



**Theme:** ENSINGER Ltd.: A success story

## New profile factory



After a year in construction, the extension building at the location in Cham has been opened. The open-plan construction marks the new factory unit with flexible-usage of production halls and modern office space. An automatic high-rack warehouse serves as a hub for goods and the additional floor space benefits profile production in the Building Products Division.

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## Cham honours the company founder



The city of Cham has renamed a street in honour of the founder of the company.

The largest part of the west ring is now called "Wilfried-Ensinger-Street". The subsidiary is no longer located under the previous address Thierlsteiner Str. 14, but is now at Wilfried Ensinger Str. 1, 93413 Cham.

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Dear Readers,

Stability and safety have become sought after values in the last few months. Everything seems to be volatile at the moment. The climate change has developed from being a political issue to reality. Raw materials have become unreasonably expensive, also driven by speculators. And as if that is not enough, the world now has to find out that our financial system is balanced on feet of clay. The stock markets have gone crazy, and on both this side and the other side of the Atlantic politicians have been forced to give one guarantee after the other in order to win back the strongly tarnished confidence of citizens and banks again.

Initially, manufacturing industry cannot really do much about these world economic earthquakes. Little by little manufacturers will be grasped by falling demand and a lack of liquidity. At ENSINGER, however, we are convinced that stability and safety have something to do with long-term thinking. In our daily activities the sustainable utility for customers and employees will always be at the fore. We believe in the potential of our products, even though the plastics industry may have a lean time ahead of it. For this reason, we want to maintain our long-term investment programme. Furthermore, we want to work together with you, our trusted customers and

employees, to achieve a future together and we will continue to devote our economic and personal energy with this goal in mind.

This has always been the case at ENSINGER. In this issue we would like to introduce you, as an example, to the setup at one of our most successful affiliates. ENSINGER Ltd. was founded in the 1980's in Great Britain and since then has enjoyed constant growth. Read the portrait of our subsidiary on the British Isles over the next two pages.

We will be introducing other locations to you in coming issues. Although the subsidiaries are very different, all ENSINGER affiliates and employees share the same values. The long-term creation of value and the fair treatment of partners and employees are our primary concern, even in today's world. In this spirit, I wish that we can stay calm, in order to face the challenges ahead with caution.

Yours sincerely, Roland Reber

P.S. With this issue, "impulse" is appearing in a new layout. Surveys of the large print media have shown that the magazine format is appreciated in this handy size. We hope that you will like this new version too and look forward to further suggestions.

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# A strong foothold

## ENSINGER Ltd.: A success story

By James Francis



ENSINGER Limited was established in December 1987 by John Speirs in Llantrisant in South Wales. Managing director John Speirs and two associates formed the core team of the British subsidiary to start with, which soon experienced turbulent growth.

### More than 200 employees

Due to expansion, the subsidiary which opened 1990 in Havant on the south coast of England was later moved to the closely situated Waterlooville. In the year 1994 a sales office was added in Manchester, and a specialist machining company, TRIG Engineering, was acquired. TRIG perfectly supplements the know-how and the market position of ENSINGER with its spectrum of services.

Further sales offices were established between 1998 and 2001 in Bishop's Stortford, in Birmingham and in East Kilbride on the outskirts of Glasgow.

In October 2005, ENSINGER moved its headquarters to Tonyrefail. After an intensive search, a new site was found here to establish a modern administration building, a production hall and a warehouse. Logistics, bookkeeping and personnel administration are concentrated at the head office in Wales.

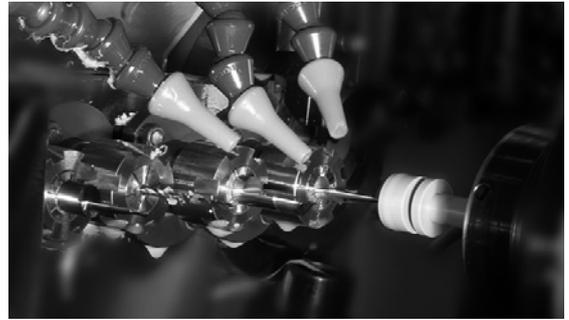
Finished parts are manufactured by the subsidiary company of ENSINGER Precision Engineering in Tonyrefail and by TRIG in Bridgwater. The Tonyrefail site also houses the UK building products division and application developments. In the meantime, more than 200 persons are employed at the largest European ENSINGER subsidiaries at various production sites or in sales offices in the most economically important regions.

At the beginning of this year, John Speirs handed over the operational business in Great Britain to three experienced managers: Speirs' successor as managing director is Steve Tipplés. He is being supported by Gary Davies, who is responsible for the production area, and Paul David, who heads the semi-finished material division.

### The British plastics market

The market for technical plastics in Great Britain consists of two clearly separate areas: On the one hand, there are classical materials and, on the other, engineering plastics for particularly challenging technological applications. ENSINGER UK has positioned itself successfully in both segments as one of the market leaders, although competition has

Machining on a turning lathe in Great Britain.



become tougher. In order to remain at the top, the company is continuously on the lookout for new types of application for its own products. Guarantors for future growth – apart from the operational business and strategic planning – are the permanent development of new concepts, whereby application developments form a particularly strong emphasis.

**Teamwork**

The “UK philosophy” corresponds to the international goal of the ENSINGER Group to be the most important supplier with distributors, machinists and OEM companies.

At a time in which general conditions are changing dynamically, ENSINGER is offering its customers in the industrial regions of Great Britain a large selection of articles from stock, excellent product quality and additional services, for example, the provision of technical information at short notice from every sales employee.

The UK subsidiaries work closely together, in order to achieve common goals. The management team promotes the vocational qualifications and personal development of employees through the transfer

of knowledge and know-how within the company. “The staff respect each other, are open to change and have an exemplary attitude”, said Steve Tipples. “The working atmosphere is very constructive at all sites.”

**Way of life**

Many ENSINGER employees are also active in their spare time. Female employees, for example, take part every year in the “Race for Life”, an event held in support of breast cancer research. Besides a commitment to local voluntary work, hobbies play an important role for most associates. A balance between work and play does not come too short in Great Britain.

*James Francis had been working a year as a marketing assistant at ENSINGER Ltd., until September 2008. He has now returned to Glamorgan University to complete his marketing degree course next year.*

Paul David, Steve Tipples and Gary Davies [from left to right].



## The new profile factory is finished

Inauguration ceremony for new building in Cham



[JF] The extension at the Cham site is finished! About one year after the start of construction, the new factory building was opened on 11th October. "Everything went according to plan", said Andreas Alsfasser happily, who is in charge of the ENSINGER factory. More than 900 cement finished parts were assembled to construct flexible-usage production halls, modern administration office space and an automatic high-rack warehouse.

Besides employees and managers, as well as the architects of the planners DIA179 and Kerschberger+Leischik, representatives from politics and business attended the inauguration ceremony. Amongst others, Andreas Alsfasser greeted District Administrator Theo Zellner, the new Lady Mayor of Cham Karin Bucher and the Bavarian Secretary of State for Economics Markus Sackmann.

### Short distances

In his speech, the factory manager focused on employees in Cham: "I wish to thank you that for more than a year now you have put much time and



energy in this building project, in addition to your daily work", said Alsfasser. The result has been worth the effort: the building which was completed on time without accidents excels with its open construction, which offers a lot of flexibility to manufacturing. Offices and production will now be close together, effectiveness will be increased through the short distances and the new logistics system. Altogether, 16,000 square meters of additional floor area are available, which will benefit above all the production of building profiles (Thermix® spacers and bars, as well as insulbar® insulating profiles).

### Clear lines

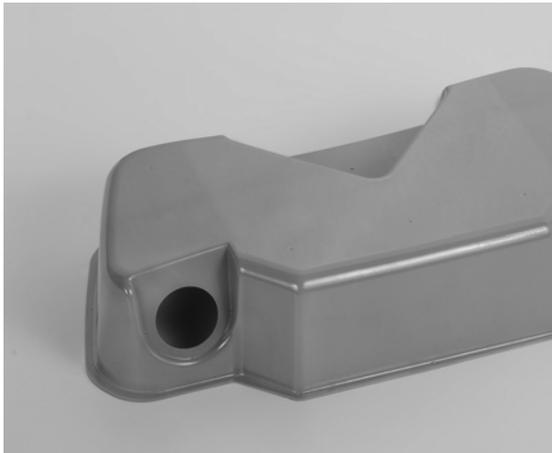
The new two-storey building is functional, virtually without frills, and still seems bright and friendly, thanks to large windows and ceiling openings, light-coloured floor surfaces and daylight lighting. Also, the new cafeteria, which towers above the previous manufacturing plant, emphasises the open, transparent character with its generous glass windows.

With the extension of profile manufacturing in Cham, ENSINGER has completed one of three important building projects. The other new building projects – the establishment of a new factory building in Nufringen and the injection moulding plant in Rottenburg-Ergenzingen – are also progressing according to plan. So, there will also be something to celebrate again at these two locations in a few months time.



STOCK SHAPES

## TECAPEEK VF for vacuum forming applications



[JF] Due to manufacturing requirement for light and large surface parts which have to be stable, combined with increasing proliferation of options in technical applications, vacuum forming processes have gained in importance. Vacuum forming is no longer a domain only for standard plastics: increasing requirements in thermal and mechanical loads calls for new material solutions. Specifically for vacuum forming applications, ENSINGER presents the new TECAPEEK VF, offering outstanding thermal and chemical resistance.

Products made from TECAPEEK VF combine the well tried characteristics of PEEK with new processing possibilities. If increasing safety and material requirements have to be combined with thin walled parts, TECAPEEK VF is the optimised material choice.

Main application fields for this new product are semicon industries, chemical industries (e.g. as liners in tank construction) or mechanical engineering (for trays or baskets). In the electronics industry, TECAPEEK VF can be used for antenna housings due to its resistance and transparency to electromagnetic waves.

The new products can also be used for established processing methods such as punching of parts or seals, cutting and bending or as semi-finished shapes for micro technology.

The portfolio of TECAPEEK VF sheets fills in the gap between the classical foil range and the extruded plates.



COMPOUNDS

## Tribologically optimised compounds with mineral fillers



[JF] With many sliding applications, materials with PTFE fillers find their limits, as the use of this polymer is accompanied by a loss of strength. In order to optimise the tribological characteristics for demanding applications, ENSINGER COMPOUNDS has developed mixtures on the basis of mineral fillers. The special binding of the minerals to the polymer matrix improves the strength, the sliding friction coefficient or the wear rate, depending upon the loaded conditions. Longer service life makes a substantial contribution to the reduction of costs.

The new tribology types of ENSINGER COMPOUNDS are characterised by their tenacity and high joint line strength. The hard minerals also give high creep strength, which is not possible with the soft PTFE filler. The micro-disperse distribution of the minerals precludes separation in processing, prevents deposits on the tool and confers a consistent characteristic profile to the materials.

The superior characteristics of the compounds have an effect in particular with higher pv values, mechanical loads or under high-temperature conditions. Thus, the tribologically optimised compounds are particularly suitable for meeting high demands in the automobile industry or within the areas of machine and apparatus engineering.

In less heavily loaded components, PTFE-modified materials still continue to be used. ENSINGER COMPOUNDS selects the best suited material for the customer on the basis of a performance specification or develops a custom-made special type.



BUILDING PRODUCTS

## Warm edge thanks to Thermix® – thermal separation for insulating glass



the other hand, Thermix® TX.N® reduces the energy consumption for cooling – thanks to the spacers the heat can be maintained better outside the building shell.

By using the combination of stainless steel and highly insulating plastic, the respective material properties can be used optimally. This leads to very good insulation values.

Thermix® TX.N® spacers can be processed in insulating glass production using normal methods, whether push-fit or curved frames are manufactured. Specially developed corner angles and longitudinal connectors always provide correct and safe assembly.

### Muntin bars for triple insulating glass

[Wey] For more than 15 years, Thermix® spacers have been a household name for the “warm edge”. In this period, the thermal insulation of windows and facades has continuously been improved just like the spacers themselves. In this way, the Thermix® TX.N® product range, which was introduced in 2005, became established in the market as a good “warm edge” solution.

Modern spacers decouple the thermal bridge at the transition point from glass to the frame minimising the risk of condensation and mould formation. The window remains dry and thus contributes to a healthy room climate. In air-conditioned buildings, on

With the increasing trend to triple insulation glass with “warm edge”, there is also a need for introducing muntin bars to many customers. These give the optical impression of a conventional genuine bar glazed window, but have no direct glass contact. ENSINGER has extended the range and now also offers Thermix® muntin bars for narrower spaces between panes in the widths 21.4 x 9.4 mm and 31.4 x 9.4 mm.

Thermix® muntin bars as rectangular hollow chamber profiles are distinctly easier and safer to use than a duplex solution as spacer profiles.



OBITUARY

### ENSINGER mourns Hans Thiergärtner

Hans Thiergärtner has died following a serious illness on 25 August 2008 aged 43. The sales representative was practically a pioneer for the Thermix product line. When he started at the company eleven years ago, thermally

separated spacers and terms such as “warm edge” were still unknown to a large extent. Thanks to his untiring commitment and personal integrity, Hans Thiergärtner gained a high reputation and won the confidence of his customers.

The increasing success of the Thermix spacers is also due to his personal effort. ENSINGER mourns an esteemed colleague and a dear friend.

### New insulbar® standard program

The range of insulbar® standard profiles has now been completely revised. Request further

information via [insulbar@ensinger-online.com](mailto:insulbar@ensinger-online.com) or by download under [www.insulbar.com](http://www.insulbar.com) and/or [www.insulbar.de](http://www.insulbar.de)

In front of the truck tarpaulin (from left to right): Martin Lesch (Marketing), Dieter Scharf (Manager Site Logistics), Markus Saile (Manager Dispatch Handling), Peter Kraft, Davide Paci and Siegfried Lehmann (warehousemen) as well as Martin Baras (Manager Marketing and Sales, Semi-finished products).



NEW TRUCK TARPAULIN

## Plastics on their way into the future

[JF] Truck tarpaulins are one of the most important advertising forms. Sometimes the motifs and slogans shown accompany car drivers in dense traffic over long distances. The new truck tarpaulin of the Diehl shipping company shows exactly what the semi-trailer is transporting: Semi-finished products from ENSINGER. The advertising space was designed by the marketing department in co-operation with the Stuttgart agency Strichpunkt. ENSINGER has already been working with Diehl for several years. The carrier transports tons of plastic material from Nufringen to the logistics centre Esslingen up to three times a day, where shipments are further distributed throughout Germany and the rest of Europe.

PREMIERE

## Interactive exhibition stand in Milan

By Sabrina Chiappa

This year ENSINGER Italia designed a new exhibition stand for the Milan Trade Fair Fluidtrans Compomac in May. Eye-catcher is a large-format touch-sensitive screen, which makes a new form of communication possible.

As soon as a visitor approaches the equipment, a sensor interrupts the sequence of company and product images and activates the interactive mode. Users can then call up information about specific products and applications using a touch screen. An easy to operate selection of materials along the

lines of the ENSINGER Group internet pages rounds off the range of information.

An email service provides the actual interactive character of the new medium, via which customers can easily take up contact to the ENSINGER address in their country. This offer was already used intensively in Milan. The virtual keyboard drew the attention of many visitors to the fair – and attracted the curiosity of other exhibitors. The trade fair newspaper quoted Stefano Rotolo, who is responsible for marketing with ENSINGER in Italy, in a current report: "The new exhibition stand offers not only the possibility for us to present the ENSINGER portfolio, but is also used as a platform for the exchange of ideas."

*Sabrina Chiappa is Marketing assistant at ENSINGER Italia.*

WILFRIED-ENSINGER-STREET 1

## Cham honours the company founder

[JF] The city of Cham has honoured Wilfried Ensinger by renaming a street after him. The west ring - from the ENSINGER company site up to the place-name sign - is now called "Wilfried Ensinger Str."

Mayor Leo Hackenspiel presented a street sign to Wilfried and Martha Ensinger with the house Number 1. Hackenspiel, who is meanwhile no longer in service, praised the business commitment of ENSINGER and the creation of jobs in the county seat. The Cham "Wilfried Ensinger Str." is the



second road to be named after the founder; "Wilfried Way" in Tonyrefail, South Wales, leads directly to the headquarters of the UK subsidiary – ENSINGER Ltd.

Source: Bayerwald Echo, Cham