

WORLD OF GÜNTER

NEWSLETTER N° 02 / 2014

GÜNTER KUNSTSTOFFMASCHINEN GMBH



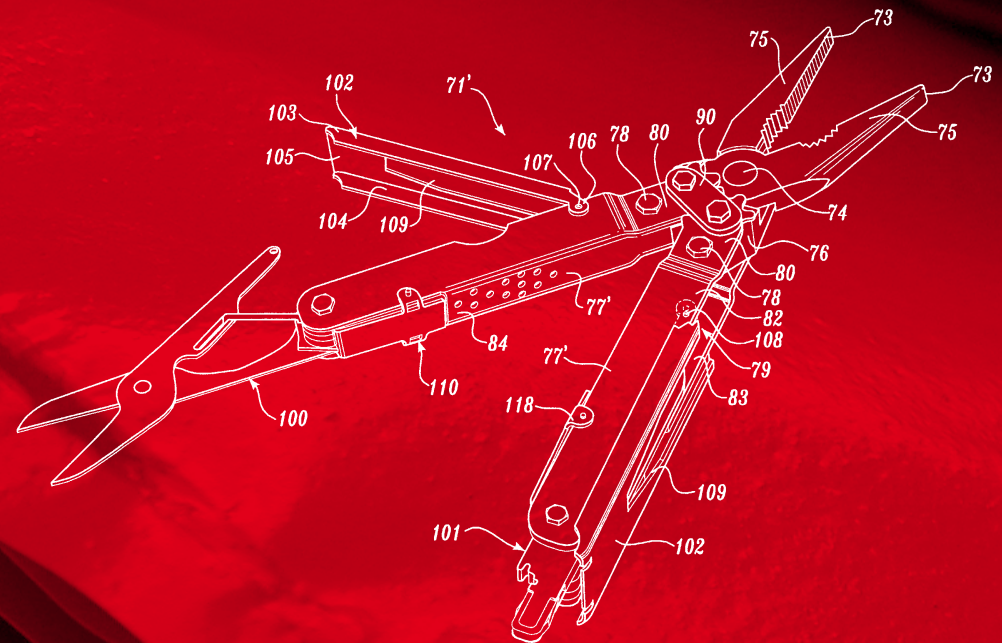
MAIN FEATURE:

POTENTIALS

The machines and equipment from Günter are characterised by one feature in particular: versatility. This versatility is a decisive factor for our customers in regards to the added value that is necessary for an advantage over the competition. Through different processes and supplementary aggregates, our plastics machinery can be implemented to solve different performance requirements with minor technical effort. This technical potential assures the long-term success of our machines and equipment. Through the precise analyses of individual demands on location, as well as the changing problem-solving perspectives, our engineers optimise the development and performance capabilities of our technology. The close collaboration with our customer service representatives ensures that our machines and equipment, dependent on the individual expectations of our customers in terms of success-orientated solutions, run at the best possible capacity with their current potential.

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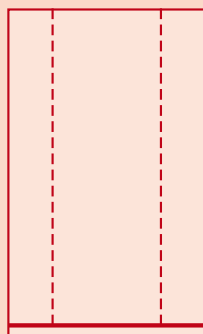


FASTER, BIGGER, WIDER: THE NEW BSM 1600

INCREASED CAPACITY DUE TO A LARGER WORKING WIDTH

Reliable machines and equipment that have been successful on the market are constantly under high scrutiny of changing market requirements. In particular, successful models such as the BSM 1000/1300 bottom-seam processor need to be continuously customised. Only the consistent exhaustion of the inherent technical potential of our machines secures the achieved market position in the long term.

The new BSM 1600, with a working width of 1600mm, makes it possible to produce bottom-seam bags and sacks without pinholes instantly. Depending on the product requirements the machine, which features bottom-seam welding equipment complete with an all round cutter (with a servo drive if requested) and a clamping device, can be customised with a variety of processes and ancillary equipment.



max. 1600 mm

TECHNICAL DATA BSM 1600*

Working width	1600 mm
Bag length	200 – 2500 (3500) mm
Film thickness	2 x 0,010 – 4 x 0,100 mm
Performance	15 – 150 cycles per minute

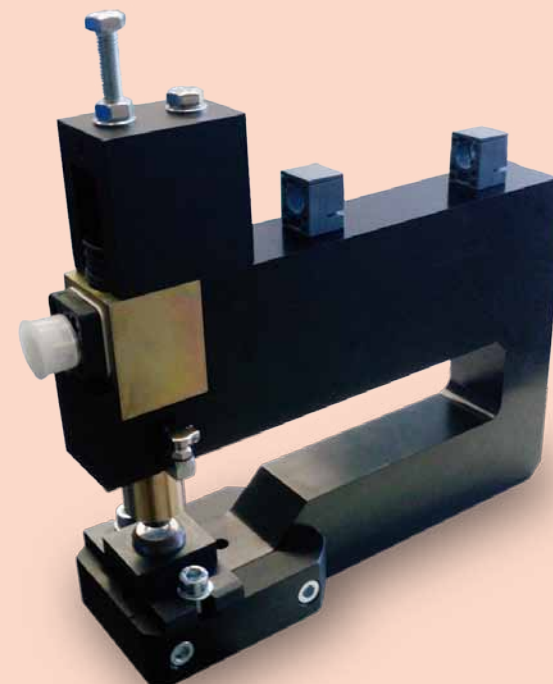
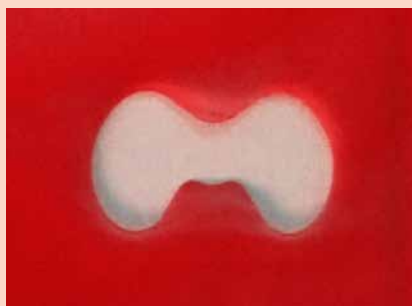
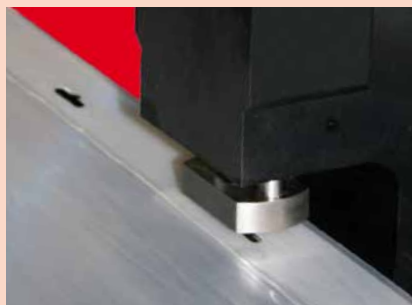
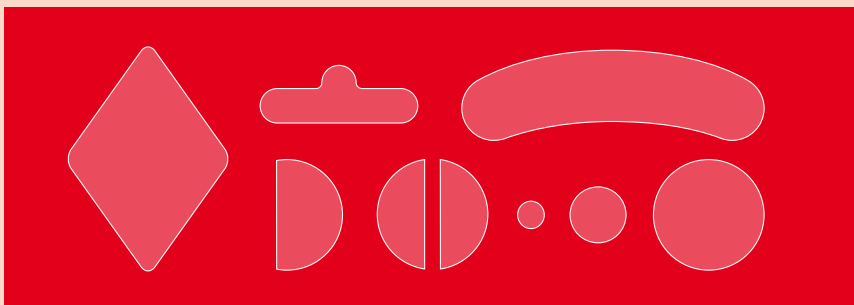
*Subject to technical modifications



UNIVERSALLY APPLICABLE: U-BRACKET HOLE PUNCHING MACHINES

EXPANSION POTENTIAL ON OUR OWN AND OTHER MACHINES

Modern packaging machinery needs to fulfil high expectations of flexibility and variability. In addition to shaping and filling, installing all kinds of vent holes and hanging holes, perforations and other opening aids is a process that requires the highest technical capabilities. With its U-brackets, Günter offers universal accessory equipment that runs almost faultlessly on our machines and equipment, as well as on third-party products, by means of our own consolidated management. Various electromagnets ensure a large gamut, while diverse cutting dies make the production of all shapes of holes, from the Euro hole all the way to resealable handle holes, possible.



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We produce dies for diamond-shaped, Euro hole, crescent-shaped, butterfly and round holes. Or would you rather prefer a custom die? No problem: U-brackets allow us to create all specialised shapes for you.

CUSTOM DIES FOR FORM-FILL-SEAL PACKAGING

RESEALABLE OPENINGS FOR CUSTOMER SATISFACTION

You know to appreciate modern resealable packaging if you've ever strewn the contents of plastic packaging on your kitchen floor. This so-called peelable FSS packaging is an important gauge to measure consumer buying behaviour. For the manufacturer, the technical challenge lies in the converted solution of a secure seal while simultaneously featuring a simple and secure opening or reclosability. Günter is currently offering a special punching press that lives up to precisely these requirements, and which can be integrated into existing FSS plants.



POTENTIALS – AN INTERVIEW WITH ALEXANDER CRONE-RAWE

Mr Crone-Rawe, almost one year ago you were talking about the 50th anniversary of Günter plastics machines in this newsletter. You put the focus of your success on two themes as the strategic objective of the company's future: 1. the new and ongoing development of the machines and equipment, and 2. an increased awareness of service in the company. What initial results can you give us in regards to the implementation of these goals?

ACR: My goal is still to increase the company's success by forming a strong bond between Günter and our customers. The first seed in this regard was planted with the first client contact. Each first impression that the company leaves with a potential client has the same importance.

Key word: Corporate Identity ...

ACR: Exactly. From our website to the printed materials, and all the way to the design of our trade show booths around the world – we make every effort to present the customer with a unified corporate image. We started with this, and the concept is bearing the first fruits. We are currently working on qualifying our service potential.

What do you understand by service potential?

ACR: During the last interview, I spoke about developing the relationship to our clients into a long-term partnership that is beneficial for both parties. For me, the key to this partnership is to exhaust all possibilities that we are able to generate through customer contacts and our range of services. It is just as important to provide service in a timely and qualitative manner, as it is to have continuous contact to the customer. This allows us to translate technical options into perfectly fitting solutions for our customers. We are only able to achieve sustainable success if we use all of the potentials available.

This is not something you can do without properly trained staff.

ACR: That's right. That is why we place a lot of value on the staff members who not only perform well professionally; soft skills, social skills are just as important. Only those who can integrate themselves appropriately and know their customers very well, in other words, those who are able to read the customers' wishes in their eyes, are able to offer perfect, long-term service in a globalised market. Personal contacts and the feeling of being well taken care of by Günter can lead to advantages over the competition. Every one of our staff members needs to internalise this awareness.

You have customers from around the world. There must surely be some difficulties with providing good local service within a reasonable timeframe?

ACR: Good service is a promise for the future. For the customer, this promise of service is one of the most important criteria when making a decision. He must be able to rely on our service. We have to find ways in which we can live up to our customers' trust. We have had good experiences with local partners, who provide services to our customers on our behalf. Here, we are pretty much using the advantage of our home turf – a very important potential regarding long-term customer loyalty. Incidentally, we

STAY CURIOUS!

Here is the first photo of our newest machine. Its capabilities are still hidden under the white cloth, and its abilities and proficiencies can only be assumed. Yet you can be sure of one thing: The wait will be worth it! We look forward to revealing the secret and introducing the Günter family's youngest member in detail in the next financial quarter ...



POTENTIALS – AN INTERVIEW WITH ALEXANDER CRONE-RAWE

currently have a further, very interesting service package for our international customers ...

You're making us curious ...

ACR: The key word is currency fluctuation. Together with the company's bank, we were able to put together a package that is a win-win situation for all involved. Without these fluctuating exchange rates on the market, it would be easier for us to agree on prices and to make a profit. Payment morale has improved because we've made it easier for our customers to observe the agreed upon conditions through stable prices. The default risk has been reduced significantly for Günter. I am proud to say that last year our company experienced the highest foreign sales since the company was reorganised and settled in Zwickau. Through this, we were able to enter into new international markets and welcome new customers.

Those are some real achievements that can be credited to service awareness within the company.

ACR: Everyday business has many facets. Our understanding of service is easy to describe: customer satisfaction. In day-to-day dealings with our customers, service and business partners, we are improving our understanding of the fact that communication is not a one-way

street, and that friendliness is a good advisor. We are ahead of the game technically with our machinery. Once we optimise our service options and use our skills better to ask ourselves everyday whether our customers benefit, then we will be able to generate extremely valuable advantages over the international competition. I will personally be responsible for clearly defining the service culture within the company, and to give my co-workers the guidance needed for everyday service awareness.

The best service is worthless without the corresponding product. Your company offers a large range of machines and equipment, as well as a large selection of ancillary equipment.

ACR: We are very proud of the fact that our plastics machines have established and proven themselves so well on the market over the decades. Günter stands for quality, but also for diversity and innovation. I can't think of any example of foil wrapping that cannot be produced on our machines. Our equipment is able to handle the production of big bags with and without liners, pallet covers, rubbish bags and sandwich bags, for example. Different processes and innovative ancillary equipment enable us to produce a variety of products made from different types of film and in a variety of working widths. The modular structure is the fundamental key for this high amount

of technological flexibility regarding our customers' product requirements.

Key word: Innovations. What's new at Günter?

ACR: With the U-bracket hole punching machines, we are currently offering a product that makes it possible to upgrade existing equipment of any brand. Equally interesting is our custom die for the manufacture of reclosable packaging. Each of these two developments is covered in this newsletter. Customers are also always welcome to make an appointment with us to see this hole punch in action.

What is hidden under the white cloth on page 5?

ACR: I'm not telling! Originally, we wanted to unveil our next innovation this year. Yet we had so many orders to fulfil, that we achieved the highest foreign sales ever in the history of Günter. We decided to hold off introducing the new machine until the new year due to capacity reasons. But I can promise you that the wait is well worth it!

Mr Crone-Rawe, thank you very much for the interview. (Interviewed by Ingrid Kling)



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GÜNTER IN BRIEF

INTERPACK 2014 IN REVIEW

Our efforts paid off: Together with approx. 2700 other exhibitors, we experienced the Interpack 2014 in Düsseldorf as one of the most renowned and best organised platforms a company could wish for when presenting itself and making new business contacts. The downright competent and decisive trade professionals were more than interested in our machines and equipment. Günter is no longer merely an exhibitor on the market. The large number of orders that we currently have are proof that the company has undergone a transformation, in part thanks to the sales fair and the new contracts generated there.

INVITATION TO OUR IN-HOUSE TRADE SHOW IN ZWICKAU

Günter's engineers and technicians are currently making preparations for this year's last in-house trade show at our location in Zwickau. This time our focus is on the machinery used to manufacture 1 and 2-point liners. Our customers expect a creative working climate for solution-based discussions with our experts. A lot of interest has been shown; the first dates have been confirmed. Please use one of the many ways of contacting us in order to make a consultation and presentation appointment from 8-10 December 2014.

PLEASE MAKE A NOTE OF THE 2015 TRADE SHOWS!

Günter will again take part as an exhibitor at next years' large industry trade shows. Starting in January, we will greet our customers at the Interplastica in Moscow, where in addition to international innovations on the processing of plastics and rubber, products customised for the Russian market will be on display. Shortly before the summer break, experts will be meeting in Milan for the plast 2015, Europe's most important international specialised fair. In autumn, we will have a booth for the first time at the FachPack in Nuremberg with the theme of "Tags and Labels". This will be a particular challenge for Günter and Hettler.



Interplastica 2015:
27 – 30 January 2015
in Moscow



plast 2015:
5 – 9 May 2015
in Milan



FachPack 2015:
29 September – 1 October 2015
in Nuremberg

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