

October 2011

**Franz Tölke GmbH in Lohne is all set for success. Participants of an informative visit organised by the Verbund Oldenburger Münsterland discovered more about this.** The business which was set up in 1965 meanwhile has 85 employees and produces machines for the drinks industry as well as sorting systems for lids and vessels for the cosmetics industry as well as other areas. Modern sorting systems for bottles nowadays can handle 300 bottles per minute, explained Heinz Tölke, son of the company founder. The company supplies customers all over the world. Over 50% of the machines are exported, according to Tölke. They are also sent to countries such as Australia, Asia, Latin America and Africa. Up to 90 percent of the machines are erected in these locations by Tölke employees. They are frequently required to help on the spot in situations where their knowledge of the machines from the initial stages of construction is necessary. All machines are designed and built according to individual customer specifications. "We are in a position to manufacture almost all the components ourselves", says Tölke, for reasons of capacity, however, we also work together with partners. Tölke exhibits regularly at the Interpack Fair. Info: Franz-Josef Patzelt, ++49 (0) 4442 9383, fj.patzelt@toelke.info.



Visit to Tölke: Rudi Hockmann, Heinz Tölke, Franz-Josef Patzelt, Josef Schlarmann, Tobias Gerdesmeyer.

**Lübke family business in Ermke is very successful with potting soil and garden compost.** Participants in a recent journalists' trip organised by the Verbund Oldenburger Münsterland were able to find out all about this at first-hand. Owner-operator Peter Lübke described how the group of companies had developed. "Lübke's Torfwerk und Transporte" was set up in 1968 by Josef Lübke in Ermke and produces potting soil and garden compost. In addition to commercial customers such as nurseries, DIY-stores and companies specialised in garden requirements, target groups also include keen private gardeners as well as direct purchasers. Within the scope of German re-unification "Lübke's NORDTORF GmbH" was established in 1990 in Breesen, Mecklenburg. The humus and peat plant, just as "GaLa-Profi GmbH", which was established in 2006 and is also located in Breesen, produces substrates and special soils as well as healing products. A further earthworks trading under the name "Lübke's NORDTORF GmbH" is located in Stralendorf, where soil is taken from the state-recognised "Schweriner Heilmoor" in order to make medicinal healing products. Currently "Lübke's Torfwerk und Transporte" employs 35 persons at the Ermke location. The three Group companies have a joint total of over 80 employees at the four locations. The quantity of products produced annually is sufficient to load 2000 semitrailers. Info: Peter Lübke, ++49 (0) 4475 384, LuebkesErdenwerk@gmx.de.



Visit to Lübke: Peter Lübke, Hans Eveslage, Hermann Blanke, Katharina Deeben, Ludger Möller and Rudi Hockmann.

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**ANUGA (from 8th to 12th October) this year was once again an important “gateway to the world” for more than 20 exhibiting companies from the rural districts of Cloppenburg and Vechta. On an informative visit organised by the Verbund Oldenburger Münsterland they again praised the international presence at the world’s largest food and drink exhibition.** So many customers at one single location – this is generally recognised as a unique opportunity only possible at ANUGA. The atmosphere amongst exhibitors was generally very positive with visitors expressing great interest in their stands and new products. Managing Director Stefan Thoben and Marketing Director Albert Focke were particularly pleased about the good response to the steam-cooked oven schnitzel. This new development by Gebr. Stolle of Visbek enables completely fat-free preparation for hospitals and old people’s homes. Also the new Indian finger food articles for the deep freeze, the “Hot Spain” drumsticks and the marinated chicken legs for friteuse as well as oven attracted attention and interest from the many international visitors to the fair. For WIESENHOF, Chairman of the Board of Management Peter Wesjohann confirmed the very good level of attendance and forecast good prospects of further growth. In Germany consumption of poultry meat is likely to increase by another 300 to 400 grams per head in the years to come. The exhibition focus of the Visbek-based group of companies was on the new “Privathof” product line with a further significant improvement in the conditions under which the animals are kept and the “Barbecue Westernwelt” marketing campaign. An ongoing SB trend was confirmed by Heidemark. This is why the company from Garrel was placing its emphasis on articles which “facilitate the preparation work”. Favourably priced poultry meat is also a popular trend according to Heidemark. Biofino from Emstek was delighted about its higher turnover. Growth this year is expected to be around 25 percent, according to Managing Director Christoph Schweers. One new product presented was an organic turkey rolled roast. STEINEMANN Managing Directors Ulrich Steinemann and Hartmut Pille explained the complete restructuring of their sausage production at the Steinfeld location. Managing Director Yvonne Gausepohl was very pleased about the fact that the benefits of medium-sized family businesses such as GAUSEPOHL were increasingly gaining in profile even abroad. Furthermore, the structure of visitors reflected the fact that the chain was also becoming tighter in the area of red meat. Danish Crown reported a successful start in Essen/Oldb. Bahlmann of Lindern announced further growth in the export proportion, which currently amounts to around 20 percent. Abraham Schinken of Harkebrügge presented a number of exhibits including a new packaging design which is proving to be extremely popular. Schulte of Lastrup provided information about its range which meets with a high level of response. Nordfrost reported on the new building work at the Schneiderkrug location which has become the third largest of the 40 locations. The capacity tripled to a level of 40 000 pallet spaces. As a novelty, Wernsing of Essen/Oldb. presented patatas bravas from Spain, a classical tapas dish. The company is delighted about its strong growth which it contributes to the appreciation of its customers for the way the company responds to customer wishes and solves their problems. Ernst-Rainer Schnetkamp of Schneefrost also described business at the event in very positive terms. His business presented, for example, “new XXL rösti”. RUF of Quakenbrück and Essen/Oldb. presented a variety of products including “international fingerfood” such as cup-cakes and macaroons which are intended for the markets in neighbouring countries. EIPRO of Lohne was a first-time exhibitor at Anuga. The company would like to become more involved in the European market. Its special exhibit was lactose-free, low salt scrambled eggs. Info: Medienteam Daniel Meier, ++49 (0) 163 2885688, info@medienteam.info.



Albert Focke, Sarah Meyer, Stefan Thoben of Stolle present Drumsticks und Chicken Nuggets.



Visit to Wernsing: Stefan Trenkamp, Marlies Hukelmann, Stephanie Borchers and Reinhold Knagge.

**adidas has laid the foundation stone in the Niedersachsenpark for the Group’s largest distribution centre. The opening is scheduled to take place in the first half of 2013.** For the first time all sequences and services for the three distribution channels of the adidas and Reebok brands (wholesale, own retail and eCommerce) will be combined under one roof. More than 200 jobs are to be created here as a result. The distribution centre is expected to be working to full capacity by 2015. The construction of the centre is to meet all adidas Group’s Green Company Standards and in this way also to contribute to the reduction of environmental influences at the Group’s own locations. Info: Katja Schreiber, ++49 (0) ++49 (0) 9132 84 3810 , corporate.press@adidas-group.com.

**At this year’s autumn fairs in Salzburg (Alles für den Gast from 05. – 09.11.2011) and Nuremberg (BRAU Beviale from 09. – 11.11.2011) HAGOLA again presented a broad range of innovative and practical products to insiders of the trade, gastronomic experts and interested visitors.** Technical highlights such as the patented closing system for refrigerated display counters – including the new, perfectly shaped fronts – or the new, stylish showcase with insulated glazing not only enable a highly individual arrangement of gastronomy premises, but also distinguish themselves with top-quality technology and design. Energy efficiency, hygiene reliability, ergonomics in our day-to-day working lives and practical use of space are further cornerstones of the numerous developments from HAGOLA. Individual solutions in the case of refrigerated display counters, mobile counters, cocktail bars, hot cupboards and cooling systems for fresh goods – just to mention a few areas – enable a wide variety of application possibilities in the gastronomic, drinks, catering and bakery sectors. Info: Edgar Hanken, ++49 (0) 4444 2010, ehanken@hagola.de.

**“Experience work“ – this is the slogan with which the ecopark is publicising its location alongside the Hansalinie A1 motorway.** Just ten years after the start of the high-class industrial estate in the region of Emstek (rural district of Cloppenburg) the responsible parties have developed a new sales and marketing concept focusing on the special quality features of the location. The scientific foundation of the strategic direction is based on advice given by Dr. Jürgen Franke, Professor of Economics and Marketing at the University of Applied Science in Osnabrück. He investigated the market position of the ecopark and recommended concrete targets for the marketing of the commercial units: “In recruiting new companies the focus must be particularly on high-growth entrepreneurial

companies in a core area of a radius of a maximum of 100 kilometres around the ecopark.“ Fundamentally it is important to foster the communication networks. Franke advised the development of a clear image of the ecopark brand and more intensive networking. Info: Uwe Haring, ++49 (0) 4471 709811, u.haring@ecopark.de.

**Grimme to build a development and production centre in the Niedersachsenpark.** For decades Grimme Landmaschinenfabrik of Damme has been developing and constructing its own sifters and conveyor belts, which are used in their own as well as external products. In order to reinforce this important core competence, the family-run business has invested over 7.5 million euros in a new 10,000 sqm development and production centre. The production capacities are increased on a lasting basis by this extensive investment, in order to do justice to the globally increased demand also in future. As from 2012 more than 80 employees will produce belts on state-of the art facilities. With over 4,500 belt variations and sales markets in over 100 countries of the world, Grimme is one of the largest manufacturers of sifters and conveyor belts. Info: Jürgen Feld, ++49 (0) 5491 666-616, j.feld@grimme.de.

**The representatives of the three large industrial estates in the Oldenburger Münsterland render a positive judgement after their visit to Expo Real in Munich.** Thus the c-Port, the ecopark and the Niedersachsenpark were again a significant subject at the international trade fair for commercial properties and investments with a total of 1610 exhibitors and 37,000 visitors. Project developers, building contractors and estate agents were interested in the favourable position of the locations in the north-west of Germany and were keen to find out more about the individual advantages of the areas. Info: Uwe Haring, ++49 (0) 4471 709811, u.haring@ecopark.de.

**Öffentliche Versicherungen Oldenburg with severe weather warning service for local communities:** As from now Öffentlichen Versicherungen Oldenburg are offering a new service for local communities in the Oldenburger Land region: “WIND for local communities“. This is a severe weather warning service analogous to the “Wind & Wetter“ warning service for all customers. With this new service the “Öffentliche“ are warning the local communities about extreme weather conditions such as storms, heavy rainfall, thunder and lightening, heavy snow, black ice and also extreme temperatures (heat and very heavy frost). Furthermore twice daily from 1st November to 31st March every year the local communities receive the current winter service weather forecasts with information concerning new snowfalls, risk of ice and expected temperatures. This service was specially developed for the local communities and is intended, for example, to support the planning of winter operations. The warning messages come from the professional, the leading private provider of Meteomedia severe weather warnings. The service can be received by SMS, email or fax – up to 36 hours in advance on 365 days a year. And precisely according to postal codes and even to earth coordinates in the case of thunderstorms. In summer two pilot communities, Damme and Jever, tested the service for several months. The responses concerning the precision of the warnings sent were exclusively positive. After the successful test phase, the new “WIND für Kommunen“ severe weather warning service is to be made available to all communities. All information on this subject is available at [www.oeffentlicheoldenburg.de](http://www.oeffentlicheoldenburg.de) and from Karin Willers, ++49 (0) 441 2228446, karin.willers@oevo.de.

**The climate crisis is forcing us to take immediate action on a worldwide basis.** This opinion was presented by climate researcher Prof. Dr. Stefan Rahmstorf in a presentation in the context of the OLB Forum. Politics, industry and society as a whole did not take previous warnings seriously enough, criticised Rahmstorf. He named the causes and consequences of global warming and referred to some approaches to solving the problem. Only a small time frame remains if global warming is to be kept below two degrees, he explained. If we continue to emit as large quantities of carbon dioxide as we do at present, we will have used up our contingent within less than 20 years, he said: “Time is getting very tight.“ It is positive that we have now started to use renewable energy. This must be done in a more effective way, however. In Europe the best locations for the different forms of acquiring renewable energy must be used. As a consequence we could also acquire significantly more favourably priced electricity than will be the case if we simply continue to rely on fossil fuels, the speaker emphasised. For many of us, it is a fundamental problem that money needs to be available in the first place. It is not easy without state subsidies. For this reason Prof. Dr. Rahmstorf requires a clear concept from the German government. He predicted a great change in the use of energy which in future would also influence all areas such as mobility, for example: “By the middle of this century we will have progressed from the fossil era into a completely decarbonised era.“ The transition will bring many positive effects such as a lower level of air pollution in the towns. Info: Meike Laumann, ++49 (0) 441 221 1277, meike.laumann@olb.de.

**New WEDA call-up station for animals kept in groups:** From 2013 onwards it will be a statutory requirement in pig housing to keep pregnant sows in groups. Thus WEDA has developed the new Sow-Comp call up station with improved visualisation and where it is possible to connect up to 25 appliances. With the new system farmers can organise how they keep their animals in a more flexible and efficient way. In future these instruments will become increasingly important because they have a positive influence on the success in the piglet production during the sow’s pregnancy. Every animal is identified on the control computer via an ear transponder which coordinates the feeding requirements according to the individual animal data. The feed quantity is set according to the class and pregnancy and automatically adapted on the basis of the sow’s weight. The system administers the relevant quantity selected for the sow into the feed trough. If an animal has exhausted its contingent, the system switches off the components in order to prevent wear and tear of the technical equipment as well as to save energy. Info: Carsten Bergstedt, ++49 (0) 4441 870565, c.bergstedt@weda.de.

**35 business studies students graduated at the FHWT.** The Chairman of the General Meeting, Councillor Albert Focke, congratulated them on their performances and acknowledged the contribution of the FHWT graduates in the development of regional small and medium sized businesses. "An investment in knowledge always pays the best interest", is a well-known statement by Benjamin Franklin. And in keeping with this, the rural districts of Vechta and Cloppenburg are supporting the FHWT in the context of "Wirtschaftsförderung durch Qualifizierung" (economic promotion by qualification). Info: Helga Ostendorf, ++49 (0) 4441 915100, ostendorf@fhwt.de.



Graduates of the FHWT.

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**Successful promotional performance of the Bremer Landesbank:** For its image brochure "Gesichter einer Bank" (facets of a bank) it was placed second from a total of 130 entries for the ARNO 2011 awards from all over Germany. ARNO is an award presented by the Deutscher Sparkassen- und Giroverbandes (DSGV) for trend-setting and effective public relations work. Info: Ina Malinowski, ++49 (0) 421 3322540, ina.malinowski@bremerlandesbank.de.

**The supplier Graepel is doing big business with Caterpillar:** Even the world market leader in the field of construction machinery equips its new motor graders, wheel loaders and dumper trucks with ventilation grids made of perforated steel plates from Graepel. Thus the motor graders of the new 140M2 and 160M2 series fulfil the stricter emission regulations according to interim tier 4 / level IIIB. A technical trick prevents the warmed-up cooling air from being sucked back into the engine compartment by means of turbulence. Graepel produces the perforated circuit boards made of forged steel plates in the parent plant in Lönningen. The finishing with KTL-powder coating is done by the factory in the USA which has been set up in particular for large-scale customers. The parts are supplied pre-finished to Caterpillar. And the suction grids for the new wheel loader models 950K, 962K, 966K, 972K and 980K also come from Graepel. Special creases make them extremely torsion-resistant. A large-scale version is also used for the new dumper truck 775G. The super-truck - which weighs 112 tons - is not approved for use in regular traffic. It is used principally in raw materials mines all over the world. The components from Graepel are some of the largest of their kind with a surface of 3.6 square metres. In addition to ventilation grids, the manufacturer also supplies the strong steps up to the driver's cab of the wheel loader. As one of the first manufacturers, Graepel produces according to the specifications of the RAL quality seal for perforated steel plates. Thus the quality of the grids exceeds the standard of DIN 24041 as far as levelness, alignment and surface quality. Info: August Lanfermann, ++49 (0) 5432 85166, lanfermann@graepel.de.

**In the fierce bidding duel for the licensed Hanoverian stallion Bodycheck at the X. ESI Auction in Klein Roscharden the final bid was made by the Australian Chris Chugg.** The rider placed seventh in the World Cup invested 142,000 euros for the talented four-year old son of Balou du Rouet-Carismo, bred by Fritz Tietjen of Bremen. "The fact that Bodycheck went to Chris Chugg means that we are virtually bound to see the stallion again in high-level sport. This bay horse certainly has the potential to get to the top", Henrik Klätte and Otto Vaske said with conviction as well as pleasure. Overall the two ESI organisers were very happy with the outcome of the jubilee event at which riding horses and foals were auctioned together for the first time. The total turnover relating to 28 auctioned showjumpers amounted to 660,500 euros, the average price being 23,589 euros. The 49 foals sold cost a total of 377,500 euros. The average price here was thus 7,704 euros. 14 riding horses and 20 foals were sold to owners abroad, six of them going to Russia, six to Austria, five to Italy and five to the USA. Info: Dr. Tanja Becker, ++49 (0) 4441 9056195, tanja\_becker@equitaris.de.

**Beckermann at the largest kitchen trade fair in Germany.** The Möbelmesse Ostwestfalen (MOW) is the most important presentation of trends and novelties in the kitchen trade for the coming year. Beckermann Küchen presented itself with 90 exhibitors on an area of almost 8000 square metres in the completely new fair forum "area 30" in the kitchen "world headquarters" of Löhne. The response was tremendous: approximately 400 kitchen companies from England, France, Belgium, the Netherlands, the GUS States, China and Germany came to the fair. A total of 1000 visitors came to the Beckermann stand to find out more about the numerous new models, colour trends and the latest technology. Info: Gunda Dietrich, ++49 (0) 4478 8822, g.dietrich@beckermann.de.

**Markus Ideler is new workshop manager at Andreaswerk.** He is the successor of Bernard Dalinghaus, who has now retired. Under his management the number of workshop places was increased from 183 to the current 670. In addition as employers' representative for industrial safety he ensured that the different production areas from the bakery to the laundry all complied with the high safety standards of the Employers' Liability Insurance Association. Info: Jutta Fülbiel-Floren, ++49 (0) 4441 960-252, jutta.fuelbiel-floren@andreaswerk.de.



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