



16<sup>th</sup> issue

# News

## Featured topics

Live stream  
product training

NEW! WEICON  
Bike Care Set

How adhesives hold  
our world together

# PRESENT ONLINE!

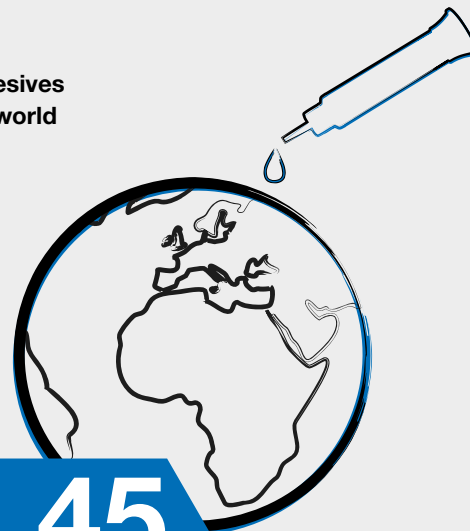
**New managing director  
expands e-commerce activities**



**NEW!**  
**WEICON Bike Care Set**

**31**

How adhesives  
hold our world  
together



**45**

**Live stream  
product training**



**39**

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# Dear readers,



We are pleased to present to you the 16<sup>th</sup> issue of our WEICON News today.

In September, my daughter Ann-Katrin was appointed as new managing director. We now oversee the worldwide activities of our family-owned business together. It makes me proud that with Ann-Katrin, it is already the 4<sup>th</sup> generation of the family Weidling that runs the company. I am sure that we will complement each other very well and I look forward to us working together.

The coronavirus pandemic is still the prevalent topic worldwide. A situation that makes it very difficult to provide our customers with our usual on-site services. That is why we have been working intensely on further expanding our online presence, and we have been able to deliver many training sessions and adhesive consulting services online. For one thing is absolutely sure: we are there for our customers – anytime, across all channels, and worldwide!

In this issue, we would also like to once again present several interesting new products offered by WEICON.

Our Belt Repair-Kit allows for the fast and reliable repair of conveyor belts and for coating rubber surfaces. Our WEICON TOOLS have developed the Fibre Optic Wire Stripper, a tool for the fast and precise stripping of extremely thin fibre optic cables.

Another very special product is our Bike Care Set. For the first time ever, we have put together a selection of specialty products for bike drivers. We are positive that we will be able to win over this new target group with our company and our products. We are excited to see how this expansion is going to develop in the future.

However, our latest News issue has so much more to offer! We will show you interesting applications from all around the world, touch on a social media campaign our apprentices took part in, which even appeared on TV, and take you with us to our family day, which we celebrated here in Muenster under strict hygiene measures.

We hope you enjoy reading the latest News and look forward to maybe seeing you soon for a quick round of mini golf – on our very own mini golf course!

We wish you and your family all the best and, above all, good health!

Best regards from Muenster,

Ralph Weidling

Ann-Katrin Weidling



REPAIR OF RUBBER SURFACES

# WEICON Belt Repair-Kit



**For the fast and reliable repair of conveyor belts and for repairing and coating rubber surfaces in general, we have developed a special set – the WEICON Belt Repair-Kit.**

The product is a 2-component polyurethane system for the fast repair and coating of rubber surfaces. It has a high curing speed, high elasticity and wear resistance, is impact-resistant and abrasion-resistant, and has a particularly high tear resistance. Thanks to its high mechanical strength, it is suitable especially for repairs on rubber and metal components, which are exposed to impacts, abrasion or vibrations.

## Versatile use

The Belt Repair-Kit offers fast and easy processability. The system is suitable for various applications, such as the repair and coating of conveyor belts, the repair of rubber coatings, for use as flexible wear protection, and for the fast repair of worn-out rubber surfaces.

In addition to the polyurethane system, the set comprises a primer for surface pre-treatment, and a spatula to spread the compound evenly.

## Application

Prior to the application, all surfaces to be treated must be thoroughly prepared. Dust, dirt, oil, grease, rust and moisture have a negative impact on the adhesion of polyurethane resins. Best results are achieved with application on clean, rigid and thoroughly roughened surfaces. Before applying the urethane, the surface to be coated should be treated with Primer G.

In order to cover a broader application range, in addition to the classic package, which needs to be mixed by hand, the product is also available as easy-to-use double cartridge. The double cartridge allows the application of the Urethane 85 in the right mixing ratio straight away.

## Post-treatment

After approximately eight hours at room temperature, the treated area is hard-wearing and machinable. For example, the height can be levelled with an angle grinder.



## NEW MANAGING DIRECTOR EXPANDS E-COMMERCE ACTIVITIES

# Present online!

In September 2020, Ann-Katrin Weidling was appointed as new managing director of WEICON. Since then, she has been running the company along with her father Ralph. How does it feel to be the first woman to lead the company at the age of just 27? What visions does the new managing director have for WEICON? We have talked to her!

**WEICON has always been family-operated. You have been an active part of the company since 2017. How did your career start?**

Management Assistant – that was my first job title here at WEICON. If we had had a marketing department back then, “Head of Marketing” would have been a suitable description. Besides employer branding and recruiting, I was later also responsible for the e-commerce sector. Not all by myself, of course – Sascha, who is our Prokura holder today, was on board right from the start. Today, we have expanded our presence in online retail not just in Germany, but worldwide.

**Three years later, the sign on your office door says “Managing Director”! How does it feel to follow in your father’s footsteps?**

Honestly? If I said it was a minor challenge, that would be the understatement of the century.

To be managing director of

a family-owned business operating worldwide – at just 27 – feels like a rather big challenge. Which is a good thing. By which I mean that it’s good not to take my new position lightly and to become more aware of the huge responsibility it brings about from day to day. Luckily, I’m not alone. After all, I run the company with my father Ralph – and Sascha is also a big help. The three of us have become an experienced team. We make all important decisions together. At the same time, Ralph gives Sascha and me a lot of space when it comes to new suggestions and ideas for WEICON.

**Paul Wilhelm, Gerd and Ralph Weidling. So far, WEICON has only been led by men. Are you going to show everyone now what female empowerment looks like?**

Whether it’s a man or a woman working in a leading position doesn’t really make a difference to me. In my opinion, leadership qualities are not a matter of gender, but a matter



BUY

of personality. I think women can be just as confident and assertive as men – maybe even with a little more sensitivity.

**Does this way of thinking also reflect the situation at WEICON? Has the number of women working at the company changed over the years?**

Yes, absolutely! When I started working at WEICON, I was the only woman in meetings of the department managers. Today, we have many women working in leading positions, for example in e-commerce, marketing, procurement or product management. In general, the proportion of women in the office team has grown to nearly 50 percent. I have heard from many male colleagues that they appreciate this development and the “fresh

**1993**

Born in Muenster

**2012-2016**

Business Administration studies at the University of Muenster

**2018**

Marketing studies in Cape Town

**In between**

Different internships in the field of marketing

**2017-2020**

Management Assistant at WEICON

**2020**

Managing Director

**Hobbies**

Travelling, horse riding, fitness, yoga, tennis, skiing

input” it brings about in the departments.

**Which tasks have you taken on as new managing director?**

Expanding our e-commerce activities is still part of my main tasks, even though we now have a whole new department for that due to the strong

growth. The same applies to marketing. We have also set up a new department for that a while

ago – yet I am still involved in many things. Especially when it comes to our online activities. Last but not least, I am responsible for human resources, which entails HR planning, development and recruiting.





**Let's talk about the e-commerce sector. Why do you and WEICON in general focus on online retail so much?**

For most people, online shopping has become omnipresent today. It is convenient and easy to be able to shop anywhere anytime. In terms of WEICON, the online demand for our products has also increased drastically over the last few years. And we must and want to meet these demands. If you close yourself off to the e-commerce topic as a company as big as ours, you will face major problems in a few years. For the world will become even more digital in the future, which makes it essential to be present online today. The stronger the online presence of a

company is, the easier it can be found. After all, most people look for information online these days, instead of flipping through catalogues. That is why we put a lot of time and effort into expanding our e-commerce activities.

**So does WEICON only follow the e-commerce trend out of necessity?**

No, that's not at all what I mean! We are completely open to the whole e-commerce topic and we like to try out new things. We also see the many advantages online retail offers. One of them being that we receive much more direct feedback from our customers on online platforms than we do on the classic distribution channels. Customer reviews help us to make our products even better.

This chance for direct exchange and for working together with the customers who use our products is very valuable!

**Does that mean the classic distribution channels of WEICON will slowly disappear?**

No. The e-commerce sector will become increasingly important and already is an important and growing part of our sales strategy today, but it will certainly not replace our classic distribution channels. I would rather call it an addition. Our products are too complex and require a lot of explanation, which is why face-to-face customer service is too important to not continue to rely on our field service, distribution partners and co. in the future.

**“OUR PRODUCTS ARE TOO COMPLEX AND REQUIRE A LOT OF EXPLANATION, WHICH IS WHY FACE-TO-FACE CUSTOMER SERVICE IS TOO IMPORTANT TO NOT CONTINUE TO RELY ON OUR FIELD SERVICE, DISTRIBUTION PARTNERS AND CO. IN THE FUTURE.”**

**What does the e-commerce sector look like on an international level? Are there any differences?**

There are certainly some differences we need to consider, two of which I would like to mention here. First of all, there are different online retailers. While



in Germany, Amazon plays a predominant role, in China, Alibaba or the messenger service WeChat are really big. Another important difference: online retail doesn't play the same important role everywhere. Not yet, at least. In Asia – besides China, also in Korea or Singapore, for example – e-commerce is booming. And of course, within Europe, it has also been playing an increasingly important role over the last few years. However, in South America or Africa, for example, the influence of online shopping is much less strong. That will most likely change in the future, yet developments in that respect are still a little slower there.

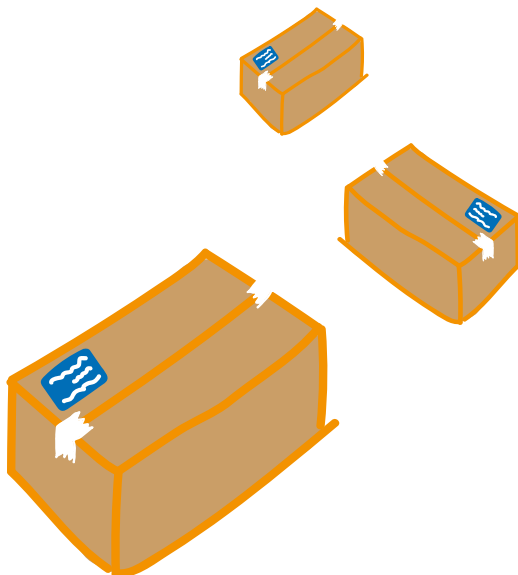
**And what aspirations does WEICON have internationally?**

It probably sounds a little bold, but I'm going to say it anyway: we started in

**“WE STARTED IN  
GERMANY, NOW  
THE WHOLE WORLD  
IS NEXT!”**

Germany, now the whole world is next! Which means that we will step by step expand our activities to our European branches first. But we are also already active in other European countries, like Great Britain, Poland or the Netherlands. But since the whole world doesn't only involve Europe, of course, we also pursue other market opportunities, like the Asian market, which I already

mentioned as a prospect with much potential. For example, we are currently launching an online shop in Dubai. I am optimistic that we will be able to take root in international online retail in the long run. I very much look forward to driving WEICON forward in this area and to hitting the ground running as managing director.



## DISMANTLING OF FIBRE OPTIC CABLES

# WEICON TOOLS Fibre Optic Wire Stripper

**We have developed a very special wire stripper for the fast and precise stripping of fibre optic cables – our Fibre Optic Wire Stripper.**

## Fibre Optic Wire Stripper

The new tool was designed specifically for the fast and easy removal of the primary coating on thin fibre optic cables with a diameter as small as 0.125 mm.

The funnel-shaped opening on the tool head ensures the easy and accurate insertion of thin fibre optic cables. The blades of the tools are designed in a specific way, so that no adjustment of the cutting depth is necessary. With the adjustable scaled length stop for the working range from 5 to 45 millimetres, the desired stripping length can be set quickly and reliably. Two durable, precisely adjusted torsion springs, which push symmetrically on the pair of blades with a defined force, ensure comfortable working. The accurate spring pressure guarantees the special contour of the blades to cut the thin primary coating cleanly and precisely. This ensures safe stripping of fibre optic cables, which are just 0.125 mm thin.

## Wide range of applications

The Fibre Optic Wire Stripper can be used in many industrial sectors, such as telecommunications, robotics, wind energy, electrical engineering, or computer and network technology.

## Distinguished design

During the development, ergonomics and intuitive handling were taken into account in addition to user-friendliness. The tool is suitable for both right- and left-handed users. Due to the special handle shape, the wire stripper provides a good grip and guarantees non-slip and safe working.



**reddot winner 2020**



For the well-thought-out product design, the tool received the Red Dot Award, a world-renowned quality label for excellent design.



**Made in Germany**



The tool is developed and manufactured entirely in Germany. The semi-automatic wire stripper was tested in regards to all aspects of work safety. The tool is 112 mm long, weighs 45 grams and is supplied in recyclable cardboard packaging.

## SUCCESSFUL CAREER

# From intern to Prokura holder

**Climbing the career ladder – a topic our colleague Sascha Beilmann could write a book about by now. The 32-year-old combines an exciting career path with plenty of WEICON know-how. Ten exciting years have passed since his first day as an intern until the promotion to his current position as Prokura holder. We thought that was definitely a good enough reason to ask our colleague a few questions about his success story and his experiences at WEICON.**

## When did you start working at WEICON, Sascha?

I first stepped into the world of WEICON in 2010. Back then, I completed an internship in the advertising department as part of my university degree. I was then hired as a trainee right after that. And that's how my career at WEICON started. I've never worked at a different company, even though through my work here, I had the chance to gain insights into many companies in various industries over the years. It's crazy, when I come to think of it. I guess there was just a "spark" I had with WEICON right from the start.

## Which departments have you been getting to know over the years?

I believe that, thanks to the different tasks and projects I've been a part of at WEICON, I have got to know all departments pretty well over the years. Admittedly, you shouldn't put me in the laboratory – I'd only make a mess there. But luckily, we have highly trained experts working in every department at WEICON. Due to having worked as Head of Marketing for four years, I worked together closely with different departments – including the national and international sales department, product management, IT, advertising department, public relations and quality management. I then got to know the processes in the fields of warehousing, procurement, accounting and IT, when I was the Head of Information Management. With my switch to the company management team, I am now in touch with all divisions, including our international branches, of course. I love this versatility of my job, I feel like I have really found my place with this.

## Since September, you have been Prokura holder at WEICON. Which tasks does that entail?

At the very top of my agenda are human resource management and the development and expansion of the e-commerce sector. The latter is a huge task, for which I work together closely with our managing director Ann-Katrin. We work towards the goal that, besides Germany, our international branches also get their own online shops, and that we additionally cooperate with as many international online retailers as possible. Certain IT tasks and processes as well as general organisational issues – including our fleet management, for example – are also part of my daily work. As you can see, my job is super varied and no two days are the same. I like that here at WEICON, I can always take on new challenges and chances in different fields.

## Are there any general trends in the fields of sales/technology/team organisation/company management that we should definitely keep an eye on?

Phew, you could easily give a separate interview on each of those four topics. So I will give a more general outlook here: there are certainly several trends and developments that are relevant to us. We observe and evaluate these constantly. In regards to each of these four topics, we don't have to hide our light under a bushel, even compared to

other companies. All departments at WEICON keep the future in mind. At the end of the day, in my opinion, it's most important to not rest on your laurels, but to keep striving for improvement. This also includes trying out new things or striking out in new directions, which hadn't really been considered before. Look at the whole e-commerce topic, for example. Online retailing is a sales trend, which we

**"I GUESS THERE WAS JUST A 'SPARK' I HAD WITH WEICON RIGHT FROM THE START."**





2008-2012	University degree in International Marketing in Venlo (B. A.)
2010	Internship advertising department
2010/11	Traineeship advertising department
2012	Internship international branches Dubai and Canada as part of the bachelor thesis
2012-2016	Head of Marketing
2016/17	Head of Information Management
2017-now	Management Assistant (since 2020 Prokura holder)
2015-2019	Extra-occupational university degree in IT Management (M. Sc.)

have opened up to step by step. At first, like many others, we had to get a grasp on the whole matter. Which we weren't afraid to do. On the contrary, we

**“AT THE END OF THE DAY, IN MY OPINION, IT’S MOST IMPORTANT TO NOT REST ON YOUR LAURELS, BUT TO KEEP STRIVING FOR IMPROVEMENT.”**

really embraced trying out different ways to see what works well for us and what doesn't. This, let's say, brave strategy really pays off now!

**10 years at WEICON and you still seem to be very happy in your job. What makes WEICON so special for you?**

It sounds like a stilted line from a boring promotional video, but I really enjoy coming here every day. There are many reasons for that: our products are top-notch, so is our whole team. I like the fact that every day brings about new tasks and challenges. I can contribute

to decisions on what's important for the success of WEICON and tackle new things myself. I have regular face-to-face contact with colleagues and customers. In case of any questions or new ideas, I always get honest and open feedback. And like I already said, WEICON really thinks ahead and I like that. All these things combined make WEICON special to me and a great place to work at!





#### SUCCESSFUL COMPLETION

## Four “new additions” at WEICON

**Four of our apprentices have received their certificates from the Chamber of Commerce and Industry and have thereby successfully completed their apprenticeship.**

Vivian Kintrup is now officially industrial management assistant – by the way, the first woman who did their apprenticeship at WEICON in this field! In the future, she will continue

to support our export department as working student. She is responsible for the organisation of international trade fairs.

Three new skilled warehouse operators at once support the export sector in our warehouse as of now. Mamadou Billo Sow, Ibrahim Diallo and Abdourahamane Diallo now start their “real working life”. Abdourahamane used to work for an event management company before the coronavirus pandemic and was now able to successfully complete his apprenticeship in our company. In July they signed their employment contracts and will continue to be part of our team in Muenster in the future.

Ralph Weidling: “We are very happy that our young colleagues enjoy working at WEICON and want to stay with us in the future. They are a great fit for our team and I look forward to continuing to work together in the future. I’d like to congratulate them on the successful completion of their apprenticeships!”



## NEW EUROPEAN ADHESIVE SPECIALISTS AT WEICON

# Successful training at the IFAM

**We are very happy to announce that two more WEICON employees have successfully completed the extensive training as European Adhesive Specialist at the Institute for Manufacturing Technology and Advanced Materials (German: IFAM).**

Our colleague Jennifer Schlattmann successfully finished the training in July and is now officially a DVS®/EWF European Adhesive Specialist. Under normal circumstances, she would have finished the course in March already. But then the coronavirus pandemic got in the way and the training was put on hold halfway through. While the first part took place in Bremen, the second part plus the exam in July was moved to Hamburg.

"I am happy that, with a small delay, I have now successfully finished the training as European Adhesive Specialist and I would like to thank our company management for giving me the opportunity to participate in the training course," Jennifer says.



Our field service colleague Julian Boci has also successfully passed the exam and is now a European Adhesive Specialist. Like Jennifer, he can now use the knowledge he gained throughout the training in theory and practice in order to provide our customers with even more comprehensive advice, to create adhesive bonding instructions and to offer solutions to application problems.

"In its line of business, WEICON is the company with the largest number of highly trained specialists in adhesive technology. I think it's right and important that the company management invests so much in the thorough training of their employees and I am grateful for having been able to take part in this interesting training opportunity," Julian said after successfully completing the course.

Congratulations to Jennifer and Julian on passing the exam!





## GERLINDE BERNING 40 YEARS AT WEICON

# “I don’t think I’ll be working there for long”

**Working for the same company for 40 years – that is very special!**

**We asked our jubilee Gerlinde Berning about her beginnings at WEICON.**

## Gerlinde, WEICON 40 years ago – what did it look like?

Back then, we were at a different location close to where our headquarters are today. In total, we were between 30 and 35 employees working at WEICON – the team in Muenster along with the field service. In the sales office, there were four full-time and one part-time employee, who only did the filing. Everything came as hard copies and needed to be filed. Our invoices were paid by cheque. The cheques arrived in the post in the morning and the apprentices were responsible for getting them to the bank every morning until 10 a.m., so they could be transferred to our account the same day. The apprentices had a company bicycle for these kinds of errands. With that, I drove to the bank at quarter to ten every day. Afterwards, I went to buy groceries for my colleagues – we didn’t have a canteen back then. And I did that in all weathers! We didn’t have any international branches at that time. Belgium, the Netherlands, Switzerland, France, USA, Israel and Japan were, among others, the countries that we already exported our products to back in the 80s. In the export department, we were two employees and one manager – that was the entire international sales office at WEICON back then. One of my colleagues and I were responsible for order processing and for international correspondence, and the export manager was in charge of acquiring new customers, supporting existing customers and on-site customer visits. An international one-man-show, so to speak.

## Our younger colleagues can probably hardly imagine it, but what was daily work like back then without internet, computers and mobile phones?

There were no computers and also no fax machines. We had a regular typewriter and a giant telex – which was also called teleprinter. It was a huge monstrosity of a machine, which was used to send and receive text messages through a communication channel similar to a telephone network. With this, urgent offers, letters or inquiries were sent. The huge disadvantage: the telex stood in the head office and was very loud. When it was running, you couldn’t have a

conversation, let alone transfer calls. In the sales office, we had huge cabinets filled with index cards. Every customer had their own index card. In the morning, new orders came in by post or phone calls. Then we took out the corresponding index cards and worked our way through the piles. You really can’t compare that to today’s work. There wasn’t the kind of time pressure or urgency that modern media brought about. Of course, there were urgent orders that came in by phone and needed to be processed fast. But everything just took more time. Letters, delivery notes and invoices needed to be written by hand or typewriter and were then in the post for a few days, until they reached the recipient.

## Are there any interesting anecdotes from when you first started working at WEICON?

On my very first day – which was August 1<sup>st</sup>, 1980 – I took a day off, as I needed to attend a wedding. I had cleared that with the former CEO Gerd Weidling (Ralph’s father) and it wasn’t a problem. So I was supposed to start working at WEICON on the following Monday, August 4<sup>th</sup>. I didn’t have a driving licence then and had to rely on public transport. So I took the train from Borghorst to Muenster and then got on the wrong bus in Muenster. And got to work an hour late. I was supposed to be introduced along with another apprentice, who was starting on the same day. Everyone was waiting for me. I was so embarrassed! When I got home that night, I said to my mum: “I don’t think I’ll be working there for long.” Which then turned into 40 years.

## What makes WEICON special?

WEICON has had a huge influence on me – on my professional as well as my personal life. I feel at home here. I grew up with this company, so to speak. The small family business has turned into an international company. I was able to experience this development at first hand and even to contribute a little with my work here – which makes me very proud.





#### APPRENTICESHIP START 2020

## Our new apprentices

In August, eight new apprentices started working at WEICON. We've never had so many junior employees starting at once!

Lara, Hannah and Leon serve an apprenticeship as management assistants, with Leon transferring from a different company and thus starting in the second year of his apprenticeship already. Zoe starts as apprentice to become a digital and print media designer, Nick and Amadou serve their apprenticeships as skilled warehouse operators and Mark is on his way to becoming a system administrator. Which leaves Kathrin, who has decided to complete a dual curriculum at WEICON, which means that she studies business administration at university while serving an apprenticeship as industrial management assistant in her practice phases.

We are happy about the new additions to our team!

#### Prior to the apprenticeship start

In July, our new and "long-established" apprentices had already met for a casual evening to get to know each other a little bit.







#AZUBIMOJIS

When it comes to apprenticeship marketing, the question is not just how to make the wide range of apprenticeships appealing to young people, but also where to find a platform to do so. The Chamber of Commerce and Industry North Westphalia has decided to take a modern way of communication and to address the young target group on Instagram with the project #azubimojis. Our apprentices Timon and Alexander were part of the apprenticeship campaign.

Alexander



PART OF THE CCI CAMPAIGN #AZUBIMOJIS

Apprentices  
show their  
everyday  
work!



### Insights via Instagram story

Timon and Alexander – both having started their apprenticeships as industrial management assistant in August 2019 – took over the Instagram channel of the CCI North Westphalia for one day as part of the #azubimojis campaign. In short videos and selfie sequences, they outlined their everyday life as apprentices at WEICON in the stories. By doing so, they granted their viewers a glimpse behind the scenes not only of their “usual” day at the office, but also of their lunch breaks, physiotherapy sessions or the shooting of a new application video.

So far, 18 apprentices from the whole CCI North Westphalia area have been taking part in the campaign. Among them were hotel management assistants, process technicians, or, like in our company, industrial management assistants.





Timon

Photo: Witte/IHK



## The camera keeps running

Timon and Alexander have not only been posing in front of their smartphone cameras but also in front of the tv camera of WDR (a German TV channel). WDR liked the campaign so much that they accompanied the Instagram takeover by WEICON the entire morning. Timon and Alexander were in the spotlight for hours, yet they kept their cool. "In the beginning, I was a little nervous. It doesn't happen every day that you stand in front of a camera and even have to talk so much. But I loosened up pretty quickly, since the WDR film crew was super nice and chilled and we were in tune very quickly," said Alexander. "I completely agree with Alex. The project really was a lot of fun. And we hope that our videos helped to make a few potential apprentices curious," Timon added.

## TRETty STARTS IN MÜNSTER

# Going sustainable

**In August, the young start-up tretty hit the roads in Münster, quite literally in this case. Tretty offers a sharing system for kick scooters driven by muscular power.**

By means of an app, users can rent and unlock a scooter – and are then ready to go. Driving the scooters is great fun and, as a positive side effect, keeps the body fit and healthy.

Thanks to driving entirely without motor and electronics, a tretty is also 100 % emission-free and very resource-friendly, thus protecting the climate and the environment. The high-quality scooters are produced in the Czech Republic and in every tretty, there's also a little bit of WEICON!

## Production with WEICON

In addition to the versatile threadlocker WEICONLOCK AN 302-43 and the elastic adhesive and sealant Flex 310 M Classic, our Flex+bond is also used for the production of the muscle-powered vehicles. And of course they're kept clean with WEICON Cleaner Spray S!

The founders of the start-up didn't want to go with standard off-the-shelf scooters and therefore decided on their own scooter model. Which also made it possible to adjust the

scooters to the founders' own expectations and requirements and to use a very robust and rigid frame made of stainless steel – after all, the scooters need to be able to withstand a lot of stresses in daily use! In addition to stability and durability, the design also focuses on safety as well as a great driving experience.

## High quality

The trettys are made of high-grade stainless steel and all components of the scooters are produced by renowned brands. The kick scooters are perfectly equipped with reliable drum brakes, a hub dynamo, quality wheels and a handy basket attached to the handlebar to transport bags or groceries. The large wheels ensure steady and safe driving.

## Sustainable transport

In times of global warming, sustainability is a highly important aspect. In that respect, tretty is a true paragon of mobility concepts for the future. To get around, you only use your own muscular power – the scooters

do not have any kind of motor. By strongly pushing along, you can reach the same speed as on a normal bike. Which makes the trettys not just a healthy, but also a resource-friendly transport option. If the start in Münster is successful, the founders want to look into offering tretty in other cities as well. The plan is to provide safe and climate-friendly mobility for everyone – without emissions and electronic waste that is difficult to recycle.

## Strong support

The idea of the two founders also fascinated companies like WEICON, which is why we were involved and supported the project right from the start. Meanwhile, there are even five brand new kick scooters in WEICON design cruising the streets of Münster. Besides the companies sponsoring the project, the start-up also received a founder's scholarship from the federal state North Rhine-Westphalia. tretty, an inspiring idea, which turned into a cool and popular project. We look forward to following the start-up's next steps in the future and wish Amir and Maximilian the best of luck!







## The founders

The two friends Amir Marouf and Maximilian Weldert have founded tretty together.

The trained business psychologist Maximilian has been a huge fan of muscular powered mobility for a long time and the dentist Amir is fascinated by the sharing concept – which implies that several people share one item. So one thing led to another and the idea of starting tretty was born.



In addition to the versatile threadlocker **WEICONLOCK AN 302-43** and the elastic adhesive and sealant **Flex 310 M Classic**, our **Flex+bond** is also used for the production of the muscle-powered vehicles. And of course they're kept clean with **WEICON Cleaner Spray S!**



## WEICON MEETS INNOTECH

# Closer cooperation



**In October, Joachim Rapp, managing director of Innotech Marketing und Konfektion Rot GmbH, visited our company. We have been successfully collaborating with Innotech in the field of standard test specimens and adhesive samples for years. During his visit in Muenster, Mr. Rapp noticed that our product range and application pictures only showed manual caulking guns. However, this area holds enormous potential and many opportunities we can offer our customers. That is why another meeting was scheduled, which Ralph and Ann-Katrin Weidling also attended and which took place at the Innotech headquarters in Rettigheim. As part of the meeting, several of our colleagues participated in a training session on the manual application of adhesives.**

## Portfolio analysis

As a result of the very interesting and exciting meeting, it was agreed to carry out a portfolio analysis of our products in cooperation with Innotech.

As part of this analysis, 51 of our products were tested. The elastic adhesives and sealants were applied by Mr. Rapp and a team of our product management and application engineering colleagues by means of different manual, battery-powered and pneumatic cartridge guns. In addition, different adhesive application accessories were tested.



Innotech calls this procedure a portfolio analysis. An adhesive producer provides a large number of products for application tests and the Rettigheim-based company then determines in an extensive test series the best cartridge guns and nozzles for different adhesives.

We will design a flyer based on the results and findings obtained from the test series, which will present our products along with the perfect choice of application tools. That way, we can offer our customers an even better overview of the ideal application of WEICON adhesives.

## Adhesive Specialist in Muenster

Just like us, Innotech cooperates closely with the Fraunhofer Institute for Manufacturing Technology and Advanced Materials (German: IFAM) in Bremen. On behalf of the IFAM, the company has been training DVS/EFW European Adhesive Specialists and European Adhesive Bonders according to IFAM standards at the headquarters

in Rettigheim for three years. As another very positive result of our exchange with Mr. Rapp, we plan on offering the training as European Adhesive Specialist in Muenster from February 15<sup>th</sup> to 19<sup>th</sup>, 2021 in cooperation with Innotech and the IFAM.

## WEICON in the almanac

Innotech has been publishing an almanac of manual adhesive applications for four years. This compilation comprises 40 pages of extensive expert knowledge from the world of adhesives.

In the 4<sup>th</sup> issue of the almanac

(which will be released in late 2020/early 2021), we will be featured with an expert contribution on the topic of epoxy resin systems. More precisely, we present our plastic metal epoxy resin systems and our Repair Sticks.

“Thanks so much for the constructive exchange during the meetings, which were characterised by mutual ideas for the future. I very much look forward to the even closer cooperation with WEICON in the future. We will soon deliver a comprehensive training session to the WEICON sales team backed up by our extensive knowledge of the manual application of adhesives and the almanac of manual adhesive applications,” Joachim Rapp said after the meetings.

### Innotech Marketing und Konfektion Rot GmbH

The company has been growing steadily for years and has expanded its portfolio by the sale of caulking guns made by different producers in addition to the production of standard test specimens and adhesive samples. Professional consulting and repair services complete the range Innotech offers ([www.innotech-rot.de/welcome](http://www.innotech-rot.de/welcome)).



WEICON IS NOW OFFICIAL IMPA SUPPLIER

# At home on the world's oceans



Many of our products can be used in the marine and shipping industries. That is why numerous of our chemical products and tools have been listed in the the IMPA (International Marine Purchasing Association) catalogue for years, and are used by crews on all seven seas for repair, maintenance and servicing. Our epoxy resin system WEICON SF and our Pipe Repair-Kit, for example, are perfect for fast emergency repairs and reliable helpers for sealing damaged pipelines.

## Status: Supplier

In October, WEICON was officially granted the supplier status by IMPA. This opens up many new and interesting opportunities for us. For example, our access to IMPA exhibitions and conferences is now much easier, and we have the chance to present our products and services there. Moreover, we are now featured in the online version of the IMPA catalogue at improved conditions. The IMPA membership grants us access to many new and valuable contacts in the marine industry, which will benefit our company in the future.

"The IMPA is one of the most important associations in the marine and shipping sector worldwide. We have been cooperating with this organisation closely and successfully for years, and we are proud to now have achieved the status as official supplier. That gives us the opportunity for an even broader positioning in this important industry, and we very much look forward to the exciting new contacts this network has to offer," Vitali Walter, sales director international at WEICON, explains.



**"THE IMPA IS  
ONE OF THE  
MOST IMPORTANT**

**ASSOCIATIONS IN THE  
MARINE AND SHIPPING  
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**WE HAVE BEEN  
COOPERATING WITH  
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STATUS AS OFFICIAL  
SUPPLIER."**

**Vitali Walter**

## IMPA

IMPA is an international association of shipowners, ship operators and ship management companies and suppliers for the marine sector and shipbuilding companies. It was founded in 1978 in order to support and facilitate the international collaboration between purchasers and suppliers in the maritime industry. Over the last decades, the association has grown significantly and today, it represents nearly 1000 members all over the world. The IMPA has set and enhanced standards within the marine industry and belongs to the leading organisations in the maritime sector. The IMPA headquarters are located in Great Britain. The organisation hosts the IMPA London every year – an event which brings the whole industry together to stay on top of new developments and trends.

## VIRTUAL UNIVERSITY EDUCATION IN TIMES OF THE CORONAVIRUS PANDEMIC

# The interaction with students is missing

We have been cooperating with the University of Applied Sciences Osnabrueck for a few years as part of a master program, which also includes adhesive tests. So far, there have been face-to-face classes and experiments, during which the students have also worked with WEICON adhesives. Due to the current pandemic, these laboratory tests are only offered as virtual classes. To do so, the adhesive tests are filmed by employees of the university and then presented to the students afterwards. We have talked to Marius Behnecke during one of these filming sessions.



## Mr. Behnecke, would you be so kind and introduce yourself?

My name is Marius Behnecke and I am a research assistant of Prof. Petersen at the University of Applied Sciences Osnabrueck in the laboratory for chemistry and surface modification. I am currently the supervisor for the internship of our master course Adhesive Joints and Polymeric Coatings.

## What exactly do you do here at WEICON? Which tests do you conduct?

We film the preparation of samples and the application of adhesives for an experiment here that is part of our master course. Initially, the laboratory tests were planned as face-to-face internship.

Due to the coronavirus, unfortunately, it had to be turned into a recorded experiment and a virtual internship.

## Which WEICON products do you use?

We try to cover a large part of the different application technologies with the products we use. For example, we have decided on plastic metal as a classic two-component epoxy resin system. We also use the structural acrylic adhesive RK-1300 as an application with a no-mix procedure.

**“INITIALLY, THE LABORATORY TESTS WERE PLANNED AS FACE-TO-FACE INTERNSHIP. DUE TO THE CORONAVIRUS, UNFORTUNATELY, IT HAD TO BE TURNED INTO A RECORDED EXPERIMENT AND A VIRTUAL INTERNSHIP.”**

Flex 310 M 2 K represents the 2-C MS-Polymers. And with this, we also include an elastic adhesive and sealant. Last but not least,

we use the polyurethane adhesive PU 240, which is applied with the Easy-Mix cartridge. With these products, the students get to know different adhesives from a relatively wide chemical range. The adhesives are different from each other in terms of their special characteristics, such as adhesive strength

or cure time and the way they are processed – a 2-C system, for example, which is mixed by hand, and another system, which is processed straight from the double cartridge-system. Prof. Petersen will also cover the adhesives in more detail as part of her lecture. In the experiments we carry out here, the practical application is demonstrated. We show the different application possibilities and how the application with the different types of containers work.

## Which advantages and chances do you see in virtual training and lectures?

The most obvious advantage is that you can prepare for virtual sessions





Marius Behnecke

while preparing an online class.

much better. In normal face-to-face classes, it can happen that experiments don't go and work the way they are supposed to. That is something you can control much better in these virtual experiments. A huge advantage for the students is that they can watch lectures and classes repeatedly and that they can focus on details of the experimental design much easier.

#### And what are the disadvantages?

The biggest disadvantage is certainly that there is no interaction with the

students. During the virtual classes, much less questions are asked and you don't go into detail or have certain group dynamics as much as you do in face-to-face classes, where the students have the chance to gain a lot more practical experience. In

online classes, everything is a little more impersonal and the participants can hang back a lot easier than they can in real-life classes. We as lecturers and research assistants have to approach the students much more actively to motivate them to participate. In normal face-to-face

classes, the students carry out experiments and applications themselves, by which they learn much more efficiently. When I touch something and try it out myself, I memorise the experiment much better than when I only watch it on a screen.

#### Will there still be classes held entirely online after the pandemic or will hybrid solutions take root, which comprise face-to-face and online sessions?

It would be a great solution if there were both opportunities. I can definitely imagine that virtual lectures are still offered in the future. That way, students could choose if they attend the lecture in real life or on screen. Which would, of

course, increase flexibility enormously. We currently have a hybrid semester in Osnabrueck, which includes face-to-face classes as well as entirely virtual content. As far as that is technically possible and works well, that might also be a viable option for the future. However, I think it's rather unlikely that we will still offer entirely virtual classes in the next few years. We at the university have been and are currently noticing that the students really enjoy taking part in face-to-face classes on campus. For the virtual part of the classes, however, many universities would need to be provided with significantly better technical equipment in order to be able to guarantee a certain standard.



HOW TO KEEP THE IRON EATER AT BAY WITH WEICON

# Put an end to rust!



A WEICON Blog post

**Rust! The eternal enemy of metals. It eats away, corrodes and destroys without mercy. It stops at nothing, not even steel giants like ships and bridges, let alone the garden fence at home. But even when fighting it seems hopeless, there are some ways and means to keep the iron eater at bay! How can rust be removed? How can you prevent rust? Here are all the answers!**

## How does rust form?

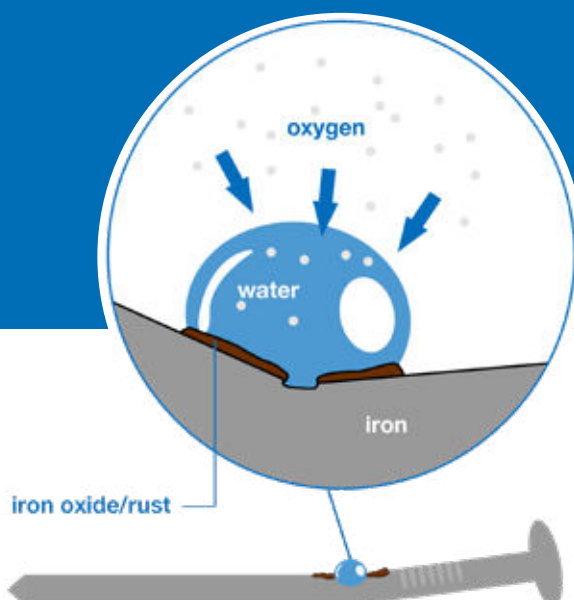
How rust forms is a long and rather complicated story. We will try to break it down to the essential scenario.

### Oxygen corrosion

Moisture and oxygen play the leading roles in this process. It all starts with oxygen stealing two electrons from the iron. The oxygen just can't help itself, as it lacks exactly those two electrons in order to completely fill its outer electron shell. This "theft" is called oxidation. However, the iron can deal with oxidation alone and remains unharmed. A thin layer of iron(II) oxide protects the metal against further destruction.

It's only when water comes into play, too, that the iron is in serious trouble. For then the oxygen bonds to the wa-

ter molecules instead of the iron. In a desperate attempt to compensate for the loss of electrons in water, the iron gives off atoms to the water. The slow dissolution of the iron is called corrosion. So keep in mind: rust forms as a result of corrosion and oxidation.







Put an end to rust –  
product overview



## Anti-rust treatment and corrosion protection

### Remove or prevent rust?

When fighting rust, one question is essential before you start: Do you want to remove rust or do you want to prevent it in the first place? Depending on how you answer this question, there are different products you can resort to. It's a little bit like caries. Do you need tooth paste which prevents caries or do you already have a hole in your tooth which needs filling?

### Surface protection

The preventive tooth paste is comparable to WEICON sprays, paints and pastes, which provide excellent protection against corrosion. These include, among others:

- Stainless Steel Spray (also available in bright grade)
- Zinc Spray (also available in bright grade)
- Brass Spray
- Copper Spray
- Brushable Liquid Zinc Paint
- Aluminium Paint
- Copper Paste

What do all these products have in common? They all provide a protective shield and separate the iron from its corrosive environment. How exactly the chemical reactions of the different sprays work, would, however, go beyond the limits of this article.

But let's, for example, take a look at the WEICON Zinc Spray, which consists of microfine zinc flakes. Zinc protects against corrosion in two different ways. For one thing, as already mentioned, the applied layer ensures the separation of steel and its corrosive environment. Secondly, zinc provides another, more active way of corrosion protection. Chemically speaking, zinc is less precious than iron, which is why it gives off its electrons in a moist environment and therefore "sacrifices" itself for the iron, so to speak. The correct term for this process is redox reaction.

But enough of chemistry for now. We're more interested in how to tackle rust in daily life.



## Remove rust – products for home

Many people out there have a little rust museum at home. The exhibits often include rusty bike chains, poorly maintained tools, old banisters, or a weathered garden gate. We'll now present to you several products, which are able to remove and prevent rust.





### Banister

The old banister keeps rusting? Here's what you can do about it! First, you sand down the banister thoroughly and clean the surfaces with WEICON Surface Cleaner.

Then it's time for our WEICON Rust Converter. The Rust Converter ensures effective neutralisation of rust and provides short-term protection against corrosion.

Finally, you apply the above-mentioned WEICON Zinc Spray to not only give the banister a new shine, but to also provide it with a long-term protection against corrosion.



### Garden gate

If you want to protect your metal garden gate against rust, WEICON Zinc Spray bright grade is a good choice.

The weather-resistant spray contains zinc and aluminium pigments with a high level of purity and thus provides excellent corrosion protection.



### Tools

Garden shears are rusty or the wrenches in the toolbox are covered with rust spots? Then you should resort to our multi-functional oil WEICON W 44 T® Multi-Spray. It does not only protect against corrosion, but also loosens already existing rust due to its excellent capillary action.



### Bike chains

You can also use the Multi-Spray to care for the bike chain!

The wafer-thin protective film repels water and preserves metal. That makes the bike chain a lot more durable.



### Drawbar

The drawbar of a trailer or caravan is prone to rust, if the galvanization is already a few years old. WEICON Corro-Protection – as the name already tells – provides safe corrosion protection for blank, non-varnished metals.



### Restore bike

With the help of many of our anti-corrosion sprays, like WEICON Rust Protection 2000 PLUS or WEICON Aluminium Spray A-100, we turned an old, worn-out bike into a gorgeous vintage piece.

More on this topic on our WEICON Blog.



### Tow hitch

The ball-shaped head of a tow hitch tends to start rusting, if it isn't maintained regularly.

In this case, WEICON Rust Converter is a handy helper again. You just apply it to the tow hitch and the rust is neutralised in no time.

WEICON CITRUS CLEANER

Contains of  
**75 %**  
isopropyl  
alcohol!

# Cleans and supports the disinfection of all common surfaces

WEICON Citrus Cleaner makes use of the disinfecting effect of its high isopropyl alcohol content, and thus supports the overall cleaning and disinfection of surfaces.

The all-purpose cleaning agent can be used in various industries and trades such as in window construction, public institutions, transport, facility management, construction companies as well as around the house. It cleans a wide range of materials, such as metals, plastics, glass, ceramics and painted or coated surfaces\*. WEICON Citrus Cleaner also provides excellent results and high efficiency in basic cleaning activities and in the support of additional cleaning practices of frequently used hand tools as well as in removing staining due to pencils, ballpoint pens and felt-tip pens.



**cleans various materials**



**supports the disinfecting effect**



**evaporates without residues**



**tested effect according to DIN EN 1275 and 1040**



The product is neither suitable for disinfecting nor cleaning hands and skin.

\* For safety reasons, the material compatibility should be tested beforehand on a concealed piece of material.



## THE RIGHT PRODUCTS FOR A COLLECTOR'S PIECE



A WEICON Blog post

# Vintage car care

**With the purchase of a Framo vintage truck, a lifelong childhood dream came true for our colleague Mike! So it's no wonder that he is very fastidious when it comes to taking proper care of this vintage treasure. In this article, we'll show you the products we use for maintenance and care.**

## How our colleague Mike became a vintage truck owner

However, before we tell more about taking care of a vintage car, we'll briefly tell you how Mike became the proud owner of a Framo.

Mike has known Framo vehicles since his childhood days. Even then, he couldn't take his eyes off the neat East German truck.

Here and there, it was still used in the 70s by small crafts businesses or gardeners, until it eventually disappeared from the streets completely. Yet not from Mike's thoughts. In 2019 and thus many years later, he finally made his childhood dream come true and bought a Framo.

Now, he often takes day trips with his wife or does friends a small favour thanks to the truck bed. "It's always nice to see how the old classic car puts a smile on people's faces," Mike raves about his Framo.



## Did you know?

Framo was a Saxon automotive brand, which produced small trucks since 1927 and later also small cars. The name Framo stands for Frankenberger motor factories (German: Frankenberger Motorenwerke) and thus derives from the original production site. After the Second World War, the IFA continued the production of small trucks under this brand. In 1957, a fresh start followed with the renaming of the brand to Barkas. The management moved from Hainichen to Karl-Marx-Stadt, so the Barkas factory Hainichen, the motor factories and the vehicle production plant were united to the VEB Barkas factories.

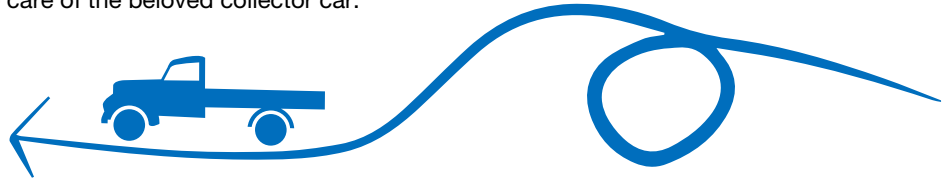
Source: Wikipedia





## Products for vintage car care

If you want to enjoy a historic vehicle for a long time, you should make sure to use the right care products. Many classic cars have been driving the streets for decades and therefore need a little more attention than modern cars. Like Mike's Framo, which was built in 1957. WEICON offers several suitable products for the care of the beloved collector car.



### AL-W High-Performance Grease

Squeaky and creaking wishbones are a thing of the past thanks to WEICON AL-W High-Performance Grease.



### Anti-Seize High-Tech Assembly Paste

WEICON Anti-Seize High-Tech Assembly Paste lubricates the stud bolts on the wheels. The paste provides long-lasting protection against corrosion, seizing up and wear.



### Lubrication

In order for the vintage vehicle to run smoothly and free of squeaks, regular lubrication of particular components is essential. According to the motto "a good grease makes a good drive".

### Multi-Spray W 44 T®

WEICON Multi-Spray W 44 T® shows excellent capillary action and is thus perfect for lubricating the door hinges.



### Repair Stick Steel

WEICON Repair Stick Steel is perfect for the fast metal repair. Corrosion damages, like here on the fender, disappear in no time. Apply some WEICON Surface Cleaner first, then sand the rusty area and press on the modelling material. Tip: With WEICON Smoothing Agent, the modelling material can be formed even better. After the material has cured, reapply some car paint and you're done.



### Repairing and restoring

Many vintage cars show scratches, rust and small dents despite good care. For they have been in use as normal cars many years ago, long before they became beloved collector's items.

### Rust Converter

Slightly rusty spots in the car paint can be neutralised fast and easily with WEICON Rust Converter. Reapply some new paint and rust damages are a thing of the past.



The WEICON range includes numerous products for smaller cosmetic repairs of the treasured vintage vehicle.

### Repair Stick Wood

Wood did not only use to decorate the dashboard in car construction in the past, but was also used in the construction of the car body. With the WEICON Repair Stick Wood, knotholes and smaller cracks can be easily repaired.





### Cleaning and care

Even though Mike's Framo is 63 years old, it still shines as bright as on its first day! And that is no coincidence! The regular cleaning of his little red truck has become a meditative hobby for Mike. WEICON products are reliable helpers for this part of vintage car care, too.

### Cockpit Spray

WEICON Cockpit Spray is a true relief for the aged dashboard. The spray provides a permanent invisible protective film for the vehicle interior.



### Stainless Steel Care Spray

Thanks to the WEICON Stainless Steel Care Spray, Mike's Framo boasts a marvellously shiny car grille at all times. The spray cleans streak-free and leaves a long-lasting protective film.



### Multi-Foam

WEICON Multi-Foam is free of corrosive and caustic substances and is thus perfect for the gentle cleaning of the windscreen. Standard glass cleaners can also give the windows a new shine, yet over time, they damage the material more than they provide care.



### Copper Paste

Part of taking care of a classic car is also to keep an eye on the battery from time to time. Thanks to WEICON Copper Paste, the battery poles maintain their electrical conductivity.



### Other

It does neither fit in the category "Lubricate" nor in the categories "Repair" or "Clean". Nevertheless, every vintage car driver should have it in his garage. We're talking about our Starter Spray.

### Starter Spray

What good is all the vintage car care if the engine doesn't start? WEICON Starter Spray is suitable for the easy and safe starting of combustion engines. Especially at low temperatures, in damp weather or after long downtime of the engine, the spray provides a reliable starting aid.

So now there's nothing left to say but to wish a good ride to all vintage car drivers!





# My favourite WEICON® product

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.

## Multi-Stripper No. 400

"The No. 400 belongs to the range of our multifunctional cable stripping tools and is super versatile! It allows for circular and longitudinal cuts, can be used for cable stripping or just simple cable cutting – it's so easy to use! I don't really have a lot to do with electricity in my spare time, yet the No. 400 is still my personal favourite product. Why? I've been presenting the tool at trade fairs for many years and am a big fan of its functionality! I just became fond of it over time and I can highly recommend it to every craftsman, hobby or professional!"



Gerlinde Berning | Sales Back Office International | at WEICON since 1980

## Bike Drive Cleaner

"I am a triathlon enthusiast – I especially enjoy cycling. My beloved racing bike is my loyal companion during training sessions, triathlon events and relaxed trips after work. For the right care and cleaning of my bike, I use the different products of our new Bike Care Set. Which includes, for example, our Bike Drive Cleaner. The spray removes dirt from the bike chain, chain rings, sprockets, rear derailleur, rims and co., and also gets rid of bearing grease smudges. The result is always excellent and the spray is super easy to apply!"



Sascha Beilmann | Prokura holder | at WEICON since 2010



## WEICON TOOLS IN USE



A WEICON Blog post

# How to repair a cut power cord

**You take your eyes off the ball for one minute and that's when it happens. I'm talking about a power cord, that was cut through accidentally! That sort of thing tends to happen while mowing the lawn, working with a hedge trimmer or drilling machine. But how can you repair a cut power cord?**

On a chilled Friday afternoon, our colleague Gerold retreated to the home workshop at his brother's place to tinker around for a bit. For his latest DIY project, he needed to work with a panel saw. To provide the saw with electric power, Gerold had laid an extension cord across the lawn in front of the workshop. It's easy to guess what happened next. Gerold's nephew regularly mows the lawn at his brother's house. He always has fun sitting on the little ride-on mower and getting started. On said Friday afternoon, however, he didn't just trim the lawn, but unfortunately, also the extension cord. The RCD switch tripped and the sounds of the saw fell silent immediately. The power cord had fallen victim to the sharp blades of the lawnmower. Luckily, nothing worse happened!

Power cord cut,  
what now?

In order to get the cut power cord to function again, you need to reassemble the power plug.

## Prepare the cable

### 1 | Cut the cable

With the Cable Scissors No. 35, first you shorten the entire power cord with a clean cut.

The scissors have a high cutting power and thus easily cut even cables with larger diameters.



### 2 | Remove the outer sheath

Then you remove the outer sheath of the power cord with the Round Cable Stripper No. 13.

Its ergonomic handle shape enables non-slip and safe cable stripping.



### 3 | Strip the exposed wires

Now you strip the exposed wires with the automatic Wire Stripper No. 5. The tool is especially easy to use and features a smooth-running mechanism. As an alternative, you can use the multifunctional stripper Duo-Crimp No. 300.



### 4 | Crimp the end ferrules

Then, the wire end ferrules come into play. Crimp these by using the Duo-Crimp No. 300 and cut off the protruding single wires with the Cable Scissors.





## Connect the plug

In the next step, you push the cable clamp at the rear end of the socket (which is white in our example) onto the cable. Now you can connect and screw the newly crimped wires to the socket. Pay close attention to the right colour coding by keeping the colours of the old conductors in mind.

With the two black phases, you need to try out which one goes where. Gerold first had connected them the wrong way around, so the panel turned anticlockwise instead of clockwise. But that problem could be easily fixed.

In the end, you just need to screw the cover back onto the socket.

And that is how easily a cut through power cord can be fixed! Ultimately, the extension cord is now about a metre shorter than it was before. But at least, the rather simple repair can prevent an expensive replacement.



## Power cord: what the different colours mean

The conductors of a power cord don't have different colours merely for decorative purposes. Each colour of the different conductors reveals their individual function:

**Earth wire = green-yellow**



... ensures that dangerous touch voltage is led into the earth along the conductive metal housing.

**Neutral wire = blue**



... is the return wire, which ensures current flow by completing the circuit back to the source.

**Active wire = brown**



... is the live wire, which brings in the current to the electrical load.



## WEICON TOOLS on Instagram

On our Instagram channel @weicontools we give various pieces of information on the wide range of WEICON stripping tools – for example, on their function, production and their many areas of use!





# BIKE CARE SET

Your bike is up for anything – whether it's a trip through the forest, on gravel roads in the mountains, or just your everyday ride to the city. In order to help to clean and care for a bike after long trips, we have developed the WEICON Bike Care Set. The set comprises high-quality specialty products and provides everything you need to clean, protect and lubricate a bike.

E-bike, mountain bike, gravel bike, racing bike, trekking bike, city bike, Dutch bike, folding bike, and many more – the set is suitable for all types of bicycles.

**BIKE CLEANER**

**CARE SPRAY PTFE**

**ASSEMBLY PASTE**

**BIKE DRIVE CLEANER**

**MULTI-FOAM**

**BIKE CHAIN OIL**

**THREADLOCKING**

**PUMP DISPENSER**

**TYRE LEVER**

**SPROCKET BRUSH**

**MICROFIBRE CLOTH**

**SPONGE**

**GLOVES**

13 pieces







## CLEAN YOUR BIKE

The Bike Cleaner removes dirt, degreases and is suitable for all surfaces made of metal, plastic, rubber, carbon, and aluminium. The effective power-cleaner removes even stubborn dirt, such as oil, dried mud, dust, grease, and resin.

**NEW!**

## FIRMLY FOAM IN

The powerful foam cleaner removes stubborn dirt, such as insect residues, smudges and dirt layers even from painted surfaces. From the front light to handlebars, gears, frame, rims, spokes, pedals, saddle, mudguards and the tail light. Multi-Foam can also be used to clean accessories such as the bicycle helmet, child seat, saddlebag or bicycle trailer and gently removes stains from textiles.



## POLISH YOUR BIKE

With this care product, you can clean your bike and bring back its former shine! The spray serves as cleaner, corrosion protection, lubricant, and contact spray, all rolled into one product, and thanks to its special PTFE formula, it maintains all surfaces on your bike.



## CLEAN YOUR BICYCLE DRIVE

The efficient special cleaner is suitable for all-purpose use and cleans, degreases and evaporates without leaving residues. The spray removes dirt from bike chains, chain rings, sprockets, rear derailleur, rims, etc.



## OIL

Thanks to its special PTFE formula, the efficient Bike Chain Oil ensures your bike chain and other moving parts on your bike to run extremely smoothly. Ideal for lubrication as well as protection against dirt on the bike chain, sprocket, cassette, rear derailleur, and co. The white oil allows easy visual inspection of the lubricated areas. Shake before use.



## PROTECT SCREW CONNECTIONS



Anti-Seize High-Tech serves as corrosion protection and high-performance assembly paste for extremely stressed screw connections on your bike. With the paste, screws can no longer seize up and pedals and quick-releases can be safely dismantled again if necessary.

## SECURE SCREWS



With WEICONLOCK AN 302-43, you can secure all screw connections on your bicycle. Whether on cobblestones or downhill rides – your screws will not shake loose anymore!





## MARATHON AND FAMILY DAY

# A day full of WEICON action

**In late September, two major WEICON events took place in Muenster in just one day. While we got off to an active start in the morning with our first “in-house” marathon ever, we continued the day by celebrating a family day on our company premises in the afternoon. It was a truly eventful and exciting day!**

## Marathon

As a company with a passion for sports, we usually have several relay teams and individual runners participating in the Muenster Marathon every year. As understandably, the official event had to be cancelled this year, we decided to organise our own running event.

Around 60 highly motivated WEICON employees dressed in neon yellow gathered near the running track on the morning of September 20th. At 10:30 a.m., the starting pistol – figuratively speaking – was fired at the Aasee steps, a well-known place among people living in Muenster.

In high spirits, beautiful weather, and, of course, with a few beads of sweat, we took to the five-kilometre track around the Aasee together, or, respectively, the ten-kilometre track, on which the runners additionally completed a full circle on the Promenade. By the way: we’ve never had such a large WEICON team competing in a running event before. A great performance and great fun for everyone who was involved!

## Family day

The weather was still in our favour for the family day in the afternoon. Under a clear blue sky, we spent a relaxed afternoon on our company premises, enjoying good food, music and playing mini golf. The event also gave our colleagues the chance to show their families where and with whom they spend their working days.

The highlight of the festival was the official opening of our own mini golf course with 12 holes, which can be used by customers, suppliers and, of course, our staff. And our adventure golf course is certainly something very special: it is the only mini golf course within the whole of Europe, which wasn’t built for commercial use. Usually, these types of courses are found in amusement parks or hotel facilities and you have to pay to play – whereas ours can be used free of charge.

Besides the golf course, the new supply road was inaugurated, thanks to which truck traffic no longer has to cross our company premises.







The mini golf course and the supply road were inaugurated by a very special guest – Emma, the friendly mascot of the football club BVB, unveiled the street sign of the new “Emma Boulevard” and, along with Ralph Weidling, hit the first golf balls across the new course. “It was such a great event. Everyone really enjoyed it and it was nice to see how our employees showed WEICON to their families. We would like to sincerely thank our team for the wonderful day. I would especially like to thank everyone who helped to organise the event – which was a pretty big challenge in times of the coronavirus pandemic,” says Ralph Weidling.



#### Coronavirus rules

We strictly complied with the current hygiene standards and regulations. There was only one entrance and one exit on the company premises. This helped to ensure that our guests could only access the premises one by one while keeping appropriate distance to each other. In addition, it made the registration of each guest by collecting their contact details as well as the deregistration upon leaving easier.

Inside all buildings, the guests were required to wear masks at all times and dispensers containing disinfectant had been put up in many places. All beverages were bottled and the food was served on biodegradable disposable tableware.





SALES CONFERENCE SEPTEMBER 2020

# E-commerce and latest developments

In late September, our Sales Conference 2020 took place in Muenster. Due to the coronavirus pandemic, the event was expanded to two days to be able to comply with social distancing and hygiene standards due to a smaller number of participants on each of the two days.

Ralph Weidling started off the event by welcoming all participants and by briefly looking back on the WEICON marathon and the family day, during which the 12-hole adventure mini golf course and the new supply road, the "Emma Boulevard", had been inaugurated.

## Active in all industries

Next, our sales director for the DACH region, Patrick Neuhaus, took over. Patrick presented the current sales figures and explained why our company has been getting off rather lightly with the crisis due to the coronavirus pandemic so far. One of the advantages WEICON has is the fact that our company operates internationally and with broad market focus. With WEICON products being used in nearly all industries, incoming orders have currently shifted mainly to sectors that are unaffected by the crisis, such as food production or hygiene products.

In addition, we have digitised many of our customer services and are able to offer customer support, training and even trade fairs via different virtual channels. That way, our customers continue to benefit from our excellent services, even though we cannot provide them fact-to-face and in person at the moment.

## E-commerce

Next on the agenda was the presentation of updates on WEICON's e-commerce activities by Ann-Katrin Weidling and Sascha Beilmann.

Important aspects and goals of the increasing online range are the availability of our products, which can be ordered worldwide at any time, as well as the optimised product presentation on the detail pages of the online suppliers. Our products should be presented with all relevant and up-to-date data, keyword-optimised descriptions and high-quality photos and application videos.

In the near future, our e-commerce sector is also going to strive for a strong positioning in the markets of our international branches. Besides our own online shops on the websites of the subsidiaries, international sales platforms will also offer our products abroad. The long-term goal is a worldwide expansion of these activities.

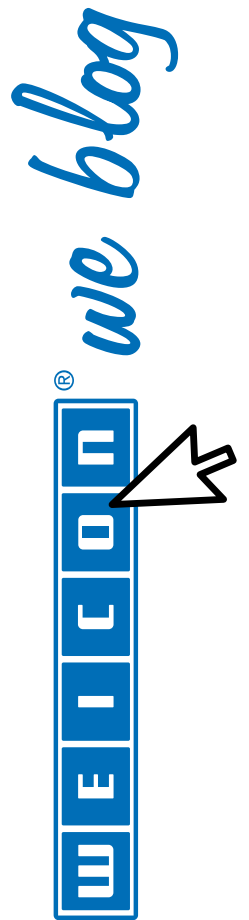
## Safety data sheets

Then, our operations manager Henning Voß presented the revised safety data sheets, which, thanks to a new software, can now be created much easier, faster and in many different languages.

Towards the end of the event, our sales colleagues presented several interesting customer projects, in which the use of WEICON product led to a successful application.

"The event was once again very interesting. We have received valuable feedback, which will help us to become even better together," says Ralph Weidling, looking back on the event.





# WEICON BLOG

## From **DIY** to industry applications

Handcraft &  
useful tips



DIY



Around the  
vehicle

Interesting facts



People &  
events





WEICON AT THE PROCUREMENT SUMMIT 2020



## Procurement Conference

**The head of our purchasing department, Helena Stahlberg, took part in the Procurement Summit in late September, which is a trade fair and conference focusing on trends and topics in the field of procurement and purchasing.**

Every year, around 1,000 experts and specialists from all over Germany participate in the event. Due to the coronavirus pandemic, the conference, which was supposed to take place in June, was postponed to September and moved from Hamburg to the exhibition grounds in Hannover, which provided larger spaces. There, all participants had the chance to exchange ideas and get information about the latest trends, while keeping appropriate distance to each other.

The programme offered a whole range of specialist presentations and discussions, during which representatives of renowned companies, like Siemens, SAP or Beiersdorf, shared insights into their procurement policies or views on current trends and topics.

Helena was part of the heads-of-procurement panel and discussed the topic of “current trends and challenges affecting my line of business.” Another aspect was the question how procurement departments can become more attractive workplaces for women. Along with two other female speakers and a moderator, there was a lively exchange which the audience enjoyed listening to.

„The Summit was a great opportunity and motivation to get in touch and connect with other procurement managers of medium-sized companies. In addition, events like this one contribute to presenting our company and the brand WEICON to an expert audience,” Helena summed up her experiences after the event.



## INTERNATIONAL ON-SITE PRODUCT TRAINING

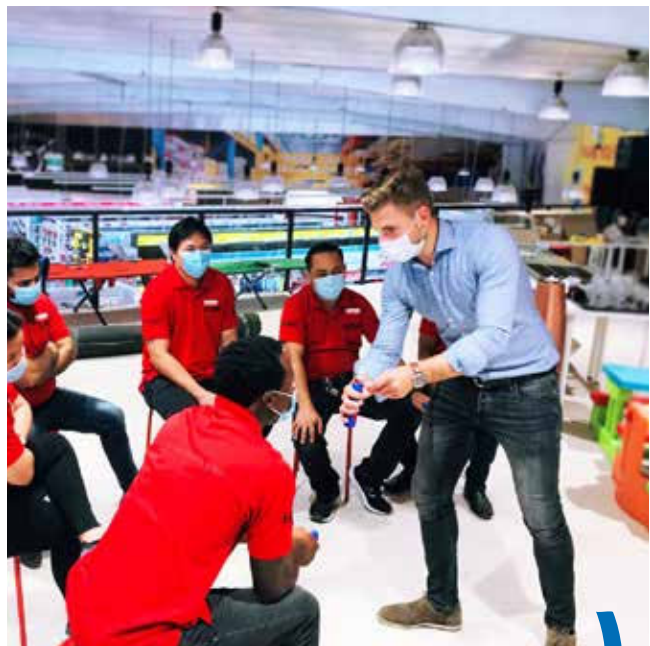
# Worldwide service

**Even in times like these, we want to provide the best service for your customers anywhere and anytime! Face-to-face contact to our business partners is still very important to us, yet difficult to put into practice in the current situation due to the coronavirus pandemic. Besides our new online product training sessions, we could, however, carry out the occasional on-site training this summer – in compliance with the current hygiene measures, of course.**

## Training in Gdynia

In August, our colleagues Richard and Hannes visited our distribution partners Net Marine and Supmar in the Polish city Gdynia. There, they presented some of our products especially for the marine sector, like our Pipe Repair-Kit and various epoxy resin systems – our WEICON HB 300, for example. That way, in small groups of ten people, the employees, deep-sea divers and technical users were provided with extensive information on our products. Of course, a practical demonstration was also part of the training. The participants could watch a hands-on application of our plastic metal WEICON Ceramic BL, among other practical examples.

Due to the coronavirus pandemic, our colleagues drove the approx. 1,100 kilometres from Muenster to Gdynia by car, which also gave them the chance to take along various samples.



Net Marine offers ship repair and maintenance as well as the supply of various components, materials and equipment for the marine sector in Poland. Supmar Ship Supplier is a family-owned ship supplier, which supplies ships in all major shipyards and ports in Poland.

## Presenting our WEICON TOOLS in Dubai

In Dubai, we were also able to deliver a short product presentation. To do so, our colleague Daniel Filip made the trip to Dubai and presented our field service representatives in the Middle East the latest TOOLS, like the special LSA Sensor No. 40 and the Precision Wire Stripper S. On the next day, Daniel joined our field service representative Suraj and the branch manager Thorsten Lutz for a visit to their customer Speedex. In addition to the new products, some of the classics, like our Wire Stripper No. 5, were also presented. After covering the theoretical part, all participants had the chance to extensively test the tools, of course.

The tools and hardware store Speedex offers a range of our tools and receives short training sessions for its employees on a regular basis.

## NEW PRODUCT TRAINING FORMAT

# Live stream product training

**Professional product training has always been a part of the range of services we offer our customers. Usually, this does not only take place in our training laboratory, but all around the world. But why not also stream our product training online? Especially in times of the coronavirus pandemic, the online format gives us the chance to keep in touch with distributors and customers, to advise them on application questions, and to increase our brand awareness.**

No sooner said than done. After advertising in our newsletter, on our landing pages, social media accounts and co., we delivered six online training courses in September – covering more general topics like an introduction to adhesive technology as well as training for specific product groups, such as cyanoacrylates, epoxy adhesives or technical sprays. Every registered viewer even received a little product kit beforehand matching the respective topic of the training. The bottom line after the first live stream on Tuesday: The training series was a great success and we were able to present the brand WEICON as well as our extensive know-how.

## In front of the camera

The speakers included Jens-Peter Augustin, Jan Pfingsten, Marc Humpert, Mike Breitenfeld and Matthias Lükemann. All five of them did a great job and guided the audience through each topic with confidence. Which was no surprise, consid-

ering that all of them had already delivered many product training sessions before. Yet the live stream was still a different story. “Thanks to our YouTube format WE explain, I generally don’t have any problems with standing in front of a camera. But live streaming is a different thing. Small glitches can’t just be removed here, you have to try and cover them up as best as you can. So

**“IT WAS A LITTLE STRANGE AT FIRST NOT TO GET AN INSTANT REACTION FROM THE PARTICIPANTS, AS IT IS USUALLY THE CASE. BUT I GOT USED TO THAT PRETTY QUICKLY.”**

**Mike Breitenfeld**

this time, I was a little bit nervous. But I still really enjoyed giving the online training session,” Matthias concluded. His colleague Mike shared his similar experience: “I also really enjoyed delivering the online product training. I am a big fan of imparting knowledge. Even though it was a little strange at

first not to get an instant reaction from the participants, as it is usually the case. But I got used to that pretty quickly.”

## Lively exchange

We also had the help of a great team behind the camera. With the live chat feature, viewers were able to ask questions about products, applications and co., which, of course, needed to be answered by someone. First, our colleague Martin Ligárt took care of that by himself. Yet we quickly realised that we needed more manpower to attend to all chat messages. “Especially the topic WEICONLOCK aroused so much interest that I was swamped with the many technical questions we received. So it made sense to reinforce the back office with one of my colleagues. In general I would say that we improved and optimised our processes from each training to the next,” Martin explains. Some of the questions were also saved until after the end of the training session and then





answered by the speakers themselves, which was also highly appreciated by the audience.

## In high demand

The online product training was very well-received. Throughout all six sessions, the number of participants was always over 100. Although the actual number was most likely

even three to five times higher in some cases. Often, viewers were sitting together in a conference room while watching the training together on one single device.

## Positive feedback

First, we had to get a handle on the whole topic of online product training. But the result was

definitely worth it! We took on board praise as well as criticism we received from the audience and were thus able to improve with each training session.

The overall feedback was very positive. Our training was described as informative, professional and entertaining by several viewers. As one of the participants put it: "I would like to thank you for the informative and entertaining trainings

during the last few weeks. To me, it is a highly efficient information format, which helped me to get an overview of your product portfolio fast and easily in addition to some really useful tips."

Responses like these show us that we will continue to work with this format in the future – in addition to our "regular" face-to-face product training. The next sessions are already in the making.



#### APPRENTICESHIP FAIR ON THE COUCH

## Apprenticeship fair done a little differently

**Winning over new apprentices in times of coronavirus? Not an easy thing to do. But not impossible either! During our digital apprenticeship fair in early September, potential junior employees had the chance to learn more about WEICON and the different apprenticeship opportunities in our company. Very conveniently and in the comfort of their own homes.**



### Going digital

It is hardly surprising: due to the coronavirus crisis, the majority of trade fairs are still cancelled worldwide. We have reacted to the situation at an early stage by switching to digital services – for example, by setting up a virtual showroom including a digital trade fair booth.

However, for WEICON, not only important trade fairs have been postponed, but recruiting activities have also been presenting a major challenge this year. That is why our second-year apprentices organised an online apprenticeship fair.

### 3, 2, 1, live!

On September 8th, 2020 the event went live. At 4:00 p.m., the YouTube video stream started. Just minutes before, some of our apprentices seemed a little nervous. Yet when it was announced that “You are now live!”, all nervousness just disappeared. “I was really tense right before it started. After all, you’re not in front of a camera every day. Besides, all these thoughts kept running through my head like ‘Do I actually get across what I want to say?’ or ‘Do people understand me?’ These things are hard to tell without the reactions of a live audience in front of you. But once I was standing on the podium, everything went really well. The fair was actually great fun,” says our apprentice Shirin, who presented the job of a management assistant for wholesale and foreign trade.

### About apprenticeships and co.

The live stream started with our two apprenticeship managers Saskia und Anna-Maria. They talked a little bit about WEICON in general, about who we are and what we do.

Then our apprentices confidently presented each of the apprenticeships. These include in 2021:

- Management Assistant for E-Commerce (m/f/d)
- Management Assistant for Wholesale and Foreign Trade (m/f/d)
- Industrial Management Assistant (m/f/d)
- Skilled Warehouse Operator (m/f/d)

Viewers at home could ask any questions they had in the YouTube chat feature during the entire live stream. That way, a lively exchange was encouraged even without a live audience.

### And the result?

The feedback the digital fair received from colleagues and other viewers was entirely positive: “Our apprentices really did a great job and were very committed to the whole thing! They even have come up with some ideas for the next live stream. Maybe it’s even going to be a little more interactive then,” says apprenticeship manager Anna-Maria.



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ADHESIVE  
in a  
CLICK



Available in  
**21 LANGUAGES**



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www.adhesive-finder.com

## SHOWROOM AND LABORATORY FOR OUR TOOLS

# New stage for the tools

We always enjoy presenting the WEICON TOOLS to our customers in practical applications. As our showroom for chemical products and application samples is already very popular, we have now also set up a presentation room just for our tools. In the recently finished room, our WEICON TOOLS can now be presented and also tested on the spot. Besides product presentation and product training, the room is also perfect for demonstrating the tools in online meetings.

## Training and presentation room

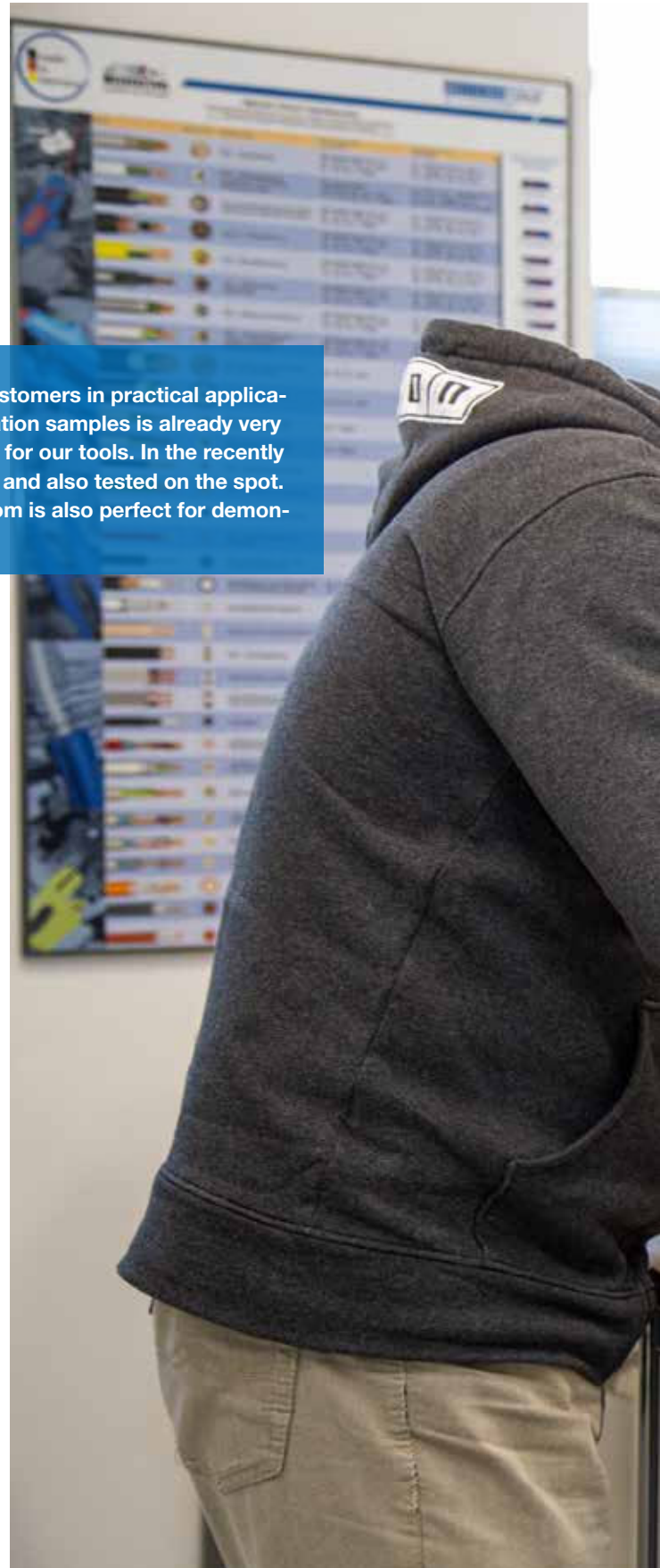
The room features a specially designed wall, by means of which our tools can be presented and their practical application on different cable types can be demonstrated for different areas of use. A workbench is also ready to use and handy for practical demonstrations.

After the presentation, customers and business partners are also welcome to try out the TOOLS themselves, of course.

The room also doubles as showroom. In a wall unit, the different stages of development, prototypes and colour options of several TOOLS are displayed as well as various finished tools.

## Laboratory

In an adjacent, yet separate area, there is now also a laboratory for research and development of our TOOLS Department. For example, the space can be used to modify existing tools to meet individual customer requests or prototypes of new TOOLS can be tested extensively.







## THE INVISIBLE HELPERS IN EVERYDAY LIFE

# How adhesives hold our world together

We come into contact with adhesives every day. Hard to believe? To prove it, you just need to look at your own two feet. If you're wearing shoes, you've already come across the first example of adhesives in everyday life: the soles of your shoes are most likely glued.

Cars, planes, footballs, refrigerators, toasters, laptops, smartphones – you're probably already guessing it – contain adhesives. The list goes on forever. Adhesives hold our world together, whether it's in a big, industrial context or in our own homes. And it's been that way for thousands of years! But how did the story of adhesive bonding start?

## About mineral pitch, tree resin and glue

Humans have been making use of the positive qualities of adhesives for thousands of years. It all started with simple adhesives like mineral

pitch, birch tar, tree resins and wood tar. They were used mainly to produce weapons, tools or to build dwellings.

Later, the first glues were developed, which were partly of animal origin. These glues were used for carpenter works or book-binding, for example. Then, for a long time, nothing happened in terms of the development of adhesives – despite the high demand for them.

It was only towards the end of the 19th century that things started to change. The rapid industrial progress also accelerated the manufacturing process of adhesives – the keyword being mass production. The time had come to develop new and modern alternatives which could meet the growing industrial demands. Today, many different industrial sectors benefit from the advantages of adhesive technologies – including agricultural and electrical engineering, machine construction, shipbuilding, automotive engineering, and many more.

## Advantages of modern adhesive bonding

Adhesive bonding is used nearly everywhere today. So the title "How adhesives hold our world together" is in no way just a lofty headline. But why do so many industries rely on it these days? The answer is rather simple: adhesive bonding offers many huge advantages!

### Weight reduction

In some fields, like the automotive industry, adhesive bonding is already considered the new welding. In order to achieve particularly lightweight constructions in automotive engineering, the use of adhesives has

been the method of choice for years. The lower weight results in a better power-to-weight ratio and, ultimately, also leads to better fuel efficiency.







For example, when using the invisible helper, the material surface is not altered as it is during welding or soldering.

Moreover, the specific material properties remain unchanged. The curing process after adhesive bonding automatically provides a sealing effect, which prevents fretting and contact corrosion.

#### **Even power transmission**

Another clear advantage compared to welding or riveting?

With adhesive bonding, stress concentrations in large-surface connections are minimised. That way, peak stresses are reduced, which might otherwise cause damages.

#### **Unaltered material surface**

However, adhesive bonding offers even more advantages compared to other joining technologies.

#### **Joining various materials**

Adhesive bonding allows for the connection of numerous different materials. Whether it's wood, metal, plastic, glass, ceramic, paper – the range of materials that can be joined is much wider than it is with welding, for example.

#### **Not all adhesive bonding is the same**

Bonding different materials, of course, also requires different adhesives. The usual hot glue gun or supposed all-purpose glue won't get you very far in large industries.

That is why today, there are companies like ours, which have specialised on the production of adhesives and offer custom-made solutions for industrial applications. We have been producing specialty products for various industries since 1947. Our wide product range includes special adhesives and sealants as well as technical sprays, high-per-

formance assembly pastes and greases – which can be used for production processes and repairs as well as maintenance and servicing.

The range of WEICON adhesives includes threadlockers, instant adhesives and adhesive sprays, silicones and assembly adhesives as well as casting compounds like plastic metal.

But which adhesive is the right one? The selection is wide, the requirements are complex. There are three basic questions that should always be considered when looking for the right adhesive:

- Which materials need to be joined?
- What size is the bonding gap?
- What kind of stresses, like heat or moisture, is the adhesive bond exposed to after curing?

Our Adhesive Finder helps to make the right choice.  
**[adhesive-finder.com](https://www.adhesive-finder.com)**

## 30 YEARS GERMAN UNITY: THROWBACK TO WEICON 1990

# About gumboots, reception problems, and our young colleague Wolfram Knuth

**On October 3<sup>rd</sup>, 2020, the Federal Republic of Germany celebrated 30 years of German Unity. Our CEO Ralph Weidling and field service representative Wolfram Knuth talked about those times back then – when WEICON was still called ‘P. W. Weidling und Sohn’ and we took part in the first trade fair in the former GDR.**

## A short history of Germany

The younger generation probably only knows it from textbooks or the History Channel, but Germany was once divided – into the territory of the Federal Republic of Germany and the territory of the German Democratic Republic, abbreviated GDR. It's also called the division between West and East.

After years of tension between both countries – with West Germany having the USA and East Germany having Russia as strong allies in the background – in 1989, the Peaceful Revolution led to a turning point referred to as ‘Die Wende’, which resulted in the fall of the Berlin Wall and the reunification in 1990.

## The first trade fair in the wild East

The first trade fair we took part in in the former GDR after the reunification was the electronics fair in Erfurt. Ralph was there from October 1<sup>st</sup> to 3<sup>rd</sup>, 1990 in order to make WEICON known in the new (even brand new at that time) federal states.

The whole country was changing quickly and the exhibition grounds also offered some peculiarities: using the toilet cost 50 Pfennig (the official German currency until 2002). The accommodation for the employees working at the trade fair was a former sugar beet factory and the “hotel” bar was also quite special. As soon as the barkeeper had to change the keg in the basement, he put on his gumboots – that's how wet it was down there. The usually rather long nights after a day at the trade

fair came to an early and somewhat sudden end. Which means, they abruptly stopped at 8 p.m. The bar staff was only paid until then. So our colleagues were well-rested for the next day at the trade fair – which was good, because a very special visitor came to our booth.

## Once upon a time, there was a young Wolfram Knuth

We are talking about our long-standing field service representative Wolfram Knuth. The then 32-year-old was looking for a job in October 1990 and had by chance come across a WEICON U+P. The young man was immediately interested and sent out his application straight away. So Gerd Weidling (the former CEO of P. W. Weidling und Sohn and father of Ralph) invited Wolfram to the trade fair in Erfurt.

To get there, Wolfram, who didn't have his own car back then, had borrowed one – a bright green Trabi (a small vehicle which was produced in the GDR). In a brand new suit and a little nervous, he then visited the WEICON booth at the trade fair.







Wolfram Knuth

1990



2020

Wolfram had his job interview with our former colleagues Christian Sippel and Horst Ahlbrandt. He was offered, as was common, a cup of coffee. So nothing unusual, if there hadn't been a secret ingredient called Schenley OFC. A very well-known and popular whiskey among the WEICON team. The coffee with a certain twist quickly broke the ice and the interview went very well.

After his visit at the trade fair, Wolfram was invited to Muenster for an interview with Gerd Weidling. This time, he didn't take the bright green Trabi, but the train. However, the journey took a lot longer than it does today, as the train connections were nowhere near as good as they are now.



The first question Gerd Weidling asked in job interviews is unimaginable today: "What would you like to drink? Whiskey or coffee?" Or maybe we should rather wonder at this point why Mr. Weidling didn't offer whiskey paired with coffee in the first place? Either way, one thing led to another, and as of December 1<sup>st</sup>, 1990, Wolfram became our colleague in the field service. The now 63-year-old has been on the road for WEICON in the East of the Republic ever since.

## Long before smartphones were invented

In the early days, there were some minor problems with the communication with Wolfram. As our colleague didn't have

his own phone, he drove from Brandenburg to West Berlin once a week in order to call the office in Muenster from a phone booth. To make things easier, later on, a Network C telephone was purchased. With this phone, which was almost as big as a suitcase and cost 5,000 to 6,000 Deutsche Mark, our dear colleague Wolfgang made his way up to the nearest hill every morning at 7 a.m. – for at home, he didn't have any reception.



## INTERACTIVE TRAINING



# Fun with “WEQuiz”

**Personal customer service is very important to us. However, visiting customers and distribution partners is extremely difficult, if not impossible since the outbreak of the coronavirus pandemic. How can we be “close” to our business partners despite limited travel options? What can we do besides talking on the phone on a regular basis and offering digital training and meetings? Our colleague Norman Otto asked himself the same questions. His solution – an interactive WEICON quiz!**

## When travelling is impossible

Norman Otto works for WEICON as International Area Sales Manager. He usually travels to visit customers in Australia, New Zealand and North America on a regular basis. The emphasis being on the word “usually”, as in the last few months, travelling was not an option for him due to the coronavirus pandemic.

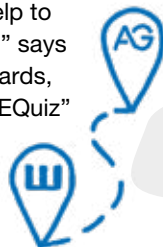
Australia especially was under a strict lockdown over a long period of time. Yet our Australian customer Associated Gaskets with headquarters in Sydney still showed great interest in WEICON training despite the difficult circum-

stances. So Norman had an idea: How about an interactive training series delivered as a quiz? That way, participants can get to know WEICON and our product range in a fun and entertaining

way. Another benefit: The extreme time difference doesn't matter in this case, as everyone can do the quiz whenever it fits best into their daily routine. Associated Gaskets loved the idea: “I firmly believe that a deeper understanding of the WEICON products will also help to sell them even more successfully,” says CEO Peter Waters. Shortly afterwards, the new training format called “WEQuiz” was born.



How many WEICON spray cans fit on one pallet?



How many kilometres is WEICON Muenster from Associated Gaskets in Sydney?

## This is how the quiz works

The quiz went on for four weeks in total. Every Friday afternoon, Norman sent out a “WEQuiz” email containing information on WEICON and our product range as well as a number of corresponding questions. The information material included our company presentation, the ‘New Products’ flyer, several blog posts, links to landing pages, and more.

The participants had one week time to read the material and answer the questions. One point was given for each correct answer – at the end of the four rounds, a little surprise was waiting for the participants.

Norman especially focused on questions covering topics from everyday life, rather than going into too much chemical detail. “The quiz was supposed to impart knowledge, but it should also be fun. It's better to ask ‘What do you use our W 44 T Multi-Spray at home for’ than ‘What chemical components is our Multi-Spray made of?’. The first question is much more relatable,” Norman explains.

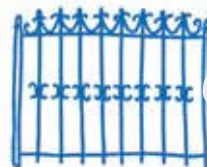
How long has WEICON been producing chemical products?



## A welcome change

The number of participants was high and the feedback we received was entirely positive. “The quiz was a great tool for learning and brushing up product knowledge. A welcome change from the daily routine! I hope we can do it regularly in the future,” one of the participants summarised. Thanks to the creative question/response structure with a little bit of competition thrown in, the employees of Associated Gaskets engaged in the WEICON-related topics quite intensely.

Who knows, maybe the chance to win the attractive prize at the end of the quiz also played a part. After all, every participants received a three-pack of our famous WEICON beer. The three participants with the highest score also received a stylish WEICON vest.



How many steps does it take to spruce up a rusty fence with the help of WEICON products?



NEW EMPLOYEE APPAREL BY STORY OF MINE

# Employees in new look

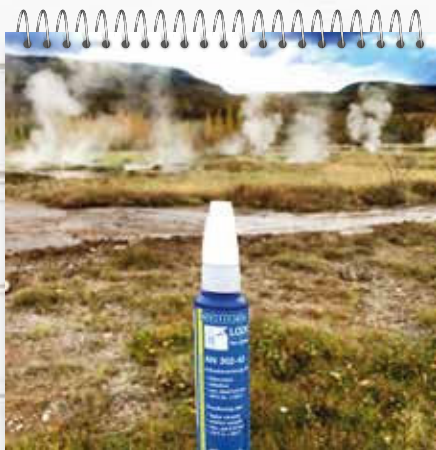
 STORY OF MINE

The WEICON team was equipped with new corporate apparel again. The new pieces include a sweater in light grey and a hoodie in dark grey. The timeless design was created by Lisa-Marie, daughter of our CEO Ralph Weidling and head of the Muenster-based sustainable label STORY OF MINE.

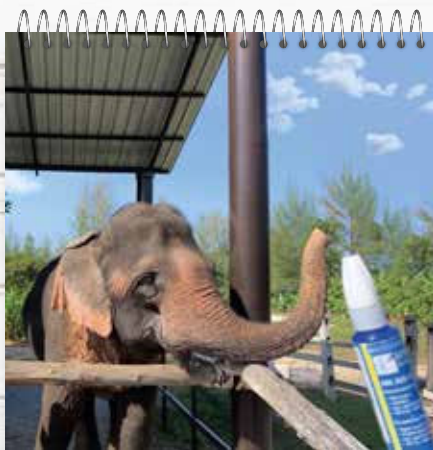
The fashion label stands for clean cuts combined with high-quality materials. Its collections are produced in Portugal and Turkey ensuring fair working conditions.







January



February



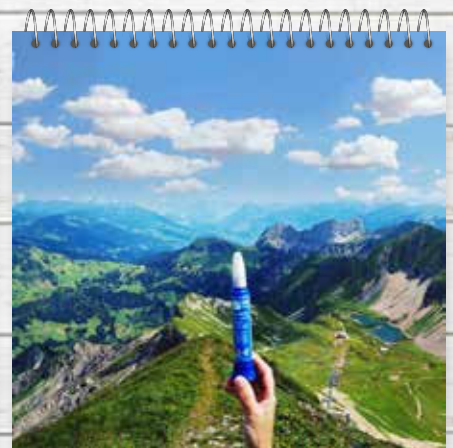
March



July



August



September

## WEICON PEN ALL AROUND THE WORLD

# Pen Calendar 2021

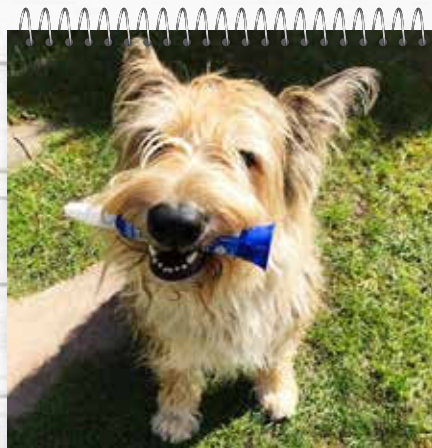
Despite the very limited travel options this year, there is still going to be a new edition of the famous WEICON Pen Calendar in 2021. Admittedly, some of the photographs were already taken in 2019, but that doesn't make the picturesque sceneries any less impressive. We're almost a little jealous of our threadlocker WEICONLOCK, which has seen so much of the world already. Here are the most beautiful sceneries that have made into the Pen Calendar 2021!







April



May



June



October



November



December

**January** | Iceland  
Bastiaan Peddemors

**February** | Thailand  
Thorsten Lutz

**March** | Schoenberg,  
Germany  
Jennifer Schlattmann

**April** | Egypt  
Majid Bahmani

**May** | Muenster,  
Germany  
Thorsten Krimphove

**June** | Lake Brienz,  
Switzerland  
Annabelle Kreft

**July** | Mauritius  
Andrej von Kujawa

**August** | Thailand  
Thorsten Lutz

**September** | Rothorn  
summit, Switzerland  
Annabelle Kreft

**October** | Burgsteinfurt,  
Germany  
Richard Streschewski

**November** | Lanzarote, Spain  
Christian Beuers

**December** | Schwangau, Germany  
Patrick Nehaus

## NEW STAFF

# Welcome to the team



**MARC  
SPÄTH**  
sales representative  
Germany

WEICON  
team



**TIM  
RÖSLER**  
translation  
Dutch



**DOMENICO  
IPPOLITO**  
translation  
Italian



**LARA  
HÄHNEL**  
apprenticeship industrial  
management assistant



**HANNAH  
WESSELS**  
apprenticeship industrial  
management assistant



**LEON  
OKAFOR**  
apprenticeship industrial  
management assistant

New  
staff!



**AMADOU  
SARA BAH**  
apprenticeship  
skilled warehouse  
operator

Hello!



**MARK  
OSTERHOFF**  
apprenticeship  
system administrator



**KATHRIN  
KLINGE**  
dual curriculum  
business administration





**LEON  
GERHARDS**  
advertising  
working student

Join our  
team!



**KATRIN  
KRETSCHMER**  
e-commerce  
working student

Welcome



**TERESA  
FALKENBERG**  
e-commerce  
working student



**JONAH LEON  
PROSS**  
e-commerce  
working student



**FLORENTIEN  
HÄRLE**  
e-commerce  
working student



**JOELLE  
DEL RIO**  
e-commerce  
working student



**CAROLINA  
OLIVARES YEPES**  
e-commerce  
working student

And what  
about  
YOU?



**CEAUSU  
IONUT**  
sales representative  
Romania



**SEGARCEANU  
CLAUDIU**  
sales representative  
Romania

## Verena Langer

Hmmmh, delicious!

Verena's favourite food:  
Home-made Thai curry.



### INTRODUCING THE WEICON TEAM

What does ... actually do?





**Which department at WEICON do you work in?**

I work in the national e-commerce department.

**When did you start working at WEICON?**

I started working at WEICON on June 1<sup>st</sup>, 2017.

**What is your role here in our company?**

In June this year, I took over the management of our national e-commerce department. Currently, my team and I are busy with expanding our online sales activities in Germany and Austria.

**Which sports do you like to watch?**

Actually, none at all. Of course, I've already been to a football stadium and other sports events. But I've never really shared the fascination of always staying up-to-date with the current scores in any kind of sport. However, as soon as the first WEICON mini golf tournament starts, I will regularly check the ranking.

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

Definitely Swiss mountain lake. How would I be supposed to climb the stairs to my penthouse apartment in the city at 75? But even right now I would choose the mountain lake, since I love spending time in nature. Currently, I live at the edge of a town with a population of 40,000. I like the combination of urban and rural life.

**What is your favourite food?**

Home-made Thai curry. I love Asian food and like to try out new things as well. Sometimes more, sometimes less successfully. But my Thai curry is always a winner and is therefore one of my absolute favourite dishes.

**Who would you like to switch places with for a week?**

Off the top of my head, I'd say nobody. All in all, I'm pretty happy with my life and myself. Besides some minor hiccups, but who doesn't have those? My life is definitely exciting enough. So why switch places with anyone?

**Which was the last TV show you watched?**

That was a series called "Dark". It's actually "just" a German production, but it's really well done! But you have to pay attention the whole time, as the story is very complex. So no checking your smartphone at the same time. But it's definitely very thrilling and I can highly recommend it to anyone for your next binge-watch!

**Which hobbies do you have?**

Playing guitar, cooking, reading – so standard hobbies, I'd say. But I always enjoy trying new things. Last year, I taught myself how to crochet and made headbands for myself – pretty old-school, I know! And that's also pretty much what the first few looked like, but hey – practice makes perfect!

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

I'm pretty low-maintenance when it comes to that. I would sleep in, chill and eat nice food all day. I always have a lot going on in everyday life, so why not just relax and unwind every now and then?

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

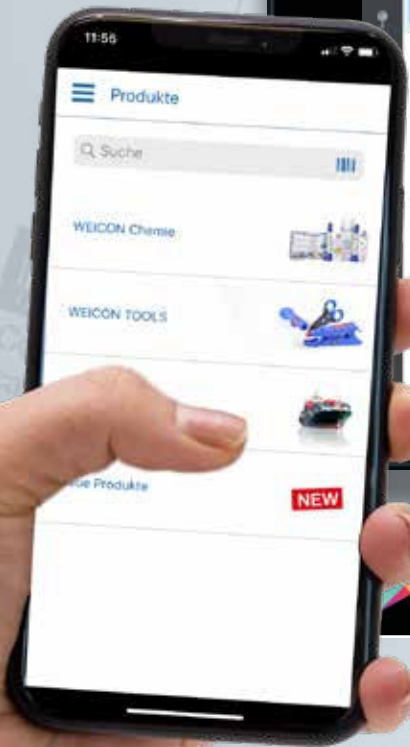
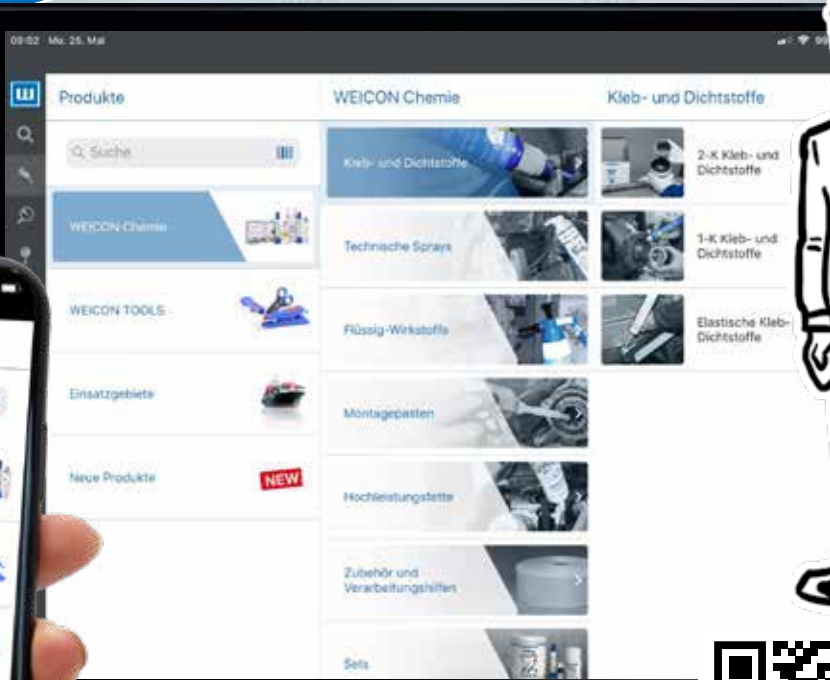
Country? I'm sure you mean countries! It would be a long list if I named them all. The Scandinavian countries would definitely be on the top. But Asia, Canada and America also fascinate me. Maybe I can cross a few destinations off my list some time in the future. Even though at the moment, planning a trip is pretty difficult, of course.



**Simply find solutions.**



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App Store



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

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

**WEICON Inc.**  
Kitchener - Canada

**WEICON Kimya Sanayi Tic. Ltd. ti.**  
Istanbul - Turkey

**WEICON Romania SRL**  
Budiu Mic (Targu Mures) - Romania

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

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