

insight.

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Cellular rubber | Cellular polyethylene | Foamed rubber | Fluid sealants | Soft rubber | Special products | Filter technology

Experts in foam.



KÖPP

Hergelsbendenstraße 20

Portrait

**Neil
Stockdale**

Head of
International Sales

training

**Investment
in the future**



editorial

Dear customers,
dear suppliers,
dear employees,

Another year is coming to a close. I don't know about you, but for me, personally, 2014 went faster than any year has before! Without doubt this may have been because of the diverse challenges that W. KÖPP Zellkautschuk GmbH & Co. KG – and of course I – have had to face in 2014.



In October this year Mr Oliver Köpp stepped down as the company's Managing Director and shareholder in KÖPP KG. I very much regret his personal decision. On behalf of all the company's employees, I wish Mr Oliver Köpp every success and all the best for the future.

In the past year we have continued to invest significant resources in terms of financing, time and personnel in our Romanian production site. This investment means that in future SC KOEPP ROMANIA SRL will be able to manufacture a much wider range of high-quality cellular rubber at extremely attractive prices. We are thus creating a link with our tradition of and experience as a cellular rubber manufacturer, which was interrupted by closure of the cellular rubber works in Berlin at the end of 2007. The new, expanded site means that now, more than ever before, we are a modern, competitive and efficient supplier of these materials. You can read more about this in the next issue of **insight.spezial** in the coming year.

Where sales are concerned, this year we paved the way for development of our international business. In Neil Stockdale we have succeeded in acquiring a proven "expert in foam" for our newly created international sales team. Neil has garnered more than 10 years' sales experience with Zotefoams plc, England. Now he will be in charge of the UK, Scandinavian, Turkish, Near/Middle Eastern and Indian/Pakistani markets for KÖPP. This issue contains a brief portrait of Neil. Welcome to KÖPP, Neil!

We also regard our decision to again train apprentices as an investment in the future. For various reasons we have not done this for several years, but in this case too we want to restore a good tradition. We have also devoted an article in this edition of **insight.** to this topic, which is very important for our prospects.

I would like to take this opportunity assure you, our customers and partners, that his departure will not affect KÖPP as a company and the continuity of our business relationships. As the company's Managing Director I will continue to promote the business's strategic direction. I will continue to be supported by a strong team of experienced colleagues. Together we will continue to steer the company on the successful path of recent years. My family, who have been shareholders in KÖPP KG for more than 50 years, 30 of them as the majority shareholder, also share this confidence.

Our prospects for 2015 are unreservedly favourable! It remains to be seen whether next year will fly by as fast as the last. We look forward to continuing our successful cooperation with all of you and are firmly convinced that next year we will be able to serve you with an even more extensive and satisfying range of products and services.

With very best wishes for a lovely, peaceful Christmas and a successful 2015,

warmest regards,

your

A handwritten signature in blue ink, appearing to read 'A. Raab', with a long, sweeping flourish extending to the right.

Achim Raab
Managing Director



**First England,
next the world:**

Neil Stockdale
Head Of International Sales

One of KÖPP's objectives for 2014 was to continue its internationalisation strategy and put it on a wider footing. We have now paved the way for this in terms of personnel.

KÖPP has been able to acquire a proven foam expert in Neil Stockdale, who knows the international markets inside out. During more than ten years as Business Manager with English foam manufacturer Zotefoams plc, Stockdale has made contacts in Great Britain, the Middle East, India, Africa and South America. His career has also taken him to companies in Sweden and Belgium. He now describes his three years as a sales manager in the Far East as having had a particular impact. Today he knows that if you want global sales you have to understand the different cultures, mentalities, people and customs and act accordingly – the Far East is completely different to Scandinavia. Neil Stockdale has perfect command of these intercultural skills. Not only does the Brit work from home using modern communications technology, he also gains experience on site. It is this experience that will help KÖPP to progress.

“I have found KÖPP to be a convincing company with successful ideas and forward-looking investment strategies.”

Neil Stockdale

“KÖPP is known as a high-quality, service-oriented dealer, manufacturer, processor and service provider – and not just in Germany. KÖPP has already

made an international name for itself in the industry. This reputation will help me to further develop our business relationships in the world's markets”, notes Stockdale. It is precisely because it is a manufacturer that it is important for KÖPP to have an even stronger global presence. In this respect, in addition to sales of commercial goods in the field of Azote® block foams, Neil Stockdale above all has his sights on sales of our cellular rubber block products. In the process he is primarily relying on Roop Koepp Foam Technologies LTD, KÖPP's Indian production plant, founded a few years ago as a joint venture. Stockdale is confident: “I am definitely expecting a clear increase in this field of business in the next few years.” KÖPP's management is equally convinced of this. “The combination of a broad global setup as far as our production sites in Romania and India are concerned and Neil Stockdale as our on-site sales specialist, means we feel well-equipped to significantly expand our business in this field”, affirms Achim Raab.

Neil Stockdale: at work

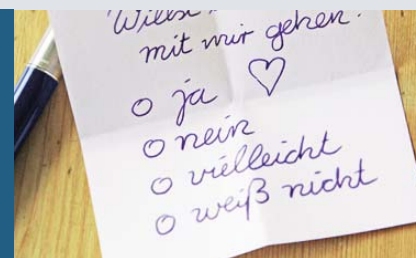
- Head of International Sales for the UK, Scandinavian, Turkish, Near/Middle Eastern and Indian/Pakistani markets
- Honorary Doctor of Applied Chemistry
- Fellow of the Institute of Sales & Marketing Managers (FInstSMM)
- Twenty years' commercial experience in the chemical, pharmaceutical and polymer foam industries in Great Britain, Sweden, Belgium and in the Far East, including as Business Manager with Zotefoams plc.

Neil Stockdale: at home

- Married, 2 teenage sons
- Lives in idyllic North Stainley, North Yorkshire, England
- Keen sportsman: plays golf and tennis, former junior football coach and referee

Thank you
for telling us what you think!

Walk
with
me?



That is what we asked you, tongue-in-cheek, in the introduction to our satisfaction survey. In the last few months we asked you, our customers, for your forthright opinions so we can find out how satisfied with us you are. We would like to take this opportunity to thank you for the great response rate.

We asked you about the following criteria:

- Quality of service and advice
- Adherence to deadlines
- Value for money
- Quality of service and complaints handling
- How KÖPP competes

“We see it as our role and our duty to develop and improve in line with the positive results of this analysis.”

Christof Carduck, Sales and Marketing Manager

We were pleased to find that we are favourably living up to your diverse expectations and needs. At the same time, however, we identified the fact that you would like us to improve several aspects. This is why we have subjected your feedback to a very detailed analysis. We see it as our role and our duty to develop and improve in line with the positive results of this analysis. We will convert our findings into action, to promote a lasting improvement. Perhaps a future survey will tell us whether we have succeeded and to what extent. We look forward to receiving more of your opinions and suggestions.

anniversaries 2015



25 years in the company

Anja Eggers

Bovenden plant 02/01/2015

Michael Gemmecke

Bovenden plant 08/01/2015

Ilse Karla Drechsel

Aachen plant 13/02/2015

Uwe Herdin

Sales Consultant 01/09/2015

congratulations!



Sandra Pohlmann, Fabian Lesmeister and
Head of Training André-Johannes Stiebig



Our role as educators – convey, embed and develop knowledge

KÖPP has taken a very conscious decision to educate and train young people, especially in view of the fact that it is becoming increasingly difficult to find proven specialists who meet the extensive requirements profile of a business such as KÖPP. The diverse and, above all, highly complex and technical product portfolio requires nuanced subject expertise and equally sophisticated consultancy skills of every employee. In view of this, investment in thorough training appears more than sensible and consistent.

“We are sure that our commitment and the time that we are investing in training young, motivated people will pay off for us and our customers”, explains Managing Director Achim Raab. “By training our ‘own people’ we are taking into account our company’s rigorous orientation towards the future. We are acquiring qualified, loyal specialists who are familiar with the business’s production and service processes and who identify from the outset with our company. Of course the trainees will have to be well looked after, so they are motivated and enjoy their work”, continues Raab.

André-Johannes Stiebig is responsible for KÖPP’s training scheme and he is fully aware that the first year in a career sets the tone for what comes after. “At KÖPP we don’t just want to pass on specialist knowledge. Promotion of soft skills such as team spirit and awareness of responsibilities is just as important to me. Furthermore, I am keen to pass on my enthusiasm for the profession and its many facets. It is this fascination that I use as motivation to remain focused, to question things and to improve them”, explains Stiebig.

Together with Sandra Pohlmann and Fabian Lesmeister, since 1 September 2014 André Stiebig has been training two juniors who, in two and a half years, will be trained assistants in industrial business management. The training is accompanied by a comprehensive scheme which takes the trainees through every department. In the process cross-departmental communication is supported and ensured by a software-based application. It provides everyone involved with to-the-point information about the skills and knowledge to be

conveyed within the IBM master curriculum and helps with monitoring and coordination between departments, trainees and trainer. Thus all those involved have a constant overview of current training status.

“The training period is a good opportunity for a company and its employees to review structures, to reflect on its working methods, and to learn new things.”

Achim Raab, Managing Director

“I hope our trainees have an enjoyable time, during which they learn a lot about the company, our products, day-to-day life in the profession and also about themselves. The latter is sure to happen to everyone else involved.” Achim Raab is sure that “the training period is a good opportunity for a company and its employees to review structures, to reflect on its working methods, and to learn new things. We will therefore benefit on every level from our training scheme.”

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Arinis, Maramures • Romania



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