

Magazine for Customers and Friends of Brabender Technologie GmbH & Co. KG

FLUX

/04 Doing the Right Thing for Good Food
Solutions for the food industry

/10 Focus on Food
Industry meeting at the Anuga FoodTec

/16 Feeding – by Volume or Weight
The new weigh-belt feeder in Hygienic Design

/22 Retrofitting Adds Value
A general overhaul supersedes some replacements



FOOD

/06

FLUX

> editorial



BRUNO DAUTZENBERG
General Manager
Brabender Technologie
GmbH & Co. KG

HORST VOHWINKEL
General Manager
Brabender Technologie
GmbH & Co. KG

DR. GÜNTER KUHLMANN
General Manager
Brabender Technologie
GmbH & Co. KG

Dear business partners and colleagues,

We take pride in our part to help feed the world. That's because feeders are used in a large number of production facilities in the food industry. Our equipment is frequently featured in companies where different raw ingredients are handled – at nearly all the major food corporations around the world. Granola/muesli, chocolate or baking mixes are just a few ingredients in which our feeders play a role in production. We are proud of that fact and will continue to grow this part of our business. The food industry is one of Brabender Technologie's core markets.

This issue of FLUX is dedicated to the food industry and its special requirements. But of course, we are also including more general topics. We are profiling our team in Dubai, our Service employees and our new General Manager Dr. Günter Kuhlmann. He will take over from Horst Vohwinkel by the end of the year. Until that time both of them will be in close contact and in tandem will be setting the course for the company's future technological evolution.

We hope you enjoy reading this issue and look forward to receiving your feedback!

Kind regards
Bruno Dautzenberg, Horst Vohwinkel and
Günter Kuhlmann

> profund

Doing the Right Thing for Good Food
Solutions for the food industry

04

> machina

Focus on Food
Industry meeting at the Anuga FoodTec

10

Canada Visits Cologne
International sales people report from the fair

12

A Clear View
The new weigh-belt feeder in Hygienic Design

14

> usus

Feeding – by Volume or Weight
Industrial feeding easily explained

16

> lux

Assistance in every Situation and every
Location
We receive orders on any topic

18

Retrofitting adds value
A general overhaul supersedes some
replacements

22

Welcome to Dubai
Our team in the Far East

24

„Balance between mechanics and
electronics“
Dr. Günter Kuhlmann introduces himself

26

IMPRINT
FLUX is the customer magazine of
Brabender Technologie GmbH & Co. KG
Publisher:
Brabender Technologie GmbH & Co. KG
Kulturstrasse 49
47055 Duisburg, Deutschland
Phone: +49 203 9984-0
email@brabender-technologie.com
Editorial team:
Brabender Technologie GmbH & Co. KG
C&G: Strategische Kommunikation GmbH
www.wir-verstehen-technik.de
Copyright and rights of use of texts and
photos:
Brabender Technologie GmbH & Co. KG
www.brabender-technologie.com
Release date: June 2018



Doing the Right Thing for **GOOD FOOD**

What matters most in food production is hygienic, careful handling of raw materials. Added to this are process-specific challenges. Brabender Technologie has the correct solutions. >

Nearly all the major food corporations that manufacture in the Americas use Brabender Technologie equipment. “Our customers produce granola bars, confectionery or chewing gum, baking ingredients and mixes or many other products to which powder or granule ingredients are added”, Guy Catton, General Manager of Brabender Technologie Canada, explains. Food is a major field of activity for his region. “Around a quarter of our business volumes are in the food industry. We have continued to generate enhanced solutions for this industry since we were established in 1980’s.” This proportion has not yet been achieved in Europe, where the Duisburg-based company has matured in the plastics sector and expanded into other areas. “But we want to grow our food business in all regions”, Guido Obler, a sales executive who focuses on food, emphasizes. “We have the right

equipment in our portfolio to do so and these products are already successfully installed in many facilities.”

The correct feeder choice is important

“Flexibility and reliability are what matter in the food industry”, Guy Catton highlights. Brabender Technologie has made a name for itself as a company and provider of equipment that meets these criteria. The variety of materials handled by feeders is extremely broad. Vibrating tray feeders are a good choice for brittle, free-flowing products, like nuts. When these models are used, the ingredient flows from a conical hopper onto a tray which discharges the ingredient by vibration, although feedrate can be controlled by adjusting the vibration amplitude. To ensure quick cleaning, all components that contact the ingredient, like the hopper, vibrating tray and flexible

connections can easily be removed.

Brabender’s bestseller the FlexWall®, is also available in a Hygienic Design food version. Guido Obler explains its scope: “As far as many applications are concerned, the use of agitators in feeders can have an adverse impact, because it can result in products being ruined or increased product abrasion. In that case the FlexWall® is the ideal alternative.” External paddles massage a flexible, food-compatible polyurethane hopper – an agitator is therefore not required. The trapezoidal shape of the feeder aids mass flow into the feeder screw and additionally allows several feeders to be positioned in a small circle above the downstream process to save space.

also read pages 16 and 17) achieve maximum accuracy to a setpoint. A gravimetric feeder measures the bulk material’s weight loss via a load cell and adjusts screw speed to maintain setpoint. This feeder category also includes weigh-belt feeders, which are fitted with load cells as well. They both feed the bulk materials continuously and are frequently used for high performance feeding. “The overall process is just as important as the individual devices”, Guy Catton emphasizes. “Continuous production is becoming more and more prevalent where high throughput rates are involved, and that also applies to the food industry. Frequent changes of ingredient involving many different formulas are often produced using the batch method.”



Guy Catton believes that flexibility and reliability are what matter in the food industry.

A fruit feeder with a glass front as exhibition version



The popular FlexWall® is also available in hygienic design.



Agitators prevent bridging

Feeder screws enable ingredients with poor flow characteristics or sticky properties to flow. “Spiral, blade or twin concave screws are used depending on the ingredient properties”, Guido Obler explains. “Special screws with variable pitches ensure particularly gentle feeding.” A constant screw fill level is very important for high feeding accuracy and uniform ingredient flow. This is not easy to achieve with powders that do not flow freely – they form ingredient bridges above the screw that stop flow. Agitators help prevent these bridges and guarantee uniform mass flow. “When Type DSR (feed screw with agitator) or DDSR (twin feed screw with agitator) screw feeders are selected, an agitator with horizontal agitator shaft ensures that the screw is uniformly filled.”

Loss-in-weight feeders with a gravimetric weighing capability (please

Continuous vs. Batch

In batch processing individual batches are first mixed then packaged, whereas in the continuous method mixing is an ongoing process with many formulations possible on one production line. “For example, basic ingredients for granola mixes like oats are fed first and individual ingredients like nuts or raisins are added as required”, is an example that Guy Catton quotes. Either all ingredients have a dedicated feeder that is used as required or different ingredients are fed in the same feeder. In the latter case rapid cleaning of the equipment is vital in order to keep downtimes as short as possible. “A continuous line is often more expensive because it requires more equipment and a greater degree of automation, but less expensive to operate because it requires less manpower, has higher capacity and can also manufacture products during unmanned shifts.”

The DDSR20 for pharma and food applications





While continuous processes in the food and pharmaceuticals sectors are gradually catching on, they are already standard practice in plastics and chemicals production. "Here Brabender Technologie can benefit from experience gained in other industries because process knowledge can be applied to a large extent from one industry to another", the Canadian explains. Continuous processes have advantages as far as large production quantities are concerned. Since ingredients don't need to be premixed, the often laborious process of cleaning the large mixing hoppers can be eliminated. But the changeover should be mentored by experienced specialists. "When switching from batch to continuous it is absolutely vital to get employees on board, in our experience. They have to radically change their way of thinking", Klaus Plien, Head of Food Sales at Brabender Technologie, explains. While production operators were previously "head chef" of their particular formula, so to speak, they now need to operate an automated production line – that means a different work environment. "We therefore recommend a

mentored introductory phase. The operators have to learn to understand process technology which is a very important aspect of successfully operating a continuous production line."

For both methods all the equipment used for food purposes must comply with strict "Hygienic Design" rules. The main points here include smooth surfaces, ease of dismantling and the elimination of cavities when designing equipment. Brabender Technologie has a broad portfolio in this respect. Its membership of the European Hygienic Engineering and Design Group (EHEDG) means that the company is always up to date and immediately incorporates new lessons learned into its product innovations and enhancements. ■



FOCUS on Food

More exhibitors, more visitors and more countries – the Anuga FoodTec in March was very busy. Brabender Technologie took the opportunity to show new and proven feeder technology.



The new weigh belt feeder in hygienic design stood in the limelight of the trade fair. Have a closer look in detail on pages 14 and 15. The company already received inquiries for this model. The food industry is one of the core industries for Brabender Technologie. Therefore, the company's knowledge and expertise is readily available.

Particularly, interest was aroused by the FlexWall® feeder in hygienic design, which is able to feed difficult flowing powders without using a stirrer. Designed for the food industry is

the innovative fruit feeder which is ideal for dried fruits such as raisins. Often, the automatic addition of dried fruit in mixing processes requires frequent cleaning and maintenance. This feeder can therefore solve a lot of problems with minimal downtimes.

International customers and employees on-site

Sales representatives from Canada, Italy and the Netherlands came to Cologne to meet and support their German colleagues. The international orientation of the trade fair got even stronger compared to last year. Katharina C. Hamma, General Manager of the Koelnmesse GmbH, explained to the press: „This year's increased number of visitors was above all attributable to the rise in the number of trade visitors from abroad. We were particularly able to register significant growth from the countries China, Italy, Korea, Poland, Russia and South America.“

Brabender Technologie took the opportunity to meet new and existing clients. „Especially our innovations met the expectations of the market“, relates Horst Vohwinkel, General Manager Brabender Technologie. Even alleged "small" achievements in Hygienic Design like new machine feet have significant effects on the cleanability of a feeder. Practical solutions especially in the food industry like visual

checks, tool free access, intelligent surface design for passing liquids has a significant hygienic advantage. ■



Visit our Youtube-Channel: Brabender Technologie at the Anuga FoodTec 2018

INFO

THE ANUGA FOODTEC 2018 IN FIGURES:

At the Anuga FoodTec 2018 participated 1.657 exhibitors from 48 countries (2015: 1.479). These included 655 exhibitors from Germany as well as 1.002 exhibitors from abroad (60 percent). 50.000 Visitors came to visit the Anuga FoodTec fair 2018, who came from 152 countries, the proportion of foreigners is about 63 percent.



Anuga FoodTec CANADA VISITS COLOGNE

> **Anuga FoodTec was a welcome opportunity for sales manager Grant Olmes from Brabender Technologie's branch in Toronto, Canada to visit German customers and colleagues.**

Grant Olmes, who resides in the Canadian city of Toronto, visits Germany regularly. "Usually in connection with one of the major trade fairs like Anuga FoodTec or the K plastics trade fair, which attracts customers from all over the world and also gives us the opportunity to

connect", says the Regional Sales Manager. He regards such events as welcome opportunities to communicate with colleagues and to see new products in person. In particular, the new Hygienic Design weigh-belt feeder aroused his interest at the Cologne trade fair.

It should be simple

"The new weigh-belt feeder is a superb piece of equipment: user friendliness at its finest! I am certain that it will appeal to our users", Grant Olmes forecasts. He commends its straightforward design and ease of cleaning. "Keeping things simple is key in the food industry. It is equally important to be able to control processes easily. Users appreciate the many windows that facilitate simple visual checks."

The sales executive met up with several OEM customers at the trade fair. The food industry in North America is a potential target market for Brabender Technologie. "To date we have operated and gained a reputation mainly in the US plastics market. However we regard the food sector as potentially our largest growth market and the great thing is that our portfolio already features all the equipment needed for this industry." In his opinion long-term customer retention is what's important in the food sector. "This is one of Brabender Technologie's strengths – we combine strong customer relationships with excellent products and systems."

Focus on food

He also sees major opportunities in the food industry because he has identified

a technology backlog. Many processes in this industry are still manual, yet the pressure to automate is increasing. "Customers regard Brabender Technologie as a partner with a wealth of experience. We are equally skilled at continuous and batching processes and are able to input our considerable experience of the plastics industry into food applications. At the same time we are familiar with Hygienic Design and have already created many successful food processes."

He himself has been with the company for 19 years and looks after customers in North America together with six colleagues and a large field sales team. He took plenty of new ideas and contacts home with him from Cologne. "That was

a successful trip", he concludes. He met up again with many of his colleagues two months later at the NPE plastics show in Orlando, USA. "Trade fairs are always a great opportunity to communicate and support each other", Klaus Plien, Head of Food Sales at Brabender Technologie, confirms. "For example, in Cologne we received support from Canada as well as from the Netherlands and Italy. This enables international customers to find the right contact straightaway and at the same time boosts communication between colleagues." Ultimately everybody benefits.

"User friendliness at its finest!"



Grant Olmes
Regional Sales Manager
Brabender Technologie



CONTINUOUS
DUCTION



A Clear VIEW

The new Hygienic Design weigh-belt feeder from Brabender Technologie allows a unobstructed view yet provides a full enclosure.

Brabender Technologie unveiled its latest innovation at the Anuga FoodTec in March. The weigh-belt feeder has been completely re-designed to be more hygienic. The many windows with blue seals are the first details to catch the eye. Head of Sales Klaus Plien explains what this is all about: "We have incorporated PETG windows on three sides of the weigh-belt feeder to enable the operator to perform visual checks of bulk material flows at any time. The blue

The top and front faces of the housing sections can be removed easily – without tools.

seals and bearings are made of plastic, which complies with EU Regulation 1935/2004 and the FDA standard for plastic components."

Removable housing sections for ease of access

The redesigned device's improved sight lines as well as enhanced access are real benefits. The top and front faces are housing sections that can be removed entirely. "The operator now has full access to all components that come into contact with the product", Klaus Plien explains. Brabender Technologie offers different cover safety interlocks to match whatever accident prevention regulations the customer has to comply with. No-tool access as well as no-tool cleaning are standard. "The Design Engineering and Sales teams sat down with one of our biggest international confectionery customers to discuss their requirements and these needs were then incorporated into this new hygienic design."

Components are easily removable

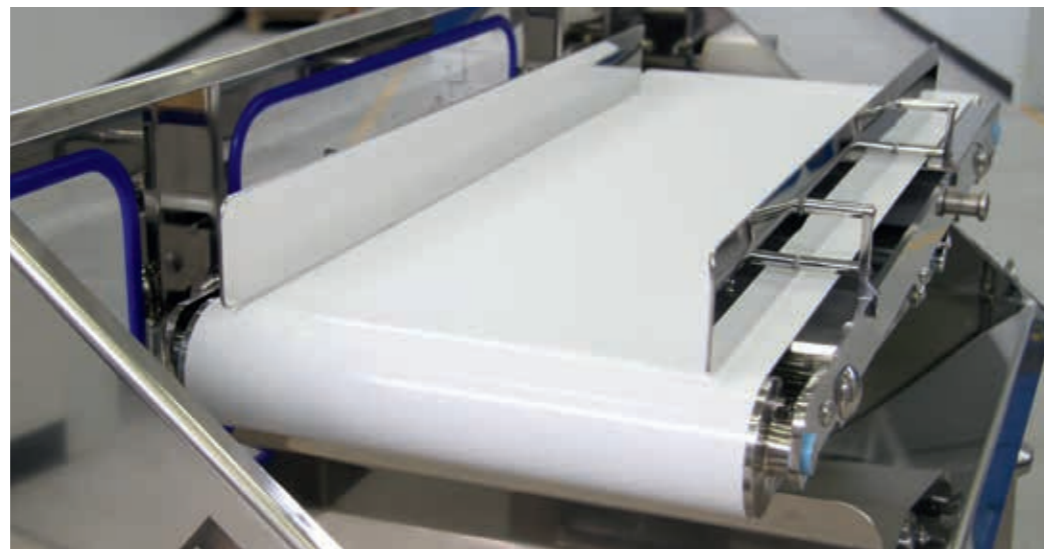
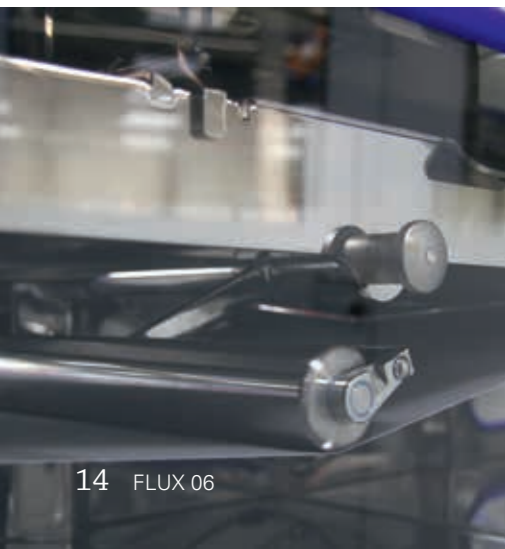
A lot has changed particularly in terms of cleanability. The entire design focuses on easily removed components which can be dismantled bit by bit and then wet cleaned. This also applies to the inlet and the product side baffles. The belt tensioner can be locked in a raised position to enable the untensioned belt to be easily removed. "All components are now wet cleaning-compatible", Klaus Plien emphasizes. This therefore allows us to use the weigh-belt feeder in more applications.

All metal components are made of stainless steel – including the load cell, which has an IP67 rating. The stainless steel terminal box is separated from the housing by a spacer – also a hygiene detail. The aseptic motor does not have cooling fins or fan, thereby meeting hygienic standards too.

What's also new is the weighing frame for loss-in-weight feeders, which is

now used on all food equipment. It features stainless steel machine feet, sloped surfaces to enable liquids to easily run off and polished weld seams, which are almost undetectable.

Initial reactions from customers show that the new design fully meets their needs. "We have already received inquiries for the new weigh-belt feeder", Klaus Plien confirms. It was an eyecatcher at the trade fair too. "However we didn't demonstrate the easy disassembly at the show – we shall save this for face-to-face meetings in our Technical Center." ■



10 Spoon Butter
 1 3/4 Cup of Sugar
 4 Eggs
 3/4 Spoon Almond Extract
 1 Spoon Vanilla Extract
 1 1/2 Cup of Flour
 3/4 Cup of unsweetened Cocoa
 2 Spoon Baking Soda
 1/4 TL Salt
 3/4 Cup of Milk

250 g Butter
 300 g Dark Chocolate
 4 Eggs
 250 g Brown Sugar
 Pinch of Salt
 200 g Flour
 50 g Cocoa
 1 Spoon Baking Soda



Feeding – BY VOLUME OR WEIGHT?

There are two basic feeding methods that every chef is familiar with. A spoon measures volumetrically according to volume and scales measure gravimetrically according to weight. It's basically the same in the manufacturing industry too. Although it sounds so simple, the devil is in the detail of the production process.

"To begin with, feeding is essentially carried out on a volume basis", Ralf Griemens, Head of Training at Brabender Technologie, explains. The simplest feeding configuration consists of a hopper, a feeding device such as a screw and a motor that drives the screw. "Feeding depends on various parameters: the screw's flow volume and speed of rotation. By factoring in the density of the bulk material, we can then calculate the feeding capacity." This calculation works with all free-flowing/fluid bulk

materials and is the basic concept for all forms of industrial feeding.

Flow behavior can cause problems
 In practice this calculation exhibits several problems. One problem is the screw does not fully fill. "In theory the screw's chamber is always completely filled", Ralf Griemens explains. "However rotation of the screw causes its fill level to decrease – dependent on the speed of rotation. The higher the speed, the lower the screw fill level." However, the calculated feeding ca-

"This is why we always say that good volumetric feeding is the prerequisite for accurate gravimetric feeding."



RALF GRIEMENS
 Training Manager
 Brabender Technologie

capacity is no longer accurate. Ingredient changes can cause problems. If for example a material sticks because of humidity or a rise in temperature, this can alter the screw fill volume. Chef's are familiar with this problem too: whipping the contents of a bowl of cream causes the cream's volume to increase substantially but its weight remains the same.

cell that weighs the feeder up to 18,000 times an hour and records the reduction in weight. The control system matches the weight loss with the target value. If the actual loss in weight varies, the control system adjusts the screw's speed to ensure constant, weight-controlled feeding. This form of feeding is termed loss-in-weight.

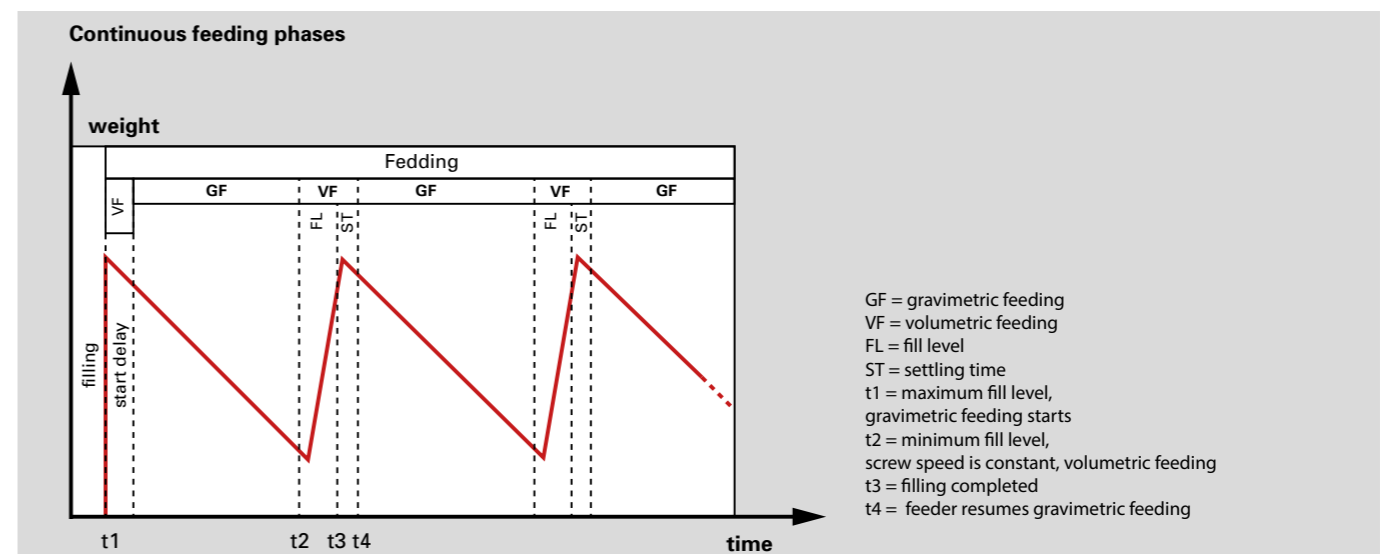
speed is locked and feeding occurs at a constant volumetric basis. At the same time the load cell measures the gain in weight caused by refilling. Once the maximum fill level (t3) has been reached and the bulk material has settled for a short period (t4), the feeder resumes its gravimetric control function. ■

"There are many factors that influence the flow behavior of bulk materials", Ralf Griemens states. "They include, for example, moisture, pressure, fluidization or temperature." It therefore makes sense to use the gravimetric method for many forms of feeding. For this method the entire volumetric feeding unit is mounted on a load

Special case: continuous production
 If a system is intended for continuous production purposes, the hopper needs to be regularly filled (Image: "Continuous feeding phases"). Weight increases during this time. Once the hopper reaches a predefined minimum fill level (t2), the screw's



More interesting articles und videos: www.bt-cito.com



ASSISTANCE IN EVERY SITUATION and Every Location

The Service team pulls all the strings. When the hotline rings it could be for many reasons; inquiries for new equipment or start-up, reports of malfunctions or defects, process modification inquiries and spare parts orders – anybody who works at Brabender Technologie needs to be flexible and switch quickly between various topics in order to respond and act in a timely manner. >

“Our first and most important task is to ask questions”, Michael Richtmann emphasizes who is Service Manager at Brabender Technologie. “With every inquiry we must find out what concerns the customer has. If problems are involved, we then find out the current status of the equipment and what action has already been taken. It’s great when customers get in touch with us direct and we are able to act as a Helpline. An experienced service engineer can then speak directly with the customer and propose solutions.” This free-of-charge service becomes more difficult to provide when people have already tried out options and made adjustments on the device. The expert recommendation is to call immediately, as it often saves time.

Special pathway: remote maintenance

If a remote maintenance service has been agreed to with a customer, the Brabender Technologie team can virtually assist the customer on-site. Once

the customer has given their consent, the team can log in live to the control system and is able to observe feeding behavior, view feeding logs and undertake changes to the control system. “Not many of our customers currently utilize these services for reasons of IT security”, Dominique Python relates. “But we anticipate that more will do so because remote maintenance is an attractive offering in terms of value for money.” What’s new is a solution involving a separate mobile line where any device can be accessed independently off the Internet. “We are hoping to persuade more customers of the benefits of remote maintenance.”

Quickly on site – worldwide

Where a solution can’t be provided by phone, service engineers need to go to the site. To make this happen the Service team provides an individual quotation and arranges the visit. Michael Richtmann emphasizes that Brabender Technologie offers this service worldwide. “We have an inter-

national network of engineers, which we regard as our major advantage. Be it in South America, or Asia, our customers can rely on the fact that somebody will come and help them.” If a customer in Myanmar calls the Hotline, a colleague in Singapore can help. Brabender Technologie employs co-workers worldwide that are able to answer questions in a wide range of languages and locations (you can also read more about this topic in the article about our branch in Dubai on pages 24 and 25). Spare parts can be sourced from Germany, Canada and China.

Wide range of tasks

Michael Richtmann and his colleagues assume responsibility as soon as the equipment leaves the factory. Many issues therefore fall within their responsibility such as start-ups, transport damage, or follow-up solutions if problems occur in production environments. “We play the role of contact, problem solver, advisor and even detective. The devil is often in the detail and it’s



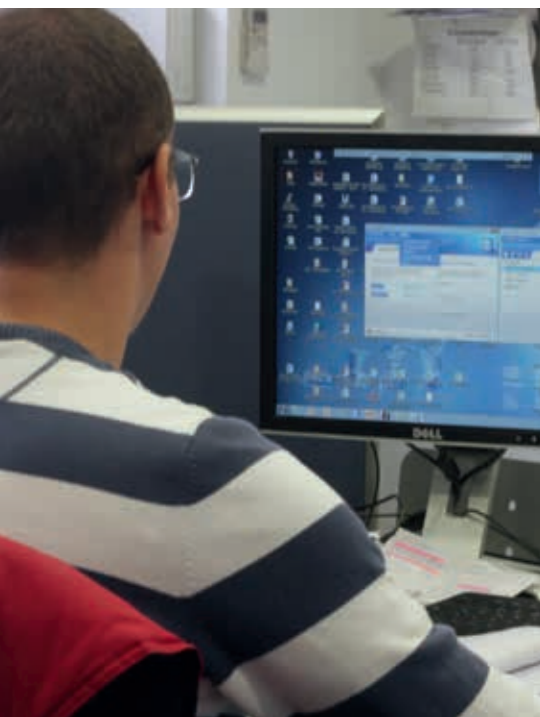
important to find it”, the experienced Service manager states. It is therefore extremely important that we communicate well internally so that everybody benefits from the experience of their peers.

Our best moments in service are when satisfied customers say thank you and everything runs smoothly. Michael Richtmann says: “Then we know that we have done a good job and played our part in keeping the customer happy.” ■

Customers are keen on checking back with us when products are modified. The Service team then clarifies with the Spare Parts department whether other components like screws, screw tubes or motors are required. Colleagues advise on what a customized solution could look like and draft a quotation. “We represent the interface between many departments. We work closely with Spare Parts in this regard, that’s why our teams sit next to each other. Short pathways and continuous communication between departments are also very important.”

Interface between almost all teams

That also applies to other areas like sales or design engineering, because questions frequently get asked in both directions. Retrofit inquiries are also often received via the Hotline or as a result of a Service visit (you can read more about this in the next article).



INFO

OUR SERVICE-NUMBERS FOR YOU:

- Duisburg: +49 203 9984-299
- USA/Canada: +1 905 670-2933
- China: +86 10 8150-4121
- Middle East: +971 4 2887835



The passage of time manifests itself in machines, too.

Retrofitting ADDS VALUE

Feeders can take quite a bit of mechanical punishment but still function defect-free after long periods in service. But sometimes an overhaul – a retrofit – is required.

A retrofit order is a job for Norbert Marek. He has been at Brabender Technologie for nearly four decades. He started as a service engineer and later switched to the Spare Parts and Repairs department, where he was tasked with setting up a Retrofit service. He was ideally qualified for this task as he was familiar with the equipment and control systems, having maintained, repaired and commissioned them all.

Upgrades make devices fit for the future

“In the mid-1980s analog systems were replaced by the first microcomputer control systems. During this time, they still featured large control cabinets”, Norbert Marek recalls. “Back then our competitors did not provide upgrades for this generation of devices and so we consciously plugged this gap.” Even in those days Brabender Technologie provided state-of-the-art technology not

just for its own feeders but also for feeders made by other companies and thus persuaded many customers that the devices were reliable and fit for the future.

“We have retained this strategy. For example, we announce new versions of control systems regularly”, Norbert Marek explains. “An upgrade is always feasible and can then be included in the customer’s strategic planning.” But sometimes a software update on its own is not sufficient. There are three different Retrofit scenarios – if the control system only is affected, then a new control cabinet incorporating the new control system is often sufficient. If an old model with a DC motor is involved, this can be replaced by a new zero-maintenance three-phase motor with a frequency converter. This change saves power and reduces routine maintenance. In the third scenario mechanical components such as feeding components or the load cell are replaced but this is not common.

Replacement devices bridge the time gap

“Retrofitting work is always performed by trained specialists or service engineers. This is also important for the warranty”, Norbert Marek remarks. Sometimes, he gets feeders in for retrofitting that he once commissioned many years ago. “It is fascinating to see the changes from the old models to the current technology” Brabender Technologie is often able to lend out replacement devices to cover the downtime. “We maintain a pool of feeders, which we can then provide to our customers on an interim basis, because a retrofit job involving construction of a control cabinet can take several weeks from quotation to actual retrofit.”

In the case of old equipment, new control cabinets will be required especially if the control system requires an upgrade. As common in the IT industry, electronic units have steadily reduced in size and cable compatibility is no longer available. “Furthermore retrofit documen-

tation is often missing”, says Norbert Marek from experience. A retrofit is worthy for many customers despite the long delivery. The expert lists the benefits: “Compared to buying a new device, a retrofit costs only half as much. It cuts delivery lead times for spare parts significantly, increases production reliability and provides the customer with a high-end, state-of-the-art control system.”

The new software goes hand in hand with improved network compatibility – or rather the retrofit is what delivers this improved compatibility in the first place. For example, the current control systems feature several interfaces, which can easily process the signals from third-party devices. Like new equipment, retrofits are often commissioned by certified service engineers. ■

New three-phase motors save energy and maintenance.



Norbert Marek
Manager After-Sales



WELCOME TO DUBAI

Dubai'ye hoş geldiniz

مرحبا بك في دبي
به دبی خوش آمدید

Anybody that does business in Saudi Arabia, Turkey and Iran is used to long journeys. To cut down on travel, Brabender Technologie is managing relationships with its customers in this region from its Dubai office.

Kamran Bigham-Ghazani is polylingual - in addition to his native language Farsi he also speaks German, English, Arabic, Azeri and Turkish. These are excellent qualifications for communicating with customers in the Middle East. "I joined Brabender Technologie in 1995

as a service engineer and looked after customers in this region right from the word go. Ever since I switched to Sales, I continue to help out with Service and provide training in Turkish or Farsi", says Kamran Bigham-Ghazani. Providing this local training and as well

as telephone support for Service issues in the relevant languages is enormously important and saves a lot of time. Many production facility employees who are directly involved in operating and maintaining manufacturing equipment do not speak English or German.

Dubai has many advantages

After spending ten years in Duisburg, Kamran proposed setting up an office in the region to cut down on travel times. "I always regard the distances involved as huge, and I mostly only travel by plane. Dubai with its international airport has superb logistics links." In addition to this advantage, the flexibility shown by the local authorities and fast Internet access also appealed to him and to Brabender. "After we had opted for Dubai, I was able to register the company a few days later. In May I started doing business here in Dubai."

For the first ten years he handled Service and Sales on his own at the small branch. Be it quotations or order fulfillment, commissioning or training, maintenance or repairs, Kamran Bigham-Ghazani was there for customers. Since 2007 he receives support from his wife Behnaz Samadzadeh with administrative and accounting procedures. Two years ago John Cruz joined in the team of the Dubai branch as sales representative. "We have experienced good growth here in the Middle East; the number of customers has increased steadily since the branch opened", Kamran Bigham-Ghazani relates. Both employees are working to capacity.

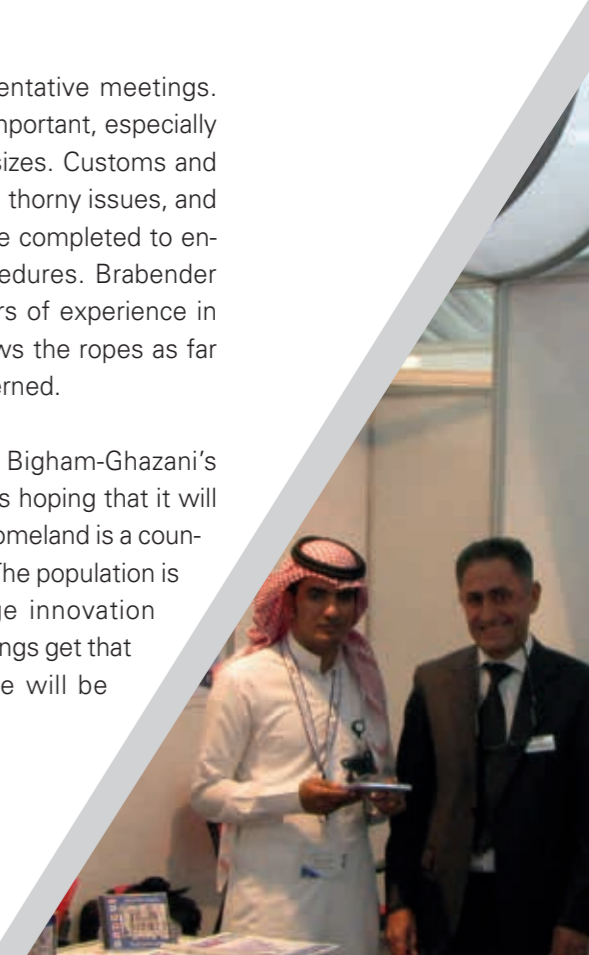
Core industry: plastics

"Around 95 percent of our customers are involved in the plastics and petrochemicals industries. Only a small fraction are food or pharmaceutical companies." To maintain contact with its customer base, Brabender Technologie is regularly represented at the major trade fairs in the region - Iran Plast (this year from September 24 to 27 in Tehran) and ArabPlast, which next takes place in January 2019 in Dubai.

Of particular importance to both employees in Dubai is the excellent level of communication with Duisburg. Kamran Bigham-Ghazani still knows plenty of colleagues from his time in Germany. He and his colleague John Cruz get to know the

new faces at sales representative meetings. "Rapid communication is important, especially for our region", he emphasizes. Customs and import regulations are often thorny issues, and many formalities need to be completed to ensure smooth delivery procedures. Brabender Technologie has many years of experience in this respect and really knows the ropes as far as the authorities are concerned.

A matter close to Kamran Bigham-Ghazani's heart is of course Iran. He is hoping that it will continue to open up. "My homeland is a country with massive potential. The population is young and there is a huge innovation backlog", he says. When things get that far, Brabender Technologie will be ready and waiting. ■





“Balance between MECHANICS AND ELECTRONICS”

Why was an expert in aerospace engineering appointed General Manager of Brabender Technologie? A look at Dr. Günter Kuhlmann’s multi-stranded CV unravels this mystery.

Günter Kuhlmann’s career history begins in Berlin. This is where he gained both a degree and a doctorate in engineering sciences with focus on aerospace engineering, where he experienced the periods of division and growing back together in reunified Germany’s capital city. This historical watershed meant he had to change his plans at the same time. “After reunification a large number of subsidies were channeled into reconstructing the eastern part of Germany and into infrastructure and less so into aerospace engineering. That’s why I opted to accept a job offer as a research engineer

at Sauer-Sundstrand, now Danfoss Power Solutions, after leaving university,” is how he describes the start of his business career. He quickly rose through the ranks to become Head of the Testing Department and ultimately Global Quality Officer.

The next stage in his career took him to Göttingen. He initially designed flow measurement systems for ABB, before he was appointed Product Group Technology Manager with responsibility for seven locations worldwide. “This was a very exciting time, because we

developed power generation optimization and monitoring software that proved to be very successful around the world.” But development projects in the Indian city of Bangalore and in the USA entail a huge amount of traveling. “I reached the point where I wanted to do less traveling. That is why I joined Höft & Wessel in Hanover, which was later renamed Metric. After joining as Division Manager, I was then appointed Technical Director.” Günter Kuhlmann focused fully on software and started to miss the mechanics side of things after a few years. “I was keen to reestablish the balance between mechanics and electronics. Therefore the timing of the offer from Brabender Technologie was great.” He joined the senior management team at the start of the year.

One year with Horst Vohwinkel

Horst Vohwinkel, who has been with the company for nearly 33 years and been General Manager for 27 years, will leave Brabender Technologie at the end of 2018. Günter Kuhlmann will gradually assume his areas of responsibility. “I now head up Quality Management, Production, Purchasing and Electronics. Horst Vohwinkel is concentrating on Design Engineering and Mechanical Development.” This changing of the guard is working very well. “Horst Vohwinkel has built something really special here over the course of many years and has a keen interest in ensuring that everything proceeds at a sustainable rate and continues to evolve positively,” Günter Kuhlmann explains. “That’s why I regard this transitional phase as very fruitful and productive.”

Günter Kuhlmann views control technology as his first challenge. “Like the

rest of the industry we too must get to grips more with the Internet of Things and increasing network integration. There will be an increasing focus on data sharing and data security, remote access via tablets and mobile devices in future versions of our equipment. In

this respect we will be more modern and more interconnected to the benefit of our customers,” is the new General Manager’s vision of the future. Even if he turned his back on aerospace engineering a long time ago, he continues to be ready to aim high. ■

IN CONVERSATION

Maybe you know this from the German newspaper FAZ or the American Vanity Fair magazine: Marcel Proust completed this questionnaire twice in his life. Chancellors, ministers, authors, musicians and many more popular people followed his example. We limited the original number of 36 questions. Read the answers of the new manager of Brabender Technologie, Dr. Günter Kuhlmann.

Where do you most like to live?
The “where” is less significant. More significant is that I’m happy there.

What kind of mistakes can you pardon easily?
Human mistakes – but just once, please.

Who are your heroes in real life?
There are a lot. For example, all who are fighting for human rights.

Your favorite occupation?
To question everything and – if necessary – find new ways.

What would you have liked to be?
A pilot. As this did not come true I started working on the technical side of planes.

What reform do you admire most?
The peaceful German reunion. At this time I still lived in Berlin, a city torn in two with controlled borders. I witnessed the opening of these borders.

What is your motto?
A day without laughing is a day that misses something.



FLUX

brabender
TECHNOLOGIE

INTERNATIONAL

Brabender Technologie GmbH & Co. KG
Kulturstrasse 49
47055 Duisburg, Germany

Phone +49 203 9984-0
Fax +49 203 9984-155
email@brabender-technologie.com
www.brabender-technologie.com