



Editorial

"Hot days"

Dear reader

Perhaps, like me, you are sitting in an office where the temperature is about to exceed the 40°C limit. Admittedly, the fan is working bravely but the cooling effect of warm air being blown directly into one's face is somewhat questionable. On the other hand, perhaps you are relaxing on a lounge, sipping a cool drink. Either way, this issue contains articles on a number of "hot" topics. Market development is one such subject. ENSINGER operates in a market which still has plenty to offer in the way of potential. Industrial plastics are not yet used for every application where to do so would make sense. The objective of the

"Business Development" unit is to introduce the potential of our materials to our customers at an early stage in development. This being so, our team of plastics specialists, which is active on a global scale, is concentrating on certain industries which promise above-average growth potential. You can read more about this in the interview with our Dr. Wiedler, the Head of European Business Development. Our plans for Great Britain are an equally hot topic. We celebrated our fifteenth anniversary there eighteen months ago. Today, we are able to report on our expansion plans. John Speirs, the Managing Director of our ENSINGER UK companies, will reap the rewards of his team's success in the form of expansion while, at the same time, sowing the seeds for

further success. In the field of precision machining, in particular, we will continue to develop our market leadership and that of our customers. If it's still not hot enough for you, the other contributions will bring you out in a sweat. ENSINGER Sintimid is celebrating ten years of successful existence. Under the management of Dr. Bieringer, this team not only carries on the only production of polyimide in Europe but has also built up the Austrian market for ENSINGER products "on the side". This edition also contains a report from the Building Products Division on an exhibition in Madrid, while two important certifications have been announced by the Company. Our EN ISO 13485 certificate (medical products) was extended to include the Industrial Profiles Division, while

our subsidiary in the Czech Republic passed the audits for ISO 9001:2000 with no problems.

This issue of impulse is shorter than usual, since we will publish the next edition in good time for the Plastics Exhibition "K 2004" and are saving a few topics for that. And even if the weather in October is significantly cooler, our articles should still bring you to boiling point! With best wishes for a few more beautiful hot days and a cool head ...

Sincerely,

Roland Reber



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Anniversary celebration at ENSINGER Sintimid in Lenzing

[DW] ENSINGER has now been represented in Lenzing (in the Austrian district of Salzkammergut) by ENSINGER Sintimid and HP Polymer GmbH for ten years. Needless to say, this provided a suitable occasion on which to thank the staff with a modest anniversary celebration and to review the past years.

After a tour of the factory, Dr. Heimo Bieringer, the Sintimid Managing Director, presented an interesting and amusing summary of the company's history. In their subsequent brief addresses, Klaus and Wilfried Ensinger praised the development of the subsidiary company which, despite a difficult period at the start, developed in such a positive manner, given that the Austrians succeeded in gaining a noteworthy share of the market in only a single decade. The concluding unofficial celebration consisted of a friendly get-together of employees, their families and members of the Lenzing public.

Ten years ago, Sintimid was wholly and solely concerned with the manufacture of sintered semi-finished goods. With the takeover from the previous owner, the production plant for powdered raw materials was also taken over and the related business inaugurated through HP Polymer. Following the initial consolidation phase, Austrian customers for semi-finished goods, or pressed parts and injection mouldings were soon being supplied from the Lenzing site. Today, this employs a seven-strong sales team of men and women. In the course of time, the company has built up a substantial store for semi-finished goods and has expanded its facilities for supplying custom-made products. In the last few years, the rented premises have been largely filled up.

As one of the few plastics manu-



facturers in Europe, ENSINGER Sintimid has its own polyimide production

facility. From Lenzing, it supplies semi-finished goods and finished parts to the most wide-ranging types of industry throughout the world. For three years, moreover, it has actively participated with DuPont, within the framework of a cooperative marketing agreement, to supply the German market with Vespel®, a high-temperature plastic.

As Dr. Bieringer sums up, "We are proud of what we have been able to achieve so far. Developing the Austrian market for ENSINGER products was a considerable challenge. This was made much easier for us, however, by excellent support from the head office in Nufringen and our highly motivated personnel".

K 2004: ENSINGER Global Innovation

New exhibition stand introduced

[DW] K 2004, the International Plastics and Rubber Exhibition will take place in Düsseldorf from 20 to 27 October. Every three years, the world's most important rendezvous opens its doors not only to the entire plastics industry but also to potential customers from its major users. Experts from every important industrial sector have an opportunity to keep themselves informed of the current state of applications for plastics and to identify future trends. Needless to say, ENSINGER GmbH will again be represented at the exhibition this year and will present its latest products, developments and uses to customers and prospective customers from all over the world. With a newly designed exhibition stand, the company will welcome visitors this time under the

motto, "ENSINGER Global Innovation". High-efficiency plastics, made by ENSINGER, one of the most innovative manufacturers in the market, are adaptable and strong and can be used for almost any purpose. The real challenge, however, lies in the details of the exhibits the company will present in terms of industries and products.

This year, some 2800 exhibitors are expected in Düsseldorf. Experts from every continent will do business here, present their innovations and allow themselves to be inspired by visions of the future. Well over 200,000 visitors are expected from all over the world with the intention of evaluating the technical innovations of this dynamic industry. Visit us on Stand 5 F 39 in Hall 5. We look forward to seeing you.

Marketing Business Development

Converting potential into business

[DW] ENSINGER's Marketing Business Development unit has been in existence for one year. The objectives of this new department include the identification and development of new markets on the basis of ENSINGER technologies. Previously, the company lacked a unit cooperating on a global scale with the aim of successfully converting potential into business. This gap has now been filled. Dr. Jürg Wiedler (ENSINGER Nufringen) and Larry Resavage (ENSINGER Inc., Washington, USA) are the joint heads of Business Development for the ENSINGER Group.

The activities of the Business Development Manager involve several internal departments (development, production and sales) and external contacts (manufacturers of raw materials and customers) and accordingly call for an interface function. Another focal point concerns the multiplicity of product successes achieved by the ENSINGER Group as a whole, given that the successful adaptation of a particular application or type of material by an ENSINGER subsidiary could, in certain cases, also open up interesting potential business in other countries.

In our impulse interview on page 3, you can read how the Business Development Manager, Dr. Jürg Wiedler, views his duties, how the international collaboration is organised and how he assesses future developments.

ENSINGER U.K. creates new jobs

Expansion plans in South Wales



General Manager John Speirs is happy about the expansion plans. Below, the facilities in Llantrisant, Wales.



[DW] ENSINGER U.K. is to expand and to create new jobs in Wales with the assistance of the Welsh Assembly Government.

The German family owned company has had a presence in the UK for the past 15 years and during that time has expanded from a single small factory unit with three people to seven strategic locations currently employing more than 200.

This latest expansion, which will also safeguard existing jobs, has been aided by an offer from the Welsh Assembly Government.

The company has been searching for a suitable site for some time since two previous expansions at its headquarters in Llantrisant were insufficient for it to continue its growth in line with strategic plans. Several sites between Llantrisant and Bridgend are currently being evaluated.

Economic Development and Transport Minister Andrew Davies said: "I am pleased that ENSINGER's long

and fruitful association with Wales will be able to go from strength to strength, and that many new jobs will be created. This investment shows the Welsh Government's commitment to the manufacturing sector which continues to play an important role in the increasingly diverse Welsh economy. It also underlines the confidence of employers in the high quality workforce available in Wales."

Various plans for a 54,000 square foot [500 m²] facility encompassing both ENSINGER's stock shapes distribution business, including the supply of products for its building division, and one of its specialist machining companies have already been drawn up. Along with the core businesses, ENSINGER is able to supply injection mouldings and custom cast components.

Managing director, John Speirs, said: "The move to a purpose-built factory will reinforce our position as a leading UK sub-contractor in precision machined plastic parts and will enable us to enhance our distribution business through greater stock-holding and improved logistics. New products, including specialist blends for the medical industry and anti-microbial materials will take up some of the additional warehouse space the new facility will provide. Space has also been reserved for stock-holding some of the products manufactured by ENSINGER sister companies based in Germany, the Americas, Italy and France."

The company expects to employ a number of new people in its first year, particularly skilled production engineers and a number of sales people to broaden its customer base.

ENSINGER business life

Additional certification for Industrial Profiles

For just under a year, the ENSINGER Management System has officially fulfilled the requirements of the DIN EN ISO 13485 standard for medical products, based on DIN EN ISO 9001. Until now, the standard was confined to semi-finished products, injection mouldings and machined parts. At the last repeat audit, in May 2004, the Management System was successfully evaluated in accordance with the new DIN EN ISO 13485:2003 standard and, at the same time, the Industrial Profiles Division accepted for certification. ENSINGER is capable of responding

flexibly to customers' requirements in the attractive business field of medical technology, opening up new applications and winning additional customers. For the division, this means, for example, that it can now supply thin-wall tubes made of high-efficiency plastics specifically for minimal evasive surgery.

On a more general note, components and materials are used for respiration and oxygen therapy, dental equipment, sterilising and disinfecting equipment, disposable medical products, dentists' devices and materials and a great deal more.

VETECO, Madrid – a successful exhibition for the Building Products Division



[Wey] VETECO, which takes place every two years, is the most important exhibition for manufacturers of window frames and facipaneling on the Iberian peninsula. By tradition, it attracts countless visitors from Central and South America in addition to southern and south western Europe. Reason enough, therefore, for the Building Products Division to have its own exhibition stand there in association with ENSINGER Spain. Exhibits included the two ranges of

insulbar® products (profiles for the thermal insulation of metal window frames) and Thermix® (plastic spacers and glazing bars for double glazed windows).

An appropriately high level of interest was shown by the countless visitors to the stand, who were able to obtain comprehensive information about the facilities for insulation and energy saving. Countless new contacts contributed to an extremely successful exhibition.

Sporting Activities

Healthy counterbalance to the working day



named "Nordic walking" endurance training and gymnastics – and all under professional instructors.

Some fifteen interested staff-members were introduced to Nordic walking under the instruction of Robert Manz, a runner and coach with over thirty years of experience in running. In a presentation on stress-monitored endurance training, Manz

(who was also a long-time member of the German team) explained the technique of the sport before going on to the practical activity out of doors. Since then, the lady staff-members have undertaken a number of Nordic walks (involving the rhythmic use of specially adapted ski-poles) in Kuppinger forest, enjoying the dynamic benefits of improved physical coordination, muscle strengthening and stretching.

In gymnastics, Barbara Ludwig (an ENSINGER employee who holds a licence as a state-approved physical training instructress) offers an ideal complement to Nordic walking.

According to Martin Baras (Marketing and Sales Manager) whose idea led to the initiative, "Our aim is to motivate employees who have long wanted to do something but have simply not found the right way to start. We want to create a healthy counterbalance to the working day."

ENSINGER Building Products – a continuous logistical offensive

[Wey] Reliable, punctual deliveries to customers have always been one of the highest priorities for the ENSINGER Building Products Division. With a current delivery service rating of 93%, a high level has already been reached. But, according to Lothar Meyer, Head of the Division, "That's not good enough. We have started an optimisation programme in the logistics department, as a result of which we will offer a delivery service rating of 95%+ in the

current year. In addition to products of the highest quality, we will thus be able to ensure that our customers will almost always receive their goods just-in-time."

The optimisation process embraces all those sales departments directly involved in logistical functions. It is consistently aligned with the specific needs of customers and countries and integrates all the requirements of a modern logistics management system.

New insulbar® brochure



Completely revised and featuring a series of entirely new insulbar® profiles, the eight-page "Standard insulbar® Range" brochure can be ordered free of charge by telephoning 00 49 (0) 70 32/8 19-1 61 or via www.insulbar.com (under "info material") in the "contact" menu option.

The impulse Interview

Questions to Dr. Jürg Wiedler



Dr. Jürg Wiedler has been working as Business Development Manager with ENSINGER GmbH since October 2003. A post graduate chemist, he began his career in sales with HP (now Agilent). After returning from the USA where, as Head of Sales for EMS-Dot-tikon, he was responsible for sales of intermediate products for the pharmaceutical industry, he entered the world of plastics as International Sales Manager and subsequently Head of the Fluoroplastics Division with Synamit AG.

The Marketing Business Development Department has now been in existence with ENSINGER for a year. What precisely does this title conceal and what are its functions?

The Business Development unit is a team of industrial specialists, acting on a global scale, which is engaged in the development of new applications and products. Its primary objective is to create substantial new business and to expand the resulting applications within the company. Business Development can also be regarded as the

“motor” for innovation and product development.

In this way, we are integrating the entire ENSINGER value added chain into our activities – ranging from the raw material to semi-finished products and machined parts or injection mouldings.

We are collaborating with a group of industrial specialists both in the USA and Europe. By contrast with conventional product managers, these are concerned with individual industries, i.e. the industrial plastics they sell, rather than directly with products. Each of these specialists should virtually speak “the customer’s language” and possess a knowledge of the entire ENSINGER range of industrial plastics and their various processing possibilities.

What is special about its functions?

We have tried to track down the relevant industries for industrial plastics and the opportunities they offer with a view to the future. We have determined a small number of industries on which we can concentrate from the standpoint of market development. For me, the most interesting aspects are the high level of customer orientation towards new applications, cooperation on a global basis and, needless to say, a pronounced alignment with future developments.

What are the prospects for international cooperation?

Our industrial specialists operate in a global network. Larry Resavage and I identify the opportunities for business, coordinate projects and plan the necessary resources. Close cooperation and rapid decision-making are the key factors for success. Many ENSINGER customers likewise operate on a global scale, e.g. conducting research and development in the USA and manufacturing on multiple sites in Europe or Asia. In the case of

these customers, it is important to have the best possible understanding of all their procedures and inter-relationships, to be locally based and to be able to react rapidly when required.

What role does Asia play in global Business Development?

From any standpoint, Asia is of considerable importance. ENSINGER has been represented in Japan and Singapore for several years and now, for two years, also in China. Depending on the industrial sector involved, development projects there are controlled from Europe or the USA. This means that our industrial specialists also travel in this part of the world and, with our local personnel, visit target customers in order to guarantee the best possible outcome to their projects.

Which industries are currently being specially investigated by you at present? And what are the long-term prospects?

The industries we are focusing on are medical technology, the semiconductor industry, the chemicals and processing industries, machine manufacture and the transport industry – aerospace and the automotive industry. In these, we see the growing importance of styling and high-efficiency plastics. In the longer term, however, we consider that there are also opportunities in the field of renewable energies. In general, we believe that new ideas are constantly being worked on in our focus industries, with their exceptional capacity for innovation, and that the opportunities offered by high-efficiency plastics will not be exhausted for some time to come.

How do you conduct your activities?

We start with a market survey, through which we determine external influences (economic, technical, social/cultural) and

internal influences (the market, the application, the product and participants in the market). In this way, we get to know the motivating forces and particular characteristics of the market and its field. As a result, we are able to identify business opportunities and projects. We then proceed to carry through the projects to the point where products are launched and sales are expanded into other countries. This takes place in close cooperation with our field force.

What have you achieved so far? How does the future look?

The area we have been working on for some considerable time is medical technology. Here, we have been able to identify a number of interesting new applications in the field of orthopaedics and to develop appropriate solutions. Specifically, we can mention sterilisable instrument containers, guide sleeves for minimal invasive surgery and manipulators used for fitting implants. The requirements demanded of the materials increase constantly and, in turn, also the pressure to present new solutions. In general, product life cycles are getting shorter and, as a result, the opportunities for new materials are expanding.

For our future development, it is important for us to determine the leaders in all the industries which will be of importance to us in the future and to carry out development work in close cooperation with those firms. At the same time, we are working closely with our raw material suppliers with whom, to some extent, we carry out joint market research and development. We believe that there is considerable potential in developing products for specific customers on the raw material side.

Dr. Wiedler, many thanks for the interview.

“A high technical level and outstanding company culture”

ENSINGER Czech Republic ISO-certified

The ENSINGER subsidiary in the Czech Republic successfully underwent its examination for certification in accordance with DIN EN ISO 9001:2000 in July. Since, even in the Czech Republic and Slovakia, companies are increasingly expecting their suppliers to be ISO-certified, we started making systematic preparations in the late autumn of 2003.

The quality controller Jaromír Habart was designated as the quality manager and, after several months of work, submitted our application to the CQS, the Czech Association for Quality System Certification, which belongs to the “IQ Net”.

When we read the confirmation of the audit appointment, we all felt somewhat hot under the collar, a state which had nothing to do with the tropical heat then prevailing in our country. We were advised that our examination would be carried out by the official state supervisory body for certification institutes, the CIA (Cesk-institut pro akreditaci), the Czech Institute for Accreditations.

The CQS itself is a reliable, discriminating certification organisation, so why the “supervisory body of supervisory bodies”? This was a real challenge – which our team met in style. No complaints, and what pleased us even more was that the most important points in the report emphasised the initiative and cre-

ative attitude of company management, our high technical level and our outstanding company culture. With this exceptional result, the certificate paves the way for entirely new opportunities.

The whole team from the Czech Republic deserves praise for meeting this challenge so quickly and so successfully. By way of thanks, we prepared a modest celebration for them on the day after the audit with a special “ISO-cake” and tittbits. At this point, the support of our colleagues from Germany should also be mentioned. We were helped in the initial phase by Hansjörg Fallner (quality manager) and the support of Fred Nass to the very end.

Richard Sulko, Managing Director and Sales Manager of ENSINGER, s.r.o.



The original Bohemian “ISO-cake” ...

Degree work in ENSINGER’s Business Development Department

An end can be a beginning ...

The eighth and final semester of the course in Chemistry with Marketing at Reutlingen University is set aside for students to work on their dissertations. In order to combine the principal subject of my studies – plastics – and my interest in marketing or related fields, I was offered the chance of writing my dissertation in the marketing department of a plastics processing company. Eventually, in response to my applications, the firm of ENSINGER was able to fulfil my wish.

From February 2004, therefore, I carried out research and compiled my dissertation on the subject of “Industrial plastics in medical technology – analysis and prognosis of the market with regard to external factors, market participants and applications” in ENSINGER’s Business Development Department. The work involved investigating the applications for high-temperature and structural plastics in medical technology, formulating a description of the company’s value added chain and determining market statistics. The objective was to uncover interesting areas of medical technology in which ENSINGER can increasingly operate in the future in order to profit from the growth trend in this industry. In addition, external factors were determined which influence the growth and future development of

the industry, so as to permit the company to use these to good effect. The results of the work were particularly interesting and since, following its conclusion, I was able actually to implement the suggestions I had put forward, my activities of the previous five months were satisfactorily confirmed.

Most especially, my colleagues and my supervisor Dr. Wiedler supported me with expert advice every step of the way. My acceptance could not have been more warm-hearted, something which, needless to say, had a positive effect on the work on my dissertation.

The five months this took simply flew. When it was nearly time for me to leave, I received a pleasant surprise in the form of an offer from ENSINGER to stay on and start work as a pre-sales assistant in the Marketing/Sales Department for Semi-finished Products with effect from 1 October. The knowledge I acquired in working on the dissertation should thus provide a sound basis for my future duties which, in particular, will be concerned with market research and sales coordination.



Marketing and Sales Manager Martin Baras congratulates Nina König following her successful degree work.

Nina König

Long service celebrations

[MBe] Warm congratulations and sincere thanks to all our long-serving employees. Within the framework of this year's summer festival, let us touch glasses and drink to our continued association and common future.

■ On 1 March 2004, Ulrich Bolay (right) was able to look back on ten years of service with the company. Actually, however, his career with ENSINGER started in 1987 as a trainee in plastic modelling, specialising in injection mouldings. Following the successful completion of his training, Mr. Bolay undertook an engineering course in plastics technology in Aalen. Even during this course, he remained faithful to the company, providing active support in the Injection Mouldings Department during holidays between semesters. As a newly fledged graduate engineer, he again chose ENSINGER to be his future employer, commencing on 1 March 1994 as a test engineer for injection mouldings in the then Product Planning Department. In the course of time, he became head of product management in the Quality Management Department. Mr. Bolay is now employed as head of production in the company's Injection Mouldings Department and we offer him our thanks for his long, outstanding service.



■ In the Spring of this year, Emil Seckler (left) was also able to look back on a period of ten years' service with the company. He started in May 1994 as a designer of injection mouldings in the Product Planning Department. Today, he is Head of Design/CAD in the Injection Mouldings Division.

■ Mrs. Monika Hiller (middle) who has, since 25.01.1997, worked as a credit controller in the Accounts Department of our Finance/Financial Control Service Centre, had previously undergone training to be an industrial dealer in our company. Given that she started training in August 1994, ten years ago, and despite the fact that she is a young employee, she is already an "old hand".

■ Following his training as a machine technician, Markus Schroth



was taken on as a test engineer in the Injection Mouldings Planning Department from August 1994. In April 1996, he transferred to the Quality Management Department as a quality inspector (injection mouldings). His continuous professional devel-

opment took him, in 2000, to his present post in which he is responsible for quality management in the Injection Mouldings Product Division.

■ The Injection Mouldings Department was also able to welcome Michael Werner as another new employee in May 1994, initially as a



machine setter. In October 1996, he took up his present duties in "automation and tool optimisation" and has thus remained faithful to the Injection Mouldings Department.

■ In his 25 years with ENSINGER, Harald Siesser has already got to know, and worked conscientiously in, a number of departments. He started in June 1979 in the extrusion shop and was subsequently employed in the plastics machining department and, after it was transferred for operational reasons, temporarily in the plastics grinding shop. On 01.10.1985, he was transferred to the Warehousing and Despatch Department, where he was initially responsible for warehousing incoming goods and order-picking. He is now engaged on warehouse management.

■ Starting as a graduate engineer trainee in the ENSINGER Engineering Division, Franz Holzberger initially worked in all the company's engineering departments before being appointed to our Semi-finished Extruded Products Department. At the beginning of 2002, his career took him to our subsidiary, the A.L. Hyde Company, based in Grenloch, New Jersey where he lived, with his family, for just under two years. Having returned from the USA, he was appointed to the position of production manager in the Industrial Profiles Extrusion Department, in order to bring to it, and to put into practice, his outstanding, invaluable knowledge of extrusion processes.

■ Wolfgang Burkhardt joined the Company in the summer of 1994 as a tool setter in the machine setting and tool cleaning shop. Today, he is employed as a tool cleaner in our Semi-finished Extruded Products Department. The illustration depicts him and Gottfried Peschka at the gift presentation.



A hearty welcome

... from ENSINGER to the two new employees who have been enlarging our team for a while:

Since May, Markus Ziegler has been working in the joinery, Miladin Kusic is employed in the despatch department for semi-finished products.

We wish them a successful future at ENSINGER!

Successful completion of training in Cham



[Ph] In the first six months of this year some trainees have successfully complete their apprenticeship and begun life as skilled workers at ENSINGER.

In February, Joachim Platzer completed his training as a tool mechanic and has since been working in the machining department. Wolfgang Stückl and Christian Fischer have been working in the same department since they have finished their apprenticeships in July.

Also, Thomas Bücherl achieved success as a process mechanic for plastics. He is now working for the building products business unit.

At the presentation of the final reports ceremony, factory manager Andreas Alsfasser (left), trainer Max Langlechner (right) and personnel clerk Markus Philippi had great pleasure in congratulating the young workers on behalf of the company for their great results.

A taste of work

Company fair for schools



[DW] At this year's company fair for pupils from the Nufingen region, more than 100 young people took the opportunity to gain an insight into the direction of their preferred choice of career.

Interested pupils could get information about the company and the training programmes at ENSINGER. Future school leavers can apply for apprenticeships including: industrial clerk, process mechanic or tool mechanic.

ENSINGER offered an introductory short lecture and a visit to the

apprentices training workshop and the injection moulding production plant. Afterwards, the pupils had an opportunity to directly ask questions that arose.

"With the company fair we want to offer future trainees the possibility to examine for themselves whether our company is suitable for them, since not only content of training but also the company's surrounding are important for young people's careers", says Arnt Stumpf, personnel clerk.

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