

July 2011

Concrete for all purposes: Berding Beton GmbH, headquartered in Steinfeld, has meanwhile developed from humble beginnings into one of Germany's leading manufacturers of concrete products. Journalists recently had the opportunity of convincing personally and directly on the spot within the context of a tour of small and medium-sized enterprises in the Oldenburg Münsterland network. The concrete-producing company was originally established as a construction company and has been operated by several generations. Initially gravel and ready-mixed concrete works were integrated into this company which later branched out further to incorporate and expand the production of paving stones. During the course of subsequent years additional plants for the manufacture of concrete products for road construction, horticultural applications as well as landscape architecture were built or acquired and modernised to state-of-the-art standards. Meanwhile the company operates paving stone and pipe production plants throughout the whole of Germany. Difficulties associated with the transportation of heavy concrete parts made the establishment of a large number of individual plants a logical consequence. As Georg Berding sen. in Steinfeld confirms "Pipes can be transported up to 200 kilometres, ready-mixed concrete up to 30 kilometres and stones up to 70 kilometres". Thanks to our decentralised and logistically well-situated production locations with large warehouses, we can supply the regional market flexibly and at low cost and make it possible for the customer to collect small quantities or urgent orders quickly and easily." For a very long time now the company's core competence has been ready-mixed concrete for construction purposes. It is brought to the building site with mixer vehicles. At the beginning of the 90's the first concrete pipe and shaft works were taken over by the company, consequently making it possible to expand the range of products to include articles for canal construction. In addition to the standard programme, large dimension and jacking pipes up to 3.50 m in diameter are also produced. Examples of current special solutions in the canal field are the large power plant in Eemshaven (NL), the tunnel beneath Kiel Fjord or especially thick-sided pipes for Berlin and Frankfurt airports. An outstanding characteristic of the company is its versatility. In addition to ready-mixed concrete, the company's product portfolio covers 12,000 articles, including nearly all products suitable for industrial manufacturing in connection with canal construction, horticulture and landscape architecture. All production plants are equipped with efficient and fully automated production systems. "We produce irrespective of the weather" says Berding. The smaller the quantities required, the more versatile the products tend to be. "Industrial construction certainly plays a great role but all in all our range covers a broad spectrum." This strategy has clearly paid off: "Today we are number 1 in North West Germany", explains Berding. "As far as large pipes are concerned, we even lead the field throughout the whole of Germany." Berding Beton's sales are not restricted to Germany, however. Products from the Oldenburger Münsterland are also popular with the neighbours. "30 per cent of consignments from Steinfeld go to The Netherlands", says Berding. At present Berding Beton provides work for around 1200 employees, a number which has remained steady for many years. With this staff the company generates a turnover of 75 million euros in the holding company and achieves as much as 200 million euros in Berding Beton GmbH. Further information can be obtained from: Medienteam Daniel Meier, ++49 (0)4441 859495, info@firmennachrichten.de.



Visit to Berding: Claudia Barchend, Lady Mayoress Manuela Honkomp, Georg Berding, Local politician Albert Focke, Gert Kühling, Heinz-Werner Klöpffer.

Markets – Media – Consumers: On 8th June the Lower Saxony nutritional initiative known as "Nieke" and the producer cooperatives of VzF GmbH organised an event focussing on the topic "Markets – Media – Consumers" in the Niedersachsenhof in Verden. In his words of welcome Eckhard Koch, Chairman of the Supervisory Board of VzF GmbH Uelzen, emphasised that the future of German and European pork production would be determined by numerous influential factors for which the developments in the world markets are of great significance. Thus worldwide price fluctuations for raw materials could have a direct effect on the economic situation of local companies. He also referred to the image of agriculture as a further theme since feedstuff and food scandals had brought the sector into the limelight and it was usually the farmers who suffered the negative consequences in a crisis. In his lecture entitled "Global Markets for the Agricultural Economy – the Future of German and European Pig Production" Prof. Dr. Dr. h.c. Harald von Witzke of the Humboldt University in Berlin portrayed the development of agricultural production worldwide over the last few years and in connection with German and/or European agriculture. He made it quite clear that, against the background of the rising world population up to the year 2050, an increase in intensive agricultural production represented the only way of creating a basis for worldwide nutrition. In this context he also referred to the subsequent effects on climatic change. Wood clearing had much more serious consequences for the climate than industrial scales of production and global marketing arrangements. He nevertheless asserted that not only business aspects were and remained essential challenges for modern pig production - the opinions and attitudes of the consumers were also becoming increasingly significant. Further information can be obtained from: www.ernaehrungswirtschaft.de or Doris Schröder, ++49 (0)4441 15430, dschroeder@nieke.uni-vechta.de.

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The laudator of the Oldenburger Münsterland Entrepreneur Prize 2010, Jan Grossarth, has brought out a new book. It has been published by Riemann-Verlag under the title "Vom Aussteigen und Ankommen" (Escaping and Arriving). Jan Grossarth (date of birth 1981) studied economics and economic history. After a period spent as a freelance journalist for the Sueddeutsche Zeitung, he is now working as business editor for the Frankfurter Allgemeine Zeitung. He has been awarded several journalism prizes, including the Axel Springer Prize, for his reports.

Innovationskreis Automobilzulieferer (Automobile Suppliers' Innovation Circle) held conference at ZF Lemförder: Supplier innovations and new material and system trends in chassis technology were the central topics discussed at the Lower Saxony automobile suppliers' meeting held at ZF Lemförder GmbH in Dielingen at the end of June. For two years now the companies have been meeting regularly in an atmosphere outside their daily work in order to exchange ideas in the "Innovationskreis Automobilzulieferer" which was set up by the Hanover Chamber of Commerce (IHK) together with the employers' associations "NiedersachsenMetall" and the "Deutsche Kautschukindustrie" (ADK). "During the economic crisis this circle helped to bring Lower Saxony's car suppliers closer together. Today it is a question of assuring and further developing their competitiveness in Lower Saxony and their market position in the German car industry," says Dr. Volker Schmidt, Chief Managing Director of NiedersachsenMetall. This was the first time they ever met at ZF Lemförder GmbH in Dielingen. "In this circle we would particularly like to foster networking and co-operation on an interregional basis," emphasised Dr. Horst Schrage, Deputy Chief Managing Director of the Hanover Chamber of Commerce (IHK). Dr. Christoph Elbers, Preliminary Development Manager at ZF Lemförder GmbH showed how special innovation processes and development tools can be implemented in the development of car engines. In this context he demonstrated the considerable potential of weight reduction which can be achieved by implementing innovative materials solutions. By taking the example of an award-winning brake pedal he showed how the weight can be reduced by up to 50 per cent using new materials and fulfilling a whilst simultaneously fulfilling all requirements in connection with customer specifications. Elbers also announced that the ZF group would be presenting similar innovative solutions at the IAA in September this year. Further information can be obtained from: Alexander Hesselbarth, ++49 (0)5474 602190, alexander.hesselbarth@zf.com.



Delegates at the "Innovationskreis Automobilzulieferer" held at ZF Lemförder in Dielingen.

Nine out of ten customers would repeat the experience of building with EnviTec Biogas AG: The high quality of the biogas systems combined with long-standing experience in systems construction and EnviTec's technology concept are the most important purchasing criteria as far as existing as well as potential customers of EnviTec Biogas are concerned. This was the result of a comprehensive survey of customers and interested parties under the carried out under the academic direction of Prof. Dr. Christoph Kolbeck of the Hochschule für Angewandte Wissenschaft und Kunst (HAWK) in Hildesheim. The independent study certifies top marks for EnviTec. Thus, for example, 90 per cent of the customers questioned replied that they would have their biogas system built again by EnviTec – the average for the sector is 72 per cent according to a study conducted by "profi", the agricultural technology magazine. 89 existing customers (response rate of 50 per cent) and 20 potential customers (response rate of 40 per cent) participated in the detailed survey by the academics of HAWK Hildesheim. For EnviTec Biogas important conclusions can be drawn from the broad range of data about what is particularly relevant for the customers and interested parties and where potential for improvement still exists within the company. The great quality image which EnviTec enjoys was clearly underlined in all of the various question categories. Further information can be obtained from: Thomas Bolte, ++49 (0)2574 8888198, t.bolte@envitec-biogas.de.

Successfully qualified: Christopher Moorkamp (Benstrup), Dirk Niemöller (Lohne) and Markus Weldemann (Dinklage), all trainees of H. Bröring GmbH & Co. KG, have successfully completed their qualifying examinations as industrial business management assistants. Franz Nobis (Vestrup) passed the qualifying examination as a merchant for the wholesale and export trade and Christoph Herzog (Dinklage) passed the qualifying examination as IT administrator. Further information can be obtained from: Anja Suding-Turi, ++49 (0) 4443 970 202, a.suding-turi@broering.com

Examinations passed: Three trainees at the Andreaswerk, an institution for support of the disabled in the district of Vechta, successfully passed their examinations in June. All three work in the Administration Department. Katrin Kampers and Johannes Bokop passed the qualifying examinations as industrial business management assistants at the Chamber of Industry and Commerce (IHK) in Oldenburg. Henrik Bonke completed the examination as IT administrator at the IHK Osnabrück. The former trainees have been offered full-time employment by the Andreaswerk. The Andreaswerk is delighted by the good results and welcomes the newly qualified employees in the Andreaswerk team. Further information can be obtained from: Hermann-Josef Heitkamp, +49 (0) 4441 960-261, hermann.heitkamp@andreaswerk.de.

Facade made of profile sheet grids by Graepel: The German Army's Museum of Military History in Dresden has taken a bold decision regarding the design of its new facade: profile sheet grids, normally used for security purposes under pedestals, are used as the facing elements here. Although the extension work - which has been going on for some years already - has not been completed yet, the avante-garde facade on the new building wing can now be recognised. The American star architect Daniel Libeskind, well-known for his plan for the re-building of Ground Zero in New York, is relying here on profile sheet grids made of anodised aluminium. The 4,980 building components with maximum dimensions 489 x 30 x 5 centimetres (LxWxH) have been supplied by the manufacturer Graepel (Löningen). They have been developed and are used principally in connection with the construction of commercial properties: as a slip-resistant floor covering for staircases, paths and bridges. For the museum Libeskind chose a combination of a circular embossment with a hole diameter of 12 mm, a hole distance of 41.4 mm, a slit with a width of 15 mm and a



Profile sheet grids by Graepel are being used in the new design of the German Army's Museum of Military History in Dresden.

length of 240 mm which is beaded downwards. In the original function this alternative offers a balanced relationship between slip resistance and drainage effect. Further information can be obtained from: Andreas Reisener, ++49 (0)39 386 270.

Ideal Home Range invests 1.4 million euros in the purchase of more efficient and energy-saving machines for DecoPrint, the in-company printer's: In order to be able to enjoy and also preserve the naturally idyllic countryside in the Oldenburger Münsterland, IHR Ideal Home Range and the FSC-certified in-house printer's Decoprint are embarking together along "the green path". After IHR's tissue products - which of course are all made in Germany in Essen i. Oldb. - already received the certification of the "THE BLUE ANGEL" quality seal in 2010, IHR's complete production was switched over to recycled tissue in April 2011. Environmentally friendly colours on a water basis and tissue raw material manufacture exclusively for IHR and Decoprint consisting of 100 per cent recycled material continue to guarantee the top quality to which the customers are accustomed at a consistent price. With this exemplary step Decoprint, which produces internationally for numerous highly reputed suppliers on the market, can continue to make the proud assertion that it is one of the most environmentally friendly manufacturers of tissue products worldwide. Always looking ahead, IHR therefore invested 1.4 million euros in DecoPrint, the in-company printer's, in order to be able to meet the growing requirements for tissue products in an environmentally conscious and progressive way with gently production systems which also save energy. In June production was successfully launched on Decoprint GmbH's new production line which consists of a serviette printing and packaging machine. Within this scope existing production systems were extended by new machine aggregates. An outstanding feature of the high performance printing machine installed in June is the newly developed automatic adjustment aids which result in an even better product and also perform even better, not least by using less energy. The newly developed hybrid infrared drying, for example, uses 20 per cent less energy at the same production speed. This is made possible by a combination of medium-wave and short-wave radiation within the drying system. Further information can be obtained from: Manfred Morthorst or Mario Bocklage, ++49 (0)5434 810, info@ihr.eu.

Katusha Team on FOCUS bikes with six winners at the national championships: On 25th and 26th June professional cyclists all over the world held their national championships in road racing and individual time trials. Especially in Russia the cyclists of the Katusha Team started the races on FOCUS bikes as clear favourites and in this capacity completely fulfilled all expectations. Although the competition put up a fairly concerted effort against the "Russian Global Cycling Project", the Katusha professionals managed to control the entire race. The final winner of the road race Pavel Brutt pulled out all the stops 30 kilometres from the finishing line and completed the race as a soloist on his FOCUS Izalco. Further information can be obtained from: Nadia Bremer, ++49 (0)4471 966395, n.bremer@derby-cycle.de.

Regenerative energy is gaining ground: Nordmethan GmbH is a company specialised in the planning, building and operation of industrial bio-methane refineries. Not least the commitment of the German government to phasing out nuclear power but also the well-known discussion about limited resources during the last few years accords special importance to the company's work in the context of the imminent energy turnaround. Thanks to Hagedorn advertising agency in Neuenkirchen-Vörden, the company has acquired a totally new position as far as public awareness is concerned. The raised profile is based on the new logo using a compass as the fundamental optical image. The fact that the compass is pointing to the north expresses the purposefulness as well as its origins. At the same time the symbol may also be perceived as the new "star in the energy galaxy". The clear lettering of the new logo exudes solidarity and values on the one hand and freshness and dynamics on the other. Further information can be obtained from: Michael Schulte, ++49 (0) 5493 98760, contact@werbeagentur-hagedorn.de.

IFS sets new standards: A ttp parametrisable suppliers' portal developed by the IFS stands for "Think together in Partnership" and supports event-controlled management of all essential processes in the supply chain. The concept of the portal is an integration platform which extends throughout the company and represents an interface to all data existing externally and internally and applications which are present in the network. Supplier involvement enables closer co-operation and thus more reliable and precise planning. In this way both manufacturers and suppliers can realise significant turnover and profit potential. Here it is important to avoid the bullwhip effect in the supply chain partner network. The portal supports all "supply chain" processes, ranging from sales planning, management of parts lists and alterations to the e-kanban consignment stock monitoring concept all within the context of supplier partnerships. Further information can be obtained from: Inka Mühlbrandt, ++49 (0)4471 91960, inka.muehlbrandt@ifs-gmbh.com.

The Oldenburg public insurers are set to expand further in 2011. In the first five months of this year gross income from premiums rose again – by nearly one per cent to 125.5 million euros. "Our closeness to the customer and our services, which we are permanently expanding, have paid off" said Chairman of the Board Franz Thole and board member Horst Schreiber by way of comment on this year's results up to now. The Oldenburgische Landesbrandkasse which insures against damage and accidents succeeded in increasing its gross premiums by 1.9 per cent to 88.7 million euros during the first five months of 2011. Growth in premiums in the accident and liability insurance was above average. "We were also able to achieve an increase in car insurance although we do not participate in the price wars in the sector," Schreiber said with a sense of contentment. At a figure of 168,837 at the end of May, 1.2 per cent more cars were insured with the "public ones" than one year previously. Up to the end of May 2011 the Öffentliche Lebensversicherungsanstalt Oldenburg managed to increase the number of contracts by a further 2.4 per cent to 106,392. The sum insured rose by 3.0 per cent to 2,916 billion euros. Meanwhile, company pension contracts make up one third of the new business of this life assurance company. "Here we see considerable potential for growth in the near future" explained Schreiber. Further information can be obtained from: Karin Willers, ++49 (0)441 2228446, karin.willers@oevo.de.

New WEDA 10 cc CCM dosing device: The circular dosing device for dry and wet pig feed components by Dammann & Westerkamp is now available in two large alternatives with six and ten cubic metres intermediate storage capacity. Since the early 1980's WEDA of Lutten has been the only company which makes the glass-fibre reinforced plastic intermediate storehouses for CCM and moist cereals. The properties make glass-fibre reinforced plastic a suitable material: the containers are low cost, stable and light. The material remains stable in contact with corrosive materials. The new dosing devices have been improved on the basis of this experience: for both sizes there is now an additional covering of glass-fibre reinforced plastic which is operated by an electric pulley mechanism. The cover protects against rain water and mud. Further information can be obtained from Carsten Bergstedt, ++49 (0)4441 870565, c.bergstedt@weda.de.

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adidas builds distribution centre in the Niedersachsenpark: By the first half of 2013 adidas intends to construct the group's largest distribution centre on an industrial area of 14 hectares. The planned central distribution centre will unite all processes and services for the three distribution channels of the adidas and Reebok brands (wholesaling, retailing and eCommerce) under one roof. This will create well over 200 permanent jobs. The investment sum up to the planned completion and opening in the year 2013 is over 100 million euros. "We want to increase our turnover to 17 billion euros by 2015. The new distribution centre will enable us to supply our customers and consumers with products more quickly and more efficiently," said Herbert Hainer, Chairman of the Board of the adidas group. "The large sum which we are investing in a modern distribution centre in the Niedersachsenpark is a clear commitment to our home market of Germany." Countries throughout the whole of Europe will be supplied by the planned distribution centre. According to expectations the annual throughput will exceed the 100 million limit by 2015. Further information can be obtained from: Matthias Meyer, ++49 (0)5493 549213, m.meyer@niedersachsenpark.de.

FHWT – Förderverein with new management: As of now Philipp Richter (Pöppelmann) has taken over the chairmanship from Stephan Schulte (Walckenhorst), both graduates of the FHWT. Prof. Dr.-Ing. Carsten Bye (bye@fhwt.de) is responsible for the business management. The association supports the FHWT ideologically as well as materially. In particular it helps to promote a network amongst former students. Further information can be obtained from: Karin Müller, +49 (0) 5441 992200, mueller@fhwt.de.

LzO head office at the Schlossplatz officially inaugurated: In the presence of Minister President David McAllister, the Landessparkasse zu Oldenburg officially inaugurated its new head office at the Schlossplatz. Following words of welcome by Martin Grapentin, Chairman of the Board of the LzO, Rural District Councillor Hans Eveslage, Chairman of the Administrative Board, Mayor Professor Dr. Gerd Schwandner and Jürgen Friedemann of Büro KSP Jürgen Engel Architekten from Braunschweig addressed the audience of around 400 guests. In his speech McAllister spoke out clearly in favour of the tried and tested 3-pillar system consisting of private banks, co-operative banks and public corporations in the German banking system. He said that this system proved its worth impressively in the financial market crisis and made the savings banks credit institutes in which the customers placed a great deal of trust. Martin Grapentin, Chairman of the Board of the LzO, emphasised that the LzO had been represented with its own business premises at this historical location ever since 1856. Therefore the inauguration of this modern financial centre in the year of the 225th anniversary of the LzO was an occasion of great rejoicing in connection with this special company anniversary. For Rural District Councillor Hans Eveslage investments reflect an especially self-confident signal by companies who believe in the future of their region. In the words of Hans Eveslage: "The LzO is a reliable partner for the people and companies and a significant trendsetter for the whole region." Further information can be obtained from: Hans Günter Rostalski, ++49 (0)441 2303101, hans-guenter.rostalski@lzo.com.

Student trio successfully completes sandwich programme: Two top grades and a third one which was not far off: three up-and-coming Big Dutchman employees recently completed their Bachelor sandwich programme at the Private Fachhochschule für Wirtschaft und Technik Vechta/Diepholz (FHWT) with excellent results. Best student of the year in the Faculty of Engineering and Business was Sergei Pletz (Visbek) with the mark 1.3, closely followed by Natalia Krieger (Lohne), who achieved a 1.4. The recently qualified graduate in Mechanical Engineering Günter Veldmann (Hülsum) finished with a 2.1. "A great performance, your commitment was exemplary! You have created an excellent foundation for yourself as regards your professional future", Bernd Meerpohl congratulated the happy graduates in the context of an internal celebration. In addition, he expressed his thanks to the committed staff in the company head office in Calveslage who had provided the students with active support in theory and practice. "We are especially pleased that you remain loyal to the company. This shows that in spite of considerable growth we have nevertheless remained a family company in which career starters feel comfortable, not least with a view to their professional prospects," said Meerpohl. Natalia Krieger and Günter Veldmann have already become full-time employees of Big Dutchman whilst Sergei Pletz has decided to study for a Master's degree at the Technische Universität Braunschweig. This is taking place in close co-operation with Big Dutchman: the student is planning to write his Master's dissertation there and will therefore be active in Calveslage during some of the time when he is not studying. Further information can be obtained from: Andreas Böske, ++49 (0)4447 801118, aboeske@bigdutchman.de



FHWT graduation ceremony: Sergei Pletz, Natalia Krieger and Günter Veldmann (left to right) are delighted about their good results.



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