

The magazine for clients and friends of Brabender Technologie GmbH & Co. KG

FLUX

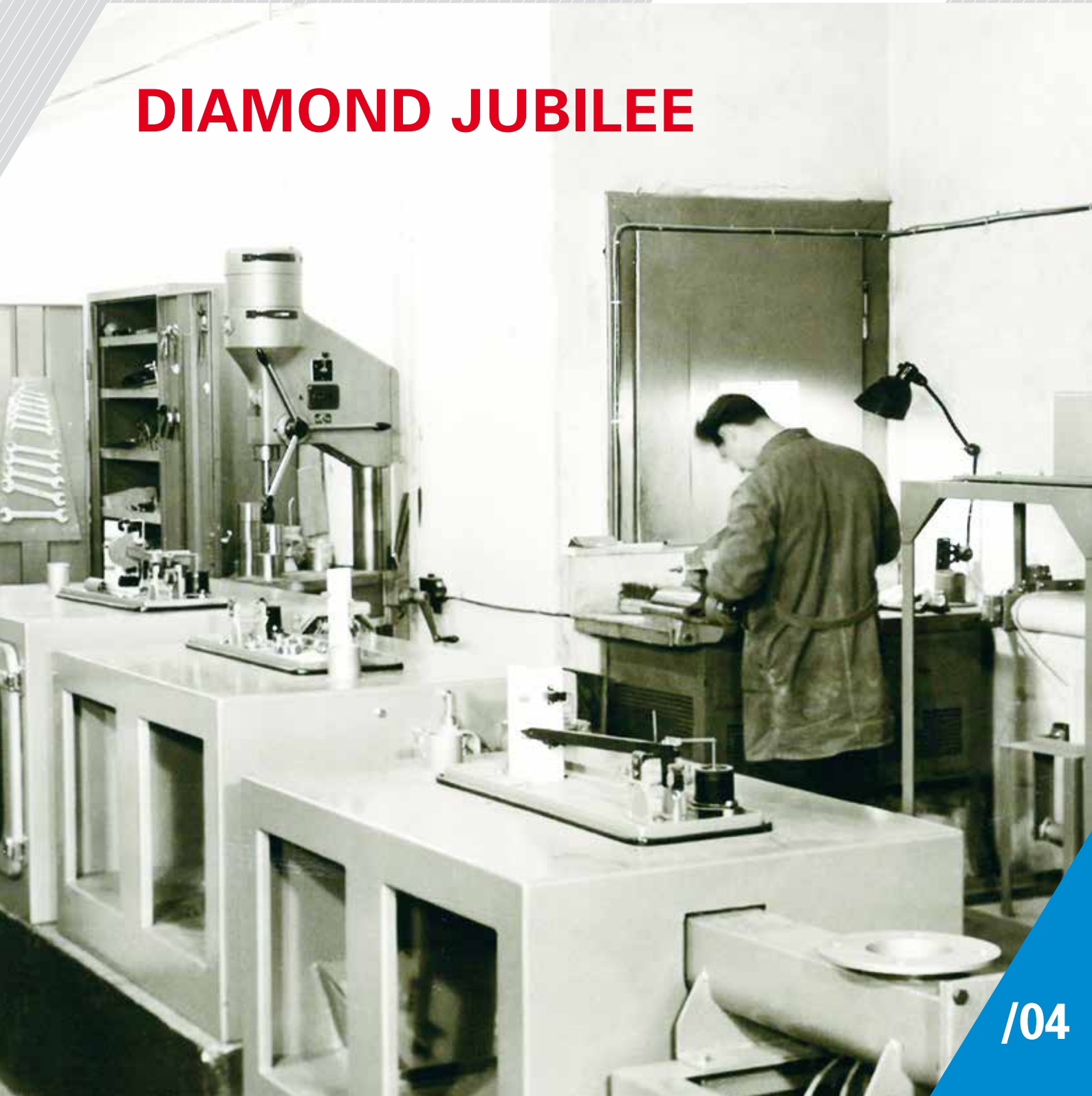
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DIAMOND JUBILEE



> editorial



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Dear business partners, dear colleagues,

Anniversaries are always a time for reviews, reflection and forward planning. That definitely applies to Brabender Technologie in 2017 – our company is celebrating its 60th anniversary. At the same time we will be relocating to new headquarters this year, thus laying down a marker for the future. That's because as part of this new building we have of course critically reviewed how we operate. How do we want to work? What image do we want to project? How do our facilities and processes need to be harmonized?

These reflections and plans are combined with the retrospective aspect of this anniversary – the first digital loss-in-weight feeder and the development of our bestselling FlexWall® solution. What's going to follow? We also anticipate our new Technical Center will pick up the pace of innovation. And so we are presenting to you today an issue of FLUX, in which we invite you to join us on a short journey back in time. Brabender Technologie reaches 60, coupled with an initial look at our new "sanctum", the Technical Center and our product innovations, like the fiber feeder FiberXpert. Why not join us on a journey through time and progress!

Kind regards
Horst Vohwinkel and Bruno Dautzenberg

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Diamond Jubilee

BRABENDER

TECHNOLOGIE

> This year Brabender Technologie is celebrating the 60th anniversary of its creation. We want to take a look back at its history and highlight the milestones reached by this leading international manufacturer of bulk material feeding, weighing, discharging and flow metering systems. Why not join us on a journey from Brabender's start through to the present day. **>**

The early years

Brabender Technologie's establishment in 1957 falls within a decade of economic recovery. The many industrial contacts generated from within the parent company, Brabender OHG, deserved to be given their own platform in the form of a new company. The business boasted a broadly based portfolio in those early years, selling products like pilling testers, knock vibrators, bunker switches and weatherometers. The portfolio also included the first bulk material feeders and bin activators, thereby providing an indication of the direction in which the company would evolve.

Carl Wilhelm Brabender, the spiritual father of Brabender Technologie KG, was a generous man, who gave employees that had proven themselves a stake in his newly established company. However in return he expected com-

plete commitment and a certain acceptance of risk. His former co-partners became personally liable partners (general partners). According to his philosophy, the greater the risk that a partner has, the greater their personal commitment and the better their performance – success proved him right.

In those initial years the company's core business includes exclusive license rights to vibrating screw feeders and bin dischargers as well as other rights to distribute material testing devices. Ten years after its establishment Brabender Technologie takes another step forward in terms of customer focus and has its first production facility complete with technical center built in 1967. On the products side of the equation the company focuses increasingly on its own strengths – weigh-belt feeders and bin dischargers as well as continuously enhancing

Factory workshop of Brabender Technologie in the 1950s.





Carl Wilhelm Brabender (middle, with open jacket) with his employees, end of the 1950s

the vibrating screw feeders. In 1977 loss-in-weight feeders are added – to this day the company's most important technology. A big-bag and container discharger product line are also added.

Service as the leading principle

In the 1970s Werner Pryka is appointed the new Managing Partner. Together with A. Ibold he controls the fate of the rapidly evolving company for 20 years until the start of the 1990s. Following this era, Alfred Hauptkorn and Horst Vohwinkel take over the executive management of the company in 1992. All personally liable general managers have internalized founding father Carl Wilhelm Brabender's principle "Anybody that does not look after our

customers has no business working for our company!", and also set a good example to the committed workforce by putting this principle into practice. Added to this are flat management structures and senior management's technical awareness. The concept of service has top priority at all times – particularly prior to the development of a pan-European distribution network, which kicks off in the 1970s. Business is going well – in 1971 an administrative building has to be built and in 1981 a second production building is added.

In 1982 Brabender Technologie concludes a commercial agency agreement with a Canadian partner, Toronto-based

Control & Metering Ltd, for the North American market. The dollar's weakness back then however does not enable Control & Metering to sell Brabender Technologie equipment at competitive prices. For that reason the commercial agency agreement is converted five years later into a licensing agreement. The microcomputer controllers come from Germany and the steel from North America. The "Brabender Technologie Inc." subsidiary based in Toronto/Canada, which acquires the rights to and takes on the staff of Control & Metering, is not established until 1997. At the beginning the company finds the going tough, because the local competition is extremely strong, given the lack of a presence on the North American market over many years. Nevertheless Brabender Technologie finds its own key to success – only employing local staff and service engineers with a responsibility for delivering optimum sales and service performance for this region. >





1994 and today: FlexWall® and FlexWall®-Plus

Radical changes and new beginnings

The 1980s are a period of radical change – fully digital loss-in-weight feeders and microcomputer controllers herald the dawn of a new technological age. Brabender Technologie's most important piece of proprietary know-how to date is readily accepted in the marketplace. Patent protection for the dischargers expires in 1983 at the same time as the commercial contract for the weatherometers expires. Brabender Technologie thereupon decides to develop its own bin dischargers.

Those senior managers in charge of strategy at the company facilitate the global expansion of Brabender's technologies and equipment at an early stage. A first agency agreement for the Far East is signed in Japan in 1983 and further offices are opened in subsequent years in Korea, Hong Kong and Taiwan. An agency agreement for Australia is signed and sealed in

1987. Brabender Technologie is getting a foothold in all industries around the world that require bulk materials for production purposes. A range of different industry and country focal points fortunately effectively cushion the impact of major recessions, such as the one at the beginning of the 21st century.

An office is opened in Moscow in 2003 and in 2004 the previous service and distribution center in Beijing is converted to "Brabender Technologie (Beijing) Co. Ltd" after around ten years. In 2005 "Brabender Technologie Middle East" is set up in Dubai and Brabender's most recent overseas branch in Kolkata/India officially commences operations in 2007. Its global sales, consultancy, service and spare parts network means that Brabender is now an international group of companies offering the highest standards of quality.

Product milestones

Customers from all over the world have long since traveled to Duisburg. They can conduct feeding and discharging tests at up to 15 cubic meter per hour at the large-scale lab built in 1992. Brabender Technologie now operates technical testing centers worldwide. 1994 Brabender Technologie is awarded ISO 9001/EN 29001 quality management certification. In the same year the FlexWall® bulk material feeder is unveiled for the first time to stunning acclaim. It replaces the previously dominant Vario modular feeder, because it can feed most free-flowing as well as non-free-flowing bulk materials and fibers.

In 2001 it is upgraded to the FlexWall®-Plus. The Plus represents a space-saving, patented trapezoidal design that facilitates the configuration of up to six devices around a central feed point. This special design featuring diverging wall

thicknesses makes bridging almost impossible and thus again improves the mass flow of bulk materials at simultaneously improved performance compared to the classic model. Since first being launched on the market, FlexWall® has advanced to become a proven bestseller as far as both gravimetric and volumetric feeders are concerned.

The present and outlook

At the turn of the millennium Brabender Technologie also unveils field bus technology for gravimetric feeders and develops the ISC-CM/FC feeder-mounted “intelligent” control and speed control modules, which are upgraded ten years later to the ISC-CM/FC plus modules. A range of ‘hygienic design’ feeders is developed in 2009 in partnership with leading food manufacturers for the food industry and for processes requiring the highest hygiene standards. In 2012 the company groups its bestselling loss-in-weight feeders in a separate product range – the “Basic Line”. The company pushes its strategy of manufacturing standard feeders with predefined option packages for stock. This enables the company to offer considerably reduced delivery lead times at attractive prices.

In 2011 a new training center for customers and staff at the company’s Duisburg headquarters validates its excellent reputation as a global service partner. Service engineers and sales staff from all sales regions meet here regularly to compare notes and get up to speed with the latest technology developments. The relocation of the entire company based at the Duisburg site to a new and larger building featuring a future-focused Technical Center is testament to the success enjoyed over the last 60 years. In building its new corporate headquarters, Brabender Technologie is continuing to target growth and increased efficiency. As Carl Wilhelm Brabender was keen on saying, “We will definitely be around for as long as the others!” History has proved him right. Off to new pastures! Here’s to the next 60 years! ■



Vibrating screw feeder, 1979



Controller Congrav®L
(host computer for Congrav®C),
about 1988



It's all about **FIBERS**



Fibers represent major processing challenges, especially in recycling operations. Yet there are solutions for a wide range of applications on the horizon, thanks to the FiberXpert feeder and basic research performed by Brabender Technologie.

Take the example of carbon fibers – manufacturing carbon fiber panels often generates a great deal of waste, which needs to be disposed of. Dr. Rudolf Emmerich and Dr. Jan Kuppinger from the Fraunhofer Institute for Chemical Technology (ICT) wrote in a paper published in 2014: “The use of preforms to manufacture CFRP components using the Liquid Composite Moulding (LCM) method generates up to 40 percent waste, which also entails a considerable commercial loss.” Given that carbon-reinforced materials

are being used more and more frequently, both environmental and commercial pressures are increasing. The problem is that shredding these panels produces flakes and fibers, the mixed consistency of which makes feeding extremely difficult.

Product bridges are the problem

Natural fibers tell a similar story. They too are used as a renewable raw material to reinforce plastics. But here too feeding has to date been very difficult. Just like with carbon fibers,



Every FiberXpert is unique and designed to the individual material.

mechanical interference often results in the formation of product bridges when natural fibers are processed, meaning the fibers do not reach the feed screw. "These products do not flow of their own accord but have to be conveyed", Jochen Keesen, Head of Brabender Technologie's Technical Center, explains. "Traditional stirring agitators or vibration cannot work with these materials."

The same applies to PP and PET flakes or other shredded materials like bottle flakes (shredded PET bottles). Here an intermediate recycling step can be removed if the flakes can be fed directly. Previously flakes have had to be processed into regranulate material before they can be reintroduced into the recycling loop.



The solution is FiberXpert

Brabender Technologie has looked in to this problem and has developed a device, the FiberXpert, whose design, screw profiles, agitator configuration and output provide solutions to these various problems. "We have already received plenty of inquiries from end users, manufacturers of fibers and flakes as well as from extruder manufacturers and compounders. Successful trials have already been conducted," Bernd Hüpmeier, D/A/CH Sales Manager at Brabender Technologie, states.

A testing line is to be reserved for this feeder in the new Technical Center (you can read more about this on pages 18 to 22). "Feeding the material into the feeder is also an important component of the process. That's why the FiberXpert will be one of those machines that we will initially have to custom-configure in the Technical Center for practically every application", Jochen Keesen explains. ■

A NEW TYPE of load cell

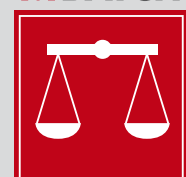
It's great when things are going smoothly. Yet Brabender Technologie does not rest on its laurels – the R&D team keeps on coming up with innovations that score points by featuring particular properties. The new digital load cell is all about robustness.



SBATCH



MBATCH



“Our objective was to build a robust yet high-precision load cell for industrial environments”, is how Jörg Pawlik, Head of Electronics Design & Development at Brabender Technologie, explained the purpose of this product innovation. “This cell is compact and completely dust-proof – the measurement signal cannot be corrupted by external influences.” To ensure that this device is as robust as possible, all materials used are of a high mechanical grade and particularly resilient. That has an impact on transportation in particular. “We do not require special transport restraints for the DigitalLoadSensor DLS any more, even if it is delivered by a truck travelling on bad roads.”

Ready to face tough conditions

The first sizes available will be 75-kilogram and 300-kilogram versions, to be followed at a later date by a 30-kilogram version. The latter will undergo a fast development process: “We conducted extensive tests during the development of this load cell, including tests in customers’ production facilities. Only real-life testing will show whether this device still measures accurately in challenging production environments where it is exposed to dust and powerful vibrations.” The fact

that it does so can be attributed to its particular design. Unlike conventional load cells it operates by decreasing tension on the sensors, which makes it significantly less sensitive to outside influences and damage.

The software is also state-of-the-art. The new digital signal filter is capable of filtering out interference signals, which are significantly higher than any actual loss in weight. Both the software and hardware were completely redesigned. Signal transmission from the load cell via the newly developed weighing electronics system to the field bus is very fast and without loss. “That is a key factor in high-precision feeding. Accuracy is what distinguishes digital and analog load cells”, says Jörg Pawlik. This new design features a temperature sensor, meaning that temperature fluctuations of this kind can be compensated for in our algorithms. “We made sure that we eliminated the maximum possible number of external interference factors.”

Easy to retool

This load cell will in future be used in conjunction with a wide range of feeders like the FlexWall standard feeder. It is also suitable for retrofitting many older devices. “In terms of size, it is an exact fit with existing mountings,



The standard feeder FlexWall® will be equipped with the new load cell.

meaning it is ready for immediate use on different loss-in-weight feeders. That also applies to existing systems – they can be retrofitted to accommodate this load cell without having to be modified.” ■



It's all in **THE NAME**

A name is a symbol – but what should you do if this symbol becomes more and more confusing as time goes by? Brabender Technologie is now doing away with the multitude of names for its controls. From September onwards names will have to comply with a strict nomenclature, which is logical, extendable and allows growth.

When Brabender Technologie was searching for a name for a new control system in mid-2015, it was faced with an obvious dilemma. The predecessor model had no coherent and above all no extendable identifiers. For that reason, Public Relations Manager Klaus Donsbach and Head Sales Antonio Seising jointly devised a nomenclature for controllers and operating units, which immediately indicates clearly what functions are involved and which on the other hand can be easily and logically extended for future use.

Improved communication

“We are thus creating a new basis for communication both within the company and with customers”, Klaus Donsbach explains. New customers and colleagues in particular will then understand Brabender’s wide range of controls. “On the one hand this consists of control modules or controllers that are either mounted on feeders or installed in control cabinets”, Antonio Seising explains. Added to these are touchscreen operator interfaces, which are divided into two basic types – single-feeder and multi-feeder units.

Any operating unit will in future always feature the possible number of feeders within the name itself. OP1-S is therefore the standard version (S) of a single-feeder operating unit, while the OP16-E can be connected to 16 feeders and



is an enhanced version (E). “The new names will of course be used in all sales documents, catalogs and brochures”, Klaus Donsbach emphasizes. “These names will also feature on identification plates, meaning that when they have to be serviced, everybody knows what they are working with.”

Uniform name components

Antonio Seising continues explaining the new nomenclature: “All control modules are called Congrav®. The control cabinet version features the letters CB (Control Board) in the name. Those controllers that are mounted on feeders are designated CM (Control Module).” The control units are also categorized as E (Enhanced) and S (Standard). The difference is that Type E units feature a main computer interface, input and output modules can be attached and special designs are feasible. Standard versions do not have these features.

Frequency converters (FC) feature either a CB (control cabinet Control Board) or a CM (feeder-mounted Control Module) as an add-on, depending on the control unit to which they are attached and therefore the installation position. The same applies to vibration controllers (VC). Added to that are version numbers, which are separated by a full stop as is standard practice in the IT indus-

try (1.0, 2.0 etc.). The first numeral is incremented whenever there is a new equipment version, while the second numeral is incremented in the event of a minor modification or update.

Positive Feedback

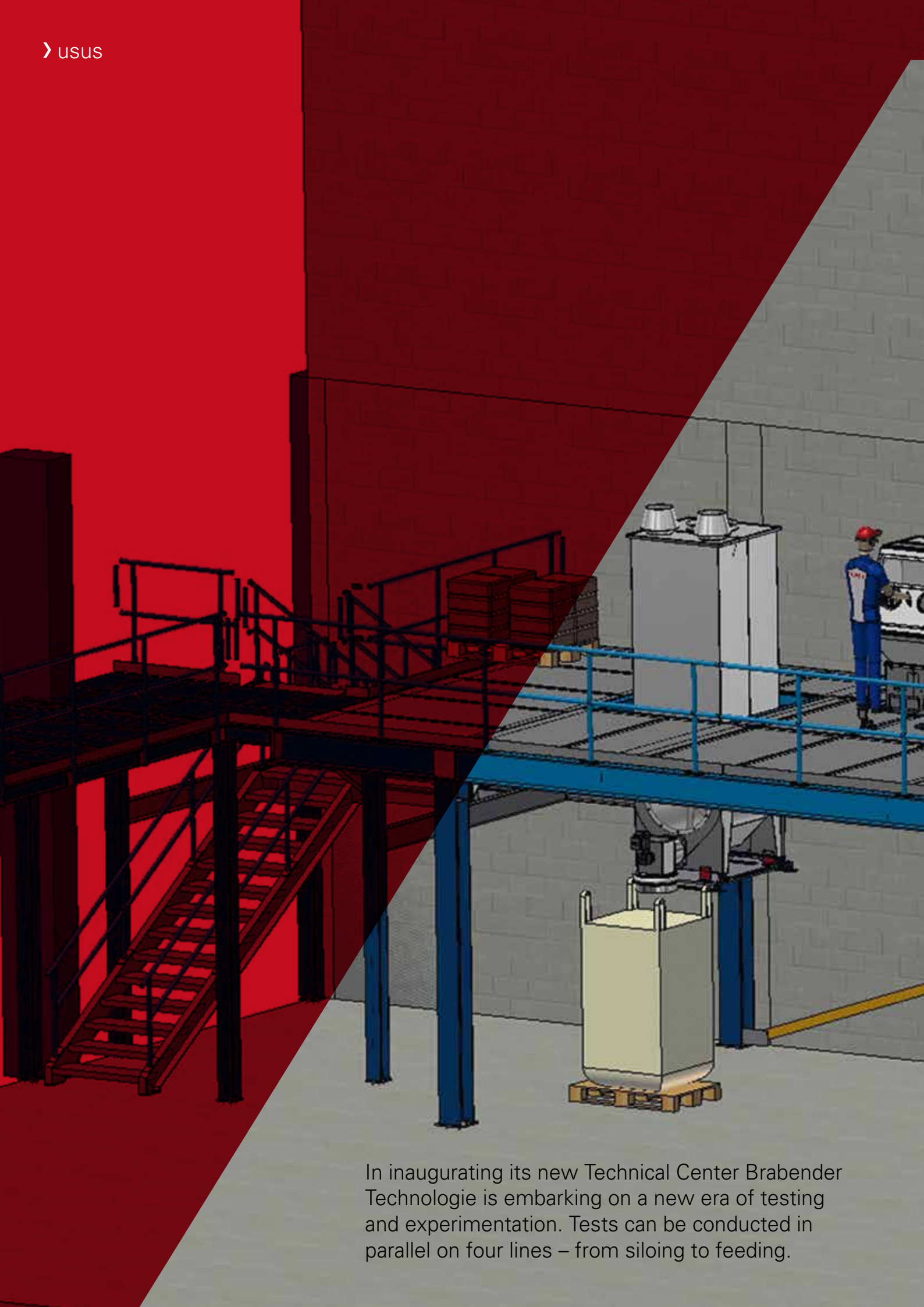
“Our initiative has gone down very well here in-house, although the new nomenclature and the renaming that this involves is of course causing a lot of work”, says Klaus Donsbach with satisfaction. After all everybody benefits from a coherent, understandable naming policy. “We are certain that customers will very much appreciate this”, Antonio Seising adds. “Given that the cycles between two versions of any device are getting shorter and shorter, a nomenclature must be designed in such a way that it grows as the product portfolio grows and still remains logical. This solution shows that we have met this challenge.” ■



This Congrav® OP can be mounted on the door of the cabinet.

EXAMPLES

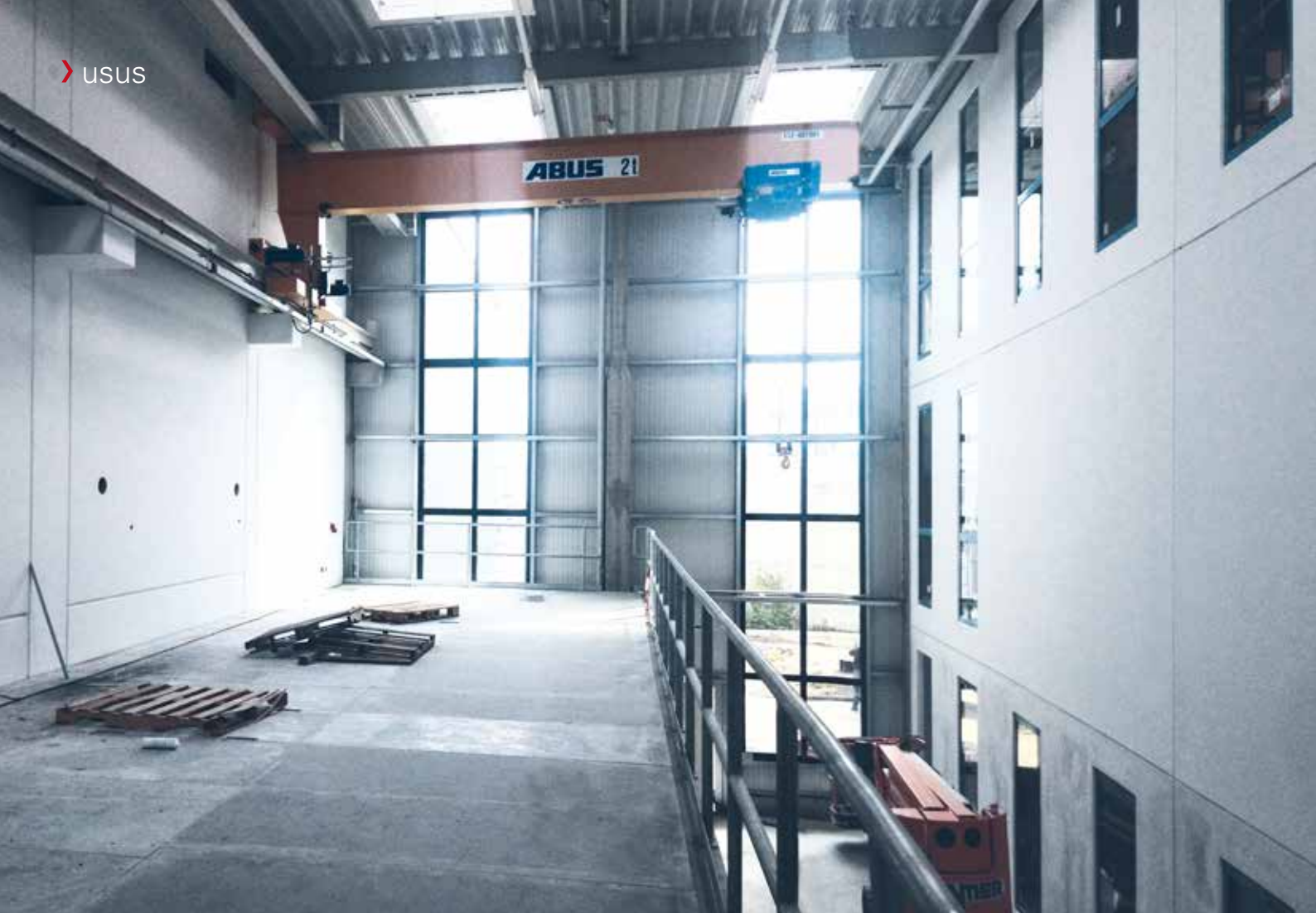
| Control modules | | | |
|--|------------|--------------------|---------------------|
| Cabinet mounted control modules (CB = Control Board) | | Old | New |
| without main computer interface (standard) | | Congrav® CBS | Congrav® CB-S 1.0 |
| with main computer interface (enhanced) | | Congrav® CB plus | Congrav® CB-E 2.0 |
| Feeder mounted control modules (CM = Control Module) | | Old | New |
| with main computer interface (enhanced) | | ISC-CM plus | Congrav® CM-E 1.0 |
| Operator interfaces | | | |
| Single operator interface (OP = Operating Panel) | Components | Old | New |
| without main computer interface (standard) | 1 | Congrav® OP 1T | Congrav® OP1-S 1.0 |
| Multiple operator interface (OP = Operating Panel) | Components | Old | New |
| with main computer interface (enhanced) | 6 | Congrav® OP M plus | Congrav® OP6-E 1.0 |
| with main computer interface (enhanced) | 16 | Congrav® OP 15 | Congrav® OP16-E 1.0 |



In inaugurating its new Technical Center Brabender Technologie is embarking on a new era of testing and experimentation. Tests can be conducted in parallel on four lines – from siloing to feeding.

Resourcefulness **GUARANTEED**





The new filling level has capacities for four production lines.

General Manager Host Vohwinkel followed the planning and construction of the new Technical Center with great enthusiasm. “This gives us entirely new opportunities, in terms of both the quantity and quality of the tests we conduct”, he explained. “To date we have suffered from space restrictions and have always only been able to model parts of the process. The new Technical Center will bring radical change.”

Located between Administration and Production, the Technical Center is the centerpiece of Brabender Technologie’s new facilities, not just in a figurative sense. Plenty of customers bring bulk materials with challenging properties to the feeding experts for testing. “Our new fiber feeder FiberXpert is a very good example of

this”, Horst Vohwinkel states. “It is compatible with a range of very different materials, as it provides plenty of configuration options. To enable us to select the right components, we necessarily have to conduct feeding tests.” (You can read about this topic on pages 10 to 13)

New: the filling level for four lines

Bulk material feeding is a critical factor for this piece of equipment in particular and also for most feeders. The old Technical Center could not simulate siloing and feeding. That has now changed as a filling level, on which a 3-tonne crane can handle standard packaging like big bags, silos, drums and sacks, was incorporated in the new Center. Overall there is space for four lines plus further space for mini tests that are not linked to the filling level. A

separate space features the hygienic conditions required for food and pharmaceutical applications.

Continuous processes are the most common main type requested, but batch applications can also be simulated on a large and small scale in the Technical Center. “Batching is especially interesting for high-precision applications”, Horst Vohwinkel explains. The new facilities enable the engineers to conduct precision feeding tests during all phases of the feeding process and therefore eliminate procedural risks.

Simulation of the entire process

“These new facilities enable us to make much better use of our resources. The individual testing stations can be retooled independently of each other, which gives our team extra time re-

sources”, the CEO stresses. Now that the entire process can be simulated, this gives customers added peace of mind, as they can test their projects on a much larger scale.

All Brabender Technologie’s engineers are convinced that the new facilities will be well used. Therefore the Technical Center’s headcount will be increased to enable waiting times to be cut substantially. “We have feeding tests nearly every day on site in Duisburg.” Yet it’s not just customers and their processes that benefit. “This freeing up of time will now enable us to devote more resources to our own research and development efforts.” Test setups no longer have to be temporarily moved to one side or even dismantled in order to

“This gives us entirely new opportunities, in terms of both the quantity and quality of the tests we conduct.”



Horst Vohwinkel,
General Manager,
Brabender Technologie
GmbH & Co. KG

create space for customer tests. Horst Vohwinkel therefore expects faster development lead times for product innovations and enhancements in the future, as work can now be performed with much less interruption.

A two-ton-crane can move all usual containers.



Wordwide connected online

In the Industry 4.0 era those responsible for the new Technical Center have not made any compromises in terms of networking – of course in compliance with data security requirements and non-disclosure agreements. All test results are shared with colleagues in Canada and China, where the same testing and analysis software is run. Customers can attend tests either via an online connection or in person, just as they please. In the new building staff and customers have a direct view of “their” tests from the new meeting rooms – windows looking on to the Technical Center make this possible. The experts can shut themselves away in these rooms to discuss test results and other issues.

“The new Technical Center is in many respects all about convenience – it gives our customers the convenience of peace of mind and gives us the convenience of a comfortable working environment. In summery we are embarking on a new era of testing and experimentation at Brabender Technologie”, says Horst Vohwinkel. ■



Ten years IN INDIA

Covering an area of more than three million square kilometers and incorporating 29 federal states, in which more than 1.3 billion people from various ethnic groups and religions live, India is the world's second most populous country. How has Brabender Technologie managed to gain a successful foothold in a country of this size within a decade?

Brabender Technologie is benefiting from a momentous shift in Indian society towards modern lifestyles and an overall increase in consumption. That is expressed by increased per capita consumption of plastics, which is even set to double in the next five years, and therefore drive plastics industry production volumes higher.

Growth rates in the Indian plastics industry are the world's highest at 16 percent per annum. According to an Indian plastics industry report, consumption of plastics is set to amount to 20 million tonnes per annum by the year 2020. Great prospects for our Indian subsidiary based in the city of Kolkata, headed up by Anup Biswas, who states: "Brabender Technologie still has so many as yet unexploited opportunities in India, in particular as far as plastics are concerned."

How it all began

Before Brabender Technologie opened its own office in one of India's most important industrial centers, well-known Western global players sold Brabender Technologie machinery to India. Antonio Seising, former Head of Asia Pacific Sales, recalls: "Our engineers had to travel out from Germany for commissioning and maintenance purposes. We therefore soon realized that local service support is a must-have. For this reason we opened our own office staffed by one salesman and one engineer in December 2007." Anup Biswas and another local employee provided superb customer care and support. Just three years later another member of staff was employed and the office was granted a power of attorney. "From then on our customers were able to purchase spare parts and pay for services in the Indian currency, the rupee."

Where the company is today in India shows that this strategic decision was the correct thing to do in the face of increasing competition. Today two employees take care of sales, while three employees handle customer service and three people handle marketing and accounting. Anup Biswas recalls: "We have already achieved a fair amount in the last ten years, of which we can be proud. And we still have ambitious plans."

A matter of passion

The key to success lies in the passion we bring to offering customers the appropriate technology and in the dedication we demonstrate in tackling problems as soon as they arise, says the charismatic General Manager. "Since I have been working here, Brabender Technologie has provided India with more than the usual level of support. That's what characterizes Brabender Technologie – we all feel like we are part of a family. These resultant bonds and this culture of cooperation and sharing is a unique experience for us in India."

Current and future focus

This service concept that customers in India have come to appreciate about Brabender Technologie will be at the heart of everything the company does in India in future. "Our aspiration is the same today as it will be tomorrow – we want to make a name for ourselves as a problem-solver", Anup Biswas emphasizes. All service engineers always take sufficient time to discuss customers' specific problems in detail and to map out solutions that make sense.

Manufacturers operating in the plastics industry are Brabender Technologie's bread-and-butter customers in India. The company does not want to lose sight of this core business, especially as excellent relationships have been established with industrial partners in India during this period. Seising sums up: "We have maintained a close working relationship with an Indian extruder manufacturer for several years. India is now a great business location for our global players. Even the largest compounder in China has set up a factory in India and is expanding here."

"In the meantime we have also managed to get a foothold in other industrial sectors like specialty chemicals or the food industry. And developments in the pharmaceutical industry are positive", Anup Biswas adds. The head of Brabender's Indian operation believes one issue above all else plays a major role. "We need to incorporate an innovations way of thinking into

everything we do in the workplace. We must commit ourselves to change and believe in it. Then we will always be one step ahead of the competition." ■



“We want to **SPEED THINGS UP**”

Brabender Technologie has set itself the ambitious target of halving delivery lead times to customers. The company has brought its suppliers on board to help make this happen and kicked off this joint endeavor with a Suppliers' Day event at the beginning of February in Duisburg's "Haus der Unternehmer".

> “Customer requests for faster delivery times triggered this initiative. We believe we can achieve this objective once our new facilities, which provide significantly more space and therefore opportunities to redesign our processes, have been commissioned”, Anne Schmidt, Head of Purchasing at Brabender Technologie, explains. These processes were scrutinized as part of a strategic planning exercise in collaboration with consultants. Outcome: there is room for improvement.

All have to pull in the same direction

Of course the prerequisite for achieving this objective is that suppliers' quality and delivery lead times are 100 percent reliable. “That's why we brought them all on board and presented our objectives to them at Brabender Technologie's first Suppliers' Day event. After all, we depend

on all of them pulling in the same direction. Given that we maintain close relationships with our business partners, we can communicate very openly with each other”, Anne Schmidt stresses. Nearly all these businesses are based in the region, are family run and have partnered with Brabender Technologie for decades.



“We maintain contact on a personal level and our interests have moved closer together over the years. For that reason the event drew praise as an effective communication platform.”

Manufacturing control is still a manual affair at several of these businesses. However given the wide range of components and delivery deadlines, the trend towards automated production control is accelerating in mid-sized businesses – the major players have been leading the way for years and setting the pace.

“Acceleration” – an important topic

The event also attracted serious interest from Brabender’s own staff in Duisburg. Plenty of other departments apart from Purchasing are affected by the issue of “acceleration”, for example, Production Planning, Warehousing, Production or Shipping. That’s

why staff from these departments also attended the event. The new processes employed at Brabender Technologie were not the only topic discussed together with our partners. An inspection of our new facilities, which will allow us to pick up the production pace, was also on the agenda. The new space and process plan will enable much more compact cycle times to be achieved (FLUX will be reporting on this in the next issue).

“At the end of the day everybody was highly motivated, but also aware of the enormity of the task ahead”, the Head of Purchasing relates. “We are now following up by visiting the individual firms. Initial discussions have been very constructive. Our suppliers have understood the problems and our objective, so for that reason we are encountering a major willingness to find solutions.” Action plans, divided

into sub-phases, will be agreed with individual companies and these will be reviewed every six months.

Practical phase follows relocation

At the moment a great deal is still merely theoretical, the practical phase starts once relocation has been completed. That’s when the second part of this project begins, Anne Schmidt believes. “Then we need to convert this great start into a process of continuous improvement, to help us sustainably achieve our objective of enabling our customers to receive their equipment in half the delivery lead time.” ■





Germany ROUNDS UP

Brabender Technologie is a corporate partner of the successful foundation.

Nearly every fifth child in Germany is affected by poverty, a total of 2.5 million children. By applying its donation model based on micro-donations at the Point of Sale, the 'Deutschland rundet auf' (Germany Rounds Up) initiative has declared war on child poverty. In the last five years this nationwide charitable campaign has already helped many children and teenagers. Brabender Technologie has been a sponsor of this campaign since the beginning of this year, when it came on board as a corporate partner.

The idea is basically very simple – by uttering the phrase “Please round the amount up!” the checkout operator presses the ‘Round Up’ button and this is how 1.99 Euros very quickly become 2 Euros. 100 percent of this one Eurocent then goes to benefit the most effective projects aimed at tackling child poverty – transparent and open to online scrutiny. Nowadays about 100,000 people a day round up their purchase totals at Germany’s checkouts – always to the nearest ten-Eurocent amount. Peanuts, you might think. Yet these small amounts can have a major impact. That’s because what’s always involved here is helping people to help themselves, to enable the children and families affected to escape the poverty trap.

This charitable campaign was launched on March 1, 2012 and has won many

awards. Since then consumers have rounded up their purchase totals 137 million times, raising an average of 100,000 Euros a month for the 24 projects supported to date. That is more than 6.5 million Euros since the start of the campaign. Even if more than 60,000 children in Germany affected by poverty have already been helped on the way to a brighter future, Nina Jäcker, CEO of ‘Deutschland rundet auf’, is nowhere near satisfied. “We launched the campaign to try to give every child in Germany the opportunity of a good upbringing, of education and of sharing in our society’s prosperity.”

Sponsored projects: effectively reaching children

The great thing is that anybody can participate. By rounding up in minimal amounts at the checkouts of partner retailers like Netto Marken-Discount, Penny, toom Baumarkt and others, anybody, who wants to do so, can help improve the prospects of poverty-affected children in Germany.

That’s because the money collected is passed on to particularly effective sponsored projects. ‘Deutschland rundet auf’ screens all sponsorship applications using a three-stage screening process. Every one of the sponsored projects has been awarded the ‘Impact’ label by the in-





of previ-
ous work.
What's also
important to
'Deutschland run-
det auf' are trans-
parent structures,
for which the applicant
must submit documenta-
ry evidence. The charitable
foundation thus wants to
ensure that only those projects
that have effectively reached out
to their target audiences in actual
practice and have improved the lives
of the beneficiaries get sponsorship.
Projects can address any issues that
benefit children, ranging from preg-
nancy via infancy, kindergarten, leisure
time to schooling.

**Partner companies:
boosting the foundation**

'Deutschland rundet auf' passes all
donations in full on to the sponsored
projects. That is possible because
the sponsorship provided by partner
companies helps to cover the orga-
nization's administrative costs, e.g.
HR and marketing costs. Brabender
Technologie started providing sup-
port to this charitable campaign at
the beginning of this year by entering
into a partnership in the form of an
annual sponsorship arrangement. Horst
Vohwinkel states: "We believe 100
percent in the importance of the work
being performed here. We want to use
our corporate partnership to help tackle
child poverty in Germany and to help
shape Germany's future." ■



de-
pendent
analysis
organiza-
tion Phineo'.
Right at the top
of the list of prior-
ities is the goal of
extending the impact
of successful ongoing
projects.

Going where there is a "serious need"
School education is also what the
current (24th) 'Deutschland rundet

"We provide a range of
different models to enable
companies in all sectors to
get involved in helping soci-
ally disadvantaged children
in Germany. We always wel-
come more corporate part-
nerships with open arms."



Nina Jäcker,
General Manager
DEUTSCHLAND RUNDET AUF

Any applicant agency must be a
non-profit organization approved
by the German tax authorities and
must have a minimum of two years'
experience working in at least two loca-
tions and its work should have potential
impact throughout Germany. The char-
itable foundation requires verification
of this in the form of an evaluation



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