Power Grip®
The spray-on snow chain

WEICON TOOLS®
Tools segment repositioned

World record with WEICON
The world’s largest paper aeroplane

Great Place to Work®
WEICON awarded
Dear readers,

In the last year, we have launched our company magazine, WEICON News. You now have the third issue in your hands.

Thanks to your feedback and constructive suggestions, we have been able to design the magazine as you want it, giving you a varied insight into the many different areas of WEICON's work.

In this issue, we introduce you to a few more of our products, such as Power Grip®, the powerful spray-on snow chain, give you the latest news from our branches in Canada and Romania, and provide an insight into an unusual project in which our own next generation, the WEICON apprentices, is taking on a lot of responsibility.

I wish you a stimulating and interesting read!

Best wishes,

Ralph Weidling
New on the WEICON website

Focusing on the user

We have received various suggestions for improvements to our website over the last few months, and have now put these into practice.

The central element of our website is the product range, as visitors to the WEICON site are usually looking for information on our products.

The homepage, also known as the landing page, therefore offers a direct overview of new products and product groups, as well as lots of other information such as catalogues, flyers, safety data sheets, films and of course access to the online shop.

The products section has also been completely revised and is now much more user-friendly.

Another new innovation is the search function in the catalogues and data sheets section, which makes these documents much easier to find.

As we were making these changes to our website, we of course also took into consideration the best way to display it on smartphones and tablets.

 Needless to say, the website’s user-friendliness played a key role in the overhaul.

We would like to invite you to take a look at the revised site for yourself, try out the new functions and give us some feedback, so that our website continues to be ideally tailored to your needs in the future!

Videos are an extremely important part of brand communication. That is why WEICON now has its own channels on the largest platform in this segment – YouTube.

Striping tools are the first to feature in these videos. In short film sequences of no longer than two minutes, they show how the tools work and how they are used.

Further films will be added to the existing range at regular intervals. For example, the WEICONLOCK® products will go online shortly.

http://www.youtube.com/weiconinternational

"Congratulations!!! Is very fresh and fast to find all that we need...”
Mexico

"Congratulations for this development, I like this new design, useful and easier for the visitors."
Chile

"Congratulations!"
South Africa

"Congratulations, those looks very nice!"
Finland

"The new website is excellent. We have a few feature we like as distributor in particular: The search function on technical sheets / MSDS"
Singapore
WEICON supports acceptance offensive in northern Westphalia

WEICON is one of the supporters of the acceptance offensive “Industrie – Gemeinsam. Zukunft. Leben.” organised by industrial companies in northern Westphalia. For this reason, Ralph Weidling symbolically signed the “Wall of Supporters” at the Chamber of Industry and Trade in Sentmaringer Weg in Muenster.

The industry campaign was started by 80 companies in March 2011. They want to counteract the gradual estrangement of production companies and the population that can be observed in the region.

The businesspeople want to create greater closeness to the people in the region and to promote dialogue with the local population. They want to teach the people what industry does and what a significant factor it is in the region. The hope is that the population will once again become more conscious of the positive aspects of industry, such as generating jobs and wealth.

Given the background of the shortage of specialist staff and the companies’ difficulty in securing young professionals, the campaign is also intended to significantly improve the image of industry so that young people can once again see employers in northern Westphalia as part of their futures.

Wieland Pieper, CEO of the northern Westphalia Chamber of Industry and Trade and head of the campaign office: “Industry is the region’s engine room. The 5,000 manufacturing companies and their over 250,000 employees are the driving force behind economic development; the entire region benefits from their successes on the world markets. We want to make this clear and show what an exciting world is hidden behind the factory gates.”

Ralph Weidling: “We are delighted to support the acceptance offensive of industry in northern Westphalia. At this time, as the spectre of a shortage of specialist staff looms large, it is hugely important for companies that industry is perceived as what it is: a key part of the economy that trains the next generation, creates lots of jobs and drives growth forward through innovation. Without support from industry, many projects in the fields of sport, culture and social issues would not be possible.

By taking part in this campaign, we want to help to improve acceptance of industry and to establish a positive perception of industry among the public.”

The campaign is now supported by over 300 companies in northern Westphalia, including over 25 participants from Muenster. Other regions in Germany also plan to follow this example and initiate similar activities.
New WEICON polyurethane adhesives

Strong and fast bonding

WEICON’s range includes special adhesives with very short pot life for bondings in industrial mass production and for quick repairs – the WEICON polyurethanes PU-90 and PU-240.

These are high strength, fast curing two-component structural adhesives with extremely strong bonding power. The adhesives can be used for high strength bondings of metals, plastics, composite materials, wood and ceramics with and among each other.

Adhesives for the industry

This makes the adhesives ideal for the industrial areas of assembly, repair, maintenance and production.

The WEICON polyurethanes PU-90 and PU-240 can be used in a wide range of industrial settings. They are suitable for use in plastics industry, mechanical engineering, model and mold manufacturing, shipbuilding, the energy and electrical industry, metal construction and bodywork and vehicle industry.

Two different WEICON polyurethanes – PU-90 and PU-240 – are available in order to meet the specific requirements of the various segments. These types differ particularly with regard to their pot lifes, which is 90 seconds for PU-90 and four minutes for PU-240, without the need for additional heat sources. These extremely short pot lifes make the polyurethanes particularly of interest for use in industrial mass production and for quick repairs.

Polyurethanes have lots of benefits

The use of polyurethanes offers a whole range of benefits. WEICON PU-90 and PU-240 are high strength adhesives, are permanently elastic and impact-resistant and are ideal for structural bondings. The two polyurethanes are able to withstand high mechanical loads and are suitable for exposure to dynamic loads.

Both WEICON PU-90 and WEICON PU-240 can be sanded and painted about 30 minutes after processing. The polyurethanes are highly viscous and can be used even for bondings on vertical surfaces.

The adhesives harden with very little shrinkage and, when cured, they are resistant to water, sea water and many diluted acids and lyes, as well as withstanding fuels, oils and greases temporarily.

The WEICON polyurethanes PU-90 and PU-240 can be processed with the Easy-Mix dispensing system.

Use with the Easy-Mix system

This system consists of a dispensing gun, a double cartridge and the matching mixing nozzle, guaranteeing optimum use of the product.

The gun allows the two-component adhesives to be dosed consistently and extremely accurately. Dosing, mixing and application of the adhesives are conducted in just one simple step.

It is worth noting, that the individual components are very soft and therefore extremely easy to handle. In contrast, the two components combined are non-dripping and pasty, making them even better suited to industrial applications.
**WEICON RK Construction Adhesives**

**Bonding in many areas**

We have expanded our range in the field of structural adhesives - the new WEICON RK-7100 closes a gap.

The WEICON RK adhesives are two-component reactive adhesives based on methyl methacrylate. The adhesives are used in the modern Easy-Mix mixing and dosing system, removing the need to mix the two components – the adhesive and activator – manually.

The WEICON RK Construction Adhesives are characterised by a number of positive properties. They have a high tensile, shear and peel strength, harden very quickly, are residual elastic and impact resistant. They have a fast and high initial tack and can be used in a wide temperature range, from -55°C to +125°C. They can be used both indoors and outdoors and are resistant to weather influences and chemicals.

There is no need for conventional fixtures where the WEICON RK adhesives are used. Their use does not change the material surface in any way, in contrast to welding or soldering, for example. The specific properties of the materials are also retained. Hardening after adhesion automatically creates a sealing effect that prevents fretting and contact corrosion.

**Wide range of applications**

In many industrial segments, construction adhesives have been an established tool for many years and offer another clear advantage compared to the riveted structures that used to dominate: their use minimises the concentrations of tension thanks to connection over a large area. This means that tension peaks, which might otherwise lead to damage, are reduced.

The WEICON RK Construction Adhesives are suitable for many industrial areas and can be used universally, for example, in plastics engineering, metal construction, vehicle construction, mechanical and apparatus engineering, electrical engineering and the construction and furniture industries.

The RK Construction Adhesives can be used for high-strength connection of a wide range of materials. For example, they can connect many metals, plastics, fibre-reinforced plastics, wood, glass, ceramic and stone, in connections consisting of one or two materials. The RK Construction Adhesives can even be used on coated metals.

The two WEICON RK types differ particularly in their different pot lifes. At room temperature, the RK-7100 has a pot life of about five minutes, while the drying time of the RK-7000 is approximately 15 minutes. The RK-7100 reaches handling strength after about 25 minutes, while the RK-7000 takes about 40 minutes to reach this stage. These adhesives therefore provide the right solution for both longer and shorter positioning periods for the parts to be bonded.

There are a few points to consider when using the RK Adhesives. The surfaces for adhesion must be clean, dry and free of grease. The best results are achieved if the surfaces for bonding are mechanically roughened. The adhesive is only applied to one side.

The WEICON RK Adhesives should be used at room temperature if possible. The times for positioning and hardening become shorter at higher temperatures, and longer at lower temperatures.
At the beginning of the year, the previous Branch Manager of WEICON Inc. in Kitchener, Ontario, Kevin Holohan, decided that he wanted to return to Germany. Shortly after this, a well-qualified successor was found for the position in south-eastern Canada – Stephan Wismann from the WEICON Export Department.

In spring, the 32-year-old from Ascheberg spent a few weeks at the branch, getting to know the Canadian market and working together with the WEICON Inc. team.

The experience he gained there made him optimistic about the role and reinforced his decision to move to Kitchener, 6256 kilometres away, with his partner, Judith Rabe.

Judith Rabe was working her way through the various departments at WEICON in Muenster and remained at the site in Koenigsberger Straße until the end of August. In early September, she completed a training course at the Fraunhofer Institute for Manufacturing Technology and Advanced Materials IFAM in Bremen, learning the basic theoretical principles of adhesive technology. Straight after this course, she set off for Canada to start work in the office at WEICON Inc.

“We wish Stephan and of course Judith a good and successful start to their time in Canada. Needless to say, both of them can count on the full support of the entire WEICON team,” says Ralph Weidling.
Full takeover of Romanian branch

WEICON continues to grow

Official confirmation came in mid-August with entry in the Romanian trade register – WEICON is completely taking over the subsidiary WEICON Romania.

Previously, the company Parcon still held 40 percent of the shares in the Muenster-based adhesives and sealants manufacturer’s branch in Targu Mures, Romania.

Ralph Weidling believes that the full takeover will bring a host of benefits: “It is no longer necessary to coordinate with them, and we can now work entirely independently on continuing to open up the Romanian market. Romania is a very interesting country for us, with great potential for growth and a very favourable location. Our branch there will also allow us to deliver our products to the surrounding countries.”

The takeover of the branch brings with it a change in management. The post of Managing Director will be taken over by Romanian Alexandru Vlaicu with immediate effect.

A total of five staff work in sales, technical service and the warehouse for WEICON products in Romania.

Targu Mures in the heart of Romania is the Muenster-based company’s fourth branch, following Dubai, Toronto and Istanbul.

Alexandru Vlaicu with Ralph Weidling
The trip down into seam 43 was taken in a 100-year-old cage that transported the visitors to a depth of 1350 metres. The participants were underground for around three hours in all, giving them an impressive experience of how miners live and work.

Ralph Weidling on his visit underground: “It was a very special experience. It is really impressive to see the tough conditions under which coal is still extracted today, even though technology has made the miner’s job a lot easier over the last few decades.”

After their experience down in the depths, the visitors enjoyed a snack before heading off to the coop for a well-earned shower to wash off all the coal dust.

Coal has been extracted in Ibbenbueren since as far back as the 16th Century. The tunnels and shafts in the Ibbenbueren pit stretch to an impressive total length of 100 kilometres. Around 2000 staff currently work in the mine.

Ibbenbueren predominantly mines anthracite coal, which has a high carbon content, a very high heating value, a low ash content and high hardness. It is therefore especially suited to use in heat generation plants and a wide range of industrial applications.
The world’s largest paper aeroplane comes from Braunschweig

**World record with WEICON**

Late September saw the world’s largest paper aeroplane take off in Braunschweig and land straight in the Guinness Book of Records – WEICON supported the team from the Technische Universität with adhesives.

In a hangar at Braunschweig airport, Carolo-Wilhelminchen – as the budding engineers from TU Braunschweig named their oversized plane – took off for its virgin flight on 28th September. It was watched by an official from the Guinness Book of Records, who made sure that the record attempt kept to the rules.

**A lot of specifications to observe**

There were a lot of rules to be followed if the flight attempt was to be recognised as valid. The paper aeroplane could only be made from paper and adhesive, so that it could, in theory, be recreated by anyone. The aeroplane had to fly a distance of 15 metres with its full length. The flight had to take place inside, in order to exclude the effects of wind and thermals. The wing span had to be at least 14 metres and the paper used could have a maximum weight of 150 grams per square metre. The aeroplane had to be thrown by one person, by hand, from a platform no higher than three metres. All these specifications had to be met if the attempt was to be added to the Guinness Book of Records.

The Braunschweig students not only met the specifications; they also treated the many visitors to a beautiful virgin flight.

The wing span of the new record-holding aeroplane is 18.21 metres, with a total length of five metres. Wilhelminchen weighs 24 kilos. Building the world’s largest paper aeroplane took 600 tubes of “universal adhesive”, 200 bottles of superglue and almost 80 square metres of paper. The student team spent 2500 hours building Wilhelminchen.

**WEICON products for the aeroplane**

WEICON supported the Engineering students’ project with products including cyanoacrylate adhesive, better known as superglue, activators...
for creating maximum adhesive strength quickly, and surface cleaner for preparing the adhesion surfaces as good as possible.

Ralph Weidling: “We are delighted to have been a part of this unusual project and congratulate the team of Braunschweig students warmly on their top achievement!”

The previous record for the world’s largest paper aeroplane had been held by a Dutch team from the Technical University in Delft since May 1995. Their paper aeroplane had a wing span of just under 14 metres.
WEICON was this year named one of the best employers in Muensterland. The “Best Employers in Muensterland 2013” awards ceremony was held in the publishing house of Aschendorff Verlag in Muenster. As part of this magnificent event, the Great Place to Work® Institute from Cologne named WEICON one of the best employers in the 50-500 employees size category.

The assessment was based on an anonymous survey of WEICON employees on central issues such as trust, identification with the company, team spirit, career development, health promotion and work-life balance. The quality of measures in human resources and management work at the company were also assessed.

The data from the employee survey was checked and evaluated by the independent, Cologne-based institute. All in all, 45 companies from all sectors and of all sizes took part in this investigation into the quality and attractiveness of the workplace culture. This year was the first time the “Best Employers in Muensterland” competition has been held.

“The award represents credible management that works together with the staff in a fair and respectful way, high identification of the staff with their company, and a strong team spirit,” says Andreas Schubert, Head of the Great Place to Work® Institute Germany.

At WEICON, 83 percent of the staff took part in the survey, answering more than 60 questions, which were then used to find the results. 82 percent of these WEICON staff agreed with the statement “All in all this is a great place to work”.

Spurred on for the future

Ralph Weidling considers this “a very good number” and is very happy with the assessment his staff members have given. “Being considered one of the best employers in the region is something that makes us very proud and happy. But the most important thing about it is, that the results are based on a survey of our staff, and that they have used it to show us that they like working at WEICON. But the award spurs us on for the future as well. Needless to say, we want to retain this good position in the future and indeed improve it, in order to become an even better employer for our staff.”

This was the first time that WEICON has taken part in the competition, but Ralph Weidling is already sure of one thing: “We will be taking part again in 2014 and are currently working on the necessary documents.”

WEICON awarded

Best employers in Muensterland 2013
Successful trade fair for WEICON

At the Expo Surface trade fair in Kielce, Poland, a WEICON product won an award – WEICON Rust Protection 2000 PLUS received one of the hotly-contested prizes.

The jury was particularly impressed that Rust Protection 2000 PLUS has proved itself as extremely corrosion and weather resistant and that even a salt fog test lasting over 2000 hours did no harm to the coating. Tests like this replicate the weather conditions a product would be subjected to over a period of more than 20 years.

WEICON Rust Protection 2000 PLUS is a surface coating based on hematite. Due to the use of highly pure ferric oxide pigments, a permanent, water and weather resistant protection of the surface is achieved.

The spray is used everywhere where metallic constructions or installations need to be protected long-term against extreme environmental and weather conditions, in an aesthetically pleasing way. For example, Rust Protection 2000 PLUS is used to coat iron railings, lattice towers, fences, handrails and balcony railings, movable gates and outdoor lamps, as well as to renovate intact old lacquer coatings.
The products are two adhesives that are being added to the existing WEICON range. During the project, the apprentices will accompany the products at every stage of their journey through the company, including selecting the raw materials and suppliers, adhesion tests in the laboratory, market and competition analyses, production, suitable advertising methods, designing the labels and marketing the adhesives.

Needless to say, the apprentices will be supported on this long journey by colleagues from the relevant specialist departments at WEICON, who will be happy to provide advice and assistance.

In addition, there will be regular meetings with the product management in order to deal with any questions, agree the next steps and define the project’s schedule.

Holger Lütfring, Product Manager at WEICON: “Everyone involved is extremely keen. The apprentices are excited to receive such an exciting and varied task and cannot wait to take on responsibility for new products themselves.”

The idea for this project also comes from WEICON and was proposed to the Managing Director as part of the internal suggestion scheme.

“There cannot be many companies who give their apprentices such a lot of responsibility, but it is a much better way for them to learn how the various divisions of the company work together. Of course, the project will not always run smoothly, but our apprentices are sure to gain valuable experience from their mistakes, too,” says Ralph Weidling.

“Support from the entire team is of course crucial for the success of the project. We are hoping that this scheme will give us not only highly motivated and more independent apprentices, but also new ideas about our existing procedures from young people who have not already been integrated in the processes for many years.” Weidling therefore believes that there will be benefits for everyone involved.
To deal with the difficult situation, more than 24,000 helpers from all across Germany pitched in, attempting to hold back the floods and protect the cities against serious damage. Two of these helpers were our sales representatives, Richard Streschewski and Matthias Mauermann.

Streschewski was on the ground with 160 colleagues from the voluntary fire service of Steinfurt district.

The helpers were responsible for the Rothensee area, protecting an electrical substation against the rising water. Matthias Mauermann and his team from German Technisches Hilfswerk (THW) were also in action against the floods.

We would like to thank Richard and Matthias very much for their dedication in the flood area – needless to say, WEICON gave them special leave to join the help effort.
Quality made in Germany

Tools segment repositioned

Now we are strengthening a product field that has been part of the company since the 1960s – stripping tools.

In future, a separate department will be responsible for strengthening the segment, which has been given its own brand name, WEICON TOOLS®, and for the central steering of the stripping tools product field.

This department will bring together sales, product management and export support for the tools.

The idea is to bring the products into the customers’ focus and to strengthen the market position of WEICON TOOLS®.

A range of measures

The success of this project is being supported by a new catalogue, a separate website, a new trade fair appearance and further measures. One distinctive visual feature is the new logo, which distinguishes the tools segment from the chemical products segment.

In addition, cooperation with the Krampe company in Ascheberg-Herbern, which has already been in place for many years, will be further intensified.

Tools come to life

In future, customers, staff and visitors should be able to gain their own impression of the manufacture and quality of the WEICON TOOLS®. This transparent strategy makes it possible to literally grasp and experience the tools.

Ralph Weidling on the new department: “Needless to say, the newly formed team will need the support of all WEICON staff if it is to strengthen the position of the stripping tools in the long term. As well as our staff in field sales, the tools team can also count on our branches and our travelling salespeople in the export department. This strong team will allow us to strengthen our market position extremely quickly.”

Sebastian Coché, Ralph Weidling, Franz Krampe and Stefan Krampe.
In the middle of the cold, uninviting North Atlantic, around 300 kilometres north of Scotland, there is a group of islands known as the Faroes. The 18 islands are home to about 48,000 people, who live alongside over 70,000 sheep, defying the often cold and rainy weather.

The country's main industries include fishing, sheep-rearing and the maritime sector. The Faroes are also home to the headquarters of KJ, a technical specialist dealer who has been a WEICON partner for many years.

We first made contact in the mid-1990s at a trade fair in Aberdeen, Scotland. In 1997, Jógvan Jacobsen, Head of Purchasing at KJ, and his colleague visited the Hanover Trade Fair. WEICON from Muenster also was represented there. They took a hefty 80 kilos of catalogue material with them back to the Faroes.

Over the years, these trade fair visits developed into an intensive business relationship between the specialist dealers from the North Atlantic and the Muenster-based manufacturer of adhesives and sealants. Ralph Weidling and some of his export staff have also visited the KJ team on the Faroe Islands in recent years: a journey that not every business partner would undertake due to the difficult location of the islands.

The most important WEICON products on the Faroes include Plastic Metal type Weidling C, WEICONLOCK® threadlocking, technical sprays and sealants such as WEICON Black Seal. KJ was founded in 1978 and now employs over 70 staff members at various branches.

Selling technical products is not the company's only activity. They also produce some typical local items, such as cages for salmon farms. These cages can have a circumference of up to 168 metres and provide space for up to 600 tons of salmon.

“We have worked together with WEICON ever more intensively as the years have gone by, and our
partnership could now almost be described as a friendship. We used to receive adhesive technologies from many different manufacturers, but now 90% of our adhesives come from Muenster. The quality is outstanding and the price is fair; it doesn’t get better than this!” says Jógván Jacobsen on the long-standing partnership between KJ and WEICON.

http://www.kj.fo/
The green light whatever the weather

We have developed a spray that increases tyre traction in difficult road conditions. The spray has been tested by DEKRA in elaborate test series and has received a seal from this independent institute.

Every driver has had this experience. It is winter, the roads are covered in ice and snow, the tyres cannot get any grip and start to spin. It seems like it will be impossible to drive off. This is exactly the situation for which WEICON has developed a product that provides relief and will be a great help for driving in the winter months – Power Grip®.

Power Grip® is suitable for many applications
Tests by DEKRA

DEKRA Automobil GmbH from Klettwitz conducted various series of tests in 2012. As part of this, the spray was tested both at the DEKRA Automobil Test Center in Klettwitz and at the DKB Skisport-Halle in Oberhof, Thuringia. With an air temperature of around -4°C, a snow temperature of around -6°C and humidity of between 80 and 100 percent, the cross-country skiing and biathlon hall in Oberhof provided the ideal climatic conditions for the necessary test series.

The tests in Klettwitz and Oberhof investigated the effectiveness of Power Grip® as a sprayable traction aid with regard to traction on snow and ice, as well as any impact on driving safety on dry and wet roads. Four different sets of tyres from renowned manufacturers were used in the tests. However, two of the sets were from the same manufacturer and the same type; one set consisted of brand new tyres while the other set of tyres were used, in a poor state and with a low tread depth. An E-Class Mercedes with rear-wheel drive was used as the test vehicle.

The test series looked at the following four aspects: impact on driving safety, effectiveness of traction, tensile force and acceleration capacity.

Impact on driving safety

The impact on driving safety on dry and wet roads was verified through test drives on a handling course and by brake performance measurements at a speed of 100 kilometres per hour. To provide a point of reference, each test was also carried out using the original tyres without the use of Power Grip®. All tests were then repeated using Power Grip®. All four wheels were sprayed evenly before each test.

Effectiveness of traction

The effectiveness of the traction on snow and ice was verified using measurements of the tensile force and the acceleration capacity. In order to exclude the chance of random tyre influences, identical tests were conducted using the four different tyre sets and on different routes.

Tensile force

In the tensile force measurements, the tensile force was measured against a fixed obstacle and a rolling obstacle. The tensile force was found in each case at full acceleration and with traction control. Traction control ensures that wheels do not spin when the vehicle accelerates, such as on poor surfaces like ice and snow.
**Acceleration capacity**

The acceleration capacity was measured from standing with full load acceleration with traction control.

**The results**

The tests showed that Power Grip® increases the traction of the tyres by up to 30 percent.

It does not matter whether the tyres are winter or all-season tyres, retreads or solid rubber – Power Grip® can be used on any type.

The ability to drive off is significantly improved, especially with tyres that are no longer brand new.

Power Grip® can not only be used on cars with front-wheel, back-wheel or four-wheel drives – the spray is also suitable for tyres on small industrial vehicles such as forklifts, as well as for bicycles, wheelchairs and even rubber soles on shoes.

Thanks to its special formula, Power Grip® can be used at temperatures as low as -25°C. However, at lower temperatures Power Grip® does not provide sufficient grip and should therefore no longer be used. No negative impact on driving properties or braking capacity was found.

**Easy to use**

Power Grip® is easy and quick to use. Power Grip® must be sprayed onto all drive tyres immediately before driving. Remove any loose snow or ice from the tyres before application. Shake the can well before use and spray directly onto the entire accessible tread of the tyres from a distance of ten to thirty centimetres. Allow Power Grip® to evaporate until it does not produce any strings when touched with a finger – the length of time will depend on the tyre tread and temperature but is at least five minutes.

Start the car slowly in the second gear (or higher) to prevent the wheels from spinning. Depending on the weather conditions or snowfall, re-spray the tyres at regular intervals. The rule of thumb is, the worse the weather conditions, the more often the spray should be applied.

Power Grip® is a mobility aid and supports drivers in the case of acute problems with snow and ice. It is not a replacement for winter tyres or snow chains, nor does it claim to be such. Power Grip® fills the gap between the normal grip of the tyre's tread and the grip provided by mechanical snow chains.

Quick help in snow and ice

**Muenster companies support one another**

The two Muenster-based companies WEICON and Brief und mehr conducted a successful cooperation last winter.

The letter and parcel service provider Brief und mehr GmbH & Co. KG is a company that needs to get the tyres of its many cars and bicycles rolling day in, day out. Needless to say, in harsh winter weather conditions, this often brings particular challenges on icy or snow-covered roads with it.

To allow them to deal with slippery situations better, WEICON provided the drivers and riders of Brief und mehr with Power Grip® for them to test. In return, the 20 testers – 10 in cars and 10 on bicycles – reported back to WEICON on their experiences.

Both sides were therefore able to benefit from the cooperation.

The testers all reported positive experiences, and the drivers and riders are keen to use Power Grip again this coming winter, so that they can stay safe when out on their rounds in snowy and icy conditions.
WEICON and the Titus Dittmann foundation skate-aid have been working together since June 2013. The foundation receives a portion of the sales revenue from the sprayable traction aid Power Grip®

WEICON has been supporting Titus Dittmann’s Green Gas Viper team at the legendary 24-hour race at the Nurburgring for three years. In doing so, WEICON provides not only financial assistance, but also provides the motorsport team with some of its own products, such as Brake Cleaner or Multi-Foam, so that the Viper receives the best possible maintenance.

Maintenance plays a crucial role, not least because its gas tank makes the Green Gas Viper the heaviest vehicle in the field, as well as being one of the oldest, with a construction year of 1993. It is therefore almost impossible to achieve one of the top positions. But that is not what taking part is about – the donations and PR aspects are much more important. The goal is to attract donations for the development projects managed by the Titus Dittmann foundation skate-aid. By entering the green-and-orange racer, skate-aid hopes to draw attention to the children’s and youth projects run by the international foundation.

The Titus Dittmann foundation skate-aid supports projects that pursue a comprehensive approach to aid for children, young people and development around the world through skateboarding as a meaningful and identity-giving medium. In addition to building skate parks, the skate-aid team works directly with children and young people where they are.

Skateboarding is global and universal: it knows no borders or wars, no skin colour or hatred, no rich or poor. This means that it can be used for children’s and youth work in Afghanistan or Africa just as well as for projects in Germany. Skate-aid uses the educational power of skateboarding to promote self-confidence, community awareness, personal responsibility and ambition among children and young people, as well as allowing them to develop freely. It does this independently of their social origin, ethnicity, language, religion, nationality or culture.

WEICON is now contributing to supporting the children’s and youth projects of this initiative from the skateboard pioneer Dittmann in a targeted way. 10 cents from the sale of every 500 ml can of Power Grip® sold, and 5 cents from every 200 ml can, go to projects supported by skate-aid.

To support

www.skate-aid.org

How to support skate-aid by using Power Grip®:
Helmut Sievert has been at WEICON for 50 years

A very special anniversary

In early May, one member of WEICON staff had a very special anniversary to celebrate – Helmut Sievert has been with the company for 50 years.

1963 was an eventful year. Kennedy held his famous “Ich bin ein Berliner” speech. Ludwig Erhard became the second Chancellor of the Federal Republic of Germany. The first season of the football Bundesliga started. Alfred Hitchcock’s film “The Birds” was released. At the IAA motor show in Frankfurt, the Porsche 911 was presented. Michael Jordan, Thomas Anders and Quentin Tarantino were born.

And 14-year-old Helmut Sievert began his apprenticeship at WEICON GmbH & Co. KG!

That is now 50 years ago, and there are not many employees that are able to celebrate an anniversary like this.

Sievert was Head of the Purchasing department at WEICON until May 2011 and is now semi-retired. He is married with one daughter and lives in Gremmendorf, a suburb of Muenster.

Ralph Weidling: “We are proud that our staff members remain loyal to WEICON for such a long time and that fluctuation here is so low. Despite this, his 50-year anniversary makes Helmut Sievert very special. It is very rare for an employee to remain with one company from apprenticeship to retirement. Helmut played a crucial role in building up the company and has served WEICON outstandingly. I would like to warmly thank him once again for his support over so many years and wish him all the best for the future!”

Ralph Weidling congratulates Helmut Sievert
Gerlinde Berning

What do you do...?

What department do you work in at WEICON?
I work in Export, in international sales.

How long have you worked at WEICON?
I have been at WEICON since 1st August 1980.

What was it like at WEICON when you started?
It was all a lot smaller then. WEICON had a total of around 40 staff members, and half of them were in field sales. There were no computers yet – we were still working with index cards and telex. A great deal has changed since then and the company has grown a lot, especially internationally.

What did you do before WEICON?
I did my apprenticeship as a wholesale and export merchant here.

What is your role here at the company?
I look after order processing and quote generation. A lot of my work is concerned with the extensive export documentation. For example, I compile certificates of origin, movement certificates and export accompanying documents. Correspondence with authorities, such as the customs office and the Chamber of Industry and Trade, is very important and has increased a lot in quantity as WEICON has become more internationally orientated. Shipping our products by sea and air freight is very complex and has to be prepared in great detail.

My responsibilities also include evaluations for the Federal Statistical Office. Beside my tasks here in the office, I also regularly attend trade fairs at home and abroad. In early October, for example, I had been at a trade fair in Japan.

What do you do in your free time?
I love to travel and to read. I like to get to know new countries and cultures. I enjoy meeting friends. I do sport regularly. I like taking walks in the fresh air and regularly do aerobics to keep fit.

Growth in many departments

New staff 2013

Ulisse Pili
Shipping

Tobias Gross-Onnebrink
Product Management

Judith Rabe
WEICON Canada

Aleksandar Adamovic
Sales Department
November

EUROBAUSTOFF-Forum 2013
10.11. - 11.11.2013 • Cologne (Hall 4.1, Booth A 11)

ADIPEC
10.11. - 13.11.2013 • Abu Dhabi (UAE, Booth 8275)

PRODUCTRONICA
12.11. - 15.11.2013 • Munich (Hall B3, Booth 153)

MIDEST
19.11. - 22.11.2013 • Paris (Hall 6, Booth K 104)

January

SteelFab
20.01. - 23.01.2014 • Sharjah (UAE)

March

INTERN. EISENWARENMESSE
09.03. - 12.03.2014 • Cologne

13. LIEFERANTENTAG
19.03.2014 • Rostock

LIGHT & BUILDING
30.03. - 04.04.2014 • Frankfurt