

WORLD OF GÜNTER

NEWSLETTER N° 50 / 2013

GÜNTER KUNSTSTOFFMASCHINEN GMBH



MAIN FEATURE:

50 YEARS GÜNTER!

When Hans-Jürgen Günter founded his trading company “electronic Hans-Jürgen Günter” in Ritterhude near Bremen in 1963, he could not have imagined that 50 years later his name would stand for a complete family of high-quality plastic processing machinery made in Germany, working reliably day to day all around the world. The “Günter Kunststoffmaschinen GmbH” started as a small sales agency for film welding machines and today is an internationally active medium-sized company with a market-dominating position. Modular construction, process-engineering know-how and highest quality demands are the special characteristics of the plastic welding machines and installations made by Günter.



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WE WANT TO CELEBRATE THIS!

A company which has proved itself in the fiercely contested plastics and rubber industry market can indeed celebrate this anniversary. Many people have contributed to the success story and been associated with the company during the years. Günter expresses its gratitude to all customers, business partners, suppliers and competitors, who have "driven" us to technical masterpieces, who motivated us, who trusted in us, who co-operated with us, who kept their faith in us, who stayed the course with us, and who identified themselves with us. Of course, a big Thank You goes out to the employees of the company Günter, who were always there when the company needed them, who loyally gave their best every day; without their support such a jubilee would be almost impossible to reach.



WE SAY THANK YOU!

Together with our gratitude, we promise to invest our ideas and our strength in the development of innovative, high-quality machines and installations aligned to the needs of our customers, also in the future.



50 YEARS OF CONTINUITY PRESENCE ON THE K IN DÜSSELDORF AND OTHER TRADE FAIRS ALL OVER THE WORLD

The international community of the plastics and rubber industry meets regularly and shows products and innovations of today, tomorrow and the future. The industry's most important fair and trade location is the K in Düsseldorf. Here, exhibitors and specialist visitors with decision-making authority meet in order to grow lucrative business relations from new contacts. For Günter, the K fair was and is the ideal platform for the presentation of the capabilities and the variety of possible applications of the machines. The company exhibits continuously on the Düsseldorf K fair since 1971. The legendary AB 1600 with the enormous working width of up to 3600 mm was the first system of a complete product line of high-quality, innovative machines on the fair. The heat impulse welding procedure, characteristic for all Günter film welding machines, was exhibited for the first time there. Günter is the market leader for welding and processing thick films of up to $4 \times 250 \mu$ still today. The far most successful fair presentation for Günter was the K 1992, when the company presented a multi-faceted product range together with the manufacturers DIECK®, ELWA® and STIEGLER. With almost 50 sold machines Günter counted among the most asked for and most successful exhibitors of the K 1992, according to press releases.

Many innovative products will be presented also on the K 2013, when Günter presents itself for the 14th time in a row to the critical eyes of the professional visitors. The visitors will not be disappointed ...



At the Günter fair booth,
in the course of time, on the
K 1979 and the K 2010.

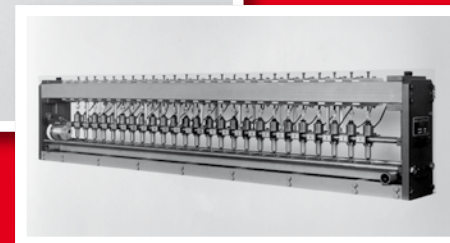
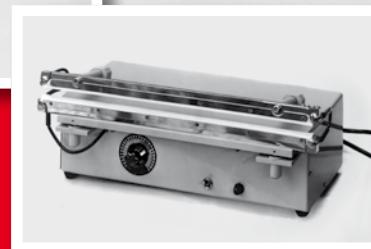
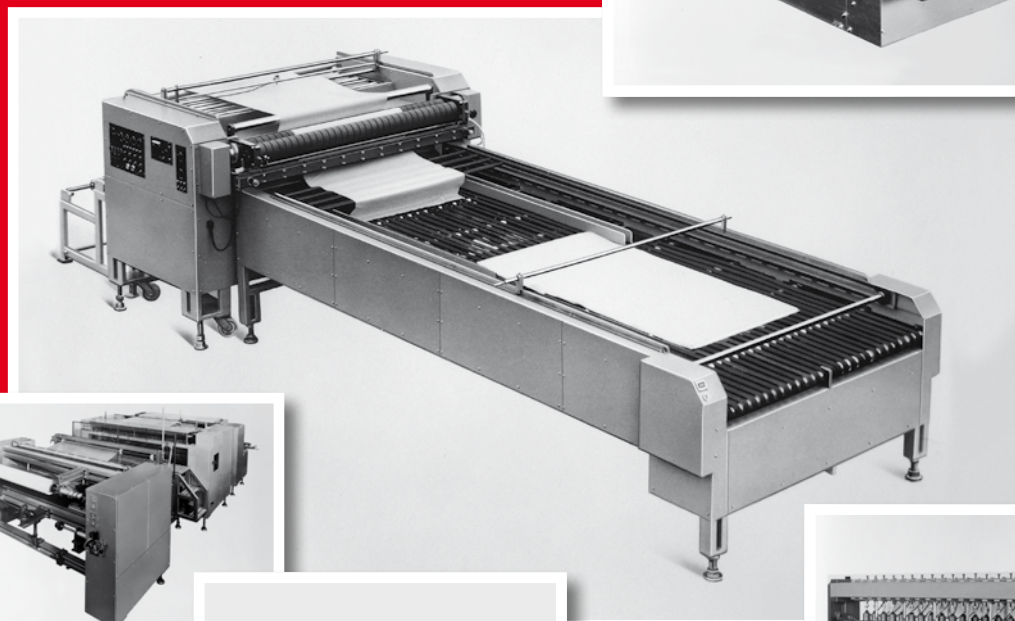
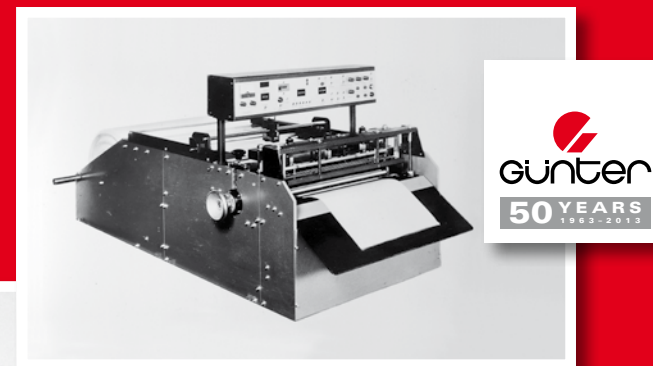


50 YEARS OF INNOVATION WITH KNOW-HOW AND MARKET KNOWLEDGE TOWARDS EVER BETTER PRODUCTS AND TECHNOLOGIES

Companies which want to compete successfully in the market must know the market demands exactly and react very swiftly to these. The development teams and customer advisors of Günter have always searched the proximity to the customer. They always succeeded in developing and producing very targeted and technologically mature installations in a close co-operation. The modular construction of the majority of the plastics welding machines from the company Günter has proved to be the basic technological principle for this. The multitude of possible combinations allows quick reaction and flexibility to customer demands and thus to contribute existing know-how to the value creation process in an optimal way.

The opening of new markets is a very special challenge, because the courage to change and the power to innovate are crucial here. In her 50 year history, the company Günter can point out several successfully mastered challenges. An example for this is the conquest of the market sector for pallet shrink hoods in the early seventies, later also the block bottom hood sector. Still today, Günter is the only supplier of special winders for perforated shrink hoods. The rolls produced by this are appropriate for a later use on automatic packaging lines. Günter is also still the market leader for the working width up to 3600 mm on application-specific plastic welding machines.

Made by Günter stands for 50 years of know-how with a masterly implementation in the service to the customer.

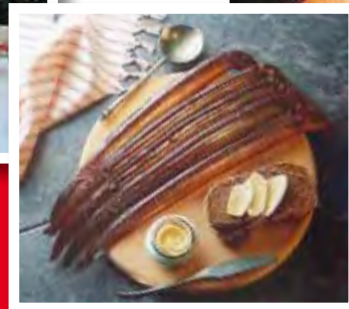


Günter plants from five decades
of company history.



50 YEARS OF MARKETING WITH ESPRIT AND INTUITION TOWARDS AN EFFICIENT MARKETING STRATEGY

With respect to marketing, the history of the Günter company is closely connected to the site of Bremen. Since the company moved from Ritterhude to Bremen, the new and more appropriate premises were able to improve the direct customer contact thanks to new in-house expositions. In the late seventies/early eighties, the new construction in the industrial area created an entity tailored to the demands of the company, including a special exposition hall for Günter machines and plants for the first time. In direct contact to the customers during in-house expositions, the employees were able to analyse the demand situation with improved intensity, and react to market challenges with appropriate market-oriented strategies for the development of future-oriented products. Exciting publicity innovations, creating curiosity among the customers, turned out to be particularly efficient. Thus, thematic events as the culinary in-house expositions in Bremen acquired an almost legendary status in the late nineties. Beyond all specialist topics, the national and international guests tried many North German delicacies from smoked eel to the famous "Labskaus" when they discussed the capability of the plants and the service strategies in the Günter premises during the events which often lasted several weeks. Among all marketing strategies developed in the last 50 years, close customer bonds have proven an ideal precondition for a quick and targeted reaction to the markets.

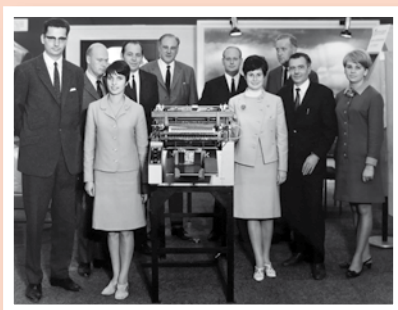


above: Günter advertisement from the nineties
"The market challenges us – we strike back"
left: Günters culinary events in Bremen.



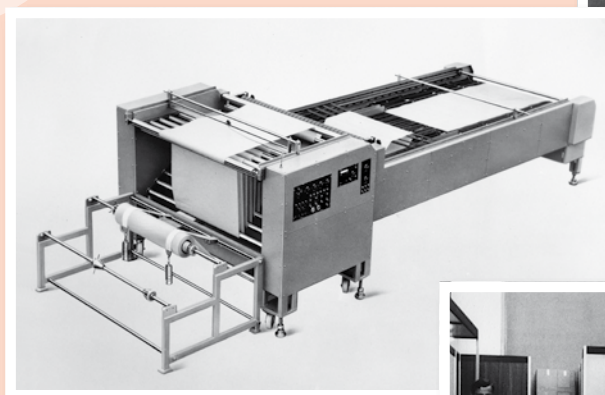
GÜNTER CHRONICLE – THE SIXTIES

Do you know Ritterhude? The history of the company “electronic Hans-Jürgen Günter” began in this little town near Bremen in the year 1963, when the young Hans-Jürgen Günter opened his sales agency for film welding machines. He analysed the market meticulously right from the start. Potential customers were in his focus as well as manufacturers and suppliers. Basing on his extensive knowledge, Hans-Jürgen Günter was able to convince the company DIECK® from Schleswig-Holstein to become his exclusive partner for the production of film welding machines. This co-operation was concentrated initially on the AB type which has become legendary in the meantime. This was the start of the distribution of plants for the production of packaging hoods, pallet hoods etc.; the first million in sales could be celebrated soon. Now it was the time to expand the company and to hire, apart from a secretary, an experienced specialist for sales activities. Thus, the later managing director Horst Sachse joined the company in 1968 and began to optimise Marketing and Sales according to the most modern aspects.



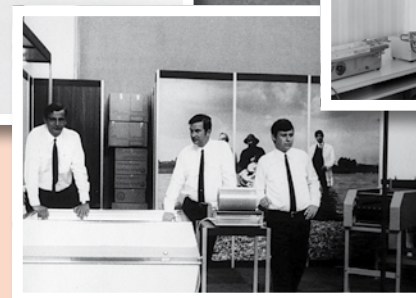
1963

Company founded by Hans-Jürgen Günter (left side) in Ritterhude near Bremen.



1968

Horst Sachse (right side) joined the company as Sales Manager.

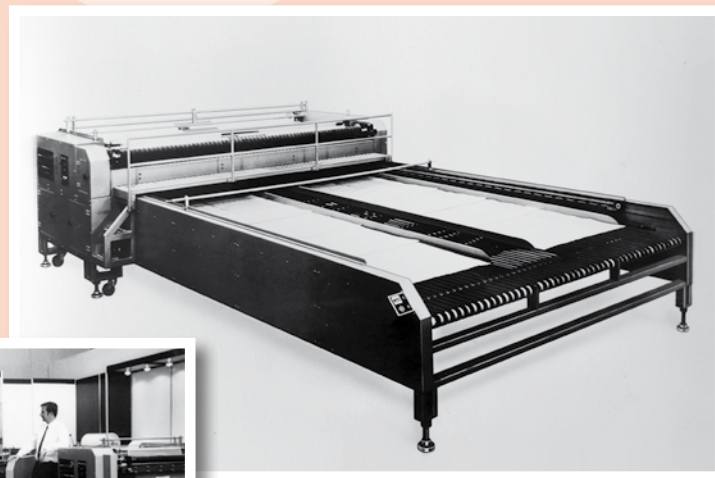


GÜNTER CHRONICLE – THE SEVENTIES

An important highlight of the new marketing strategy was the first presentation on the K 1971 in Düsseldorf. With the AB 1600, Günter presented a working width of up to 2000 mm (today up to 3600 mm) and showed the specialist audience a heat impulse welding procedure optimised for films up to a thickness of 250 µ. The big working width and the processing of thick films were two important unique selling propositions, focussed upon by the development activities of Günter until today. This know-how and the invention of shrink hoods opened a new market segment of pallet shrink hoods to Günter. This specialisation as well as the continuous own development of additional machine modules as e. g. the wrapper for perforated shrink films represented some important benchmarks for the competitors. Unfortunately, the positive entrepreneurial perspective was suddenly interrupted with the tragic death of Hans-Jürgen Günter on 24 June 1972. He died – much too early – in a plane crash. Horst Sachse, who was Sales Manager, took over the responsibility as new Managing Director.

1971

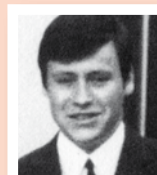
The first trade fair participation on the K 1971 in Düsseldorf, presenting the AB 1600.



1972

Hans-Jürgen Günter dies in a tragic plane crash on 24 June 1972.

Horst Sachse takes over the business management.



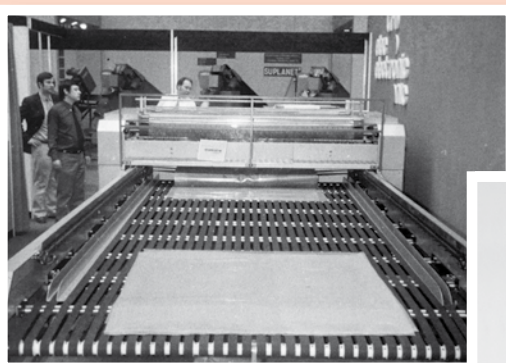
1971

Inspired by the triumph of the shrink films, Günter used his know-how for the development of trendsetting machines for pallet shrink hoods.



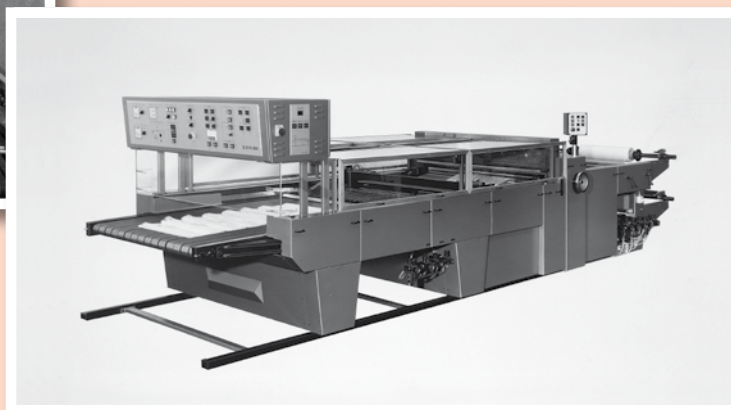
GÜNTER CHRONICLE – THE SEVENTIES

The co-operation with the company ELWA® was the focus of the second trade fair participation on the K 1975. The ELB machine type – new to Günter at the time – was the ideal complement to the DIECK® machines of the AB series. The higher power of up to 150 cycles per minute was the decisive feature in comparison to the competitors. The Günter portfolio now covered systems for the processing of thick films as well as plants for the production of thin film products e. g. bin liners or carrying bags. The corresponding single or multi-track unwinding systems could also be found in the portfolio. The move to Bremen, originally initiated by the company founder, was driven forward under the leadership of Horst Sachse. Finally, the company Günter was able to move into their newly constructed premises in the industrial area of Bremer Kreuz, where all departments were eventually under one and the same roof, in 1979. The representative exposition hall enthralled the customers in particular and gave new impulses to the marketing



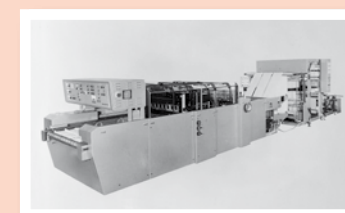
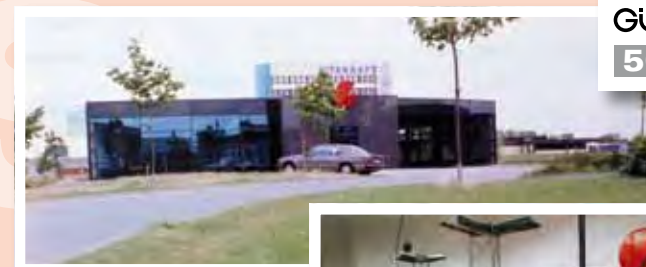
1975

Trade fair participation –
K 1975 in Düsseldorf.



1979

Move of the Bremen office to a modern
new construction with special show room.



1975

Exclusive distribution of ELWA® Machines
and DIECK® plants. Now the processing of
thin films for bin liners and carrying bags
is possible, too.



GÜNTER CHRONICLE – THE EIGHTIES

Apart from the DIECK® film welding machines, Günter also organised the distribution of DIECK® hole punches for the many different hole shapes and sizes. Günter's team developed a special product portfolio for the agricultural industry with thick, perforated films from the combination of both machine types in the mid-eighties. The crucial unique selling position for this product line was the big working width of almost 4 metres. Furthermore the technicians and engineers developed the idea to operate hole punches in-line with the extruder. This would allow the customer to produce perforated film in only one working step from one plant. These and other similar innovative and customer-oriented application processes allowed Günter to present the company successfully over many years on specialist trade fairs in three continents, in Chicago, Johannesburg, Paris, Barcelona, Milan and Birmingham. Apart from the plastics processing industry, also the packaging industry and logistics companies show interest in the Günter portfolio

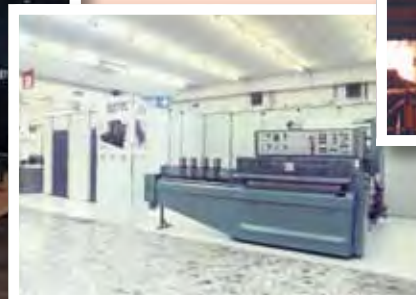
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1985

Extension of the hole punch product portfolio by a special product family for agricultural films (wide versions up to 5 m in-line).



EINE
LOCH
STUDIE



80IES

On specialist trade fairs all around the world, Günter's successful concepts set milestones for the competitors.



GÜNTER CHRONICLE – THE NINETIES

On 15 June 1990, the Federal gazette published a name change: The company electronic Hans-Jürgen Günter GmbH Co. KG became the company Günter Kunststoffmaschinen GmbH & Co. KG. The design of the first machine laid the foundation for a co-operation with Reifenhäuser, the market leader for extruders. Günter assumed the distribution and the production for her co-operation partner Stiegler, thus extending the product portfolio towards machines able to produce carrier bags, side weld bags and bags with a flap. The company Günter presented itself for the seventh time on the K in 1992. This turned out to be the biggest and most successful event in the entire history of the company. Together with her exclusive partners DIECK®, ELWA® and Stiegler, Günter sold about 50 machines during the fair. This was the best result the company Günter ever obtained on a fair. In particular, the new special machine for block bottom hoods with material savings and improved shrink properties, offered huge advantages for the plant operator, was accepted positively by the specialist audience.



1990

Development of the first machine for in-liners.



1990

Co-operation with the company Reifenhäuser and common take-over of the operative business of the company STIEGLER. Extension of the portfolio by machines for carrier bags and side weld bags.



1992

Biggest, most representative and economically most successful fair participation of the company Günter with the companies DIECK®, ELWA® and STIEGLER on the K 1992.



GÜNTER CHRONICLE – THE NINETIES

After selling Stiegler and after the end of the machines for carrier bags and side weld bags, the co-operation with the Germany's biggest Extruder manufacturer, the long-established family-run business Reifenhäuser, came to an end, too. The company Günter Kunststoffmaschinen concentrated again on her core business and the product portfolio composed of machines and plants by ELWA® and DIECK®. With her in-house expositions in Bremen and the culinary events, Günter achieved sustainable success with respect to customer loyalty. This was a bonus for the future, after the company Günter was sold to the former Trabant manufacturing plant Sachsenring in 1995. With the transfer, the complete manufacturing was relocated to Zwickau. The distribution remained in Bremen and achieved constant turnover figures. Also with her new owners, Günter participated in the fairs K 1995 and K 1998 as usual with her own stand, presenting the widest product portfolio on the market. The company created growth thanks to intensive customer retention.

1995

Sale of Günter to Sachsenring and relocation of the complete manufacturing to Zwickau. Assortment of ELWA® and DIECK® plants.



FROM 1995

Distribution in Bremen including regular in-house expositions. The culinary events with regional dishes have become legendary.



1992

Special machine for block bottom hoods.

1995 / 1998

The company Günter presents itself on the K in Düsseldorf in 1995 and 1998 with the widest product portfolio ever.



GÜNTER CHRONICLE – THE NEW MILLENIUM

In the year 2001 three employees joined forces and founded the company Günter Kunststoffmaschinen as associates by a management buy-out. Their objective was to take the company back to success as legal successors. This thought was implemented immediately on the K 2001 in Düsseldorf. From that time on, Friedhelm Dahl was responsible for the manufacturing of machines and plants as well as for customer service in his function as Managing Partner and Technical Manager. Alexander Crone-Rawe, another Managing Partner, managed the distribution of the complete portfolio in Bremen and took care for the marketing sector. After the final relocation of the production of DIECK hole punches from Ascheberg to Zwickau in 2005, now the entire Günter production is located in Zwickau

2001

New foundation of the company Günter Kunststoffmaschinen Zwickau by means of a management buy-out with Alexander Crone-Rawe (distribution) and Friedhelm Dahl (production).



2001

Fair participation and brochures K 2001.



2004 – 2005

Announcement of the relocation to the new headquarters in the Herschelstraße in Zwickau. Relocation of the DIECK® production from Ascheberg to Zwickau. This concludes the concentration of the production in Zwickau.



GÜNTER CHRONICLE – THE NEW MILLENIUM

A new chapter of successful co-operation started in 2004. The South German company Hettler contributes market-determined know-how about nodes and loops into the partnership. The co-operation with the company Menke is focussed on the BF machines for the production of bottom seam bags with bag lengths of up to 3000 mm and more, made of extremely thick or thin films, or films difficult to process. The new company - Günter - presented itself to the international experts on fairs in Moscow, Plovdiv, Bucharest, Milan, Belgrade, Dubai, Kielce, and Mexico City with her slogan "Bagmaking Machinery Solutions". The new management remained true to the tradition and did not miss a single K fair in Düsseldorf. The K 2001, the K 2004, the K 2007 and the K 2010 contributed to making the company profitable again and to give the company Günter a new and modern appearance. Expressive brochures in a new layout, fair stands matching this layout, and a corresponding Internet presence with the modern company logo complimented the new Corporate Design.

2004

Co-operation with the company Hettler (flower bags, drawstring bags, hanging labels).



2007

Fair participation K 2007.



2004

Fair participation K 2004.



2005

Co-operation with the company Menke (bottom seal machine type BF).



GÜNTER CHRONICLE – THE NEW MILLENIUM

The co-operation with the company Hettler was intensified in 2011. As an external sign of this, the logo, the brochures and the Internet presence were adapted to the Corporate Design. Hettler now advertises with the slogan “Innovative Machinery Solutions” and took over the complete distribution for Günter. When Friedhelm Dahl died after a short but severe illness on 22 February 2012, the now sole managing director Alexander Crone-Rawe undertook the necessary rearrangement of the company management for streamlining of the corporate structure and for a conversion of the company to the present Günter Kunststoffmaschinen GmbH. The closing of the Bremen office and the complete bundling of the forces in Zwickau are characteristics of this new structure. At the same time, the company creates a new success concept utilising her know-how about liners and their use in FIBC. The membership in the European Organisation EFIBCA and the resulting work as a consultant strengthen this concept.



2010

Günter is active on plastics and rubber industry trade fairs in Asia, South America and Europe.



2012

EFIBCA membership.

OFFICE
BREMEN

HEAD OFFICE
ZWICKAU



1 AUGUST 2011

The company Hettler assumes the distribution tasks for Günter. New, common Corporate Design and new marketing slogan for Hettler: “Innovative Machinery Solutions”.



22 FEBRUARY 2012

Friedhelm Dahl died after a short but severe illness. After the end of the necessary restructuring, Alexander Crone-Rawe becomes the Managing Director of the company.



2012

Closing of the Bremen office and bundling of forces at the Zwickau Herschelstraße site.



50 YEARS GÜNTER – INTERVIEW WITH ALEXANDER CRONE-RAWÉ

Mr. Crone-Rawé, congratulations on the 50th anniversary of your company. Half a century of company history stands for pride of the achieved, as well as for the efforts on the way to reach this...

That way was not always easy, our objectives demanded maximum performance from us, day by day. The plastics machinery segment is highly contested. The wishes and demands of the customers were often a reason for extra hours, but at the same time they motivated us and often created fantastic ideas. Our technicians and engineers always took it as a challenge to deliver high-quality engineering work in a masterly way, and to satisfy our customers all over the world with perfect service. Today, the brand Günter has a very good international reputation, and I am very proud of this. I express my gratitude to all employees of the company; without them, our success would never have been possible. I would also like to thank all the employee's families, who contributed indirectly with much tolerance and love to the success of the company Günter.

Your own life story is also closely connected to the company Günter. Can you please give us a little insight?

I started an apprenticeship at Günter as a wholesaler and export clerk in the year 1990 and

learned the basics of the international plastics machinery market there. After a short additional training at the company Stiegler, which was our co-operation partner at the time, I was taken over directly by Günter after the end of my apprenticeship. After having gathered some sales experience in the partner company Air Catering 1996-1999, I belonged to the core of the company Günter.

These are more than 20 years of collaboration at a success story. Why did you want to assume personal responsibility for the company?

The company Günter was in a crisis at the turn of the millennium. For me, a crisis always means new opportunities, giving way for an idea of a new future for Günter. To be honest, it took quite some courage. However, we were convinced to have a sustainable concept and the necessary specialist and social competence for a company takeover. I wanted to create something and I was ready to bring myself in completely. On 23 November 2001 we founded today's Günter Kunststoffmaschinen as a management buy-out. The development of the last few years has more than rewarded our courage.

Which milestones do you see in the last few year's development?

An important step was and is our partnership

with the company Hettler Systeme in South Germany. A new type of co-operation developed here under my management. The masters of knots and loops have enriched our portfolio by a good number of interesting facets. Furthermore they perform all distribution tasks for Günter. In the meantime we aligned the Corporate Identity of both companies to each other; from the logo to the web presence, everybody can see that the companies Hettler and Günter work hand in hand. We invite everybody to see this on the K 2013 in Düsseldorf at our common fair stand in hall 3, booth No. A72.

However, you closed the tradition-steeped office in Bremen after almost 50 years. What was the reason for this?

I see the closing as a further milestone of our development, however to another direction. The Bremen office has really made history for Günter. The culinary meetings were legendary, not only in North Germany. The in-house expositions which took place regularly allowed the Bremen staff to strengthen to customer loyalty in a decisive way. However, the company Günter has developed from a mere trade office to a market-dominating production company. Distribution is now performed by the company Hettler Systeme GmbH. For production, the tradition-steeped mechanical engineering site of Zwickau in the heart of Europe is the best choice



with respect to the requirements of our national and international customers, from my point of view.

Günter has engaged also in the bulk handling sector in the last couple of years, the keyword here is FIBC. Do you see a future market here?

FIBC have established as an intelligent, inexpensive solution for the transport and handling of bulk materials; they are a really sustainable answer to many logistical questions. For us as a company of the continuously evolving plastics industry it is crucially important to keep pace with the time. This means, apart from our core business, the plastic welding machines, also the development of new products. If we want to survive in the market, we must set stan-



50 YEARS GÜNTER – INTERVIEW WITH ALEXANDER CRONE-RAWE

dards and go ahead with own developments. This is the way I see for the company Günter Kunststoffmaschinen for the next couple of years.

And how do the FIBC fit into this strategy?

FIBC are often equipped with an interior bag, the liner. The technical development of these liners is currently heading in three directions: Reduction of film thickness, adaptation of the film properties and optimisation of the welding seam strength. The best film isn't worth anything if the welding seams tear or leak. German know-how by Günter is at the top here, market dominating and taking the lead.

Was it this market leadership that has finally recommended Günter for a membership in the EFIBCA?

The quality and durability of our plants has surely contributed to this. Today, we pass on our knowledge and our experience in the scope of our EFIBCA membership as a consultant. At the same time we leverage the transfer of information between the different branches within the organisation. For us as mechanical engineers

and the manufacturer of welding machines, the knowledge about the physical and technical properties of the films to be processed on our plants, are decisive. Knowledge creates advantages in competition!

Where do you see Günter in a couple of years?

At the forefront, of course! We will further develop our international representative offices. It has proven to have strong partners with a corresponding specialist competence directly on site. This has positive effects on our customer relations and creates even more loyalty and more trust in our plants and in our service. I have the vision that Günter becomes a real partner of her customers in the meaning of a win-win strategy, and that this partnership lives from synergy effects, and is pushed forward by these. The flow of information between Günter and our customers must be closely linked and, after all, personal. No long paths, no delegations.

An exciting project we will surely hear more about in the future. Sounds like a lot of work...

I am convinced that this task will be our greatest challenge for the near future, apart from the



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technical developments in the plastics industry and in the modern manufacturing technologies. Sounds easy, but is hard to do. However I know that we have an internal cohesion at Günter which makes this target appear realistic. We are on a good way.

Thank you very much for the interview.

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