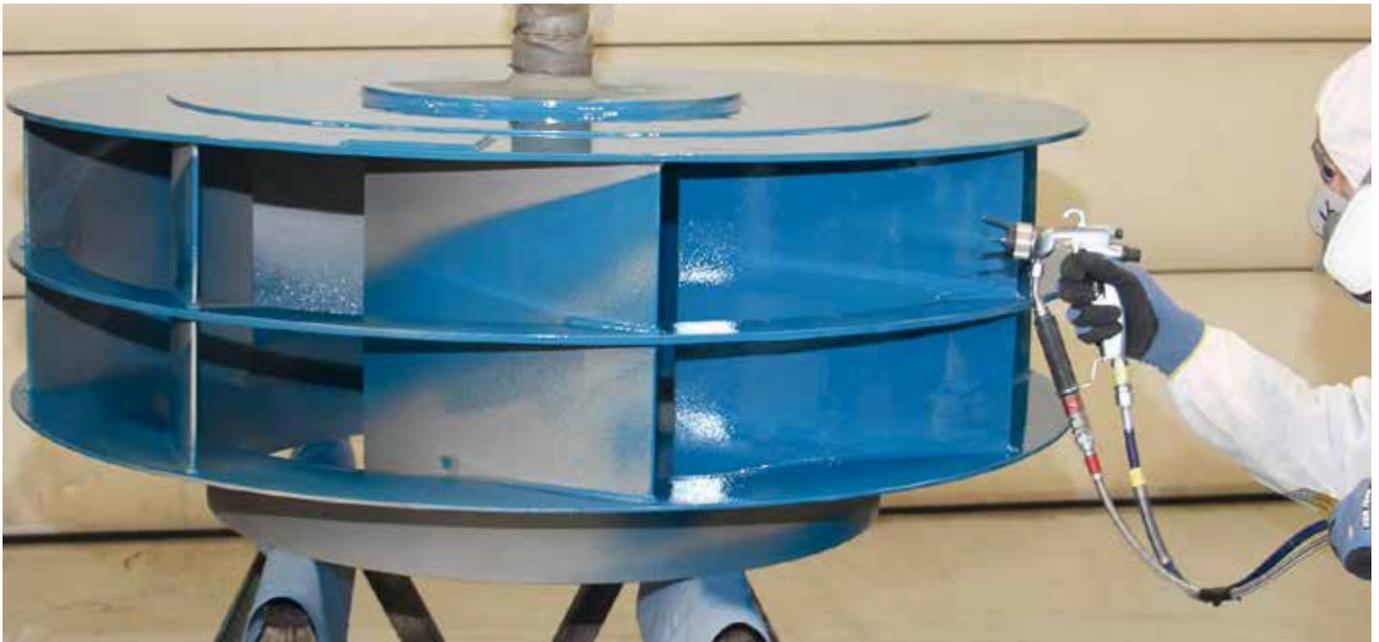
Enquiry in Muenster

Following the iron foundry's enquiry, CT CARD contacted us in order to collaborate with us on a solution for this application. Our application-engineering department consequently examined all

the information and decided upon our Plastic Metal type WEICON Ceramic BL, which can be processed with our partner Wagner's spraying system and is therefore best suited to coating large surfaces. The system's spray jet ensures homogenous distribution of the Plastic Metal onto the surface to be coated.

Following that, our colleagues in the export department became involved and were able to find a suitable site for the application. A WEICON team travelled to the Netherlands in July – to a hall with an industrial crane, which could raise the propellers and had paint tables as well as the pressurised air necessary to clean the surfaces. Our





camera crew was also present and directly made an application video for Ceramic BL – it all fit together perfectly.

The coating

The coating of the propeller took very little time considering the industrial circumstances. The preparations, e.g. removing dust and grime from the propeller, were done within one hour. With the help of the spray system, the large propeller was coated in only 45 minutes – much more evenly and quicker than could be done with brushes or rollers, for instance. Follow-up work only took 30 minutes.

The whole of the propeller was coated in just over two hours and – having been left to harden overnight – was ready to be installed at the iron foundry plant.

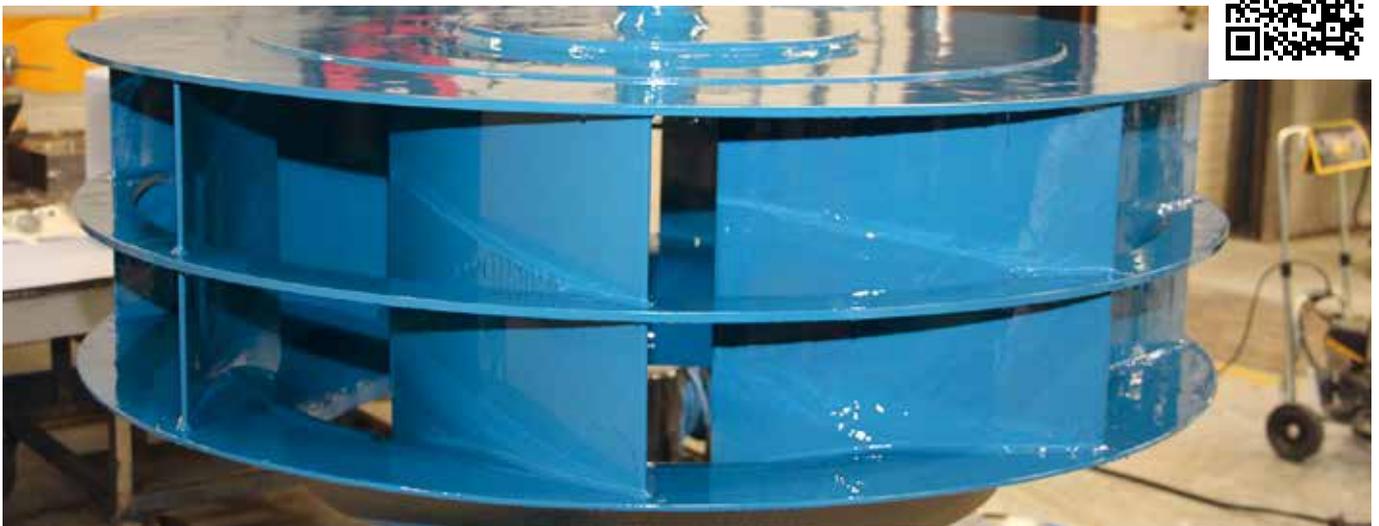
Currently, the Polish company is testing the coating's durability when in constant use, and whether it can ensure an improvement in the propeller's operating life as well as a prolongation of time until the next service, i.e. the overall life of the product.

The coating should also reduce expenditure, as the material costs of Ceramic BL are only a fraction of the cost of having to acquire a new propeller.



The outcome of the long-term test is expected at the end of the year – we look forward to the results!

Videos of the application can be found on our YouTube channel.





A visit to WEICON in Madrid

Practical insights

At the end of September, our branch WEICON Ibérica in Madrid had an unusual visit. More than 20 students called upon our colleagues in the Spanish capital to gain an insight into the professional practices of a foreign subsidiary.

International studies

The students came from the University of Mannheim, as well as from the Spanish partner university Universidad Carlos III de Madrid, and are currently completing international business studies.

The stay in Madrid is part of their study course and forms an academic module on analytical methodology. Topics such as undertaking research in businesses, the importance of market research in companies as well as methodologies for market analysis provide focal points in this study unit.

As part of this module, visits to various companies ensure that the students are given insights into professional practices as well as theoretical course contents.

Lecture at WEICON Ibérica



As this is an international degree course, which is taken in English, and as not all of the students speak German, we asked our colleagues to prepare the presentation in English.

Managing director Alejandro Gonzalez Camara began the lecture with a presentation of the company. This was followed by branch manager Katherina Viethmeier explaining the fiscal and legal background to the students, which plays an important role when founding a foreign subsidiary.

At the end of the almost 1.5 hour event, the very interested visitors asked several questions and thus rounded off the successful presentation given by our branch office.

Apart from WEICON Ibérica, other companies were also on the students' list, such as the textile manufacturer MEWA, the Spanish branch of the automation technology concern ABB, and the internationally operating business consultancy firm, Pricewaterhouse Coopers.





WEICON Italy at motorcycle event

Everything runs smoothly

In the beginning of October, our colleagues from Italy went to a special motorcycle event.

On September 30th and October 1st, the races for the Swiss and regional Piedmont Enduro Championship took place in San Giacomo di Roburent in Italy.

At this event, WEICON and FART, our distributor in the region of Piedmont, set up an exhibition and demonstration booth for the 300 participants of the race.

Motorcyclists had the chance to lubricate their machines with WEICON Chain and Rope Lube Spray.

Every participant received a 50 ml can of WEICON W44T Multi-Spray and a WEICON sticker in addition to our Programme Overview.

Furthermore many motor sport enthusiasts could collect information regarding WEICON products for care and maintenance of their machines. In addition, they learnt more about the professional use of our products in other industrial sectors.

Help from WEICON

At the event, our colleagues spontaneously helped a motorcyclist. In just



a few minutes, they repaired a structurally damaged engine crankcase with WEICON Epoxy Resin Putty. The cyclist was highly impressed.

“It was a very interesting event and the participants really liked our products. We look forward to organizing upcoming events in collaboration with our customers in Italy”, said area sales manager Davide Merlo after the race.



First training with WeChat

Innovation in China

In June – for the first time – Deuchman, our partner in the Peoples' Republic of China, carried out a very special series of training sessions on general marketing topics and about WEICON. The special feature of the training sessions: they were carried out online via WeChat.

In April, May and June, three events took place for WEICON dealers in China. Deuchman's managing director, Jason Wang, held the training sessions in his office via WeChat (the Chinese alternative to Facebook, WhatsApp and YouTube combined in one single app).

The events caused lively interest – 32 participants were digitally connected on each respective date. The trader's feedback was entirely positive. Because of this good experience, further events have already been planned on various branch specific topics.

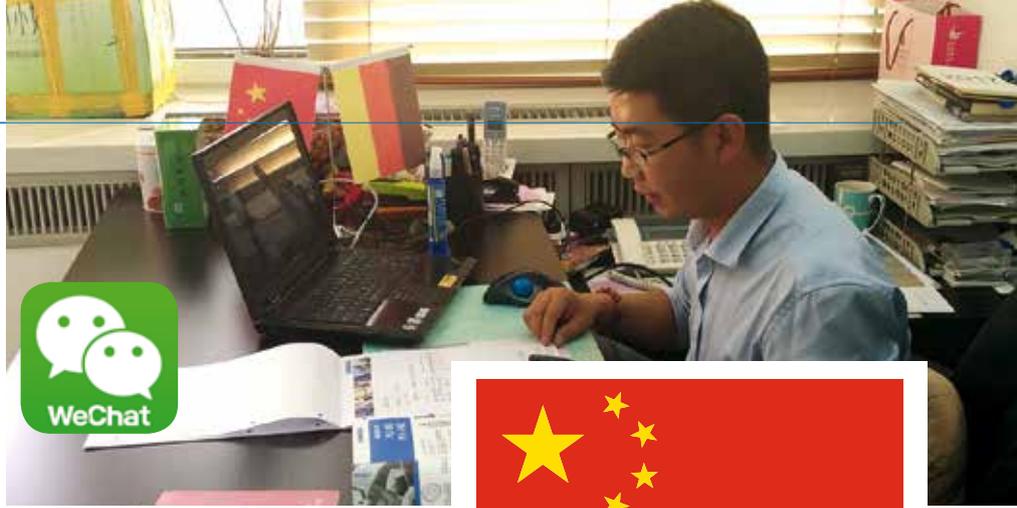
The topics of the three training sessions

Marketing via the WeChat service was introduced in the first training session and what kind of possibilities this provides to sell products.

It dealt with the basics, e.g. what a profile picture should look like, the quality of pictures, how to win friends or the time of day at which a message can reach a maximum of people.

The second event concerned creating a customer base, calculating prices and preparing offers.

Furthermore, the SWOT Analysis was used to provide the dealers with support when marketing our products.



The SWOT Analysis

The SWOT Analysis – Strengths, Weaknesses, Opportunities and Threats – is a strategic planning instrument in companies and other organisations.

This instrument for analysis and planning was used for the WEICON brand in China, as well as for our product groups, in order to develop a strategy for the Chinese market.

SWOT Analysis for the WEICON brand

- S Strengths: Made in Germany, certificates and licences, stable prices
- W Weaknesses: a still relatively low level of brand awareness
- O Opportunities: great potential in the area of maintenance/repair, time saving and cost reduction
- T Threats: the consumer habits of many Chinese: everything must be cheap!

The third and last event concerned the organisation of customer visits; from preparation to implementation, from sending samples to following-up, and provision of services such as consultation on application.

WeChat

The WeChat service has been in existence since January 2011. Originally WeChat was a chat service for smartphones, similar to WhatsApp. Meanwhile the service has been expanded with many additional functions such as a mobile payment system.

Importance



The service is particularly popular in China and enjoys a significantly higher importance as comparable messengers in the western world. As China's Internet infrastructure is not as well developed as in Europe for example, the Peoples' Republic specifically uses mobile online services. Because of its large scope of functions, WeChat has therefore become the centre of all online activities for millions of chinese people. In China, companies that are active online usually do not set up a website first, but a profile on WeChat instead.

For this reason, more WeChat profiles are set up in China every day than websites are registered.

Comprehensive functions

Apart from pure instant messaging, WeChat offers various additional services. The users can send audio news with the app, make video calls, share photographs, videos, contact information or their whereabouts, order taxis, groceries or food, pay restaurant and power bills, look for jobs or people nearby, book an appointment with the doctor, play games and run their own mobile marketing platforms. The app even has its own App-Store as well as a news stream called "Moments", which is set up similarly to a Facebook chronicle.

Coverage

WeChat currently has almost one billion daily users. By the end of 2016, over 200 million WeChat users had linked the mobile payment system, WeChat Pay, to their bankcard and can pay at around 300,000 offline retail companies in China who participate in the system.

Cool campaign from our subsidiary in Spain

Mini-refrigerator designed by WEICON

WEICON Ibérica started summer with a particularly cool (advertising) campaign:

With the purchase of cyanoacrylate adhesives and elastic adhesives and sealants (above a certain value), Spanish customers received a free mini-refrigerator designed by WEICON.

It can be used to present products in a more eye-catching way and increase their shelf life.





WEICON at a trade fair in Houston

Largest oil and gas industry exhibition

The world's largest oil and gas exhibition, the Offshore Technology Conference, or OTC for short, took place in May in Houston, Texas.

We were able to secure a stand in the German joint pavilion by winning a draw procedure and took part for the second time.

"We had some excellent discussions with participants from around the world on the very first day, and we received very positive feedback. Visitors from China, Mexico, Libya, India, Germany, Saudi Arabia and, of course, Texas came to our booth," says Timo Gratilow.

The OTC has taken place every year since 1969 and is seen as the world's leading event for the oil and gas industry.

Alongside the discovery and extraction of oil reserves, environmental protection also plays an important role at the exhibition. More than 80,000 trade visitors from around the globe visited the exhibition this year according to the US media.

WEICON International

Exhibitions 2017-2018

Dates Germany

- **Blechexpo**
07.11. – 10.11.2017 Stuttgart
- **Tank-Storage**
29.11. – 30.11.2017 Hamburg
- **Eisenwarenmesse**
04.03. – 07.03.2018 Cologne
- **Light & Building**
18.03. – 23.03.2018 Frankfurt
- **Hannover Messe**
23.04. – 27.04.2018 Hannover
- **SMM**
04.09. – 07.09.2018 Hamburg
- **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

- **Fabtech**
06.11. – 09.11 Chicago, USA
- **MWCS**
07.11. – 11.11.2017 Shanghai, China
- **ADIPEC**
13.11. – 16.11.2017 Abu Dhabi, UAE
- **THE BIG 5**
26.11. – 29.11.2017 Dubai, UAE
- **Metal**
15.11. – 16.11.2017 Madrid, Spain
- **Steelfab**
15.01. – 18.01.18 Sharjah, UAE
- **APM**
14.03. – 16.03.18 Singapore
- **Hardware Fair**
15.03. – 18.03.18 Istanbul, Turkey
- **AMPER**
20.03. – 23.03.18 Brünn,
Czech Republic
- **TECHagro**
08.04. – 12.04.18 Brünn,
Czech Republic



- **Intertool**
15.05. – 18.05.2018 Vienna, Austria
- **30 BIEMH**
28.05. – 01.06.18 Bilbao, Spain

A visit from Muenster to WEICON Ibérica

Training in Spain

At the end of September, our colleagues Karl Kock from the international sales department and Patrick Neuhaus from WEICON TOOLS paid a two-day visit to the Madrid subsidiary.

The order of the day included a sales meeting with all WEICON Ibérica employees and an intense product training session.

In addition, Manuel Antonio Tarazona Aguilar, the new sales representative for Valencia, was also introduced.

During the meeting, our colleagues talked about current topics, numbers, products and applications at the branch and the sales representatives presented their respective sales areas.

During the theoretical and practical product training for our Spanish colleagues, Karl Kock concentrated mainly on adhesives and sealants.

The functions of our WEICON TOOLS were directly explained in detail by Patrick Neuhaus based on practical tool applications.



Data evaluation at WEICON

New software tool

In June, eight of our colleagues went through two days of training on handling some new software, which will serve us well in future.

With so-called BI training (BI here stands for Business Intelligence), we can process the high amount of data provided by our product management system more efficiently.

In summary, our benefit from this new system is the simple, daily-updated, clear, convenient and flexible evaluation of high levels of data from our product management system.

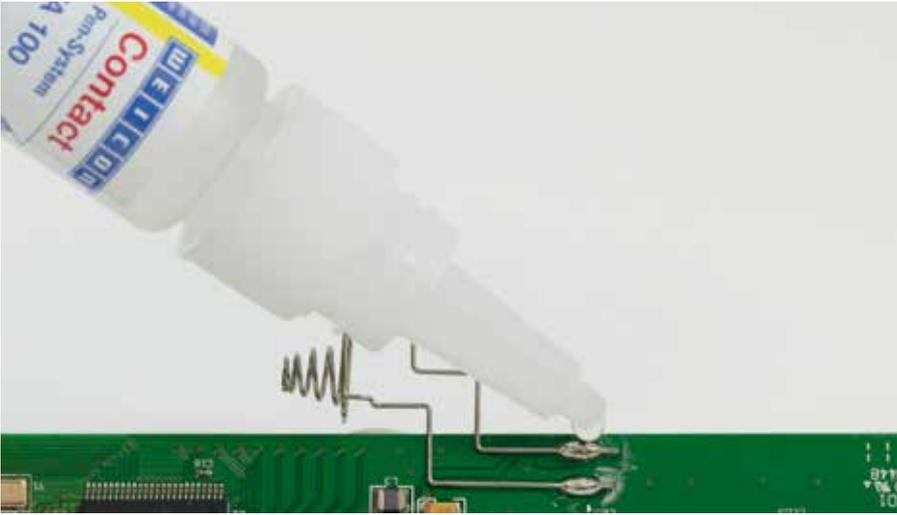
The software helps us to make comparisons and supplies analysis – the results can even be displayed as diagrams, making them easy to be analyzed.

For example can we now show, how we receive orders from our customers – by e-mail, telephone or fax etc.

Or we can create an overview to see which brochures need to be reordered and where stocks are sufficient.

On the right, you'll see an overview of brochure quantities. We can immediately see which brochures need to be reprinted and which stocks are slowly becoming low.

10905403 Flyer WEICON APP AS lang DE/GB	2311
10905500-2 Ordner leer WEICON	1188
10905510 Ordner englisch	
10905702 Image-Prospekt englisch	3800
10905801-552034 Flyer Niederlassung Dubai	
10905801-585000 Flyer Niederlassung Singapur	
10905901 Flyer DIN-Norm 2304-1 Deutsch	362
10906001 Preisliste WEICON 2017	2740
10000007 Produktübers. Weicon EAN engl.	396
10906501 Gesamtkatalog WEICON deutsch	1063
10906502 Gesamtkatalog WEICON englisch	1439
10906503 Gesamtkatalog WEICON türkisch	174
10906504 Gesamtkatalog WEICON französisch	846
10906505 Gesamtkatalog WEICON spanisch	778
10906506 Gesamtkatalog WEICON rumänisch	207
10906507 Gesamtkatalog WEICON chinesisch	85
10906508 Gesamtkatalog WEICON ital.	
10906509 Gesamtkatalog WEICON portug.	1440
10906510 Gesamtkatalog WEICON polnisch	197
10906511 Gesamtkatalog WEICON tschech.	234
10906512 Gesamtkatalog WEICON niederl.	453
10906514 Gesamtkatalog WEICON kroatisch	
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High performance adhesives, known and used by everyone

Cyanoacrylates

Everyone knows them and uses them –whether it's at work or at home. Cyanoacrylates, commonly known as fast setting adhesives, instant glue, super glue or contact adhesives.

But what kind of miracle product is it really, that bonds many different items with one another? And what do you have to keep in mind when using these adhesives?

Cyanoacrylates

Cyanoacrylates are solvent-free, one-component, cold hardening adhesives, which have a fast chemical reaction on the parts you want to bond together when damp and which cure under pressure.

They show high levels of adhesive strength and therefore stick extremely well, even on very smooth surfaces.

They bond almost all materials to and among each other within a few seconds, such as metal, plastics, glass, ceramics, wood, leather, natural and synthetic rubber.

This particularly versatile usability gives these adhesives a broad range of applications in almost all areas of industry and trade, but also in the household and in hobby-craft.

How to handle cyanoacrylates

Modern instant glues can only exploit their full potential when important conditions for successful adhesion are taken into consideration. In order to ensure the most durable bond, the correct preparation and handling of the adhesives are of particular importance.

Pre-treatment of the surface

The correct pre-treatment of the surfaces you want to bond is crucial for successful application and durable bonding and should therefore always be an important step in the work process.

Surfaces must be clean, dry and free of grease. Many types of surface





contamination such as oil, grease, dust and dirt can be removed with detergents such as special surface cleaners. The following applies: the cleaner the surface, the better the results you are aiming for.

Mechanical pre-treatment of the surfaces, such as roughening the surfaces, can also significantly improve adhesion, namely the bonding of adhesive layers to the surface of the component.

Processing

The adhesive is applied onto only one of the surfaces to be bonded. The adhesive layer should have a thickness between min. 0.05 mm and max. 0.2 mm (depending on the type), otherwise complete curing cannot be guaranteed. For bonding large surfaces, the adhesive should be applied drop by drop to avoid inner tensions.

Cyanoacrylate adhesives are very economical. One drop is sufficient to cover approx. three to five square centimetres of bonded surface. The parts to be joined should be bonded in an atmosphere of 40 to 80% relative humidity. In conditions of below 40%, the cure will be considerably slowed or even inhibited. With a relative air humidity of more than 80%, shock-curing can occur.

Storage

Fast setting adhesives have a shelf life of at least nine months if stored at room temperature (+18°C to +25°C) and in a dry place which is as dark as possible. If stored at +5°C, the shelf life can be extended to twelve months.

Health and safety

When working with cyanoacrylates, the physical, safety-related, toxicological and ecological data and regulations of the EU safety data sheets must be observed. These data sheets may also be obtained from the download section on our website.

Cyanoacrylate adhesives are to a large extent physiologically harmless. Because of their inherent odour it is advisable, however, to ensure sufficient ventilation. Vapours coming from the adhesives may cause irritation of mucous membranes and eyes.

It is also particularly important to observe that cyanoacrylate adhesives react immediately when in contact with water. High levels of air humidity would be sufficient for a reaction. Skin and eyelids can glue together very quickly because of the high moisture levels of skin.



As first aid for skin adhesions, it is recommended to rinse the affected area gently with warm water for a few minutes. A physician must be consulted immediately when eyelids get stuck together, as adhesives can cause serious injury when coming into direct contact with the eyes. Contact with eyes must therefore be avoided by all means.

It is recommended to wear gloves and safety glasses when working with cyanoacrylates to avoid direct contact with the adhesives.





WEICON at vocational training and career fairs

A glimpse into the future

In July we participated in many local vocational training and career fairs. Events of this kind are very important to us in order to find good trainees and ultimately qualified professionals for the coming years. This is how we create a solid basis for our future.

More career fairs than ever before

This year we have set ourselves our own little record for participating in vocational training fairs. We had our own stand at five events in all.

“These fairs are a good opportunity for us to inform young people about training opportunities and career options and, at the same time, to make WEICON better known as an employer,” says Bettina Trautmann, who is our training manager.

Fairs nearby Muenster

On average, 80 to 120 companies are usually present at the orientation fairs nearby Muenster – and the trend is clearly on the increase. Training opportunities focus on students from the eighth grade upwards. Dual study programmes are also offered at these events.

Companies in the region have recognised the benefits of introducing themselves to the professionals of tomorrow early on. For this reason, they are increasingly using the opportunity to be represented as an exhibitor at these events.

In this way, young people and potential trainees gain a first impression of the companies and learn more in conversation with employees or even

exchange views with future training mentors.

Training fair in Rheine

The training fair in Rheine offered a wealth of information this year. More than 200 different training courses were introduced; there was a comprehensive





range of traineeships and positions for the federal voluntary service and five local universities presented their study programmes. Because of the huge demand, not all interested companies could obtain a stand – 17 went away empty handed this year.

The training exchange at Ludwig-Erhard-College

During the course of the training exchange “Get to know your profession” at the Ludwig-Erhard-College in Muenster, companies had the opportunity to establish good contacts with teachers. This type of networking with teachers is particularly important, so that they recommend known companies in their classes or in personal conversations.

For this reason companies make comprehensive information material on the apprenticeships available to teachers.

Apprentice speed dating

The speed dating events for apprentices in Emsdetten and Muenster also had very positive responses this year. At these events, applicants had the opportunity to introduce themselves to companies in a timespan of ten minutes, as many young people like to have the chance of a spontaneous and uncomplicated job interview.

Positive results

Our various events were very successful. “This year we felt for the first time that our recruitment drive in specific information pamphlets for students and our increased presence in the social media is bearing fruit. The seats in our waiting area were constantly occupied so that my colleagues and I had a continuous run of interviews. We received 14 applications directly generated by the speed dating event. That is a really good number for a company of our size,” comments the training manager, looking back on the events.

Because of the positive response to the orientation and recruitment fairs, we will be participating again next year, presenting our company to interested students and young people.

SC Preussen in its anniversary year

111 years – tradition in Muenster

We have been supporting clubs and sporting events in our region for many years. We are also one of the sponsors of the third league footballers from SC Preussen Muenster.

This year, the traditional Muenster club is celebrating a special anniversary:

111 years of Preussen Muenster

On 30th April 1906, students from the Johann-Conrad-Schlaun-Gymnasium in Muenster founded the football club SC Preussen, which now, in 2017, has been going for 111 years.

The club has had a lively history, such as the first live broadcast of a football game, which was shown in 1925 from the Preussenstadion, or the game for the German Championship in 1951, which the Preussen lost 1:2 in Berlin against Kaiserslautern. The Preussen were even one of the founding members of the German Bundesliga in 1963.



However, things went downhill after that with regard to sport. The club found itself in the Oberliga in 2006.

Eleven years have now past and SC Preussen has managed to fight its way back into professional football. Since 2011, it has been in the 3rd division.

The club's new management has set itself the goal of leading the club into a promising future by building a new stadium and separating the professional division.

Congratulations SC Preussen 06 e.V. Muenster – here's to the next 111 years!





New international bonding experts

Successful in Bremen

At WEICON, ongoing training is a major topic. Our employees regularly attend courses at the IFAM in Bremen to get trained as Adhesive Bonders or as Adhesive Specialists. Naturally, this applies not only to our team in Germany, but also to our colleagues around the world!

Two new Adhesive Specialists

In July, colleagues once again participated in the English version of the three-week course in Bremen.

The participants in the Adhesive Specialist course have completed 120 class hours over three, one-week practice and learning units at IFAM –

Institute for Manufacturing Technology and Advanced Materials in Bremen.

After passing their exams successfully, both Olimpia Birton and Alexandru Vlaicu from our Romanian branch are now certified EWF-European Adhesive Specialists – EAS.

Both of them have completed their exams with excellent results – Olimpia even attained 100% in the oral exam – a perfect score!

Eight new Adhesive Bonders

In October, a team of eight WEICON employees, from six different countries,



successfully completed the one-week course to become an Adhesive Bonder in Bremen.

Since passing their exams, these colleagues can now consider themselves with the title EWF-European Adhesive Bonder – EAB.

Congratulations to Davide Merlo from Italy, Ekain Kortazar from Spain, Johannes Pretorius and Jonathan Moodley from South Africa, Daya Kandel from Abu Dhabi, Mike Liu from Canada as well as Filip Sasek and Josef Polesny from the Czech Republic!

The expertise they have gained will help our international colleagues provide an even better service and expert advice in their respective countries.



New career pages

The recruiting section expands

The recruiting section of our German website at www.weicon.de/aktuelles/karriere/, was recently renewed. Now applicants can find detailed information about what distinguishes WEICON as an employer. In addition, all apprenticed professions that we offer are presented in the "Vocational training at WEICON" category.

Colleagues from various divisions introduce themselves in the "Working at WEICON" section, explaining what their daily routine is like and how they have advanced at WEICON or why people work so well together here.

Our advertising department has been shooting new image videos with colleagues in Muenster since the summer. These should be completed by the end of the year and will also be presented in the recruiting section.

Arbeiten bei WEICON

<p><small>Jeanette Stern</small> Rezeptionistin</p>  <p>Woran bist du in deinen Aufgabenbereich am meisten gewachsen?</p> <p><small>Als ich bei WEICON den Foto- und Videbereich übernommen habe, wurde ich quasi ein zentraler Ansprechpartner. Aber das war gut so, denn ich glaube, nur wenn man täglich in seinem Job gefordert wird, kann man sich auch weiterentwickeln. Neben vielen Weiterbildungen sind es im Wesentlichen die immer neuen Herausforderungen, die mich antreiben. Vor einem Jahr hatte ich bei gedacht, dass ich noch ein sehr großes Projekt als unsere neuen Mitarbeiter-Videos auf die Beine stelle. Daher bin ich sehr dankbar, dass mir hier so viel Vertrauen entgegengebracht wird.</small></p>	<p><small>Luca Schönebeck</small> Mediengestalterin</p>  <p>Wie läuft dein Arbeitstag ab?</p> <p><small>Bevor es morgens „auf die Straße“ geht, werden ein Teamkollaborium gemacht und ein paar Dinge in Ruhe erledigt. Unterdessen finde ich Kontakte mit Kunden, Lieferanten und Kollegen – ein ständiger Austausch für den morgentlichen zentralen Verkaufstag, kein Tag geht ohne daran. Vor und es Handarbeiten. Bei denen es um die Vorbereitung von Handouts, Produktkatalogen oder Preisverordnungen geht. Ein Hauptkontakt ist die Arbeitsberatung. Mit gemeinsamen Kundenbesuchen ist vom Außenhandelsleiter des Geschäftspartners über regelmäßige Besuche von Geschäftskunden.</small></p>	<p><small>Der Pfingsten</small> Gebietsverkaufsleiter</p>  <p>Wie ist das Miteinander in deinem Team?</p> <p><small>In der Werbeabteilung bin ich von kreativen Menschen umgeben. Die meisten vergleichen diese Spaß an der Arbeit sehr wichtig ist. Auch wenn jeder seinen eigenen speziellen Aufgabenbereich hat, können wir uns bei unserer Fachwissen immer gegenseitig unterstützen oder beraten. Die Arbeitsplätze in der Abteilung wurde mit ein familiär oder freundschaftlich bestanden. Wenn wir zusammen hoch zur „Zwischenzeit Donnerstag“ oder die Abteilungsweiligt in der Firma zusammen, sondern treffen wir auch gerne privat zum Grillen, Bieren oder Feiern.</small></p>	<p><small>Carolin Trige</small> Mediengestalterin</p> 
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In order for job applicants to know precisely what they are getting involved in at WEICON, we have compiled "Application tips" on our career pages.

Bewerbungstipps

Unsere Erwartungen an Bewerber

Neben Ihrer fachlichen Qualifikation ist uns der zwischenmenschliche Eindruck sehr wichtig. Im Vorstellungsgespräch erwarten wir vor allem Authentizität. Wir möchten Sie, so gut es geht, kennenlernen, um herauszufinden, ob wir zueinander passen. Zeigen Sie uns Ihre Persönlichkeit und überzeugen Sie uns damit, dass Sie die angestrebte Position wirklich wollen! Denn wir möchten uns Mitarbeiter, die mit Einsatz und Spaß bei der Arbeit sind und so die Entwicklung des Unternehmens positiv beeinflussen.

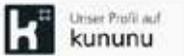
Unser Rat an Bewerber

Die aktuellen Stellenaussagen passen nicht zu Ihnen? Macht nichts! Wenn Sie sich für die vielfältigen beruflichen Möglichkeiten bei WEICON interessieren, zeigen Sie Initiative und schicken Sie uns Ihre Bewerbungsunterlagen. Interessante Menschen lassen wir immer wieder gerne zurück!

Was sollten Bewerber noch über uns wissen?

Unsere Mitarbeiter sollen sich bei WEICON wohlfühlen und sich mit dem Unternehmen identifizieren. Doch nicht nur die Identifikation mit dem Unternehmen als solchem ist uns wichtig, sondern auch die Kollegen untereinander. Daraus ergibt es bei WEICON für jeden neuen Mitarbeiter – egal, in welcher Position – eine verantwortliche Erwartungszust, in der er verschiedene Situationen im Unternehmen durchläuft, um so alle Unternehmensbereiche, Tätigkeitsfelder und Kollegen etwas kennenzulernen.

Einen Beitrag über diese Erwartungswelt finden Sie auf unserem [Unternehmensblog](#)



Unser Profil auf kununu

1



Bewerben Sie sich über unser Bewerberzentrum oder unter jobs@weicon.de

2



Wir rufen Sie an, führen ein kurzes Telefonat durch und laden Sie zum Vorstellungsgespräch ein.

3



Wir möchten Sie in einem Vorstellungsgespräch kennen lernen.

4



Überlegen Sie uns an einem Probearbeitsstag.

5



Wir passen zueinander.

6



Willkommen im Team!

[Jetzt online bewerben](#)

Shooting new videos

Behind the scenes

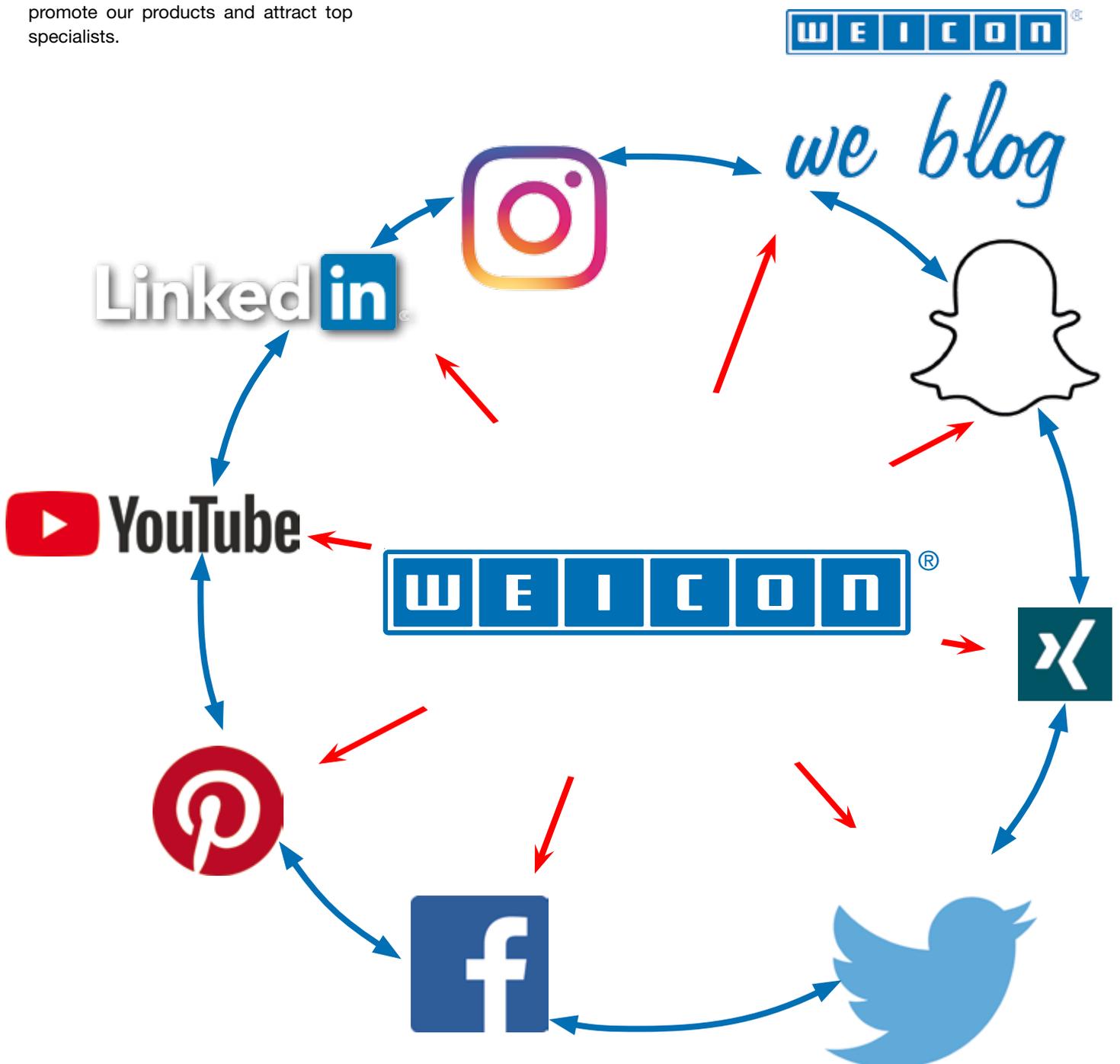


Activities in social media

Social Media – whatever for?

Nowadays a company has to be present in the popular social media channels. WEICON also uses the various possibilities of digital marketing. In this way, we can increase our popularity, promote our products and attract top specialists.

How exactly this works and in which media WEICON can be found, we explain on these pages.





we blog

The WEICON blog – Find out more

Blogs have become THE trend topic over the last few years. Bloggers are generally private individuals who provide reports in their online diaries about fashion, hobbies, lifestyle, books and countless other topics. These can generally be divided into three groups: Those who write for the joy of sharing their thoughts, looking forward to as many reactions from other bloggers as possible; those who cooperate with companies and receive product samples in return for their reports; and "influencers", those who have followers on their own blog, their Instagram account or Youtube, and who earn money by blogging.

More and more companies run their own blog. So does WEICON! The WEICON blog has been up and running since autumn 2016. The bloggers aren't private individuals or influencers – they are from WEICON. In addition to the WEICON website, our online magazine provides information about a variety of topics that exceed basic company or product information. We report on events, employees and everything that can be done with our products.

Facebook – getting in touch with people

Mark Zuckerberg founded Facebook in 2004. With currently around two billion users per month, it is the largest social network in the world. More than a quarter of the world's population is therefore active on Facebook – and the trend is rising, as the company is



presently in the process of bringing Internet connections to regions that were previously undersupplied and is working with mobile phone providers to accomplish this.

"Facebook enables you to get in touch with people that are part of your life, sharing points of interest with them," is Facebook's motto. This is exactly what we want when we place WEICON on social media: We want to share WEICON information as much as possible, networking worldwide at any time with customers, interested parties or even applicants. New product information, company events or insights into WEICON's world of work find their place here.

We also often get private news via Facebook Messenger. In these chats we answer all questions on our products or respond to complaints. Potential applicants increasingly want to find information about current, advertised positions via Messenger. Whatever the reason: Customer service on Facebook means responding swiftly – even at the weekend!

Since a couple of months, our eight branches have also been present at Facebook with their own company profiles. In cooperation with the branches, our public relations department in Muenster creates the content for the profiles. So it is possible to provide specific information in the respective country language and report about cultural or country-specific issues and topics.

In April and May, most of our facebook pages were completely setup. The already existing pages were adapted to our corporate design. Since this time, all of our branches had a very well development: within six months, the



total number of the fans of all branches has increased from about 1,500 to more than 13,000! In addition, we were able to reach nearly 700,000 people around the world and draw attention to WEICON with the help of the distribution of target group-specific advertisements. Together with our main facebook page "WEICON GmbH & Co. KG" (Germany), we have a total of 19,800 fans and our activities reached more than 2 million people worldwide (End of October 2017).

Twitter – Short, fast and informative

Twitter's mission: "To enable everyone to create and share ideas and information without barriers". The number of Twitter users increased by 14 million over the previous year, reaching 319 million active users around the globe in 2017.

Messages with a maximum length of 140 characters, called Tweets, can be made public using this well-known and significant short message service. Since these Tweets can contain links to websites, we integrate all Facebook notifications on our WEICON Twitter profile.



Instagram – emotions matter

At present 700 million people worldwide use Instagram each month, 15 million of these in Germany. Instagram focuses on photographs and videos rather than the written word – and then only in the form of hashtags. In order to convey emotions, photos and videos are supposed to be at best as authentic as possible and are meant to look good at the same time.

Our WEICON profile emphasises a "glimpse behind the scenes" and focuses on our colleagues. On the other hand, our pen pictures are also very popular here. In addition to daily postings, our Instagram stories allow us to place several photos, e.g. scenes from daily life, into a quick sequence of images and - now and then - to tell a short story in this way.



Pinterest – making WEICON DIY known – increasing the scope

In order to target the scope of our DIY applications even more accurately on the Internet, we also established a WEICON profile on Pinterest in mid-September. Pinterest allows users to share various interests with each other, whereby they create virtual bulletin boards, upon which they pin notices in the form of pictures. These pins can be viewed and downloaded by others. Depending on their focal interest, anyone can build individual bulletin boards.

When you are looking for inspiration on the subject of adhesives, DIY-instructions or making jewellery using epoxy resin, you will find this on the WEICON notice boards. We are primarily concerned with placing already existing articles on the new Pinterest medium and to making the blog even more well-known. Each pin also has a link to a relevant blog article. Just a short time after having set up the Pinterest profile, we experienced a significant increase in our blog articles being called up.

200 million people per month currently use Pinterest. More than 100 billion pins have been posted since its creation in 2010.



YouTube – videos are becoming ever more important

The Internet video portal YouTube has been in existence since 2005. YouTube is becoming ever more popular, which is shown in particular in the increased ratio of Internet users in Germany visiting the video portals, from 42 per cent in 2011 to 60 per cent in 2016. According to current information, 1.5 billion registered users visit YouTube every month.

The trend is moving away from "zapping" around on TV towards targeted searching and viewing of video clips online. Tutorials are part of this, particularly in the area of household and hobby, for instance. Anyone who wants to find out how to restore an old chair, how to keep a racing bike in perfect condition or how to make their own Christmas decorations, can learn it on YouTube.



In future, therefore, apart from regularly appearing blog articles, we want to occasionally publish videos on the blog. In order to appeal to everyone, these will show examples from everyday life, in contrast to the classic WEICON – application videos. The videos will be set up on YouTube and will also be distributed via the other channels.

Snapchat – Target Group? The very young!

About 160 million people use the social media app Snapchat every day, which allows you to send and receive photographs and videos. What is special about it: the so-called snaps disappear after a few seconds of having been viewed. Pictures and videos can be collected with the help of the Snapchat story and can be viewed for at least 24 hours.

Snapchat is particularly popular with the young – more than half of users



are between 16 and 24 years old. It is exactly this group we want to capture with Snapchat. For this very reason, all of our Muenster trainees work on this account and not the public relations department, as they know, being part of it, what the target group likes. In consideration of the increasingly obvious lack of qualified workers, we aim to appeal primarily to young people on Snapchat and thereby address the trainees of tomorrow. For the next year we are planning, for example, for more of our apprentices themselves to report more frequently on job fairs or training opportunities.

XING – The modern applicant acquisition

10 million people in Germany use the business network XING. Here, specialists and companies have the opportunity to present themselves and their competences. We also have a profile that is linked to the application platform kununu. A total of 311,000 companies are represented here with



an employer branding profile. Both the XING and the kununu profile offer the possibility of a comprehensive company presentation, the publication of job advertisements and the linking to all other social media channels.

LinkedIn - The largest professional network in the world

LinkedIn functions according to the same principle as XING. While XING focuses on professionals and managers in Germany and Austria, with over 500 million members in over 200 countries and regions LinkedIn is the world's largest professional network.





The WEICON blog

Successful content marketing

The WEICON blog, which functions as an online magazine, has been in existence since Autumn 2016. Articles from WEICON's own bloggers appear about once a week on this platform in the categories "News", "Team", "Product" or "Creative". In this way we intend to reach out to our present and future customers by providing informative, advisory and entertaining content. Unlike classic advertising, the focus is neither on our company, nor on our products.

What is well received?

The most frequently viewed blog article is titled "Design of a spray can". This article describes the development of the spray can, its design and how it is used. When a user googles "How high is the pressure in a spray can" or "Deodorant pressure", our article appears on page 1 of the search results. Blog statistics show that users have found our article through precisely these searches, which explains the high hit rate.

Also amongst the Top Ten favourite articles: "Not all adhesives are the same"

– an informative text about adhesives, the advantages of adhesive bonding and how to select the right adhesive.

There is also one other area that demonstrates a high frequency of hits according to blog statistics: It isn't classic product applications that are well received by readers, instead it is examples from the do-it-yourself segments. The following articles were looked up frequently over the last few months: "Whatever you're building – adhesive bonding instead of drilling" or "Restoring a retro Dutch bicycle – making something new from something old" and "Stylish pin board made from metal lattice".

Through close collaboration with product management and application technology in Muenster, this blog gives us a unique opportunity to present ourselves as a specialist for all things related to adhesives. Whether it is topics for do-it-yourselfers or explicit technical questions. New articles are prepared by the team at least once a week, with more videos being added. The WEICON blog offers a unique customer service: It provides important information that is relevant to daily life, with secondary emphasis on WEICON products.

A successful blog article: Extraordinary pin board made from metal lattice

Not only does it look very nice – it is also quick and easy to make: An individually designed metal pin board – perfect for photos, postcards and everything, which should be hung up on a wall. These metal grids are originally intended for plants and can therefore also be found in gardens or on house walls. In DIY stores you find those in various sizes and shapes, with narrow or wide meshes.

Whether as a pin board above the desk in your home office, or as an eye-catcher in the living room, even as a hanging device for small herbal pots in the kitchen, there are many ways to integrate your new pin board. The grid can be sprayed in various colors – a perfect match for your furniture and individual style.

We used WEICON Copper Spray for the pin board in our office. Our colleague Ann-Katrin has painted hers with WEICON Rust Protection 2000 PLUS. Our Gold Spray and the Chrome-Silver Spray are also great alternatives – there is something for every taste!



To fix your notes on the pin board, we recommend small hooks or pegs.

How to install the board on the wall?

The common method for a safe attachment are nails or screws. If you do not want to drill, or simply don't own one, you can also bond it to the wall using a small, flat slat.

This is how it works:

Cut the slat to the desired length by using a saw. This can be done directly at a DIY store. Screw small angled hooks into the wood. Make sure the distance between the hooks is right, to safely fix the board and make it look right.

Use WEICON Speed Flex to bond the wooden strip onto the dust- and grease-free wall. Mount your pin board. That's it! Light items such as photos, postcards or notes can be hung up immediately after bonding. For heavier things like ceramic or glass, it's best to wait at least 24h.

The WEICON blog – now also in English

In order to provide more of our customers and fans all over the world with even more news and stories from WEICON, our blog is also available in English version. In this way, we can provide the Facebook pages of our branches with additional content. Furthermore, our international partners get news from our headquarters

in Germany and information regarding innovations in other countries. For example, we have reported about a very special WEICON transporter in Colombia and about an online training course via WeChat in China.



WEICON extends its sponsorship

Further involvement with sport in future

In August we extended our collaboration with the triathlon club Tri Finish in Muenster. In the coming years we will continue as name giver and main sponsor of this national triathlon league team.

A successful season with WEICON

The collaboration between our family business and the triathlon club began in January 2016.

Tri Finish was founded in 1985 and currently has more than 250 members because of the growing popularity of the triathlon endurance sport.

Amongst others, the club is represented in the first and second federal league of the Deutsche Triathlon Union (DTU – German Triathlon Union) and in the league system of the North Rhine-Westphalia Triathlon-Verband (Union) e.V. (NRWTV).

The men's team competes in the first league. Men's as well as ladies' teams represent Muenster in the second league.

The club's greatest success was the promotion of the men's team to the federal league, where the team has been represented since 2013. This year the men's team entered its fifth season in the triathlon premier league.

Having completed the second season with WEICON as main sponsor, the Tri Finish athletes can look back at the very successful year of 2017, as the newcomer team achieved a good 7th place out of 16 teams in the league.





“It was, and is, a great thing to be the main sponsor for such a team. We want to commit to sponsorship at the same level for five years. The option for a further year will remain open,” says Ralph Weidling.

“The entire team is immensely happy. I am delighted and also overwhelmed by the early extension of the sponsorship. We now also have planning security for our league teams for the coming years,” comments Tim Habel, athletic director at Tri Finish.

Triathlon in Muenster in future

Following the successful anniversary event of the Sparda-Muenster-City-Triathlon at the end of July it was announced, that an eleventh and twelfth competition of the popular sport would be held in the years 2018 and 2019.

Ralph Weidling, a triathlete and participant in all competitions of the triathlon in Muenster to date, is looking forward to further contests in his hometown. “It

was a great event again. The weather was exactly right. The atmosphere was fantastic and the slight detour via the sculpture was really special.

Many thanks to Tri Finish for its perfect organisation; everything really went well! I’ll definitely be there next year – it will be for the eleventh time.”

Pictures: Franziska Schmidt



Tim Habel



The WEICON Pen was also there

Sculpture Projects in Muenster from June 10th to October 1st, 2017

Sculpture Projects – what is it?

Since 1977, the Sculpture Projects have been taking place in Muenster every ten years. During the event, art projects are exhibited in the city for several weeks – in public places, in amongst nature on the outskirts of town, in museums or in the theatre. The projects are about making art accessible to the general public so that they can experience it.

How it all began

The Scientific Administrator of the Westphalian State Museum (Westfaelisches Landesmuseum) at the time, Klaus Bussmann, who later became its Director, together with Kaspar Koenig, started Sculpture Projects in Muenster for the first time in 1977. The gateway for its emergence was a public dispute about the kinetic sculpture "Three Rotary Squares" by George Rickey. It was exhibited in Muenster in 1975, and many citizens were outraged. There were protests about it at the time. As a result, art experts decided that the people of Muenster needed some lessons in modern art. Since

few citizens went to museums at the time, at the first exhibition in 1977, the sculptures were exhibited in city spaces and therefore, displayed to the public, to directly confront the people who had no idea about art.

Again there were protests. The most famous relics from this period are the spheres on Lake Aasee, the "Giant Pool Balls", which not only caused an uproar amongst conservative citizens but amongst many students as well. Today, the concrete spheres are a true landmark and one of the city's well-known meeting places. In the summer, crowds of young people meet on the adjacent meadow. The sculptures are a good example of how art brings public places to life.

Instead of giving up, the organisers decided to repeat the exhibition after ten years. However, it was only after the third exhibition in 1997 that the Sculpture Projects succeeded in making a breakthrough. This is probably because the works of art invited people to enjoy the fresh summer air. The 500,000 visitors and journalists from around the world also helped counter the reservations of the people of Muenster.

The Sculpture Projects 2017

Over 650,000 visitors from 35 nations and 1,300 accredited journalists were guests at the fifth Sculpture Projects. 35 works of art were marvelled at, and





48,000 people participated in public tours. As in previous years, this display of art featured sculpture and space, which raises the question of what a sculpture even is. This year, performance art was also admired- as part of performances or when visitors became part of the exhibition themselves through active participation in the project.

The most popular project was "On Water" by Ayşe Erkmen: a walkway a few centimetres below the surface of the water in Muenster's harbour basin. Many people walked "on water", especially on warm summer days. A total of 250 people fell off the walkway into the water during the 116 days of the Sculpture Projects.

As part of the project "Not Quite Under Ground", at a tattoo studio where seniors get special rates, a total of 250 people got tattoos throughout the duration of the exhibition and 75 of them were over 65 years of age.

And what happens when the Pen travels through the exhibit?

We met countless people during our photoshoot. There were some people who asked with great interest about the purpose of the Pen and what we were doing there.

The campaign showed us: Not only does it make sense for art-enthusiasts to move through an exhibit of this kind, in public spaces in the city – it also makes sense for Muenster companies as well. By doing this, we were able to tell exhibit visitors about WEICON and the products we produce. Furthermore, the Pen also became part of the projects thanks to our photos.

A detailed report with descriptions of the individual projects as well as additional photos can be found here:



The WEICON Pen – around the world

The Pen calendar 2018



Jökulsárlón, Glacier Lagoon



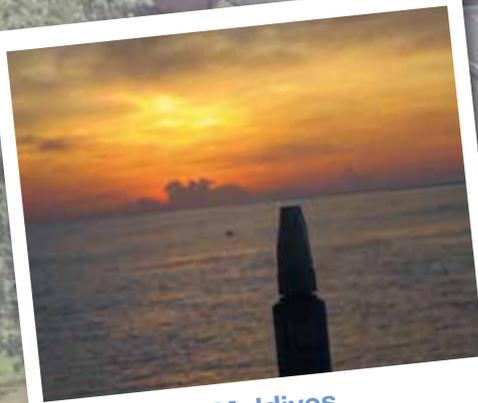
Iceland



Netherlands



Can Picafort, Mallorca



Maldives



Egypt



Venice, Italy



Rovinj, Croatia



Australia



Cockpit 767



Prague, Czech Republic



Neuharlingersiel, Germany

WEICON®

2018
Pen around the world

Adhesives / Sealants

Technical Sprays

Technical Liquids

Assembly Pastes and Lubricants

Stripping Tools

WEICON
LOOS
AN 302-43
Schweißschonung
• hitzebeständig
• nicht leitend
• max. Spalt 2,25 mm
• -60°C bis +110°C
Verpackung: 1 kg
• höher viskos
• medium strength
• max. Spalt 2,25 mm
• -60°C bis +110°C

DVW
TZW
50 ml e
Art. No. 203219

Introducing our team

What does...actually do?

Norbert Kockmann

Which department at WEICON do you work in?

I work in the warehouse.

How long have you been at WEICON?

I've been here since November 1st 2003.

What is your role here at the company?

I work in shipping/export. My tasks involve manufacturing, picking, packing and shipping the goods – for road transport as well as for sea and air freight.

I am also the fire protection officer. As fire protection officer, I regularly undertake training sessions with the fire safety assistants in Muenster and ensure that the fire safety regulations are met throughout the company premises.

What sport do you most enjoy watching?

Only big football tournaments (European Championships and World Cup).

City or a Swiss mountain lake when you're 75?

If I have to choose, then mountain lake. But it does not necessarily have to be Switzerland.

What is your favourite food?

I have several favourite dishes. But I like to eat Italian food best.

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

With noone. All in all, I am happy.

Which country would you like to spend time travelling in?

Italy, Scotland and Ireland.

What was the last TV series you watched?

The 70'Show.

What are your hobbies?

Listening to music, meeting friends and



keeping the house and garden up to scratch.

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

Get up early and go to the Netherlands to the seaside.



WELCOME TO OUR TEAM!



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Sales



Bianca Gausepohl
Sales



Lukas Flothmann
Sales



André Lingemann
Sales



Thomas Hess
Sales Representative



Helena Stahlberg
Purchasing department



Anja Grave
Advertising department



Bastiaan Peddemors
International sales



Mohamed Camara
Trainee



Vivian Kintrop
Trainee



Lea Schedlbauer
Trainee



Beatrice Beuker
Research and Development



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Sales Representative TR



Abdulhamit Avcı
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Veyssel Akgün
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Iskan Atis
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WEICON News