New fair trade at K 2004
Positive economic trend also noticeable at ENSINGER

The new booth concept (we presented this in detail in the last edition of "impulse") placed the main focus on industries and specific lines of business and guided the visitor over the exhibition area using a framework system. This produced a positive response from both employees as well as from visitors. ENSINGER presented more new products than ever before at this trade fair – there was something of interest for every branch of industry. The most exceptional innovation was self-reinforcing TECAMAX SRF, which is considered to be the hardest, strongest and most rigid non-reinforced thermoplastic ever.

The powerful electromotor hums quietly and steam rises out of the exhaust pipe. Fuel cell driven vehicles are finally on the roads. Almost all major car manufacturers are currently working flat out to make the dream of the zero-emission car come true. However, before the environmentally friendly energy source of the future can be used commercially, three fundamental problems will have to be solved: Price and weight are still too high, the service life is too short.

Ready for volume production using engineering plastics

However, the development engineers are not ready to give up yet. Large portions of the fuel cell can be produced in the future using high-tech polymers instead of metal. In bipolar plates they replace gold-coated stainless steel, aluminum, graphite or Duroplast-graphite mixtures. This saves money and weight.

Engineering plastics also have the advantage that they make fuel cells more efficient in the long run. TECATRON® PPS, for example, resist aggressive media which act inside the fuel cell without a problem. Furthermore, it is resistant to corrosion and keep its shape even at temperatures up to 240°C. Also, the use of high-tech polymers for so-called peripheral components is worthwhile. After all, pumps, compressors and auxiliary equipment, which supply the fuel cell with the fuels it requires, have to resist aggressive substances.

ENSINGER cuts end-plates for prototypes

[DW] At K 2004, the world’s largest trade fair for plastics and rubber which took place at the end of October in Düsseldorf, it was ENSINGER’s declared objective to present itself as a competent and innovative development partner and as a globally active company. The visitors’ reactions show that the company succeeded in doing this! Covering more than 150 square metres and two storeys, ENSINGER presented both new, as well as its tried and tested, products and services.

The fuel cell:
Muscle man under the bonnet

ENSINGER GmbH is now also represented in Scandinavia!

[DW] Say: "Frage: Tänk, Löa. - Since 1st February, ENSINGER has been active under this motto with a Service Centre in the Swedish town of Enköping.

Marketing and Sales Manager Martin Baras was in Sweden together with Export Manager Björn Ulhiken for a small opening reception and visited the head office of Kent Åkerdahl with his two fellow workers Per Jelenek and Richard Karlsson into the ENSINGER family.

For Martin Baras, the main emphasis for the new Service Centre lies in the development of the market: “Business development is the first priority for our activities in Sweden. We would like to open up new market outlets, find new applications and introduce our new products. Intensive training of our good customers, the transfer of knowledge and providing information on current trends are our main concerns.”

The main current focus of the Swedish plastics market is essentially in construction plastics, however, Baras also sees an enormous potential for interesting applications in the area of high performance plastics. “Uses in medicine, telecommunications and the mobile field offer many possibilities. It is our objective to continue to develop new areas and above all to make our new products known there.”

.continued on page 2

Service Centre opened in Sweden
An idea which has been propagated for more than twenty years is now catching on more and more. It is known as practice networking. Companies are opening up their frontiers and are working closely together with select partners across various stages of the value chain – development, procurement, manufacturing, marketing and sales/service. The driving force for this development is increasing competitiveness. Marketers neither have the time nor the resources to undertake activities which are not directly connected to their core competencies. Pioneering work was done by the automotive industry. The relocation of important production and development assignments to the strongly growing component sub-contractor industry led to an enormous surge of innovation. The diversity of different models exploded and many technical innovations were introduced. Thanks to this new customer appeal, it was possible to maintain consumer expenditure on motor vehicles at a high level and to ensure the competitiveness of the German automotive industry. In the meantime, this tendency has also covered further branches. This way, in the building industry, SCHUECO successfully realised product and process improvements by well-directed networking. We also can learn and profit considerably from this procedure. This trend represents an opportunity for our company as a classical outside supplier to industrial enterprises from all branches of industry. In more and more areas and applications, we are moving further away from the classical role of component supplier and are being closely integrated as a strategic partner of our customers into their development, logistics or production processes. As a rule, such a partnership poses a challenge for both the parties involved, which is quite often not considered closely enough in the course of day-to-day business. Many in haste, repent at leisure – even if it is just for a limited period. It is important that the expectations of the partner are considered and clearly expressed over the entire period of the project. Otherwise it is easy to bring up ideas during the cooperation, which go beyond the ability and experience of the partner. Especially in the case of product and process development, it is advisable to involve several partners. The management of the interfaces is more costly, but the necessary specialist expertise for all specialist areas is safeguarded in this way. Collaboration in this form also necessitates expenditure on integration: The acquired knowledge and the status of the projects have to be exchanged and reminders given for due dates. The exchange of information via standardised channels and good project management should therefore not be neglected.

The question of which partnerships a company wants to enter under the given circumstances is just as important as the question of what products and services should be offered. It is good for these companies who recognise this opportunity, but the risks must also be considered. Finally, an important opportunity: Partnerships which take place in a business climate offer valuable opportunities to learn – new products, processes, process knowledge and organisational knowledge are within reach. Many companies have found ways into quite new market niches and growth through such partnerships.

Whether this will also be the case for ENSINGER remains to be seen. The fact is that we will increasingly undertake partnerships especially in procurement and applications development. Coping with the associated organisational and cultural challenges will be an important concern for us in the years to come. It should be beneficial for you, our customers, in the form of higher efficiency and attractiveness – not just as your supplier, but as your secure partner of choice!

Yours sincerely,

Klaus Ensinger

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The organisation of strategic partnerships

Under the motto “Professionals for Professionals. From raw material to application”, ENSINGER held an international symposium at the K-Trade Fair for the first time at which experts from important branches of industry of the future held lectures. The speakers introduced the latest developments from industry to customers and business partners, and thus mentioned ENSINGER’s position in the respective value chains. Amongst other things, there were topics on the agenda from the semiconductor and electronics industry, fuel cell technology and the area of medical technology.

The highlight of the event was the introduction of the superlative plastic “TECAMAX SRF™”, the strongest, most rigid and hardest thermoplastic without reinforcing fibres which ENSINGER has been selling since the K-Trade Fair.

“It is important to us that our business partners can place us in the right position in their value chains. The symposium gave us exactly the right platform to do this. Because of the high and positive resonance, we are sure to include such conferences in our event calendar”, confirmed Dr. Jürg Wiedler from Business Development, who was involved in setting up the symposium.

International conference was a success

At the ENSINGER evening, which once again took place in an Italian restaurant in Düsseldorf, ENSINGER employees and customers were able to spend a few enjoyable hours together. Here you saw colleagues from ENSINGER Spain with their customers from Fastmod, Yapa and Spin.

... K-Trade Fair continued

The “human machine” Patrick Schelhaas (photo right) was the “top act” of the evening. With his robot voice and mechanical handshake, he welcomed every guest personally and was later the fascinating highlight of the evening with his very impressive juggling act.

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Klaus Ensinger
There were quite a few anniversaries to celebrate in Cham during 2004, as ENSINGER was able to mainly celebrate these with employees who have been with the company in Cham since 1994 – 10 years earlier it was “just” 2 new “Bavarians”. The building Products Division Christian Edeler, Oliver Gall, Peter Hartlrot, Josef Gahl, Klaus Bergmann, Max Grueter, Erwin Kollier, Stefan Griesbeck, Christian Serve, Rene Altmann, Marcus Dietl, Deter Girsthuber, Walter Lankes, Erich Weinfruther, Mario Wiennemoser, Oliver Lepp, Johann Stadler, Roland Weingruber, Victor Gerzen and Michael Lang celebrated their 10-th anniversary, and this year Konrad Kropl has been “at it” for 20 years. In the case of “the cutting operators” (Finish Products Division), Konrad Bücherl, Andreas Wenginger and Wolfgang Ippisch all celebrated 10 years at ENSINGER, Josef Dendorfer can look back on 20 ENSINGER years. Martin Luger has been in the Moulding Department for 10 years, at the Service Centre in Cham Regina Herrmann, Klaus Schwendemann, Rupert Holzer, Konrad Wagner and Annemarie Amann celebrated 10 years at ENSINGER. At this year’s Christmas party, managing director Klaus Ensinger, factor manager Andreas Alsfasser and the works council congratulated those associates celebrating an anniversary and thanked them for their long-standing loyalty to the company. The division and Service Centre managers had already personally thanked “their” staff celebrating an anniversary in the respective month in a smaller circle of well-wishers, taken a “journey back into the past” with them and unanimously agreed that in “just” 10 years a lot has changed at ENSINGER in Cham. In the meantime, the 213 employees who were at the factory in Cham in 1994 have now grown to almost 320 and many “new ones” have been recommended by the “old hands” to “come to ENSINGER” – the company is also proud about this form of “corporate promotion”. The outlook for the year 2005 is once again tremendous. In this case, we have almost 600 years of accumulated plastics experience!

In the last month of the year 2004, it was Mr. Thoresen Wutke’s turn to look back on 10 years of company membership at ENSINGER. He started his work with us in December 1994 in the operating resources warehouse. In this job he supplied his colleagues with “materials”, from tools to clothing and even occupational safety shoes. We wish to thank Mr. Wutke for the successful collaboration.

With his occupational training as a tool-maker, Mr. Christian Röhm already laid the foundations as a skilled employee in the tool-making department for his current job as a tool mechanic at ENSINGER. Mr. Röhm also started in January 1995 at our company and we wish to thank him at this point in time for the long-standing and good cooperation.

Experience of company practice close up

Cooperation agreement between ENSINGER and secondary modern school

At a ceremony, the cooperation agreement was signed for a learning partnership as part of “Kurs 21” (co-operation network of companies and schools in the region) between the Gärtinger Theodor-Heuss second- ary modern school and ENSINGER GmbH. The pupils are intended to meet ENSINGER as part of the school course-work in their various class grades and subjects as a role model company in the working world. According to Thomas Weise, project manager for “Kurs 21”, this was the 12th such contract to be signed in the state of Baden-Württemberg. The objective is to bundle energies and to utilize the strengths of both parties. The co-operation partnership should be viewed as a platform for all involved, in order to broaden horizons in all directions.

Beate Zweigle from the Chamber of Commerce (KHK) Stuttgart Region found words of praise. The intention is for all participants to become more open to risk doing something new, pursue new routes and to achieve so- mething positive, according to Zweigle. And this deserves recognition. ENSINGER personnel assistant Amt Stumpf gave an overview on the possible projects, which range from job orientation to training for job applica- tions, analysis of Germany as a loca- tion, information on the chemistry of plastics, art and technology based on plastics, and schools in the region) between SMV and the school newspaper. Weise (from left) signed the cooperation agreement between school and company. Klaus Ensinger, Günter Frege and Thomas Weise (from left) distinguished for the best re- sult in the examination for process mechanics in plastics and rubber technology in the presence of Mr. Weideing, Chairman of the Regional Council (right) and IHK Honorary President Heene (left). Andreas Alsfasser, Factor Manager in Cham, also received an award in recognition of his particular services to the profes- sional training of apprentices.

After 34 years at ENSINGER, Gerhard Lichtenberger has now gone into well-deserved retire- ment. Fortunately, his expertise will be preserved to the benefit of Technical Marketing: he will continue to support his colleagues on a part-time basis, as the need arises! We wish him all the best!

Klaus Ensinger, Günter Frege and Thomas Weise (from left) signed the cooperation agreement between school and company. Klaus Ensinger, Günter Frege and Thomas Weise (from left) distinguished for the best re- sult in the examination for process mechanics in plastics and rubber technology in the presence of Mr. Weideing, Chairman of the Regional Council (right) and IHK Honorary President Heene (left). Andreas Alsfasser, Factor Manager in Cham, also received an award in recognition of his particular services to the profes- sional training of apprentices.
Skiing excursion 2005

Sun, fun, and ski enjoyment...

... three little words, which could not describe the complete ENSINGER skiing outing more fittingly! On 15th January, the 40-man ski group was rewarded once more for getting up early and were welcomed at 9 o’clock in brilliant sunshine on the “Hochschneck” after a 4-hour bus ride from Nufringen to Schruns. Strengthened by coffee, mulled wine and the one or other beer on the ride down, the ENSINGER ski fans could hardly wait to storm the mountain top with the gondola and tear down the slopes. Without a doubt in the sky, but with sufficient snow on the slopes, the enjoyment of skiing and snowboarding was really only interrupted briefly on this day by hunger and thirst at lunchtime. A warm snack, something “cold” to drink, and sufficient sunscreen for the nose was all that was needed to make the ski enjoyment simply perfect. After the refreshment break, everyone went straight back to their skis in order to make optimal use of the beautiful day. The chair and Tbar lifts were used right up to the last ride, and then about 4 o’clock the day ended with a practised stop at the snow bar. Freshly “tanked up”, some of the group returned to the valley for supper by gondola whereas the die-hards took to the downward slopes. Just right for giant appetites, we were all served extra-large portions so that around 7 o’clock everyone boarded the bus happy and fortified for the ride home. Anyone who thought the fun and high spirits would be damped by tiredness had to think again. Because the ride home turned out to be a real happening. The entertainment in the bus by the one or other colleague, supported by beer as free good and as good traffic conditions, meant the drive home flew by. Sooner than expected, the group arrived back in Nufringen at 10:45 p.m. – and all were in agreement that the day was a total success and should be repeated again.

Petra Kalf

Training by the Red Cross

Eight new first-aid helpers

It was purely a man’s group this time: eight ENSINGER colleagues participated in the first-aid training course and successfully passed their exams. Siegfried Buchwald, Uwe Lerner, Hermann Gam, Marc Rehring, Winfried Götz, Hussein Alkaut, Andreas Schmid and Klaus Marquardt attended eight sessions and learned and practiced everything that a first-aid helper should know and use in an emergency. Under the auspices of Thomas Kalender from the Red Cross, the volunteers were trained and received an official certificate at the end for successfully completing the course of instruction.

Petra Kalf

The ten commandments of composure:

Chosen to start with as the candidate to save the day, John XXIII came to be the most popular pope of the 20th century. He combined intelligence and regenerating power with his legendary and humorous composure.

And he wanted to bring “a fresh wind into the church” and go new ways with the ecclesiastical council: “Without a little holy madness, the church cannot advance.”

And so it was that a man sat on the papal throne since 1958, who described cheerfulness, inner peace and devotion to God as the three simple pillars of his life. His manner was marked by kindness and optimism.

In the same way, his ten rules for composure turn out to be just as phil-anthropic, with which I would like to provide you as some food for thought:

1. Life: Just for today I will try to experience the day as it is – without wanting to solve all the problems of my life at once.
2. Care: Just for today I will put a high value on my appearance and be well-managed in my behaviour. I will not criticize anyone. I will not strive to correct others or to improve them – only myself.
3. Happiness: Just for today I will be happy in the certainty that I was created to be happy – not for the other, but also for this world.
4. Realism: Just for today I will adapt myself to the circumstances, without demanding that the circumstances adapt themselves to my wishes.
5. Read: Just for today I will devote 10 minutes of my time to a good book. Just as food is essential for life, a good book is necessary for the life of the soul.
6. Act: Just for today I will do a good deed. And I will tell no one.
7. Plan: Just for today I will make an exact agenda. Perhaps I will not keep exactly to it. But I will write it down and beware of 2 evils: hurrying and indecisiveness.
8. Courage: Just for today I will not be afraid. In particular, I will not be afraid to enjoy everything that is beautiful – and I will believe in goodness.
9. Trust: Just for today I will firmly believe (even if the circumstances point to the opposite) that the valid providence of God will take care of me, as if there were no one else in this world.
10. Best wishes for the year to come for you and your family. Health, happiness and contentment – and that little bit of optimism and composure!

Chairperson of the Works Council
Ilona Brodt

Welcome...

ENSINGER wishes to welcome the following new employees:

in Cham:
  - Reinhard Beer, Production Manager, Casting Department
  - Alexandra Volkammer, Employee in Reception / Switchboard
  - Patricia Entringer, Project Engineer, Injection Moulding Division
  - Sven Pflumm, Design Engineer, Injection Moulding Division
We trust all new employees will get off to a good start at ENSINGER!

Trainee excursion 2004

Visit to the K-Trade Fair and conducted tour of Poly Clip

The destination for this year’s annual trainee excursion was the K-Trade Fair. On 20th October, 56 participants set out in the late afternoon for the youth hostel in Bad Honnef. Since the journey and the day had been quite strenuous, we all fell tired into bed after a quick meal of pizza.

We had all been given a task for the trade fair booth the following day, which was to be solved in groups. So, we all walked through the trade fair halls, going from hall to hall and from booth to booth, until we had gathered enough information to present the results of our given assignment. Afterwards, there was still enough time to look at the trade fair, each at his or her own leisure. During this time, we were able to collect lots of different advertising give-aways, in addition to gathering many impressions and information. Everything was there – from bulky dustbins to small ball-point pens.

On the journey home the next day, we had the opportunity to look round the company Poly Clip in Frankfurt, a packaging manufacturer, which purchases plastic parts from ENSINGER.

We were the first group to be guided through the company and so our visit was something special for Poly Clip and received a very individual tour. Unfortunately, only 36 of us could participate in the tour. After a short introduction on the company’s history, we were led through the production halls in two groups. Time flew and we completed the tour with lunch in the company’s canteen. Each one of us received a small gift before departure.

Those who were not able to participate in the company tour went for a stroll around Frankfurt together with Mr. Stumpf and Mrs. Betz. At 2:00 p.m. we set out on the return journey. As we had not slept very much the night before and were pretty tired, most of us took the opportunity to have a rest in the bus. We finally arrived back at Nufringen at 6:00 p.m. and while the Nufringen group unloaded their luggage and said goodbye, the Cham group boarded the bus again for the final lap of the journey – as they still had several hours bus ride ahead of them.

Marina Hippich, trainee

Prize competition

In the last “impulse” we asked for the ENSINGER motto used at the K-Trade Fair. The correct answer was “ENSINGER Global Innovation”. The prizes, which in each case was an ENSINGER tool set, went to:
Franz Schaffer, VAE Railway Systems, Austria
Renate Pronnneusberger, ENSINGER GmbH
Ludwig Grauvogl, EADS Lenkflugkörpersysteme GmbH

Congratulations!

The question for the current prize competition is:

What is the ENSINGER slogan in Swedish?

Send the answer by e-mail to impulse@de.ensinger.com.
The closing date is 1st April, 2006.
You may win one of three ENSINGER laser pointers – Good luck!
After completing his university chemical engineering course in 1995, Frank Richter worked for three years at the Institute of Applied Research in Reutlingen on a research project concerning the recycling of foam materials. In 1998 he took up his present post as manager of the Raw Materials Service Centre at ENSINGER and is now head of raw material development and compounding in Nufringen.

Mr. Richter, what exactly is the function of the SC raw materials?

The main task of our Service Centre is the production of compounds. We add fillers, such as glass fibre, lubricants, coloured pigments, etc., to the plastics and produce granules from this for further processing in-house in injection moulding and extrusion. In addition to the site in Nufringen, we supply our affiliates on a worldwide basis. We also provide technical advice throughout the “Ensinger world” on questions concerning raw materials. Spontaneously, I cannot think of any department at ENSINGER with which we do not have contact.

How big is your team and where are its strengths?

The raw material team consists of 20 employees. Our strengths certainly lie in the high degree of flexibility of each individual colleague. Just a few years ago, day-to-day production consisted of over a dozen compounds, mainly in the polyamide range. Today, we produce hundreds of formulations across the complete spectrum of plastics. This could only be achieved within such a short time by the high level of commitment. Our customers also mean in this respect the continuous expansion of knowledge about new processing technologies and materials.

How can one imagine the equipment used in such a department?

The central pieces of our department are the injection moulding extruders, which can produce a very intense mixture of the additives with the basic molten plastics. A very complex dosage and weighing system is required to achieve exact additions of the components. An extruder can be fed by any of up to nine different balances. In addition, we have two injection moulding machines for producing quality tests which produce test blocks. In the next step, the characteristically mechanical values are determined with these test blocks in quality management.

How does the cooperation with customers work?

In the case of day-to-day products, we normally have no direct contact with our customers. Our direct “customers” are the production departments – injection moulding and extrusion. Contact arises through the needs of these departments: through the technical marketing department – mostly when new developments are required; through the know-how of basic compounding or additive chemistry is needed. For example, in the manufacture and application of anti-microbial materials.

Who provides the impetus for the development of new plastics?

Very often new developments emerge from customer inquiries, which have as an objective the improvement of existing products or the creation of entirely new applications, for which no respective material has previously existed.

Developments are also started by our Technical Marketing Department or in collaboration with research institutes. How long a development takes depends strongly on how much “new ground” we have to break. In order to reduce this “new ground”, we work closely together with our suppliers and with numerous research facilities.

Quite often valuable information is very difficult to obtain. An example of this is the weathering behaviour of plastics. In this case, we test under more intense conditions, for example, under the Arizona sun or in special weathering equipment – a comparison which only roughly corresponds to reality. In order to get a more realistic comparison for our materials, we spontaneously placed a device with test bodies on the company roof. Not necessarily a scientific experiment, but the more a test which is very close to reality under the Nufringen sun.

Which current projects are there?

And what are the plastics of the future?

Due to ever more stringent requirements with respect to the environment, it is necessary to adapt plastics and their additives accordingly. For example, there are projects on the development of more environmentally friendly flame protection agents. But also the fuel cell technology is a subject for the future.

Here maximum electrical and thermal conductivity is required. Also, new materials for sliding/rubbing applications are a trend, as more and more these are replacing metals used previously in these applications.

For the future I see plastics as tailor-made materials, which fit exactly to the respective application.

What was the most unusual project up until now?

There are several projects, which come to mind. For example, the incorporation of fibres from the banana tree in connection with the development of products strengthened with natural fibres.

Or the use of expanded graphite – when opening the container you were confronted with this soft, oily material, which spread throughout the room like black fog. Things were more colourful when we produced a pink PEKEX upon the particular request of a customer. Things are never boring!

Thank you very much for the interview!

Interview with Frank Richter
Manager of the Raw Materials Service Centre

ENSINGER business life

New warehouse constructed in record time

[DW] It looks a little like the “Flat Iron Building” in New York, the new hall which was recently erected on the site of the old railway station in Nufringen, directly on the B 14. In a record time of just three months it was possible to construct a building with the optimum use of space, which also certainly does justice to any aesthetic claims.

In the course of expansion of the injection moulding division, it was necessary for storage space to give way to the new production plant. The directly adjacent site, which until then had only been used as a parking area, offered itself for the construction of a new hall.

The new building was a big challenge to the commissioned architects, as the optimum storage space had to be produced on the unfavourably shaped plot of land. The architects were able to plan a 630 m² large warehouse, which also visually, satisfies all expectations.

The hall is nine metres high and is fitted with racks and a commissioning area. With the move of the warehouse and the transport containers from the production hall, the fire safety concept was also improved. “The building work went according to plan and without any accidents and we are particularly proud to have been able to build so suitably on the apparently small site and with such an appealing design”, summed up the ENSINGER building site manager Günter Secker.

The construction of the hall was completed with the year-end and Christmas party for the entire staff on 23rd December.

Wilfried Ensinger appointed as honorary senator of the University of Stuttgart

[DW] Wilfried Ensinger, the founder and chairman of the Executive Management Board of ENSINGER GmbH, was awarded the title of honorary senator of the University of Stuttgart in November. With this distinction, the University honoured Ensinger’s “signature engineering achievements in the development of new polymer materials, plastic processing methods and technical structural parts”, as it is mentioned in the awarded diploma. In addition, his business success in setting up and managing the company group and his active encouragement of research and teaching at the university were also recognized in this way. There has already been close contacts to the Stuttgart Institute for Plastics Technology under Professor Dr.-Ing. H.-G. Fritz for many years. Wilfried Ensinger received the award during an event celebrating the 175th anniversary of the founding of the University of Stuttgart.

Semi-finished goods catalogue update

[DW] ENSINGER has expanded the catalogue “Semi-finished materials made of engineering plastics” and has issued it anew. The almost 90-page catalogue was supplemented with the mechanical, thermal and electrical material reference values and details on chemical resistance, as well as information on the processing of these plastics. New too are the additional pages showing a selection of materials for special applications, uses in medical technology in the semi-conductor and electronics industry and for applications where parts slide or rub.

In the section “Advice – individual and branch-related” all contact persons with their details and a photo are now listed – this now makes it possible for the caller to know the face behind the telephone voice. The catalogue is available in German and English and will also soon be printed in various other languages. It is available as a download file under www.ensinger-online.com, or it can also be ordered from info@ensinger-online.com free-of-charge.

ENSINGER
Innovations and premières at the top trade fairs for the industry glasstec and BAU

ENSINGER Building Products

The international trade fair in Brünn has confirmed its most important role in the field of mechanical engineering in central and eastern Europe. Over 2,200 exhibitors from 33 countries were present last autumn, one of which was also ENSINGER, s.r.o., of course.

The booth from ENSINGER in the Czech Republic has already received praise for a few years now, even from competitors! And we have repeatedly been urged to sign up our booth in competitions. But because the building costs were always very modest and we occupied a rather modest space, we ended up declining this. However, this time the trade fair administration had prepared a particularly special competition, the "AURA" prize. In this case, it was the "aura", i.e. the "charisma" of the booth which particularly counted. Both that of the trade fair booth as well as the objectives achieved by participating in the trade fair, and last but not least the effectiveness of this marketing instrument was evaluated. The jury was made up of well-known personalities from marketing and architectural circles.

"We should also give it a try", we thought and actually only wanted to get some experience. On the first day of the fair we received a visit from the jury, who questioned us about our participation in the trade fair. The first surprise came later that afternoon: our booth had been nominated for the semi-finals that evening and we received an invitation to attend the ceremony. This took place in the presence of the Czech Minister of Economics. The surprise was great when it was announced that ENSINGER, s.r.o. had reached the next round and had been nominated for the overall state competition, which will take place in the spring of 2005! The jury found particularly praiseworthy "the effective use of the small exhibition area, the clear and functional structure of the trade booth itself were very positive. Participation of marketing and architectural circles.

Innovations and premières at the top trade fairs for the industry glasstec and BAU

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A ceremony was held on January 13th to mark the cutting of the first sod for ENSINGER’s new construction at Parc Eirin, Tynemouth. Company founder, Wilfried Ensinger, made the first cut into land on the site watched by chief executives, Klaus Ensinger and Roland Reber, members of the Linzrtsee management team and dignitaries from the Welsh Assembly government, the Welsh Development Agency (WDA) and local borough council (RCT). At the ceremony were representatives from building contractors, architects, site agents, and from the property company.

It was something of a relief that the building costs were always very modest and we occupied a rather modest space, we ended up declining this. However, this time the trade fair administration had prepared a particularly special competition, the "AURA" prize. In this case, it was the "aura", i.e. the "charisma" of the booth which particularly counted. Both that of the trade fair booth as well as the objectives achieved by participating in the trade fair, and last but not least the effectiveness of this marketing instrument was evaluated. The jury was made up of well-known personalities from marketing and architectural circles.

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