

SUPPLIER OF THE YEAR

Top rating in the field of
Adhesive Bonding Technology

18th issue

News

Featured topics

Adhesive bonding
under water

New video format
“WE create”

Behind the scenes
of the WEICON TOOLS
production





Adhesive bonding under water –
about literally diving
into research

7



Behind the scenes of
the WEICON TOOLS
production

43

WE CREATE

When colleagues become influencers –
new video format “WE create”



39

Legal notice 18th, 2nd half 2021

Publisher:
WEICON GmbH & Co. KG
Koenigsberger Str. 255
Germany-48157 Muenster

Phone: +49 (0) 251 / 93 22-0
Fax: +49 (0) 251 / 93 22-244
info@weicon.de
www.weicon.com

CEO: Ralph Weidling
Managing Director: Ann-Katrin Weidling
Editor: Thorsten Krimphove (V.i.S.d.P.), Annabelle Kreft, Farina Mais, Lina Stoffer
Layout & Settings: Annabelle Kreft
Pictures: WEICON GmbH & Co. KG, Freepik von flaticon.com (p. 5, p. 26)

All rights reserved. Reprinting, transfer into electronic databases and reproduction only with explicit permission of the publisher. No liability is accepted for manuscripts and photos submitted unsolicited.

Content

1 Editorial

Awards, Certificates and Co.

- 3** Awarded as Supplier of the Year
- 5** Reducing our ecological footprint –
100 % green electricity
- 6** Top position for the fourth time in a row!
Awarded by FOCUS

Products in Use

- 7** Adhesive bonding under water –
about literally diving into research
- 11** Adhesives in the desert –
WEICON products in use at the Expo 2020
- 13** Conveyor belt repair –
a fast and inexpensive way
- 15** 10 hacks with W 44 T® Multi-Spray
- 17** My favourite WEICON product
- 18** The best in practice – applications 2021

Training and Career

- 19** Brand Manager at WEICON –
ensuring brand consistency
- 20** Safe at WEICON –
first aid training in our company
- 21** New Adhesive Specialist at WEICON
- 22** 25 years times two – anniversaries at WEICON
- 23** Ready for the next level – apprentices have
successfully earned their qualification
- 24** Our new apprentices – apprenticeship start 2021

Events

- 25** When the WEICON team gets together –
summer conference 2021
- 27** A trip to the world of adhesives –
retailer conference at WEICON

Poland today, Mexico tomorrow – WEICON on the road again **28**

Between St. Pauli and the Elbe Bridges –
workshop at the Port of Hamburg **29**

Business trip and football highlight for Turkish customers **30**

Finally back on the track – WEICON at the
Muenster Marathon 2021 **31**

Sales meeting in the UNESCO World Heritage Site Cappadocia **33**

Attracting young talents – Partner Meeting
of the Young Pro Academy **35**

WEICON as sponsor at 1st Valencia Epic Race **36**

Influencer Day at WEICON **37**

Service

When colleagues become influencers –
new video format “WE create” **39**

Content marketing for distribution partners **41**

Behind the scenes of the WEICON TOOLS production **43**

Adventure trip through the Carpathians –
team building event in Romania **45**

Keep on growing! Current state of our construction measures **46**

Great commitment –
help for victims of the floodings in Germany **47**

WEICON Pen around the world – Pen Calendar 2022 **49**

WEICON in the east of the Balkan Peninsula **51**

With WEICON, things keep moving –
new flyer drive and conveyor technology **52**

Welcome to the team **53**

What does ... actually do? **55**

New Products 2021

Bonding low surface energy plastics –
WEICON Easy-Mix PE-PP 50 **32**

Presspack Ergo Connect **42**

Dear
readers,



We are pleased to present to you the 18th issue of WEICON News.

“Supplier of the Year”. On the cover of this latest issue, you will immediately see a piece of news that is particularly close to our hearts and makes us very proud. The Association of Technical Retailers (Verband Technischer Handel e. V.) has given us this award and the best thing about it is: It is based on a survey of its members, so the technical retailers, who have been among our best and most important target groups for decades. Which means, our products and services are appreciated and well-received – very well indeed! This confirms that we are on our way to becoming one of the best partners of the specialised trade in the future. But it is also an incentive not to rest on our laurels, but to continue to invest a lot of energy in optimising our product range and our services in order to maintain this top position.

Another award that we have received in recent days makes us no less proud. For the fourth time in a row, we are among the top employers in the SME sector! For this result, too, a group was surveyed that is of great importance to us: our employees. We are very happy about the appreciation our team has shown us, as only together, we can keep being successful in the future. The good rating shows that our efforts to continuously develop and work towards becoming an even better employer are very much appreciated.

In addition to more details on the awards, the latest issue of our News offers you a lot more – and many insights into the world of WEICON!

Our products are even used at the World Expo in Dubai; we present a new video format for DIY applications, and we take you behind the scenes of the production of our stripping tools, the WEICON TOOLS. Here we’ll show you why we keep putting great emphasis on products “made in Germany”.

And of course, our magazine wouldn’t be the same without our new products. In addition to a special adhesive for low surface energy plastics, we now offer you a specially developed processing aid for our press pack products which truly lives up to its name. The Ergo Connect is specifically designed to complement the ergonomic handling of our press packs.

We hope you enjoy reading this latest issue!

Best regards from Muenster,

Ralph Weidling *Ann-Katrin Weidling*

Ralph Weidling

Ann-Katrin Weidling

newsletter

data sheets

order

partner search

adhesive finder

tools finder

contact

application issues



Message us on WhatsApp!





Rated best in the categories:

sales support,
pricing,
product range,
delivery service,
future prospects

TOP RATING IN THE FIELD OF ADHESIVE BONDING TECHNOLOGY

Awarded as Supplier of the Year

Since early November, it's been official: We – as a medium-sized adhesive producer from the beautiful city of Muenster – can keep up with the big players. Even better than that. We can even overtake them! At the annual conference of the Professional Association for Technical Retailers – in German: Verband Technischer Handel e.V. or VTH for short – WEICON received the award “Supplier of the Year” in the product range “Adhesive Bonding Technology” and thus surpassed well-known market competitors. CEO Ralph Weidling and head of sales for the DACH (= Germany, Austria, Switzerland) region Patrick Neuhaus proudly accepted the title at the association's annual conference on November 5th, 2021.



IT FEELS LIKE WE HAVE WON THE CHAMPIONS LEAGUE OF ADHESIVE BONDING TECHNOLOGY.

Ralph Weidling

Number 1 in adhesive bonding technology

The award is the result of an annual supplier survey conducted by the VTH, in which the technical distributors assess their main suppliers for a specific product group according to a predefined rating based on eight criteria. This year, the product group “Adhesive Bonding Technology” was chosen. The evaluated criteria included spirit of partnership, sales support, pricing, information policy, product range, quality, delivery service, and future prospects. With a score of 3.49 out of a possible 4 (1 = dissatisfied, 4 =

very satisfied), WEICON was rated best in the field of “Adhesive Bonding Technology” compared to all other evaluated suppliers.

“It feels like we have won the Champions League of adhesive bonding technology. We are incredibly proud that we were able to excel numerous “global players” in this field and that we can now call ourselves VTH Supplier of the Year. We are always there for our customers, anywhere and anytime. This award shows that the technical retailers are happy with our service – and that in turn makes us happy, too,” Ralph Weidling says. “In five of the eight evaluation criteria, we even came first. Let’s see what we can do with that in the future,” Patrick Neuhaus, head of sales for the DACH region at WEICON, adds.



What is the VTH?

The VTH is the only expert association for the field of technical retail and a professional association for technical retailers in Germany, Austria and Switzerland. WEICON is one of around 230 members of the association and has been one of the VTH quality partners since 2019 – a group of 20 companies, which cooperate directly with the technical retail in the DACH countries.

Lasting impression

The award was the grand finale of the two-day VTH annual conference. And we used our time in the spotlight well. Not only to thank all technical distributors who already sell WEICON products,

but also to make everyone else curious about who we are and what we do. And what can we say? Our appearance definitely left an impression! The evening was full of positive feedback and interesting conversations. The name WEICON is now on the radar of even more technical retailers!

URKUNDE LIEFERANT DES JAHRES 2021 IM BEREICH „KLEBTECHNIK“ WEICON GmbH & Co. KG Münster

Die Technischen Händler im VTH haben ihren Lieferanten WEICON GmbH & Co. KG (Münster) bei einer Umfrage über Fachwissen im Juni 2021 mit einer Bewertung der Kriterien

- Persönliche/partnerschaftliche Zusammenarbeit
- Verkaufsbereitschaft • Preisgestaltung • Informationspolitik
- Produktbreite • Qualität • Lieferservice
- Zukunftsspektive

im Vergleich zu allen anderen bewerteten Lieferanten im Bereich „Klebertechnik“ das beste Zeugnis verliehen.

Als Anerkennung für das erzielte Ergebnis erhielt der VTH-Verband Technischer Handel e.V. die WEICON GmbH & Co. KG ebenfalls die mit dieser Urkunde verbundene Auszeichnung.

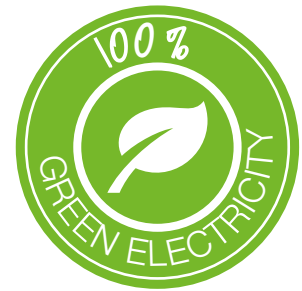
Stabschef, 06.0. November 2021 • VTH-Verband Technischer Handel e.V.

Stabschef
des VTH-Verbandes

Stabschef
des VTH-Verbandes



100 % GREEN ELECTRICITY



Reducing our ecological footprint

Global warming has dramatic consequences for humans and nature. It's on every single one of us to contribute and to produce as little harmful carbon dioxide, or CO₂, as possible. WEICON as a company and a part of society also wants to contribute to permanently reducing global warming. That's why we will be switching entirely to green electricity from the beginning of 2022.

“FOR US, SWITCHING TO GREEN ELECTRICITY IS THE NEXT LOGICAL STEP TOWARDS REDUCING OUR ECOLOGICAL FOOTPRINT.”

Hennig Voß, Operations Manager

Why green electricity?

To us, there is no alternative to switching from energy that is generated conventionally from coal and nuclear power to renewable energy sources, such as solar energy and energy from wind and water power or biomass, in order to reduce CO₂ emissions as sustainably and effectively as possible. In addition, the use of green electricity subsidises building new renewable energy power plants with one cent per kilowatt hour consumed.

To illustrate this calculation: In 2020, we at WEICON have consumed nearly 600,000 kilowatt hours of energy. So by

switching to green electricity, nearly 6,000 Euros every year would go towards building new plants to generate renewable energy.

“For us, switching to green electricity is the next logical step towards reducing our ecological footprint. However, green electricity is just one part of our future approach. Moreover, for example, our new buildings will be equipped with solar panels, as far as possible, and the share of electric cars in our company car fleet keeps growing continuously,” operations manager Hennig Voß explains.

AWARDED BY FOCUS

Top position
for the
fourth time
in a row!

“All good things come in threes” is just not enough for us! For the fourth year in a row, WEICON is one of Germany’s Top Employers among Medium-Sized Companies. The title is awarded annually by the magazine FOCUS and is published in a ranking.

“We are very happy to have been named Top Employer again. We consider it a great sign of appreciation every time, but also a positive and trustworthy signal for new applicants. Today, you have to think of new and different ways to find and keep good employees. The award shows that we are an attractive employer and do many things right in aspects like work-life balance, working atmosphere, training and development opportunities, and benefits,” Ralph Weidling said after receiving the joyful announcement of the FOCUS ranking.

FOCUS

TOP

**ARBEITGEBER
MITTELSTAND**

2022

**FOCUS 48/2021
IN KOOPERATION MIT
FACTFIELD**

ABOUT LITERALLY DIVING INTO RESEARCH

ADHESIVE BONDING UNDER WATER



Adhesive bonding under water. Sounds adventurous at first, but it's actually not that new. The world of adhesives has quite a few products in store that allow bonding beneath the water surface. They can be used to repair swimming pools, pond liners, aquariums and many other things. But what if we think a little bigger? If we're not talking about patching your pool at home, but about adhesive bonding on offshore wind turbines or ship hulls, for example? How can a process for safe and reliable underwater bonding be developed for those steel giants of the "open sea"? These questions were also raised by the Rostock-based Fraunhofer Institute for Large Structures in Production Engineering – IGP for short – and thus the institute initiated a two-year government-funded research project. WEICON was also on board or, more precisely speaking, part of the accompanying project committee. In this interview, Martin Ligárt, head of the research and development department at WEICON, talks about how a research project like that is conducted, which role as an adhesive producer we play in it, and what some of the findings on the topic of adhesive bonding suggest.

Adhesive bonding in offshore areas

Adhesive bonding under water – where does that happen in large-scale industries?

There are many areas of use for underwater bonding in industrial applications. For example, in hydraulic engineering, on ship hulls, or on towers of offshore wind turbines, to name just a few. Beneath the water surface, these components often carry pieces of equipment,

“YET, OUT ON THE HIGH SEAS, YOU CAN'T JUST PULL THE PLUG, DRAIN THE WATER AND ATTACH THE EQUIPMENT.”

such as cables, sensors, landing ladders, galvanic anodes, and many others. During maintenance or modernisation measures, it sometimes happens that these equipment items need to be reattached or replaced due to damages or signs of ageing. Yet, out on the high seas, you can't just pull the plug,

drain the water and attach the equipment. That is why one of the methods that is used is wet underwater welding. But every additional welding weakens the supporting structure due to the heat input, and thus eventually causes a reduction of the maximum load-bearing capacity – “reduction of the material fatigue class” is the keyword. So the essential question is: How can you attach equipment under water without damaging the structure of the component? Under-

water bonding sounds like a promising option that is gentle on the material.

About research and researchers

Can you briefly outline what exactly the need for research on underwater bonding was?

“Briefly outlining” is always a bit of a head scratcher when it comes to research, but I'll give it a try. The Rostock-based research institute had made it its goal to develop an adhesive joining procedure to



attach fixtures for equipment items and repairs directly under water. However, they were lacking the knowledge in certain areas to do so.

How, for example, do I prepare the steel surface of an offshore wind turbine, which is covered in algae, shells and corrosion, for the adhesive bonding? How and with the help of which equipment can the actual bonding be carried out? And how long does an adhesive bond last when exposed to the influences of open water? A lot of questions that needed to be investigated.

How can we imagine that? So the Fraunhofer IGP noticed that there was still a lot to learn in the field of adhesive bonding and then just started researching?

Well, it's not quite as simple. After all, you also want a research project like that to receive funding from the

state and from the economy. Which means that the research institute – in this case the Fraunhofer IGP – first creates a project outline, which describes the research plans and their requirements. This outline then passes several committees, before it is approved, in the best case, or scrapped, in the worst case. At the same time as the approval process, a so-called project-accompanying committee is designated, which actively supports and advises the research institute during the two-year project phase. For the underwater adhesive bonding project, WEICON was part of this committee.

What does WEICON do as part of the project-accompanying committee and who else is involved?

As an adhesive producer, we take on an advisory role and provide expertise, while the research institute carries out the actual tests. The project-accompanying committee is preferably made up of small and medium-sized enterprises – SMEs for short – for which the research topic is of particular interest. In the case of underwater bonding, for example, operators of offshore wind turbines, steel manufacturers, industrial divers, and adhesive producers were on board. It's important to understand that in Germany, the principle of pre-competitive research applies. Which means that, at the end of the day, the goal is not to bring a saleable

product to market, but to use the combined expertise of everyone involved to gain new knowledge. So it's the wrong place for competitive thinking or playing power games.

Why do we participate in research projects like this one?

This relates directly to my last reply: Gaining new knowledge is the greatest motivation for us. Or as the saying goes: You never stop learning. That also applies to us in our role as adhesive professionals. The more understanding we gain of the subject of adhesive bonding, the better we can advise our customers. And to us, it is important that we don't just benefit from the research conducted by others, but to also actively promote it ourselves and to take the opportunity to work together with our competitors on equal footing. A positive side effect is that often, WEICON adhesives are used in the research projects. The tests that are carried out provide us with valuable results, which are also of great interest

outside of the project.

So did we start by just sending in a few WEICON adhesives for the research project?

No, that's not quite the way it goes. Usually,

every project participant is allowed to suggest one adhesive, very rarely even two. In total, the research institute included three adhesives in the project – two competitor products and our Easy-Mix HT 180 epoxy adhesive. Maybe three adhesives for a two-year research project doesn't sound that much. However, you need to consider that the Fraunhofer IGP had to carry out countless laboratory tests for each product – whether it was on surface preparation, application technique or permanent strength.

What we've learned about underwater bonding

So back to the actual research project: What findings did the Fraunhofer IGP present?

I'd have to go into detail way too much to actually share all the results the institute has gathered. Research is a very, very detailed

“THE MORE UNDERSTANDING WE GAIN OF THE SUBJECT OF ADHESIVE BONDING, THE BETTER WE CAN ADVISE OUR CUSTOMERS.”



Click here to see the video of the underwater adhesive test in the Rostock harbour basin!



procedure. The final report on this project alone comprises 140 pages. However, to anyone who is interested in a very compact summary, I can highly recommend the two articles “Halterungen im Unterwasserbereich klebtechnisch fuegen” in the issues 6/19 and 7-8/19 of the specialist magazine “adhäsion KLEBEN+DICHTEN”.

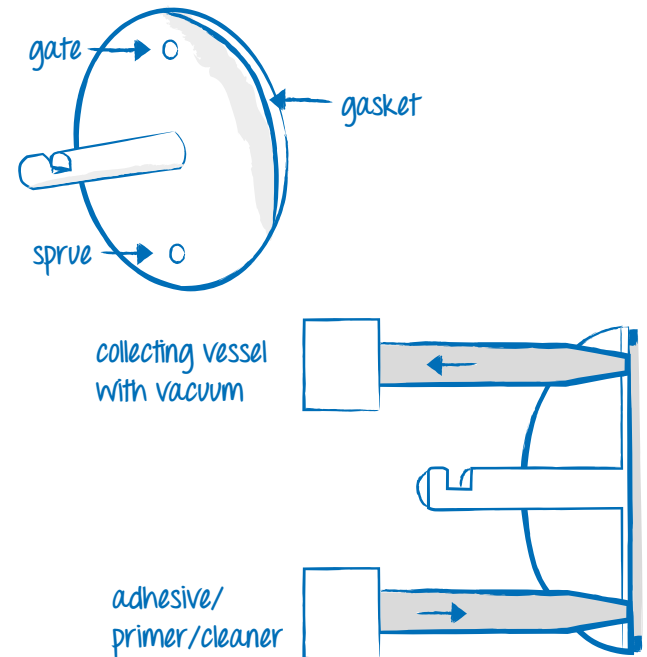
But I’m happy to briefly outline a few results. In terms of surface preparation, for example, the research institute has found that the best way to remove the biological residues, such as shells, algae and co., is by bristle blasting. You can imagine the tool that is used for this as a rotating wire brush, which hits the metal surface with high kinetic energy.



The metal surface was cleared from shells, algae and co. by bristle blasting.

Once this had been established, the next step was the actual application of the adhesive. A reliable process needed to be developed, during which the surrounding water could not infiltrate the adhesive and thus damage it. It quickly

became clear that only an injection process would be suitable, in which the adhesive is pushed into the bonding gap and displaces the water. A prototype of a fixture – with sprue, gate and circular gasket – was attached to the metal surface under water by means of a magnet. Simply put, in this process, the adhesive is injected straight into the bonding gap through the sprue, where it displaces the water. With a primer and cleaner, it works the same way. At the gate of the injection runner, there is a collecting vessel for any adhesive leaking out. That way, it can’t just get into the water. The circular gasket made of EPDM foam ensures that the surrounding water is kept out during the entire process. In several other tests, the research institute also



there. The curing process was also a challenge. In open water, the ambient temperatures are often below 20 degrees, so the curing of the adhesive takes relatively long. So the Fraunhofer IGP also developed a heating device to speed up the curing process. But that’s a whole other story about this project. But it shows quite well that many questions that need to be investigated only come up later throughout the research process.

And last but not least, there is the issue of “ageing resistance”. The research institute primarily wanted to find out which influence salt water has on the permanent strength

of the bond. Of course, changes in temperatures, currents and who knows what else also have an impact on the adhesive bond. But in order to relate an effect to an influence without any doubt, you need to look at each one separately. Just like in many other areas of life, in research it’s also an important approach to take one step at a time. The Fraunhofer IGP carried out accelerated laboratory ageing tests and stored the adhesive samples

in salt water containers with a constant temperature. A second group of adhesive samples was exposed to open water – more specifically, in the nearshore area of the Rostock seaport.

“THE SPRUE AND GATE WERE THE ACHILLES’ HEEL IN THE TESTS RIGHT UP TO THE END.”

How can the adhesive be applied under water?
 Prototype of a fixture with injection device.



Afterwards, the research institute carried out lap shear tests to determine the adhesive strength.

Tests carried out under laboratory conditions and in “rough seas”. Don’t they provide completely different results?

Yes, but that’s normal. Laboratory tests try to mirror the reality, but they always take place under idealised conditions. Every influence can, as I already mentioned, be tested separately. In open water, you have a large number of influences, which all affect the adhesive samples at the same time. Temperature fluctuations, unpredictable currents, algae growth,

or completely unknown conditions all play a part. Real life is and remains the greatest teacher. However, the laboratory tests are the only way to approach a certain topic and to be able to establish valuable comparisons.

And what do these findings tell us?

To keep it short and sweet and to not throw in any charts and figures: Attaching the fixture under water is possible and promising, as it allows to create load-bearing adhesive bonds without damaging the surface. That is why

“REAL LIFE
 IS AND
 REMAINS THE
 GREATEST
 TEACHER.”

further research was and is needed to be able to one day turn these initial findings into a reliable solution. In two current follow-up projects, for

example, the Fraunhofer Institute is looking at how the process for underwater bonding can be further optimised and how the strength

of bonded steel can be increased even further in the offshore sector. In one of the projects, I have even been appointed chairman of the project committee.

Interview with:



Martin Ligárt,
 Head of Research and
 Development at WEICON



**WEICON products in use
at the Expo 2020**

ADHESIVES IN THE DESERT

Since October, the eyes of the world have been on Dubai, where the International World Expo 2020 has opened on October 1st. Our family-owned company has also been involved in the construction works – as adhesive technology enables the elaborate architecture of many national pavilions from all over the world.

28,000 adhesive bonds

Whether spray adhesives for the German pavilion, construction adhesives for Luxembourg or metal sprays for the pavilion of the United Arab Emirates – WEICON products were used in many applications.

Our adhesives were also used for the pavilion of the country of Pakistan.

In order to equip the outer façade with colourful and reflective trapezoidal elements, more than 28,000 bonding steps were carried out, in which around 3,000 cartridges of our WEICON Flex 310 M Classic were used.

First, brackets were bonded to the façade of the pavilion. These brackets were used to hold rails, to which the trapezoidal elements were attached,

which give the pavilion its very distinguished look. “Here in Dubai, there are many extraordinary structures, such as the tallest building in the world or artificial islands built off the coast. But the Expo is a very special event of superlatives even for Dubai. We are proud to be able to contribute to this major event with our products,” says Thorsten Lutz, head of our international branch in the Persian Gulf.

3,000

cartridges of our WEICON Flex 310 M Classic were used in total.



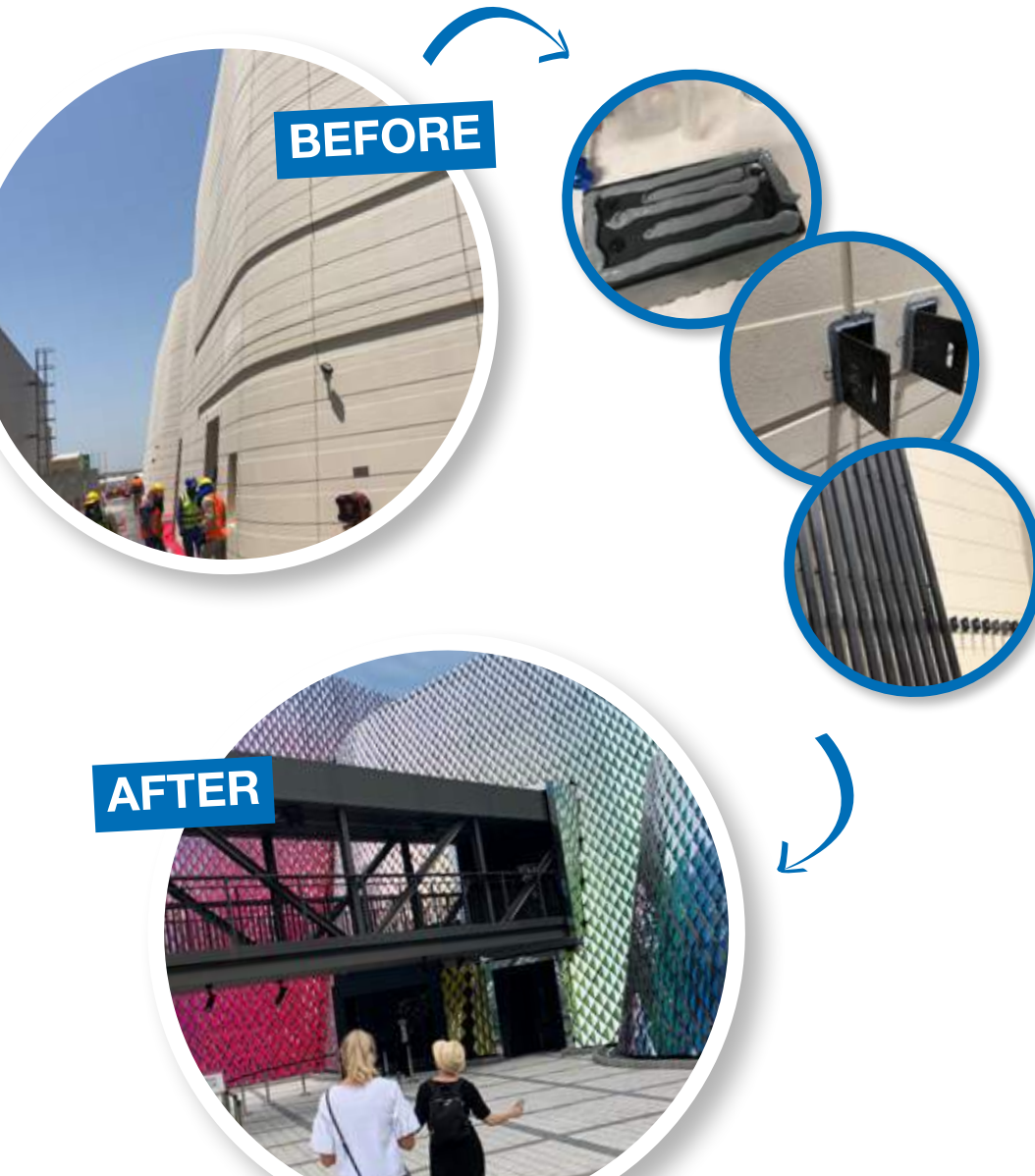
Expo 2020

Expo 2020 has the motto “Connecting Minds, Creating the Future” and takes place in Dubai from 1 October 1st 2021 to March 31st 2022.

On an area of 438 hectares – the equivalent to more than 600 soccer fields – 190 nations will present themselves to the more than 20 million visitors expected for the event.

After the event, the facilities will be used as sustainable housing for more than 30,000 people.

The next World Expo, Expo 2025, is scheduled to take place from April 13th to October 13th 2025 in Osaka, Japan. The event is themed “Designing Future Society for Our Lives”.



WEICON BELT REPAIR-KIT

Conveyor belt repair: A fast and inexpensive way!

Conveyor belts tirelessly move materials from A to B. All the while, raw materials, such as stones, sand, coal and co., rattle and jiggle across the transport belt. Even the most durable conveyor belt is not immune to being affected by these permanent stresses. The inevitable shocks and vibrations take a toll on the rubber of the conveyor belt. And then it's high time for a fast conveyor belt repair!

Acting fast is the most important part

Regular maintenance is important to detect damages on the conveyor belt at an early stage and to prevent production downtimes.

Since: The longer the belt – and thus the production – stands still, the larger the economic damage for the operator of the conveyor system. Once a tear has occurred, immediate action is required and the conveyor system needs to be switched off to carry out the necessary repair of the belt.

What now?

A conveyor belt repair can quickly become very time-consuming and expensive. If you hire a repair service, you usually have to allow for long downtimes and high costs.

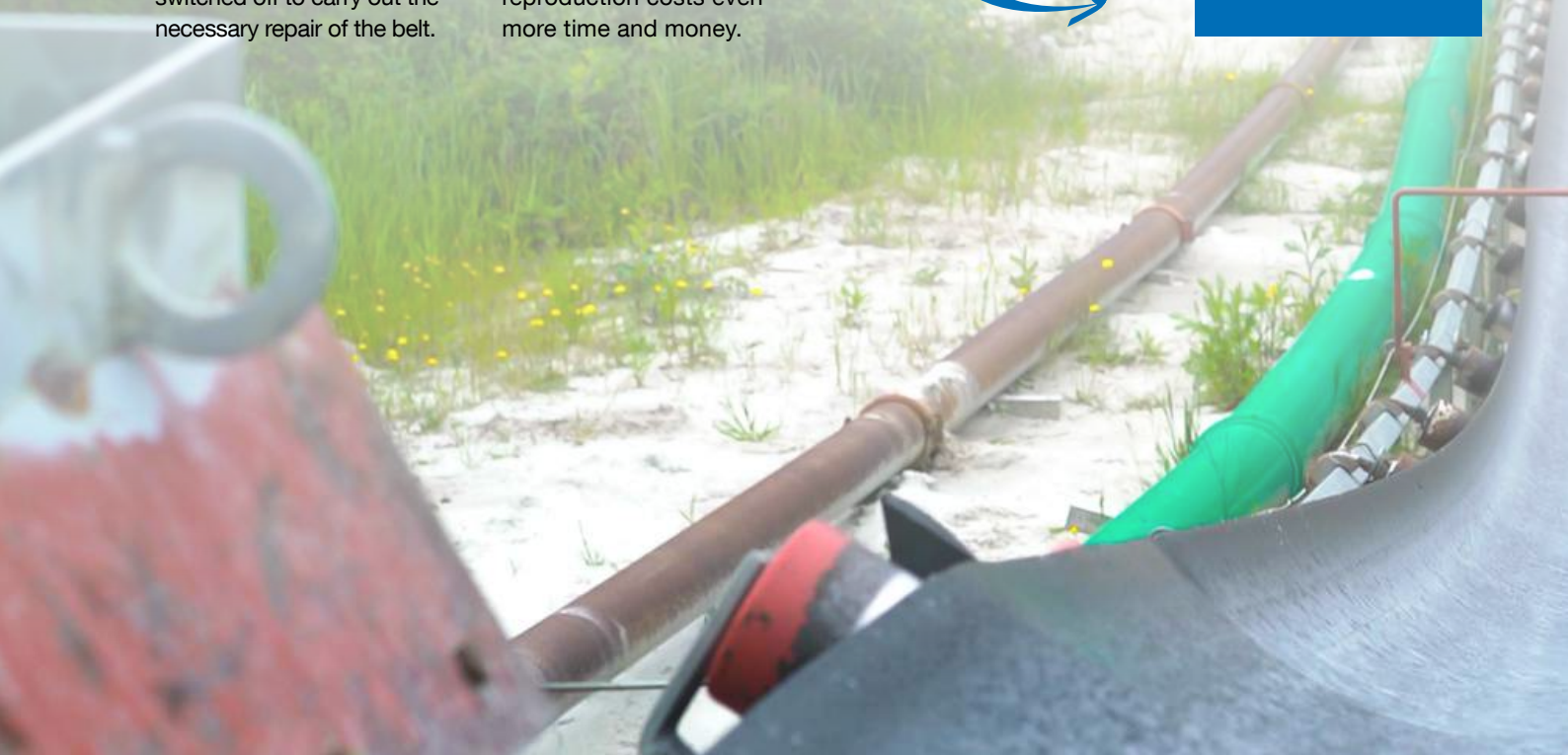
Often, it is not possible to simply remove the area around the damage, but instead, entire connecting pieces within the conveyor belt need to be replaced. In addition, conveyor belts are often custom-made and a reproduction costs even more time and money.

Repairing a conveyor belt – can I do that myself?

We have developed a DIY conveyor belt repair kit, which keeps production downtimes to a minimum and restores the functionality of the belt in a cost-effective way. Sounds to good to be true? Yet here it is!

WEICON Belt Repair-Kit

The Belt Repair-Kit is an easy-to-use 2-component polyurethane system, which is ideal for the fast repair and coating of conveyor belts, rubber coatings and rubber surfaces, while providing a reliable, flexible wear protection against future stresses.



Step-by-step conveyor belt repair

Belt Repair-Kit 550 (work package) for repairing wide horizontal cracks



1. Remove coarse dirt.
2. Sand and level the edges of the crack with an angle grinder.
3. Clean the surface with WEICON Cleaner Spray S.
4. Mix WEICON Primer G and shake for longer than 2 min.
5. Apply WEICON Primer G to the damaged area with a paint brush.
6. Allow the applied WEICON Primer G to flash off for a moment.
7. Mix WEICON Urethane 85: Pour the resin entirely into the hardener. Blend resin and hardener well.
8. Work WEICON Urethane 85 generously into the crack.
9. Smooth the surface with the WEICON Contour Spatula Flexy.

Belt Repair-Kit 590 (double cartridge) for repairing narrow longitudinal cracks



1. Roughen the edges of the crack (angle grinder).
2. Rinse the crack with WEICON Cleaner Spray S.
3. Mix WEICON Primer G and apply to the damaged area.
4. Insert WEICON Urethane 85 cartridge into the dispensing gun (Dispenser 2K 10:1).
5. Remove the cap and attach the WEICON Mixing Nozzle.
6. Apply WEICON Urethane 85 and smooth with Contour Spatula Flexy.



Fast recommissioning

Shortly after the repair with the WEICON Belt Repair-Kit, the conveyor belt can carry mechanical loads again (after 6-8 hours). The production can continue! The final strength is reached after 24 hours.

The step-by-step repair of a conveyor belt in a quartz mine shows how our Belt Repair-Kit works. Check out our video!



List of materials

- angle grinder (rasp or cup wire brush)
- Belt Repair-Kit 550 (work package) or 590 (double cartridge)
- dispensing gun (recommended for 590)



10 hacks with W 44 T®

Lubrication, cleaning, protection, rust removal – our W 44 T® Multi-Spray does it all. Today, we'll show you ten things in everyday life the multi-purpose spray is perfect for.

One product – countless application areas

Special products for lubrication, care products for cleaning or anti-rust agents for all kinds of applications. If you go to a hardware store, the choice is huge and for every last problem, there seems to be a special product. That makes it hard not to lose track. To make life a little easier for you, we have developed a true all-round talent: Our multifunctional oil W 44 T® is a handy helper and conveniently combines all qualities in just one product.

With our all-round product W 44 T®, not only do you save time and money, but also a lot of shelf space. With its special formulation, the lubricant combines excellent capillary action, corrosion protection, lubrication, preservation, and cleaning in just one product.

10 everyday things our multi-purpose spray is a perfect helper for



Keep locks working smoothly

Whether bike lock, door lock or padlock – often, the locking cylinder or other parts get stuck after a while. Simply spray a small amount into the mechanism, turn the key left and right, and the lock works smoothly again.



Remove rust from metal decoration

Garden decorations made of metal tend to lose their shine and start to rust over time due to environmental influences. You can remove flash rust from garden lamps, garden furniture & co. by applying a little bit of the multi-purpose oil. Not only does the spray remove the rust, it also leaves a thin protective film.



Lubricate squeaky doors and gates

They are loud, they are annoying and they are easy to get rid of: We are talking about squeaky doors and gates. With our W 44 T® Multi-Spray, you can easily eliminate squeaky and creaky noises in hinges, guide rails, bearings, and all types of joints and couplings.



Clean metal hand tools

Oil residue and dirt affect pliers, screwdrivers and co. The worst-case scenario is that they can't be properly used anymore after a while. Spray a little bit of the multifunctional oil into the mechanism or use the spray for polishing and the tools will be as good as new.



Remove coloured pencil and pen stains

Especially when living with kids, it can easily happen that pen stains end up on furniture or walls. Just apply a few splashes of the multifunctional oil to the affected area, wipe off with a clean cloth and the stain should be gone in no time.



Polish garden bench

Wooden garden furniture is timeless and yet doesn't need a lot of care. Regular cleaning with the multifunctional oil W 44 T® is still a good idea in order to prevent the wood from turning grey and to give the garden bench back its old shine.



Oil drawers

When drawer slides don't run smoothly anymore, it can be a real nuisance. The lubricant makes sure that drawers can be easily opened and closed again.



Remove soilings

Especially on garden sheds/doors and garden furniture made of plastic or wood, unappealing soilings start to form after a while. In order to remove them effectively, a few splashes of the multi-purpose oil are sufficient. Wipe it off with a clean cloth or, in case of stubborn dirt, use a brush – and you're done.



Clean chainsaw

A chainsaw needs regular maintenance. Plant remains, resin and flash rust can put a lot of stress on chainsaw and can quickly blunt the chain. To prevent this, we recommend regular treatment with our spray.



Oil bearings in roller skates or skateboards

The weather slowly starts to call for outdoor activities and you notice that your old roller or inline skates don't glide as smoothly as they did last summer. For a smooth ride, simply apply some splashes of the multifunctional oil to the wheel bearings.

Our multifunctional oil in action

Would you like to see more hacks with our W 44 T® Multi-Spray? Then check out our video or have a look at our website!





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

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

GMK 2510

Contact Adhesive

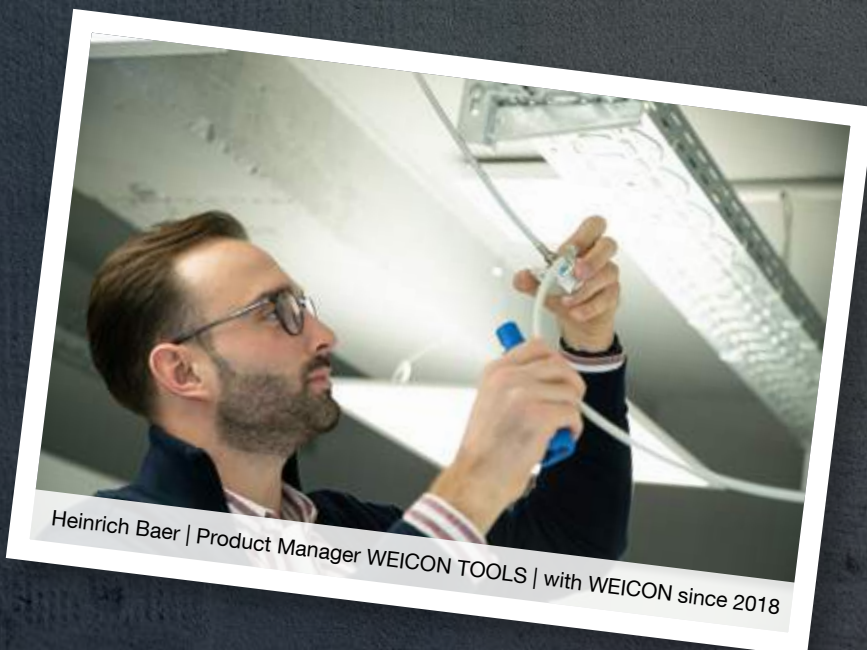
“I love spending time with my family outside in our garden. When my dad came up with the idea to build a wooden raised bed this summer, I was on board straight away and wanted to help him. To attach the plastic tarp to the stainless steel sheet on the inside, I instantly thought of our GMK 2510 Contact Adhesive. I am a huge fan of this product, because it allows to bond so many different materials. With the temperature- and moisture-resistant 2-component adhesive, we were able to easily and permanently connect the plastic tarp and the stainless steel sheet.”



Kimberly Erben | Procurement Administrator | with WEICON since 2018

Coax-Stripper No.1 F Plus

“Many of our WEICON TOOLS can also be used for DIY projects at home. I find our Coax-Stripper No. 1 F Plus particularly handy, because it’s so versatile. Just recently, I installed a SAT distributor between two coaxial cable ends with the help of the tool. Stripping the cables was done super fast. With the tool’s gripper jaws, I could twist the screw-on F-connector right onto the cable and then attach it to the SAT distributor with the integrated outer hex wrench.”



Heinrich Baer | Product Manager WEICON TOOLS | with WEICON since 2018

APPLICATIONS 2021

The best in practice

We are an international company and frequently travel all around the world. Whether it is visiting our trade partners on site or customers' company premises to give advice on many different applications. As a part of this, we regularly see very interesting projects and production processes. Many of these applications demonstrate very well how our chemical products work. So throughout the year, our colleagues collect interesting application examples from all over the world and make them available via Teams.

But these awesome hands-on examples are far too exciting to keep them to ourselves. That's why we have created and published a flyer with the best applications of the year.

Here you can see some featured examples!



Repair of the fan housing of a ventilator



Repair of stirring units in a gold mine



Bonding of illuminated signs



Do you also have an interesting project or an exciting application that you would like us to report on? Great! Then get in touch with your contact person at WEICON and we will be happy to help you!

Click here for the online version of the flyer:





“

IT WILL BE REALLY EXCITING TO
FURTHER PROMOTE WEICON'S
IMAGE AND TO MAKE
OUR COMPANY
EVEN BETTER
KNOWN WORLDWIDE.

”

ENSURING BRAND CONSISTENCY

Brand Manager at WEICON

At WEICON, we use many different tools and channels to increase the brand awareness of our company and our products. Catalogues, flyers, labels, WEICON News, press releases, social media, website, online advertisements, mailings, sales platforms in e-commerce, display systems at the point of sale, trade fairs, videos, presentations, trainings, customer visits, etc. With a wide range like that, it is important to pay attention to brand consistency in order to be identified as a company and brand – and of course worldwide.

Brand consistency ensures that a company and a brand can stand out from the competition, be noticed and recognised. Consistent and sustainable positioning on the market has a positive effect on a company's image and helps with employer branding, i.e. attracting junior staff and new employees.

To cover this extensive range of tasks, we have created a new position within our company, the WEICON Brand Manager.

What is a Brand Manager?

A brand manager takes on all tasks that are important for the image of the company. This includes, among other things, the development of a strategy, the brand positioning, the subsequent brand management as well as the monitoring and optimisation of the tools and measures that are used.

We were able to fill this position internally with an expert who knows WEICON and our external image inside out. Our new brand manager is Philipp Knueppel, who has been with us since 2014 and has previously been working in our advertising department as a media designer – that's why the WEICON design and image are the perfect basis for his new job. Philipp's experience as the person responsible for our national trade fairs rounds it all off.

Philipp says: "I am really looking forward to the new task. It will be really exciting to further promote WEICON's image and to make our company even better known worldwide."

FIRST AID TRAINING IN OUR COMPANY

Safe at WEICON

During the summer, two very important events took place at our company – in-fact, even potentially live-saving ones for our protection in case of an emergency. In our seminar room, many of our colleagues were trained a whole day long in performing first aid.



The eight-hour events were held by a professional instructor from the German aid organisation “Arbeiter Samariter Bund” (ASB). The training must be repeated every two years in order to reliably convey all important measures and procedures to perform first aid in the best possible way in case of an emergency.

Whether first aid in case of circulatory problems, crush injuries, cuts, broken bones, heat strokes, sunstrokes, or even heart attacks or strokes – everything was covered in depth and trained in practical exercises. The correct

handling of a defibrillator was also practised. “The training provided a lot of practical knowledge and that was a very good thing! Even though I hope that we never actually have to use that knowledge. But it’s still reassuring to know that, if worst comes to worst, there are many colleagues in our company who can provide help,” said our operations manager Henning Voß, who took part in the training himself.

A total of 22 members of our team have been trained as first aiders – an impressive number!

SUCCESSFUL IFAM GRADUATION

New Adhesive Specialist

Since end of July, another member of our area sales managers is officially a specialist in the field of adhesive bonding technology and has successfully completed the advanced training at the Institute for Manufacturing Technology and Applied Materials Research (IFAM).

Mark Spaeth, our field service colleague from District 01, who travels in the south of Germany between Heidelberg and Loerrach, passed the examination at the end of the three-week course and can call himself a DVS®/ EWF European Adhesive Specialist.

He attended the course at the Technical University in Ulm and is able to use the content learned in theory and practice to advise his customers in a technically precise and effective manner, to prepare adhesive work instructions and to propose solutions for application cases.

We are very pleased that once again, one of our field service colleagues has joined the ranks of adhesive bonding specialists and that we continue to be the company on the market with the largest share of adhesive bonding specialists in our ranks.

Congratulations to Mark on passing the exam!



ANNIVERSARIES AT WEICON

25 years times two



... in the field service

At the beginning of September, our colleague Matthias Beyer celebrated his 25th anniversary.

Matthias started working for our family-owned company as a field sales representative in 1996.

He looks after our customers in the eastern area of the country – from Plauen in Saxony to Cottbus in Brandenburg. The 63-year-old engineer is married and lives with his family in Leipzig, Germany.

Ralph Weidling: “Matthias is one of our most experienced field service colleagues. His extensive expertise is highly valued by customers and he always has the right solution at hand, even for tricky application questions. I would like to sincerely thank Matthias for his support over the past 25 years and wish him all the best for his well-deserved retirement, which will start at the end of the year.”

... in international sales

Also at the beginning of September, Susanne Jeutner from the export department celebrated her 25th anniversary.

Susanne started in international sales in 1996. She is responsible for the shipment processing of deliveries and looks after the French-speaking countries, among others. The 58-year-old has a degree in linguistics, enjoys literature and music in her free time and lives in Muenster.

“We are proud that our employees remain loyal to the company for a long time and also enjoy spending their entire working lives with us. What we particularly appreciate about Susanne is her reliability and diligence. She has impressive foreign language skills that have often served us well in our exchanges with customers and authorities abroad. I would like to thank her sincerely for her support over the past 25 years and look forward to our continued cooperation!,” says Ralph Weidling.

APPRENTICES HAVE SUCCESSFULLY EARNED THEIR QUALIFICATION

Ready for the next level



This summer, three of our apprentices at once could celebrate successfully completing their final exams. We are talking about Maren Homann, Kimberly Erben and Max Adler. The trio successfully passed both the written exams in May and the oral part at the beginning of June. Now their apprenticeships are finally over and we say: Congratulations!

Apprenticeship as industrial management assistants

Maren, Kimberly and Max are happy about their completed apprenticeships as industrial management assistants. In a dual combination of vocational school twice a week and working in the company three times a week, the former apprentices were able to acquire lots of theoretical and practical knowledge, which they can now use for a successful start into their working lives.

Exams and the coronavirus pandemic: How did that go?

The exams were sat as paper-based assignments in the Muensterland Hall – with around 400 people at the same time! The preparation courses, however, were held entirely online. “If you are good at self-organising and prefer to learn independently, that’s not a problem”, Maren and Kimberly told us. However, they had to face another challenge: “Two weeks prior to the exam, you had to completely shut down your social contacts in order to avoid the risk of having to quarantine before the exam date,” says Kimberly. Otherwise, there wouldn’t have been the chance to take the test again for another six months.

What comes next?

Apprenticeship supervisor Saskia Greis is happy that all three team members will stay with WEICON after their apprenticeship and adds proudly: “Maren, Kimberly and Max are simply a great fit for our team. It’s nice to see that all three have found a department where they feel they have arrived. I’m just as happy for my former mentees as I am for the departments that will benefit from their support.”

Maren will continue to support our product management. She already noticed during the department hopping as part of her apprenticeship: “In product management, the tasks are very varied and no two days are the same. The combination of day-to-day business and long-term projects makes it very interesting. As it happens, the product management needed some reinforcement, so I’ve already been working there permanently during the third year of my apprenticeship”. Meanwhile, Kimberly has found her calling in our purchasing department: “Working here is very interesting and responsible. I have realised that I enjoy the close cooperation with our suppliers very much”. In a part-time study programme, she is currently deepening her interest in procurement. And what about Max? He is the newest member of the WEICON TOOLS department: “The department keeps growing continuously and to me, it’s super exciting to be a part of that,” he says.

APPRENTICESHIP START 2021

Our new apprentices

In August, six young junior employees started their careers at WEICON. With Julian, Tobias and Marius, our e-commerce department grew by three new team members. Merle has decided to do a dual study programme in business administration, the practical part of which she will complete in our company and the theoretical part at university. Our warehouse also got some reinforcement this year, as Joel and Chelsea have started their apprenticeship as skilled warehouse operators. Joel has already been helping out as a casual employee at our warehouse before the start of his apprenticeship. During that time, he could already gain some valuable experience and get to know the workflows and our company.



JULIAN
SALES ASSISTANT E-COMMERCE

How was your start at WEICON?

We received a very warm welcome and I am looking forward to an educational time.

What are you looking forward to?

To the different departments and varied tasks.



TOBIAS
SALES ASSISTANT E-COMMERCE

How was your start at WEICON?

I was looking forward to working at WEICON and my positive expectations proved to be true.

What are you looking forward to?

Getting to know the different departments.



MARIUS
SALES ASSISTANT E-COMMERCE

How was your start at WEICON?

Very good, because my colleagues gave me a very warm welcome.

What are you looking forward to?

Celebrating achievements together, growing as an individual.



MERLE
DUAL CURRICULUM BUSINESS ADMINISTRATION

How was your start at WEICON?

Very good, I had a super friendly welcome.

What are you looking forward to?

To many new insights in the different departments.



JOEL
SKILLED WAREHOUSE OPERATOR

How was your start at WEICON?

I had a great start and I feel very comfortable here.

What are you looking forward to?

To the many different tasks.



CHELSEA
SKILLED WAREHOUSE OPERATOR

How was your start at WEICON?

Well-rounded, interesting and excited.

What are you looking forward to?

To learning a lot and hopefully to being able to stay a part of the WEICON team after the apprenticeship.



WEICON SUMMER CONFERENCE 2021

When the WEICON team gets together

Every year, our summer conference aka WEICON Sales Meeting takes place at our headquarters in Muenster. For the event, the sales representatives from all over Germany, our back office team, colleagues from our international branches, and the company management get together for a face-to-face exchange of important news from the WEICON world.

It felt like all participants were looking forward to the summer conference with even more joyful anticipation this year. No wonder, since the two-day meeting followed by a company party unfortunately fell through in the pandemic year 2020. More than understandable, yet still a shame. All the more reason to celebrate that, one year later – thanks to the progressing vaccination rollout, numerous testing opportunities and a well thought-out hygiene concept – we were able to revive this nice tradition.

More than just facts and figures

And what do we talk about all day long at a WEICON Sales Meeting? Well, all kinds of things! The topics range from

the presentation of current sales figures, statistics on our rapidly growing online sales and successfully implemented marketing campaigns to detailed analyses of our new products. Sounds almost as if the participants would hear nothing but facts and figures. But it's not like that at all. In fact, there is always plenty of time for practical applications and lively exchange. For example, our laboratory set up an exciting workshop together with the application technology department that invited everyone to actively try out our products at different stations. This time, the focus was on the Plastic Metal types, our Injection Packer Set as well as the topic of surface pre-treatment.

In addition, on two days of the Sales Meeting, the participants worked together intensively in groups focusing on

Summer party 2021



the topic “The Future of Sales”. The groups were asked to discuss the question of how sales at WEICON could possibly develop in the future – for example, in terms of distribution channels, structures, ways of working etc. “The work in groups spawned many interesting discussions,” Patrick Neuhaus, head of sales for the DACH region and co-organiser of this year’s summer conference, tells us. But that wasn’t everything we had in store in terms of active participation! Some of the participants even took the floor themselves to share some experiences and valuable advice from their daily work. The speakers included, among others, international area sales manager Bastiaan Peddemors and field service representative Jan Pfungsten. They explained to their audience how the career network LinkedIn can be used to establish and maintain important customer contacts.

Why face-to-face is so important

One thing became very obvious once more: Generally, company events, like our summer conference, are an important opportunity to keep all WEICON team members up-to-date in terms of current developments within the company. But that is not the only goal:

“It’s also about getting together, enjoying our great team spirit, and connecting. Both with the co-workers and the company management as well as with the company

“It’s ALSO ABOUT GETTING TOGETHER, ENJOYING OUR GREAT TEAM SPIRIT, AND CONNECTING.”

Ralph Weidling

WEICON as a whole. Let’s take our field service representatives, for example: They have a lot of contact with their customers, but in comparison, very little contact with their colleagues – if you leave the sales back office aside. When they come here to our headquarters in Muenster, talk to each other, see the company, it strengthens their identification with the team and the company. That is extremely important. I’m always happy when everything goes well at the conference and when we have a lively exchange after all the preparation. And I am just as happy when afterwards, at the summer party, all WEICON team members get together, talk and just have a great time together. That is a really nice thing to see,” Ralph Weidling concludes.





We can't do without our technical retail partners! They are an important part of our WEICON sales strategy and contribute greatly to the fact that companies all over the world can buy our products. In order to continuously broaden our valuable collaboration, we regularly visit our retail partners. But it also works the other way round!

RETAILER CONFERENCE AT WEICON

A trip to the world of adhesives

At the end of September, it was that time again. Our field service representative Sebastian Kipp had invited some of his customers from East Westphalia, Germany to dive into the world of WEICON adhesives with them. A total of seven different trade partner companies took part in the event.

The balance between theory and practice

We started at nine o'clock in the morning – with the classic opening of our company presentation, given by Sebastian Kipp himself. Then the head of our product management Jennifer Schlattmann invited the group to a short tour of the premises. After all participants had had the chance to stretch their legs and have a cup of coffee, it was time for the theoretical part. During a two-hour training session, our retail partners could benefit from the 25 years of professional experience

from our project manager Holger Luetfring. He explained what adhesive bonding actually means, which advantages the modern joining technology has to offer, and how varied the application areas of the invisible helpers in everyday life are.

But what would a theory be without practice? So after a lunch break, it was time to put on gloves and an apron: At three different stations – covering the topics of threadlockers and instant adhesives, elastic adhesives and technical sprays, and epoxy adhesives – our guests were able to try out hands-on adhesive bonding applications under the supervision of our experienced application experts. "It's the combination of theoretical training and real, hands-on application examples that gives our retail partners useful and compact knowledge of our products," field service representative Sebastian Kipp concluded at the end of the long, but successful training day. "Retail partner days are a great opportunity to further expand our good collaboration."

In the afternoon, our field service colleague said goodbye to our guests from the Eastern Westphalia region, who were very pleased with the new knowledge on adhesives they had gained. Sebastian Kipp was also happy: "I think the whole day was a great success. Not only because my dear colleagues here at the headquarters have organised a great training, but also because I can see that my customers feel valued and appreciated by such an event. And that's a really nice thing to see."

WEICON ON THE ROAD AGAIN

Poland today, Mexico tomorrow

Normally, we are on the road at up to 40 trade fairs worldwide every year. But what is normal lately? The coronavirus pandemic has completely put the brakes on trade fairs all over the world for the last 1.5 years. Since the beginning of September, things have started up again – and for real! By the end of the year, our family business was represented at 15 trade fairs. Here are some impressions.



Baltexpo
Gdansk, Poland



Fakuma
Friedrichshafen, Germany



Ka pasesi
Kaunas, Lithuania



Expo Nacional Ferretera
Guadalajara, Mexico



Energetab
Bielsko-Biala, Poland



NEVA
St. Petersburg, Russia



Bondexpo
Stuttgart, Germany

15 fairs in four months

In addition to two trade fairs in Germany, our team will be at thirteen international events between September and the end of the year. Among others, the exhibition calendar takes us to Moscow, Milan, Madrid, Abu Dhabi, Dubai and Nur-Sultan in Kazakhstan.

The trade shows cover a wide range of different industrial sectors. From mechanical engineering, electronics and plastics technology, to innovations in the adhesives industry and maritime shipping – it's all here. "We have been presenting our products at numerous trade shows for decades now. It's really good to be on the road again after such a long time and to exchange ideas with trade visitors. The personal contact was simply missing," says Ralph Weidling.

BETWEEN ST. PAULI AND THE ELBE BRIDGES

Workshop at the Port of Hamburg

This summer, our colleague from the field service Jan Pfingsten and our expert for epoxy resin systems Hannes Kilian from Dubai conducted a workshop on WEICON Plastic Metal at the premises of our customer HBS at a very special location – the largest seaport in Germany, the Port of Hamburg.

During the all-day event, different WEICON Plastic Metal types were presented and demonstrated hands-on to illustrate their use in the different application areas of HBS.

“Interesting discussions on applications and useful tips from Hannes made the event well-rounded, while everyone also had the chance to make some interesting new contacts. In between, we served refreshments for the participants and fired up the charcoal grill. A very successful day!,” Jan Pfingsten said after the workshop.

HBS Marine Group

The HBS Marine Group comprises the Hamburg Bunker Service GmbH and the HBS Marine Supply GmbH & Co. KG. The Hamburg-based shipping company has been trading in fuels and lubricants as well as technical supplies for shipping for more than 60 years.

The specialists at HBS take care of the refuelling of ships and supply the crews with spare parts and safety equipment. The company operates eleven tankers, seven bunker boats and three bunker stations in the Port of Hamburg. One thing HBS and WEICON have in common is their extensive customer service. The team is available around the clock, offers quick solutions and there is no application problem that goes unsolved.

Workshops and training

At WEICON, we offer our customers a wide range of different services. A very important part of this range are trainings and workshops, in which we pass on our extensive technical knowledge. We have many trained experts in various areas. Whether adhesives, sealants, technical sprays, greases or lubricants – at WEICON, we are happy to provide not only the products but also the necessary technical knowledge and background.



Plastic Metal

Plastic Metal refers to epoxy resin systems consisting of two components, a resin and a hardener. Depending on the type, steel or aluminium powder or mineral fillers are added to the resin component, which improves the technical properties such as compressive strength and thermal conductivity. The epoxy resin systems are suitable for a wide variety of tasks in different areas of industry.

Plastic Metal, for example, can be used in industrial series production for bonding, coatings, as wear protection and for quick and permanent repairs of various materials. After mixing the two components, Plastic Metal hardens at room temperature into a solid, metal-like material that can be machined mechanically. The material can be drilled, milled, grinded or filed – just as required.

A VERY SPECIAL SALES PROMOTION



Business trip and football highlight for Turkish customers

Together with Ralph Weidling, our branch manager in Istanbul, Tolga Aksoez, organised a very special sales campaign for his sales representatives: For orders with a predefined order volume and previously agreed conditions, our Turkish customers could secure a ticket for the Champions League match between Borussia Dortmund and Besiktas Istanbul at the Signal Iduna Park on December 7th, 2021. This includes a three-day trip to Germany and a visit to our headquarters in Muenster.

Every sales representative had the chance to win a customer for the campaign and to come along on the trip to Germany.

Great incentive and success!

All the tickets were taken in no time. Our team from Turkey is already looking forward to the very special business trip with a top class highlight of European football. We will certainly cover the event in the next issue of our WEICON News!





WEICON AT THE MUENSTER MARATHON 2021

Finally back on the track

In September, the 19th edition of the Volksbank Muenster Marathon took place. Of course, colleagues from the WEICON team were also starting – and as a partner of the event for the 13th time.

Five WEICON relay teams

In total, about 8,000 athletes from 26 nations competed as individual runners or in relay teams to complete the 42.195 kilometers. Five relay teams from WEICON and one from Story of Mine were among the participants. Our colleagues Heinrich Baer, Mohamed Camara and Mamadou Billo Sow competed in the overall distance.

Great atmosphere at the “Prinzpalmarkt”

Despite the crowd at Prinzpalmarkt being limited to 4,000 people, the runners were offered a great backdrop – drummers, music groups and dancers motivated the athletes and the spectators also cheered loudly along the course with vuvuzelas and rattles.

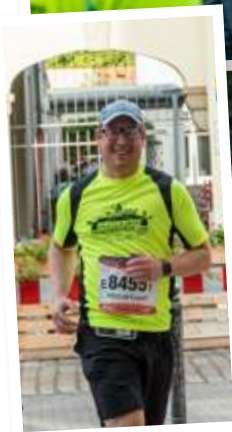
Kenyans at the top again

The overall winner of the running event was from Kenya again. Samuel Lomoi finished in just 2:12:14. The women’s race was also won by a Kenyan. Monica Cheruto crossed the finish line after 2:35:17.



Our WEICON teams and individual runners reached Prinzpalmarkt healthy and happy and also achieved very good results at the 19th Muenster Marathon!

We are already looking forward to 2022 – when the 20th anniversary edition of the Muenster Marathon will take place and we will of course be part of it!



NEW!

BONDING LOW SURFACE ENERGY PLASTICS

WEICON Easy-Mix PE-PP 50

For visually appealing adhesive bonding of low surface energy plastics, we have developed a special transparent adhesive – the structural acrylic adhesive Easy-Mix PE-PP 50.

This product is a 2-component construction adhesive based on methyl acrylate. Due to its transparent curing, it is particularly suitable for visually appealing, high-strength adhesive bonding of low surface energy plastics, such as PE, PP and TPE.

Thanks to its special formula, the adhesive is suitable for zero-gap bonds and for connecting surfaces with extremely small bonding gaps of less than 0.2 mm.

The structural adhesive has a fast strength build-up and a high final strength. It is impact-resistant, ageing-resistant, chemical-resistant, and slightly thixotropic.

PE-PP 50 has a short pot life of six minutes and a processing time of twelve minutes. It is applied with a 1:1 system and does not require pre-treatment of the bonding surfaces, as the adhesive has an integrated primer.

Wide range of applications

The adhesive was developed to securely bond low surface energy plastics, such as HDPE, LDPE or PTFE.

Easy-Mix PE-PP 50 is also suitable for other plastics, such as rigid PVC, PA, PC, ABS, PMMA or fibre composites. In addition, the adhesive can be used to bond numerous other materials, such as galvanised steel, stainless steel, or aluminium.

Various fields of application

The structural adhesive can be used in many industrial areas, where visually appealing adhesive bonds of low surface energy plastics are required. These include, for example, advertising and trade fair construction, furniture production for outdoor areas, production of cooling units and freezers, as well as manufacture of sporting and fitness equipment.



For low surface energy plastics, such as PE, PP and TPE!

BREATHTAKING LANDSCAPES AND LOTS OF CULTURE



Sales meeting in the UNESCO World Heritage region Cappadocia

At the end of September, the annual meeting of our branch office in Turkey took place. Together with the company management and several colleagues from Muenster, our Turkish team travelled to Cappadocia, a region known for its “fairy chimneys”. On the occasion of the tenth anniversary of the international branch, some exciting excursions were on the agenda in addition to the meeting.

Meeting



The four-day event started on Thursday with the first part of the meeting, during which our Turkish field service colleagues presented their areas, interesting projects as well as their latest application videos. In the end, prizes were awarded for the best videos. In addition, sales representative Eray Kuruc was pleased to receive an award for his tenth anniversary of working for the company.

On the second day, after breakfast, the participants set out to an action-packed quad tour through the “Rose and Red Valleys”. In the afternoon, the meeting continued with the second part. This time, the focus was on topics from Muenster, such as marketing, TOOLS and e-commerce.



Sightseeing

On Saturday, our colleagues went on a guided day tour to sights in the region. Both by bus and on foot, they visited volcanic fairy chimneys, the Zelve Open Air Museum, the Avanos Bridge and an underground cave town, among others. After a wine tasting and some time for shopping, the day was then rounded off by a “Turkish Night Show” with traditional Turkish dances.



As the grand finale of the trip, our team went on a breathtaking balloon ride on Sunday morning. At sunrise, they were able to marvel at the fairytale landscape of Cappadocia, consisting of rocks and fairy chimneys, from above in one of the largest hot air balloons.

Cappadocia

The Cappadocia region is located in central Turkey and is known for its cone-shaped rock formations, also called “fairy chimneys”. The town of Goereme is considered the centre of Cappadocia, which is famous worldwide for its cave architecture carved out of soft tuff. Today’s landscape was shaped by intense volcanic activity and the resulting unique complex of rock formations is a UNESCO World Heritage Site.



A sign of trust – new co-partner

A few days before the conference started in late September, there was another pleasant appointment with a lawyer and notary in Istanbul. Tolga Aksoez, long-time manager of our branch in Turkey, was appointed by the Weidling family as co-partner of WEICON Kimya Sanayi Tic. Ltd Sti.

“With this gesture, we want to express how pleased we are with the excellent and trustful cooperation with Tolga. Together with his team, he has paved the way for WEICON to become an established brand in Turkey over the last few years. We are looking forward to a successful future together,” said Ralph Weidling after the signing. Congratulations, Tolga!



PARTNER MEETING OF THE YOUNG PRO ACADEMY

Attracting young talents

The skills shortage in Germany is cause for concern for many industries and companies today. In particular, changes in demographics are blamed for this. Which means: When many senior employees retire, only few young candidates take their place. But they are out there somewhere! Young people, who are looking for the right career start for them. But how can we and other companies reach them? That's exactly the question that the Partner Meeting of the Young Pro Academy, which took place at our headquarters in September, focused on.

But before turning to the main topic of interest “how to attract young talents”, our managing director Ann-Katrin Weidling along with our apprenticeship supervisor Saskia Greis presented our company plus two exciting apprentice projects – including our new apprentice image video. “With these kinds of projects, we want to promote self-reliance, teamwork skills and the sense of responsibility of our future professionals,” Saskia explained. Another huge plus: Ideally, public image campaigns like that will also attract new apprentices. Which brings us back to the actual point of the meeting. According to Bernd Adamaschek,

founder and director of the YPA, no opportunity to recruit young talents should be missed today.

The meeting, which was characterised by a lively exchange, showed that the participants see great potential in social media – especially Instagram – to reach young people. That is why many companies, including WEICON, have their own apprenticeship account on the social media platform.

Another thing the meeting made clear: Companies already make a lot of mistakes unconsciously during the application process and thus “scare off” young potential candidates. YPA

conceptionist and Gen Z pro Benjamin Adamaschek explained how to do it right and provided useful tips on how to structure job ads, carry out job interviews on an equal footing, and recruitment.

“The exchange at the YPA Partner Meetings is very valuable for us. We can give some advice, but also take home great input ourselves every time. Even though we employ 17 apprentices currently, it's still important to stay up-to-date in terms of recruiting young talents in order to secure the future of our company,” apprenticeship supervisor Saskia concluded at the end of the YPA Partner Meeting.



Young Pro Academy

The Young Pro Academy has made it its mission to connect the world of young people to the professional world of companies. Since 2003, the YPA has been promoting the development of tomorrow's young professionals and, at the same time, advising companies in terms of recruiting, promoting apprenticeships, and other topics.



SPORT AND FUN IN THE MOUNTAINS

WEICON as sponsor at 1st Valencia Epic Race

At the beginning of October, the first mountain bike stage race “Valencia Epic Race” took place in Valencia, Spain – with WEICON as a sponsor.

The participants of the three-day cycling event in the mountains of Siete Aguas covered a total distance of 110 kilometres and climbed 2,700 metres in altitude. The stage race for amateur cyclists offered not only the actual mountain biking, but also social activities at night, making it a great combination of a competitive as well as a recreational event. In order to give every mountain bike enthusiast the chance to participate, the riders competed in two categories. Besides participants with classic mountain bikes, e-bikers also competed in the second category.

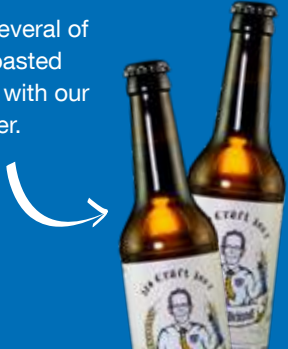
The event had a charitable aspect as well, as part of the registration fee was donated to “ASPANION” (Association of Parents of Children with Cancer).



WEICON as a sponsor

Our Spanish colleagues Katherina Viethmeier and Manuel Tarazona represented WEICON on all three days of the race at their own booth. They presented useful products to the interested athletes, including our Bike Care Set, and provided expert advice and know-how. Of course, hands-on applications on the racing bikes were also demonstrated.

In the evening, several of the participants toasted to a successful day with our very own WEICON beer.





Influencer Day at WEICON

Ten of our social media partners took part in our first WEICON Influencer Day at our headquarters in Muenster. It was a whole day of getting to know each other, hands-on work, and brainstorming new ideas.

Real doers

You think influencers only shoot beauty tutorials, show the latest food trends, and post unoriginal advertising? Then say goodbye to cliché and hello to the WEICON influencers! Our guys are real doers, a colourful bunch of electricians and craftsmen of all kinds. They use our products for their projects and present them to their followers on Instagram, YouTube, and Twitch. One thing that's always obvious is that our cooperation

partners really like our products. And not just when the camera is rolling.

Finally meeting in real life

For our social media presence, we have been working with influencers for two years now – with great success! Our creative social media partners have already produced some great videos for Instagram, YouTube and co. However, despite the pleasant

collaborations, we had never actually met any of our influencers live and in person. So it was high time to change that! Truly living up to WEICON's characteristic hospitality, our marketing team organised a special day for our social media partners – the Influencer Day!

A perfect opportunity to get to know our team, our company, and the products better and to promote creative exchange between our team members and the brand ambassadors.

On a tight schedule

After a warm welcome by Ann-Katrin and Ralph Weidling, our colleagues Tina Spengler and Kim Kuhlmann from the marketing department took over the moderation of the company presentation. Shortly afterwards, the tour continued to our WEICON TOOLS production in Ascheberg. There, the managing director Stephan Krampe himself warmed up the produc-



Time to practise!
Colleague Daniel Filip dives into the WEICON TOOLS world with our influencers.



And even more practice!
Colleague Mike Breitenfeld gives a crash course on our chemical products.

tion machines and gave our visitors a first-hand demonstration of how our stripping tools are manufactured. Back at our headquarters in Muenster, our two application professionals Mike Breitenfeld and Holger Luetfring gave our guests a tour of the premises and answered many questions about the history and structure of the company.

A little later, it was time to roll up the sleeves – and to get ready for some hands-on applications! Divided into two groups, our brand ambassadors learned a lot about our chemical products and our stripping tools. There was plenty of time to try out some products, to test them and to ask our colleagues all kinds of questions.

Room for new ideas

The Influencer Day offered the perfect opportunity to learn more about the current projects of our social media partners. For example, the question came up whether there might be any WEICON products that the influencers had not heard of yet, but could use for some of their latest projects? Along with Holger, Mike, and the colleagues from the WEICON TOOLS department, they intensively discussed new ideas and possible applications. For example, they talked about lubricating greases for the automotive sector,

adhesives for woodworking, and the WEICON Pipe and Belt Repair-Kit. Since some of our social media partners are now also active on Twitch, we came up with the idea to use this channel as a new medium for our cooperation in the future and to launch a collaborative live stream.

Finishing off with a round of mini golf

At the end of a long and exciting day, refreshments were of course a must! While sipping some ice-cold WEICON beers, we finished the day with a relaxing round of mini golf on the company's own course – a perfect end to an eventful first Influencer Day!

Our conclusion: This first meeting won't be the last, Tina and Kim from marketing revealed. "It was really good to exchange ideas with our influencers in a relaxed and casual atmosphere. We are already looking forward to many interesting projects that we can tackle together in the future," said Kim. The next Influencer Day is already being planned for 2022.

"Next time, however, we'll plan for even more time to spend on hands-on applications," Tina added. And what do the influencers say about the eventful day at WEICON? "All in all, you even topped my expectations. The glimpse

behind the scenes of the tool production was a real eye-opener. Impressive to see how much development art, know-how, and work goes into it!" says Martin Ochsner, alias ElektroM. Benjamin Gahle, alias tinker.fun, is also happy to have been part of the Influencer Day and says: "For me as a developer, all topics were very interesting. Whether it was

injection moulding, fixture construction, assembly, adhesive tests, 3D printing or the WEICON TOOLS product range. For me, the visit was definitely worthwhile. A great company and a great team!"

So the next Influencer Day can come. We're looking forward to it!

AND ACTION!
Our influencers have captured the day in photos and videos.



NEW VIDEO FORMAT "WE CREATE"

When colleagues become influencers

If you regularly browse YouTube for WEICON videos, you have probably already noticed the latest changes: Under the name "WE create", we have been publishing DIY videos in a new format since October 2021, showing our products and employees in action. Tina Spengler (head of marketing) explained in an interview what the new series is all about.

What is "WE create"?

WE create is our new, authentic DIY video series on YouTube, in which our employees themselves take the stage and carry out their own repairs, crafting and DIY projects with our products. That way, we want to give our customers some DIY ideas of what our WEICON products can be used for. Especially when it comes to adhesives, many people don't even know all the

How did you come up with the idea for "WE create"?

One of the advantages of working for an adhesives producer is that we can always count on quick help from a professional for repairs of personal items. Our employees often approach our application engineer Mike Breitenfeld when something needs a fast repair. Whether it's the sole of their favourite sneaker that has come off,

What is the difference to "WE explain"?

Our "WE explain" videos were originally intended to break down the complex world of adhesives into easy-to-understand explanatory videos and to bring it closer to interested consumers. Over time, these videos have also become popular among our customers and our sales representatives to help explain our products. At the same time, more specific topics are requested from us. We would never have expected that in the beginning! As a result, the technical level and also the planning effort for "WE explain" have increased significantly.

With the "WE create" format, we can produce new DIY videos quickly, in a

casual style and with little effort. This can happen very flexibly and

"ESPECIALLY WHEN IT COMES TO ADHESIVES, MANY PEOPLE DON'T EVEN KNOW ALL THE THINGS THEY CAN DO. [...] BUT THERE ARE SO MANY DIFFERENT TYPES OF ADHESIVES FOR SO MANY DIFFERENT PROJECTS."

things they can do. In most cases, only the "classics" are well-known, such as "all-purpose glues" or "instant glues". But there are so many different types of adhesives for so many different projects.

Our employees provide expert knowledge on the application ideas right in the "WE create" videos.

or broken ceramics or toys – we've collected a number of applications that are far too good not to share with a larger audience.

At the same time, we noticed that our DIY videos on YouTube have a very good reach. So this is what we wanted to focus on.



at short notice, since – unlike with "WE explain" – we don't need a script. Our employees simply come to us with their DIY projects, make sure they know everything about the required material and the correct handling, and then talk in front of the camera. And that's another differ-



Click here to get to our new YouTube channel "WE do it"!

ence. Our new video format features many varying WEICON faces. In the "WE explain" series, our "star" Matthias Luekemann is the only presenter.



There is also a new YouTube channel "WE do it". What is that all about?

It was important to us to distinguish clearly between the classic application videos and the "WE create" and "WE explain" formats. People looking for our typical product and image videos will still find them on the WEICON main channel. "WE cre-

ate" and "WE explain", on the other hand, are both part of the new YouTube channel "WE do it".

Our team instead of professional influencers – why?

We work with the products we present on "WE create" every day. So who could explain them better than we can ourselves? It's also part of the WEICON mentality that we like to do things ourselves – so we didn't ask influencers for help with this special format. With "We create," we show the faces behind the WEICON brand and give a glimpse behind the scenes of our company.

That's always popular on social media.

Nevertheless, we greatly appreciate the cooperation with our influencers and we don't want to replace it by the "WE create" format in any way. Just recently, we invited some of our social media partners to Muenster for a day of getting to know each other, the Influencer Day. Our cooperation partners

"WE WORK WITH THE PRODUCTS WE PRESENT ON "WE CREATE" EVERY DAY. SO WHO COULD EXPLAIN THEM BETTER THAN WE CAN OURSELVES?"

put their heart and soul into their work, carry out their own projects with our products and present them to their professionally interested community. That's a

whole other target group that we are able to reach with their help.

How has the format been received by your colleagues so far?

The feedback has been very positive so far. After the internal company presentation, several colleagues immediately approached me with a DIY idea. And the employees who have already made a video are also enthusiastic and would like to stand in front of the camera again.

If the series is going to be as well-received by the public as it has been by the WEICON team, I'll be happy!

Interview with:



Tina Spengler,
Head of Marketing at WEICON



In this video, our colleague Kim shows how a browband can not only be repaired, but also redesigned.



A broken plate or picture frame? We'll show you how superglue puts your favourite pieces back together.



Building a DIY étagère – completely without drilling. In this video, Zeo explains how.



The rod tip of the fishing rod is broken? No reason to buy a new one! Fabian shows how to repair it fast and easily with our superglue VA 100.

Content marketing for distribution partners



We at WEICON are committed to providing extensive sales support. Which means, for example, that we advise not only our customers themselves, but also our customers' customers. Or that we offer various product trainings, catalogues, flyers, displays, design individual labels, and much more. Last but not least, we also support our distribution partners in content marketing. Meaning that, for example, we create editorial articles for them, which they can use for their own media presence without restrictions. With our partner reichelt elektronik, that works great. In this article, we explain what both sides – company and customer – can expect from such a collaboration.

Similar to us, reichelt also has a strong online presence besides their own website. In addition to an Instagram and YouTube channel, for example, our distribution partner has its own online magazine with DIYs, guides, studies, news, and more on many different topics.

But a magazine like that needs to be filled with regular content, right? So it's rather convenient that we like nothing better than sharing our entire knowledge on adhesives with the world – and happily do so by writing editorial contributions for our customers.

We've been producing content for the reichelt magazine on a regular basis for over a year now, and it has given us the opportunity to intensify our good cooperation even more. It all started with a six-part series on the world of adhesive bonding. This covers, for example, the history of adhesives, the tale of the all-purpose glue, or how a superglue works. In addition, there is also a completed advisory trilogy on bicycle care, and a current series on the realm of stripping tools.

A win for both sides

So reichelt gets content for its magazine – we get more attention and the chance to share our expertise with interested readers. But that's not all. What exactly does this have to do with sales support?

That's easy to explain: Of course, both reichelt and we want to offer our readers informative content. In doing so, we also give some product recommendations here and there. In the series on bike care, for example, there are references to a few products from the WEICON Bike Care Set, in the stripping tool series, our WEICON TOOLS are demonstrated, or when talking about superglue, our cyanoacrylate adhesives are presented. All included links lead to the shop of our distributor reichelt. So when, in the end, our articles can spark interest in our products and help the end customers in their decision-making and buying process, it does not only make us happy, but our distribution partners, too.



Click here to get to the article
"How glues and adhesives hold
our world together –
the invisible everyday helper"



NEW

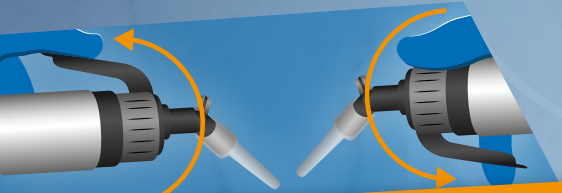


PRESSPACK ERGO CONNECT



ERGONOMIC

handling



180° APPLICATION

thanks to two-way thread



IDEAL ANGLE

for perfect applications



SAFE AND FLEXIBLE

cap can be locked
compatible with WEICON dosing tip and brush top

INNOVATION



FOR ALL WEICON
PRESSPACKS



"MADE IN GERMANY" AS A QUALITY PROMISE

Behind the scenes of the WEICON TOOLS production



Today, you can find many stripping tools on the market which will probably make many electricians' and DIY enthusiasts' hearts beat faster. The choice is as impressive as it is overwhelming. But do you know what makes the WEICON TOOLS stand out from all their competitors? They are 100 percent "made in Germany" and, thanks to our high quality standards, are considered to rank among the best stripping tools by many users! Take a look behind the scenes of our production in Germany and learn how we provide diligent craftsmanship for craftsmen and -women.

Over 50 years of experience

There were times when you bravely used a folding knife or box cutter to strip cables. This could not only result in damages to the electric wire, but, in the worst case, also to the skin of the user. As producer of high-quality stripping tools, since 1967, our WEICON TOOLS have been making cable stripping easy and preventing

the risk of injury – no matter if it's for round, flat, fibre optic or coaxial cables. We even have the right tool for extremely thin wires.

Craftmanship for craftsmen (and -women)

Our WEICON TOOLS have always been "made in Germany". While many other

suppliers of stripping tools have outsourced their production to Asia, we still develop and produce our tools in Germany. More precisely, in Ascheberg, a small town very close to our company headquarters in Muenster. There, we have been working together with the family-owned company and tool manufacturer Krampe since 1990.

As part of an interview, Christiane-Krampe



Hoering, who is part of the Krampe company management, was once asked to describe in one sentence what makes our tools special: "WEICON TOOLS are produced with heart and soul," was her reply. We think that sums it up perfectly!

Because we provide diligent craftsmanship for craftsmen and -women.

Which means, the production of our stripping tools still involves much manual work.

For example, the individual cast parts are carefully assembled by the employees, then screwed together and fitted with high-quality blades made of knife steel from Solingen. Finally, our tools are equipped with

the distinctive label by means of pad printing. But wait, that wasn't the last step.

Last but not least, the functionality of each single tool is checked by hand. We gladly take the time to do so, in order to meet the high quality standards of our cable and wire strippers.

"TÜV"-tested (German Association for Technical Inspection)

Many of our tools are "TÜV"-tested. The independent German institute not only checks our tools in terms of occupational safety. It also takes a closer look at the materials used, for example to exclude carcinogenic substances.



Sustainable production

But even among the best stripping tools, there sometimes is a faulty product. Thanks to very careful control, this usually doesn't even leave the company premises. But what happens to it then? Does it go straight to the bin? No! Faulty tools are not thrown out, but melted down and recycled at the start of the production

chain. The same thing happens to the sprue, that is automatically produced during the injection moulding of the tools.

So sustainability is a very important topic to us and for our production "made in Germany". That starts with the fact that our tools are produced almost entirely with self-generated energy – thanks to photovoltaic systems. But we also ensure a responsible use of resources when

it comes to packaging: Since early 2020, we have completely eliminated plastic from the packaging of our WEICON TOOLS. Instead, every single tool now comes in a recyclable

cardboard box. Thanks to switching from plastic to cardboard, we save more than six tonnes of plastic each year. Unbelievable, isn't it?

For our environment

Since early 2020, we have completely eliminated plastic from the packaging of our WEICON TOOLS. Thanks to switching from plastic to cardboard, we save more than six tonnes of plastic each year!



TEAM BUILDING EVENT IN ROMANIA

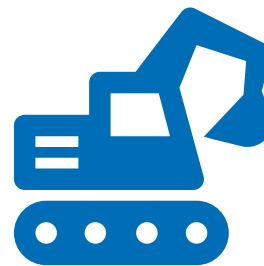
Adventure trip through the Carpathians



In late August, the team of our Romanian branch organised a very special team building event. In perfect weather, our colleagues set out on an adventurous hike to the famous "Seven Ladders Canyon" in the Carpathians.

The canyon consists of seven waterfalls, the highest of which is 35 metres high, and is accessible via a path of metal steps and platforms. It is considered one of the most important tourist attractions of the Piatra Mare Massif.





CURRENT STATE OF OUR CONSTRUCTION MEASURES

Keep on growing!

As we have already reported in previous News issues, our headquarters in Muenster are constantly changing. After the completion of the company's own miniature golf course and the expansion of the parking lot, we have continued with the construction of a new building that will serve multiple purposes at once.

Demolition work

Since its foundation, WEICON has been known for continuous growth and innovative renewals. But in order to gain something new, something old must give way. Truly in line with this motto, in April this year, the excavators started to demolish the former headquarters of our printing partner FSM Premedia and of Lisa Marie Weidling's fashion label STORY OF MINE. Both companies had already moved into their newly built domiciles next to WEICON a few months before. By now, the whole space has been cleared and is ready for a brand new WEICON building.



New building 2022

The building project includes some new offices, an in-house physiotherapy practice and a bistro, which will offer our employees a varying lunch menu. But not only the bistro, also the outdoor area will be an inviting space for lunch breaks in the future. And that's not all: In addition to the mini-golf course and boules court, there will soon be another sporting highlight. But we don't want to reveal too much at this point. Yet we can already say this much: We will continue our expansion in terms of electric mobility. Two charging stations will be added to the ten stations that already exist. With two charging points each, there will be room to charge four more electric cars for employees and guests.

And what's next?

Of course, further projects are already in the making. Stagnation is simply not our thing! The focus will be on energy and climate efficiency and the restructuring of some places on the company premises – but at this point, that's still up in the air. For now, we are looking forward to the completion of and the move into the new building!



GREAT COMMITMENT

Help for victims of the floodings in Germany

In mid-July 2021, the storm “Bernd” hit Europe hard and devastating rainfalls of more than 150 liters per square meter in some places caused severe floodings in parts of Germany. The floods swept away cars, caravans and entire bridges, destroyed roads and caused houses to collapse. The supply of electricity and drinking water as well as mobile communication networks collapsed. Many people lost their lives in the storm and even more went missing. The only ray of hope throughout all the chaos: The enormous solidarity of many volunteers. Two WEICON colleagues also showed great commitment.

To the disaster area by shuttle

Carsten Krutwage, our colleague from the IT department, is a real man of action. Shocked by the terrible images of the flood disaster in parts of Germany, he and his wife decided to help. The couple immediately searched the internet for ways to help and came across the website “Helfer Shuttle” (translated: “Helper Shuttle”). The website was initiated by local companies, which had perfectly organised a support system for the affected areas. With shuttle buses, the volunteers were brought to the places where they were needed most. In the days following the floodings, the shuttles drove more than 3,500 volunteers to different areas.

Inspired by the Krutwages’ decisiveness, the couple was quickly joined by several of her colleagues. On one weekend, a total of nine helpers set out from Muenster. In order to support this truly great commitment, WEICON provided a van for the trip to the Ahr region. That way, all nine helpers had room in one vehicle.

“In the first two weeks, the main task was to get all the water and mud out of the houses. Then the plaster and screed needed to be removed from the walls and floors, so that everything could be renovated and rebuilt. We were brought to the villages Mayshoß, Bad Neuenahr-Ahrweiler and Dernau to help put there,” our colleague Carsten Krutwage remembers. Hats off to this great commitment!

WEICON products for repairs

Not only our team was committed to helping the victims of the flooding – we as a company also wanted to make a contribution. We heard about the commitment of various companies in the region that clean and restore defective computers and electrical equipment so that local businesses, hotels and traders can resume their business operations as quickly as possible. For such a good cause, we were more than happy to provide suitable products. Our field service colleague Oemer Civelek (on the right) took a whole range of different sprays which are suitable for repairing the defective equipment to the flooded area in Bad Neuenahr.



Mirjam has been volunteering with the THW for more than four years.

In action with the THW

Of course, in addition to all the private helpers, the fire brigade, the German Armed Forces and the Federal Agency of Technical Relief (in German “Technisches Hilfswerk”, short: THW) were also deployed. One and a half weeks after the flood disaster, about 4,000 THW volunteers from all over Germany were helping out in the flooded areas. One of these volunteers was our colleague from our research and development department, Mirjam Sudermann.

Mirjam and a team of 20 emergency helpers from the THW Muenster started in the night of July 14th. They were deployed in Swisttal near the Steinbach Dam and kept helping out there until their replacement arrived on July 18th. Mirjam and her colleagues helped to rescue people from emergency situations, assisted the fire department with communications and radio communications to coordinate operations, and pumped out flooded basements and homes.

Mirjam has been volunteering with the THW for more than four years. She was called into action during the snow chaos in February and helped with the bomb disposal in September, where more than 1,000 THW forces evacuated a large part of the Muenster city center. I am very happy to be part of such a great team at WEICON that has my back and helps to take on my work, so I can help out in emergency situations without having to worry about that,” Mirjam says gratefully. But in the end, it’s us who have to thank her – for her great commitment!



January



February



March



July



August



September

WEICON PEN AROUND THE WORLD

Pen Calendar 2022

At the beginning of 2021, no one really dared to dream of travelling – whether for business or for leisure. Luckily, the situation improved a little towards the middle of the year and travel restrictions due to the pandemic were eased. Which made not only all the globetrotters out there very happy, but also our WEICON Pen. Many of our team members once again brought along the famous threadlocker on their travels in order to perfectly stage it in front of impressive backdrops all around the world. The twelve most beautiful sceneries have made it into our WEICON Pen Calendar 2022.





April



May



June



October



November



December

January | New York,
United States
Jennifer Schlattmann

February | Krka National
Park, Croatia
Beate Posmyk

March | Marseille,
France
Jennifer Schlattmann

April | Basque Country,
Spain
Ekain Kortazar Bernaola

May | Chichén Itzá,
Yucatán/Mexico
Saskia Greis

June | Abu Dhabi,
United Arab Emirates
Thorsten Lutz

July | Yucatán,
Mexico
Ann-Katrin Weidling

August | Oostduinkerke,
Belgium
Simon Malkowski

September | Rieselfelder
Muenster, Germany
Thomas Luetteken

October | Bohemian Switzerland,
Czech Republic
Carolin Warnecke

November | Slovenia,
Predjama Castle
Vitali Walter

December | Greven,
Germany
Farina Mais



TECHNICAL RETAILER RETTA USES DESIGN FROM OUR HEADQUARTERS IN MUENSTER

WEICON in the east of the Balkan Peninsula

We offer our customers a wide range of services to support them in selling our products in the best possible way. Our advertising department provided the technical dealer Retta in Bulgaria with some application photos and logo files.

What our partner has made of them is really something to be proud of! The façade of Retta's shop in Gabrovo, in the centre of Bulgaria, was created featuring a WEICON design. And the retailer's fleet of vehicles now also boasts the WEICON-typical blue and white – both a van and a truck have been skilfully embellished with images of WEICONLOCK and co.

A new eye-catcher on the roads of Bulgaria!



FLYER DRIVE AND CONVEYOR TECHNOLOGY

With WEICON,
things keep
moving!

NEW!



For smooth processes in many industrial areas, the drive and conveyor technology plays an important role. Without these machines, there is literally not much going on in manufacturing companies. Whether conveyor belts, bucket elevators, carrier belts, driving pulleys, V-belts, toothed belts, rolling bearings, ball bearings, plain bearings, or sliding guides – they are all constantly moving or keep production processes moving and only work well with the right maintenance and care.

WEICON offers a whole range of products that can be used in drive technology and conveyor technology, which help to keep operational processes running smoothly. Whether it is in maintenance and care, lubrication, protection, or repair. Our products are suitable for all kinds of drive systems – whether they are hydraulic, pneumatic, electrical, or mechanical.

FURTHER INFORMATION IN OUR NEW FLYER!



Welcome to the team



PATRICK BARTH
field service
Germany



ALINA GRAELER
sales department
DACH | e-commerce



MAXIMILIAN LAGEMANN
sales department
DACH



GOTTFRIED RESCH
international sales
department



EDA AYDIN
international sales
department



MARIUS FRIEDRICHS
purchasing
department



ANN-KATHRIN VOGG
accounting/
controlling



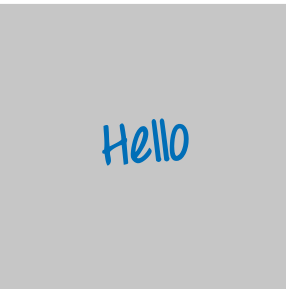
STEPHANIE BARTSCH
warehouse



GENNADIJ KISNER
warehouse



JUSTINAS STULGINSKIS
warehouse



MARIUS SCHEDLBAUER
apprenticeship
e-commerce manager



JULIAN EBBING
apprenticeship
e-commerce manager



TOBIAS HOVEMANN
apprenticeship
e-commerce manager



MERLE PASKERT
dual curriculum
business administration



CHELSEA SPURR
apprenticeship
skilled warehouse operator



Welcome



WEICON
worldwide



LUDOVICA PEIRETTI
trainee marketing
Italy



JACKSON JOSEPH
field service
Dubai



New
faces



AHMED HAFIZ
field service
Dubai



ANSAR KAMMANA KUNNUMMAL
driver & warehouse
Dubai



And what
about YOU?



BOOMARAKRISHNAN PALANICHAMY
driver & warehouse
Dubai



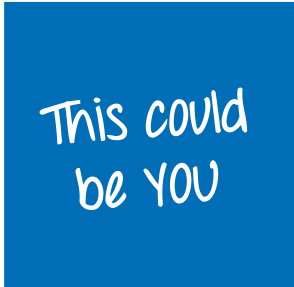
ARTUR KOPER
field service
Poland



ADRIAN CORODEANU
field service
Romania



JASON ONG KIAN GUAN
field service
Singapore

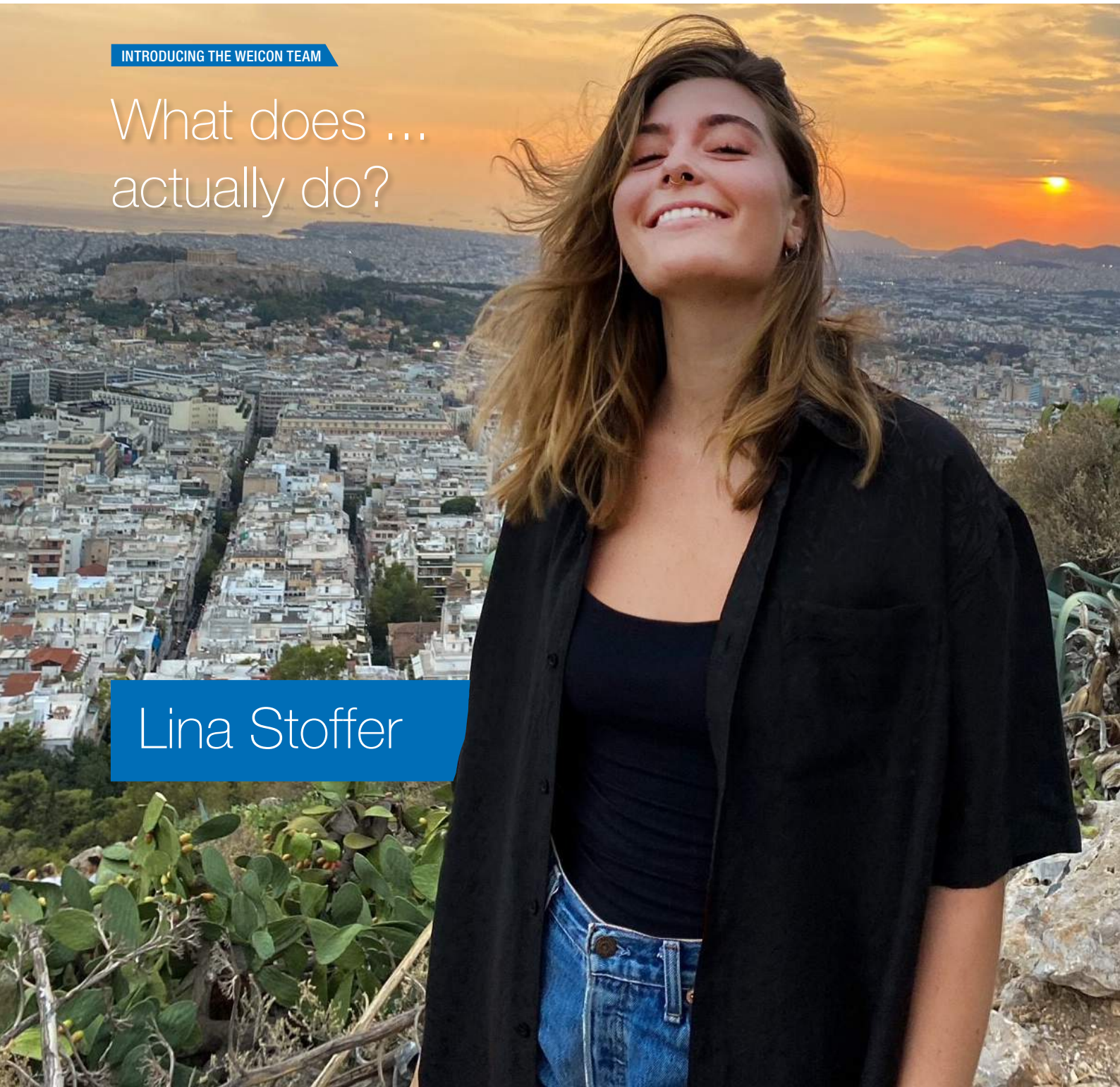


This could
be YOU

INTRODUCING THE WEICON TEAM

What does ...
actually do?

Lina Stoffer





Which department at WEICON do you work in?

I work as a working student in the PR department.

When did you start working at WEICON?

I started working at WEICON in May 2021 and since September, I've been working remotely from Athens for six months in total. That's where I am doing a semester abroad with the Erasmus programme.

What is your role here in our company?

My tasks are very varied. I write blog posts, for example, and upload them, I write messages for our internal company newsfeed, or articles for the WEICON News. I also support my PR colleague Annabelle in the social media management for Instagram or in finding ideas as well as planning and creating content.

Which sports do you like to watch?

At home, I let my exercise routine slip a little due to the coronavirus pandemic. But here in Athens, I've gone back to joining a gym. I also enjoy doing yoga.

City or Swiss mountain lake when you're 75?

Neither of the two. When I retire I could see myself living in a small finca on Ibiza. But for now, I enjoy the hustle of a big city.

What is your favourite food?

I love everything with a little "Middle Eastern influence", such as falafel, taboulé, hummus, manakish, or baba ghanoush. But you also can't go wrong with a good veggie bolognese.

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

Israel! As soon as the Covid measures are eased, I would really like to go on a short trip from Athens to Tel Aviv, as the flight tickets are very cheap. For a longer trip, I would love to go to Thailand. Spend some time in a monastery and up north and then head on to Bali.

Which was the last book you read?

The book "What You Can See From Here" by Mariana Leky was a great read while sunbathing at the beach.

What skill would you like to acquire?

Quite a few! In terms of "soft skills", I would like to learn using the Adobe Creative Cloud applications. But I'd also like to try out different sports, like kickboxing or skating. And I'm interested in DJing. Many of my friends have their own equipment and do that as a hobby.

Regardless of your education and skills: Which job would you like to do, if you could choose just any?

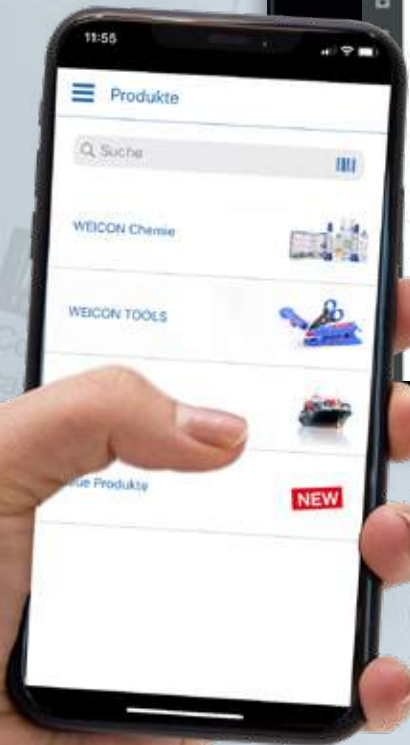
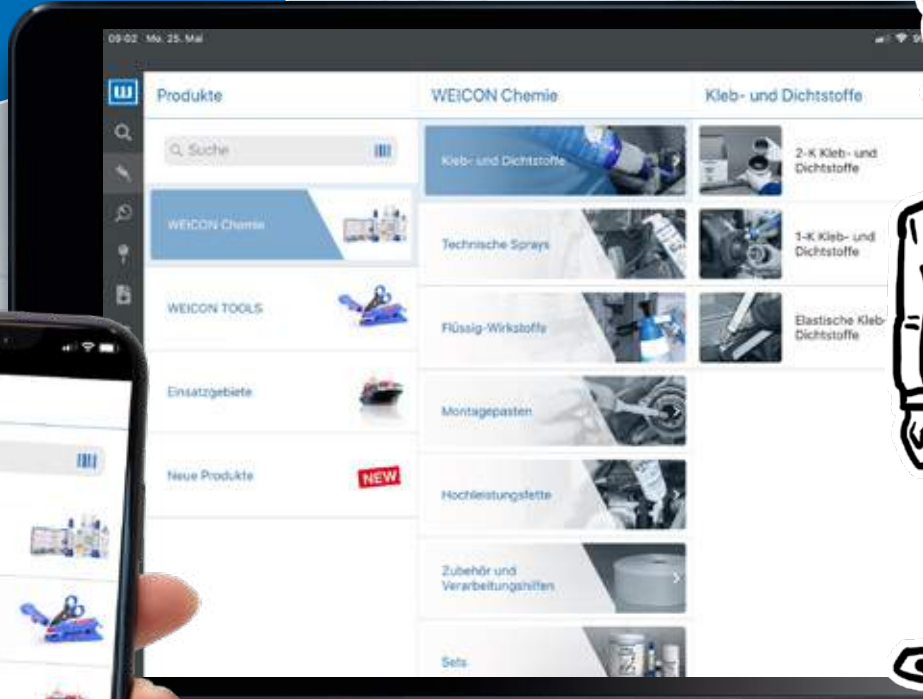
Since my dad is a police officer, I always thought that was pretty cool. When I was in school, I was able to do a two-week internship at the police office and to ride in a police car. That was really interesting, but I decided to go for something more creative and I haven't had any regrets so far!

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

Here in Athens: sleep in, then wake up and enjoy coffee and freshly squeezed orange juice in bed. Then a relaxed yoga session, followed by breakfast with my flatmates out on the balcony. Then I'd go browsing through some vintage shops or, on Sundays, go down to the flea market in Monastiraki below the Acropolis. Have a delicious falafel pita for lunch and then walk up the Lycabettus Hill in the evening. Up there is the best spot to watch the golden light at sunset. The whole of Athens lies at your feet and you can look all the way to Piraeus and see the port and the sea. Later at night, I'd climb up to our roof terrace with my flatmates and enjoy watching the stars with Greek Alpha Beer and a music box.



Simply find solutions.



WEICON GmbH & Co. KG (Headquarters)
Muenster - Germany

WEICON Middle East L.L.C.
Dubai - United Arab Emirates

WEICON Inc.
Kitchener - Canada

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

WEICON Romania SRL
Budiu Mic (Targu Mures) - Romania

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

WEICON South East Asia Pte Ltd
Pioneer Point #03-56 · Singapore 627607

WEICON Czech Republic s.r.o.
Teplice - Czech Republic

WEICON Ibérica S.L
Madrid - Spain

WEICON Italia S.r.l.
Genova - Italy



www.weicon.com