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High(f)light

ready for
take off...



insight.special

Success story

FIP(F)G

Joint Venture



Agreement



Roop Polymers Ltd.

Excellently positioned together!



Being and staying competitive – that is our goal. To this end and within the scope of an internationalisation strategy we have also been sounding out the Indian market over a two year period. Indeed, India, next to Brazil, Russia and China (the BRIC states), is one of the world's strongest growing political economies – measured in terms of purchasing-power parity, India is presently ranked fourth. Estimates assume that in 2020 India will be in front of China as the strongest growing national economy.

After extensive preparation, KÖPP has now been successful in sealing a joint venture with a blue chip Indian company in this up-and-coming market. In Roop Polymers Ltd. (www.roopindia.com) – a leading manufacturer of moulded rubber components – KÖPP has gained a strong partner. Roop supplies all the important Indian and Japanese automobile and two-wheeler producers in the country with homogenous elastomers and enjoys a distinguished reputation throughout the whole sub-continent.

In future, under the company name **Roop Koepp Foam Technologies Private Limited** we will be offering the marketing and processing of foamed rubber and plastic products in India. Today, and also in the future, all KÖPP materials will be needed in the rapidly growing Indian market. This is not least due to the ever stronger presence of European and US American automobile manufacturers and suppliers in that country.

The advantages of the joint venture are clear to see: bundling of the far-reaching know-how of both partners, link-up of the wide product range, utilisation and development of the existing market structures. We shall thus be confronting new and interesting challenges with confidence.

Here's to a successful collaboration!

Oliver Köpp
Managing Director

Achim Raab
Managing Director

Service Introducing our sales staff in sight



Christof Carduck
Head of Sales and Marketing

"As head of sales I see my remit as one of aligning my team optimally to the needs of our customers. Competent consulting, enthusiastic service and consistent customer orientation are the prerequisites for satisfied customers. Ensuring that is my, and our, stimulus – every day anew."

Christa Kochanowski
Sale region:
Europe excluding Germany

"The cooperative relationship with my customers is a personal thing for me. Which is why I lay great store in being taken as a competent and reliable point of contact. That's important to my customers and to myself – and has been for almost thirty years."

Norbert Wendland
Sale region:
East Germany

"As a trained industrial business manager, one is confronted with the most diverse customer requirements during the course of one's professional life. And to fulfil these in detail is an on-going challenge which I'm happy to accept – and can luckily always cope with."

Isabel Kalberg
Product manager,
KÖPP filter technology

"For years now I have been responsible for KÖPP filter technology and find my job, as always, exceptionally exciting. That's because the product segment is very sophisticated due to its broad spectrum of application and demands intensive consultation implying a high level of development potential. That's what challenges me and makes my work so interesting. Good for me, good for KÖPP, good for my customers."



Christof Jansen
Sale region:
Mid-West Germany

"I've been a KÖPPER ever since my apprenticeship. Even then, I learned to identify with the customer's needs. So I see myself as having an obligation to the success of my customers as much as to my employer. Enthusiasm, expertise and close collaboration with the field staff are decisive for me in this."



Torsten Decker
Sale region:
North Germany, Mid-South

"As a young KÖPP employee, I learned a great deal from the experiences of my "foster-father". Above all: consistent solution orientation. The ideal solution must not only be perfectly tailored to the respective requirements but must also be found quickly and be uncomplicated to implement. That also saves our customers time and money."



Armenuhi Klein
Sale region:
South Germany

"I took over the sales area in November. To prove my worth here, to give my customers the best possible advice and create new impulses – those are my goals. I'm really thrilled that my customers approach me with such friendliness and openness and how they support me in "finding my feet". I want to be able to return this with an all-embracing level of customer care."

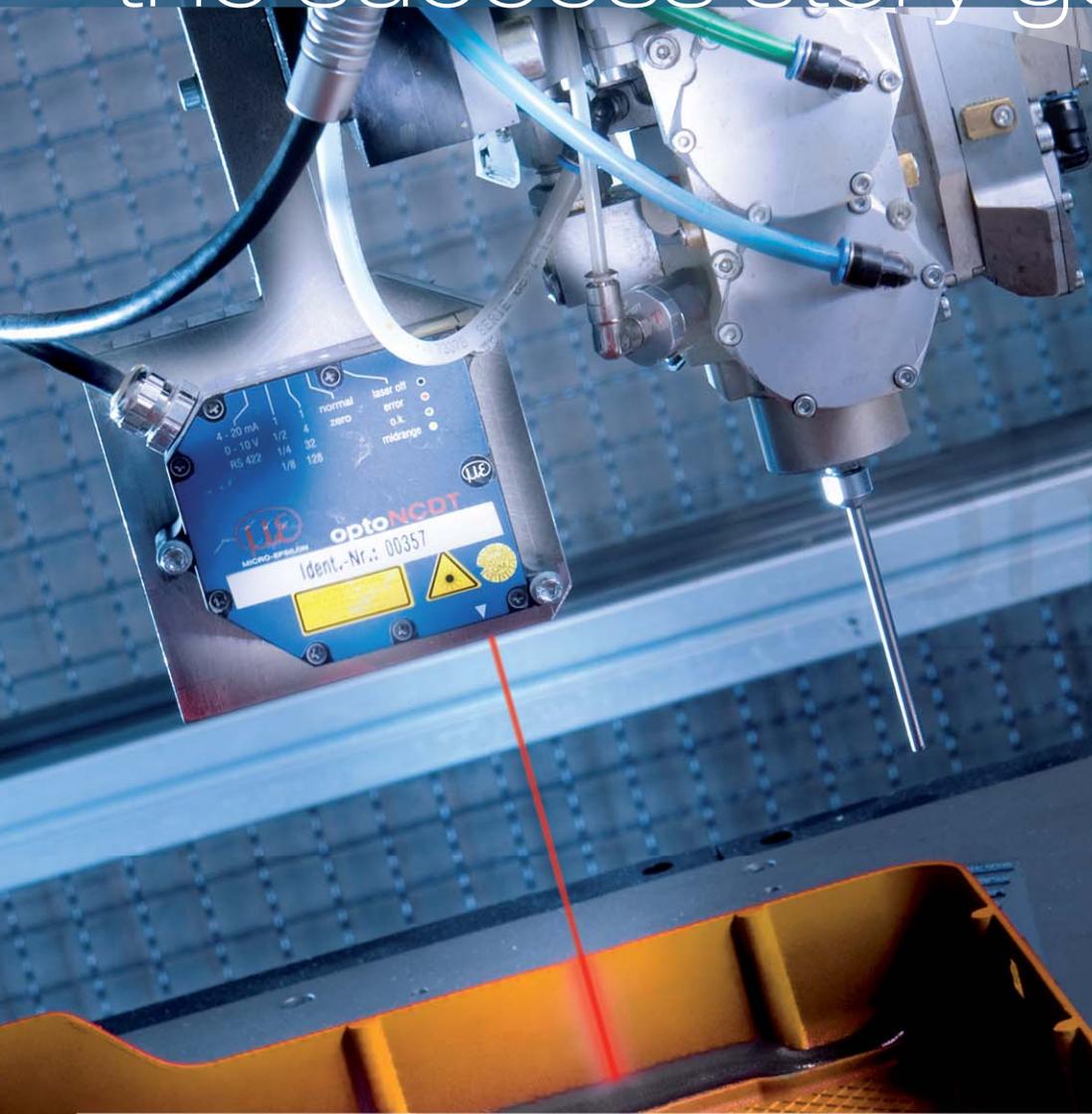


Christoph Kuckertz

"As the youngest of the team I see myself as an "experience collector". It's great that I have the chance during my occupational training to learn intensively from my colleagues and show what I can do. My first year at KÖPP has certainly shown me that I've landed in exactly the right place with my career choice. I can hardly wait till I'm allowed to look after my own customer base."

FIP(F)G –

the success story goes on...



Dr. rer. nat. Ralf Tahhan
Key Account Management

"I am a committed team player. My business acquaintances with whom I maintain a highly cooperative relationship have appreciated this for years. Together, we always find the optimum solution, recognise potentials and put these into practice. That's how I guide my customers to success in the long term."

FIP(F)G sealing systems from the House of KÖPP

have been setting benchmarks for more than ten years: with contour-precise, durable and highly elastic application in series – and an unrivalled comprehensive stable of machinery.

In **Dr. rer. nat. Ralf Tahhan**, KÖPP has now been able to gain a specialist possessing exceptional know-how in the field of freely applied seals.

Insight. spoke with the new key account manager about his fascination with and his vision for FIP(F)G.

Herr Dr. Tahhan, which for you are the most decisive advantages of the FIP(F)G process?

Dr. Tahhan: Besides the contour precision facilitated by our ultra-modern dosing plants, I am naturally inspired as a chemist by the characteristics

of our materials. In this regard, for example, foamed polyurethane seals, due to their compound cellular structure, have very impressive qualities: the low compression set or the chemical resistance. On top of that they are loss-proof, plasticiser-free and can be adjusted to be UV-stable or even self-lubricative. Apart from that our freely applied seals are impressive by virtue of their good adhesion to the component.



...with experience, innovation and a new, sharp intellect.

"Adhesion" is a good catchword. Your seals are applied to the most diverse surfaces. How do you ensure that they adhere in every case?

Dr. Tahhan: The gluing of different materials is one of the oldest production processes in the history of mankind. But the complexity of this seemingly simple procedure makes it, as ever, obscure and difficult. In the case where the applied seal cannot bond to the substrate through chemical or physical interaction, there are various pre-treatment methods available to us: thermal pre-treatment (Corona, plasma or flame impingement), or physical-chemical via the application of solvent-containing bonding agents or keying of the surface.

Doesn't sound like a simple "one fits all" solution then?

Dr. Tahhan (laughing): No. The occasionally difficult search for the most effective solution runs like a red strand through the entire FIP(F)G field. Take the air-loading of the foams as an example. Apart from maintaining the specified material parameters, it is extremely important that the requisite optimum for the cell building process is always implemented. All the more where differing applications of various material systems are involved. KÖPP has also reacted to these demands and has implemented in addition a laser measuring system for height measurement of the applied seal. In so doing we are setting standards in terms of quality control.

Seals applied directly to

the component – whether foamed or compact – have in the meantime found their way into the most diverse realms of everyday life. In car door modules, lid seals, ceramic hobs or switchgear boxes. In which market is KÖPP with its FIP(F)G processes particularly far in front?

Dr. Tahhan: That's right. Nearly every sector is preoccupied with the subject of "leak-tightness". However I would like to single out the field of photo-voltaics. Germany is vested with a pioneering role in this which is also clearly noticeable at KÖPP.

How do you see the outlook for the FIP(F)G processes at KÖPP?

Dr. Tahhan: Very good. Based on our well-grounded experience and the political "yes's" to an accelerated energy turnaround, I anticipate further expansion of our activities in this area. I also see great potential in the field of lighting technology – in particular the energy-saving LED technology. Because, with our plants we also apply transparent or clear casting compounds. Beyond this we serve regular customers who, despite the astoundingly high piece quantities, aren't thinking of setting up their own production. Service, price and our enormous warehouse capacity are convincing arguments in this respect. With the planned extension of a further production facility at the Aachen HQ, the customer base will expand even more. The logistic advantages of this second service centre in the west of the German Federal Republic make us an attractive partner –



and precisely for our West European neighbours.

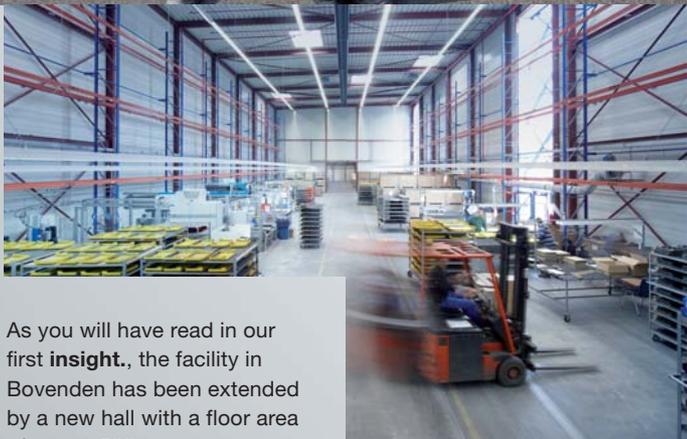
Why did you decide to commit yourself to KÖPP? What are your goals?

Dr. Tahhan: In the last twelve years I have been looking after the FIP(F)G area for one of the best known machine and material suppliers. With the House of KÖPP, there developed in the process such a close, partner-like cooperation that

a switch was only a question of time. Apart from that, I had been impressed by just how dynamically the new company management has created momentum in recent years. I am sure that here, as key account manager, I can grasp and build on customer and branch-based potentials. That, of course, needs a brisk flow of information within the company group and committed colleagues. I have found these at KÖPP.



Our Bovenden branch employees in front of the new production hall in Industriestrasse 9.



New production hall now occupied

FIP(F)G is growing – and we're growing with it

As you will have read in our first **insight.**, the facility in Bovenden has been extended by a new hall with a floor area of over 1,500 sq m.

Around 50 employees working a three shift system are now bringing the growth technology FIP(F)G further forward. Thanks to the increased working area and warehouse capacities even more is being produced and faster. Our customers are also benefitting from this.

"Our decade-long know-how in the business of FIP(F)G is impressing a steadily growing customer base. And by virtue of the significantly improved logistic capacities here at the Bovenden site, we're now winning added customers with big annual volumes for us", rejoice the two works managers Walter Koch and Detlef Wichand.



The two works managers Detlef Wichand and Walter Koch proudly presenting the new production facility.



K time was KÖPP time

Interesting discussions, new impulses,
professional presence:
an upbeat result for Sales and Marketing:



The high class visitors' freebies just flew off the shelf.

"K time is KÖPP time"

was the title of our last edition. "And it was exactly that", states Christof Carduck, KÖPP's marketing head. "KÖPP made Düsseldorf plastics trade fair its own stage and presented itself impressively as the *Partner with Profile*", says Carduck.



Talking about what's needed on the market. Stimulating expert discussions provided strong impulses.

The focus

of the superlative, professionally designed 2010 trade fair presence was the introduction of the new, innovative cellular rubber grades – especially the compound cellular. Elaborately designed product presentations, comprehensive catalogue material, competent contact partners and an interesting trade fair film made it easy for the visitors to inform themselves about the encyclopaedic range of services offered by KÖPP. "For us, the plastics trade fair has always been an ideal platform for national and international contact with customers and suppliers", emphasises Oliver Köpp. "That's why we've had an unbroken presence there over 35 years."

"Rubber Street" – the rubber sector showcase

KÖPP once more had their stand at this "K" fair on the so-called Gummistrasse (Rubber Street) – established by Bayer AG in 1983. Since that time, this is where the visitor will find well-known manufacturers and processors in this branch of the industry all under the one roof. KÖPP uses "Rubber Street" as a concentrated forum to strike up conversation with customers and suppliers. "The lively exchange on the exhibition stand is very important for us. This is where we get important impulses which help us recognise trends and market needs in real-time so that our customers are able to profit from it quickly", underlines the sales chief Christof Carduck. "Our participation in the K 2010 was a complete success. And that's why in October 2013 K time will be KÖPP time again."



KÖPP flying high



ready for take off...

**The
2010
works do**



Up and away to new horizons

With a high-flying extravaganza the company management expressed thanks to its employees in the past year for their commitment. So it was "ready for take-off" around 20 times at the 2010 company party. The employees were lifted into the air by a helicopter and enjoyed a 20-minute round trip above the lovely town of Aachen.

"First and foremost we of course wanted to thank our workforce with this unusual activity. Yet, for us the helicopter flight also has a symbolic meaning. To be able to assert ourselves in the

market place over the long term, never to be caught napping with developments and to be always on top of events, we must now and again alter our field of vision, take a chance on new per-

spectives, think outside the box. Where can one do that better than high in the air? And that's where we wanted to take everyone", agree the managing directors Oliver Köpp and Achim Raab.

That the "airborne" idea hit the mark was demonstrated by the enthusiastic discussions later on during the round of socialising with barbecued food and cool drinks.



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