ENSINGER has further expanded its presence in Eastern Europe. Last summer ENSINGER Polska Sp. z o.o. opened another branch in Danzig. Beside the Polish head office in Leszno and the branch in Sosnowiec, this is the third location in Poland. "Since we have a steadily increasing number of enquiries for suitable semi-finished parts, it was just a logical development to open a sales location here in the north and to directly serve the local market from this place," says Cezary Michalczyk, managing director of ENSINGER Polska. Engineering companies in particular, and also the off-shore industries are represented here. "We offer a quick delivery service, short reaction times and technical advice directly where it is needed," he goes on, "and we also support the optimum treatment of the market in direct contact with the customer."

March 2001 saw ENSINGER Polska extend the Eastern European sales structure with a site in Upper Silesia where ENSINGER has its own machining unit further processing the semi-finished materials. That way the customer gets all solutions from one source, short reaction times to enquiries are guaranteed as well as the direct project management by one individual contact partner. So, one gets individual solutions for semi-finished parts as well as for components. ENSINGER has been represented in Poland since 1998. At that time a subsidiary branch was founded in Leszno in the west of Poland, between Poznan and Breslau. The country's good infrastructure and the splendid investment climate were influential in deciding that Poland could become an ENSINGER location. The positive industrial development promised high growth rates and decisive investment activities of foreign companies. Because of the greater requirements for innovative high performance plastics that accompanied the creation of a modern industrial structure, effective and powerful suppliers were indispensable. "In Poland, the processing of plastics is not yet as well known as for example in Germany. Customers have to trust us and they also have to understand our work. That's why training courses and intensive technical advice are regarded as a matter of course from the first contact on. And this is what our customers regard highly," says Michalczyk, who now has a proud number of 27 young and highly motivated employees at his disposal.

To further expand the technical service and to offer an even more effective delivery service and a large number of stock articles are the basis of the further development of ENSINGER Polska. By the way, Cezary Michalczyk and his team regularly represent ENSINGER at international exhibitions such as the Plastchem, the Polagra or the Taropak. March 2001 saw ENSINGER Polska extend the Eastern European sales structure with a site in Upper Silesia where ENSINGER has its own machining unit further processing the semi-finished materials. That way the customer gets all solutions from one source, short reaction times to enquiries are guaranteed as well as the direct project management by one individual contact partner. So, one gets individual solutions for semi-finished parts as well as for components. ENSINGER has been represented in Poland since 1998. At that time a subsidiary branch was founded in Leszno in the west of Poland, between Poznan and Breslau. The country's good infrastructure and the splendid investment climate were influential in deciding that Poland could become an ENSINGER location. The positive industrial development promised high growth rates and decisive investment activities of foreign companies. Because of the greater requirements for innovative high performance plastics that accompanied the creation of a modern industrial structure, effective and powerful suppliers were indispensable. "In Poland, the processing of plastics is not yet as well known as for example in Germany. Customers have to trust us and they also have to understand our work. That's why training courses and intensive technical advice are regarded as a matter of course from the first contact on. And this is what our customers regard highly," says Michalczyk, who now has a proud number of 27 young and highly motivated employees at his disposal. To further expand the technical service and to offer an even more effective delivery service and a large number of stock articles are the basis of the further development of ENSINGER Polska. By the way, Cezary Michalczyk and his team regularly represent ENSINGER at international exhibitions such as the Plastchem, the Polagra or the Taropak.
Editorial

Dear Reader,

in the last year, economic trends did not develop as well as economy and stock market analysts had predicted. Aspects such as “natural economic cycles,” “political mistakes” and “unpleasant after-effects of the burst stock market bubble” are given as reasons.

However, the comments of economic journalists and experts sometimes seem quite helpless. We cannot get rid of the feeling that people do not completely understand the closer connection between the economic situation and the scale of its influence.

In fact, in my opinion no-one is able to give a clear and definite preview of the global economic development in the year to come. But cautiously as I deal with sweeping forecasts on the one hand, the more convinced I am on the other hand by the following statement: It is no good to withdraw from business, but rather following rules and guidelines responsible for it. The situation can only improve when everybody endeavours to contribute with his own means and methods.

To go out and to set new directions is important. The economy needs fresh stimulus. Even in economically bad times, the use of modern technologies leads the way. High performance plastics have an enormous potential to improve existing applications and to make new applications possible. ENSINGER was well-positioned and it is well-positioned to contribute to this. With innovative products for future-oriented markets and strong customer relations we want to give impetus to further growth.

In our company we put stress on the steady modernization of our production machines and on the steady extension of our service offers. Read for example in this issue about the possibility of calculating your cut pieces directly on our web site. Even at the moment, we at ENSINGER regularly invest in improvements, since we confidently look towards our future. We regard the current situation as a challenge to do our homework to be prepared for the next uprising.

It is nice to see that many of our customers share this view and do further invest during these difficult times.

No one can compulsorily answer the question, at which point in time the next economic boost will start. But it is sure that it will come and that we are responsible for its earlier or later appearance. It will decide on the exact moment.

In this sense, I wish you a successful start into a hopefully stimulating year 2003.

Best regards,

Roland Reber

New rooms . . .

Snowmobile with wheels produced from TECARIM; Source: Primoth GmbH

Demanding moulded parts with different wall thicknesses

Cast parts and semi-finished products from TECARIM

...for the ENSINGER despatch department for semi-finished products

Since last year the despatch department for semi-finished products has been working in new and light offices. The office for order processing, stock management and the goods received office for carriers and for those who collect their goods themselves are now situated just next to one another.

“When we drafted the office it was very important to centralize the work places in the offshore sector, in the rail industry as well as in tunneling, the chemical industry, in pipeline construction, as gliding and insulating material. ENSINGER offers TECAGLIDE and TECALUBE as semi-finished parts and as customer specific moulded or machined parts. The semi-finished parts are available as rods, plates and tubes in many different dimensions.

ENSINGER also produces the material as semi-finished products. Tough and low-abrasive parts as well as parts with low impact fracture can be machined for their use under extreme circumstances. As for their properties, the position of TECARIM semi-finished parts is between polyamides and polyethylene. Rods are available with diameters of 30, 40, 50, 65, 79, 100, 110 and 150 mm, plates are 30, 50, 60, 80 and 100 mm thick.

Typical applications of TECARIM are machine, plant and functioning parts with high dynamic load and abrasion resistance, also at low temperatures. For example heavily loaded plastic parts for cable cars, ski lifts and snow tractors, equipment casing with high impact loads for external use, conveyor buckets, functional parts for snow vehicles and in the higher temperature range air conduction parts in the engine compartment.

(continued from Page 1)

TECAGLIDE . . .

With TECAGLIDE, excellent drive configurations can be achieved whilst reducing noise emission, energy consumption, weight and lubricants.

TECALUBE is a self-extinguishing PA 6 cast polyamide that was classified by the American National Standard Institute (ANSI)/Electronic Industries Association (EIA) as UL94–V2. The tough material is easily machined and has outstanding sliding properties. It is suitable for flame retardant equipment especially for its use in refinery and offshore techniques or in the mining industry.

Plastics with an improved flame retardancy and the simultaneous preservation of the basically good sliding and wearing properties contribute enormously to security. They offer economic volume production and will meet extreme demands.

TECALUBE can be used, where increased precautions are necessary because of the material’s heat resistance, ageing resistance or as gliding and insulating material. ENSINGER offers TECAGLIDE and TECALUBE as semi-finished parts and as customer specific moulded or machined parts. The semi-finished parts are available as rods, plates and tubes in many different dimensions.
Introduction Seminar for Trainees

A lot of Fun at a Mountain Hut

For the first time, trainees and BA students met at the beginning of their training course. The aim of this company-wide introduction seminar at a mountain hut in Bavaria was the preparation of 14 young people to the change from school to training in a company. Over two days they became better acquainted with the basic prevailing conditions of a company and could prepare for their new roles in their chosen profession. Together they worked on the ENSINGER guidelines. With the help of role play, the basics of conversation leading and team development were introduced. The various motivation games and group dynamic exercises gave them great pleasure and with case studies the trainees became conscious of their social behaviour. Together they solved the different tasks. After the two days the trainees from Cham and Nünfingen know each other very well. They now know what is important for successful communication and how to behave with their colleagues. Consequently the excellent cooperation between the Cham and Nünfingen is already put on a firm basis among the youngest employees.

Ursula Wochele

New Year Greetings

Dear Colleagues,

A few days off and at last the chance for a lie-in, followed up by a slap-up Christmas dinner.

And that’s Christmas over and done with for another year!

Is it simply because of a few days off and a roast goose that we look forward so eagerly to this celebration? Hardly. After all, we can enjoy good food and a couple of days off from time to time anyway. The excitement we feel when we say “Christmas” is not the same as when we say “Whit Monday” or “Easter”, for example.

We look forward to Christmas so eagerly because we have such fond memories of it from our childhood days. We feel this celebration to be a very special occasion. We have very specific ideas as to how this celebration should be. Are these rituals? We think about peace and tranquillity, about being warm and cozy. We put up Christmas decorations and a Christmas tree in our homes now filled with the scent of candles, cloves and even homemade baking. Is this what it’s really all about?

Or is it about what happened some 2000 years ago? Something that has changed our western world through to this very day?

It is a promise, a pledge – the promise of Peace.

Peace on Earth is not a gift that simply lies beneath the Christmas tree all wrapped up with a red bow around it.

We have to make offerings of our own if we are to fulfi the promise. We have to earn ourselves Peace. This implies following the inner voice of our own conscience. Treating other people with decency and respect.

Being at peace with Ourselves.

Reflecting upon whether it is really necessary to have three cars in the family? Couldn’t I travel by bus or train sometimes as well?

The environmental disasters of the past year were more than just a sign of our failings.

Peace with Nature.

Interrupt those who want war and argue against this, particularly so amongst friends.

Peace with the World.

Continue to hold on to the notion of solidarity and reflect upon why two thirds of the world’s population lives in poverty, squaller and hungry.

Peace in the World.

We must come to understand that peace is, in every respect, better for our own good.

“Let there be Peace on Earth and love your Neighbour as you love yourself”.

Can there be a more poignant message than this in our present times?

“Dare to do that which nobody else dares, Speak aloud, that which nobody else says, Dare to think, that which nobody else thinks, Do that which nobody else undertakes.

Say “Yes”, when nobody else says it,

Say “No” when nobody else says it,

Dare to give presents when everyone else is miserly,

Make light where everything is dark.”

In this spirit, I wish you and your families, all those members of our company taking early retirement and our pensioners, all our friends and associates a truly Happy New Year – a year that is full of optimism, rich in ideas and the will to succeed, with courage and enthusiasm for the future.

Yours, Ilona Brodt

Works Committee

IHK: Award Ceremony in Leonberg

Excellent results

Ursula Wochele (Industrial commerce clerk) and Dirk Harter (tooling mechanic) were honoured last September in front of the Stuttgart Chamber of Industry and Commerce for their excellent results. We reported in the last "impulse" issue. To both once more our congratulations. Well done!

State Prize for Stefan Piendl

Reward for outstanding results

Stefan Piendl is one of the top five graduates out of 800 of the vocational school Neumarkt in the class of the year 2001/2002. For that reason Stefan received the State Prize, a certificate, prize money and a book. Stefan Piendl completed his apprenticeship as a tool mechanic early and achieved the best mark possible for moulding techniques, grade 1, which corresponds to English A. In his final report the average mark was also 1. The Chamber of Industry and Commerce from Regensburg rewarded Stefan as the best examination candidate of the year. We are proud and pleased with his outstanding results. ENSINGER congratulates him, and his trainer Maximilian Langbechner very much on this successful completion of training.

After some personnel changes the following persons are the members of the editorial staff (clockwise): Doris Wicel (editor, Public Relations), Rosemarie Zangl (editor Chamo), Karl-Heinz Ruhe (personnel department), Jochen Starke (personnel committee) and Petra Kall (Marketing). To a successful team!

Impulse STAFF

[2. f. l.], Stefan Piendl (onentre), Maximilian Langbechner (2. f. l.)
A warm welcome from the editorial team to the new employees who have strengthened our crew since October 2002

Nufringen
Andrea Ulmer-Gebert Further Processing Worker, Product Unit Industrial Profiles
Ismail Ates Employee Material Processing, Service Centre Raw Materials
Rene Olbrich Machine Setter Material Processing, Service Centre Raw Materials
Gülcan Duman Receptionist, Service Centre Finance/Control

Anröchte:
Kathrin Hesse Sales Clerk, Service Center Sales and Marketing

We wish you all a good start at Ensinger!

From a former colleague we received the following message:

Dear Mr. Rebmann,

some days ago together with my wife I visited Julian who is my wife’s godchild. At his place I just happened to find a small album with verse in where his friends write little notes and verses. While leafing through, I discovered a contribution that reminded me of a former meeting of the workforce at ENSINGER. Then, ENSINGER wanted to raise the company’s fame in the region and win young people for training at the company. You presented your vision that pupils shouldn’t only have the desire to work at DaimlerChrysler, Hewlett Packard or IBM but also at ENSINGER. The page that I found shows, that your work is bearing fruit and that your vision has become truth. . .

Regards
Dietmar Schneider

Note: “Ich möchte einmal ... in ENSINGER Kunststoff arbeiten” translates “I want to become ... a worker at ENSINGER Plastics”
Since December 2000 Dietrich Grötzner has been head of the Domestic and Foreign Sales Depart- ment for Semi-Finished Products. Up to the formation of the ENSINGER Product Units and Service Centres, from 1997 to 1998, he was responsible for the world wide export of all ENSINGER products. Furthermore, he is working for the Building Products division and is in charge of ENSINGER branches abroad. Grötzner speaks English, French, Spanish and Portuguese fluently and has a bit of Italian. Last November, he was looking back on 25 years with the company.

You experienced the growth of ENSINGER almost from the very beginning and you also were funda- mentally involved in the develop- ment of the export department. Do you remember the beginnings?

Grötzner: Yes, these times I remem- ber very well. We got the product orders by telephone, telefax or post- card. In all warehouses we went to the stockrooms, with a vernier gauge in hand and checked the availability of the materials. Afterwards, we manually drew up the paperwork. We calculated prices and typed delivery notes on the heavy iron typewriter. With the introduction of EDP everything became much easier and less time consuming.

I was also involved in the development of the export department. In the begin- ning there was little experience with foreign countries since ENSINGER at first only concentrated on national customers. Through a broader product range the company soon distin- guished itself internationally. With regard to quality, the products are excellently established on the world market, which is much appreciated by our customers. With time we could canvass more and more foreign com- panies as business partners and our contacts have in the meantime become almost friends. A drastic experience for me was the 1987 K-Fair in Düsseldorf. Originally, I was there as a rather ordinary weekend fair visitor. But the enthusiasm of the ENSINGER stand was very large and we particularly had many foreign visitors. Due to my extensive knowledge of many different langua- ges, Martha Ensinger asked me to stay on the stand and act as a competent interpreter. I worked non-stop as trans- lator and established many contacts that are still active.

How can you put your experiences with foreign countries into practice with your work on the home market?

Grötzner: I have travelled to about 40 countries, been to many fairs as an exhibitor or as a visitor. That way, I got to know numerous companies and many customers who are heavily depen- dent on suppliers and customers and taking direct care of them turned out to be very significant factors. The technical sales department is responsible for the inland market. In Germany we have nine Engineers for Technical Plastics who regularly visit industries and customers. Additionally we have our engineers in the technical marketing department who contact those interested by phone, who recommend materials and who also visit customers in person.

There is nothing better for a new project than the solution of all tasks from one source. We recommend the material, we have the material in stock or we can produce it. We have a big machining department and so we can produce prototypes and later also volume production by injection moulding. This in conjunction with our good service and with a good sales team just has to be successful.

Customer closeness is very important. Together with your sales team you are in charge of the customers within and outside Germany as well as all subsidiaries of ENSINGER GmbH. What is, in your opinion, the strength of the ENSINGER sales department?

Grötzner: It is important to have a good team that competently and reliably co-operates – and I have such a team. We have 16 employees who sell semi- finished products within Germany and abroad. They accept and handle orders and enquiries by phone. Each employee has his own sales area and closely co-operates with his or her colleague who works out of the office.

Only in that way can we offer individual advice and care for the customer. They exchange a great deal of information – which is essential for a company of this size and of this diversity. For me, it is very important that my team is always well informed about the latest develop- ments. That way it is important to me that they regularly continue their education. I support this in every way by training courses on sales activities and material knowledge.

You have spent your childhood and your youth at the Aozores and fluently speak Portuguese. You speed up and supported the project “ENSINGER do Brasil” from the beginning. How do you see and deal with a project like this?

Grötzner: Since Martha and Wilfried Ensinger have been supporting the Brazilian relief organization CECRIS in Erechim, there is an intensive connec- tion to this country. Furthermore, the company has contacts with a firm in Sao Leopoldo.

The ENSINGER do Brasil has already been in existance for more than six years. How do you regard the market development for high performance plastics?

Grötzner: The importance of plastics is becoming larger and more signifi- cant. But I also believe, that the basic developments won’t be pushed ahead as much as they have so far, or that even completely new plastics will be developed. Rather, there will be more and more modifications to comply with the customers’ demands.

Mr. Grötzner, thank you very much for talking to us.
In order to support the fight against drug dealing and transport over the Amazon region, the Brazilian Government started the SIVAM project. The Brazilian jungle is monitored with the help of radar, infrared, sonic and seismic detectors that provide real-time intelligence. This serves to protect the rain forest and supports the fight against illegal clearing of trees, unauthorized exploitation of mineral resources or drug dealing, but also the surveillance of the frontier and air security.

**Christmas donation 2002**

The 2002 Christmas donation was given to two social projects whose founders are in personal contact with the Ensinger family.

ENSINGER supports a school project in Nimo, a village in Nigeria. Requests help to provide lasting care for the pupils there and help them achieve a future life off the streets. The second donation supports a Ukrainian project to care for contaminated children and young people from the region around Chernobyl.

**Ensinger do Brasil in aviation**

High performance plastics in surveillance aeroplanes

ENSINGER do Brazil has developed in conjunction with a leading Brazilian Aerospace Company an engineering plastic solution for a really demanding application in a surveillance aeroplane. One of the most demanding side-operations is the calibration of the radar system, which is performed daily by modified aircraft carrying a towable reflector. The environmental conditions are critical: flying at a height of 23,000 to 36,000 feet, at speeds over 300 kilometres per hour and at temperatures ranging from –35 to +50 degrees Celsius, the reflector is continuously extended and hauled in. A material for the gear unit within the system was needed. Since it is installed inside a manned aircraft, not only the safety of the equipment has to be guaranteed, but also that of people. During the development phase all possible sources of error had to be eliminated and TECAPEEK proved to be the ideal solution for this application.

Due to the effort generated by the system during operation the temperature rises up to 195 degrees Celsius. Therefore the high thermal and mechanical resistance of PEEK and the low installed weight could signify the solution where other materials failed to work. After tough testing, including several hours inside a fatigue test bed, the system was considered operational within the Brazilian Air Force. Other applications in the aerospace market are now being developed and will be in production within the next months.

Just recently ENINGER do Brazil was awarded ISO 9001:2000 certification. This made ENINGER Brazil the first company in this market segment in the whole of South America to be ISO 9001:2000 certified.

**Ensinger supports research in the area of technical plastics**

**Wilfried-Ensinger-Prize awarded for the first time**

On October, 4th the „Scientific Alliance of Polymer Technology“ honoured extraordinary scientific work in the area of polymer technology by the donation of the Wilfried-Ensinger-Prize, the Oechsler-Prize and the Erwin-Brunhofer-Prize. In future, presentation of these prizes will take place every year with the aim of representing fundamental progress in science and technology in the area of polymer expertise. The festive setting was a colloquial honour on the occasion of professor Ehrenstein’s 65th birthday, organized by the Chair of Polymer Materials of the University of Bayreuth. During the awards ceremony the speakers demonstrated resolutely the connection between the economic success of a company and technique. During his speech on „Co-operation between industry and university“, Wilfried Ensinger, donor of one of the prizes and founder of ENSINGER GmbH, stressed the importance of the systematic development of a product for long-term successful development of the enterprise.

Just recently, ENSINGER GmbH has decided to contribute this donation, since a great deal of extraordinary scientific work in the area of plastic technology is perceived to be only rudimentary, although it could provide important impetus to the plastic industry.

Prizes of 4000 Euro for a first degree dissertation and 3000 Euro for a doctoral dissertation were offered in order to motivate young scientists to examine problems in the area of polymer technology. The Wilfried-Ensinger-Prize was provided for the „Development and description of technical polymers for innovative applications.“ Awards were handed over to Dipl.-Ing. Rüdiger Baudendistel and Dr. Stefan Ott. Baudendistel was honoured for his first degree dissertation, Ott got the prize for his doctoral dissertation.

The photo shows, left to right: Prof. G.W. Ehrenstein, prizewinner Dr. H. Ott, Stifter W. Ensinger, prizewinner R. Baudendistel, Prof. E. Schmachtenberg.