

# impulse

Issue 2/2016

Employee and business partner magazine

[www.ensinger-online.com](http://www.ensinger-online.com)



## Ensinger turns 50

*Ceremony and employee party*

---

**Teamwork**  
PAs found their own network

16

---

**Interview**  
Dr. Erwin Schuster explains the IT strategy

18

---

**Additive manufacturing**  
High-performance plastics for 3D printing

25



Dear Reader,

Getting out and about is part of my job. During many years spent travelling, I have gained the sense that the world is inevitably growing closer together. Products and services are becoming more global. People today find their way around the Black Forest with their nose in a Google map. Trees on a ranch in Texas are cut down using a German Stihl power saw manufactured in Asia. And because all of mankind has similar needs, most people enjoy swapping experiences. People raise their tankards at Oktoberfests around the world, sushi is eaten everywhere, and children in Halloween costumes demand treats at every front door. For many people, encountering the unknown is motivation to find out more. But in recent times, I am increasingly noticing another side to the experience of encountering the unknown: The presence of fear. Is the world still growing closer? Lately, walls and borders seem to be gaining in significance once again. They are dominating the political developments of our times. Planned trade agreements are no longer pursued, and existing ones are at risk of being revoked. The dangers inherent in free movement are viewed as outweighing the opportunities. It is only natural that migration and an influx of refugees will give rise to concern and fears, this is understandable. We all want to further improve or at least maintain our quality of life. But for all that, customs and borders diminish the scope for export, and people will miss opportunities to venture into new territory. Does an isolationist policy really help us maintain our quality of life?

The publication in front of you is designed to literally provide the impetus to turn this direction around. We are talking here about courage. Entrepreneurial courage. Courage to venture into the unknown. Courage to open branches and the confidence to invest in people whose language we don't speak and whose culture we don't understand. Wilfried Ensinger spent his life overcoming barriers. He welcomed the unknown with open arms. All of us at Ensinger are the beneficiaries of this courageous attitude. Our company has so much in common across borders: our products, but our values too. Much of this extra-long edition of our employee and customer magazine is dedicated to this year's jubilee celebrations. On the last page, you will find a link to a short film about Ensinger. One of the topics featured in the film is about coming together, about how people in a globally active family firm join forces to work alongside each other. I wish you every enjoyment looking back at our 50 year company jubilee, and hope that this retrospective inspires you to draw courage for the future. Last but not least I wish you and your families a relaxing Christmas break and a good start into a happy New Year.

Yours,

Roland Reber

Questions, suggestions, different opinions? Write to us at [impulseredaktion@de.ensinger-online.com](mailto:impulseredaktion@de.ensinger-online.com)

**Imprint**

Employee and business partner magazine of Ensinger GmbH

Ensinger GmbH  
Rudolf-Diesel-Straße 8  
71154 Nufringen  
Tel. +49 7032 819 0  
Fax +49 7032 819 100  
[www.ensinger-online.com](http://www.ensinger-online.com)

Publisher:  
Klaus Ensinger  
Dr. Roland Reber  
Editorial staff:  
Jörg Franke  
Maria Baur

Titel photo:  
Jörg Franke  
Printing:  
Druckerei Maier,  
Rottenburg

Layout / Production:  
pr+co GmbH,  
Stuttgart  
Katharina Dickhoff  
Martin Reinhardt  
Rebekka Schramke



Some members of the trade fair team (left to right): Tanja Bröning, Frank Hermle and Claudia Müller (HR Officer) and Achim Lehman, Head of Legal and HR, talked to visitors at the recruitment fair about career opportunities at Ensinger.

## In touch with up-and-coming talent

Ensinger exhibited for the first time at the "Karrieretag Familienunternehmen" recruitment fair specifically for family-managed firms.

- by Tanja Bröning, Frank Hermle and Claudia Müller (RPHR)

The company Festo in Esslingen, was the scene of bustling business activity in mid-June this year, when it hosted around 650 university graduates and experienced professionals from all areas of expertise, taking part in the "Karrieretag Familienunternehmen" recruitment fair. Young talent gathered to make the most of this opportunity, hoping to build links with HR representatives of medium-sized companies from right across Germany. Ensinger was present for the first time this year with its own stand. The HR Team from Nufringen and Cham received valuable support from colleagues representing different fields of expertise at the stand. Andreas Schmid, Head of Technical Compounds, and Gertraud Schatz, Team Leader for Insulbar Production and Project Management, were available to answer questions relating to all aspects of our products and technologies. Ahead of the fair, all the companies taking part were provided with an overview of the candidates. Interview lounges could be reserved

to hold talks with potential applicants. Plenty of initial contacts were also established at the stand itself, where it was possible to talk about career openings at Ensinger in a relaxed atmosphere. The company presentation attracted other potential candidates to the stand. Some of the visitors commented that they were keen to get to know an international family firm which takes this approach to its employees. After the fair, which provoked a gratifying degree of interest and gave rise to some interesting discussions, there was a general consensus: The careers day clearly indicated the potential opened up by personnel marketing. On the one hand, this type of event provides the opportunity for promoting Ensinger as a plastics expert. On the other hand, it gives our family firm the chance to make itself known as an attractive employer in the recruitment market. Pleasingly, we received our first speculative applications within just a few days of the fair.

## >>> Relocation in Texas

Ensinger Special Polymers now has a new location in Houston/Texas. The new building with its production area of 66,000 square meters, offers three times the capacity of the old factory hall. Ensinger Special Polymers supplies primarily the oil and gas industry with semi-finished products and technical components capable of withstanding high levels of stress, which are manufactured using the compression moulding method.

The new address details:

Ensinger Special Polymers, Inc.  
12331 Cutten Road  
Houston, TX 77066, U.S.A.  
Tel. +1 281-580-3600 ; Fax -3608



Two generations: Wilfried Ensinger, Klaus Ensinger, Martha Ensinger und Dr. Roland Reber (left to right)

Fotografie Bernhard Krause: Ensinger

# *Ensinger celebrates 50th company anniversary!*

*Family firm Ensinger looks back on half a century of company history. Reason enough to come together with colleagues and celebrate this landmark achievement.*



The two Managing Directors Klaus Ensinger ...



... and Dr. Roland Reber reviewed the company history. It all started in a garage ...



Former German President Professor Dr. Horst Köhler voiced his praise for the company's excellent development.



Professor Dr. Berthold Leibinger, former Chief Executive of the Trumpf Group, shares Wilfried Ensinger's conviction that ownership creates an obligation to work for the common good.



The musical backdrop was provided by the new Chamber Choir of Heidenheim.



Acclaimed for his life's work: Wilfried Ensinger, founder of the Ensinger company and charitable foundation

Following the early days working from a garage in Ehningen, over the next half century, Wilfried Ensinger was to turn the small business into an international company group. Today, Ensinger is represented with production sites and sales offices in all important economic regions of the world. Joining with employees from home and abroad, long-term customers and suppliers as well as an array of honoured guests from the world of politics and business, the family firm celebrated its 50th company anniversary on June 17 with a ceremony in Böblingen's Kongresshalle.

The evening program for 500 guests, was preceded by an entertaining address by Klaus Ensinger and Dr. Roland Reber, enriched by anecdotes and a generous dose of self-irony. In dialogue, the two Managing Directors took a retrospective look back at the company's history: They described the beginnings during the sixties, when Wilfried Ensinger would regularly put in a night shift after a long and arduous working day testing new methods or manufacturing semi-finished products. The first two home-built production plants, were installed in a garage which was hardly long enough to extrude engineering plastics into rods. Before an extruded length reached the other side of the road, it was cut off using a tenon saw. In the beginning year, Wilfried Ensinger's wife Martha took the finished

*“Martha and Wilfried Ensinger have created a great lifetime achievement.”*

*Prof. Dr. Berthold Leibinger*

products to the station in the pram – until one fine day it collapsed under the weight!. His father, according to Klaus Ensinger, read that as a good omen at the time. "Things are on the way up!"

**Optimistic outlook**

Klaus Ensinger and Roland Reber recalled other successes which Ensinger has been able to notch up over the past five decades: "Consistent growth achieved, never a single loss registered in any year, hollow chamber profiles made possible, successful diversification with new product lines, and finally, the launch of the first extrusion process in Asia". But the pair were

Fotografie: Bernhard Krause/Ensinger

*“Wilfried Ensinger has succeeded in forming an exceptionally skilled workforce.”*

*Prof. Dr. Horst Köhler*

anxious not to leave out less successful ventures either: "The leap over the pond only took off on the second attempt following one failed joint venture in the USA. Wounds which took a long time to heal, include purchased production plants which later had to be closed, and separation from the employees and management."

Today, the markets are hotly contested and margins are narrow. This, they emphasized, made it all the more important to take a critical look at the company's activity and question strategic decisions. Overall, the Management Board takes an optimistic view of the future, with ever closer cooperation between company divisions playing a key role, as well as digitalization and more training and education. "We work together and we treat each other with fairness", emphasized Roland Reber. Klaus Ensinger was also keen to highlight the feeling of community within the company: "It is precisely this spirit which has made us what we are today. Our culture is here to stay, as are our values. We will remain a family firm."

**"Achievement for Society"**

The first guest speech of the evening delivered by Professor Dr. Berthold Leibinger was delightfully framed by enjoyable musical contributions from the prize-winning New Chamber Choir of Heidenheim and the Symphony Orchestra of the Albert-Einstein School of Böblingen. The former Chief Executive of the Trumpf Group, called Wilfried Ensinger an "almost archetypal founding entrepreneur". Leibinger recalled the shortage of capital and labour in the seventies. And later on - in the same way as Ensinger - he had always been on the lookout for gaps and new challenges. An entrepreneur regularly asks himself the question: "Can I take the next step? Can I open a branch plant or will I be overreaching myself?" Wilfried Ensinger, according to Berthold Leibinger, stands as a "leading light of the



500 guests made the journey to the ceremony in Böblingen's Kongresshalle .



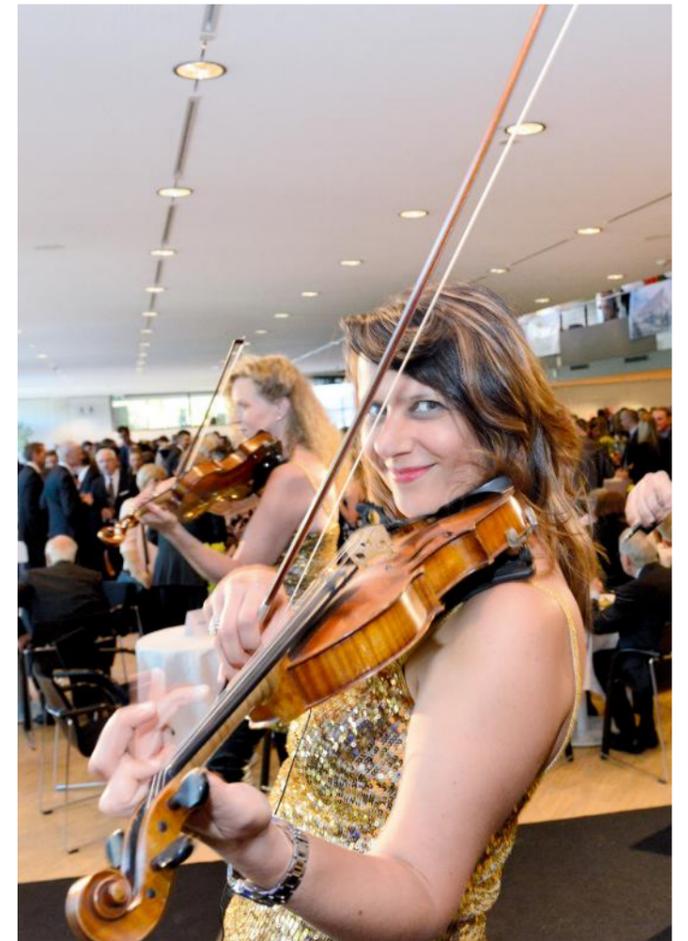
Hermann Krämer, Simon Bareis and Janine Betz



Colleagues exchanging news and views in the foyer.



Acrobatic supporting program



The violinists provided the perfect musical backdrop.



Ralph Kapitel, Marianne Bühler, Kerstin Frank and Simone Notter (left to right)

Fotografie Bernhard Krause: Ensinger



The biggest employee party to date saw 1,300 guests make the journey to Rottenburg-Ergenzingen.



Employees from Germany and abroad toasted the founding couple Wilfried and Martha Ensinger.



The two Managing Directors Dr. Roland Reber and Klaus Ensinger announced the program.



The varied supporting program contained something for everyone, young and old.



The mood among the colleagues was tremendous.

medium-sized enterprise culture", who like himself firmly believes in the social market economy and shares the underlying conviction that ownership creates an obligation to work for the common good. "Through further development of the company and by setting up the Wilfried Ensinger Foundation, you have achieved something for society." Berthold Leibinger also emphasized the importance of Wilfried Ensinger's wife in building up the business. From the very beginning, she encouraged and supported his endeavours. "Without Martha Ensinger the company would not be what it is today", emphasized Leibinger. "Together, they have succeeded in creating an exceptional lifetime achievement!"

**Success model of a family firm**

In his speech, the former German President Professor Dr. Horst Köhler, who has been a friend of the Ensinger family for many years, congratulated "all those who have contributed towards this success story. "Wilfried Ensinger has succeeded, he went on, in "forming an exceptionally skilled workforce", also on an international level. "Innovation, quality focus, and team spirit are what have made this company great." The former German President went on to describe Ensinger as unique and a typical model for a successful medium-sized family firm, to whom Germany had good reason to be grateful. The inventiveness and willingness of such medium-sized companies to embrace risk have been "a decisive factor to economic

Fotografie Bernhard Krause/Ensinger

*"I am overwhelmed, ecstatic – and speechless."*

*Wilfried Ensinger*

success and social cohesion, as they ensure prosperity and offer training, work and an income to millions of people." Köhler wishes there were a return to the spirit of entrepreneurship and a greater appreciation of small and medium sized businesses. He sees Wilfried Ensinger, who as President of the Regional Chamber of Commerce, had also voiced a call for businesses to embrace entrepreneurial risk, as a shining example of a businessman with the will to live a life of self-determination and so achieve benefit not only for the family but for the greater good.

**"If you had not had the courage ... "**

On behalf of the workforce and the two younger generations of the family, bringing the evening to an end, Klaus Ensinger thanked his parents. "If you had not had the courage 50 years ago to establish this company, we would all not be standing here today". The founder, who turned 80 in May, interrupted the rapturous applause and said: "I am overwhelmed, ecstatic – and speechless."



When the cover rock band "Madison Bow" got into full swing, there was no stopping.



Ioannis Argiriadis, Chair of the Overall Works Council and co-organizer of the employee party.



In the "Ensinger Cup" final, the Ensinger Italia team beat the home team from the Nufringen factory 6:5 after a penalty shoot-out.

**Employee party with international football tournament**

The next day saw the second part of the Jubilee celebrations in Rottenburg-Ergenzingen. The biggest employee party ever thrown since the company was founded, was attended by over 1,300 guests from around the world: alongside the German employees and their families, employees from the subsidiaries were also on the guest list. The traditional football tournament kicked off the proceedings. The final game for the "Ensinger Cup" was won by Ensinger Italia against the Nufringen team with a penalty shoot-out. The Jubilee celebrations continued on into the evening in a marquee, and, when the cover rock band "Madison Bow" took to the stage, there was no stopping the party-goers. Whole departments were up dancing on the tables already by the second song. The party went on until late into the night. After all, a company only turns 50 once!

*"The employee party was a resounding success!"*

*Ioannis Argiriadis*



The players kept on top of their game on the pitch.



Half-time refreshments

# Apprentices take to the silver screen

To mark the 50-year company Jubilee, our apprentices produced a video about what training is like at Ensinger. We take a glimpse behind the scenes.

There was a general consensus that the congratulatory card from the apprentices to mark the company's 50-year jubilee should be something special – this much was clear. "None of us had anticipated that our video would be such a bull's eye", says a delighted Miriam Fiedler. It was the Head of Personal Development and Training who came up with the idea for a congratulatory message on film. "All 37 trainees were fired with enthusiasm straight away, and everyone got involved", she reports. "I was available in case there were questions, but the apprentices took care of everything else themselves." A core team of organizers delegated tasks, tracked down former employees and training staff to interview, and procured the necessary equipment. The group was busy writing the script, shooting scenes and cutting the video for over three months.

Melanie Gruidl, training to be an industrial clerk, was amazed at how smoothly it all worked. "I was really impressed that so many colleagues were willing to get in front of the camera", she reports. "It was also important to keep everything closely under wraps, as the film was meant to be a surprise, after all." Ahead of the big jubilee party, the team presented the film to the Managing Board. Alongside general facts about training possibilities at Ensinger, the video has plenty of surprises to offer: including dancing interludes, interviews with colleagues about the company climate, and some mild leg-pulling about their tutors. "Sensational! I'm completely speechless", was the enthusiastic response from Managing Director Dr. Roland Reber. Klaus Ensinger was touched by the commitment and hard work the apprentices had invested: "The video has a really professional feel. Congratulations on creating the perfect surprise!"

Fotografie: Bernhard Krause: Ensinger



The apprentices spoofed their trainer Sven Birk, comparing him to Superman. Hats off to Sven for donning a super hero costume and being filmed riding on a skateboard.



The apprentices presented the whole bandwidth of different training vocations at Ensinger in turn.



The training staff joined in the fun filming the video: Sven Birk, Janine Schulz, Miriam Fiedler and Heinz Lehmann (left to right).



The makers have kept a recording of the funniest outtakes showing slips of the tongue and other mishaps.

# A warm welcome!

Employees who have joined Ensinger:

## Nufringen

### Industrial Electrics

Adam Gruschka  
Erdal Utku

### Compounds

Matthias Egeler  
Manuel Graf  
Joachim Reidenbach  
Sinan Tunar

### Controlling

Manuel Luippold

### Purchasing

Simone Kimmich

### Industrial Profiles and Tubes

Elisabeth Koch

### CIP (EVI/BOOM!)

Klaus Mauderer

### Marketing

Ralf Richter

### Shapes

Philipp Baitinger  
Hüseyin Bayram  
Roland Böhmer  
Osman Göğkurt  
Elvis Halkic  
Michael Hefterich  
Jürgen Herbig  
Denis Herdt  
Jure Karamatic  
Lukas Kern  
Hans Lörcher  
Luca Saur  
Andreas Schober  
Kevin Sladkowski

## TECASINT

Axel Reinheimer

### Apprenticeship

#### Industrial management assistant

Tatjana Riebe

### Apprenticeship

#### Specialist for Warehouse Logistics

Fabian Mensch

### Apprenticeship

#### IT Specialist

Andre Steffen

### Apprenticeship

#### Process mechanics

Marcel Kovacs  
Maurice Speidel  
Dennis Hertkorn

### Apprenticeships

#### Tooling mechanics

Philipp Beck  
Manuel Binder  
Benjamin Saur

### Bachelor programme

#### Mechanical engineering / Plastics technology

Robin Drechsler

### Bachelor programme

#### Industrial engineering and management

Dilara Yüce

## Ergenzingen

### Injection Moulding

Petra Belsler  
Patrick Breitmaier  
Thomas Hellstern  
Marvin Kopp  
Irina Kunz  
Mario Milazzo  
Stefan Schimmel  
Andrea Schumann  
Sevket Simsek  
Andre Staas  
Bojan Stankovic  
Angelika Steinel  
Hubert Terhaar  
Rene Ugolino  
Silas Waap  
Nikolaj Weimer  
Oscar Zündel

## Cham

### Industrial Electrics

Daniel Lehmann

### insulbar®

Josef Breu  
Josua Bricha  
Torsten Meier  
Vladimir Milusenko  
Markus Rama  
Markus Schmidbauer  
Tobias Steimer  
Robert Winkler  
Joshua Zahn

### Shapes/Cast Nylon

Anatolij Milusenko

### Process engineering

Johannes Dietl

## Tool Making

Thomas Dendorfer

### Administration

Maria Schwendemann

### Machining

Jonas Bauer  
Thomas Schneider  
Andreas Vogl

### Apprenticeships

#### Process mechanics

Josef Deml  
Katharina Neubig  
Lukas Peinelt  
Sebastian Schröpfer

### Apprenticeships

#### Machining mechanics

Tim Brahmer  
Luisa Breu  
Markus Riederer  
Dominik Sporrer  
Alexander Zwicknagl

## Ravensburg

### Thermix®

Alexander Konradi  
Andreas Prechtel

## Honor for comitment

Willi Wörner: Four decades at Ensinger in Nufringen



Constantin Pauli (Deputy Cutting Services Production Manager, left), Johannes Veygel (Head of Cutting Services, 2nd from the left) and Klaus Ensinger (Managing Director, right) congratulate Willi Wörner.

At the end of August, cutting service team member in the Stock Shapes Division Willi Wörner, celebrated 40 years of service in the company. When he joined Ensinger in 1976, he was just 16 years old. Willi Wörner was unsure if he would be able to meet the requirements and be accepted despite due to a disability. But the local lad from Nufringen was given a chance, and quickly impressed his superiors and colleagues with his performance, despite the

tough working conditions and overtime that were part of the normal work routine at the time.

Today, Willi Wörner works in the plastics machining department, primarily operating grinding machines used for surface finishing of plates and rods. At weekends, he enjoys getting out and about on his e-bike or scooter in the Black Forest. As an avid football fan, he is keeping his fingers crossed for a resurgence of VfB Stuttgart.

## Top marks all round

The Wilfried Ensinger Prize for the best final thesis of his year has gone to Tobias Röhm. The topic he chose for his Master's thesis at the Institute of Chemical Process Engineering (ICVT) at the University of Stuttgart, deals with determination of the extensional viscosity of polymers. Immediately after completing his degree in mechanical engineering, Tobias Röhm launched his career at Ensinger. His specialist knowledge in product and process development is deployed in Nufringen.



Tobias Röhm (right) was presented with the Wilfried-Ensinger Prize for his Grade 1 Master's thesis at the University of Stuttgart. He was congratulated by Dr. Christoph Krohmer (left), Head of Service Center Product and Process Development.

## Awards for training achievements



Former apprentices Marvin Kopp (Process Mechanic), Marius Graf (Tool Mechanic) and Patrick Breitmaier (Process Mechanic), have been presented with the Wilfried Ensinger Prize in Nufringen for their excellent final certificates.



In Cham, the excellent achievements of Jonas Bauer (left) and Thomas Schneider (right) were rewarded with presentation of the Wilfried Ensinger Prize. Both former apprentices are now working in their chosen vocations as Machining Mechanics.

# Perfectly networked

**We don't need to reinvent the wheel, say Ensinger's Personal Assistants. Their new network demonstrates that cross-location team cooperation works.**

What can PAs do to share information and knowledge to help them in their daily work? This is the question deliberated by 17 colleagues taking part in an EVI workshop. The outcome of those deliberations:



a cross-location PA network. A newly created SharePoint workroom contains lists of hotels and restaurants, catering addresses, checklists, and an overview of the meeting rooms available to book across the three German producing locations. The PAs have also made their planning tasks easier with an over-arching Ensinger events calendar. All the relevant events can now be found on a shared platform, from customer training days through to trade fairs and department meetings in which colleagues from other branches are involved. Another idea produced by the workshop was for new PAs to be assigned a mentor to help settle them into their new role. Alongside exchange through the SharePoint workroom, workshop quarterly video conferences have also been held in which the PAs share news and drive forward the international expansion of their network. One of the initiators, Julia Lörcher, says: "We are learning an enormous amount from each other. Networking makes our job easier and means that cross-location cooperation is far more efficient. This exchange also generates synergy effects for Ensinger". In July, the PAs took part in a communication training



Left to right: Antje Will, Julia Lörcher, Kerstin Mutz, Dorothea Laub, Birgit Göllnitz-Strobel, Angelika Eberwein, Petra Gaida, Damaris Sitter, Elke Maier, Monika Pross and Sonja Wenskus. Not in the picture: Belinda Böckle, Ingeborg Böhmer, Lina Friedlieb, Andrea Tischler and Rosemarie Zangl.

event in Nufringen. Elke Maier, also one of the organizers, says: "This seminar not only gives us the opportunity to swap information on our daily challenges, such as how to deal with disruptions, conflicts and

imprecise information, it also gives us valuable ideas for more successful communication". The PAs intend to go on taking part in the virtual workroom and also keep up to date by getting together in person.

# Ensinger supports international work camp

**Students take part in a project on the concentration camp memorial**

Covered in ivy and choked by undergrowth, they have been lying hidden for more than 70 years: the remains of an aircraft repair hangar near the former concentration camp outpost in Hailfingen-Tailfingen. This is set to change in the summer. The ruins of the listed site, which was built during World War Two by forced labourers and prisoners of war, will now be brought back into the public eye and restored as a memorial. As part of a work camp, nine youngsters from around the world have revealed the foundations and a dry stone wall, which formed part of the aircraft hangar. "We've learned a lot about history, loads of things I hadn't realized. I'm so glad to have been part of it", says student Idil. Equally positive were the impressions summed up by the other partici-



Revealing the remains of the former hangar to interested members of the public.

pants from France, Italy, Russia, Spain, South Korea and Turkey, making up the working party organized jointly by the Concentration Camp Memorial and the community service charity IBG (Internationale Begegnung in Gemeinschaftsdien-

sten). Ensinger provided funding for this project together with other sponsors. Four students of technical subjects were also given the opportunity to visit the injection moulding factory in Rottenburg-Ergenzingen.

# Out in full force for the Böblingen fun run



Johannes Kuhn, Ensinger

The Ensinger team lined up at the start of the 4.8 kilometre course to take part in the big fun run for the second time this year, totalling 19 men and 15 women.



Christian Sabo (Shapes Production Planner) runs towards the setting sun. A total of 2500 participants turned out to make the most of a perfect late summer evening.

# “We are information managers.”

*Dr. Erwin Schuster has been CIO with responsibility for IT at Ensinger for just under four years. Over this period, he and his team have engineered a whole host of changes. From Nufringen and Cham, the Service Center IT supports the different company divisions in managing their global activities and business processes. In this interview, Schuster explains the targets he has set himself and what matters most to him.*



Dr. Erwin Schuster's way of management: A lot of freedom coupled with clear responsibility. He explains why the conditions are ideal for this at Ensinger.

## ■ What's special about IT at Ensinger?

We all know that IT stands for information technology – something we shouldn't lose sight of. After all, the technical infrastructure has to be right, and the software has to run like clockwork. We are here to take care of that. But first and foremost, I see our role as that of information managers. In other words, we design need-driven, process-oriented information flows using structured master data on a solid basis of a homogenous, standardized software landscape and secured operation.

## How is this transformation taking place in concrete terms?

Up until three years ago, the IT Department in Nufringen was located in confined rented premises. We felt a little bit like the poor relations. If something wasn't working, the phone would ring and there would be a frustrated voice at the other end saying: “The email program is playing up – can you sort it?” Or one of the divisions would contact us to ask if we could program a software solution for a specific program. We were quite often the last ones to find out that some sort of special software had been purchased. To sum up: Our work was largely reactive rather than proactive. We used to be called in like you would call in a workman to sort out your plumbing or build you an extension. Today, I would class our role as rather that of the architect. We work together with all the divisions and service centers to design the processes, master data and software used at Ensinger. We see ourselves as partners working at eye level with clients. Another

difference now is that at one time, there was no international cooperation with our IT colleagues in other countries. We hardly knew anything about each other, even though the cross-border collaboration between the “big” divisions is growing all the time.

## How is your collaboration with the different business divisions?

Our aim is for the divisions and service centers to know all about what IT can offer them, and for IT to know what it is our partners want. One of the tools we use to achieve this is the IT Board. This is where we discuss big decisions and new software with the Management Board. I also make sure I meet up with every Head of Division at least once a year. This gives us the chance to discuss where we are heading, and what the key focus points should be. We also carry out a satisfaction survey once a year through the IT Service Desk.

## What are the focus points for you at the moment?

Of course, one of our main concerns at the moment is TECAspeed, the introduction of the new ERP system. At Ensinger GmbH, we will be changing over from BaaN to SAP in April 2017, with the international subsidiaries and branches following suit step by step. We are also supporting the TECA sales project, which envisages the introduction of a standardized CRM platform. All our websites worldwide will also soon be operating with a single, uniform content management system. Standardization and internationalization are priority issues for us.

*“We used to be called in like workmen to sort out the plumbing. Today, we are the architects.”*

*Dr. Erwin Schuster*

*What does that mean in concrete terms?*

Ensinger is a global corporation in every sphere. Since 2013, we have organized an IT Summit every year in November, which allows the responsible IT departments from every country to meet up. We discuss issues such as common standards for laptops, standardized email systems or global solutions for video conferencing. Responsibility for the gradual networking of all locations which is currently under way

#### Brief CV

Dr. Erwin Schuster grew up in Hermannstadt, completed his training as an electrotechnical assistant and studied IT at the University of Stuttgart, where he also gained his doctorate. During and after his studies, he worked as an expert in E-Production at the Fraunhofer Institute of Industrial Engineering, then took up a role at a subsidiary of Porsche. In 2006 he took over as Head of IT at the mechatronics company Wittenstein AG. Since January 2013, Erwin Schuster has been CIO at Ensinger. He is a motorbiking enthusiast in his spare time.



Dr. Erwin Schuster appreciates being able to get things moving faster at Ensinger.

*“From now on:  
Not without the  
key users!”*

*Dr. Erwin Schuster*

falls to the Infrastructure Team in particular. This year, we've developed an internationalization strategy for our future ERP system. We aim to integrate all our global locations into SAP and Microsoft CRM gradually in cooperation with our subsidiaries and branches. This strategy encompasses the standardization of processes, master data, software and the IT integration of every location. A truly mammoth task. For historic reasons, our master data is spread across many different Access databases and Excel spreadsheets. Our aim now is to merge all this data on to a single platform and make it globally usable. A vital step along the route to standardization

was the analysis of our business processes across every Division, in other words: What processes are used? How are Sales, Production and Logistics interlinked from the customer call through to manufacture and delivery to invoicing? What we discovered was that the processes aren't actually all that different. With this knowledge, we can now generate overarching systems for everyone which can be adjusted simply to the specific needs of the different Divisions and Service Centers – also across national boundaries.

*What special points are there to note when launching a new system?*

The role of the key users is often underestimated. As the name suggests, key users are those in a key position who bring the necessary experience and expertise from the specialist divisions to the table, who know the processes and are able to describe actual work flows. It's only possible to find synergies and recognize standards by working with them. If we at Ensinger decide to introduce new software, then in future this will always mean involving the key users. For internationalization projects, we'll be using global key users who should ideally be internationally active.

*What changes have there been within IT since you took over management four years ago?*

We've moved into a dedicated building in Nufringen which offers us, the key users and the project teams considerably more space. But much more importantly, we have more IT team members than before in the German locations. However, to give you a realistic picture, it's important to stress that we have replaced some of the long-term experts who previously worked under contract to us with our own permanently tenured staff. For me, it's vital that we have our own people with a complete command of key company issues so that we aren't reliant on outsiders representing external interests. It would be strange if

our key users, whose job is to analyse, standardize and optimize Ensinger business processes, had to sit opposite outsiders who aren't even part of the company. There is a lot more Ensinger in our IT today – and it shows.

*Is Ensinger IT actually noticing the skills shortage?*

Yes, but I don't intend to just sit back and complain about it. I firmly believe that we at Ensinger have to create our own future qualified IT workforce. This is why we started three years ago to train IT specialists in-house. One of them has already qualified, two more are still in training. We are proud of this achievement. We are about to start training in the field of business informatics. One of our future IT employees working abroad could have trained and qualified with us. I'm excited about the future.

*Has the structure of the department changed as well?*

The IT Department was in something of a limbo for a long time, which is why these changes were necessary. We've now established departments with defined areas of responsibility: Processes, master data, applications, infrastructure and CAD/HR. After all, we can hardly impose standardization on others if the IT department itself doesn't have clear management, information and decision-making structures.

*How has your team responded to the process of transformation associated with growth?*

Well there have certainly been some changes! But once you establish clear boundaries of responsibility coupled with the necessary freedom of movement, everyone can work more effectively. I've been really impressed with the result of the restructuring. It's been a pleasure to watch how employees have developed within their roles. When they have the op-

*“There's more  
Ensinger in our  
IT today – and  
it shows.”*

*Dr. Erwin Schuster*

portunity to evolve and take part in exciting projects, they blossom. And that in turn fills me with new enthusiasm. The work atmosphere in IT is open and collegial. To promote international networking, some of our staff spend a week at a time working in our foreign subsidiaries.

*Did you deliberately decide to work for a medium-sized company?*

At the start of my career I spent a number of years working at the Fraunhofer Institute for Industrial Engineering in Stuttgart, where I gained my doctorate. During that period, I had the chance to become acquainted with many companies belonging to the upper midsize market, particu-

larly in Southwest Germany. The way these companies work suits me: the wires of communication are direct and things can be made to happen fast. Here at Ensinger, the collaboration between the Divisions, the Service Centers and the Management Board is particularly close, but still leaving plenty of individual freedom for action. This is a corporate culture I really value.

*Is Ensinger actually a digital enterprise?*

We are well on the way to digitalization where it makes sense. IT isn't an end in itself. Where there isn't any real evidence that additional digitalization will be a benefit, we don't embark on it. At any rate we are not slavishly buying into the hype surrounding concepts such as “Industry 4.0” or “disruptive technology”. And by the way, we don't need to conceal what we do. Clearly, the degree of IT penetration in Production is continuously increasing. And standardization is, in any case, the fundamental key to the whole “Industry 4.0” movement, stroke digitalization. So actually yes, we are certainly on the right path.



Dr. Erwin Schuster (CIO), Gerd Johannsen (Head of Master Data Management) Jochen Genterczewsky (ERP Project Manager) and Thomas Dressler (Head of Business Process Management) taking time out to play pinball. All the profits from the machine go to the Wilfried Ensinger Foundation.

# Why article numbers shouldn't talk

The new system is the world over.  
 – by Gerd Johannsen (Head of Master Data Management)

With conversion to the new ERP platform, the internal article number system is also set to change at Ensinger. The “talking” sequences of letters and numbers will be replaced in April 2017 by pure numerical – but unique – article numbers. For many of our long-serving and deserving colleagues who are familiar with the logic of the old system, the benefits of the new article numbers may still be somewhat mystifying. But there are many reasons which pointed to the need for a change, which relate to our objectives of standardization and the worldwide integration of locations. Right from the initial launch of the matrix organization, it became evident that the individual components of the article numbers, lack relevance for some divisions. Assignment to divisions, shapes, drawing numbers, material group assignment or production statuses (raw material, semi-finished part or finished part) appear differently for each business division. For the Compounds Division for instance, compounds produced at Ensinger represent products, which are either marketed or further processed in the company. For a colleague from the Stock Shapes Division, a plate produced from the compound material is a stock shape which is ready for sale. Seen through the eyes of the Machining Division, this same object is a semi-finished product. Seen internationally, this gets even more complex, as

the article numbers of stock shape products only start with “H” in German-speaking countries. The old system breaks down completely when organizational changes occur, for instance the merger of two divisions or splitting one division to create a new one. The starting abbreviation no longer fits, but it still appears printed on all the catalogues, price lists, labels or products.

### Improvement for customers too

The new article number system offers customers the benefit that they no longer need to carry out any adjustments if Ensinger's internal organization changes, not even if the market or the law impose new requirements.

All the information which was contained in the previous article numbers is currently distributed over several master data fields. Following the change, this information can be reflected in all the national languages represented at Ensinger, and can be adjusted in places as required to local requirements.

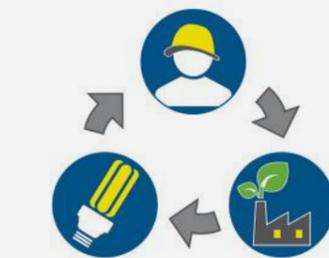
And a positive piece of news to finish with: Anyone who looks for the familiar article numbers, either out of habit or because asked to do so by a customer, will also find what they are looking for in future: The IT Department will naturally continue to store the former letter/number combinations in the SAP.

# A new face

Logo for Environment, Occupational Safety and Energy Management  
 – by Markus Schroth (Energy Management Representative, Ensinger GmbH)

The Integrated Management System at Ensinger is being given a brand new face. For years, the three management systems Environmental, Occupational Safety and Energy Management have worked hand in hand, and in practice have often been difficult

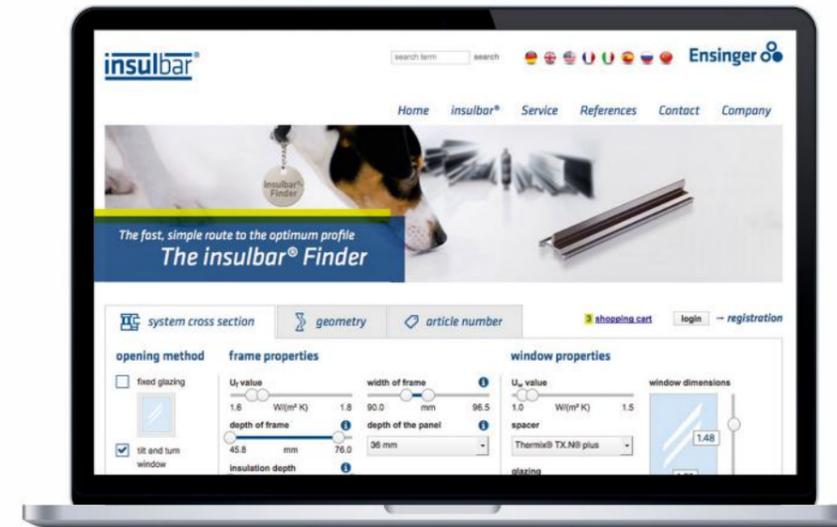
to separate out. In order to depict the integrated approach in all publications, the Quality Management Service Center has teamed up with Central Marketing to design a new logo. The picture composition which illustrates the interaction of the three man-



agement systems, will be proudly displayed in future in production and office areas around the company. One of the upcoming issues of “impulse” will include a practical example of how the interaction of the management systems works at Ensinger.

# Sought? Found!

Quickly finding the right insulating profile.



1 The insulbar Finder guides users online step by step to the most suitable insulating profile. For example by providing information on the planned system cross-section of the window

Given the wide-ranging demands made on contemporary metal windows, doors and facades, the development of a new system is time-consuming and complex. As far as the most suitable thermal separation is concerned, designers can now rely on support from the insulbar Finder.

The product selector guides users step by step to the right product from the extensive range of standard insulbar profiles. And there is more than one way to reach your end target, for example by providing information on the planned system cross-section of a window. If users opt to use this search method, they first

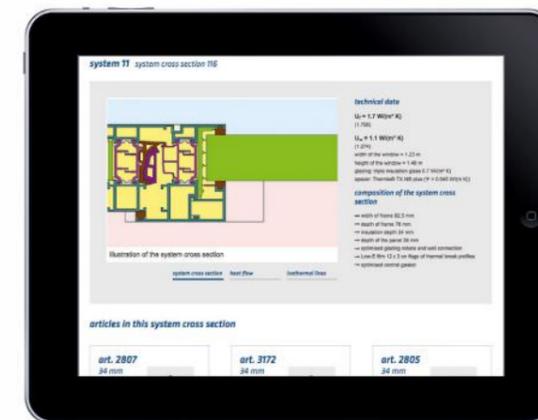
have to decide on an opening method. The next step is to narrow down the frame values, such as the Uf value and various dimensions. The selection process is completed by providing information on the window itself. Other points of entry for searching, are parameters relating to the geometry or if available, the article number of the required pro-

file. No matter which route customers choose, in the end they will be given all the technical information about the selected profile. Registered users simply download it. A mouse click sends the selection direct to the Ensinger sales team with an enquiry.

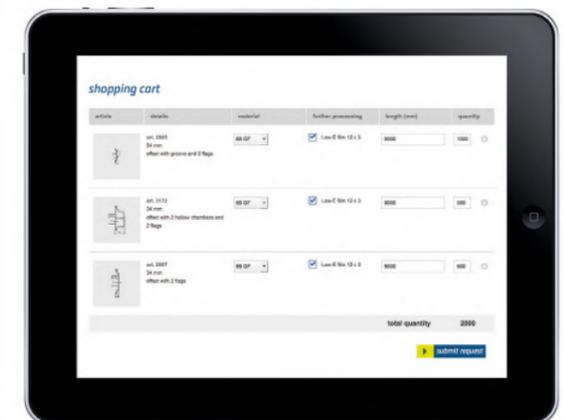
For Matthias Rothfuss, Project Manager for insulbar Development & Application Technology, the new selection tool is an invaluable aid: "Using the insulbar Finder, we can provide our customers with support right from the earliest development stage – irrespective of the time or place. By deciding in favour of an existing insulating profile, they will be faster to market with their systems. In addition, this means eliminating any costs for specially required tools."

The product selector [www.insulbar-finder.co.uk](http://www.insulbar-finder.co.uk) automatically adjusts the screen to the terminal device – even on smartphones or tablets.

More information:  
[www.insulbar-finder.co.uk](http://www.insulbar-finder.co.uk)



2 The search result indicates the system cross-section in detail plus technical information and all the included insulbar insulating profiles



3 Once the right profiles have been placed in the shopping basket, the user can place an enquiry directly with the insulbar sales advisors

## Lively interest at the K Fair



Alexander Stehle (left), Industry Segment Manager Medical, explains the medical technology portfolio of the Shapes Division to interested fair-goers.

Every three years, the K Fair in Düsseldorf showcases innovations and trends from across the plastics industry. This October, the positive future outlook was reflected in an upbeat mood among the exhibitors. The organizers of the international lead fair registered a new record with 232,000 visitors. Our two stands in Halls 5 (Ensinger Group) and 6 (Compounds) enjoyed a lively stream of visitors on the eight days of the fair, which was due to the fact that the international subsidiaries and branches took the opportunity to meet important customers and potential clients at the K. As always, alongside the Shapes Division, the smaller company divisions were also represented in Düsseldorf, keen to showcase their performance spectrum and forge new contacts. Of the innovative portfolio of products on show, we are presenting two product lines here which are already meeting with a lively degree of interest in the market.

## TECACOMP EMI – New shielding plastic housing material

The Compounds Division presented new products for plastic housings with a shielding function at the K 2016. By incorporating absorbent fillers, Ensinger has succeeded in smoothing out room resonances and thereby significantly minimizing drops in shielding effectiveness.

### Electromagnetic compatibility is a must

Current technologies require more and more electronics in a small installation space, while the output densities and frequencies of electrical components are increasing. Developers are faced with the challenge of designing components in such a way that devices do not interfere with each other through electromagnetic waves. With metal and metal-coated housings, and likewise with plastics designed to be conductive, there is the risk of multiple reflections. These room resonances result in drops in shielding effectiveness

at different frequencies, and may lead to malfunctions or jeopardise operational safety. The new TECACOMP EMI compounds avoid drops in shielding effectiveness; this is achieved by absorbent additives in the plastic preventing the penetrating waves from being reflected back again. All electrical and electronic devices must be tested for electromagnetic compatibility (EMC) before operation in order to receive a CE mark. The new compounds from Ensinger make it easier to pass the CE test thanks to greater operational safety, also at higher frequencies.

### Advantages over previous solutions

With TECACOMP EMI, users benefit from a novel material for housing technology which has additional advantages compared to metal housings or metal-coated, plastic housings. Thanks to the injection moulding process there is com-



plete freedom with regard to the design, complex structural shapes are also possible. The shielding function is present directly after the injection moulding - no additional work steps are required to apply a shielding layer. In addition, no post-treatments such as deburring or the application of bosses are needed. The injection moulding process also makes it possible to produce large quantities economically.

Protection from electrostatic discharge (ESD) is provided by the material as a whole, not only by a metal-coated surface. Compared with metal housings, plastic housings made from shielding compounds also generate significant weight savings.

## High-performance plastics for additive manufacturing

3D printing or additive manufacturing is currently among the plastic industry's particularly dynamic fields. Reports of new materials and printer solutions are coming in thick and fast. In this up-and-coming growth market, Ensinger is working with a range of different methods, focusing predominantly on Fused Filament Fabrication (FFF). This technology offers particularly promising perspectives for high-performance thermoplastics.

Working in collaboration with a number of different partners, Ensinger covers the entire value chain, starting with the raw materials, which can be modified in line with customer requirements. Filament product rests at Ensinger on the solid foundation of 50 years of experience in the field of extrusion technology. The Industrial Profiles and Tubes Division produces the filaments from engineering and high temperature

plastics to an exemplary standard of precision. The products are then carefully tested and packaged.

Ensinger showcased eight different materials for additive manufacturing at the K Fair, with products ranging from antistatic TECAFORM AH SD, to TECASON S, to TECAPEEK. The exhibition was rounded off by components manufactured on 3D printers.

Contact:

Markus Schilling, Ensinger GmbH,  
Rudolf-Diesel-Str. 8,  
71154 Nufringen,  
Germany  
Tel. +49-7032-819-668,

E-Mail:

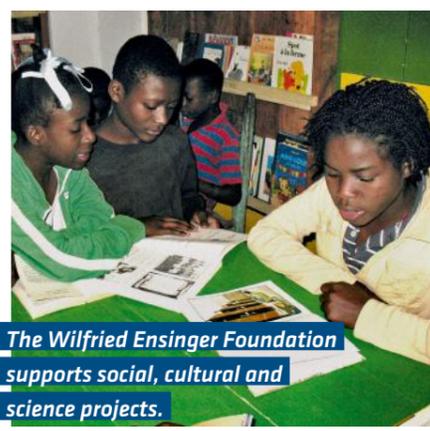
m.schilling@de.ensingeronline.com

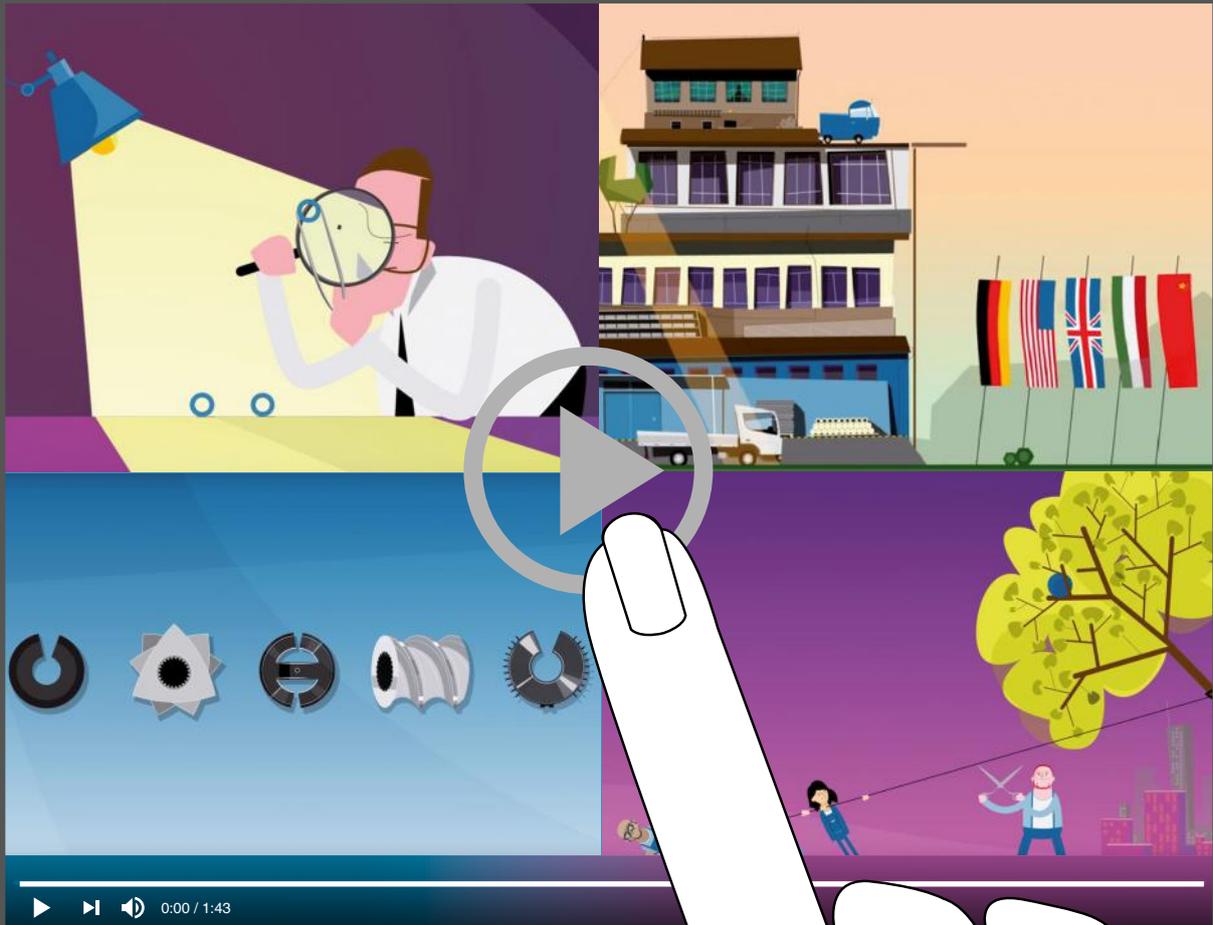


Filament spools. Ensinger presented eight different engineering and high-temperature plastics for 3D printing at the K Fair

# The proven and the new

This landmark jubilee year at Ensinger is drawing to a close. The second part of this short pictorial chronicle starts at the end of the nineties. Diversification and internationalization were continued, also after the change of management generation. New product lines were added, and with introduction of the division structure, the business fields were gradually set up on a global basis. Today, Ensinger is represented in all the major industrial regions with production plants and sales branches. In future, the degree of networking is set to increase further, as the market demands even closer international cooperation between the Divisions and Service Centers.





## Film roll!

*Everything was on the move in the sixties. New materials were conquering the market, and Wilfried Ensinger was experimenting in his garage on new ways of producing high-quality semi-finished parts and elements for machines from engineering plastics. He succeeded, soon growing beyond the confines of the garage. New sectors and applications were added, and the global expansion of the company began. But the essential question has remained: What material is the future made of? Working with Bär Tiger Wolf (Tübingen), we have packed 50 full years of our successful family firm into a concise video clip. Judge for yourself if you think we've succeeded!*



See it all now:

Where we have come from, who we are and where we aim to go.  
Watch the entire company history of Ensinger in a 90 second clip here:  
[youtu.be/BMBxbJ01684](https://youtu.be/BMBxbJ01684)