



New
Quality
Made by
KÖPP

- ▶ **KOEPPCell®**
Cellular materials
'made by KÖPP'
- ▶ **Sales international**
The new
KÖPP mentality
- ▶ **International trade fairs**
GFA and
Chinaplas 2016

KOEPPCell®

EPDM-PE-Blend

Editorial



Dear readers,

I believe that this issue of **insight.** can be summed up in a single title: Growth. Perhaps these days people would call it “Growth 4.0”. If you look at our product range, our team of experts, our turnover and our presence at international trade fairs, we have been growing in every area. As Managing Director, this new issue of **insight.** shows me once more that the strategy, investments and work of recent years have all paid off.

We are strengthening our position as manufacturers of cellular rubber with a wide range, which has been consistently geared to market needs. Our latest cellular rubber product EPDM-PE meets demand for a high-quality blend, that has almost similar properties to our successful pure cellular rubber products – at a more economical price. You can find out more about the newest member of the **KOEPPCell®** family on pages 3&4.

And that is another innovation. The registered trade name **KOEPPCell®** brings together the cellular rubber range that we produce, currently

including thirteen different products. Of course, we are working to expand this product range even further for our customers – with qualities that meet your needs exactly.

Expanding the brand also helps us raise our international profile. Quality from KÖPP will now be instantly recognised and established in areas where KÖPP has not been previously active. Our distributors across Europe and the rest of the world have been feeling the benefits. Find out more on the following pages.

I hope you all enjoy reading this edition. The next **insight.** issue will be devoted to K 2016, the plastics trade fair in Düsseldorf. We will let you know what to expect from our significantly larger stand in the next copy of **insight.**

Warm regards,

A handwritten signature in blue ink, appearing to read 'A. Raab'.

Achim Raab, Managing Director

One brand.
One programme.
Top quality.

The selection of cellular qualities produced by KÖPP has grown enormously over recent years, broadening into a considerable range. The trend is towards continued growth. For this reason it seemed very consequent to group all the products under one overall brand. **KOEPPcell®** is now the international name for all foamed, cellular materials *made by KÖPP*.

KOEPPcell®

“The brand also gives our customers a quality guarantee for products developed in the future.”

Achim Raab, Managing Director

There has been cellular rubber products available from KÖPP for many years. Some of them have even been around for decades. There are various reasons why an umbrella brand has now been developed. “Our range of qualities produced in-house is growing. Alongside our natural rubber and chloroprene foams, we have also added varieties of EPDM products over recent years. And we certainly have not exhausted our possibilities yet, as the market keeps presenting us with new material demands. That is why our International Sales Manager, Neil Stockdale, quite rightly asked for all these products to be brought ‘under one umbrella’. We then quickly came up with the registered trade name **KOEPPcell®**,” explains Managing Director Achim Raab.

“We are constantly strengthening our position as manufacturers in the national and international market.” adds Neil Stockdale. “The **KOEPPcell®** label allows us to increase our level of market recognition. And the customer knows that if it says **KOEPPcell®**, it lives up to the KÖPP quality they know and value, as it is based on decades of experience. As a salesman half my job is done”, insists Stockdale.

“The brand also gives our customers a quality guarantee for products developed in the future. Nothing would be worse than jeopardising the reputation of the entire label with one ‘lemon’”, comments Raab on brand building. You can find out more about the latest **KOEPPcell®** product, a high-quality PE blend, on the next page.



*“The **KOEPPcell®** label allows us to increase our level of market recognition.”*

Neil Stockdale, Key-Account-Manager International Sales

CELL

- Resource base: CR
- Compression deflection: 63-91 kPa
- Density: $195 \pm 20 \text{ kg/m}^3$
- Sheet size: 2000 x 1000 x 50 mm

ZK/CR-S firm/black

- Flammability: FMVSS 302
- Use temperature: -40°C to $+110^\circ\text{C}$
- Weather resistance: limited use

- Resource base: EPDM
- Compression deflection: 35-65 kPa
- Density: $175 \pm 25 \text{ kg/m}^3$
- Sheet size: 2000 x 1000 x 50 mm

EPDM-S black

- Flammability: FMVSS 302
- Use temperature: -50°C to $+110^\circ\text{C}$ (120°C)
- Weather resistance: very good

- Resource base: EPDM
- Compression deflection: 20-50 kPa
- Density: $100 \pm 20 \text{ kg/m}^3$
- Sheet size: 2000 x 1000 x 55 mm

EPDM-W black

- Flammability: FMVSS 302
- Use temperature: -40°C to $+105^\circ\text{C}$ (125°C)
- Weather resistance: very good

- Resource base: CR
- Compression deflection: 35-63 kPa
- Density: $160 \pm 20 \text{ kg/m}^3$
- Sheet size: 2000 x 1000 x 50 mm

ZK/CR-L black

- Flammability: FMVSS 302
- Use temperature: -30°C to $+110^\circ\text{C}$
- Weather resistance: limited use

- Resource base: EPDM
- Compression deflection: 20-50 kPa
- Density: $130 \pm 20 \text{ kg/m}^3$
- Sheet size: 2000 x 1000 x 50/70 mm

EPDM-L black

- Flammability: FMVSS 302
- Use temperature: -40°C to $+100^\circ\text{C}$ (120°C)
- Weather resistance: very good

- Resource base: EPDM
- Compression deflection: 15-40 kPa
- Density: $80 \pm 15 \text{ kg/m}^3$
- Sheet size: 2000 x 1000 x 55 mm

EPDM-SUW black

- Flammability: FMVSS 302
- Use temperature: -40°C to $+105^\circ\text{C}$ (125°C)
- Weather resistance: very good

- Resource base: NR/SBR
- Compression deflection: 63-91 kPa
- Density: $190 \pm 20 \text{ kg/m}^3$
- Sheet size: 2000 x 1000 x 50 mm

ZK/NR-S firm/black

- Flammability: FMVSS 302
- Use temperature: -30°C to $+80^\circ\text{C}$ (90°C)
- Weather resistance: limited use

- Resource base: NR/SBR
- Compression deflection: 35-65 kPa
- Density: $160 \pm 25 \text{ kg/m}^3$
- Sheet size: 2000 x 1000 x 50 mm

ZK/NR-L medium/black

- Flammability: FMVSS 302
- Use temperature: -30°C to $+70^\circ\text{C}$ (90°C)
- Weather resistance: limited use



"The new EPDM-PE combines all the positive properties of PE and rubber."

Michael Decker, Head of Quality Management



Michael Decker
Head of Quality Management

The latest member of the KOEPPcell® family is the recently developed EPDM-PE. This high-quality combination of cellular rubber with PE offers nearly all the properties of a pure EPDM. "There are only slight limitations in temperature resistance", explains Michael Decker, Head of Quality Management. "Apart from that, the new EPDM-PE combines all the positive properties of PE and rubber." Its properties include high elasticity, a surface that has finer cells and is more velvety than pure EPDM, and higher temperature resistance than pure polyethylene.

**Lower in price,
good properties, with
the same KÖPP quality**

There is definitely a demand for cellular rubber mixtures. There were already a few competitors, largely because of its attractive price. "What was really lacking

CELLULAR RUBBER EPDM-PE-Blend

New
Quality
Made by
KÖPP

- Resource base:
EPDM/Polyolefin Blend
- Compression deflection:
20-50 kPa
- Density: $80 \pm 15 \text{ kg/m}^3$
- Sheet size: 2,100 x 1,200 x 110 mm

EPDM-PE black

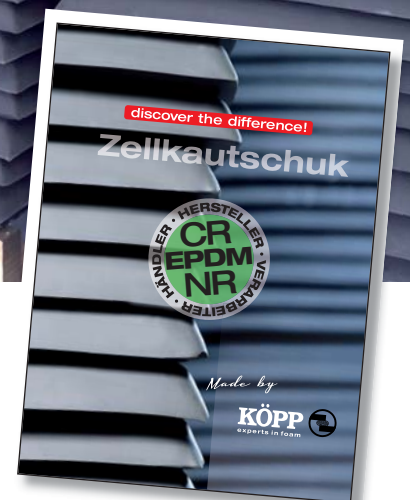
- Flammability: FMVSS 302
- Use temperature:
-30°C to +100°C (105°C)
- Weather resistance:
good

in the market, in our view, was a blend that could almost measure up to our cellular rubber materials in quality terms, and would be appropriate for a wide range of applications” explains Dr. Andreas Peine, who is responsible for development. In addition to price and density, the block dimensions of the new EPDM-PE should be decisive factors for some customers. At 2,100 mm x 1,200 mm, the blocks do not just offer a larger area, they are also exceptionally thick at 110 mm. “The advantage of lower temperature resistance of the mixture is that our EPDM-PE can be heat-formed. This is not unlimited, as for pure PE, but it is perfect

for many applications, e.g. standard seal applications or surface engraving” adds Decker.

EPDM qualities now peroxide-cured

KÖPP now also produces peroxide-cure versions of all its EPDM qualities L, S, W and SUW, which are essential for electronic applications or LED equipment in vehicles. Unlike the previous versions, which were all sulphur-cured, these contain no sulphur. This prevents clouding of LED car headlights, for example. “This is another



Discover the difference! Ask for our sample pack and discover our wide range of KOEPPCell® qualities.

instance of how flexibly we react to market requirements” confirms Decker. “Our range is growing to meet a wide variety of needs”. This means it is even more important to get good advice. To find out which of the wide range of cellular rubber products best fits your applications, speak to your consultant – our *Experts in Foam*.

Increased turnover through a more global approach and more actively building the customer base.

That is the new KÖPP



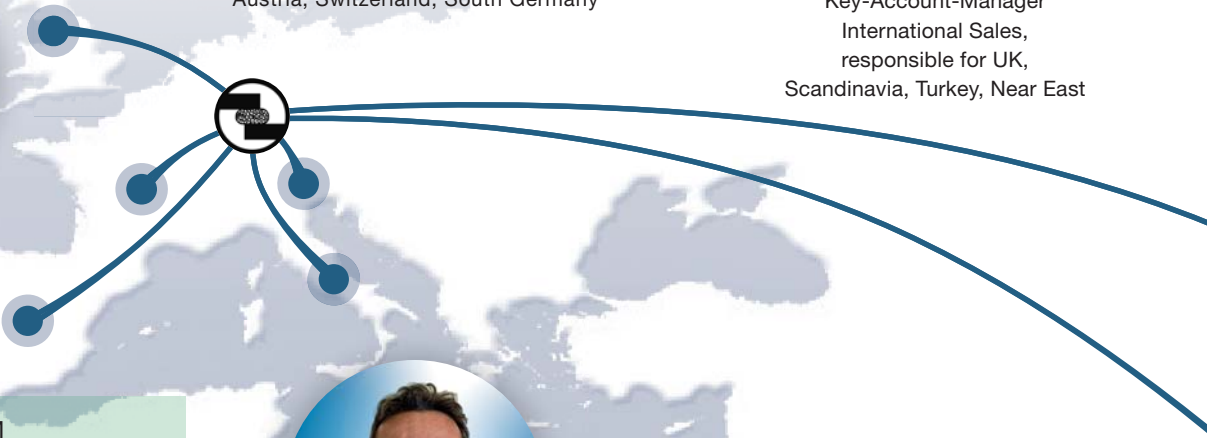
Mélanie Baez
Sales Representative
France, Spain



Ing. Stefan Fenkart
Sales Consultant FIP(F/G)
Austria, Switzerland, South Germany



Neil Stockdale
BSc (Hons) FInstSMM
Key-Account-Manager
International Sales,
responsible for UK,
Scandinavia, Turkey, Near East



Mauro Bianchi
Sales Representative
Italy

EXPERT IN FOAM

Mélanie Baez is a new KÖPP member of staff who is responsible for International Sales in France and Spain. She is a French national who grew up bilingual in French and Spanish, and now lives with her husband and her son in England. She travels to Spain and France regularly for her customers, and she uses these trips to visit her relatives. Fortunately, travel is one of her great passions, along with her family and sport.

She is a natural salesperson and she has a broad range of professional experience in the field of foamed products.

Professional experience:

- International Business Manager at ZOTEFAMPS PLC, UK
- Sales Account Manager at D30, UK

International sales

“As manufacturers of cellular rubber blocks we offer our customers unbeatable value for money. We have a lot of growth potential on the international market in particular. That is why we have systematically strengthened our activities on the European and even the global market over the last year. It’s been successful so far, and there is more to come...”

Axel Wynands, Head of Sales and Marketing

mentality

“People insulate and seal everywhere” – that was the motto of the company founder Wilhelm Köpp and his son and successor Werner, and it still applies today. It should come as no surprise then, that cellular rubber from KÖPP found its way beyond the borders of Germany. Deliveries abroad have increased strongly over recent years and the new strategic approach of the sales team has had a lot to do with this.



Bruce Zhang
Sales Representative
China



Sanjay Mathur
ROOP KOEPP Foam Technologies PVT. Ltd.
Sales Representative
India



In the last edition of **insight**, we reported on the expansion and re-organisation of our team. Our increased production of semi-finished cellular rubber also brought with it new challenges. Our international sales team grew along with our product range. Mélanie Baez, Mauro Bianchi and Bruce Zhang are now on board to strengthen KÖPP’s activities in France, Spain, Italy and China looking to the future. “I am glad that we were able to extend our team. We have found real foam experts, with whom I had collaborated successfully in my earlier sales work” says Head of Sales and Marketing, Axel Wynands.

KÖPP has carefully built up a sales team of locals who can be active in-country. “This clearly adds something extra to our service for international clients. They have a direct contact person near them. Also, there are no language barriers or differences in national mentality”, says Wynands.

Turnover figures justify the new concept

The success of the more international approach is borne out by the turnover figures for the current year. In the European market, KÖPP has seen an increase of over 20% in the first quarter of the year compared to the 1st quarter of 2015. “Hiring Neil Stockdale showed us how successful we could be by actively building our customer base abroad. Neil has been particularly active in England and during his first year (2014/2015), he increased our turnover by 300%”.

As Key Account Manager for International Sales, Neil Stockdale has a big influence on the international sales team. They are supported in the back office by Miriam Mapelli and Christa Kochanowski.

K Trade Fair 2016

Anticipation is growing



Showing what we produce

Participating in the K Trade Fair in Dusseldorf, the world's largest trade fair for the plastic and rubber industry, has been a fixture in the KÖPP calendar for years. This year we are there again, as a lot has been done at KÖPP since K 2013. We have re-organised our production system, and we now offer a wide range of material qualities produced in-house. That's why our motto at this year's event is 'Made by KÖPP'.



As befits tradition, we will position our stand in the rubber section once more, on 'Rubber Street'. To show how our company had grown, we have doubled our stand area, as we have a lot of new things to show our customers. In the next issue of **insight**, you can read more about the innovations you can expect from KÖPP at K 2016. All we can say is this – it's exciting!





Expanding our horizons

Everybody knows that each country has its own way of doing things. But aren't the requirements for sealing materials the same everywhere? To find out about this we have expanded our horizons by attending trade fairs outside Europe. We packed up our new **KOEPPCell®** qualities and went to the USA and China. Having successfully established our material on the European market, the time has come to let people find out about it beyond our region.

Chinaplas, Shanghai – Networking in the Far East

Almost without stopping for breath, our Managing Director, Axel Wynands, moved on to the Far East. On the way there he had a stopover in Iran to attend "Iranplast" (13th-17th April) in Tehran. Although KÖPP did not have its own stand there, it was definitely worth attending to network and raise the international profile of our company.

At trade fairs around the world



GFA Expo, Orlando – with sealing experts in the USA

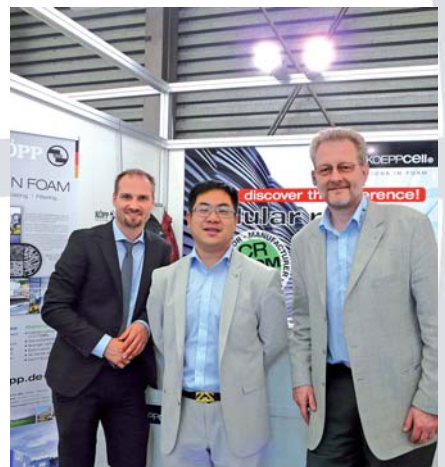
The GFA (Gasket Fabricators Association) includes a who's who of the American sealing sector. The GFA Expo is held once a year, bringing together sealing manufacturers and suppliers to exchange information about new trends and developments in the area of sealing. It is an excellent opportunity for us to present our "Made by KÖPP" material in the world's largest market for cellular rubber.

This year the GFA Expo was held from 5th to 7th April in Sunny Orlando, Florida. 4 KÖPP staff members from management, sales and development went there to give a highly competent introduction of our company. Of course, some of our known

competitors were represented as well, but we did not have to shy away from comparisons – quite the opposite. Many potential customers were keen to find out more about our new **KOEPPCell®** materials, as outstanding quality at a good price has always been an unbeatable sales argument, anywhere in the world. We had a lot of interesting conversations and we brought home some valuable contacts.



We left the GFA Expo with the good feeling that our presence had helped stimulate demand for our materials and that we can at least offer a high-quality second-source alternative.



Chinaplas, Asia's most important trade fair for the plastic and rubber industry, was held in Shanghai from 25th to 28th April. This was a good enough reason for us to be present at this important event, after Bruce Zhang had put in the necessary preparatory work to establish an initial presence on the Chinese market.

Chinaplas is certainly not as specialised as the GFA, but this means that it reaches a broader audience. To emphasise our quality as a manufacturer, we decided to put our stand in the German Pavilion, ensuring a good number of visitors. Potential customers included not just Chinese companies, but also many visitors from South-East Asia, the Middle East and even Europe. Our participation in this trade fair can also be marked down as a success. There was a lot of interest from the public, who were impressed by our **KOEPPCell®** qualities. Our follow-up work will show which projects can be implemented.

Filter technology



Big shoes to fill

Customers of KÖPP filter technology clearly associate our sales department with the name Isabel Kalberg, who has been a stalwart of this department for nearly 25 years. All her colleagues were particularly sorry to hear that she had decided to leave Germany at the end of the year, heading for warmer climes in the South of Europe. From October, Laure Walter, who you will know from previous editions of *insight*, as Head of Production Management and Procurement, will follow in her footsteps and take over KÖPP Filter technology.



Of course, our Key Account Manager, Markus Peitz, will still be available for all questions relating to filters, separation and ventilation, to support our customers and Laure Walter. As they unite forces,

KÖPP Filter technology will build on the last 25 years of success.

"I'm already looking forward to the new challenge and to working with our customers in the future."

Laure Walter, Sales Filtering Technology

To smooth the transition for our customers, the transition phase has already begun. "Thanks to her professional background, Ms. Walter has a good level of technical understanding, which is very useful when working with filter technology", says Isabel Kalberg. The first task for the qualified engineer will be to get an overview of the comprehensive range of filters, the technical properties of the filter materials, and of course our customer base. "After putting in this hard work, in a few weeks we will be able to gradually move on to our day-to-day business – it should all run smoothly" adds Isabel Kalberg. Laure Walter is already looking forward to the new challenge and to working with our customers in the future.

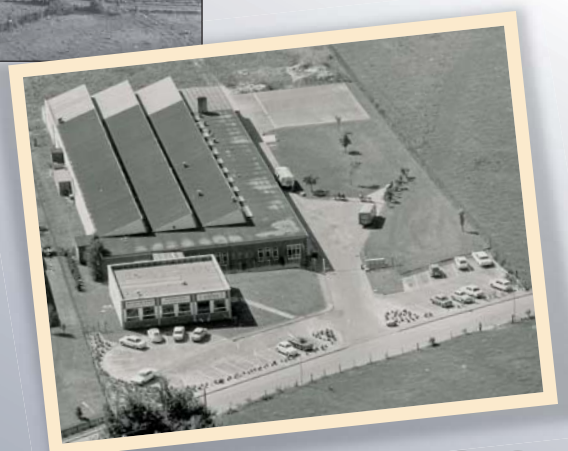


Looking good

Customers benefit thanks to our large



1970



1976



SC KOEPP ROMANIA S.R.L.

New equipment

Demand for our KOEPPCELL® materials has been growing steadily. Our factory in Romania has been growing as well, and we have continued to invest consistently in expansion of production capacity. This autumn a new Fecken-Kirfel loop splitting plant will come into operation, offering additional splitting capacity and also enabling larger roll lengths and thinner layers.

At the start of the year a new coating system was installed. This system allowed us to add self-adhesive roll products to our range. Adjacent plots were also acquired for expanding the production and storage capacity.

Bits and pieces

Equipped for Euro 2016

A new table-football table



The eagerly awaited European Football Championship 2016 is about to start in France. Football fever has already broken out at KÖPP; not on the pitch but on the table. So our monthly get-together has become an ideal occasion for a table-football tournament with our colleagues. The management is glad to support this sporting fervour, and it has recently provided a high-tech table-football table, much to the delight of all the table-football fans among us. We wonder who will be (European) champion!

2016

(for the future)

from quick availability storage capacity

“Quick availability of our products empowers our customers.”

Achim Raab, Managing Director

The aerial view of the headquarters in Aachen is an impressive sight, not just in comparison to older photos; the premises have constantly grown, new halls have been built and new areas have been acquired. The latest photo symbolises KÖPP’s business model: quick availability thanks to our large storage capacity.

“This has always been one of our biggest USPs”, stresses Managing Director Achim Raab. “We keep investing in more and larger storage facilities to benefit our customers. Quick availability of our products empowers our customers”, confirms Raab.

With 5,500 m³ of polyethylene and about 2,500 m³ of cellular rubber in Aachen and a further 2,500 m³ of cellular rubber in Romania, KÖPP has the largest material stores in Europe. “Our warehouse has a full turnover every few weeks”, adds Axel Wynands. This is a clear argument for sticking with this model in the future.



2005



Ralf Kalberg
Head of IT



Ralf Kalberg Inspired by black material

The KÖPP Head of IT, Ralf Kalberg, has always been creative. When he saw the bare walls of his new office after the refurbishment of the KÖPP headquarters in 2012, he wanted some stylish decoration that would also reflect the company. He was soon inspired by the production waste from KÖPP manufacturing. He constantly forged new ideas from the wide variety of negative

shapes from customers' stamped parts. "Using this black material and adding a touch of colour, you can actually create something with real artistic value" says Ralf Kalberg. There are now various Kalberg works of art on the walls of the KÖPP facilities, and they are very popular with colleagues and visitors. Ralf Kalberg has been working on his creative hobby

for over 3 years now.

He will be leaving Germany with his wife, Isabel Kalberg, in a few months, to enjoy life in Southern Europe (see the article on p. 10). However his hobby will certainly not end when he leaves, and Ralf Kalberg has clear ideas for more artworks.

We look forward to seeing them!

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solutions



in foam

