

# WORLD OF GÜNTER

## NEWSLETTER N° 30 / 2013

GÜNTER KUNSTSTOFFMASCHINEN GMBH



### MAIN FEATURE:

# 30 YEARS OF HETTLER!

A milestone anniversary is the perfect occasion to reflect on years gone by and to pave the way for the future. This is how contemporary history stays alive and illustrates how visions within a team lead to success through diligence and proficiency. This newsletter highlights important events in the history of the long-standing Hettler-Systeme GmbH and tells how a technological idea developed into a successful, medium-sized business in Germany, which today operates worldwide and determines the market. We have and are still measuring our success on the close cooperation between management and staff when realizing company goals as well as the consistent focus on quality products and customer satisfaction. Every vision begins with a conceptual journey; every success with practical implementation.



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## AT HETTLER, KNOTS ARE THE SOLUTION

### 30 YEARS OF DEVELOPMENT, CONSTRUCTION AND PRODUCTION OF MACHINES FOR KNOTS AND LOOPS / SLINGS

Who hasn't tried to desperately unravel a knot? Those knots that are lashed really tightly can become a problem; as a rule, only an unraveled knot is a good knot.

Things are approached differently at Hettler-Systeme. Here, knots can't be tight enough. Here, every knot must fit perfectly. The automated knotting of threads, ropes, cords and other elements is the main task of the machines and equipment manufactured in our company. Whether it is cords for tote bags, pull cords for sanitary bags or loops for hang tags and air fresheners – only the correct knot in the correct position results in the perfect product. The modules necessary for knotting are innovative in-house developments and make the processing of various materials, from cotton to textile-covered rubber bands and polypropylene or Lurex threads, possible. The high-performance equipment from the Hettler EXACTA and FK 2000 range, are in operation around the world.



Hettler

30 YEARS  
1983 - 2013

### CONGRATULATIONS!

Nowadays, Hettler-Systeme is one of the world's technological leaders. Hettler is synonymous with innovation, quality and customer friendliness.



## 30 YEARS FIRST-HAND KNOWLEDGE OF KNOTS AND LOOPS

In the sense of knot techniques, a loop is a long eye ('O' shaped piece) in cordage or work of bands that is fixed by means of a knot. A noose, on the other hand, is continuous and lashes together, like a lasso. The EXACTA E1 hang tag production machine automatically equips hang tags with a knotted thread loop. The knotting device processes all usable thread materials with thicknesses ranging from 0.5mm to 2.5mm. The tried and tested knotting device of the EXACTA E1 hang tag production machine of the EXACTA series is in constant use. Particular challenges lie in the exclusive processing of elastic thread material. That is why the focus here is on monitoring the tightness of the knots. For packaging the hang tags on a conveyor belt, the EXACTA E3 hang tag production machine produces carrier strips with hang tags for further automated processing at a transfer station. At the FK 2000, which was developed for the manufacture of drawstring bags, two knots are generated simultaneously in the knotting device, which in turn determine the pull loop.



A Hettler advertising motif  
from the 1980s

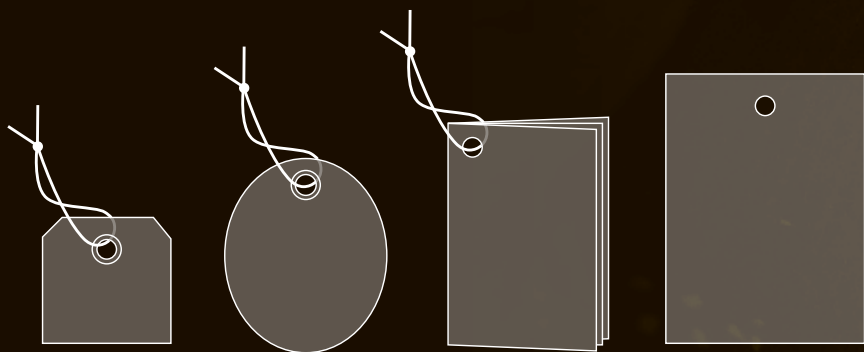




## 30 YEARS OF PASSION AND INNOVATION

Albert Hettler began as a mechanic and technician for machines used to weave and spin textiles. He was a tinkerer, and it annoyed him that every thread that tore on the automated loom had to be re-knotted by hand. There had to be a different solution! That is how Albert Hettler had the idea of an automated knotting device. In 1983, together with his wife Heidi, he founded the Hettler Maschinen family business and dedicated his passion to the invention and development of machine tools. A few patents document his inventive mind.

From recognizing the problem, to the technical solution and business implementation of the solution, Albert Hettler applied himself to the realization of his ideas, contemplating them from various perspectives. An example of this is the way in which etiquettes are hung on bottles. The inventor Hettler focused on automating a process that was still being done by hand in the 1990s. As a businessman, he also saw the large potential for expanded marketing. Specially designed advertising message carriers could be automatically attached to bottles and other packaging with his contraption. Verpoorten was the first business partner for the new advertising idea at the time.

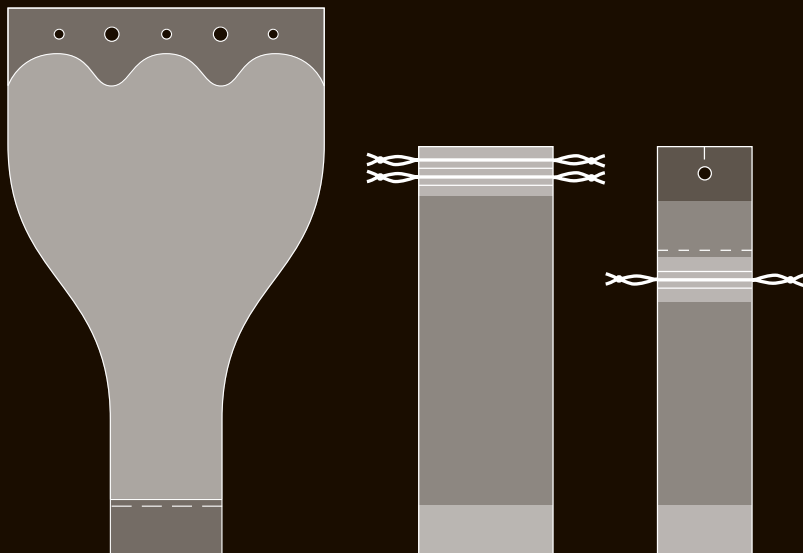


Albert Hettler  
(19.03.1939 – 01.02.2010),  
Founder and long-time  
managing director of the  
company



## 30 YEARS OF SYSTEMATIC TECHNOLOGY

The machines and equipment made by Hettler stand out through their high degree of innovation and very high quality standards. Furthermore, the engineers and employees have a close relationship with Hettler's customers, and strive to incorporate specific needs and demands as quickly and efficiently as technically possible in to new products, while adapting tried and tested products to current technological standards. In addition to systematically monitoring the needs of the market, the basis for this is also the knowledge concerning the technical development of the competition. In this context, Hettler-Systeme regularly faces the competition at national and international trade fairs in order to quickly recognize trends, to fill market gaps with their own innovations and to set standards. Thanks to systematic technological observations, the critical analysis of their own products and the needs analysis of their customers, Hettler has not only succeeded to stay on the ball for 30 years, but also to have a determining influence on the global market.



Warp tying machine from the 1960s, predecessor to today's EXACTA machines





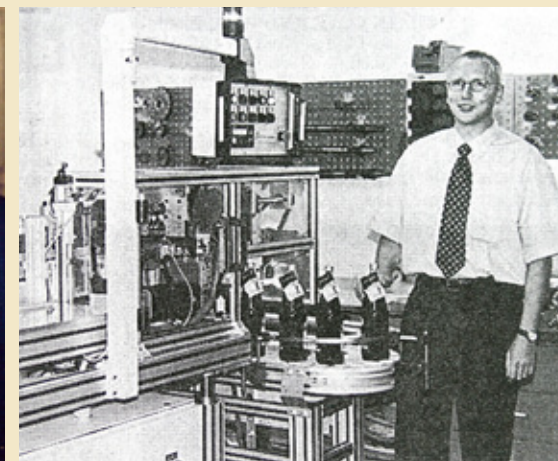
## 30 YEARS HETTLER – THE CHRONOLOGY



In 1983, Albert and Heidi Hettler founded the family-run business Hettler Maschinen in Reutlingen. Their main product was the EXACTA, a machine for the production of hang tags made from diverse materials and in various shapes. A further product from the early days of the company was the FK series for the production of a variety of drawstring bags. After the family business was transformed into a GmbH (a limited company) in 1990, Johann Bachinger and Hans-Gerhard Lang became new partners of the company in 1995. The company's main business at this time was machines that manufactured drawstring bags, as well as specialized machines. In 1997, Hettler GmbH applied for the innovation prize with its special hang tags for bottles, which were designed as advertising carriers. With the expansion of the company through the new construction of a 1000 sq meter hall, the corporation managed to achieve sales of 7.5 million Marks in 2000.



Heidi and Albert Hettler, 1985



Hans-Gerhard Lang at the EXACTA E3, 1995

**1983**

Founding of Hettler Maschinen

**1990**

Re-foundation as a GmbH (limited company)

**1995**

Two new partners join the company

**1999**

New construction of a 1000 sq meter hall

**16.03.1988**

Patent for "stacking mechanism for polyethylene bags" (still in use today as a rack for wicketed bags)

**09/1993**

Patent for "methods and equipment for attaching etiquettes to containers' with hang tags on rolls of carrier tape (still in use with the EXACTA E3 today)

**1997**

Collaboration with Verpoorten, etiquettes as advertising carriers on bottles



## 30 YEARS HETTLER – THE CHRONOLOGY



From this time on, four groups of products are decisive:

1. Machines with a modular assembly system for the production of drawstring bags
2. Machines with a modular assembly system for the production of hang tags
3. Machines for the production of cord carrier bags (semi-automatic).
4. Specialized machines for paper carrier bags, folders with corner elastics, etc.

The increasing demand for drawstring bags in limited quantities forced the manufacturers of such bags to direct their attention on set-up times and production speeds. Hettler saw this trend as an opportunity and in 2001 developed a completely new machine, the FK 2000, for the production of drawstring bags. Thus, Hettler increased its output by almost 50%. In 2004, the re-foundation of Hettler-Systeme GmbH takes place. On 2 May, 2008 the word mark Hettler-Systeme GmbH is officially registered at the German Patent and Trademark Office. Through this reorientation of the company and the take over through the new management in 2012, the EXACTA hang tag production machine series, the FK 2000 machines for the production of drawstring bags, and the FBM 950 machines for the production of conical flower bags are immediately part of the company's portfolio.



Hans-Gerhard Lang (2nd from left) and Karl-Heinz Grünes (5th from left) at the Emballage Trade Fair, Paris 1998

### 2000

29 employees work at the company

### 2001

FK 2000: new development of a machine for the production of drawstring bags



### 2008

Registration of the word mark Hettler-Systeme GmbH

### 2001

Patent for "methods and equipment for attaching a cord to carrier bags"

### 2004

Re-foundation of the Hettler-Systeme GmbH

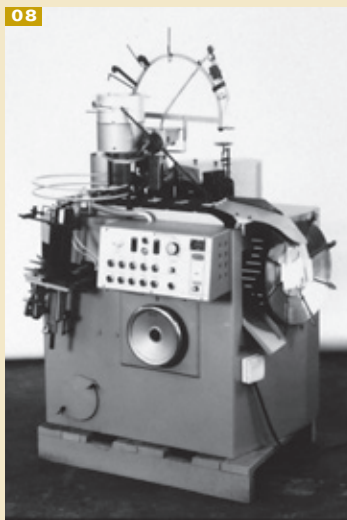
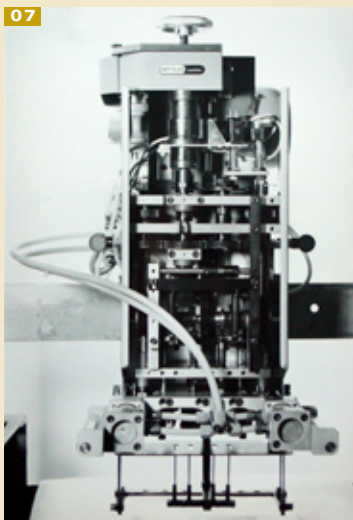
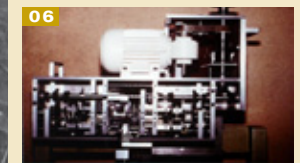
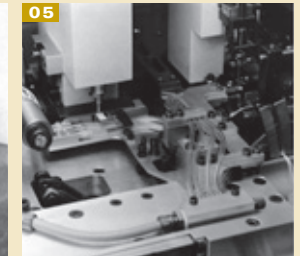
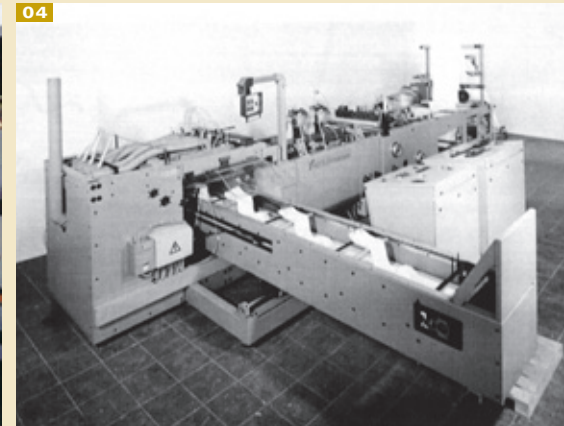
### 2012

Revised portfolio after takeover by new management





## 30 YEARS HETTLER – THE CHRONOLOGY



01 Special machine for Ritter Sport chocolate, 1993 02 Double knotting device DK 82, 1982 03 Albert Hettler with the EXACTA E1, Drupa 2000 04 US 91, predecessor of the FK 2000 05 EXACTA jewelry labels, 1996 06 Double knotting device DK 87, 1987 07 Double knotting device DK 86, 1986 08 EFA, predecessor of the EXACTA E1, 1975 09 FK 2000 at the K 2001 10 EXACTA E1, 2003 11 Albert Hettler (right), Hans-Gerhard Lang (middle) with a business partner at a trade fair 12 FK 2000, 2013





## 30 YEARS HETTLER – INTERVIEW WITH JOHANN BACHINGER

**Mr Bachinger, Hettler-Systeme is celebrating its 30th anniversary. You are one of the closest colleagues of the company's founder, Albert Hettler. You yourself have been a partner in the company and are good friend of the Hettler family. Today, you are the production manager. What moves you personally when you look back on the company's history?**

I have been with the company from the beginning, and that does make me a little proud. Hettler is a part of me, just like I have become a part of Hettler. Thirty years of company history are also thirty years of my life, in which I had the opportunity to grow with the company, and in return, invested my knowledge and skills in the company. Everyone, who can look back on such a long period of employment, knows what I am talking about.

**What was and is so special for you to be a Hettler-ite?**

The entrepreneurial couple, Albert and Heidi Hettler, has always seen the company as part of the family, and that is how a very pleasant, almost familial business environment was created for me and all other employees. That has survived until today. The right

surroundings are reflected in the performance, because like in a real family, every employee needs to make their contribution towards the company's success. The excellent reputation of our machines on the market is our incentive.

**But it's not all roses ...**

No. Of course the company has undergone hard times, during which new paths had to be paved. It was exactly then that Albert Hettler insisted on the personal dedication and commitment of each and every employee, thereby bringing the "company family" even closer together. From that I learnt that critical times in a company are definitely an opportunity to re-position itself on the market with improvements. Don't be passive, be proactive if the road becomes rocky.

**Was that one of the secrets of success for Hettler Maschinen on the market?**

Not a secret per se, but a key factor for sure. Rather, the secret was and still is the modular design of our machines. Small units can quickly be transformed into something new, or adapted to customer needs. This has allowed us to react quickly to market demands and to tap into niche products to generate additional profits.

Let's take the FK for example. It is a seam welding machine for the production of various drawstring bags. That which works for laundry or hygienic bags could be transferred to conical flower bags, and that is how, at one point, our production branch for machines that produce flower bags based on the drawstring unit was established – when the demand was there.

**This permanent search for innovative solutions brought the company in contact with other well-known companies ...**

Yes, our machines work for companies such as Pely-Foloen or Stihl machine saws. I should also mention Verpoorten. Yet to list all of them, that would go beyond the scope of the interview! Knots and loops knotted with Hettler machines can be found on many products around the world, even at the end of many delicious sausages.

**To put it in a nutshell, Hettler stands for innovation and flexibility in terms of the customer today, as it did 30 years ago.**

Yes, I can really emphasize that. Today more than ever, our customers' needs are the gauge of our work. The globalized market demands top performances from all employees,

regardless of whether they are a technician or a manager. We meet this demand, and that is our challenge for the next 30 years.

**Thank you for the interview.**



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## TIE A KNOT AS A REMINDER OF THE K 2013

### "SAVING THE BEST FOR LAST!"

We have saved a particularly special piece of information for the end of this newsletter: Hettler-Systeme will again participate as an exhibitor at the K 2013 in Düsseldorf in October. This international trade fair only takes place every three years. The K 2013 is one of the most popular trade fairs worldwide among experts of the plastic and rubber industry. We look forward to being able to represent our company here in our anniversary year. The close collaboration with our partner company, Günter Kunststoffmaschinen, makes this possible. They will also be celebrating a milestone birthday this year. On a total of 280 sq meters of presentation space, visitors to our booth in Hall 3 will be able to convince themselves of the performance capabilities of both companies. The technicians and engineers are already working on the final touches of the exhibits. Hettler is going to present a tangible unit to those interested in October. This unit is definitely worth the trip and sets international standards. Yet we won't reveal anything else, because what is more fitting to a milestone birthday than a big surprise?



If you would like to view our successful model at the K 2013 in Düsseldorf, then be sure to record the dates of the trade fair. Us Hettler-ites will be at our booth in Hall 3 from the 16th-23rd October 2013. You are cordially invited to a fascinating live demonstration and interesting technical discussions. Celebrate Hettler-Systeme's 30th and Günter Kunststoffmaschinen's 50th anniversary with us, and anticipate our presentations and exhibits.



**PS: HAVE YOU TIED A KNOT  
IN YOUR HANDKERCHIEF YET?**

**K 2013 IN DÜSSELDORF  
FROM 16-23 OCTOBER 2013  
HALL 3**



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