

# impulse

**Issue 1/2014**

Employee and business partner magazine  
[www.ensinger-online.com](http://www.ensinger-online.com)



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Dear Reader,



We are all familiar with that feeling of uneasiness descends on a group of colleagues when an inbox tone announces the arrival of a message. What could be up? A furtive glance at the screen and then – usually we carry on where we had left off.

Everyone seems to agree that the world is growing ever more complex and less manageable, so who can afford to miss out on breaking news or resist the urge to respond immediately? No enlightened individual in our day and age would consider taking a day out and waiting till tomorrow to find out in the paper what happened. No, political crises and court cases played out over several weeks are eagerly followed on the live ticker at the bottom of our screens with hourly updates at the latest.

The continuous accessing of our own emails will soon no longer be sufficient. In a few years from now, we will have set up in-house and out-of-house messaging services which will allow a colleague to sign in at nine to let you know that the project plan is ready, followed by another one half a minute later announcing that the barbeque has had to be cancelled. And did Johnny settle in at nursery today? Yes thankfully, according to an SMS text message from home.

This may sound polemic and somewhat one-sided. Agreed: Electronic communication has a lot of benefits and some real uses, but – and this is something we prefer to keep quiet about – there is also a high price in terms of lost quality of life. Even if we leave out of account those sad individuals whose reward for being permanently available is an early burnout. Actually we all pay a price, as do the companies we work for, firstly in terms of loss of concen-

tration and the time needed to devote ourselves fully to a task, having to continually refocus our minds on an issue because we are distracted or allow ourselves to be distracted produces an inferior final result at a relatively higher cost. Even more worrying is our inability to get immediately to grips with a problem and set out clear priorities, this is also down to lacking concentration and endurance, rather than lack of talent. Anyone with the ability to get straight to the heart of a problem and come up with an effective decision is saving themselves and others work in the form of reviews, meetings and laborious correspondence. Anyone with the ability to filter will be more selective in what they sign up to and what they follow, but taking this approach will produce results. Anyone with the courage to turn up in the morning with an agenda who refuses to be distracted may look forward to achieving success during the day and take the bold step of leaving earlier in the evening to go home.

I suspect that it is this expectation, rather than concern for overworked employees, that has prompted the first companies to switch off their mail accounts at weekends and in the evenings.

We should try and emulate this spirit by consciously switching off ourselves. The newspaper first thing, the PC in the morning, the news portal in the afternoon. Channelling our energies into getting things moving. We would no doubt find out soon enough around the coffee machine that the barbeque is off.

Very truly yours,

  
Klaus Ensinger

Imprint

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Presentation of the donation in Nufringen. The Ensinger apprentices Florian Böckle (left), Simon Kirn (2nd from the left) and Fabian Bürgler (right) present the cheque to Ruth-Marie Willburger of the Seehaus. The charity runs a model institution for young offenders on behalf of the State Government.



*“Having the opportunity to develop skills”*

**Trainees raise 3,580 Euro for Seehaus model project in Leonberg**

***Our trainees have been working to support the Seehaus project in Leonberg, and have succeeded in raising 3,580 Euro. The Seehaus is an open correctional facility which aims to help young offenders back onto their feet and instil them with social values.***

Most of the donation was raised by the annual Christmas campaign in Nufringen, apprentices made bottle openers and other gift articles in the trainee workshop, which they offered for sale to the Ensinger staff. A substantial sum had already been raised earlier in the year at the summer party in September from cake donations with the organizational assistance of the Works Council.

The Seehaus in Leonberg offers an alternative to conventional forms of sentencing for young offenders in open and closed correctional facilities. Up to seven young offenders live together with house parents and their children, so experiencing a “functional” family life and security – often for the first time. They also have to fit in with a thoroughly structured daily work routine. At a vocational school,

the young offenders are able to complete the first year of training for careers in the building industries, start an apprenticeship in woodworking technology or prepare for a career in metalworking.

#### **Member of the Bundestag praises fundraising effort**

The attention of Bundestag Member Clemens Binninger was originally drawn to the Ensinger donation by a press article. A former patrol officer and police commissioner, he expressed his admiration for the initiative in a letter to the Ensinger trainees: “You have made a valuable contribution, not only by helping the young people concerned but also to society as a whole. I am truly impressed by your actions and, both as a Member of the Bundestag and on a personal level, I would like to thank you for your hard work and commitment.” Binninger concluded his letter with a quote from John F. Kennedy: “Not every child has an equal talent, but they should have the equal right to develop their talent”. [JF]

For more information: [www.seehaus-ev.de](http://www.seehaus-ev.de)

# “Best Employer 2014”

Ensinger ranked top in 'Focus' study



A survey of around 2,000 companies employing a workforce of at least 500 in Germany was recently conducted by the magazine Focus. The companies surveyed were separated according to business sectors in two categories: large-scale corporations and medium-sized enterprises. Ensinger was ranked top as “best employer” among all the companies surveyed in the machine and plant engineering / multi-technologies business sector.

The main basis for the “Best Employer 2014” study by Focus Magazine was an online survey of 12,000 employees in Germany, who were contacted through the social network Xing. The questions were designed to ascertain the degree to which candidates would be willing to recommend their own employer. Other companies within the same business sector could also be evaluated, employer assessments from the “Kununu” platform were also utilised by the survey.

“We are delighted to have been recognized as Best Employer, this outcome clearly demonstrates the extent to which our employees identify with the company”, says Achim Lehmann, Head of Legal Affairs and HR. “All our different locations may consider this excellent outcome as recognition for all the hard work they have put in.” [JF]



All photos: Hubert Burda Media



At the award ceremony in the Berlin Museum of Communication: Achim Lehmann, Head of Legal Affairs and HR, and Miriam Fiedler, Head of Personal Development and Training at Ensinger.



The magazine "Focus Spezial – Best Employer 2014" dedicates a whole page to sector winner Ensinger. The article concludes that: "For technicians and engineers with ideas of their own, the family firm offers ideal opportunities for development".

## A warm welcome ...

### Employees who have joined Ensinger:

#### Nufingen

##### Semi-finished products

- Sebastian Balla
- Damir Brkic
- Michael Esther
- Kai Faller
- Maik Frenzel
- Mathias Grünke
- Holger Heer
- Matthias Hofmann
- Rainer Hohl
- Heike Kübler
- Marco Micelotta
- Alexej Odin
- Ralph Pernizsak
- Daniel Richter
- Albin Toromanovic

##### insulbar®

- Thomas Gehler
- Michele Giagnorio
- Imren Reinke
- Valérie Zeisler

##### Legal department

- Silvia Hierzegger

#### Ergenzingen

- Injection moulding
- Aynur Özimac
- Matthias Wochele

#### Cham

##### insulbar®

- Stefan Brunner
- Josef Einzinger
- Roland Eckl
- Markus Graf
- Christof Gundermann
- Christian Kaps
- Thomas Schmeidl
- Sergej Simatov
- Christian Weigl
- Johann Zach

### This year the following employees celebrate twenty-five years at Ensinger:

#### Nufingen

- Mihajel Dugopoljac
- Pascal Fischer
- Heinz-Peter Gauss
- Metin Oezguel
- Katja Roller
- Peter Sindlinger
- Franz Urbanek

#### Ergenzingen

- Wolfgang Losert

#### Cham

- Karl Daiminger
- Albert Gebhard
- Michael Gruendl
- Rainer Kremnitzer
- Lothar Lehner
- Christoph Maurer
- Guenter Neshyba
- Arthur Obermeier
- Reinhold Rauscher
- Siegfried Schambeck
- Markus Schleich
- Josef Schreiner
- Johann Spiessl
- Bernhard Sturm



# “We are service providers and direction setters”

## Interview with Andreas Alsfasser

Since the company was founded, process development at Ensinger has involved a high degree of in-house production of plants and tools. It is still an advantage to have in-house departments for equipment- and tool-making with well-trained specialist at the different locations. The specialists understand the needs of the producing divisions and, together with external service providers, create the basis for reliable, economical production.

As with standardisation of work procedures, long-term thinking is gaining importance. Coordination of requirements and activities is becoming more and more important, particularly for the expansion of production sites, along with other areas.

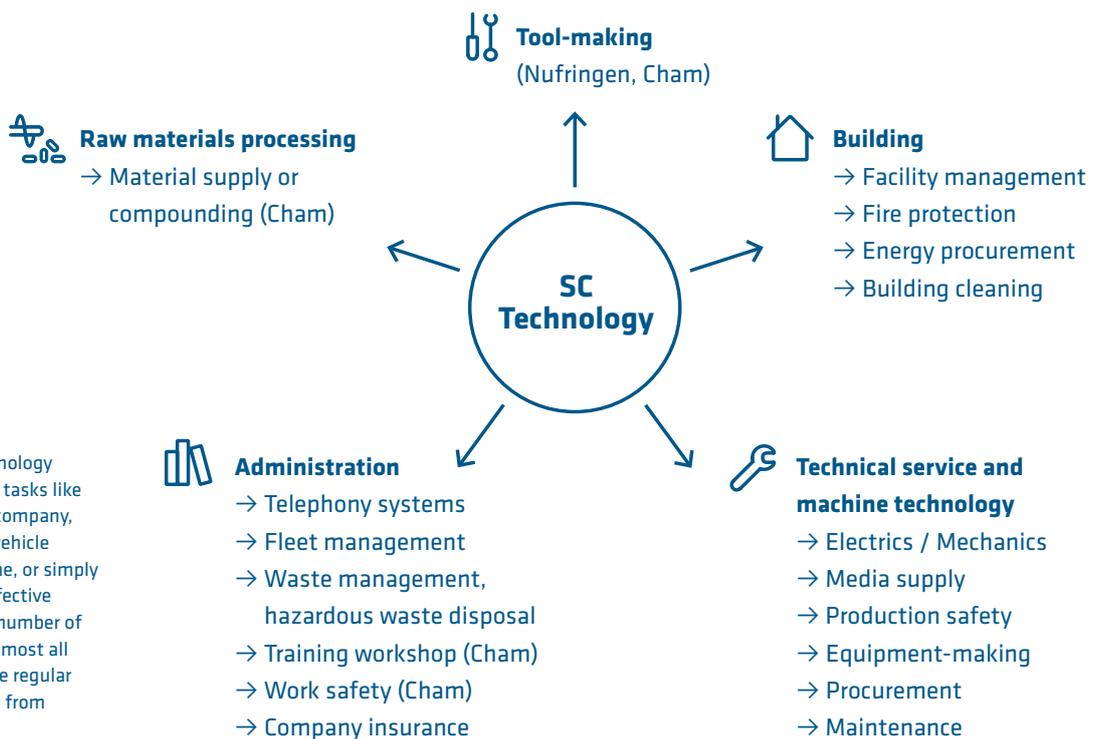
To make the technical divisions in Nufringen and Cham more strategic, they were combined two years ago along with parts of the administration into the cross-location Service-Center Technology. The impulse editor talked with the division manager, Andreas Alsfasser.

What goal are you pursuing in the Service-Center Technology? What do you want to accomplish with your team in the coming years?

Our most important task is to provide an optimal infrastructure so the line divisions can work efficiently. As the largest Service-Center and with our qualified employees, we have the best capabilities to offer these services, but beyond that, we're developing more and more into a direction setter. That is, we also contribute our competence to long-term planning, such as for new construction and procurement projects, which entail large investments.

How does the cooperation between Cham and Nufringen work in your division?

It is important for me that we think as a team and continue to grow together, the exchange between colleagues at both locations for example in tool-making and in maintenance intensifies, showing that we are on the right track.



The Service-Center Technology has a broad spectrum of tasks like no other division in the company, whether it is about the vehicle fleet, a new extrusion line, or simply the replacement of a defective ceiling lamp - the large number of interfaces means that almost all Ensinger employees have regular contact with the experts from SC Technology.



**What do you see as the strengths of your Service-Center?**

Many employees have been with Ensinger since their initial training. In the event of malfunctions and in many other situations, it's a plus that we've experts in house who know our machines inside and out and so can react on short notice. It's also a great concern of mine that people recognise what the colleagues have accomplished in the background in the individual task areas.

**You have been with Ensinger since 1998. What does work in this family-owned company mean for you personally?**

My own areas of responsibility are broad and varied. The mixture of technical management and varied location matters is fascinating anew every day. I enjoy being able, together with my colleagues, to make a contribution to the company's success, for example by improving systems or processes. Even when success sometimes arrives only after a longer period of time, in small and medium-sized companies we have a lot of space to create and to make things happen.

**What values are most important to you in interacting with your colleagues?**

Alfred Herrhausen, the former chairman of the management board of Deutsche Bank, was quoted as saying "Say what you think, and do what you say". Honesty and reliability are very important to me, I strive for fairness and try to treat each person in the same way, whether operator or executive. Experience shows we also get something back in return. [JF]

Andreas Alsfasser has headed the Service-Center Technology for two years. After completing his studies, the plastics engineer from the Hunsrück first worked in car body design for Opel, after that followed management positions in various companies in the chemicals and plastics industry. He spent a year with his family in Brazil as operations manager, this posting abroad took place just during a phase of hyperinflation – under these conditions, you learn to improvise, both professionally and privately, says Andreas Alsfasser, now 53 years old.

His best professional decision, he says, was joining Ensinger fifteen years ago. As technical manager of the Building Products division and head of the Service-Center Plants and Buildings, Alsfasser performed a double function in Cham for a long time. In the production of the product lines insulbar and Thermix, he was able to contribute his broad experience in the area of extrusion, with the expansion of profile production, the most important new building at the location was made under his direction. The divisions have grown further since the building was opened in autumn 2008, and the branch factory has again reached its limit, so further development of the plant structural plan is again on the Service Center's agenda.

Due to his cross-location management function, Andreas Alsfasser frequently travels between Bavaria and Baden-Württemberg, since their daughter and son have been at university, the Alsfasser couple have had even longer travels privately: On an extended world journey, they discovered dream destinations, such as New Zealand and Hawaii, they travelled more slowly two years ago; they both rode the train from Cham through the Transsiberian route to Beijing. [JF]

## The Conversion



*Training sessions will accompany the conversion to Outlook and Office 2013*

***In the coming weeks, Ensinger will update its office software at its German locations. As part of the migration to Microsoft Office 2013, the Service-Center IT is also organising the conversion from GroupWise to Outlook. To help the users learn, the interdepartmental project team (IT, RPHR and MAS) has worked out a multi-step training concept.***

Conversion to the Windows 7 operating system is now largely completed. The new Office tools, which also include the messaging and videoconference program Lync, make joint work on projects easier and simplify file exchange with external users. "It's important for us to use compatible versions, since many customers and suppliers are also converting their software in the coming months," emphasizes Dr Erwin Schuster, who manages the Service-Center IT.

The CIO expects to see the biggest efficiency gain from making the software environment uniform. "GroupWise had proven itself at Ensinger for a long time, but now we've to replace this system. As part of the Office package, Outlook harmonises considerably better with the other application programs," says Dr Erwin Schuster. "We can't do without a perfectly integrated email and appointment administration program, especially as a basis for our growing use of mobile terminal devices, like smart phones and tablets."

Under the project management of Nadine Polet, the IT department manages the system-side aspects of the conversion, so users can continue to work immediately after installation of the new software. "As soon as we've equipped all PC workstations with the Office packages, we can also roll out Outlook and Lync. In doing so, we will make sure that email accounts, calendar data and archives are taken over from the GroupWise system," explains Nadine Polet.

### **Access databases**

Her colleague Jochen Skarke has been working for months on the migration of the Access databases. Conversion to the 2013 version triggered us to look at these systems more closely. "We had determined that we had to adjust some programs that were no longer supported to ensure data retention and data provision," Jochen Skarke reports. Now the databases are on a central SQL server, which ensures maximum availability.

### **Formats and templates**

The file templates (e.g. letter templates, packing lists and PowerPoint templates) provided on the Ensinger information portal (Q drive) must be adapted to the new Office programs. For the Marketing department, Kornelia Pfützte made sure that these documents agree with the Ensinger corporate design.

### **Conversion trainings**

#### **Intensive training of key users (April)**

The key users are the initial contact persons for other users' questions and are therefore instructed intensively in a three-day training on the PC.

**Content:** Practice-oriented presentation of the new, changed, and expanded functions of Word, Excel, PowerPoint, Outlook, OneNote and Lync 2013

#### **Training of end users (May)**

The one-day basic training on the PC and the multiple-hour conversion training show the new possibilities offered by the Office tools.

**Content:** All new programs are broached; the knowledge of those making the conversion is in focus.

#### **An overview of the new software**

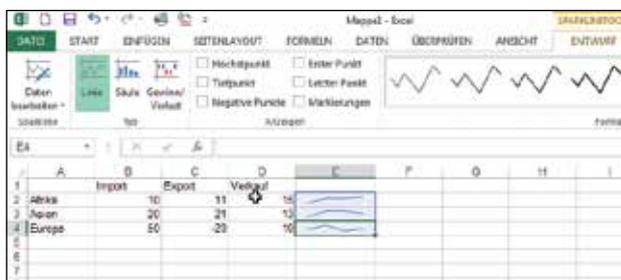
Many changes in the new Office package make it easier to work on large documents and assist the user in a sensible way. The new program versions provide some new functions for the work in teams as well:

#### **Word 2013**

Word 2013 better works together with the widely used PDF documents. For example, these files can be opened directly in the Word program and edited there without difficulty.

#### **Excel 2013**

The new Quick Analysis helps Excel users create the ideal table or the right diagram in just two steps. New visualisation options ensure better comprehension.

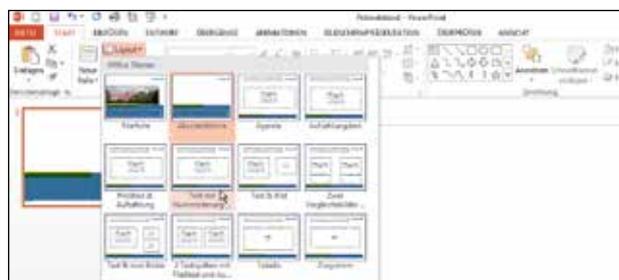


Diagrams can be created in selected cells to show trends ("sparklines").

### Key users as first contact persons

In planning the training programme with the external provider Integrata, Daniela Reutter from the Personnel Development & Training department has taken the lead. More than 40 key users have been selected for the divisions and Service-Centers. These especially intensively trained users work as multipliers in their departments. If questions arise after the conversion to Windows 7 and Office 2013, the key users are the first contacts for their colleagues before asking the IT Helpdesk.

"In working out the training concept, we've taken different learning types into account," says Daniela Reutter, "many employees like to ask their colleagues, others prefer to look things up for themselves. We don't just make manuals



All important functions at a glance: the new ribbon bar

available, but we have also integrated an e-learning platform into our Office package to provide orientation and more in-depth knowledge."

In addition, after the software conversion qualified trainers will be made available as flying coaches to the users, these experts will work directly on site and reduce the load on the Helpdesk team. "We're happy to advise the divisions and Service-Centers, if individual employees want to get more in depth," Daniela Reutter announces. [JF]

For questions and suggestions:

[Office2013@de.ensinger-online.com](mailto:Office2013@de.ensinger-online.com)

### PowerPoint 2013

The new PowerPoint offers a Presenter View for presentations. While presenters always have their own (handwritten) notes in view on the monitor, the public sees only the slides.

### Outlook 2013

No new window opens for reply mails. The user can show additional information on contacts or appointments without having to leave the main window.

### Lync 2013

Lync is a so-called Unified Communications Platform for instant messaging, Conference calls and Web conferences. Mobile terminal devices can be integrated seamlessly. [JF]

### Home Use Program (HUP)

With the Home Use Program, Microsoft offers all employees of Ensinger GmbH the opportunity to use the current program versions on their private computer and in this way prepare themselves for introduction of Office 2013 at the workplace.

You will find the detailed sequence for registration, ordering, download, and installation in the documents for the HUP on the Ensinger information portal.

## Clear and unequivocal

### Material designations with worldwide validity

In view of the increasingly wide diversity of materials, Ensinger has decided to standardize its trade designations, for instance the material "TECAPEEK MT schwarz" will be called "TECAPEEK MT black" in future.

"By introducing a new systematic naming concept for our products, we aim to achieve greater clarity, particularly for our international clientele", explains Martin Baras, Head of Marketing and Stock Shapes Sales. "Any material designation is now clear and unambiguous across all the company divisions, whether Stock Shapes, Compounds, Injection Mouldings or Industrial Profiles.

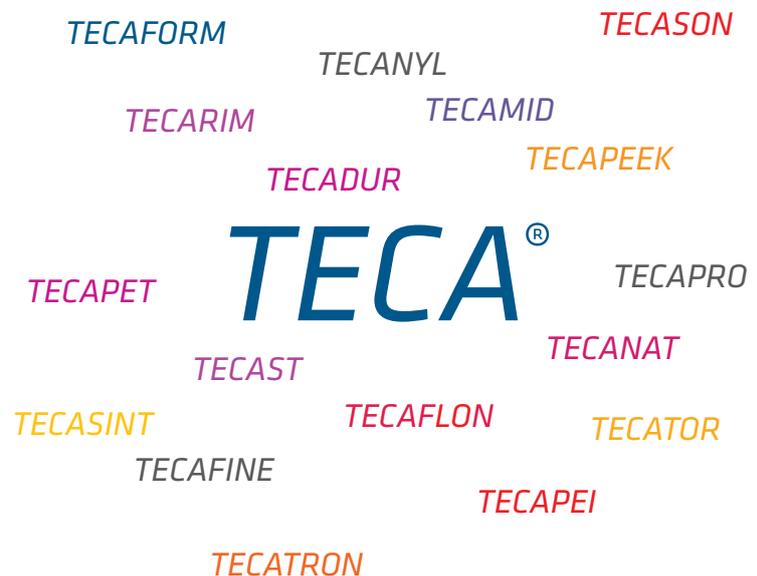
The new TECA trade designations are listed under [www.ensinger-online.com/teca-branding](http://www.ensinger-online.com/teca-branding), during the transition period, the trade designations shown for already delivered goods or individual documents will not fully comply with the new systematic naming concept. [JF]

## MEDTEC Europe in Stuttgart (June 3 – 5 2014)

The MEDTEC Europe is the lead European fair for manufacturers in the medical technology sector. Over 900 exhibitors will be travelling to the trade fair grounds next to Stuttgart Airport at the beginning of June to present their most important developments.

Ensinger will be exhibiting in Hall 5 (stand E46) with an extensive portfolio of coloured, transparent, high-strength and X ray-detectable materials for use in medical applications. Our MT plastics are physiologically harmless, and they help simplify the approval process for manufacturers of medical products. Ensinger is able to provide customers with certification of biocompatibility in compliance with ISO-10993-4, 5, 18, and 1, and the complete stocked range of MT semi-finished products has now been successfully tested for biocompatibility. [JF]

MEDTEC Europe, Messe Stuttgart – Hall 5, Booth E46



old: Ensinger International GmbH  
Singapore Branch

**new: Ensinger Asia Holding Pte Ltd**

63 Hillview Avenue #02-03

Lam Soon Industrial Building

Singapore 669569

Ensinger in Singapore:  
Name and legal form altered

### Machined Finished Parts

#### Supplier prize from the satellite specialists

Tesat-Spacecom has awarded the Machined Finished Parts Division with the Supplier Prize 2013. Ensinger produces components for telecommunication satellites by order for Tesat in the Cham location, these extremely thin-walled components are subject to stringent standards and quality controls. Individual testing and release start as early as the plastic semi-finished product and input material stage.

At the award ceremony at the space travel company's headquarters in Backnang, there was particular praise for the Ensinger's part quality and supply dependability. The telecommunication specialist, which is part of the EADS Group, awarded prizes this year to a total of five suppliers. [JF]

## Precision down to the last detail

### Ball sleeve manufacture calls for special production techniques

Ball sleeves are a key structural element in any axle and steering system and once again, Daimler has selected Ensinger as a supplier for the chassis of the latest S-Class. The technical demands have increased still further compared to the previous model generation, the new ball sleeves are produced in the Rottenburg-Ergenzingen injection moulding plant to a tolerance of just 0.01 mm.

The precision parts are made using the high-performance plastic TECAPEEK CF30 compounded in Nufringen, this material has proven highly successful in the automotive engineering industry, not only due to its dimensional stability and flexural strength, but also because of its excellent tribological properties. Most importantly, this plastic offers benefits in terms of its weight, even for the top-end limousines, lightweight construction is currently in vogue, as every kilo saved helps drive down fuel consumption and consequently also carbon emissions.

To ensure that the ball sleeves are produced to a consistent standard of quality, relying on the setting parameters of the injection moulding machine is not enough, as even an optimized process is subject to continuous change. Ensinger uses internal mould pressure and wall temperature sensors during manufacture of the components, to ensure precision. By continuous monitoring and control, the process optimization team in Ergenzingen have succeeded in maintaining key influencing factors such as viscosity of the melt in the tool on a constant level.

When it comes to quality control, the injection moulding plant makes use of high-tech solutions; to allow the close tolerances to be tested, the components are gauged with the aid of computer tomography. [JF]



Ball sleeve made of TECAPEEK:  
lightweight, dimensionally stable and  
wear-resistant



View under the chassis of the Mercedes-Benz S-Class. The chassis components include ball sleeves produced by Ensinger.

Image courtesy of Daimler AG

## Tolerance as an educational goal

### Wilfried Ensinger Foundation supports multi-faith school in Jerusalem

Jerusalem is a city with many special features, one of them is the Nuestra Señora del Pilar School founded ninety years ago by a Mexican religious congregation, the building which formerly housed the Spanish Consulate is now used as a place of education for 210 Palestinian girls. The pupils, who are over-



whelmingly Muslim and Christian, come from poor and in some cases broken homes, which could not afford to pay for school education for their daughters. The facility, located in the old quarter of Jerusalem, receives practically no state funding and is reliant on donations. Since last year, the Wilfried Ensinger Foundation has been a contributor towards the upkeep of the school.

The impetus for Ensinger's involvement came from the wife of an Ensinger employee, who has been committed to helping ensure the survival of the school for around the last twelve years. She visits several times a year, and the couple regularly raise funds to help buy educational resources or pay for urgently needed heating fuel in the winter. Additional donations are needed to maintain the fabric of



The School run by the Congregation of Missionary Daughters of Calvary gives girls in Jerusalem the chance to strive for a better personal future.

the building and safeguard the livelihoods of its teachers and their families.

The pupils are taught in accordance with the official curriculum of the Palestinian Ministry of Education. In this conflict-torn society, fostering tolerance between religions is decisive for both peace and prosperity, and the sisters

of the congregation attach particular importance to cohesion between the different ethnic groups. In all 13 grades, Muslim and Christian girls learn together, only Koran studies and religion are taught separately, the language of tuition is Arabic, while English, Hebrew and Spanish are also on the timetable.

*“Attending school is particularly important for girls in Palestine, as a good education helps improve their position within the family and society as a whole”;*

*says School Director Sister Marta Gallo Marín.*

In this quarter of Jerusalem, a good education is not provided as a matter of course, particularly for girls – many of the poorer families do not even send their daughters to primary school, making it all the more gratifying that several young women qualify for university entrance every year from the school supported by the Wilfried Ensinger Foundation. [JF]

#### Donations account

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Account no.: 2 236 339  
Sort code: 641 500 20  
(Kreissparkasse Tuebingen)  
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