

# BRANCH OFFICES ON ALL CONTINENTS

New branch in Australia

24<sup>th</sup> issue

# News



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## Dear readers,

We are excited to present the 24<sup>th</sup> edition of our WEICON News.

At WEICON, we are always moving forward. We introduce new products every year and constantly work to expand our international reach – there's no stopping us!

### Global presence

Over the years, we have established a network of our own international branches and trading partners to ensure that our products are available to you all over the world. Our newest branch is located on the Gold Coast in Australia. This means we now have a direct presence on all continents!

### 2024 SME award

We are happy to announce that we have received the major SME award "Großer Preis des Mittelstandes". Nationwide, 4,600 SMEs and institutions were nominated for the award, but only 26 companies were honoured as winners: we are one of them! In general, companies are nominated over several years and eventually receive an award if they show a positive development. We were honoured as a finalist immediately on our first nomination last year and went on to win the award on our second nomination – that happens very rarely. We are delighted about this, and it confirms that WEICON is on the right track.

What else is new? A lot, e.g. we provide you with an inside look at our e-commerce activities and we have interviewed our colleagues from the Plastic Metal team to give you interesting insights into their work.

### New products

In this issue, we introduce the Green Tube, a new packaging solution for flexible adhesives and sealants that is much more sustainable than the previous plastic packaging. We also have new products in our TOOLS range, e.g. the Electrician Scissors XL and an entirely new product group, which we present exclusively here in the News: the WEICON TOOLS crimp tools!

Curious to know more? Then we hope you enjoy reading the 24<sup>th</sup> issue!

Best regards,

Ralph Weidling

Ann-Katrin Weidling

# Green Tube

**NEW**

## THE NEW SUSTAINABLE PACKAGING

### Sustainable packaging as an alternative to plastic cartridges

With the Green Tube, we wanted to develop a real alternative to conventional sealant and adhesive cartridges, as these cannot be recycled after use due to product residues. Because of these residues, plastic cartridges are usually incinerated – and this additionally generates large amounts of climate-damaging CO<sub>2</sub>.

The focus of our innovation: avoiding plastic waste by significantly reducing the proportion of plastic by 80 %. The cartridge casing is made of 100 % cardboard, which can be recycled after use.

The proportion of components that cannot be recycled has been reduced to a minimum. And that's not all: our cardboard cartridge produces 53 % less CO<sub>2</sub> emissions in the manufacturing process than a standard PE cartridge.



The tip is made from 100 % recycled plastic, the lid from our biopolymer



The tube-shaped bag prevents soiling of the cardboard cartridge

The cartridge casing is made of 100 % paper

**80% LESS PLASTIC**

### Many advantages

The new WEICON Green Tube can be used with any standard cartridge gun and offers many advantages. Thanks to the tube-shaped bag, the shelf life of the product is extended by more than six months compared to PE cartridges – and this is achieved without any compromises in product quality or user-friendliness.

BRANCH OFFICES ON ALL CONTINENTS

## New branch in Australia

We have founded our eleventh international branch! With the new location near Brisbane in Australia, we are now represented worldwide with branch offices on all continents.



### WEICON Australia Pty. Ltd.

WEICON Australia Pty. Ltd, the official name of the new branch, is based in Yatala, between Brisbane and the Gold Coast, on the east coast of Australia. The branch is headed by managing director Joelle del Rio.

“We’ve been working with Joelle for years. She joined us in Münster in 2020 as a student trainee in our e-commerce department. Two years ago, she emigrated to Australia and set up the online business with our products there. We are looking forward to a successful collaboration with Joelle and her team and to a good start in Australia,” says Ann-Katrin Weidling.

### Brisbane and the Gold Coast

More than three million people live in the region of the new branch between Brisbane and the Gold Coast. Brisbane is the industrial, commercial and financial centre of the state of Queensland and the third largest city on the continent.



## Economy in Australia

Australia is a very interesting market for German companies. The strongest sectors of the economy are mining, the extraction of raw materials, the energy sector and environmental technology. Despite long distances, the continent is an important procurement market for many raw materials. The development of renewable energies, such as offshore wind power, has played a key role in Australia for several years and the country aims to reach carbon-neutrality by 2050.

A decorative background featuring a stream of gold coins falling from the top left and a large, flowing gold ribbon that curves across the page. The ribbon starts at the top right and flows down towards the bottom left, creating a sense of movement and elegance.

WEICON HONORED WITH MAJOR SME AWARD

# SME award goes to Münster

At the end of September, our family business  
was honoured with the 2024 SME award  
“Großer Preis des Mittelstandes” in Düsseldorf.

The award's gala “With confidence towards the future” of the Oskar Patzelt foundation took place on 28 September as part of the 30<sup>th</sup> competition for the SME award. More than 300 entrepreneurs were present at the event in Düsseldorf.

Nominated  
by The  
Münster  
Economic  
Development  
Agency

Nationwide, 4,600 SMEs and institutions were nominated for the award in 2024. Of these, 451 reached the jury list. We were nominated for the award by The Münster Economic Development Agency.

Twenty entrepreneurs received the award as finalists on Saturday. The board members of the Oskar Patzelt foundation, Dr Helfried Schmidt and Petra Tröger, presented the award statue to eleven companies, including WEICON, from six competition regions.

“In general, companies are nominated over several years and eventually receive an award if they show a positive develop-

## Großer Preis des MITTELSTANDES

Oskar-Patzelt-Stiftung





**WE WERE HONoured AS A FINALIST IMMEDIATELY ON OUR FIRST NOMINATION IN 2023 AND WENT ON TO WIN THE AWARD ON OUR SECOND NOMINATION – THAT HAPPENS VERY RARELY.**

**Ann-Katrin Weidling**

ment. We were honoured as a finalist immediately on our first nomination in 2023 and went on to win the award on our second nomination – that happens very rarely. We are delighted about this, and it confirms that WEICON is on the right track,” says Ann-Katrin Weidling.

## The SME award “Großer Preis des Mittelstandes”

Every year in November, the Oskar Patzelt foundation invites municipalities and associations, institutions and companies to nominate outstanding medium-sized companies for the competition. Twelve regional juries and a final jury select the prize winners and finalists. Three companies per competition region can be honoured as award winners and five others as finalists.

No other business competition in Germany has achieved such a large

and sustained response over the past 30 years as this competition which has been organised by the Leipzig-based Oskar Patzelt foundation since 1994. Winning the prize does not involve any financial reward. For the companies, it is all about honour, public recognition and acknowledgement of their achievements – without any financial incentive. “The ‘Große Preis des Mittelstandes’ awarded by the Oskar-Patzelt-Stiftung is the most coveted business award in Germany.” (DIE WELT)

## Competition criteria

The participating companies are assessed according to five criteria: overall development of the company, creation/securing of jobs and trainee positions, modernisation and innovation, commitment to the region, service and customer focus. Only companies that show excellence in all categories are awarded for their commitment.



## The three stages of the award competition

**The first stage (nomination list)** includes all companies that have been nominated for the competition by third parties.

**The second stage (jury list)** is reached by all companies on the nomination list that have provided the jurors with data in the online database, largely fulfil the five criteria and are presented to the jurors for a decision.

**The third stage (award list)** is only reached by those companies that have been selected as award winners or finalists.



## TOP 100 AWARD

# Ranga Yogeshwar honours WEICON for innovative achievements

**We were awarded the Top 100 seal of approval 2024 (see WEICON News issue 1-2024). This is an award for the most innovative medium-sized companies in Germany. Science journalist Ranga Yogeshwar personally congratulated us on this success at the official award ceremony in Weimar. Yogeshwar has been acting as mentor of the Top 100 innovation competition for twelve years.**

In the competition's scientific selection process, our company achieved excellent results in size group C (over 200 employees), especially in the "climate of innovation" category.

The Top 100 company portrait published on the occasion of the award states (excerpt): "WEICON is a chemical company from the Münsterland region of Germany that offers more than 450 different special adhesives and sealants, technical sprays and high-performance assembly pastes. Based on tradition, the successful medium-sized company also

manufactures high-quality stripping tools."

"We treat our customers as partners," explains Ralph Weidling, who runs our fourth-generation family business together with his daughter Ann-Katrin. "We see ourselves as a leading service provider." This is possible because the medium-sized company – in contrast to large

competitors – is able to manoeuvre as flexibly as a small motorboat and to respond spontaneously to the wishes of its customers. This view is shared by the more than 380 employees in the eleven branches worldwide. Thanks to an uncomplicated decision-making process within the company, new developments, i.e. from the initial idea to the fin-

ished product, never take long. "Our positive climate of innovation is characterised by openness to new ideas," explains Ann-Katrin Weidling. "We don't set up a rigid schedule of brainstorming sessions, but give our employees the freedom and, if necessary, the budget they need."

“  
OUR POSITIVE CLIMATE OF INNOVATION IS  
CHARACTERISED BY OPENNESS TO NEW IDEAS.

Ann-Katrin Weidling

### Top 100 competition

Since 1993, compamedia has been awarding the Top 100 seal of approval for special innovation and above-average innovation success to medium-sized companies. Prof Dr Nikolaus Franke has been the scientific head of Top 100 since 2002. Franke is the founder and director of the Institute for Entrepreneurship and Innovation of Vienna University of Economics and Business. With 26 research awards and over 200 publications, he is one of the world's leading innovation researchers.

# ELECTRICIAN SCISSORS XL

**NEW**

**WEICON TOOLS®**

No.1 in Form & Funktion



Product details



**CUTTING  
STRIPPING  
CRIMPING**

## High performance

- ▶ high cutting performance: suitable for fine-stranded copper and aluminium cables up to 50 mm<sup>2</sup>
- ▶ manufactured with a groove on the edge as a professional cable cutter and wire/cable stripper for cables up to 50 mm<sup>2</sup>
- ▶ also suitable for stripping cables
- ▶ cable is held in place in the groove during the cutting process

## Durable

- ▶ adjustable screw joint ensures a long service life
- ▶ adjustability always delivers the best cutting performance

## Precision and efficiency

- ▶ blades with fine micro serration for precise, non-slip cuts
- ▶ very high cutting capacity up to 50 mm<sup>2</sup>
- ▶ blades hardened to a hardness of 56 HRC

## Crimping range

- ▶ crimping function integrated in the handle
- ▶ for ferrules from 1 to 6 mm<sup>2</sup> (AWG 17-10)

## Storage

- ▶ a safety box is included for safe storage
- ▶ practical belt clip
- ▶ safely stored and always ready to hand

## Handle diameter

- ▶ large diameter to ensure safe and easy use – suitable for small and large hands
- ▶ maximum force transmission
- ▶ glass-fibre reinforced handle

## Design and ergonomics

- ▶ 2-component handle
- ▶ ergonomic and non-slip design
- ▶ excellent grip



Note: Working with WEICON Stripping Tools is only permitted on zero-potential, non-current-carrying cables and conductors.

mm	g	Cu/Al	Art.-No.
160	117	<math>< 50 \text{ mm}^2</math>	10100025

[www.weicon-tools.com](http://www.weicon-tools.com)



FROM MUMBAI TO BANGALORE

## WEICON meets India

India, the seventh largest country in the world and the second most populous nation, is fascinating. The country impresses with its rich culture, diverse traditions and growing economy. It plays an increasingly central role in the global economy. In recent years, the industrial sector, especially in the field of electronics, mechanical engineering and the automotive industry, has gained in importance. India's economy also offers great potential for WEICON. For this reason, Ralph Weidling, Thorsten Lutz (general manager WEICON Middle East) and our employee Gurinder Pal Singh travelled to India together in August.

The trio started their trip on the west coast of the country in the bustling metropolis of Mumbai, where they visited business partners and dealers and established new contacts. Timing was key for this trip: appointments and visits had to be carefully planned in advance due to the heavy traffic in India. In cities like Mumbai, a three-kilometre drive can sometimes take an hour or longer, so managing time efficiently was essential.

Next, the trio headed to the southwest of India to Bangalore. The highlight of their visit to Bangalore was their attendance at the grand opening of the new office space of our long-time partner Leca. WEICON and Leca have been working together for 20 years. This special partnership began many years ago following a conversation between our export colleague, Karl Kock, and Leca at a trade fair in Germany. As a tribute to this longstanding collaboration, Ralph Weidling had the honour of cutting the ceremonial ribbon to open the office officially.



Thorsten Lutz and Gurinder Pal Singh travelled to India again in October accompanied by Ann-Katrin Weidling. They visited the Gujarat region, where they met with our sales colleague, Amit Dube, and visited local dealers.

“My time in India was incredibly interesting and truly unique. I was able to gather so many new impressions. The economy is booming. India is a country with great potential that is developing very quickly. It's impressive how you can pay with your mobile phone almost everywhere – even at small banana stands far from the city,” reports Ann-Katrin Weidling.





#### A VERY SPECIAL PARTNERSHIP

## Sponsorship of SC Preußen Münster

It's no secret that sports and WEICON are a perfect match. Whether it's football, a marathon or volleyball – WEICON is involved. Through various partnerships and sponsorships, we support sports clubs in Münster and the surrounding area. Let's take a look at our partnership with SC Preußen Münster.

The Münster-based club has experienced an extraordinary rise in recent years, and after advancing to the 3<sup>rd</sup> national league, they fought their way into the 2<sup>nd</sup> national league (2. Bundesliga) just a year later. A remarkable achievement by the coaching staff and team, which makes us at WEICON proud. "As a company from Münster, it's always something special to support clubs from the region, such as SC Preußen Münster. Over the past few years, it's been a lot of fun to watch the development of the entire team," says Ralph Weidling.

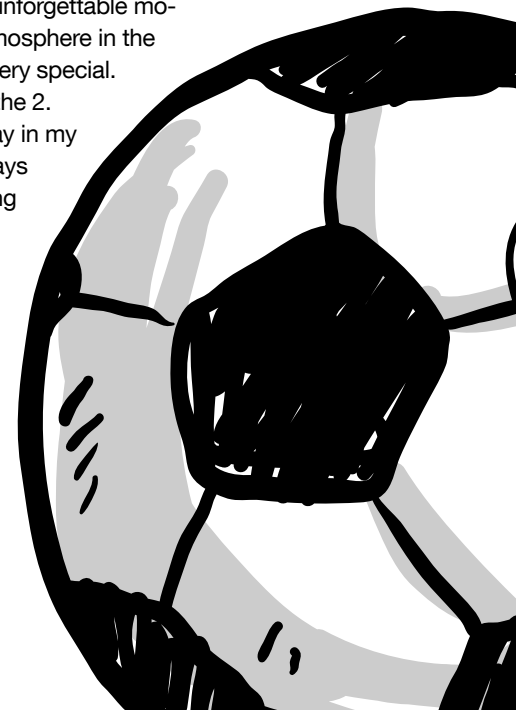


**AS A COMPANY FROM MÜNSTER, IT'S ALWAYS  
SOMETHING SPECIAL TO SUPPORT CLUBS  
FROM THE REGION.**

**Ralph Weidling**

WEICON has been supporting the club since 2008 and is a partner in the official "Fiffi-Gerritzen-Club". As a result, WEICON has the great honour of using six seats in the business area on match days. These coveted tickets are given to our customers, partners and employees, offering them the opportunity to experience unforgettable moments live on-site. "The atmosphere in the Preußenstadion is always very special. And the club's advance to the 2. Bundesliga will certainly stay in my memory for a long time," says Martin Krawinkel, advertising specialist, who has been in charge of the SC Preußen Münster sponsorship from the very beginning.

We look forward to many more memorable moments together with SC Preußen Münster!



## SUPPORT FOR STUDENT RACING TEAM

# Racing Power Münster & WEICON

We have been collaborating with the Racing Power Münster (RPM) team, the Formula Student team of the FH Münster University of Applied Sciences, for some time now. Teams from many universities and technical colleges compete with their electric race cars. The RPM team was founded last year. We are excited about the idea of supporting students in the design and development of a race car with our expertise in adhesive technology.

For this purpose, part of the RPM team visited our headquarters in Münster. Here, our technical project manager Holger Lütfring and Mike Breitenfeld from the application technology department explained and demonstrated some basic aspects of adhesive technology in theory and practice. The first meeting focused primarily on structural bonding – the adhesives in the race car must be able to withstand extreme stresses, such as vibrations.

The team of students had a huge amount of work ahead of them. The vehicle had to be planned and constructed from scratch – from aerodynamics calculations to the chassis, suspension, electronics and even the steering wheel. A massive challenge!



## Formula Student

Formula Student is an international engineering design competition in which student teams compete against each other with their self-developed race cars. Each season there are several events, where points are awarded in various disciplines.

## Rollout in August

At the beginning of August, after many long nights of work, the official rollout of the first electric race car, the RPX-01, took place on the campus of FH Münster in Steinfurt. With the RPX-01, the team presented not only the first Formula Student race car from FH Münster but also a tremendous amount of innovation and passion for motorsport and technology to many visitors and sponsors. And the team really did a great job! It's a fantastic electric race car that delivers serious power on the track!

We congratulate Racing Power Münster on their achievement and are already looking forward to the upcoming racing season!



## VEA'S "CLIMATE-FRIENDLY SMALL- AND MEDIUM-SIZED COMPANIES" INITIATIVE

# Sustainable action in the community

As a medium-sized company, we take responsibility. One of the key challenges facing our society is the energy transition. Here, too, we wish to contribute and act in a progressive and sustainable manner. For this reason, we have joined the "climate-friendly SMEs" initiative of the German federal association of energy consumers (VEA).



## Climate-friendly SMEs initiative

This is a voluntary initiative in which VEA member companies actively address climate protection, endeavour to cut their CO<sub>2</sub> emissions and exchange information with the aim of acting even more efficiently.

The association summarises the information provided by the member companies. This catalogue of different measures is then available to all members as an inspiration in their efforts to reduce CO<sub>2</sub>.

In addition, the association informs members about new technologies and innovations in the field of sustainability, about changes of a legal and political nature, about funding opportunities and support programmes and presents examples of best practice from the business world.

## VEA

VEA, the German federal association of energy consumers, launched the climate-friendly SMEs initiative in 2020. The independent association has been providing advice to medium-sized companies on energy issues for more than 70 years.



**WITH THIS PLATFORM, WE CAN OBTAIN VALUABLE  
INPUT AND EXPLORE WHETHER MEASURES  
FROM OTHER COMPANIES CAN BE USEFULLY  
TRANSFERRED TO US.**

**Henning Voß**



“With this platform, we can obtain valuable input and explore whether measures from other companies can be usefully transferred to us. We can then implement these and possibly apply for – and if we’re lucky receive – funding,” says our head of EHSC management Henning Voß.



## WHY WEICON?

# This is why trainees choose us

Whereas many German companies are complaining about the ongoing shortage of trainees, we are delighted to welcome eight new trainees in 2024. Is it just luck? We don't think so. Through strategic efforts, we've worked to create an attractive workplace and to provide a hands-on and varied training experience for young people. But instead of us telling you, let's see what our trainees have to say. How did they find out about WEICON? What made them choose our company, and why did they decide on their specific training programme?

*How did you find out about WEICON?*

**Alexander Kanter | work and study programme in business administration**

My sister did an internship at WEICON about four years ago and had a lot of positive things to say about the company. That's how I discovered WEICON.

*Why did you choose WEICON?*

**Jan-Paul Michaelsen | media designer image & sound**

Right from the start, I really liked the team I work in and the flexible working hours.

*Why did you decide to train as an e-commerce manager?*

**Moritz Mayer | e-commerce manager**

The job of an e-commerce manager will play an enormously important role in many areas in the future. I find the world of online retail and its ongoing developments incredibly exciting.

*How did you find out about WEICON?*

**Giulia Cirillo | media designer digital & print**

I discovered WEICON at a career fair in Warendorf. After that, I applied, and now here I am!

*Why did you choose WEICON?*

**René Seifert | industrial clerk**

I was immediately drawn to the family-oriented atmosphere and felt valued right from the start. The company's core values, such as sustainability and reliability, as well as the many benefits, were also key factors in my decision.

*Why did you decide to train as an industrial clerk?*

**Luke Krawinkel | industrial clerk**

Social sciences were already one of my favourite subjects at school, which is why commercial training was an obvious choice for me. What I also like about this profession is that there are so many different career and employment opportunities.

*How did you find out about WEICON?*

**Gregor Noel Probst | work and study programme in business administration**

My father has been using WEICON products in his workshop for years. When I came across a positive article about the company – specifically about the new building and the swimming pond – I decided to explore the training opportunities here.

*Why did you choose WEICON?*

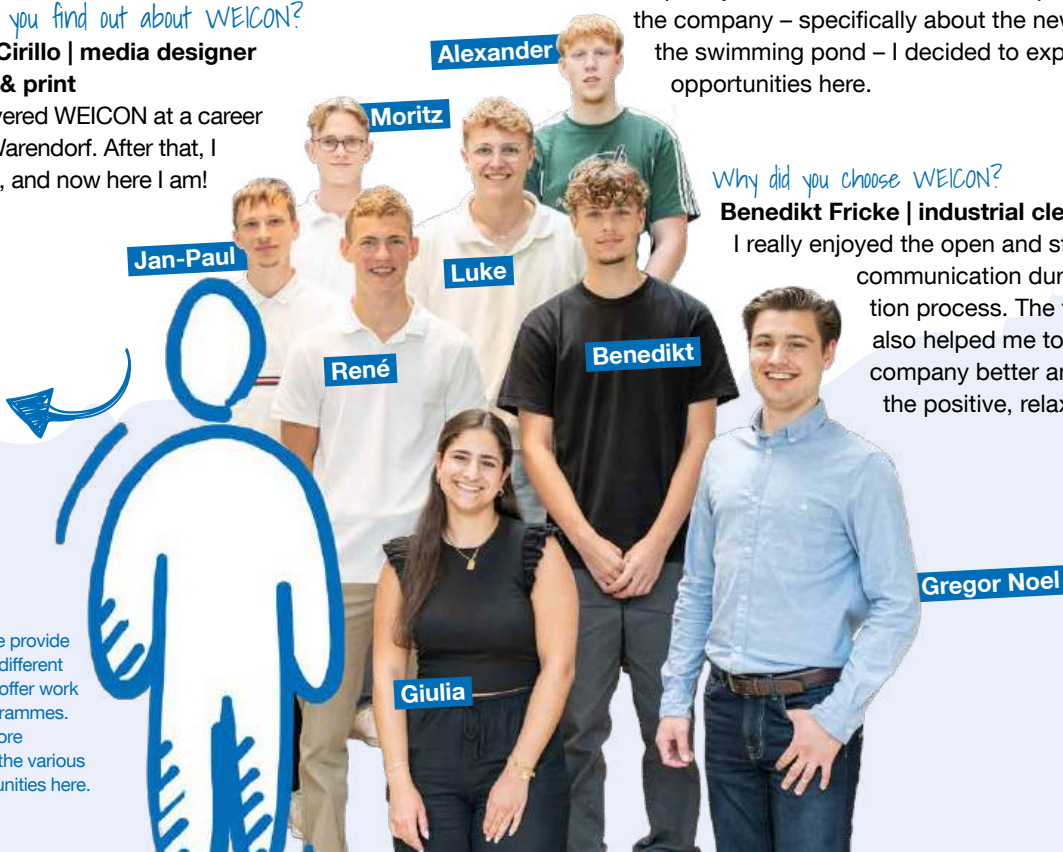
**Benedikt Fricke | industrial clerk**

I really enjoyed the open and straightforward communication during the application process. The trial workdays also helped me to understand the company better and experience the positive, relaxed atmosphere.

*And what about you?*



At WEICON, we provide training in nine different areas. We also offer work and study programmes. You can find more information on the various training opportunities here.





## LEADERSHIP SEMINAR IN NIJMEGEN

# “Handling SHIT”



We've all experienced it: a colleague in the team is stressed, and somehow that negative energy spreads to everyone else. The atmosphere becomes tense, and one careless comment can make things escalate quickly. In moments like these, it would be great to have tools to react calmly and maintain control, bringing the team's mood back to a more peaceful state. For this reason, our department heads attended a leadership seminar in Nijmegen in the Netherlands at the beginning of October.

The seminar was titled “Handling SHIT”, with SHIT representing Stress, Hypocrites, Idiots and Temperaments. The aim was to help participants handle challenging situations with confidence, develop appropriate responses to verbal attacks and learn how to approach difficult conversations effectively. But the seminar didn't just focus on managing difficult situations, it also offered tools and strategies to prevent these situations from arising in the first place – i.e. preventing SHIT in addition to handling SHIT.

The seminar addressed the following questions in detail:

- How do I deal with stress? Is this really my stress?
- How do I conduct difficult conversations?
- How do I ask the right questions?
- What is my mindset and attitude?
- How do I delegate effectively?

The seminar was led by Dr Frederik Hümmcke, one of the best and most well-known coaches in our country. He provided our leadership team with science-based strategies and practical tools that will be valuable in their everyday work.

After two intense and instructive training days, our leaders are now equipped to respond confidently and calmly in heated or irrational situations.

To conclude, here's a wonderful quote from Nelson Mandela that perfectly sums up the seminar's mood and teachings:

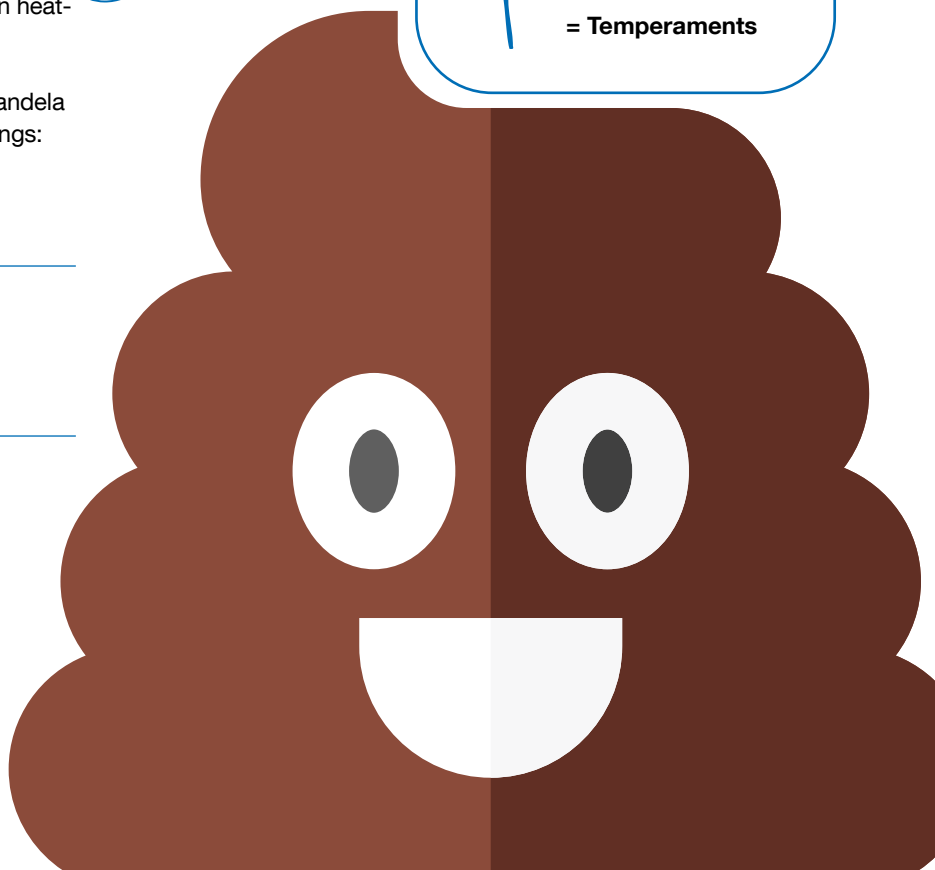


I NEVER LOSE.  
EITHER WIN OR LEARN.



Dr Frederik Hümmcke

S = Stress  
H = Hypocrites  
I = Idiots  
T = Temperaments



## IHK CERTIFICATES FOR TWO COLLEAGUES

# Mobility manager at WEICON

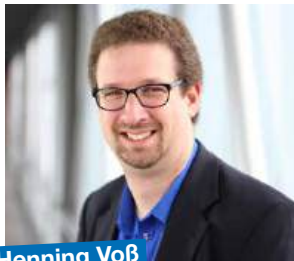
**Henning Voß and Stefan Winter from our EHSC management have successfully completed the IHK (German Chamber of Industry and Commerce) course for corporate mobility managers.**

## Corporate mobility management

Corporate mobility management addresses the question of how companies can optimise the mobility of their employees and customers. It aims to contribute to cost reduction, employee retention and environmental protection.

The course provides knowledge and methods to analyse mobility in the areas of commuting, business travel and fleet management. It also teaches suitable step-by-step measures to establish and optimise corporate mobility on a sustainable foundation.

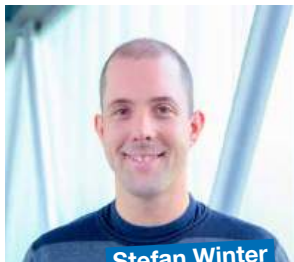
Topics include incentives for using public transportation and bicycles, carpooling, the introduction of remote work, more efficient planning of business trips, fleet management



**Henning Voß**

and the integration of electromobility.

Among the goals are: reducing operational and environmental costs, improving accessibility for employees, customers and suppliers, and making the company more attractive to skilled workers.



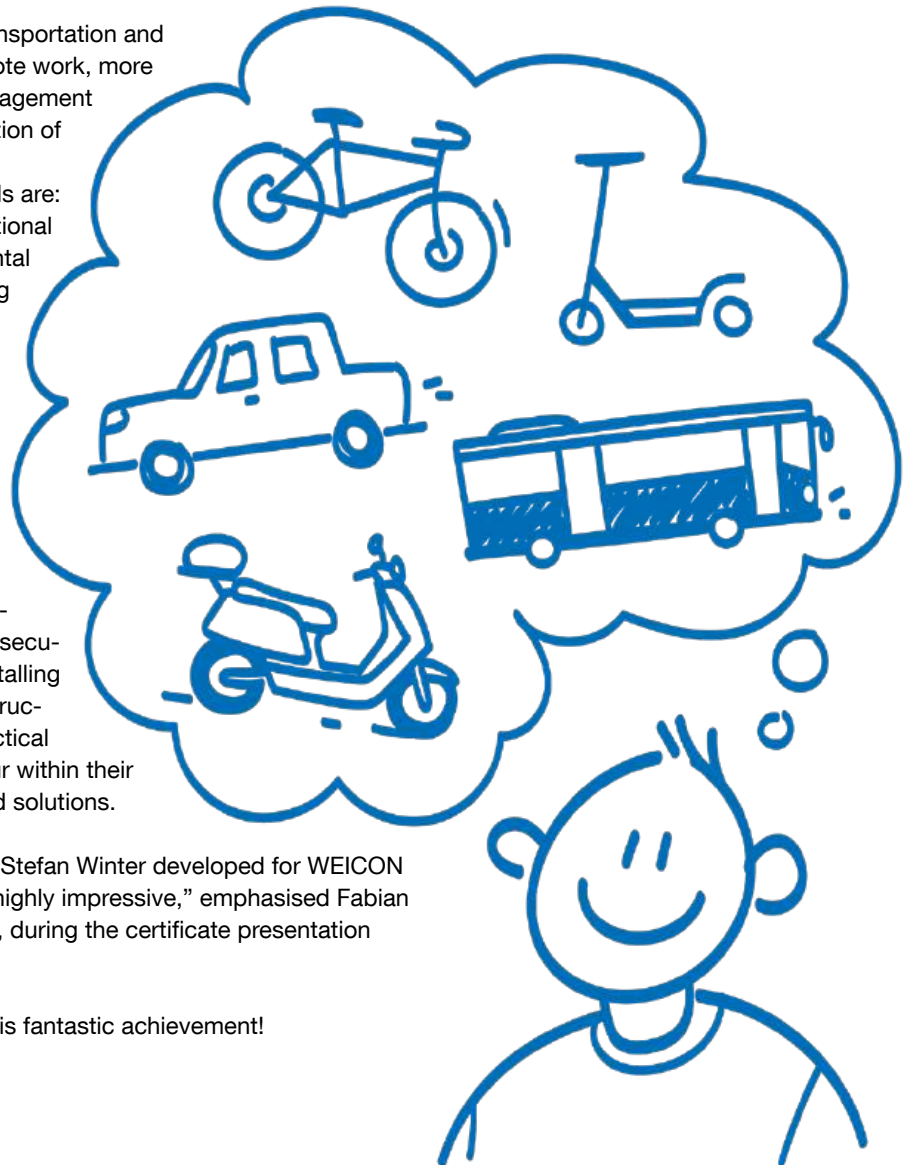
**Stefan Winter**

The course consists of five consecutive modules totalling 66 hours of instruction.

At the end, participants complete a practical project where they analyse mobility behaviour within their company and develop specific measures and solutions.

“The mobility concept that Henning Voß and Stefan Winter developed for WEICON in the course and presented at the end was highly impressive,” emphasised Fabian Banner, examiner at the IHK Nord Westfalen, during the certificate presentation in Münster.

Congratulations to Henning and Stefan on this fantastic achievement!



## ENTERING A NEW CHAPTER OF LIFE

# 24 years at WEICON

**“Not long until retirement” – Thomas Wende is soon going to start a new chapter of life. He is a member of our field service and has been working for WEICON for 24 years. We are very glad to have this opportunity to talk to him about his time at WEICON before he enters his well-earned retirement.**

**Hello Thomas. You have been part of our team for many years. When exactly did you start at WEICON and what motivated you to join us?**

My first day at WEICON was on 2 January 2000. So I started exactly at the turn of the millennium. It was my predecessor who brought my attention to WEICON. He had worked here for many years and retired at that time. Back then, I was working for a technical dealer in Hanover, and my predecessor was the WEICON contact of this dealer. He recommended that I apply for a job at WEICON.

**What was your career at WEICON like? Have you been working in the same field this whole time?**

Yes, I've always been working in the sales force. The nice thing is that I've been responsible for the same area during all these years and have therefore known my customers for a long time.

**What do you value most about your work?**

Definitely the contact and communication with other people. And, of course, our products: we often have a unique selling point. That's a lot of fun! No two days are the same – every day brings different conversations, I meet new people, and my job is very varied.

**You've been working at**

**WEICON for 24 years. In today's working world, it is not uncommon to change employers frequently. Why did you stay at WEICON all these years?**

I've always really appreciated the good working atmosphere. I was always treated with respect, and I was given a lot of freedom. It felt great to be able to organise my own day and plan independently.

**Is there a project or success that you are especially proud of?**

It has always made me very proud when I've managed to build a relationship with a customer myself and they've developed into a major source of revenue over the years. Long-standing relationships with customers show that you are doing your job well.

**Well, we know that it won't be long before you retire. What do you expect from this new chapter of life?**

In fact, I don't have any big plans yet. I'll take it easy and see what happens. I think you have to get used to the new situation first. I'm sure there will be one or two big trips or activities and I'm already looking forward to them.

**What advice would you give a young colleague at the very beginning of their career at WEICON?**

It's very important not to be discouraged by initial stumbling blocks or failures. Don't bury your head in the sand, but keep going. Mistakes are part of working life and you can learn from them.

**What makes WEICON special for you?**

Over the years, I've always been able to identify with WEICON and its products. WEICON feels like a family; back in my early days I knew all the employees. Of course, WEICON has grown considerably in recent years, but the family feeling has remained.

Thomas, thank you for taking the time to answer all our questions. We wish you all the best for your retirement!

Retirement,  
here I come!



## FOUR JUBILEE CELEBRATIONS

# 100 years at WEICON

**1999 was an eventful year. The TV show “Who Wants to Be a Millionaire?” premiered on RTL with host Günther Jauch. Eminem released The Slim Shady. Steffi Graf won the French Open in Paris – her 22<sup>nd</sup> and final Grand Slam title. FC Bayern Munich was German champion for the 15<sup>th</sup> time. Kai Havertz and Giulia Gwinn were born. But a lot also happened at WEICON, the Münster-based manufacturer of adhesives and sealants, in 1999. Four new employees started their careers at our family business – and they are still part of our team today! Together, Hartwig Gießel, Jens-Peter Augustin, Norbert Lohoff and Markus Varelmann have been with WEICON for 100 years!**

Ralph Weidling: “Many of our employees stay with us for a very long time and Hartwig, Jens-Peter, Norbert and Markus are the best examples of this. Hartwig and Jens-Peter are among our most experienced and long-standing colleagues in the field service. Both place great

## 25 years in our sales force

### Hartwig Gießel

On 3 August, Hartwig joined us as an area sales manager and has been responsible for supporting and providing technical advice to our customers in Thuringia and Saxony-Anhalt ever since. Hartwig lives with his family in Seebergen, in the Thuringian municipality of Drei Gleichen.



### Jens-Peter Augustin

Since 1 September, Jens-Peter has been supporting us in the field. He takes care of our customers in large parts of Lower Saxony and Hesse and travels across Germany for product training courses and technical advice. The 59-year-old lives with his family in Osterode am Harz.

## 25 years in our production team

### Markus Varelmann

Since 16 August, Markus has been part of our production team. He works in the area of cyanoacrylates or instant adhesives. There he is responsible for filling the products and maintaining the machines. The 50-year-old trained industrial mechanic lives in St. Arnold, a neighbourhood of Neuenkirchen in the Steinfurt district.



### Norbert Lohoff

On 1 July, Norbert joined us as an employee in the warehouse. He is responsible for organising processes and workflows in the warehouse office. The 65-year-old passionate motorcyclist lives with his family in Münster Hilstrup.



importance on personal customer care and technical advice and support our customers with their expertise. Norbert and Markus are key members of our production team, and with their experience, they provide valuable tips to the newcomers on the team. I would like to thank them all for their valuable work and their great support, and I look forward to our continued collaboration!”

**COMING  
SOON!**

THE WEICON TOOLS CRIMP TOOLS

# New range of tools

We have expanded our product line with a new series of tools, which complements our existing range of high-quality stripping tools – the WEICON TOOLS crimp tools.

The crimp tools have a ratchet mechanism with a locking system. This ensures a consistently high crimping quality and results that can be precisely repeated. The mechanism only opens the tool when the crimping process is complete. An emergency release has also been integrated into the handle, which opens the crimping tool in the event of misuse.

The 2-component handles of the new crimping tools ensure non-slip and ergonomically friendly handling with maximum force transmission.

We have used our tried and tested “ice-crack design”, which ensures a comfortable feel. The integrated eyelets on the handles can be used to attach a safety catch.

WEICON TOOLS crimp tools have been specially designed to meet the needs of professional users and are used in both skilled trades and in industry.

Additional module pairs are available as accessories for many crimp tools, extending their range of applications.

## MULTI

The crimp tool MULTI has been developed for the process-safe crimping of various electrical connectors.

## MC4

The crimp tool MC4 has been specially developed for the reliable crimping of MC4 connectors on photovoltaic systems.

## ERGO

The crimp tool ERGO has been developed for the ergonomic and process-safe crimping of various electrical connectors.

## 16 mm<sup>2</sup> HEX

The crimp tool 16mm<sup>2</sup> HEX has been specially developed for the reliable crimping of wire end ferrules.

## Design and ergonomics

- ▶ 2-component handle in “ice-crack design”
- ▶ maximum force transmission
- ▶ ergonomic and non-slip design
- ▶ excellent grip



GROWING TOGETHER

# International Sales Meeting 2024 in Madrid



The cooperation and exchange of ideas between the branch offices of a globally operating company such as WEICON are essential for its overall success. That's why our branch managers and a team from our head office in Münster travelled to Madrid in mid-September to attend the International Sales Meeting 2024.

## Global update

How can we grow together? This question was at the centre of the four-day event. At WEICON, growing together also means learning from each other: "Each branch contributes its unique experience and special expertise.

By sharing best practices and innovative approaches, all branches can learn from each other and further improve their processes," explains Ann-Katrin Weidling. After the official opening of the meeting, the participants focused on the developments at our headquarters. Our ten international branches then took it in turn to present their most interesting facts – ranging from sales figures and bestsellers to challenges and opportunities on the market.

## Close cooperation is the key to success

The bottom line? Joint growth is only possible through even closer cooperation. This makes it possible, for example, to recognise challenges more quickly and develop suitable



**IT IS IMPORTANT TO ME THAT  
EACH BRANCH KNOWS THAT ITS WORK IS  
PART OF A LARGER WHOLE.**

**Ann-Katrin Weidling**

solutions, to gain a better understanding of different markets and cultures or to pursue a consistent corporate strategy. This year's International Sales Meeting has clearly shown that there continues to be great potential for growth in Germany and internationally. The entire

WEICON team is highly motivated to move the company forward, regardless of whether it is a question of simply increasing sales, expanding international brand awareness or further improving service and quality.

## Strengthening the team spirit

We not only worked hard, but also had great fun together: the programme included a visit to the Spanish branch, a tour of the famous Estadio Santiago Bernabéu and cheerful restaurant visits. "The exchange of ideas between the branches, e.g. in meetings or over a meal together in the evening, promotes a strong team spirit and sense of camaraderie. It is important to me that each branch knows that its work is part of a larger whole," says Ann-Katrin Weidling, summarising the importance of the International Sales Meeting.

newsletter

data sheets

order

partner search

adhesive finder

tools finder

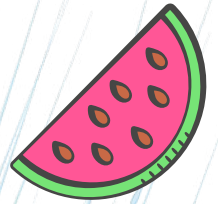
contact

application issues



# WhatsApp-Service





## SUMMER PARTY AT WEICON

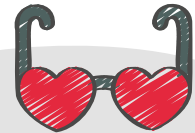
# After rain comes sunshine

“Celebrate the parties as they come” – that’s exactly what all the employees at WEICON thought, and they didn’t let the rainy weather spoil their mood at this year’s Summer Party 2024. “When WEICON celebrates, we always have good weather,” Ralph Weidling was sure beforehand, but unfortunately, he was proven wrong. Luckily, due to the uncertain weather forecast, preparations had been made. A large tent was set up specifically for the summer party, keeping the team dry on more than one occasion.

The bad weather didn’t dampen the mood. After all, the party’s theme still conveyed a summery vibe: “midsummer”. In Sweden, this refers to the longest day of the year. Despite the rain and rather cool temperatures, midsummer was celebrated in grand style at WEICON. Everyone danced and celebrated late into the night in their summer floral dresses and shirts. And, as is typical at WEICON, plenty of food and drink were provided: a huge barbecue buffet was set up at the Urban Bistro, offering something for everyone.



**SAY  
CHEESE!**



Of course, entertainment was also part of the fun – unlike last year, there wasn’t a game marathon, but instead, a small icebreaker activity. WEICON had grown significantly over the past year, so it was clear that not everyone knew everyone else. It was high time to change that: each person received a name tag with part of a famous duo from TV, music, or sports. The goal was to “find your partner” among the guests. This way, colleagues who don’t usually have much contact with each other at work had the opportunity to start conversations.







PROFESSIONAL FIRE BRIGADE FROM MÜNSTER VISITS WEICON FOR TRAINING PURPOSES

## Luckily they were just our guests

When a fire brigade appears on company grounds with several emergency vehicles, that usually is a worrying thing. Even more so when they arrive on the premises of a manufacturer of chemical products. But, fortunately, there was no danger involved: the Münster professional fire brigade was on site for training purposes only.

### Enthusiastic about safety measures

There was great interest in a training session at WEICON. The main reason? Our state-of-the-art fire alarm system. It ensures that the fire brigade is automatically alerted as soon as a fire alarm is triggered in the building. Only a few companies in Münster have such a system in place. Admittedly, only a few companies in Münster have as many highly flammable and explosive products on their shelves as we do.

During a company tour, we explained to the firefighters which adhesives and sprays are stored here and what safety measures have been taken to ensure that the fire brigade will hopefully never have to rescue us. They looked with keen interest at the fire extinguishers that are installed everywhere in the company. To our credit, there was not a single one that had not been tested. "Our guests were impressed by all our safety arrangements. The fact that we regularly carry out fire drills with our employees was also praised," says Henning Voß, head of EHSC management at WEICON.

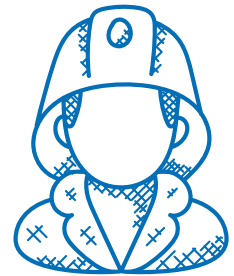


### Always welcome

The training of the Münster professional fire brigade took place in three groups on three different dates. During on-call duty! The first training session had to be interrupted for ten minutes due to an emergency call, and the third had to be postponed completely due to a road accident. Nevertheless, there was still enough time at the end for an exciting ride on the turntable ladder – it was an adventure to see the WEICON company grounds from above!



The Münster professional fire brigade occasionally visits companies during on-call duty for training purposes. They are always welcome at WEICON – but preferably only as our guests.





## USER FORUM FOR ADHESIVE TECHNOLOGY IN DRESDEN

# A meeting of the giants

In October, our colleagues Patrick Barth and Mike Breitenfeld visited Dresden to participate as speakers at a user forum with a focus on adhesive technology. The event was hosted and organised by the technical wholesaler PIEL in cooperation with the Dresden Chamber of skilled Crafts and Trades. Along with several well-known industry players, PIEL had invited WEICON to give a technical presentation at the forum. A total of 75 guests from the SME sector attended the event to expand their knowledge in the field of adhesive technology.



## On a par with the competition

In their one-hour presentation, Patrick and Mike introduced the interested audience to the basics of adhesive technology and covered the topics of MMA adhesives and Plastic Metal. This was followed by instructive presentations held by our market competitors – covering topics such as anaerobic adhesives, epoxy resins, instant adhesives and adhesive tapes. Additionally, we had an exhibition stand at the event, representing WEICON throughout the day.

“We were definitely on a par with the well-known industry leaders. The different presentations and the conversations during breaks were incredibly interesting,” Patrick commented at the end of the event.

Mike also expressed his enthusiasm: “The user forum was a fantastic opportunity to show presence at an event with an extremely interested audience. Such events are a great opportunity for WEICON to increase brand awareness.”

Many thanks to PIEL and the Dresden Chamber of skilled Crafts and Trades for a very successful day!



**WE WERE DEFINITELY  
ON A PAR WITH THE  
WELL-KNOWN  
INDUSTRY LEADERS.**

**Patrick Barth**

# A visit at VTH and IFAM

Holger Lütfring, our technical project manager, has been very busy over the last few months. Together with other colleagues, he had the opportunity to hold several presentations at the professional association for industrial distributors VTH. In addition, a special journey through time awaited him. Here you can read more about his activities.



## Meeting of the VTH specialist group for adhesive technology

At the annual meeting of the VTH specialist group for adhesive technology, WEICON was invited as a VTH quality partner to give a presentation on current topics, trends and innovations at the expert forum. Of course, we were happy to seize this opportunity! At the beginning, Holger provided an introduction into the WEICON world and news from our company. Jens-Peter Augustin, a colleague from the field service, then explained the complex topic of Plastic Metal to the participants. As Jens-Peter is also part of the “Team Plastic Metal” (go to page 27), he was able to demonstrate the maintenance and repair of machines and systems with WEICON Plastic Metal using many practical examples. The presentation also aimed to highlight the economic potential for the technical trade in times of slightly cooling demand.

## Let's move on

Next stop for Holger: our technical project manager gave a presentation on bonding technology for shaft/hub connections as part of the VTH basic seminar on drive technology. In a theoretical part, the participants were first introduced to all the important aspects, from the basics to the performance potential of anaerobic adhesives, before moving on to the practical part. Here, shaft/hub connections were made together using small ball bearings and brass gyroscopes.

“The VTH is an important partner for us, and we have been working closely with them for many years. I’m very grateful that they place so much trust in us and that we had the opportunity to pass on our knowledge of our speciality products,” explains Holger.

## A journey through time at IFAM

But Holger was not only a welcome guest at the VTH. He was also able to return to the Fraunhofer Institute for Manufacturing Technology and Advanced Materials (IFAM) in Bremen to refresh his expertise from the 2005 training course when he became an adhesive specialist.

A very special highlight for Holger: when he had just started the first of three weeks of training as an adhesive specialist in Bremen 19 years ago, his wife called telling him to come home quickly so he wouldn’t miss the birth of his daughter. 19 years later, Holger was back at his training centre in Bremen – this time without a surprise phone call.



The professional association for industrial distributors VTH brings together well-known brand manufacturers and VTH-affiliated wholesale dealers of technical supplies. Since 1999, this network has aimed to provide customers in the technical trade from industries such as manufacturing, trade, skilled crafts and the public sector with high-quality products and services. The VTH quality partner initiative now includes 19 manufacturers and around 230 technical dealers with around 400 sales offices in Germany, Austria, Switzerland, the Netherlands and Luxembourg. *Source: vth-verband.de*

ACTIVE IN 2024

# WEICON at sporting events

**WEICON and sport – a connection that lasts. We are actively involved in sport and support various sporting events, such as the Münster Marathon and the Ökullus run. Such events not only help to improve physical fitness, but also strengthen the sense of community. In addition, we sponsor sports clubs such as Preußen Münster and Borussia Dortmund, the USC Münster women's volleyball team and the Tri Finish team. However, we not only fund, but also actively participate in sporting events, e.g. most recently the Münster Marathon 2024.**

## Volksbank Münster Marathon

On 8 September, the time had come again for thousands of runners to travel to Münster and take part in the 22<sup>nd</sup> Münster Marathon. The 11,000 participants set off on the course either to complete the Olympic distance or a part of it as a member of a relay. This year, WEICON once again had a relay team – and one colleague even ran the entire distance. The event was also a great opportunity for all non-participating colleagues to support the WEICON team members during the run.



## Tri Finish

The WEICON Tri Finish Kidman took place in Münster on 15 June: a triathlon organised for children and young people, supported by WEICON. Many enthusiastic and motivated kids took to the starting line to do their best and demonstrate their athletic ability in the three disciplines of swimming, cycling and running. There is also a WEICON Tri Finish association. The successful team takes part in national and international triathlons. It is truly a pleasure to support the athletes in their great passion.

## Ökullus run

WEICON was once again a sponsor of this year's Ökullus run on 22 September. At the Ökullus run, which is known for its environmentally friendly orientation, WEICON sets an example for sustainability. The event not only aims to strengthen the health of the participants, but also raises awareness of ecological issues. It was definitely a worthwhile day out for all participants: in perfect weather and pleasant temperatures with sunshine, they set off on the 21-kilometre route through the Münsterland region. What's remarkable here is that no times were recorded, but the focus was on having fun and enjoying the route.

All in all, WEICON's commitment to sport shows that it is more than just a company: WEICON is an active part of the community that prioritises values such as health, sustainability and team spirit. Ralph Weidling has found exactly the right words: "The shared path leads to the goal and to joint success."

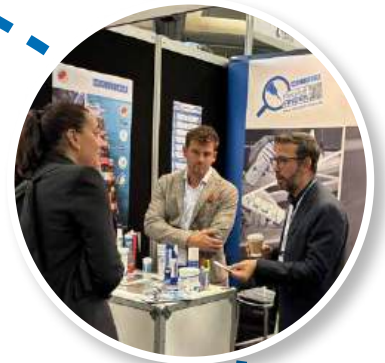
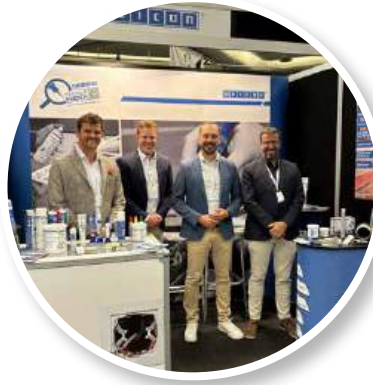


**THE SHARED PATH  
LEADS TO THE GOAL AND  
TO JOINT SUCCESS.**

**Ralph Weidling**

## THE TRADE FAIR YEAR 2024

# Present around the world



This year, we are once again participating in trade fairs around the world to make new contacts and present our product range directly. Whether it's South Africa, China, Kazakhstan, Colombia, Poland or other countries – WEICON colleagues are present everywhere to demonstrate exciting applications and our suitable solutions. This year, we also travelled to various cities in Germany, such as Cologne, Hamburg, Berlin and Dortmund, to present WEICON products to interested trade fair visitors.

Our trade fairs in 2024 once again covered a wide range of industrial sectors: from mining and electrical engineering to the maritime industry and hardware. Our products are used in nearly every industry worldwide, which is why it's important for us to gain new insights at these specialist events.

But why go to the trouble of attending a trade fair in person, when so much can now be done digitally? "The digital options to connect with interested parties are numerous and save time and resources. Nevertheless, face-to-face interactions with our customers and those who may wish to become our customers is still very important to us, especially at trade fairs," says Patrick Neuhaus, sales director for Germany, Austria and Switzerland. That's why the trade fair calendar for 2025 is already filling up.

Trade fairs worldwide



## THE WORK OF OUR PLASTIC METAL TEAM

# Repairing instead of discarding

Plastic Metal is a topic that has been of major importance at WEICON for years. For the past four years, a dedicated team has been working together on applications with the 2-component systems and on product development. We spoke with Hannes Killian (BDO & application specialist) and Jan Pfingsten (area sales manager) about the creation of the team, their tasks and challenges, as well as their goals in the Plastic Metal sector.

**Hello and thank you both for your time. The topic of Plastic Metal is very specific. Could you tell us how the idea for this team came about in the first place?**

**Hannes:** “Let’s start from the beginning. In fact, I was a customer of Jan Pfingsten (area sales manager) when I was working for a company that used Plastic Metal types and ordered products from WEICON. That’s how I first got to know WEICON. A short time later, I held my first training course in Münster on how to

use Plastic Metal and was then invited to Dubai by Thorsten Lutz (general manager WEICON Middle East L.L.C) to give a product training course there as well. After a hard day of work, we went for a swim. It was during this swim that the question of whether I would like to work at WEICON to promote this product group came up. The result was that I joined WEICON Middle East on 1 January 2020. Despite the coronavirus and its challenges, we knew from the start that the expansion of the Plastic Metal product group could not be a one-man job, but had to be done as a team.

So, it was clear that we needed people in Germany who could respond

quickly. Now, after four years, we’ve made great progress, and when you think about what we’ve accomplished in that time, I believe we can be really proud.”

**What departments make up the team?**

**Hannes:** “We have three sales reps, located in northern, central and southern Germany, who are the points of contact for all our colleagues. Of course, the product management team also supports us by providing basic theoretical knowledge. A year and a half ago, we also started to address the topic internationally in our branches. Again, teamwork is key. We train local colleagues and support them with applications.”

**What exactly are your tasks as a team?**

**Hannes:** “It’s actually not that simple. We at WEICON produce and develop products for very

specific repairs or applications. Of course, we also have to show the customer how these products work and how they should be applied. So, we must be present on-site, especially with new customers, to ensure they don’t feel left alone with the product. That’s why the three sales reps in Germany are the key contacts, always travelling to the customers and answering their questions. Other colleagues can also learn from these meetings. Afterwards, everything is reviewed and discussed within the team.”

**Jan:** “The area is very large and very specific, which makes it hard for many people to grasp. That’s where we come in as a team. We make sure

Jan Pfingsten  
Area Sales Manager

Hannes Killian  
BDO & Application Specialist





### What's Plastic Metal?

The two-component systems consist of a resin and a hardener and are referred to as WEICON Plastic Metal. The term Plastic Metal makes it evident that the cured adhesive is as hard as metal and can be machined. It can be drilled, milled, ground or filed.

Depending on the type, the epoxy resin system contains a different resin component, such as steel or aluminium powder or mineral fillers. This improves the technical properties of the adhesive. Depending on the filler material, for example, an especially high abrasion resistance, impact resistance, compressive strength as well as temperature resistance can be achieved.



**WE NOW HAVE TO SPREAD OUR EXPERTISE GLOBALLY AND CREATE GREATER BRAND AWARENESS FOR WEICON IN THE PLASTIC METAL SECTOR.**

**Hannes Killian**

the surfaces are prepared properly, we understand the environmental factors that can affect the application, and we assess what's feasible on-site. Regular communication within the team is crucial to expand our knowledge and to continue learning."

**What makes WEICON's Plastic Metal team stand out compared to competitors?**

**Hannes:** "What really sets us apart is that we work together closely as a team and therefore offer more contacts for our customers. In consequence, we are very flexible and can react very, very quickly."

**Jan:** "Thanks to WEICON Production (formerly JELN), we've gained an enormous product portfolio, which gives us even more opportunities to

strengthen our presence in the industry and across various sectors."

**What are your goals for the coming years? What do you hope to achieve as a team?**

**Hannes:** "That's an exciting topic. Of course, product development is a priority, but without compromising on quality – that must always be our top focus. We have to be able to trust our products and know whether an application works or not. At the same time, we want to simplify the use of our products, and we are already working on solutions to make that happen. We've accomplished a lot in recent years, and I hope we continue to make great progress

while also keeping our limitations in mind. It's essential that we continue to work well as a team and that our collaboration remains strong. We now have to spread our expertise globally and create greater brand awareness for WEICON in the Plastic Metal sector."

**Jan:** "I think we're well-prepared for the future, especially with the introduction of new products, and we can drive forward the integration of WEICON Production together."

**It sounds like you still have a lot planned. Thank you for your time, and we're excited to see what projects the Plastic Metal team will work on in the coming years.**



WHEN FAST HELP IS NEEDED

# Sealing sewage pipes: a quick and low-cost solution



A WEICON blog post

**Sewage or drainage pipes are part of large drainage or sewage treatment plants. They are built into buildings or run underground. Although they are generally constructed to last a long time, they are subject to wear, tear and ageing due to continuous use. If there are holes in a drainage pipe or any other damages, rapid action is required. We show you how to seal sewage pipes – quickly and at low cost!**

## Wear and corrosion on sewage pipes

Sewage pipes and pipelines are exposed to enormous loads every day. They mainly transport water from one place to another. But not all water is the same: sewage pipes have to cope with varying degrees of strain, ranging from wastewater to rainwater or mixed water. It is evident that it makes a big difference whether wastewater from toilets runs through the pipes or clean rainwater. The amount of dirt or chemicals in the water determines the speed at which wear and corrosion occur.

## Sealing sewage pipes – an application example

The following case occurred at a wastewater clarifier: the return pipes were quite old and there were holes in the pipe wall due to corrosion and wear. The pipes were leaking and starting to drip. So a fast repair solution was needed. But how can a sewage pipe be sealed without disconnecting it from the entire system?



### Preparations for repair work – what requires special attention?

After an initial assessment of the damaged sewage pipes, the right product was selected and the repair work planned. Important fact: the temperature in the sewage treatment plant was around eleven degrees. This is not a great temperature for applying repair products, which is why



we heated the room in the sewage treatment plant to 15 degrees with the help of radiant heaters.

### Ready to start: sealing sewage pipes step by step

In order to be able to seal the sewage pipe, we first focused on the surface pre-treatment. We sandblasted the damaged pipes, e.g. to remove old paint. We then applied our WEICON Cleaner Spray S and cleaned the pipes.

Now the actual repair work began. First of all, the holes had to be filled. To do this, we slightly heated some wire mesh, then we adjusted its shape and placed it on the damaged sewage pipe for stabilisation. To fix the wire mesh to the pipe, we attached its corners with our WEICON Repair Stick Copper. In the next step, our steel-filled epoxy resin system WEICON A was used. The epoxy resin system is perfect for removing corrosion damage and pitting or for repairing holes and cavities. In this case, WEICON A provides a real alternative to welding, as the application of the epoxy resin does not cause thermal distortion as in welding.

Let's continue! To seal the sewage pipe, further stabilisation with our WEICON Pipe Repair-Kit was required. The repair kit is used for the emergency repair of damaged pipes and pipelines. The set includes a repair tape with glass-fibre reinforced plastic which is impregnated with a special resin. If you immerse it in clean water and then wrap it around the damaged area, the special resin hardens after around 30 minutes. Once fully cured, the repair tape can be painted over or coated.

Finally, we sealed the sewage pipes with WEICON Ceramic BL. The mineral-filled epoxy resin system protects against corrosion and provides sewage pipes with an appropriate finish.



## Save time, money and resources

The entire repair on site took just five hours. And it took around 24 hours for the products to cure fully. The pipes were then ready for use again. To mention it once again: the repair was carried out without dismantling the pipes, which saved an enormous amount of time. If the customer had had to install new pipes or dismantle the old ones for repair, the sewage treatment plant would have been out of action for several days. In addition, a new pipe would have cost three times as much. Another advantage? Repairing the sewage pipes is more sustainable: instead of installing new sewage pipes, material resources were saved by repairing the old ones.

### Large-scale pipe repairs

By the way, we once repaired pipelines over a distance of 100 kilometres with one of our epoxy resin systems. Almost a tonne of our WEICON HB 300 was used for the repair. Intrigued? Find out more about the project here.





TRANSPARENT INSTEAD OF COLOURED

# Threadlockers for visually important areas

It is a well-known fact that threadlockers have different colours. But for what reason? And why does WEICON offer two very special transparent types in addition to the “classics”?



- AN 302-40**
- vibration protection
  - DVGW approval
  - non-hazardous



- AN 302-50**
- locking of threads and stud bolts
  - high strength

We have more than 60 years of expertise in the field of threadlockers. Our WEICONLOCK® types have been used in industry and trade for numerous years. The anaerobic adhesives prevent screws and bolts from loosening unintentionally due to vibration, temperature changes or other mechanical influences. Today, they are indispensable in many industries such as automotive and mechanical engineering or gear manufacturing.

The various WEICONLOCK® types differ, e.g. in their

- viscosity (from liquid to pasty)
- strength (from low to high)
- ease/difficulty of dismantling (from easy to difficult)
- colour

What is special about the last point: colour? WEICON also offers two transparent threadlockers! We will now explain why the colour is important and when to use a colourless threadlocker.

## The different colours of threadlockers

The different colours of our WEICONLOCK® types are not the result of a creative whim of our product management team, but have a specific rationale: visual quality control. As the colours are fluorescent, it is quick and easy to check with UV light after production whether a threadlocker has been used in the required places. Another simple reason: the different colours ensure that there is no confusion

between the various WEICONLOCK® types – which is very useful in series production, for example. But why do we have two transparent threadlockers in our range? What is their purpose and what benefits do they offer?

## Why transparent threadlockers?

Our CEO Ralph Weidling had the idea for transparent threadlockers many, many years ago. The use of the colourless types makes sense in areas which are important in terms of their design and look. In other words, whenever a coloured adhesive would reduce the aesthetic appeal.

This is the case, for example, with:

- sliding glass doors, stair and balcony railings
- designer lights, precious metal fittings
- stainless steel fasteners
- tuning and refinement

Our transparent threadlockers WEICONLOCK® AN 302-40 and AN 302-50 are ideal for the above-mentioned and many other applications.

## The four WEICONLOCK® categories

WEICONLOCK products can be categorised according to the following areas of application: locking of threads and stud bolts, sealing of threaded pipes and fittings, retaining cylindrical assemblies and flange sealing/gasketing.



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.

## Stove Glass Foam Cleaner

“Our WEICON Stove Glass Foam Cleaner is definitely my favourite product when I think of the cold season. I love sitting in front of my cosy stove, but of course it also needs to be cleaned properly. The glass of my stove gets dirty quickly with dust and soot. Whenever that happens, I use the Stove Glass Foam Cleaner – it is easy to use and effortlessly removes ash and other dirt from the stove glass. Even without vigorous scrubbing! I especially like that it is very powerful in cleaning, yet gentle on materials and the environment. The cleaner has no impact on the environment and is biodegradable. A fantastic product for all stove owners!”



Thomas Lütteken | International Sales Assistant  
at WEICON since 2004



Sebastian Trabert | Product Manager  
WEICON TOOLS | at WEICON since 2024

## Electrician Scissors XL

“Currently, my favourite WEICON product is our new WEICON TOOLS Electrician Scissors XL. The scissors can not only be used to strip or shorten cables, but also to crimp a wire end ferrule onto a cable. I really enjoy using them at home for smaller electrical installations, such as fitting lamps or replacing the connection cable of an appliance. Thanks to the practical belt clip, the scissors are always quickly to hand or back in the holder. In my everyday life, I use the Electrician Scissors XL frequently. Sometimes I also use them for other purposes, e.g. for cutting open packaging or as pruning shears in the garden. For me, the Electrician Scissors XL are my perfect everyday helper, and this product should not be missing in any household.”

FOR A BETTER TOMORROW

# Publication of first sustainability report

Our commitment to sustainability is deeply rooted in our goals and values and has become a core element of our strategic and operational focus. In our very first sustainability report, we outline the steps we are taking to fulfil our mission for a better tomorrow.

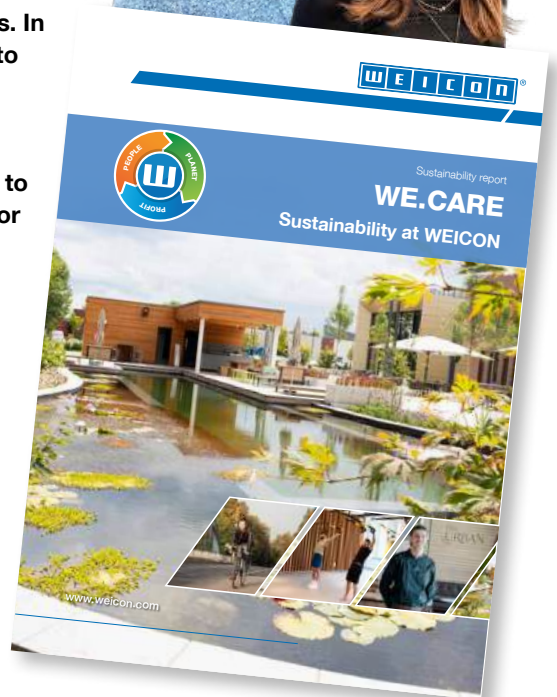
What motivated us to create the sustainability report? Where do you even begin? What challenges did we face? We put all these questions to the two main people behind the report: Dr Iulia Stroila, Junior Professor of Entrepreneurship and Sustainable Innovation at the FH Münster University of Applied Sciences, and Philipp Knüppel, Brand Manager at WEICON.


**Philipp Knüppel**

Brand Manager  
at WEICON

**Dr Iulia Stroila**

Junior Professor of  
Entrepreneurship and  
Sustainable Innovation at  
the FH Münster University



The sustainability report  
is available for download!



The 44-page sustainability report is now available to download from our website. The journey to accomplish this was a long one. What was the starting point?

**Iulia:** Last year, I led a student project at FH Münster University of Applied Sciences where participants worked closely with WEICON to explore the company's sustainability strategy. Together with WEICON, we reviewed existing sustainability initiatives within the company and

“  
EVEN VERY SMALL BUT EFFECTIVE  
MEASURES IN DAY-TO-DAY  
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**Philipp Knüppel**

aligned them with the triple bottom line model of sustainable development: people, planet, profit. We then established additional goals for each of these pillars and documented everything in the sustainability report.

**And why did we take the time to put all our actions in writing?**

**Philipp:** In fact, there are two good reasons for this. One of these is that we want to be transparent with our colleagues,

customers and suppliers about our approach to sustainability. Of course, this is also a question of image-building: “Do good and talk about it.” But, being part of various supply chains, we are indeed increasingly being asked about this.

In addition, we want to inspire our own employees and other companies to take responsibility for this important issue. Even very small but effective measures in day-to-day operations can make a difference in the end.

# People

## Being an employer of choice

We enable our employees to realise their full potential by promoting an open-minded corporate culture, offering career and development opportunities to our staff, supporting their well-being and making a contribution to the community.

# Planet

## Minimising our environmental footprint

We wish to take sustainable decisions, reduce our impact on the environment, minimise waste and promote environmentally friendly working methods.

# Profit

## Building a sustainable and robust business for the future

Our aim is to promote a corporate culture of ethics and integrity, build strong partnerships and maintain effective internal control and risk management processes. We are also actively developing a more sustainable product portfolio.

The second reason, driven by external factors, is that new EU regulations will make sustainability reports mandatory for companies our size starting in the 2025 fiscal year. By publishing our voluntary report in 2024, we've laid a good foundation and started familiarising ourselves with this complex topic.

### Will the mandatory report differ significantly from the voluntary one?

**Iulia:** Definitely. What will be expected in the mandatory sustainability report is still somewhat unclear.

However, it will certainly have a stronger focus on data. For example, one requirement is the definition of quantitative goals. Starting in the 2025 fiscal year, the report will also need to undergo an external, independent audit. We're closely following developments and hope the requirements will become clearer soon. We're definitely not the only ones hoping this.

### Looking back, what would you say was the biggest challenge in creating the sustainability report?

**Philipp:** As a chemical company, it's always been a challenge for us to avoid greenwashing when it comes to sustainability. This also applies to the report. Obviously, we cannot work miracles and turn chemical products into candy. But we are committed to taking actions within our means to enable future generations to have a future worth living. It's an emotional message, but one that we wish to convey objectively and transparently with our sustainability report.

## Diversity and equal opportunities

- Increasing the proportion of women in specialist and management positions
- Employees from 20 nations make up our team
- Promoting flexible work and a good work-life balance

## Facts, figures and data

- 29 e-charging stations and an increasing number of e-vehicles
- 100 % green electricity at our headquarters in Münster since 2022
- Rainwater cistern with a capacity of 30,000 litres (2022)
- Carbon offsetting: 1,427.50 tonnes per year in 2022 and 2023
- LED lighting
- On-site photovoltaic system

## More sustainable development of our product portfolio

- Expanding the range of sustainable tools and raising awareness of environmental aspects in the industry

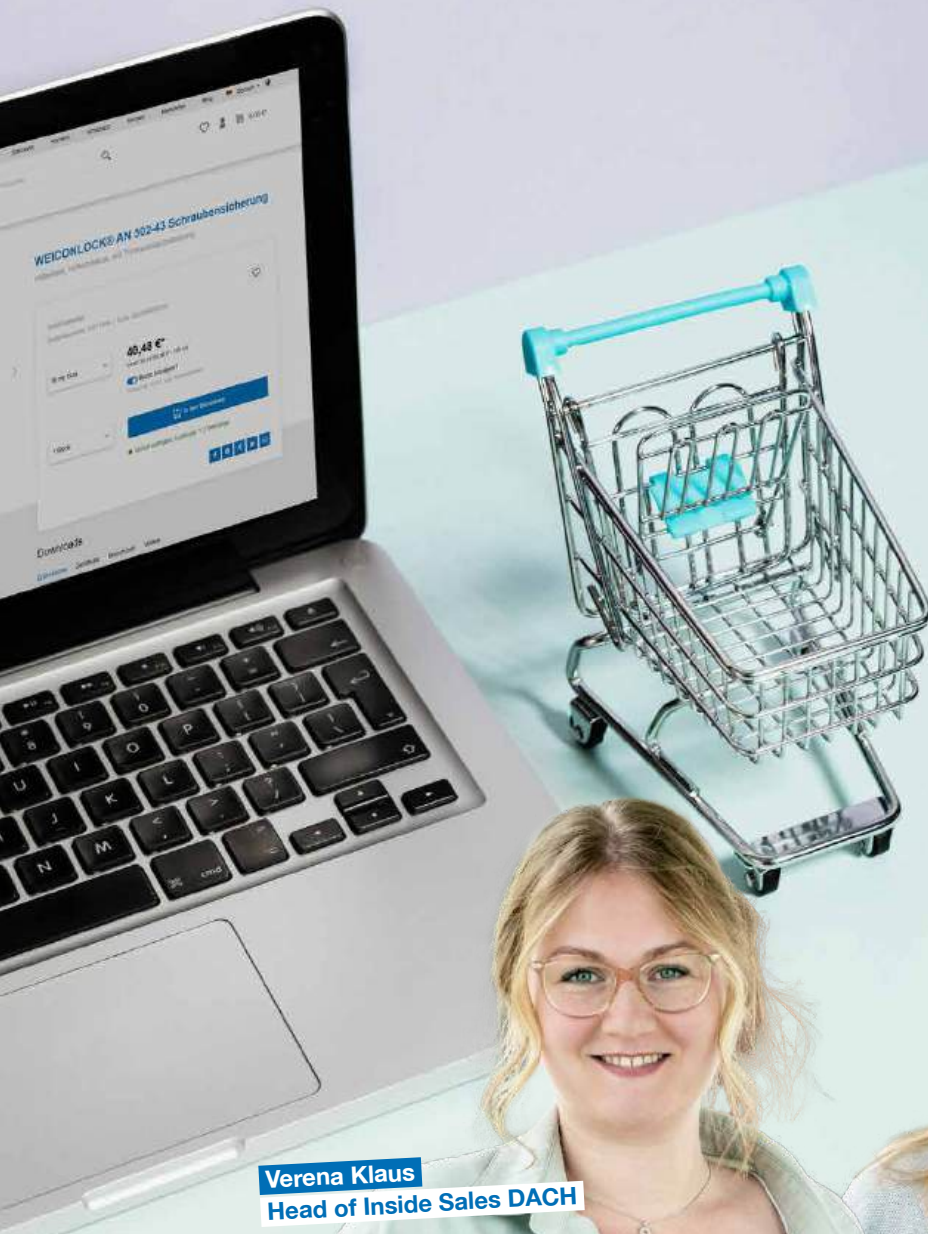
### A brief overview

What sustainability measures does WEICON have in place? Here are three examples from our core pillars: people, planet, profit. All other measures can be found in our sustainability report!

## ONLINE PRESENCE

# E-commerce is booming

A strong online presence is a major topic at WEICON. About five years ago, we introduced the topic of e-commerce, and a lot has happened since then. Verena Klaus, head of inside sales DACH, and Marie König, e-commerce assistant, report on the biggest developments and challenges of recent years and provide a glimpse into the future.



**Verena Klaus**  
Head of Inside Sales DACH

**Marie König**  
E-Commerce Assistant

**Hello Verena and Marie. You are both responsible for e-commerce at WEICON. What exactly do you do at WEICON?**

**Verena:** “I joined WEICON eight years ago and started out in the inside sales department. I went on to set up and expand the e-commerce department as its head and developed the relevant processes. Now I manage the entire inside sales department, and I also still work in e-commerce.”

**Marie:** “I’ve been working at WEICON for almost four years now, and I initially also started out in the inside sales department. However, I was only there for a few months because I then had the option of switching to e-commerce. Since then, I’ve been able to take on more and more responsibility and support Verena.”

**What inspired you to set up your own e-commerce section?**

**Verena:** “We were already very active in the digital sector back then, but we didn’t call these activities e-commerce. In 2017, we launched our first e-commerce marketplace. Then, around five years ago, we made a conscious decision to take a more consistent approach to the topic.”

**And what are your tasks in this area?**

**Marie:** “The tasks are very, very varied and many areas have changed

and developed in recent years. Our area of responsibility includes the support of the WEICON online shop and of our e-commerce customers, as well as the administration of various marketplaces. We also help our customers in creating their own online shops by providing optimised product information.”

### Why is this online presence so important for WEICON?

**Verena:** “Of course it allows us to earn money, but it’s also about data quality, visibility and our image. All of us do a lot of research about products and brands on the Internet before we make a purchase. At the time when we started, we didn’t have a strong online presence ourselves, but our customers did. There are three key aspects for us: we want to provide good product data, be available and be visible. The decisive point is that customers looking for WEICON on the Internet find WEICON there, and in good quality. A great deal has happened in the last few years. However, the positive development of e-commerce sales also shows that what we had in mind is having an effect.”

### To what extent do you also work together with traditional sales channels and perhaps complement each other?

**Verena:** “Our B2B customers also search the internet to find out more about a brand – so the customer receives information. Addi-

tionally, we are working on a stable pricing strategy, which benefits our dealers by enabling them to compete fairly and creating the best possible conditions for everyone. E-commerce and traditional sales therefore complement each other very well.”

### Where do you see the biggest differences between the German and international e-commerce markets?

**Verena:** “Just by looking at the various marketplaces, major differences can be seen. While European marketplaces

### still manage to present them clearly on the Internet?

**Marie:** “Of course, in the B2C sector, there are also bestselling products that are less complex and don’t require much explanation. And we have had special pictograms created with step-by-step instructions. We try to be as user-friendly as possible – this is not possible with all products, but we also try to take a more B2C-optimised approach.”

**Verena:** “I would also like to emphasise that espe-

**Marie:** “Basically, it is a sector that is growing increasingly worldwide. You can already see this at our bricks-and-mortar retailers, where a lot of hybrid models have been established. Everything continues to move forward. Ultimately, everyone is pursuing the same goal: visibility.”

**We are excited to see what will happen in the next few years. Thank you for your time.**

”

**WE WANT TO PROVIDE GOOD PRODUCT DATA, BE AVAILABLE AND BE VISIBLE. THE DECISIVE POINT IS THAT CUSTOMERS LOOKING FOR WEICON ON THE INTERNET FIND WEICON THERE, AND IN GOOD QUALITY.**

**Verena Klaus**

are very clean and simple, international marketplaces from Asia, such as Alibaba or Shopee, are very colourful. That in itself shows how different people’s visual habits are.”

**Marie:** “We now also have colleagues who work in e-commerce worldwide because the topic has become so huge both in Germany and internationally.”

**Most of our WEICON products require a lot of explanation. How do you**

cially this optimisation process is a joint project between e-commerce, marketing and product management. Together we try to develop the best possible way of making our products accessible to online visitors. Our catalogue, for example, is optimised for the technical trade, whereas online you have to try to appeal to everyone.”

**How do you think e-commerce will develop at WEICON over the next few years?**



10<sup>TH</sup> ANNIVERSARY

# From bulky folder to catalogue

Our WEICON catalogue celebrates its tenth anniversary! Our area sales managers used to carry bulky folders around with them filled with countless brochures. Today, our product range is presented in a well-structured reference guide. Catalogues are also essential in the digital world and bring our products directly to our customers.

2014



2024



## From the beginnings to the present day

We have Nils Berndt, our head of advertising, to thank for the catalogue in its present form. At the time, he took on the gargantuan task of putting it together. The biggest challenge was to obtain suitable image material. "I remember how I often spontaneously took photos with my camera to fill the pages," says our head of advertising. "Fortunately, we now have a team of several people for such tasks, who work exclusively on high-quality photo and video material."

The entire creation of the catalogue is now a team project: the first meetings in close cooperation with the product management team start in August each year, and the catalogue goes to print at the beginning of December.

## Internationally available in fifteen languages

While the first edition of the catalogue ten years ago was only available in German and English, our comprehensive reference guide is now available in over fifteen languages.

A little fun fact from Nils about the Arabic version: "Typesetting is always amusing, as you read the script from right to left and the catalogue has to be typeset back to front."

Another fun fact? Our head of advertising Nils Berndt and CEO Ralph Weidling have recreated the photo from ten years ago where they proudly presented the first WEICON catalogue.

By the way, there is also a digital version of our WEICON catalogue!





## WEICON INTRODUCES ITSELF

# What does ... actually do?

## Which department at WEICON do you work in?

I've landed my dream job: I'm at the front desk at the head office in Münster.

## When did you start working at WEICON?

In June 2023. But in a positive sense, it seems much longer to me!

## What are your tasks?

Here, at the head office, we represent the company on the phone and in person. We greet and welcome our customers and guests and are often the first point of contact. The preparatory filtering of calls and e-mails is one of our main tasks. Another task is the initial training of trainees: this area of activity ranges from sharing the WEICON values to answering the phone and representing the company in Münster. I'm also responsible for organising events, which I really enjoy.

## Which sports do you enjoy most?

I love hiking and dancing.

## Big city or Swiss mountain lake when you're 75?

Definitely a Swiss mountain lake! I adore being out in nature with our dog. A big city would be too busy for me in the long run.

## What's your favourite food?

Simply everything! I love cooking and eating. But shellfish with pasta is my favourite.

## Which country do you most want to visit?

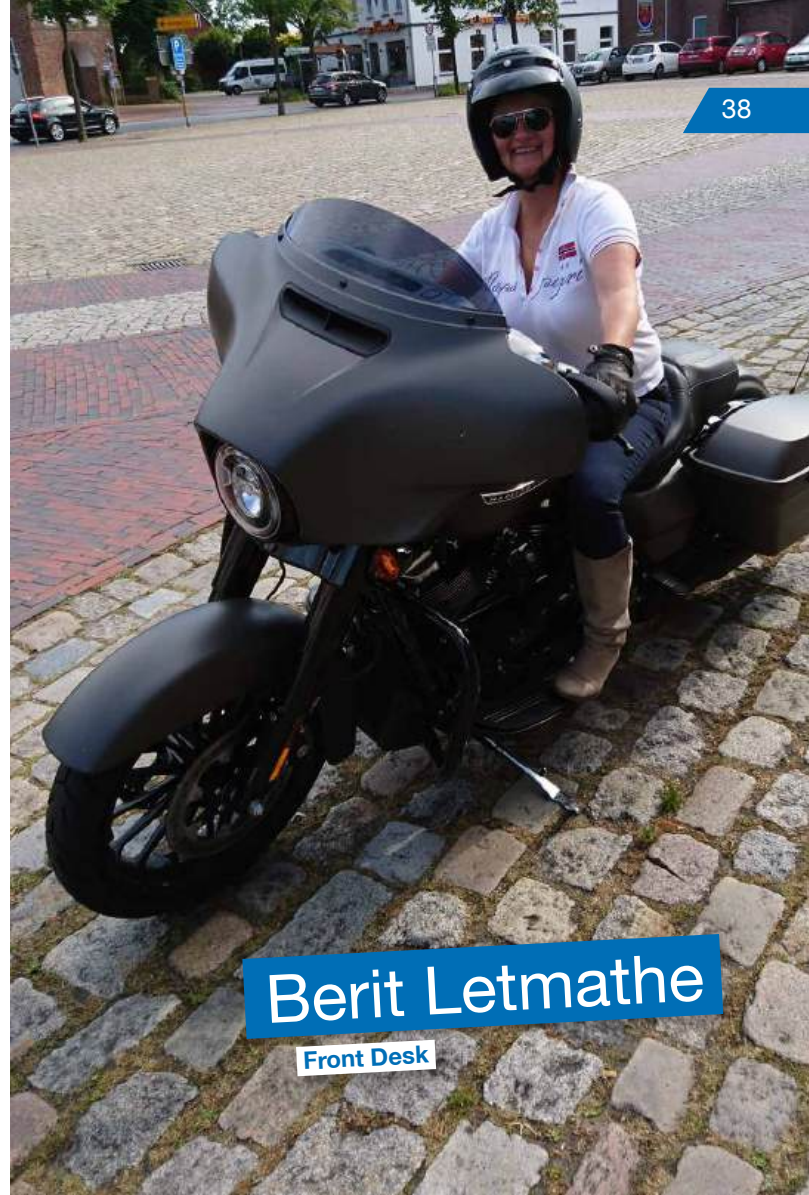
New Zealand and Great Britain. What appeals to me about New Zealand is the great diversity of nature and culture. Great Britain, with its history, countryside and wonderful gardens, is definitely on my bucket list. And, of course, London is a must-visit then.

## Which was the last TV show you watched?

"Downton Abbey" non-stop and "Home for Christmas" – a wonderful Norwegian dramedy.

## What skill would you like to acquire?

I've always wanted to learn fencing. I'm intrigued by the swift, graceful movements and precise technique! I would



also like to learn Italian. The country, the people and their mentality and, of course, the wonderful cuisine really inspire me.

## Which hobbies do you have?

Enjoying. Being creative. In any case, cooking with excellent ingredients. Realising all my ideas in my garden and making them blossom and enjoying the peace and quiet. And riding Harleys with my husband.

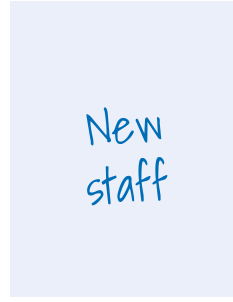
## If you could try out another profession for a day – what would it be?

As I've always been fascinated by the theatre stage, I'd have fun slipping into a completely different role for a day.

## You have a complete day off. What's your favourite way to spend this day?

I'd start the day with a relaxed breakfast! Then a nice activity, such as a bike ride into town in good weather, shopping, visiting an art exhibition, sipping a delicious coffee at some point and then cosying up at home with a great book. In the evening, I would prepare a delicious feast with tasty, fresh ingredients from the market, not forgetting a delicious glass of wine.

Welcome to the team

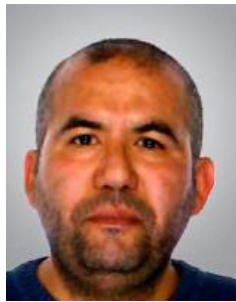




Hello



And what about you?



Join our team





**WhatsApp-Service**



**WEICON App**



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