

# 75 YEARS OF WEICON

Fast development

20<sup>th</sup> issue

# News

## Featured Topics

New face in the company management

Upcycling thought big: Repairs in the shipping industry

Company magazine celebrates anniversary



Upcycling thought big –  
repairs in the  
shipping industry



11

New face in the company management –  
interview with Patrick Jennings



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20<sup>th</sup> issue of the WEICON NEWS –  
company magazine  
celebrates anniversary

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## Dear readers,

we are pleased to present you the anniversary issue of the WEICON News: No. 20.

But not only our News have a reason to celebrate – we are particularly pleased about another anniversary. 75 years ago, WEICON was founded as Weidling und Sohn GmbH in Muenster. From the small tool trading company of those days, WEICON has developed into a modern, international company with nine branches around the world, production sites in Ascheberg and Schwalmtal, trading partners in more than 120 countries, and a team of more than 350 employees. And this development continues, we can promise you that!

What else is new? A lot, so stay curious! We have expanded our management team and would like to take the opportunity to introduce to you our newest team member, Patrick Jennings, in an interview. Then we take a look around the globe, taking you to interesting events, such as a Plastic Metal workshop in Dubai, training courses in Poland and in Romania, and presenting exciting applications, such as our solutions in the marine industry.

They are also an integral part of every issue of our News:

the latest products and innovations – both from the chemical sector and from WEICON TOOLS, our stripping tools. A lot has changed here again, because we have taken a close look at our bestseller, the No. 5, and optimised it even further. The result is our new Wire Stripper No. 5 Pro. A tool with a performance range and features like no other on the market. Take a look yourself and find out more on the next page!

Are you curious now? Then we hope you enjoy reading the 20<sup>th</sup> issue!

Best regards from Muenster,

Ralph Weidling

Ann-Katrin Weidling

WIRE STRIPPER

**NEW**

# No. 5 PRO



**Side cutter**

- ▶ powerful integrated side cutter up to 3 mm Cu/AL
- ▶ stranded conductors up to 10 mm<sup>2</sup> / 8 AWG
- ▶ solid conductors up to 6 mm<sup>2</sup> / 10 AWG

**Safety**

- ▶ locking mechanism for safe storage
- ▶ space-saving thanks to detent

**Design and ergonomics**

- ▶ 2-component handle with "ice crack" design
- ▶ maximum force transmission
- ▶ ergonomic and non-slip
- ▶ optimum haptic

**High performance**

- ▶ modular, exchangeable blades
- ▶ new stripping range from 0.2-16 mm<sup>2</sup> (24-5 AWG)
- ▶ galvanised, hardened blades

**Precision and efficiency**

- ▶ fully automatic, self-adjusting wire stripper
- ▶ precise working thanks to adjustable length stop (5-25 mm)
- ▶ smooth-running, wear-resistant mechanism

**Individualisation**

- ▶ optional customisation of the tool with an individual name or designation



Video



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



mm	g	mm <sup>2</sup>	Art.-No.
160	140	0.2-16 mm <sup>2</sup> 24-5 AWG	51005005

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years of  
**WEICON**



Foundation of P. W. Weidling & Sohn by Paul Wilhelm Weidling



Introduction of new product line: stripping tools  
WEICON TOOLS

Change of name to WEICON GmbH & Co KG



> 1958

> 1987

> 1947

> 1967

> 2002



First trade fair participation mining exhibition in Essen, GER



Ralph Weidling joins the company

## Fast development

**Almost unbelievable, but true: WEICON celebrates its 75<sup>th</sup> anniversary this year. Here, we tell you how our company has developed from a small family business into an international manufacturer of specialty chemical products with nine subsidiaries around the world.**

### From tool retailer to global player

Our small family business, which started in 1947 with the sale of tools, has developed over the past 75 years into an internationally active manufacturer of specialty chemical products with nine subsidiaries around the world, production sites in Germany, in Ascheberg and the Rhine region, more than 350 employees, and around 1,300 distribution partners in more than 120 countries.

After tools such as hammers, pipe crackers, and others, special chemical products were added our product range in the mid-1950s. Today, our company offers more than 450 adhesives, sealants, tech-

nical sprays, high-performance assembly pastes, greases, and stripping tools that can be used in all areas of industry.

### From Muenster to the world

In addition to our headquarters in Muenster, we operate branches in Dubai, Canada, Türkiye, Romania, South Africa, Singapore, the Czech Republic, Spain, and Italy, and supplies our products to more than 120 countries around the world. The key driver of this international positioning was Ralph Weidling, who joined the company in 1987. Under his leadership, we expanded all over the world. His daughter Ann Katrin expanded our orientation at the level of digitalization and sales

on online marketplaces, which she has been rapidly advancing since her start in 2017.

### Strengthening of the online presence

As a result, the strategic orientation of our family-owned company has evolved in recent years – from a supplier for industry and the technical retail to a company that additionally offers products for end consumers via various online platforms and its own web store. One example of this is a bike care set that we have launched on the market.

Managing director Ann-Katrin Weidling on the strengthening in the field of e-commerce: “Click-and-buy shopping is

something most of us take for granted these days. It is both practical and convenient to do shopping around the clock, no matter where you are. The world is becoming more and more digital and we have to take advantage of that and be part of it online.”

### Motor boat vs tanker

Ralph Weidling about the flexible orientation of our company: “Typical for us is the quick adaptation to new situations. In contrast to large, rather slow-moving corporations, we can react immediately and seize our opportunity. We are more like a small and maneuverable motorboat that can dock anywhere at a moment’s notice. Unlike





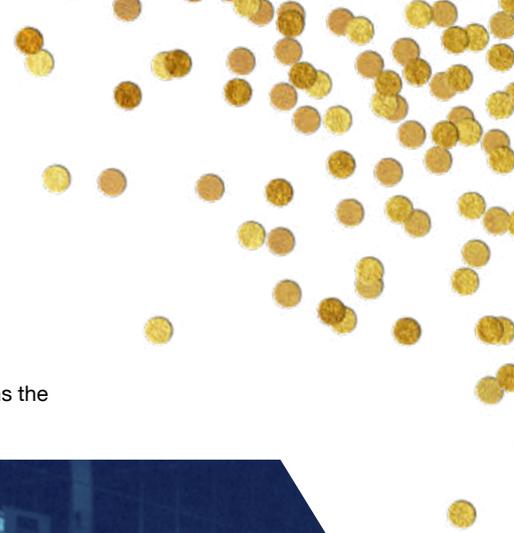
Foundation of first branch abroad: WEICON Middle East LLC in Dubai – now there are nine foreign branches worldwide



WEICON participates in 52 exhibitions in Germany and abroad



Ann-Katrin Weidling joins the company management



Enlargement of the company premises by acquisition of a new 15,200 m<sup>2</sup> lot



First place "Top Employer Medium-Sized Businesses 2019" among the chemical and pharmaceutical companies – 2023 follows the fifth "Top Employer" ranking in a row

Takeover of the company Jeln GmbH, Schwalmatal, GER



the slow tanker, which needs a lot of time for every maneuver, we have an enormous advantage there."

**Sustainable tools**

This rapid adaptability is also evident in the company's new developments. At this year's Hardware Fair, the world's largest tool

raw materials. The material of the tools is based on vegetable oils as well as natural waxes, fibers, and minerals.

"A good two years ago, we already changed the packaging of our tools from plastic to cardboard. Now we are the first company in the world to launch

towards a sustainable future," says Ralph Weidling.

**Awarded employer**

In addition to a wide range of high-quality products and a strong service mentality, which distinguishes us from many other companies, our team plays the biggest role at our family-owned company.

to great lengths to find and keep a good team. The awards show that we are an attractive employer and do a lot well in areas such as work-life balance, working atmosphere, training opportunities and benefits," says Ralph Weidling.



**TYPICAL FOR US IS THE QUICK ADAPTATION TO NEW SITUATIONS. IN CONTRAST TO LARGE, RATHER SLOW-MOVING CORPORATIONS, WE CAN REACT IMMEDIATELY AND SEIZE OUR OPPORTUNITY.**

**Ralph Weidling**

trade show, we presented the first stripping tools made from sustainable

stripping tools made from renewable raw materials. For us, this is the next step

"After all, we can only be successful with our competent and happy team. That's why we have been one of Germany's top medium-sized employers for four years in a row now. The title is awarded annually by the business magazine Focus Business. Each of these awards is a great sign of appreciation from our employees. Nowadays, you have to go



## AWARDS FOR WEICON

# TOP Employer and TOP Company

In the current issue of our News, we are, once again, pleased to report about several awards that we have received. These quality labels show clearly that we invest a lot in being the best possible employer for our team.

## Top employer for medium-sized companies

Five times in a row – that’s what you call a series! For the fifth time in a row, we are one of Germany’s top employers in the SME sector. The title is awarded annually by the German business magazine FOCUS and published in a ranking.

“We are delighted to have made it into the Focus Business ranking again in 2023. Being one of Germany’s most popular employers for the fifth year in a row shows that we are on a really good path. It’s a great sign of appreciation every time, but also a serious seal of approval for new applicants. Nowadays, you have to offer a lot to be an attractive employer, to find good employees and to keep them. The award shows that we are an attractive employer and that areas such as work-life balance, working atmosphere, training opportunities and benefits play a major role for us,” says Ralph Weidling.



## Top Company seal

The kununu rating platform, which is well-known in Germany, has awarded us with the Top Company seal 2022. This means we are considered a “Top Employer” and are among the five percent of the most popular companies on kununu.

The Top Company seal has been awarded annually since 2015. It is awarded to companies that have been rated particularly well by their own employees on the platform.

### Award by team

“We are particularly pleased about the kununu Top Company seal because it is based on the assessments of our team. It shows us that we are doing many things right. The ratings give us a realistic impression of what is going well and where there is still room for improvement,” says Ann-Katrin Weidling.

Weicon Green Line  
Kabelmesser No. S4-28 Multi

**Oberklasse 1,3**

**Heimwerker  
Praxis** 5/22

Preis/Leistung: gut – sehr gut



Grade 1.3 – this is the test result of the German DIY magazine “Heimwerker Praxis” regarding our Cable Stripper No. S 4-28 Multi Green Line.



The Green Line No. S 4-28 Multi stripping tool is a novelty based on well-known technology. It has fully proven itself in the test and achieves the rate good to very good in the price-performance category.

A high-class tool!

Dipl.-Ing. Olaf Thelen

WELLDIN TOOLS  
No. 1 in Form & Funktion

**Green Line®**



Miguel

Hannes

Alejandro

Summer, sun, sangria? Not quite! During their visit to the copper mines in southern Spain, our WEICON colleagues Hannes Kilian, Alejandro González Cámara, and Miguel Aguado had to lend a hand. We talked to Hannes, who usually works in our Dubai branch, and asked him about their mission in Spain.

#### WEICON COLLEAGUES ON THE ROAD ON A PLASTIC METAL MISSION

## Visiting Spain's copper mines

### How did you end up travelling to Spain, I thought Middle East was your métier?

Yes, the Middle East is usually my area of business. However, we at WEICON want to push our Plastic Metal product group forward globally. In Dubai, we are already doing a lot in this field. But in order to increase brand awareness internationally, we also have to become more active in other regions. This means not only Spain, but also all the other branch locations, such as Italy, Canada, Singapore and South Africa. On the one hand, we would like to make our products better known, but on the other hand, it

is also a matter of training our local team and preparing for the applications of the products.

Alejandro – WEICON's branch manager in Spain – is very keen on promoting our Plastic Metal products. Previous projects in Spain have already gone very well. So there is certainly potential in that region – and we have recognized that.

### How did the choice fall on Alejandro, Miguel and you?

Alejandro is, as I mentioned, our branch manager in Spain and thus has very good connections in the region. I was there for the expertise on the

Plastic Metal products, the related calculations and applications.

The idea for Miguel is to train him very thoroughly in the complex field of Plastic Metals, so that in the future, he can instruct and oversee the applications for our Spanish customers entirely by himself. Of course, visiting three customers is not enough! That's why he will soon be coming to Dubai for further product training.

### What was the occasion for the visit to the Spanish copper mines?

We wanted the mine operators to get to know the product, which ultimately serves our goal of promot-

ing Plastic Metal globally. Furthermore, we wanted to demonstrate our capabilities and expertise in the field and thus strengthen the customers' confidence in us. Once the operators are convinced of the product, we hope that they will continue to purchase Plastic Metal products from WEICON in the long term.

### Who made the first contact with the mine operators?

Alejandro established the contact through a service provider of the mines. He had already been a WEICON customer before our visits – but not in the field of Plastic Metals. In order to convince the

customer now of the possibilities and advantages of Plastic Metal, Alejandro took care of the appointments directly on site at the mines. Without this contact, it would have been impossible to get into the mines. You can't just knock on the door and say, "Hi, guys, we've got something here!".

#### What applications were carried out on site?

The three days in the various mines were very eventful and the many interesting discussions about problems in the respective mine led to more and more new application ideas. From seven in the morning until six in the evening, we had a tight program on each of the days.

On the first day, we coated a screw conveyor, initially only a small part. However, the customer ultimately decided to gradually re-coat the entire screw with Plastic Metal.

On the second day, at another mine, we successfully reconditioned a dust collector with WEICON WP. Due to the mixture of dust, water, and movement, the metal had worn away over time.

On the last day, we had the opportunity to demonstrate our Pipe Repair-Kit to the customer.

#### What were your "take-home messages" from the visits, what did you gain from it?

First of all, we learned

that there is definitely a need for Plastic Metal applications among our international industrial customers. We also became even more aware of how enormously important customer loyalty and trust are – especially because our products often appear very abstract and require explanation.

The customer initially enters into a relationship of trust when his or her expensive industrial machines are placed in our hands for repairs. Then it is up to us to carry out the application professionally and not to make any mistakes. That's the only way how we can show our customers the value of repairs with WEICON products in comparison to a new purchase of the entire machine or individual components. This also means that we have to train our employees on site extremely well in the application technology of the products, so they can carry out the applications confidently.

#### Were the mine operators satisfied with the WEICON solutions?

The customer was very satisfied. Repairs are becoming more and more popular in the industry, as new purchases of the major parts are becoming more and more expensive. And even though many companies can offer good repair solutions, we have a distinctive advantage: The difference with WEICON is that, as a medium-sized company,

we have the flexibility to travel to the customers, work with them personally, and carry out the application together with them. Especially when products are to be used for the first time, this gives customers a lot of confidence.

#### Are there any further visits planned to the copper mines or to other industries?

Yes, we will continue to support the copper mines that we visited in Spain with their Plastic Metal applications. I also hope that the mine operators will again rely on WEICON products for repair purposes during their annual shutdowns.

In Spain, another large project is also already in the pipeline – the reconditioning of a rotor on a wind turbine.

But such visits are also possible in other industrial sectors, from shipping to petrochemicals – not only in Spain, but internationally.



## Copper mining

The beginnings of copper mining date back to the Stone Age. Initially used as a material for weapons, copper was later used to make jewelry and sculptures. Since then, copper mining has been an important economic factor for the regions in which it is practiced. Today, copper is increasingly used in electrical and plumbing engineering and in the construction industry. The world's largest and most productive copper mines are located in South America, Indonesia, Russia and the USA.



THE RIGHT SOLAR TOOLS FOR PHOTOVOLTAIC SYSTEMS

# Stripping PV cables

The demand for photovoltaic systems is growing and growing. Whether it's hectare-sized solar fields, PV systems on the roof or mini balcony power plants – there are numerous ways to capture the solar energy produced by Mother Nature and to use it to generate electricity these days. Meanwhile, a whole industry focuses on the topic of solar energy. Tool manufacturers, for example, who want to make it easier for craftsmen to set up photovoltaic systems. One step that is always part of the process: stripping PV cables! Find out here why it makes sense to use special tools to do so.

## Stripping PV cables

Solar cables come with a particularly robust insulation. No wonder, since they not only have to withstand high voltages, but also all kinds of weather. That's why anyone who is frequently faced with the task of stripping PV cables should use special tools. Especially in industrial series production and when setting up large PV systems, so-called solar tools make work a whole lot easier.

## Did you know?

More and more companies, but also private households, are using the sun's energy to generate electricity: In March 2022, 2.2 million photovoltaic systems were installed on properties in Germany, with a total rated output of 58,400 megawatts. As reported by the Federal Statistical Office (Destatis), the number of installations thus increased by 10.1 percent compared to the same month in the previous year.

Source: [www.destatis.de](http://www.destatis.de)



## Special tools for solar cables

So may we introduce to you – our two WEICON TOOLS special tools for stripping all common cables in the solar sector:

### Wire Stripper No. 7 Solar

The automatic WEICON TOOLS Wire Stripper No. 7 Solar enables you to strip all common solar cables from 1.5-6 mm<sup>2</sup>. Thanks to the optical length scale (8-26 mm), you can work super precisely with the tool. The stripper also has an easily accessible side cutter up to 3 mm<sup>2</sup>.



### Mini-Solar No. 3

Small but mighty is our WEICON TOOLS Mini-Solar Stripper No. 3. This tool is also for stripping solar cables in the range of 1.5-6 mm<sup>2</sup>, and it also features an adjustable length stop of 6-28 mm and a side cutter up to 4 mm<sup>2</sup>.



## Installing mini solar systems

So-called mini solar systems or balcony power plants usually come with pre-installed connections. This means that you usually don't need our tools here. Even if you have to strip a PV cable – either because you want to shorten it or install an MC4 connector – our solar tools would probably be a bit excessive for this one time use.

However, if, like our colleague Henning, you are lucky enough to work at WEICON and happen to be planning to install a mini solar system on the roof of your garage – well, then it surely is convenient to use our Mini-Solar No. 3. Henning used the tool to strip the solar cable for the installation of the MC4 plug.

Other than that, our two solar tools are primarily intended for use in industry and thus for series production or for the installation of large PV systems.



## Adhesive for solar panels

We wouldn't be the adhesive manufacturer WEICON if – last, but not least – we didn't also recommend an adhesive for solar panels. Our Solar-Flex replaces conventional fastening methods for the installation of solar and photovoltaic systems. The elastic adhesive is strong, non-corrosive, can be painted "wet on wet", is weather-resistant, UV-resistant and silicone-, isocyanate-, halogen- and solvent-free. Specially developed for the solar industry, the adhesive is also suitable for all DIY enthusiasts out there. For example, as you can see here, you can use it to bond solar panels to your mobile home instead of having to drill into the roof. Convenient, right?



UPCYCLING THOUGHT BIG

# Repairs in the shipping industry

**Whether it's bananas from Ecuador or technology and cars from the Far East – today, it has become part of daily business to transport goods and raw materials from all over the world across the globe. Ships play an important role in this – and have been doing so since the 15<sup>th</sup> century! At that time, the first major European powers opened up the sea route to import exotic luxury goods, such as gold, spices or silk from faraway countries. Even today, transport by sea is often safer and more efficient than by land or air. And what does WEICON have to do with this?**

## Repair and maintenance

The shipped goods and raw materials are expected at the other end of the supply chain and are urgently needed for further processing, for example. If delivery times are extended or deliveries are even cancelled completely, this is not only frustrating but also economically damaging.

Reasons for annoying breakdowns and delays can include time-consuming repair work or waiting for spare parts.

Even though seagoing and inland vessels are robust vehicles designed for a long service life, the special environmental conditions – wind, water and weather – put them under a lot of stress.

This is where fast repair solutions are needed to ensure that the supply chain does not have to be interrupted for too long and that shipping remains safe, efficient and environmentally friendly in the long term. Environmentally friendly? Yes, that's right! Sustainability is also playing an increasingly important role in the shipping industry.

## How important is shipping?

It is impossible to imagine global trade without merchant shipping. Raw materials, industrial and consumer goods are produced, grown and consumed in all parts of the world. Most of the global exchange of goods is transported by ship. The International Chamber of Shipping (ICS) states that around 90 percent of cross-border trade in goods is transported by sea, based on the weight of the goods transported. More than 50,000 ships from 150 nations are on the move worldwide.

Transport by ship is popular primarily because of the relatively low freight costs, progress in the field of logistics and the steadily increasing carrying capacity of ships. This means that even bulky and heavy cargo (e.g. liquid cargoes, such as oil or bulk cargoes, such as coal and gravel) can be conveniently shipped from A to B. By air, this would be unimaginable.



## Fast solutions: Shipping repairs with WEICON

Our WEICON products offer clever repair solutions for the marine industry that prevent long downtimes and the purchase of expensive spare parts. This is not only more economically efficient, but also more environmentally friendly in the long run. We have prepared a few interesting repair examples from the shipping industry for you again!

### Corrosion on the rudder steering shaft

A rudder steering shaft on an ocean-going vessel needed to be repaired for a customer in Poland. Over time, a layer of corrosion had formed on the shaft due to environmental influences.

#### Description

- removal of the corrosion layer by grinding down the rudder steering column
- cleaning of the grinded steering column with WEICON Cleaner Spray S
- application of WEICON Ceramic BL to the steering column with permanent, slow rotation
- curing of WEICON Ceramic BL at eight hours of slow rotation

#### Advantages of the solution

- durable, substance-resistant coating to protect against corrosion
- uncomplicated, fast, economical repair of the rudder steering column



### Worn coatings on propellers

In Dubai, a total of six propellers on three ships were coated in the context of recertification.

#### Description

- the propellers were coated with WEICON Ceramic BL to protect them against cavitation and fouling
- due to the technical properties of WEICON Ceramic BL, no imbalance occurs during propeller coating

#### Advantages of the solution

- avoidance of a cost-intensive new acquisition
- fast repair without long downtimes



## Sediment deposition on a propeller shaft

Also in Dubai, the repair of a bronze propeller shaft, which had shrunk by about 5 mm due to sedimentation, was carried out.

### Description

- shaft was grinded down by 4 mm and in width by 200 mm
- cleaning with WEICON Cleaner Spray S
- production of a dam by using tapes (3 mm)
- application of WEICON BR while slowly rotating the shaft
- slow rotation of the shaft, also during curing, in order to prevent WEICON BR from dripping
- grinding down the shaft to size after curing
- sanding the shaft with fine abrasive cloth (approx. 0.2 mm)
- reassembly of the propeller shaft

### Advantages of the solution

- avoidance of a cost-intensive new acquisition
- simple and time-saving repair
- good material compatibility and seawater resistance of WEICON BR



## Cracks in ship engine cylinder block

In Türkiye, cracks appeared on the cylinder block of a ship engine. To prevent crossover between the channels of the water and oil circuits, the cracks needed to be sealed.

### Description

- cleaning of the damaged areas with WEICON Cleaner Spray S
- sealing of cracks between oil and water circuit with WEICON Fast-Metal Minute Adhesive

### Advantages of the solution

- temperature-, water- and oil-resistant repair solution
- no heat input during welding
- easy processing



## Damaged rubber coating on port fender

The fender of a port facility for cruise ships in Dubai had been badly damaged by several port maneuvers of big ships.

### Description

- removal of loose rubber pieces
- cleaning with WEICON Cleaner Spray S
- roughening of the damaged areas with sandpaper
- application of WEICON Primer G
- application of WEICON Urethane 85

### Advantages of the solution

- the repair protects the internal steel plate from external influences
- prevention of corrosion



## Cavitation damage on ship's drive shaft

Cavitation caused damage to the drive shaft of a ship in Türkiye, which had to be repaired and filled.

### Description

- filling of gaps with WEICON WR
- corrosion coating with WEICON Ceramic BL
- final coating for protection against marine animals with WEICON Urethane 80

### Advantages of the solution

- avoidance of a cost-intensive new acquisition
- fast repair without long downtimes



As you can see, with the help of our products, a wide variety of applications in the shipping industry can be carried out – and the cases listed above are only examples! Repairs for the marine industry must always be considered individually. Depending on the media and stresses to which the materials are exposed (seawater, intense heat, etc.), different products come into question for the repair.

In practice, solutions must be as individual as the repair cases themselves. As an experienced and reliable partner, WEICON stands by its customers in the shipping industry. We recommend products, explain and supervise their application – preferably directly on site at our customers' premises!





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.

## WEICON Copper Paste

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“For 12 years, I have been driving my Simson S51 in all weathers. Due to the weather and the heat generated by the engine, rust and wear on the many screws and threads cannot be avoided. To make sure that the screws can still be loosened after years, I use WEICON Copper Paste. I put a little bit of it on the screws and moving parts every time I work on my moped to protect them.”



Jörn Kynast | media designer |  
with WEICON since 2021



Jeannette Stern | front desk |  
with WEICON since 2007

## WEICON Flex 310 M® Classic or Crystal

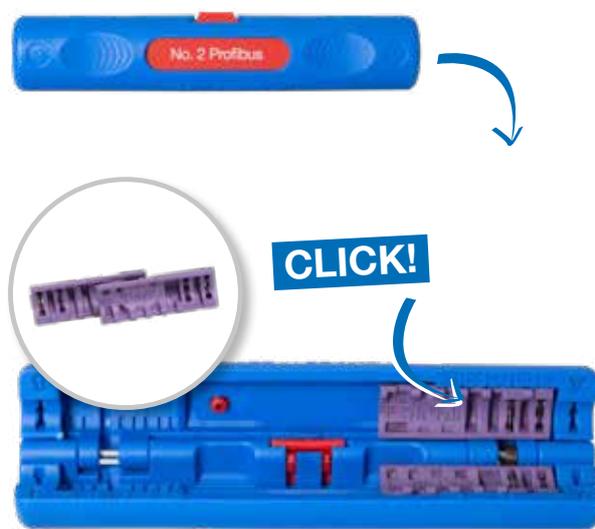
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“In my free time, I like to make mosaic pictures. Since I use a wide variety of materials for the mosaics, I use WEICON Flex 310 M® Classic or Crystal for the bondings. With this, I can be sure that all materials will stay in place permanently! In the past, I have bonded larger stones as well as wood and ceramics with Flex 310 M® without any problems. Especially the weather resistance is a huge plus. It allows me to also hang up my mosaics in the bathroom and on the balcony!”

## NEW TOOLS FOR SPECIAL TASKS

# Make three out of one

Our Coax Stripper No. 2 is a real classic. It is used for stripping and dismantling coaxial cables and is characterised by its easy handling and ergonomic design. We have used these advantages and developed two new tools based on our classic for very special applications – for fibre optic cables and Profibus data cables.



## LWL Fibre Tube No. 2

Tool for stripping special buffer tubes of fibre optic cables with a diameter of 1.2 to 4 mm. The LWL Fibre Tube No. 2 is suitable, for example, for PE buffer tubes with a wall thickness of 0.15 to 0.6 mm. The new tool precisely cuts the PE tubes on fibre optic cables. This allows the bundle cores to be exposed quickly. The tool's high precision is ensured by a special modular pair of blades developed specifically for fibre optic tubes.



## Profibus Stripper No. 2

A new tool has also been developed for shielded Profibus data cables with diameters from 5.5 mm to 8 mm, for example to connect FastConnect connectors. The cut of the modular pair of blades was precisely matched to the special connectors. The optical length scaling of the tool was also optimised for different connector types.



## INTERVIEW WITH PATRICK JENNINGS

# New face in the company management



**Patrick Jennings (35) started his stellar career at WEICON at the beginning of 2021. Today, he is part of the now four-member management team of our family-owned company. In this interview, he reveals which tasks the native Englishman will take on as the new executive management assistant and how it feels to step, bit by bit, into the shoes of CEO Ralph Weidling.**

**Congratulations on your new position in the management team. What exactly are your duties as “executive management assistant”?**

It still sounds a bit crazy when I say it out loud, but I’ll be taking over more and more of Ralph’s responsibilities. Meaning, one day I will be responsible for the worldwide sales representation and orientation of WEICON. This includes

the optimisation of sales strategies, the support of major customers, key accounts and international projects, the cross-branch

communication of potentials, and much more. I am currently looking over Ralph’s shoulder to get familiar with his tasks. I’m

aware of the big shoes I’m going to try to fill, and I have enormous respect for him. But I’m also really looking forward to it!

”

**I AM CURRENTLY LOOKING OVER RALPH’S SHOULDER TO GET FAMILIAR WITH HIS TASKS. I’M AWARE OF THE BIG SHOES I’M GOING TO TRY TO FILL ...**

**How have the first few months been for you?**

Exciting. I’m already working very closely with Ralph and soaking up everything he imparts to me in terms of knowledge. In addition, I’ve already visited some of our international

**You speak fluent English, German and Chinese. Is that an advantage for your global sales tasks?**

That's right, I grew up in an international environment. I was born in England, then lived with my family in Shanghai for almost twenty years and have now been living in Germany since 2010. And yes, it sometimes is an advantage to know several languages in a job like mine. As a native speak-

I have already experienced this at some trade fairs, for example.

**How do you see WEICON developing in the next ten years?**

Extremely positive! What else can I say, right? But I really mean it. I still see great potential for WEICON in Germany, but also in the international markets. WEICON's brand awareness is constantly growing – thanks to the

**that you have personally set your sights on?**

Before my new job as executive management assistant, I was already in charge of coordinating our Canadian branch. I want to continue to put a lot of time as well as heart and soul in order to expand on what I believe is the promising potential of the North American market.

**When you're not sitting at your desk or away on a business trip – where can people find you?**

As they say in my home country, "I got ants in my pants". Meaning, you rarely find me on the sofa. I prefer to travel and visit my family and friends who live all over the world. I also like to be active and enjoy playing so-called Speckbrett (a special type of tennis) – I'm even in a club – or going for a ride on my gravel bike. And: I love good food! For that, I like to stand in the kitchen myself, but I also won't say no to a cozy evening in a restaurant.



**I STILL SEE GREAT POTENTIAL FOR WEICON IN GERMANY, BUT ALSO IN THE INTERNATIONAL MARKETS.**

er, I was perhaps able to establish good connections with customers and dealers in the UK and Ireland a little faster than usual. My Chinese is a bit rusty, but again, I notice that my counterparts are impressed when I suddenly speak their language.

mixture of growing online business, worldwide trade fair appearances, continuous customer visits, extensive marketing campaigns, international references, and much more.

**Are there any topics for the future of WEICON**

branches in the last few weeks and months to get to know the local teams personally and to get a clear picture of the sales structures.

At the same time, however, I am still pursuing my "old tasks" at WEICON, which I took with me from my time as international area sales manager. This means that I look after our customers in Great Britain and Ireland and coordinate our Canadian branch. So the first few weeks in my new position were certainly not boring. But it has never been boring at WEICON anyway.

**WEICON'S FOURSOME MANAGEMENT**  
**Sascha Beilmann, Ann-Katrin Weidling,**  
**Ralph Weidling, Patrick Jennings (from left to right)**



## SUCCESSFUL ADVANCED TRAINING

# New adhesive specialists at WEICON

**WEICON now has 97 European Adhesive Bonders, 40 European Adhesive Specialists and even one European Adhesive Engineer. These are all titles of advanced training, which can be acquired at the Fraunhofer IFAM – the Institute for Manufacturing Technology and Applied Materials. But why do we attach so much importance to this? Quite simply: Only well-trained specialists can provide their customers with comprehensive advice on adhesive bonding technology. And we stand for good advice!**

Recently, three colleagues passed their further education to become European Adhesive Specialists – one level higher than European Adhesive Bonders! We are talking about Martin Motzokan, Tim Wellenbrock and Antonius Ostendarp.

Thanks to the intensive three-week further education, all three are now able to prepare adhesive work instructions and to plan, organise and monitor application procedures. They will also be able to identify irregularities in production and accordingly suggest solutions and present alternatives.

We are very pleased to still be the company with the largest percentage of skilled adhesive specialists!

## Concentrated adhesive knowledge at WEICON

97

European Adhesive Bonders

40

European Adhesive Specialists

1

European Adhesive Engineer



10 YEARS WITH WEICON

# Anniversaries in Dubai and Türkiye

Not only in Germany, but all over the world, we at WEICON attach great importance to a long-term partnership with our employees. In September, two of them celebrated their tenth anniversary at WEICON – both at our international branches. Nandith Nair at WEICON Middle East in Dubai and Osman Yiğit at WEICON Türkiye in İstanbul.

## Nandith



Nandith started at WEICON in 2012 as an administration assistant. Ten years ago, this was still a one-man department.

In the meantime, a team of three colleagues works in this area, which Nandith has managed in recent years. In addition to this task, he has been building up our e-commerce sector since 2020 with support from Muenster.

At the Persian Gulf, Amazon and Noon.com are examples of two large e-commerce sales platforms that have gained a lot of importance in recent years.

“Sales via online marketplaces are growing continuously and take up a lot of time. Therefore, we have created a new position at our branch – the e-commerce manager, which Nandith has been taking over since the beginning of October. I am looking forward to having many more years together and to a continued good and close cooperation,” says Thorsten Lutz, branch manager of WEICON Middle East in Dubai.



## Osman



Our colleague Osman Yiğit also celebrated his ten-year anniversary at WEICON in September. Osman is a warehouse specialist at our branch office based near the Bosphorus.

“The whole team really appreciates Osman’s friendly nature. He is a helpful and always motivated colleague and does a very good job. Here’s to the next ten years!” says branch manager Tolga Aksöz.

Our management in Muenster can only agree with the high praise and appreciative words from Dubai and İstanbul: “Nandith and Osman are among the colleagues in our branches who have been with us for a very long time. We do not take that for granted, especially on an international level, and Ann-Katrin and I really appreciate this loyalty,” says Ralph Weidling.



## UPDATE FROM OUR JUNIOR STAFF

# New and old apprentices at WEICON



## The new apprentices

In August 2022, we welcomed six new apprentices at WEICON!

Luc and Finn have decided to train as industrial management assistants. And we also have two reinforcements for our advertising department: Paul is training to become a media designer for image and sound and Lennart to become a media designer for digital and print media. Win Wai started a dual study programme in business administration. She will complete the operational part with us and the theoretical part at university. Last but not least, the e-commerce department is now supported by Marie.

Saskia, our apprenticeship supervisor, was very pleased with the new apprentices right from the start: "We are happy that we were again able to win so many young talents for WEICON. The new colleagues bring a breath of fresh air and a lot of potential."



## The old apprentices

Our three apprentices Shirin Mustafa, Leon Okafor and Timon Steigerwald successfully completed their apprenticeship as industrial management assistants this year. The new employment contracts were also signed immediately.

All three will stay with WEICON! Shirin will work in the accounting department, Leon in our sales DACH and Timon in our e-commerce national department. "We are very pleased to have three of our apprentices permanently joining our WEICON team and congratulate them on completing their apprenticeships: Congratulations Shirin, Leon and Timon!" says WEICON apprenticeship supervisor Saskia Greis.



GREAT EVENT

# Second Plastic Metal workshop in Dubai

After the great success in 2019, the second Plastic Metal workshop took place at the end of October at our WEICON Middle East branch in Dubai. The focus of the event was – as the name suggests – on our Plastic Metal products; 2-component epoxy systems for which there is plenty of background and knowledge to impart. The systems are suitable for repairs, coatings, as casting compounds or for gap filling and that in almost all areas of industry!



## Day 1 – Workshop for customers

“Workshop for the customers” was the motto of the first day of the event. More than 40 customers and interested guests accepted our invitation. They came from a wide range of industries, such as the cement industry, the maritime industry, the oil and gas sector, and water treatment. From our headquarters in Muenster, Ann-Katrin, Patrick and Sascha from the company management, Jennifer from our product management and Daniel from our tools division attended the event.

Our Plastic Metal expert Hannes Kilian led the workshop and gave the visitors a great deal of valuable input. The guests learned a lot about the different Plastic Metal types and their application – both in theory and in practical exercises. The participants were very interested, had a lot of questions and were taking pictures and filming almost continuously while Hannes was demonstrating different applications step by step. Afterwards, Daniel presented our WEICON TOOLS range to the guests.

“The customers were very impressed and enthusiastic about the many areas and applications in which Plastic Metal can be used,” Thorsten Lutz, managing director of WEICON Middle East, told us after the workshop. A team of external experts from a manufacturer of special tools was also present. Thus, the participants were also directly presented with the appropriate solutions for surface treatment – an all-round coherent concept.

## Day 2 – Employee training

On the second day, it was the turn of our employees to receive some internal product training. Here, too, the programme included a practical part in addition to the theoretical foundation. Because you deepen your knowledge much better when you try things out with your own hands and carry them out yourself.

“For February 2023, we are planning to offer the workshop in Johannesburg and Cape Town with the team from our South African branch. Thank you to the entire WEICON Middle East team for making this workshop a great event. Many thanks to Hannes for the outstanding implementation and, of course, thanks to our colleagues from Muenster for their support,” said Thorsten Lutz after the event.

An all-around successful event that will definitely have a sequel!



## ON THE ROAD WORLDWIDE

# Training our team

**We operate branches all over the world. To familiarise our local colleagues with our new products, we regularly hold product training sessions and sales meetings. In this way, we can ensure that the advice we give to our customers around the world is of the highest quality. Examples of such training for our team are Cluj in Romania and Poznam, where we trained our Polish sales team.**

Specialists from Muenster always travel to these meetings to bring our colleagues in the branches up to date on both our chemical products and our stripping tools.

In addition to imparting a lot of information, such as the technical properties or typical areas of application and industries in which the products are ideally used, practical exercises are also always a very important part. Hands-on experiences with the products are very helpful in order to be able to pass on the knowledge to customers and users.



Training in Poland



Training in Romania



In addition to imparting knowledge and practical exercises, the training courses also serve to share experiences. That is why interesting projects, which the respective branch is currently working on, are usually shared during these meetings.

All in all, these training measures are an ideal tool for imparting knowledge, exchanging experiences and developing new strategies.

## RHETORIC SEMINAR IN MALLORCA

# “Anyone who has something to say should be able to talk”

The art of speaking – that’s what it was all about for our department heads from Muenster in a four-day rhetoric seminar at the beginning of October. Our coach was none other than the German rhetoric trainer, author and professional speaker Michael Ehlers.

„Anyone who has something to say should be able to talk“ – this is an important guiding principle of rhetoric trainer Michael Ehlers. And we at WEICON have a lot to say! A successful company is based not least on successful and convincing communication. Whether with customers, partners or our own employees.

In order to make our managers even more prepared in terms of oratory, we went to Mallorca at the beginning of October – to a four-day rhetoric seminar with professional speaker Michael Ehlers. Anyone who thinks that the program on Germany’s most popular vacation island was all about relaxing by the pool and sipping cocktails is very much mistaken. From morning to night, the participants had four very intensive days of giving speeches, learning and understanding body language, giving constructive feedback, and much more. For example, one exercise involved using virtual reality goggles to give a speech in front of a simulated 500-person audience.

“It was great to see how all the participants rose above themselves over time. Including me,” says managing director Ann-Katrin Weidling, who had already participated in two seminars by “the king of rhetoric” Michael Ehlers in the past.

## Three opinions on the seminar

**“The seminar was challenging and often took me out of my comfort zone. In return, I extremely outgrew myself in a short time.”**

Saskia Greis, head of people & culture

**“I learned a lot in the seminar - not only about rhetoric, but also about myself.”**

Thorsten Krimphove, head of public relations

**“We were given many valuable tips and tools which we can use to fine-tune our communication both externally and internally.”**

Vitali Walter, head of sales international



## INSIGHTS INTO THE PRACTICE OF ADHESIVE BONDING

# International seminar with WEICON



Training is always a very big topic here at WEICON. Our team is very diligent and takes part in many training courses and seminars to ensure that they know the technical details of our special chemical products, some of which are very complex and thus require a great deal of explanation. One example of perfect knowledge transfer in the field of adhesive bonding technology is the Fraunhofer Institute for Manufacturing Technology and Applied Materials Research IFAM in Bremen. We have been working with the institute for a long time and many of our employees have become certified European Adhesive Bonders, European Adhesive Specialists or even European Adhesive Engineers after completing the courses at IFAM to gain the necessary know-how to provide our customers with perfect advice.

## Seminar in Poland

The IFAM institute is also very active abroad and cooperates with other institutes. For example, the Bremen team was part of an event organised by the Łukasiewicz Welding Institute, which took place in Katowice, Poland, at the end of October. The international bonding seminar was entitled “Bonding in industrial applications”.

The event was aimed at employees of companies that use adhesive bonding technology in production, adhesive specialists and engineers – in other words, real experts in the field of adhesives.

The seminar programme included presentations by IFAM, for example by Dr. Erik Meiß, Head of the Adhesive Bonding Technology Training Center, and by experts from various areas of industry. Topics of the event were, for example, new industrial applications of adhesive bonding technology, preparation of components for bonding, and the bonding of different materials.

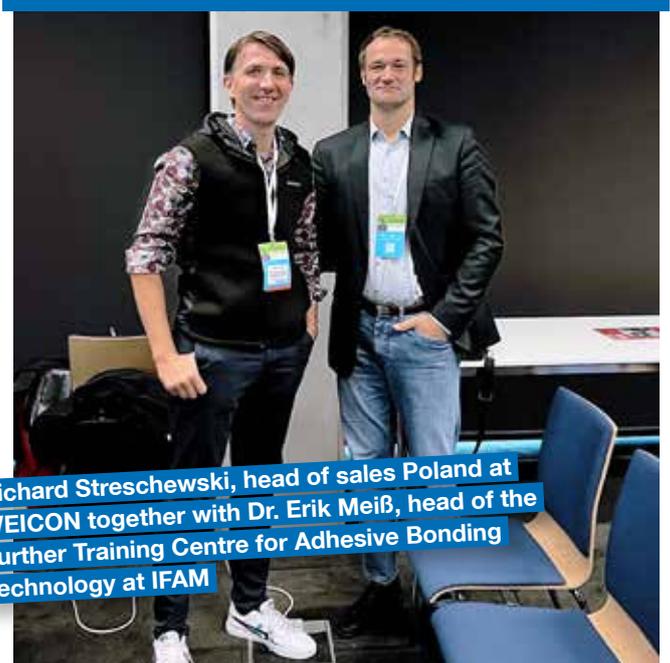
## Experts from the field

Thus, experts from the practice of adhesive bonding technology were also needed for the presentations of the events. So the Łukasiewicz Institute contacted us and we promptly agreed to be a part of the event. One of our adhesive specialists, our colleague Richard Streschewski, who is responsible for sales in Poland, was the perfect match as a speaker for the course.

Richard gave the 60 participants from all areas of the industry insights into the practice of adhesive bonding. He made clear which mistakes can occur during the preparation of bonding and how to avoid these mistakes. In his presenta-

tion, he illustrated this using the example of epoxy adhesives, the correct application of which requires attention to a number of points due to the two components involved. Richard was supported by our Polish field service colleague Marcin Dolhy, who talked about his experience with applications in the maritime industry, where many epoxy systems are used.

“It was really fun to be part of this training course. There is a lot that can be done wrong when dealing with systems with two components and I hope that my presentation will help to ensure that more emphasis is placed on proper preparation of bonding in the future. It was a lively exchange with an absolutely expert audience – really great,” said Richard after the event in Katowice.



Richard Streschewski, head of sales Poland at WEICON together with Dr. Erik Meiß, head of the Further Training Centre for Adhesive Bonding Technology at IFAM

newsletter

data sheets

order

partner search

adhesive finder

tools finder

contact

application issues



Message us on WhatsApp!





WEICON OPENS ITS DOORS TO THE MÜNSTER COLLEGE OF APPLIED SCIENCES

## Trial day for students

At the end of June, several students from the Münster College of Applied Sciences visited our company premises. During the so-called “UnternehmensFHahrt” – organised by the Münster College of Applied Sciences (in German for short: FH) in cooperation with the North Westphalia Chamber of Industry and Commerce – students get the chance to get to know different companies based in Münster. One of these excursions led several interested students to our WEICON headquarters.

The aim of the trip was to establish contacts and promote an exchange between the students and local companies. As the host, WEICON put together a colorful programme to give the young visitors a well-rounded insight into the company’s everyday life.

The warm welcome was followed by a round of introductions of the students, who had very different academic backgrounds – from engineering to business administration. Afterwards, WEICON introduced itself with a company presentation, focused on the areas of sales, marketing, product management and training. The subsequent tour

of the company premises ended at the inhouse swimming pond. Here, the students could once again ask our colleagues all kinds of questions about WEICON in a relaxed atmosphere, while enjoying a cool drink.

“For us, the visit of the students was a great opportunity to get in touch with the skilled workers and potential employees of tomorrow and to show them what WEICON is all about,” Saskia, head of people and culture at WEICON, explained.



As it’s typical for the so-called “cycling city” Münster, the students of course arrived by bike!

## FIRST OPEN RETAIL PARTNER DAY AT WEICON

# Adhesive knowledge for everyone

Welcome to the first open retailers' day! But wait a minute, there have already been a few retailer days at WEICON, haven't there? That's right, but not yet with guests from all over Germany! This year, for the first time, all field service colleagues from Germany were called upon to invite employees from the technical retail to Muenster.



Eight technical retail partners accepted the invitation and sent a total of 16 employees off to Muenster – from Hannover to Frankfurt.

After a warm welcome by managing director Ann-Katrin Weidling and head of sales DACH Patrick Neuhaus, WEICON adhesives expert Holger Lütfring took over and provided lots of theoretical background knowledge throughout the morning. He focused on adhesives that are in great demand in the technical retail, such as our Easy-Mix products, the flexible

**“THE FORMAT WENT SO WELL THAT WE WILL OFFER IT REGULARLY IN THE FUTURE.”**

**Patrick Neuhaus,  
head of sales DACH**

adhesives and sealants and our WEICONLOCK types. Our visitors were able to pick up plenty of tips, tricks and facts that will come in handy when advising their customers on products in the future.

Theory was followed by practice, because only those who have seen the adhesives live and in action can give their customers professional advice and

warn them about common application mistakes. Shortly after three o'clock, a long day came to an end and our visitors went home with new knowledge and tasty WEICON beer in their luggage.

“The atmosphere at our first open retail partner day was very relaxed and easy-going. There is a lot of interest in adhesive bonding technology in the

technical retail. Hopefully, our training sessions will help to satisfy their thirst for knowledge,” said Holger Lütfring after the event.

“The format went so well that we will offer it regularly in the future. We have noticed that there is a great demand for short training courses and workshops in the field of adhesive bonding technology. We want to take advantage of this and are therefore planning two dates per year,” says head of sales DACH Patrick Neuhaus.

WEICON SINGAPORE SHARES EXPERIENCES WITH DELEGATION FROM NORTH RHINE-WESTPHALIA



# Getting into the Asian market

**For many German companies, the Asian market is as exciting as it is mysterious. The will to gain an economic foothold on the largest continent on earth is definitely there. The only question is: How do you do it? Our managing director from Singapore, Majid Bahmani, gave answers to this question to a delegation from North Rhine-Westphalia. Together with another company, he shared his experiences and tips on how to successfully enter the Singapore business.**

## North Rhine-Westphalia meets Singapore

At the end of August, a delegation of companies based in North Rhine-Westphalia started a four-day journey to Singapore to exchange ideas on the topics of innovation and sustainability. The delegation trip was organised and, above all, financed by the North Rhine-Westphalian trade and investment agency NRW.Global Business. Also responsible for the trip were the Singaporean-German Chamber of Industry and Commerce (SGC for short) and the Chamber of Industry and Commerce North Westphalia (in German: IHK Nord Westfalen) were also responsible for the trip.



business in Asia for many years? The IHK Nord Westfalen thought so, too, and thus asked two “best practice” companies to share their experiences: “We invited the two companies WEICON from Muenster and Masterflex, headquartered in Gelsenkirchen, as representatives of the North-Westphalian Industry Initiative, to the round table discussion as Singapore experts, because we know that they are strong partners of the economy and that they can help other companies from North Rhine-Westphalia with their expertise to find their way to Asia”, says Madleen Frauendorf, international referent of the Chamber of Industry and Commerce North Westphalia

First-hand knowledge and tips

An important part and crowning finale programme was a round table discussion on the “Market of Opportunities”. It focused on how German companies can succeed in establishing themselves on the Asian market. And who knows this better than companies that have been doing

No sooner said than done. Our managing director Majid Bahmani shared, for example, how he had just returned from a business trip in Vietnam lasting several days. Shortly before, he had been on the road for WEICON in the Philippines. So lesson number one for the audience was that

business trips in Asia can be easily combined, which is very valuable for building a larger customer base.

“WEICON has been selling its products in Singapore for over 30 years. We opened our Singapore branch at the end of 2015, and it acts as a hub and a junction for our business in South East Asia. The team at our branch is responsible for serving a wide range of customers, including those from Malaysia, Indonesia, Vietnam, the Philippines, Brunei, Thailand, and Cambodia,” says Majid.

Furthermore, our branch manager talked about how company structures in Singapore look, about the mentality of the native people or about how easy it is to found a company in South East Asia. The

**“ONLY ONE OF THE COMPANIES TAKING PART IN THE DELEGATION HAS EVER BEEN REPRESENTED IN ASIA, BUT DESPITE THIS, OR PERHAPS BECAUSE OF IT, EVERYONE WAS CURIOUS TO HEAR ABOUT THE “REAL” EXPERIENCES OF GERMAN COMPANIES IN THE REGION.”**

foundation of the WEICON subsidiary, for example, took only one week – also thanks to the fast support of the SGC.

According to our managing director, speed is also an important factor in communication with customers. They don't like to wait several hours for answers by e-mail. Instead, they prefer to have fast and informal conversations via WhatsApp. However, this also works vice versa and customers can always be relied on in terms of speedy replies.

To be fair, Majid also mentioned difficulties that companies in Singapore have to deal with. One of these is that it is currently difficult to find good staff. However, according to our managing director, this should not discourage anyone from entering the Singapore business.

A big advantage here, though, is to have Chinese language skills, as about 75 percent of the population is of Chinese origin. However, English still remains the main language.

## Positive feedback

“Only one of the companies taking part in the delegation has ever been represented in Asia, but despite this, or perhaps because of it, everyone was curious to hear about the “real” experiences of German companies in the region. I personally had the impression, and also received feedback accordingly, that the German guests perceived the first-hand information as very valuable,” said Majid Bahmani after the round table discussion.

As a small surprise and as a thank you for sharing their insights, the Singapore experts were presented with an “industrial hoodie” – a gift from the Chamber of Industry and Commerce North Westphalia.

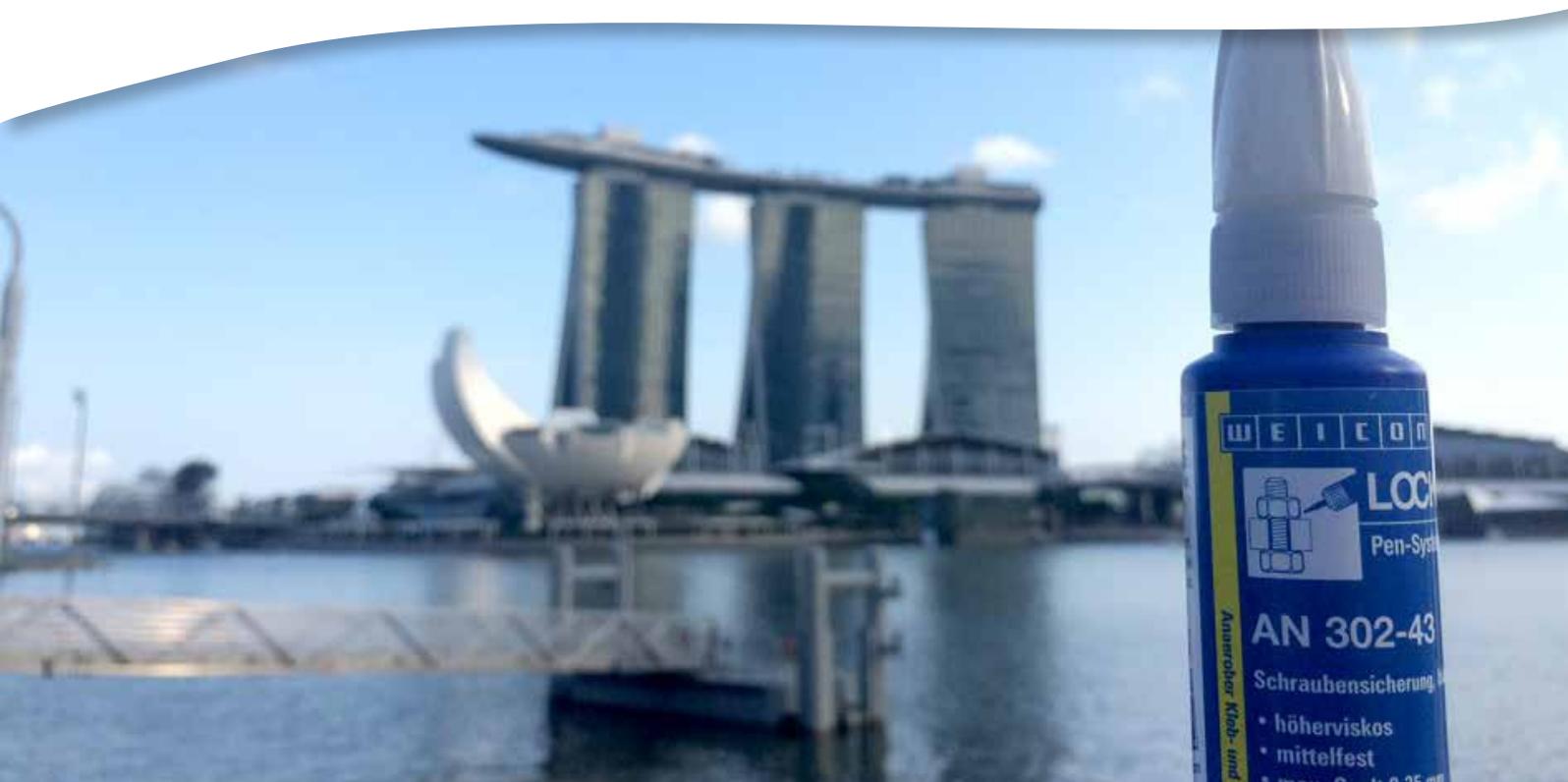
**In|du|strie**  
GEMEINSAM. ZUKUNFT. LEBEN.



Singaporean-German Chamber  
of Industry and Commerce  
Deutsch-Singapurische  
Industrie- und Handelskammer



IHK Nord Westfalen




**CONFERENCE AT WEICON**

## Adhesive Bonding Technology group as guests

In September, the “Adhesive Bonding Technology” specialist group of the VTH (Verband Technischer Handel e.V.) held its annual general meeting at our premises in Muenster. Many technical retailers and representatives of various adhesive manufacturers took part in the event in order to obtain comprehensive information about the latest trends in the field of adhesives and about legal framework conditions in expert lectures.

**“WE WERE PLEASED TO HOST THE 2022 MEMBERS’ MEETING, WHICH WAS A VERY INTERESTING AND STIMULATING EXCHANGE WITH A HIGHLY INTERESTED PROFESSIONAL AUDIENCE.”**

**Ralph Weidling after the event**



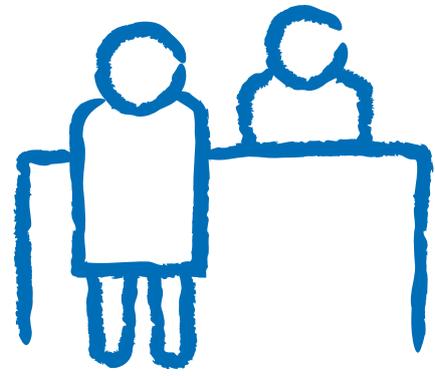
## MUNSTER MARATHON 2022

# WEICON on the move

At the beginning of September, the time had finally come! Our running team had put months of preparation and countless training kilometers behind them, when the Volksbank Muenster Marathon 2022 finally went to the start. With a total of more than 9,300 runners, it was once again a very special event and a complete success for our team!

A special fact this year: Never before, such a large WEICON team had participated! This year, we were able to set up a total of 16 relays and six individual runners! Also seven of our nine worldwide branches took part, prepared together with us for this special sports event and rocked the marathon!





## TRADE FAIRS 2022

# Worldwide innovation in Cologne and international presence

At the end of September, the Hardware Fair, the world's largest trade fair for tools and hardware, took place in Cologne. Around 1,400 exhibitors from 50 countries presented the most important innovations of the year and made the event something special after a two-year pandemic break. Of course, we were also present again – after all, the fair has been one of the most important events in our calendar since the 1950s.

## Sustainable tools

We were able to present a real world first in Cologne – the first stripping tools made from sustainable raw materials: our Green Line!

Ralph Weidling on the new development: “We are the first company in the world to launch stripping tools made from renewable raw materials. And this was also really well-received by our visitors. We received a lot of positive feedback. This shows that we are on the right track and will continue on this path.”



International Hardware Fair  
Cologne, Germany



## Trade fairs 2022

Yet Cologne was just one of our trade shows – but a very important one for us. Trade show appearances of our company really kicked off again in 2022. Our team loves to travel and showcase the latest products around the world. The trade shows we attended in 2022 cover a wide range of industries. From mechanical engineering, oil and gas, electronics, mining and plastics technology, to innovations in the adhesives industry and shipbuilding – we covered it all. And so it shall continue in 2023 – we look forward to many exciting events next year!

Hillhead  
Buxton, UK



ITM Industry Europe  
Posen, Poland



Metal Show & TIB  
Bucharest, Romania



BIEMH  
Bilbao, Spain



... and many more!



Delegation from South Africa



Delegation from Uzbekistan

INTERNATIONAL DELEGATIONS IN MUENSTER

# The world as guest

**At WEICON, we travel a lot internationally. Whether to trade fairs, customer visits or product trainings – our team can be found all over the globe. But we also often have visitors from all over the world coming to see us in Muenster. In recent months, for example, four delegations from Iran, South Africa, Ukraine and Uzbekistan have visited us.**

Our guests took part in an executive training programme and also visited various companies in Germany as part of this program to learn about their working methods and, of course, to make new business contacts. On their trip, the participants gain insights into the work processes and strategic orientation of the companies and

thus take valuable ideas and impulses back to their companies to optimise processes and create new structures.

Quite often, the visits are the starting point for a long-term and successful cooperation between the delegation members and the German companies – a win-win situation for all parties involved!

Vitali Walter, head of our international sales department, was responsible for looking after the delegations: “There was a lively exchange during the visits. Our guests found the dual training system in Germany particularly interesting. We met many interesting people and I’m sure there will be more visits in the future.”

**Fit for partnership with Germany**

The initiator of the training programme, which has been in existence since 1998, is the German Federal Ministry of Economics and Climate Protection (BMWK). Thousands of executives from more than 20 countries have already participated in the programme. The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH coordinates the programme on behalf of the BMWK. Carl Duisberg Centren is responsible for the organisation and on-site support of the visitors.

## COOPERATION WITH LIKEMINDED

# Mental health at work

A company is only successful if its employees are happy! And what is one of the most important ingredients for happiness? Right, it's healthiness!

That's why WEICON offers its employees ergonomically designed workplaces, free use of the gym next door, our own physiotherapy practice including back fitness and Pilates classes, and a fresh salad bar every day. So we already do a lot for the physical fitness of our team.

But health is not only about physical fitness, it's also about mental well-being! That's why we decided to work with Likeminded – a digital platform for mental health.

We are totally convinced by the Likeminded concept, because here, each of our employees receives short-term support from qualified psychotherapists and coaches – e.g. in group sessions, individual conversations or online seminars.

“With this offer, we want to make mental health a priority in the workplace! I think there is still far too little happening in many companies and I hope that the topic will be recognised and respected more and more,” says managing director Ann-Katrin Weidling.



## WEICON ASSEMBLY ADHESIVE

# For interior and exterior adhesive bonding

We have developed a special adhesive for applications in the construction sector – the Assembly Adhesive.

## Universally applicable, fast curing

This is a fast-curing and strong contact adhesive based on rubber. The adhesive is temperature-resistant in a range from -40 °C to +100 °C and is suitable for both indoor and outdoor applications. It is stable, does not drip and is also suitable for bonding to vertical surfaces. The adhesive is weather, age and UV resistant and free of silicone.

The elastic 1-component assembly adhesive can be used universally and adheres to a wide variety of materials, such as wood and wood fiber boards, MDF and OSB boards, decorative panels, steel, aluminum, plastic, PVC, plaster, plasterboard, ceramics, masonry, tiles, stone as well as concrete.



## Adhesive for assembly work

Assembly Adhesive can be used for a wide range of applications. For example, it is used for quick and permanent fixing of skirting boards, panels, flooring elements, wall coverings, window bottoms, door thresholds, wooden door frames, decorative profiles and many others.

Before applying the adhesive, the surfaces to be bonded must be cleaned and free from dirt, oil, grease and dust. The Assembly Adhesive has a curing speed of two to three millimeters in the first 24 hours. The light beige adhesive can be stored in an unopened state for up to twelve months.





#### WEICON OFFERS A BROAD ONLINE PRESENCE

## Welcome to our social media world

A few years have already passed since WEICON was founded. Of course, social media and professional external communication were not yet an issue in 1947. Today, however, it would be unimaginable for a company not to have an online presence. WEICON is also active on many digital channels. The following summary gives a brief overview.

#### Blog

The topics on our blog focus on our products and applications – from DIY to industry. But you can also learn something about the WEICON team on our blog, for example in exciting interviews or field reports. WEICON was a sponsor at a major event or an exhibitor at a trade fair? There will certainly be something to read about it on our blog.

► [blog.weicon.de/?lang=en](https://blog.weicon.de/?lang=en)

#### Instagram

Instagram is one of the most popular social media platforms. It's obvious that WEICON can't be missing here. As a company, Instagram is a practical tool for us to share information about WEICON with our B2C customers. In addition, feedback and questions reach us faster through comments under posts or direct messages. In addition to short application videos or presentations of new products, we also provide insights into the company's day-to-day business. On our channels @weicon\_de and @weicontools, our followers have the opportunity to get to know the WEICON team and departments. From impressions of the last company party to exciting behind-the-scenes insights from the last big video shoot – on Instagram, you can experience the people behind WEICON in action!

► [instagram.com/weicon\\_de](https://www.instagram.com/weicon_de)  
 ► [instagram.com/weicontools](https://www.instagram.com/weicontools)

#### Facebook

On Facebook, we post news from the company. The apprentices have passed their final exams? WEICON has won an employer award? That's certainly news we share on Facebook. But also posts about product applications from the industry can be found here. In addition to the WEICON main page, many of our branches have their own page. Posts are made there in the local language. Our target groups on Facebook are primarily technical retailers, with whom we exchange information and network. That way, we get the chance to distribute our products internationally, to gain new customers and retailers and to provide them with interesting information.

► [facebook.com/weicon](https://www.facebook.com/weicon)



### Pinterest

Pinterest is the platform of choice when it comes to getting inspiration for DIY projects. So obviously, WEICON is right at the forefront. Our products, which often seem a bit abstract at first, are presented here as part of exciting application ideas for DIY and handicraft projects of all kinds. From renovation and model making to life hacks for everyday life. We often post edited versions of the videos or blog posts there and try to present our products especially for home use. Our most popular Pinterest post even has over 290,000 views. I bet you wonder which one that is.

► [pinterest.de/weicon\\_de](https://pinterest.de/weicon_de)

### YouTube

We have several channels on YouTube. On “WEICON GmbH & Co KG”, you can find classic application videos and product presentations in German. “WEICONinternational” provides videos in English and is also connected to some foreign language channels – such as WEICON France, Russia or Italia. And there’s “WEICON – WE do it”: Here, things get practical because in our “WE create” series, you can see how the WEICON team carries out repairs and DIY projects. Our “WE explain” series is also located here. This one features professional – but still easy-to-understand – explanatory videos about our products.

► [youtube.com/@weicon](https://youtube.com/@weicon)  
 ► [youtube.com/@weiconinternational](https://youtube.com/@weiconinternational)  
 ► [youtube.com/@wedoit\\_weicon](https://youtube.com/@wedoit_weicon)

### Twitter

Twitter is primarily our mouthpiece to editorial offices. Here, we inform editors about our products in everyday life and the industry. We also publish special features, behind the scenes and events here, as long as there is an editorial concern. Editorial offices thus have the opportunity to contact us directly if they are interested.

► [twitter.com/WEICON\\_de](https://twitter.com/WEICON_de)



### LinkedIn

For WEICON, LinkedIn is an important tool to increase visibility and brand awareness – especially in the B2B sector. Here, we publish current company and product news that could be relevant for other players in the industry with whom WEICON is connected on LinkedIn. Potential customers thus have the opportunity to become aware of our company and to contact us directly for their individual application cases. The platform is also relevant for recruitment marketing, as private individuals also use LinkedIn for professional networking with like-minded people and to find out about our company and job vacancies. Exclusively on LinkedIn, we post a weekly newsletter in which individual topics can be presented in more detail than in the usual LinkedIn posts. This offers all interested parties a deeper insight into our company.

► [linkedin.com/company/weicon-gmbh-&-co--kg](https://linkedin.com/company/weicon-gmbh-&-co--kg)



### Why do we operate on social media?

A professional social media presence is important because today’s customers expect to receive comprehensive information about the company and the products it offers online. It has long been known that simple advertising alone is no longer enough to promote a company’s growth. Social media close the gap between the company and its customers and facilitate an exchange of ideas. We can use this direct feedback, for example, to improve products and adapt them to our customers’ needs.

## EXTENSIVE MEASURES

## Sustainability at WEICON

Protecting the environment and using resources as sparingly as possible are important issues of our time. As a company and part of society, we would also like to play our part in permanently reducing global warming. The increase in heat on our planet has dramatic consequences for people and nature. Everyone is called upon to make a contribution and produce as little harmful carbon dioxide or CO<sub>2</sub> as possible. That is why protecting the environment is an integral part of our corporate principles. For us, sustainable action is not a trend or a hype that is temporarily on the agenda. No, sustainable action is a necessity that we will live with now and in the future. That is why we have examined what we can do to conserve our planet's resources.

## Saving resources

**Sustainable tool series**

That's why we developed the Green Line – the world's first sustainable stripping tool range.

**Official "Ökoprofit" company**

We also reviewed our work processes for potential savings. As a result, we were able to reduce the consumption of energy and water at WEICON and initiate the switch to renewable energy sources, such as solar energy, wind power, hydropower, and biomass, and significantly reduce the amount of waste we generate. For the mix of different measures to save resources and protect the environment, we were awarded the title "Ökoprofit" company last year.

**Ecological footprint**

We are currently in the process of calculating our ecological footprint to determine how much climate-damaging CO<sub>2</sub> is caused by us. This calculation is very complex and lengthy, and it is becoming apparent that we will create a designated position within our team to take on the issue of sustainability here at WEICON. That shows that this matter is very important to our company – now and in the future.



20<sup>TH</sup> ISSUE OF THE WEICON NEWS

# Company magazine celebrates anniversary



In this issue, we celebrate several important anniversaries within our company. However, we haven't acknowledged one very special anniversary yet, which makes us, the editors of the News, particularly proud: This is the 20<sup>th</sup> issue of our company magazine!

## It all started in 2012

The first issue of the WEICON News was published in autumn 2012. We started with only 20 pages and a small print run to test whether this magazine would be well-received by our audience. And it was! Ten years later, the News has a volume of around 60 pages and is sent to around 10,000 readers in German-speaking regions alone. This means that we reach more people with our news than some of the industry's trade magazines!

We have continued with the former publication frequency and provide a new issue twice a year. At the same time, we have never lost sight of the reason why the News was initiated in the first place: We offer a glimpse behind the scenes of WEICON and show the people who give their best for us – each and every day!

## A look behind the scenes

For more than ten years, our magazine has been providing news and interviews about WEICON, our branches, innovations, products, events, partnerships, and so much more! We have established different sections, such as "What does...actually do?", to personally introduce a member of our team in each issue. We want to show the people behind our company, who are essential to our success.

Through the WEICON News, our readers get to see the faces and stories behind the names of our employees.

"The News is a very important information medium for us, enabling us to publish many exciting topics and news about our company. That way, we make WEICON tangible and offer much more insight than other companies do. And that is and remains very important to us. We hope you continue to enjoy our News and are looking forward to receiving constructive feedback at any time, so we can continue to make our magazine interesting and well-rounded in the future," says Thorsten Krimphove, editor-in-chief of the WEICON News.

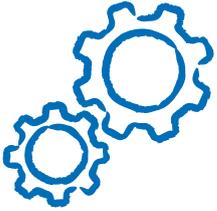
## Speaking of a look behind the scenes

Annabelle Kreft is public relations manager at WEICON and, in addition to numerous articles, is also responsible for the design of the magazine.



Heinrich Bär is 28 years old and lives in Muenster. He studied mechanical engineering at the TU in Dortmund, then worked in our TOOLS production in Ascheberg for two years, and has been working at our headquarters in Muenster since May 2019.

In the new product development department, packaging for our chemical products, such as cartridge systems, is developed in addition to innovations in terms of our stripping tools.



### THREE QUESTIONS FOR THE HEAD OF PRODUCT DEVELOPMENT

## Ergonomic tools for the market

The product development department has recently been established at WEICON. We were curious and asked three questions to Heinrich Bär – head of the new department and the person mainly responsible for product development at WEICON TOOLS.

**Since the beginning of September, WEICON TOOLS has been operating its own department for product development – how did the idea come up?**

It has always been an issue for me to locate the development of the products here in Muenster – so the idea had been around for some time. This year, this idea became reality – and that happened very quickly. The basic plan is to develop innovative, technologically high-quality and competitive tools that are perfectly tailored to the needs of the electrical industry. We want to drive this whole process forward by having more manpower working on these developments in a focused manner.

The background to these considerations is the high value placed on ergonomics in the working world. Tools should be as ergonomically shaped as possible so that users can work with them comfortably for a long time. This

already is and will become even more a central aspect in the development of our tools.

A good example of such a tool is our Precision Wire Stripper S, which won the Red Dot Award for design and ergonomics in 2020. This award can perhaps even be seen as the starting signal for the consideration of locating product development in Muenster. At the moment, we are working with a small team on the development of new products in the tool area and are in close exchange with the other TOOLS departments, such as product management and our sales team. This exchange is also extremely important,

as, for example, we can receive suggestions from the market or from our customers directly and check them in terms of feasibility. These suggestions also often trigger thought processes to deal with the solution of challenges



**TOOLS SHOULD BE AS ERGONOMICALLY SHAPED AS POSSIBLE SO THAT USERS CAN WORK WITH THEM COMFORTABLY FOR A LONG TIME.**



on the market and possibly approach applications in a completely different way.

#### Can you explain the product development process here at WEICON?

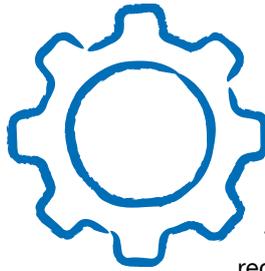
In our product development, no day is like the other – that's also what makes it so exciting. Our sales colleagues bring back lots of ideas and suggestions from their travels all over the world. Based on this information, we try to develop a concept. Of course, not every idea can be pursued – the feasibility has to be examined and evaluated accordingly. At the beginning there is an idea or a problem. For example, there is a certain cable and a tool is needed to process it as effectively as possible. Sometimes problems also arise due to extremely long delivery times for existing tools. Or the existing solutions are outdated and not well thought out from an ergonomic point of view, which naturally makes working with them extremely difficult. In such cases we see an opportunity for us and take the next step.

Research is therefore an important part of our work. Be it market research or competitive research. All this data and information helps us to analyse whether we should take action and whether a new product in this area makes sense. If the idea for a new tool comes from a customer, this gives us a great advantage. Because this also gives us a direct forecast of demand.

The development of a new tool involves extremely high costs, and these forecasts provide a realistic assessment of whether the development is worthwhile in the end. For example, there are high expenses for injection moulds, for the construction of prototypes and in the test phase. Based on the predicted annual quantities, we can roughly estimate the number of units at which a new mould will have paid off – in other words, when the investment will have been recouped. A project like this usually costs several 100,000 euros.



If the general conditions are right, i.e. the analyses, the feasibility, the estimated demand, and the costs, then we take the next step – we start the concept. In the concept phase, many more ideas are generated, and this phase can also last up to one or one and a half years. Then we have a basic model for the concept and start building prototypes.



We then test the prototypes in the actual application. If the prototypes work well, we can request the required injection moulds. Each component of the new tool has its own injection mould. Ten or more moulds may be needed – depending on the stripping tool. Based on the quotations, we can then make a calculation with all the costs of the new tool. This is how we ultimately determine the sales price of the new products. Then, when all the numbers and values are positive, we can start planning for production and take all the other steps.

After a construction period for the injection moulds of at least four months, we have a test phase. Samples are then produced and numerous fine adjustments and adaptations are made until series production can start. So it can take up to two years in total from the initial idea to the finished product.



**THE DEVELOPMENT OF A NEW TOOL  
INVOLVES EXTREMELY HIGH COSTS, AND [...] FORECASTS PROVIDE A REALISTIC ASSESSMENT OF WHETHER THE DEVELOPMENT IS WORTHWHILE IN THE END.**

#### How will TOOLS develop in the coming years? Are there any specific trends?

Ergonomics is and will remain a very important factor. Users should be able to work as easily as possible – even over long periods of time. In the future, we will make our tools even more ergonomic and efficient and round it all off

with a chic design. Of course, we base our tools on the needs and suggestions of the market. At the moment, tools for processing fibre optic cables play a major role and the trend will continue – especially with regard to smart home and further networking.

**A good example of an ergonomically well thought-out tool is our Precision Wire Stripper S, which in 2020 won the Red Dot Award for design and ergonomics.**



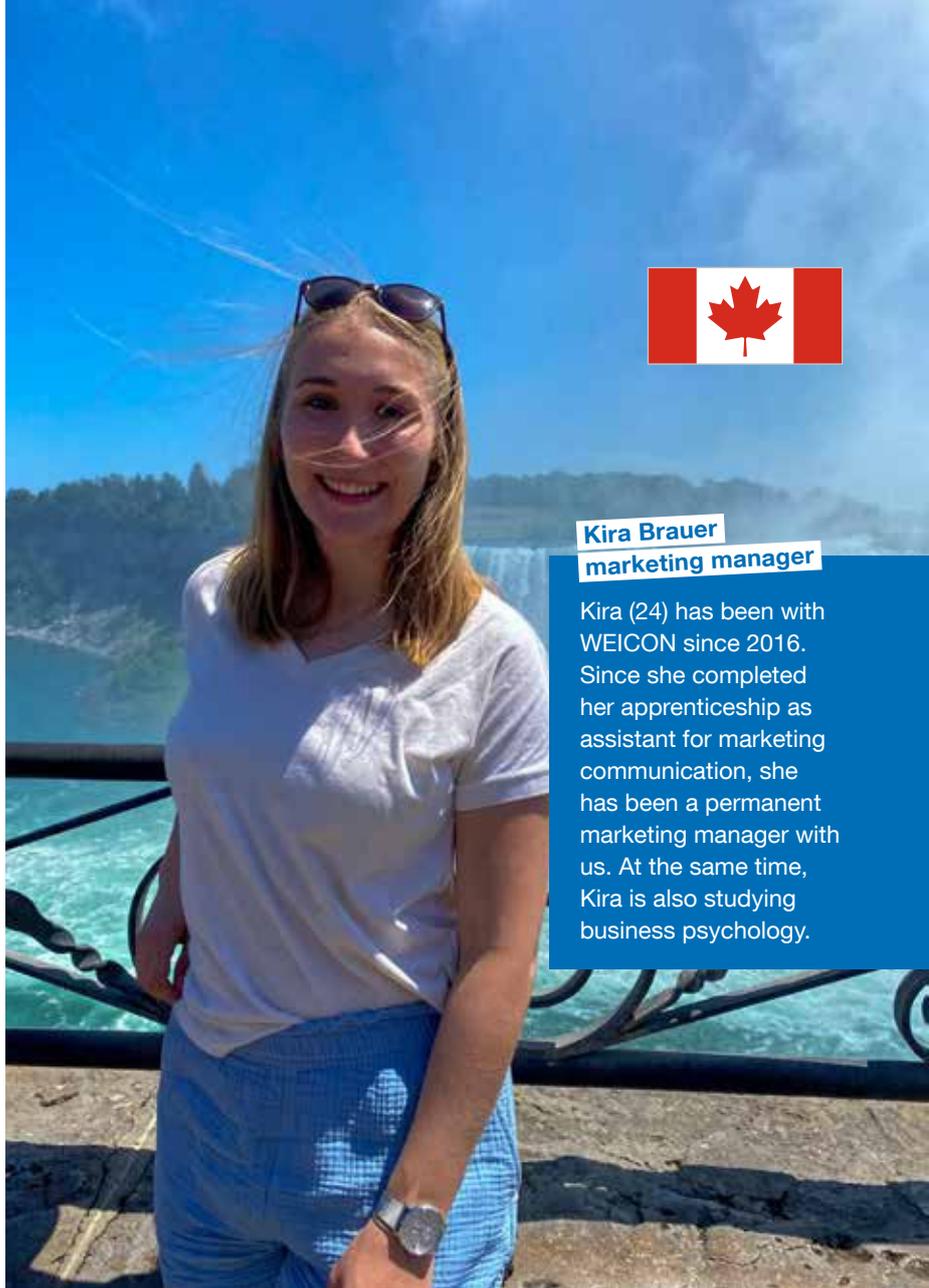
reddot winner 2020



## WORK EXPERIENCE IN THE BRANCH OFFICE

## Next stop: Canada

**WEICON has a broad international presence. We have a total of nine branches around the world, which are responsible for supporting our customers on site and for selling our products. But what is it like to work away from our headquarters in Muenster? Marketing manager Kira Brauer was curious and travelled to our Canadian office for seven weeks to gain some work experience abroad. We talked to her about her time overseas.**



**Kira Brauer**  
marketing manager

Kira (24) has been with WEICON since 2016. Since she completed her apprenticeship as assistant for marketing communication, she has been a permanent marketing manager with us. At the same time, Kira is also studying business psychology.

### WEICON Canada

Our Canadian branch is located in Kitchener. Kitchener belongs to the province of Ontario, about 100 kilometers southwest of Toronto. With a population of around 240,000, Kitchener is slightly smaller than our headquarters' city of Muenster. Seven employees form the team of our branch office here.

### How did you come up with the idea of going abroad?

During my apprenticeship as a marketing communications and European assistant, I had already spent four weeks in Barcelona. I really enjoyed the challenge of being on my own in a foreign country back then. Now I had the urge to go abroad again for a longer period. In coordination with our managing director Ann-Katrin and my department head Tina, I was given the

opportunity to work in Canada.

### You were there for seven weeks. Where did you live during that time?

I asked a colleague from the international sales department for advice on the best place to live, as he has been to our branch a few times. He recommended the neighboring city of Waterloo to me. There, I found a small apartment near King Street. Many students live in this neighborhood

and it is very lively due to the many pubs. But there are also quiet retreats, like Waterloo Park. Since Waterloo borders directly on Kitchener, it wasn't far to the office.

### What is everyday life like in Canada? Were there any moments when you felt some kind of culture shock?

The way of life in Canada is similar to that in Germany, so there was no culture shock. But sometimes when I walked through the

streets, it felt like I was in the setting of an American movie.

One thing you definitely need is a car. Unfortunately, I didn't have one, so I had to take a long walk a few times. But well, walking keeps you fit!

**You travelled to our branch in Canada to take a closer look at the area of marketing. What tasks did you have over there? Does the marketing activities in Kitchen differ from your job in Muenster?**

In Canada, we don't yet have a permanent contact person for marketing topics such as newsletters or product promotions. For example, I set up a LinkedIn profile, while I was there, and supported various e-commerce customers. I also established contact with Amazon to promote our marketing activities in this regard.

**How did you end your days after work?**

Unfortunately, I had to spend the first few weeks writing my term paper. I'm studying business psychology alongside my job. Nevertheless, I tried to go out in the evenings to see the city or go for a run.

When Tina visited the branch for a few days, I also went out and did a few activities with her. Together, for example, we discovered my roof terrace, where I later spent some really nice evenings.

**What was your highlight during your time abroad?**

Every day was a new adventure of its own. My birthday was one of my highlights. I had dinner with Tina and the branch team and then we went out to celebrate. The next day, Tina and I went to Niagara Falls. That was stunningly beautiful. But it was also exciting that I

**“I WOULD RECOMMEND [A STAY ABROAD] TO EVERYONE! FOR PERSONAL DEVELOPMENT, BUT ALSO TO GET TO KNOW NEW CULTURES.”**

was able to take a look at the Google Office of two students I had met on site. It's unbelievable what they have there: From a gaming room to a “secret room” hidden behind a wall of books to a music room with various instruments.

**Would you recommend a stay abroad to others?**

I would recommend it to everyone! For personal development, but also to get to know new cultures. I think it's very helpful for intercultural understanding on the job, but also in everyday life.

**Is there anything you might have done differently in hindsight?**

I definitely would have taken a direct flight because I had a lot of turbulence on the outbound flight that threw me back a few days.

If it hadn't been so expensive, I would have rented a car as well. It takes a long time to get from one place to another by bus or train.

**If you had the opportunity to work abroad for WEICON again, which branch would you choose and why?**

I would choose either Cape Town or Singapore. The cultures are very different, which I really think is exciting. In Cape Town, I would continue to develop my surfing skills, and I really like the architecture in Singapore.



**The stay in Canada offered some time for sightseeing as well.**



25 YEARS FLEX 310 M®

# The elastic game changer

About 25 years ago, the technology of so-called MS polymers became more and more popular in the industrial sector. These are adhesives with strong adhesion, which are still elastic enough to withstand constant movement, vibration and impact. MS polymers brought real progress to many industries worldwide – and not least to WEICON.

With the technology of elastic adhesives and sealants still considered young in the industry at the time, WEICON established its Flex 310 M® adhesives on the market.

The MS polymer-based product range is suitable for bonding almost all materials, such as metal and many plastics. It can be

says Holger Lütfring, our head of technical project management. Why is he such a good judge of that? Holger has been with the company for 27 years and has been following the success story of the Flex range from the very beginning: “Back then, the Flex products were a door opener for us into the world of elastic adhesives and sealants. Up

**“BACK THEN, THE FLEX PRODUCTS WERE A DOOR OPENER FOR US INTO THE WORLD OF ELASTIC ADHESIVES AND SEALANTS.”**

**Holger Lütfring, head of technical project management**

used in metal construction, container and apparatus engineering, mechanical and plant engineering, the furniture industry, ventilation and air-conditioning technology, the electrical industry, yacht and boat building, many areas of plastics technology, and wherever silicones or products containing silicones are not suitable.

“The birth of Flex 310 M® adhesives was a real game changer for WEICON,”

to now, we have sold 1.25 million tonnes and 2.8 million cartridges of our Flex 310 M® adhesives.”

Even today, we still put a lot of heart and soul into the product development of this range. This year alone, for example, we have launched our Flex 310 M® FireSeal – a permanently elastic sealant that meets the highest fire protection requirements with up to 120 minutes of fire resistance.

## The main advantages of MS polymer technology

- strong adhesive bond
- permanently elastic without compromising quality
- can be used on a wide range of materials

## Flex 310 M® in use



**Impressive! Our Flex 310 M® Classic was used for the bonding of 28,000 brackets for aluminum rods at the Pakistan Pavilion at Expo 2020.**

Sold up to now ...



1,25 million tonnes



2,8 million cartridges

# 25

## EASY PROCESSING

# 25 years of WEICON Repair Sticks

Another true classic from our product range celebrates its 25<sup>th</sup> birthday this year: our Repair Sticks! These are two-component epoxy resin kneading compounds consisting of a resin and a hardener. The absolute special feature of our sticks is their really easy processing!

**Cut**

As with modelling clay, you simply cut off a sufficient piece of the stick.

**Knead**

By simply kneading with your hands, the two components can be mixed together in a 1:1 ratio – you should wear gloves when doing this step.

**Process**

As soon as you have kneaded a homogeneous mass, you can use it in the desired application.

**Nice to know**

In the last 25 years, we have delivered over 600 tonnes of Repair Sticks all over the world – that's more than 4 million individual sticks!



Sealing a copper pipe with Repair Stick Copper



[Click here for the application video](#)



## For fast repairs

The plasticine sticks adhere to a wide variety of surfaces and are suitable for quick repair, restoration, touch-up and maintenance work. The sticks can be used to fill and seal cracks, holes, defective areas and leaks. They can be used to reinforce broken-out parts and are also suitable for remodelling objects. Our Repair Sticks can be mechanically processed after curing. For example, torn-out drill holes can be sealed and new holes can be drilled afterwards.

## Ten different types

We have developed ten special types with characteristic properties for a wide variety of applications and surfaces. Aluminum, Aqua, Concrete, Stainless Steel, Wood, Plastic, Copper, Multi-Purpose, Steel and Titanium. The Repair Stick Aqua, for example, is suitable for repairs that have to be carried out under water. The stick can be used in plumbing, heating, marine or other areas where work is done on wet or damp surfaces. Our Repair Stick Wood even has the specific properties of wood. Its formula has been adjusted so that it floats on the water surface – just like real wood!





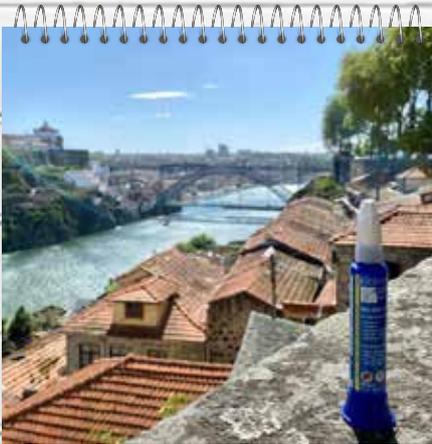
January



February



March



July



August



September

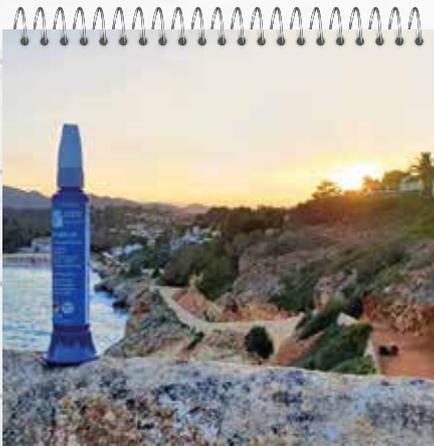
#### WEICON PEN TRAVELS AROUND THE WORLD

## Pen Calendar 2023

In 2022, again, our WEICONLOCK® Pen set out into the big wide world. For example, it joined a hike in the Allgäu Alps, marveled at the polar lights in Norway or visited the Acropolis in Athens. The twelve most beautiful places from 2022 have made it again into our famous Pen calendar.

Did you already know? Our pen system celebrates its 15<sup>th</sup> anniversary this year! We are still very proud of the innovative form, which makes it possible to dispense adhesives easily and process them cleanly.





April



May



June



October



November



December

**January** | Acropolis,  
Athens, Greece  
Jennifer Schlattmann

**February** | Meteora  
Monasteries, Greece  
Annabelle Kreft

**March** | Piatra Craiului  
National Park, Romania  
Iulian Bordei

**April** | Mallorca,  
Spain  
Farina Mais

**May** | Mykonos,  
Greece  
Jennifer Schlattmann

**June** | Machu Picchu,  
Peru  
Ludovica Peiretti

**July** | Porto,  
Portugal  
Saskia Greis

**August** | Cape Town,  
South Africa  
Ralph Weidling

**September** | Rhodes,  
Greece  
Marius Schedlbauer

**October** | Allgaeu Alps,  
Germany  
Janna Schipper

**November** | Loket,  
Czech Republic  
Carolin Warnecke

**December** | Tromsø,  
Norway  
Klaus Kleymann

## Welcome to the team



**INES  
ROTH**  
sales representative  
Germany



**TIMO  
ROESNER**  
sales representative  
Germany



**JULIAN  
KELLER**  
area sales manager



**NIKOLA  
SCHULZE**  
international sales  
assistant



**DILYARA  
SALIVANOVA**  
international sales  
assistant



**ALEXANDER  
BECKS**  
domestic sales  
assistant



**LORENZO  
MARRARI**  
sales manager  
WEICON TOOLS



**SASCYA  
BUCKMANN**  
product manager



**JAN  
KY**  
product manager



**SOPHIE  
BROCKMANN**  
procurement  
administrator



**DAVID  
MAJOR**  
accountant



**HENNER  
ROCHOL**  
marketing assistant



**CHRISTIAN  
GESSNER**  
skilled warehouse  
operator



**DOMINIK  
MUTZE**  
skilled warehouse  
operator



**LECI FERREIRA  
DOS SANTOS**  
skilled warehouse  
operator



**DOMINIK  
VENSCHOTT**  
facility manager



**SASCHA TOBIAS  
FLAIG**

application engineering &  
development (JELN)



**LUC  
KRAWINKEL**

apprentice



**WIN WAI  
WONG**

apprentice



**FINN  
SENDERMANN**

apprentice



**MARIE  
REHME**

apprentice



**PAUL  
KESPOHL**

apprentice



**LENNART  
BUSCH**

apprentice



**IBRAHIM  
KORKMAZ**

sales representative  
Türkiye



**FATIH  
DANIŞ**

sales representative  
Türkiye



**GURINDER  
PAL SINGH**

country sales  
manager UAE



**PREMJITH  
SREEKUMAR**

administration  
assistant UAE



**COSTINEL  
STEFANESCU**

sales representative  
Romania



**ALINA  
OROIAN**

sales assistant  
Romania



**MANJULA PRIYANTHA  
LEKAMALAGE**

Nova Scotia area sales  
manager, Canada



**NEIL JASON  
LEONARD**

external sales repre-  
sentative, South Africa

And what  
about you?

## INTRODUCING THE WEICON TEAM

# What does ... actually do?

## Which department at WEICON do you work in?

I work in the marketing department.

## When did you start working at WEICON?

Three years ago. I started in October 2019. Before that, I worked in an advertising agency for a year and a half.

## What is your role here in our company?

My main task is to take care of the marketing campaigns on Amazon, which involves making sure that the texts all fit and that they are technically correct. I work together closely with all colleagues of the marketing team and the technology department. Furthermore, I take care of our influencers on YouTube and Instagram and also plan campaigns and posts that we regularly do together with our social media partners. The SEO optimisation of our website completes my area of responsibility.

## What is your favourite sport?

Being a horse rider myself, I follow some tournaments on TV or am live on site with my own horse. Last year, I also participated in our company-own "Bundesliga betting game", so of course, I followed the Bundesliga soccer

games once a week. This year, unfortunately, I forgot to take part and place my bets.

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

Definitely the Swiss mountain lake. I just like nature and animals – big cities, on the other hand, don't appeal to me that much – there's just too much going on.

## What is your favourite food?

That's difficult, because I enjoy many different dishes. But my favorite food is Italian. If I had to choose, it would be spaghetti.

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

I would love to travel to the Philippines one day. I'd actually already planned a trip back in 2020, but unfortunately had to postpone it due to the Covid pandemic. This year, it still wasn't possible to travel there when I was on holiday. Instead, I visited Panama, which I also enjoyed very much!

## Which was the last TV show you watched?

The last show I watched was "You don't know me". I liked it a lot, but it might not be for the faint of heart.

## What skill would you like to acquire?

I would like to learn to speak Spanish properly. I actually learned Spanish in school for two years, but unfortunately I'm totally out of practice. However, on my last vacations I noticed that people in Spanish-speaking countries often don't speak English that well. So knowledge of Spanish would be useful in the future to be able to communicate more easily.

## What are your hobbies?

In addition to horse riding, I like to meet up with my friends. We go out for dinner or watch a movie together.

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

That is difficult for me. I used to want to be a veterinarian, but now that's no longer an option for me. For one day, I would like to try out a more physically demanding job.

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

First of all, I would sleep in late and then enjoy a good breakfast. After that, I would go to the horse stable, ride my horse and stay there for a while to chat. In the evening, I would go out for a meal or a drink with my friends or drive to the nearby lake together with them.



Kim

Kuhlmann



*we blog*



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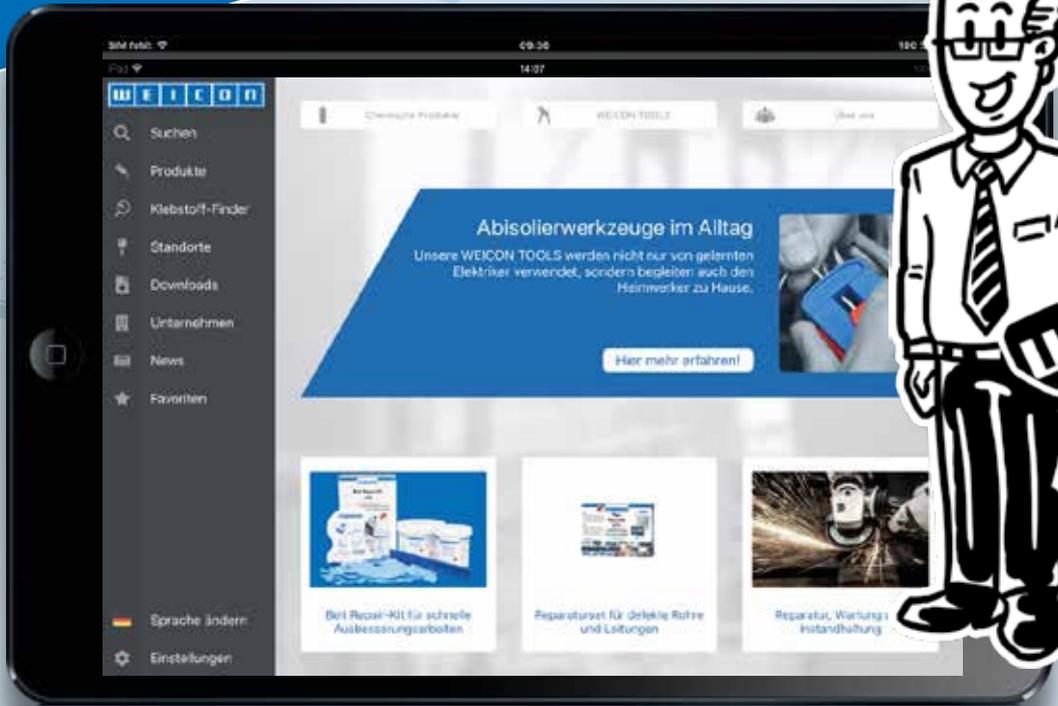
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