



# NEW WAYS

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Magazine

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Always



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# DISCOVER THE FUTURE OF LIQUID TECHNOLOGY – WITH TECHNOTRANS.

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# GLOBAL LOCAL PATRIOTS

THE SASSENBERG LOCATION –  
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# INTERNATIONAL EXPERTS

OUR STRENGTH, WORLDWIDE  
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# CONSTANT COMPANIONS

TECHNOTRANS PRACTISES CUSTOMER  
CENTRICITY – IN ITS IDEAS, ITS TECHNICAL  
SOLUTIONS AND ITS SERVICE.

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# METICULOUS PUBLISHERS

THROUGH GDS AG, WE PROVIDE  
EFFICIENT SERVICES AND SOFTWARE FOR  
TECHNICAL DOCUMENTATION.

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# VISIONS BASED ON KNOWLEDGE

BUILDING ON OUR EXPERTISE, WE ARE  
CONSTANTLY MAKING INROADS INTO THE  
MARKETS OF THE FUTURE.

MAGAZINE PAGE 54

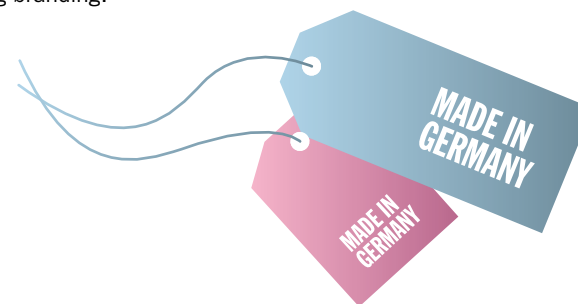




## TECHNOTRANS EXPERTISE – THE TRIED-AND-TESTED GATEWAY TO TAPPING THE MARKETS OF THE FUTURE

# 60%

The global market share of German printing press manufacturers. This underlines their predominance and shows that printers worldwide regard “Made in Germany” as a worthwhile investment. As a long-standing partner, technotrans too benefits from this strong branding.



# 4.5 €

  
**BILLION**

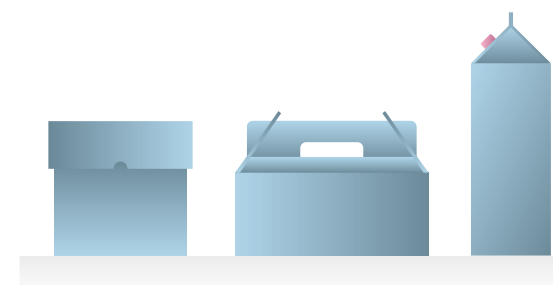
That is the volume of orders received by exhibitors at the EMO, the leading international exhibition of the machine tool industry. Nearly 65% of the visitors from all over the world came with the specific intention to invest – proof of the steady upward trend in that industry. And one from which technotrans is already benefiting as a new player in special niches of this industry, e.g. with its new toolsmart.



# 124<sup>US</sup>

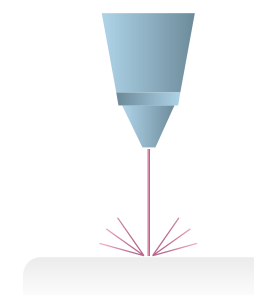
  
**BILLION \$**

This is the revenue growth that industry experts expect to see in the worldwide packaging market between 2012 and 2016, from a base of € 696 billion in 2011. The two biggest sales markets are the USA and China.



# 440%

The amount by which the laser systems market has grown since 1993. By comparison, the machine tool market has expanded by 80% over the same period. Other figures illustrate the huge promise of laser technology. In 2009 revenue slumped by 25% to €3.9 billion worldwide. Yet it had bounced back to pre-crisis levels by 2011.



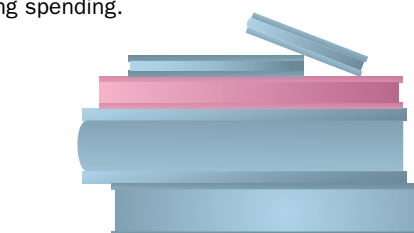
# MORE THAN

# 140 €

  
**BILLION**

is invested every year in printed advertising. That represents around 70% of all advertising spending.





# NEAT NETWORKERS

FINDING THE PERFECT PARTNERS  
IN EACH OTHER. JOINTLY IDENTIFYING SYNERGIES.  
BUILDING SUCCESS ON EQUAL TERMS.

MAGAZINE PAGE 68



# THOUGHTFUL THINKERS

SOCIAL AND ECOLOGICAL RESPONSIBILITY  
ARE IMPORTANT TO US – TECHNOLOGICALLY  
AND SOCIALLY.

MAGAZINE PAGE 78



SUCCESS  
STORIES FROM AROUND  
THE WORLD.

*technotrans Australia*

Down Under, up with the leaders

Equipping a printing press can be compared with specifying a car. But unlike in the car industry, this optional equipment normally comes not directly from the press manufacturer, but from specialist suppliers such as technotrans. And on a printing press it isn't simply about enhancing comfort and convenience; it boosts efficiency, in other words profit. With the help of colleagues from Singapore, the Australian subsidiary – a small undertaking for such a vast country – has managed to convince the bigger sheet-fed offset printers scattered throughout the continent, but also important local newspapers, of the added value to be derived from centralinksupplysystems,high-efficiencyfiltration systems and water preparation systems. It looked at each customer's specific circumstances as a matter of course and underpinned everything with technotrans' renowned quality service.



technotrans



*technotrans America*

Termotek goes USA

technotrans' international sales and service network attends to customers' needs in each individual market. When those markets contract, as has happened in the USA, the team's spirits may well suffer. So the news that the sales team is now able to represent Termotek AG, too, was enthusiastically received. The potential is huge, the products much sought-after, and technologically this is familiar territory. The only barrier to be overcome were the inhibitions at making contact with customers from an entirely fresh industry. Termotek helped matters along, and the first deals closed are an added motivation.



*technotrans France*

Global networks, local benefits

The graphic arts industry is a village. Every country has a dense network of federations and work groups that regularly swap notes. So word of mouth is still a very powerful form of advertising. When the Japanese printing press manufacturer Komori made a recommendation to a French customer on how it could add value to its production process, it was referring to technotrans filtration and preparation systems. Komori's recommendation held sway, and the customer was delighted with the results very shortly after installing the systems. The next printer soon came calling with the same requirement. That, too, is part of technotrans' strategy: making sure customers with global spread use our technological innovations wherever they are – in the interests of users.



*gds Germany*

450,000 legally watertight pages  
in 68 countries

One of the bigger customers in the portfolio of gds AG is SIG combibloc, for which it produces technical documentation. Because a new packaging material for the manufacture of carton board was introduced, all operating manuals for the machines already in production use had to be updated. Instructions on how to check the packaging were also compiled. gds took charge of the entire editorial review process, the compilation of the special documents, their translation into 23 languages, the customs formalities and the logistics. In total, over 2½ years around 450,000 printed pages were placed in around 1,000 individual packages and distributed to 68 countries.



*technotrans England*

Great ideas for large formats

The English abbreviation for the giant presses built by Heidelberger Druckmaschinen AG is simply "VLF" – for Very Large Format. This could hardly be more fitting when you are talking about a maximum format width of 162 cm. The leading UK printer Butler Tanner & Dennis, based in Frome, Somerset, has invested in such a press. When choosing the dampening solution circulator and ink roller temperature control unit for this high-tech giant, its choice was obvious. "The technotrans beta.c combined unit with central water cooling was recommended to us by Heidelberg", explains Plant Manager Warwick Larkman. "The waste heat from the presses is kept in a closed circuit, so it has no influence on the climatic conditions in the printing hall." technotrans was also the obvious choice for Butler Tanner & Dennis because the printer had long been convinced by its excellent standard of service.

OR: HOW TO  
DO THE RIGHT THING  
WHEREVER YOU ARE.



*technotrans India*

Green Printer Award 2011  
for The Times of India

The "Green Printer Award" was launched in India by our fledgling subsidiary in 2010 as a way of raising awareness of sustainable production in that market, too. It is presented to companies that have taken measures to protect the environment, e.g. by reducing waste or reconditioning process fluids. The 2011 award-winner was the newspaper printer of "The Times of India". It also streamlined its processes in an environmentally friendly way by systematically applying technotrans solutions. Now, for example, when the presses are started up it is no longer necessary to print 600 or 700 specimen sheets; a maximum of 200 are needed. The amount of paper saved is six tonnes per year, or 22 trees. As a tribute to the environment, the Indian experts have also cut CO<sub>2</sub> emissions and water consumption, drastically reduced energy consumption and moreover planted 500 new trees in the vicinity.

technotrans



# INNOVATION MADE IN MÜNSTERLAND

1

Made in Sassenberg –  
for use worldwide

## HOW LIQUID TECHNOLOGY FROM UP COUNTRY SPREADS WORLDWIDE

Sassenberg is a pretty little town in the Münsterland region with a population of around 14,000. Surrounded by green meadows and open spaces, it is not exactly where you would expect to find a globally successful enterprise. But this is the home town of technotrans, one of the biggest and most expert suppliers of liquid technology.





2

Where the liquid technology of the future is taking shape

3

High-quality assembly processes with attention to detail



“INNOVATION, CREATIVE  
ENGINEERING SKILL AND  
“MADE IN GERMANY”  
QUALITY ARE WHAT THESE  
PRODUCTS ARE ALL ABOUT.”

Maybe this success owes something to the company’s Münsterland origins and the region’s people. They are renowned for their down-to-earth manner and collaborative spirit, but also for their determination and foresight. At technotrans, highly motivated people produce innovative technology fit for the challenges of the future.

Since 1970, we have been building impressively high-quality equipment and systems for customers from the printing industry as well as other sectors. These customers are spread all over the world – because mechanical engineering is a prime example of Germany’s export prowess. Innovation, creative engineering skill and “Made in Germany” quality are what these products have always been about. We supply products that delight our customers and bring them real benefits. Through their reliability, precision and tailor-made solutions.

As a forward-looking company, technotrans used its own core skills to successfully integrate other companies into the group from an early stage, and forge long-term ventures and partnerships with trailblazing technology carriers.

**LOCAL ROOTS, GLOBAL OUTLOOK**

For all our international make-up, the nerve centre of our activities is in Sassenberg. This is where the high-quality products are created that have made technotrans famous, such as temperature control technology, filtration solutions, preparation systems and central ink supply systems. The main clients for our peripheral systems come from the printing industry, but we have been steadily and systematically widening our area of activity. For example the Technical Documentation arm of the company offers internationally usable tools and assists companies with editorial processes. Since 2010 we have also been working with companies in the field of laser technology, e.g. through the partnership with and subsequent takeover of Termotek AG and with other renowned companies in that industry. As a systems supplier we favour modular concepts comprising self-developed

components and standard products sourced from specialist suppliers. This approach enables us to respond very flexibly to requests for customer-specific solutions. At the same time we set great store by well-qualified employees and efficient processes.

Through its breadth of expertise, the company is also tapping new areas of business with long-term prospects. We use the full battery of our resources to guarantee technotrans permanent market success and ensure that customers and partners worldwide will continue to benefit from our products and innovations “Made in Sassenberg”.

Against this backdrop, we are also eager to demonstrate ecological and social responsibility because we believe that economic success is only possible if people also ensure that the impact that their ideas and actions have on humankind and

nature is sustainable and justifiable. That is why we have signed up to the “Global Compact” initiative of the United Nations, through which the participating companies subscribe to shared values. We are also actively supporting the “Friedensdorf e.V.” initiative, which focuses on providing medical assistance for specific patients and running aid projects for children all over the world.

4

From the logistics centre to destinations worldwide.





“OPTIMISED,  
EFFICIENT ASSEMBLY  
PROCESSES.”



PARTNERS ON EQUAL TERMS

technotrans sees itself as not simply a supplier, but as a companion. In partnership with our customers, we investigate their specific requirements to make sure our systems and equipment always represent the best possible solution for the task in hand. And because this approach means we are the ones who time and again have set standards that become accepted worldwide, we are able to keep our production operations particularly economical. The modular technical solutions are based on our many decades of experience in temperature control, filtration and the preparation of liquids. Our full prowess is demonstrated in the way all these skills come together in an expert systems supplier for customers who expect more.

The most impressive aspect of technotrans' equipment and systems is their selective, meticulous technology that perfectly matches that of our customers and often delivers the solution to a problem. Our products also offer a high ROI and are easy to operate and service. We furthermore espouse the user's interests by majoring on energy efficiency, environmental and sustainability. That's because we supply products that already have one eye to future. As a result, they are attracting a following in other sectors as well as the printing industry.

At technotrans, technological expertise goes hand in hand with a service culture that strives for customer satisfaction throughout a product's entire life. We regard being available 24/7 as a matter of course. We are likewise there to offer solutions for virtually all challenges that might arise in the customer's production operations. A direct hotline, worldwide parts service and expert service technicians on the ground are all part of the deal. And there's much more, too.

This is the essence of our mission – to deliver greater efficiency, better productivity and more success for our customers and partners.

MOTIVATED BY EXPERIENCE

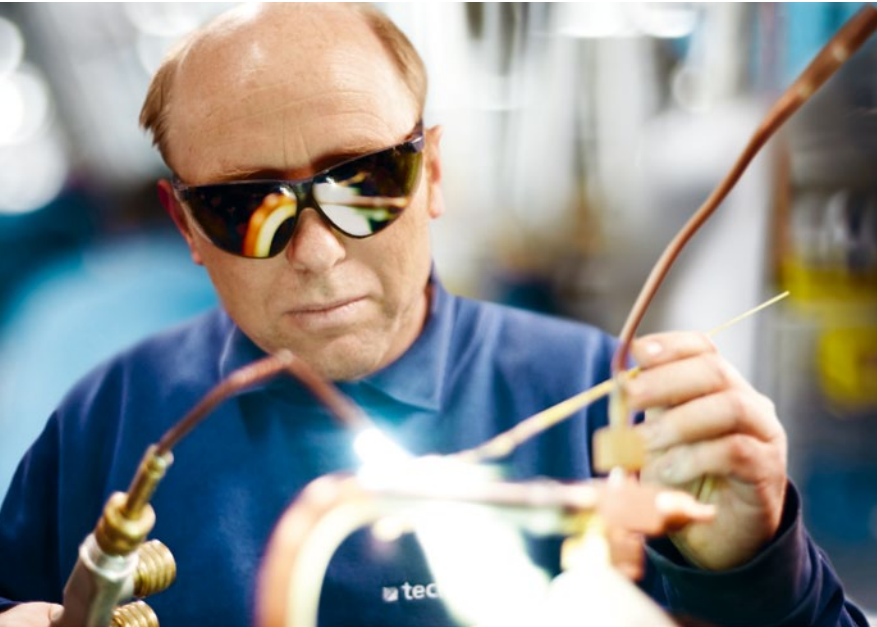
Our goal at technotrans is to surpass not just our customers' expectations, but our own expectations, too. We would like to use everything we have learned in the past to create new success stories. When we act, we are swift and focused. Not because we are forced to be, but because we are exceptionally motivated. Because we know that all the experience in the world counts for nothing if you don't use it to shape the future. And we make the most of another of our strengths: speed.

We are able to deploy this strength in both the research and development area and in production, with the result that both we and our customers acquire a stronger market position. This is not about innovation for innovation's sake, but about compelling ideas that have a sound technological basis and produce genuine high quality.

“WE OFFER TAILORMADE  
SOLUTIONS FOR A WIDE VARIETY  
OF PROBLEMS.”

technotrans makes use of expertise it has acquired over several decades, the latest research tools, cutting-edge production methods and successful development strategies. We explore every possibility in our quest for new solutions and technologies, e.g. partnerships with institutes and universities, so that our equipment and systems are state of the art. We get involved in interdisciplinary and international ventures because we know that only open horizons offer the scope for developing superlative technology. And we keep our production operations efficient, sustainable, cost-conscious and flexible, because we believe this is the best way to continue being a success.

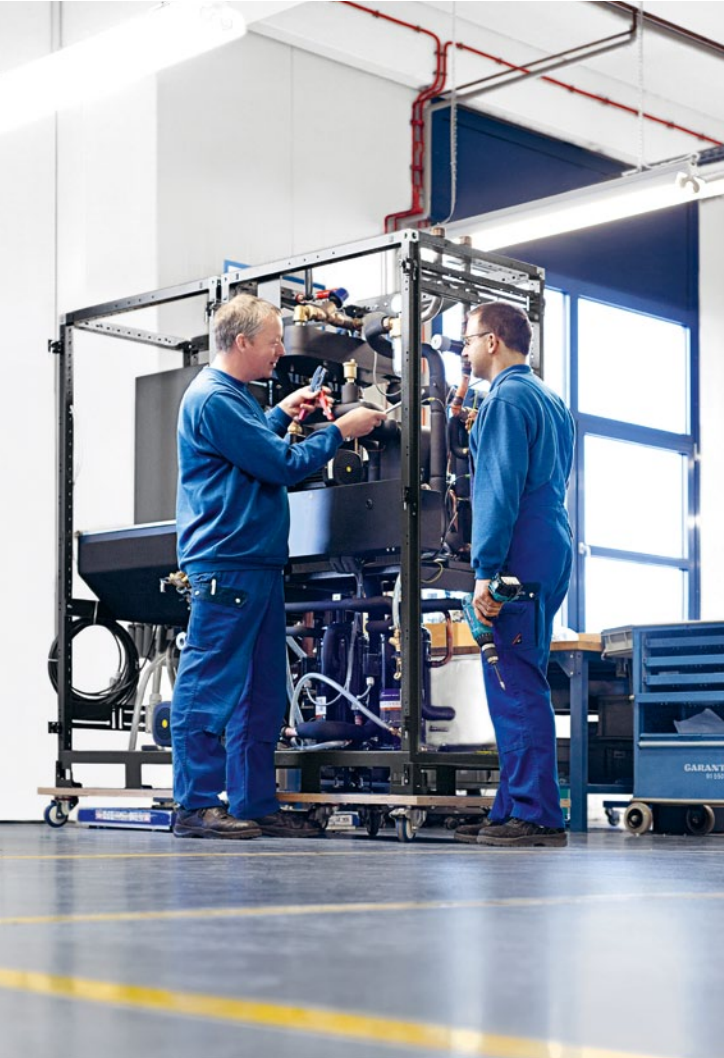
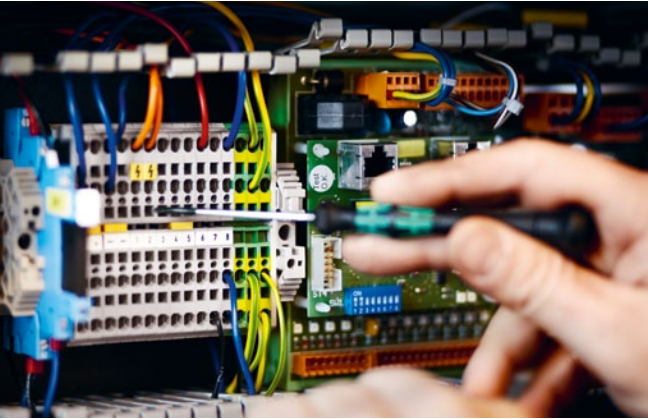
TECHNOTRANS  
OFFERS SUPERLATIVE  
TECHNOLOGY



5  
We build our own refrigeration technology, which is a core component of many products

6  
Electrical systems that not only look good, but work reliably, too

7  
The dual-control principle helps to ensure that all components interact to maximum possible effect







8

The assemblies comprise various components, which are first tested and then preassembled

9

Maintaining order, however tiny the detail, helps to keep everything well organised

10

Pride at another completed order: the unit can now undergo functional testing



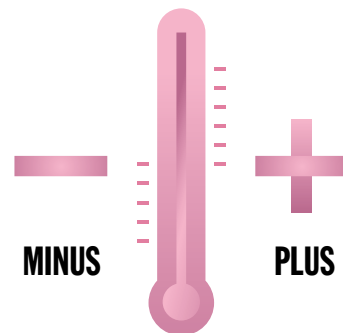


# FROM MINIMUM TO MAXIMUM

**DAY BY DAY, OUR PRODUCTS PRODUCE  
ASTONISHING STATISTICS – BOTH GREAT AND SMALL –  
IN THE AREAS OF TEMPERATURE CONTROL,  
FILTRATION AND PREPARATION.**

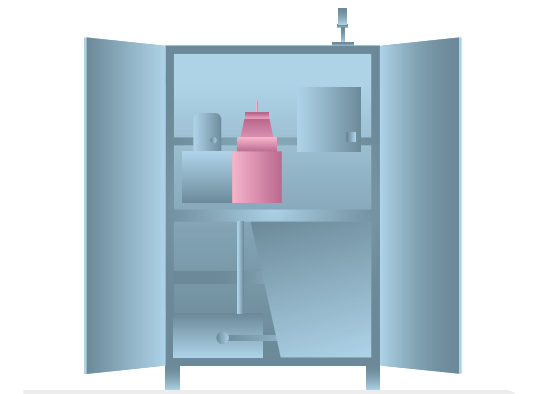
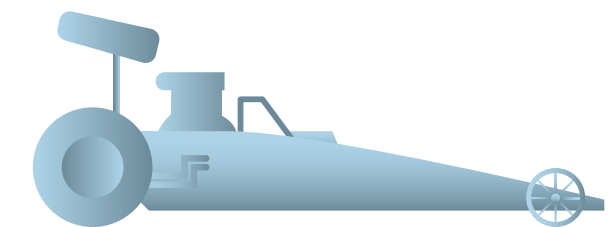
## 35 t

IS THE CAPACITY OF THE  
LARGEST INK TANKS WE  
HAVE EVER INSTALLED



## 0.05°C

technotrans uses temperature measurement technology accredited by the Federal Institute for Physics and Technology that is capable of measuring to within 0.05 °C over a range from 10 to 150 °C. That enables us to regulate temperature control circuits with a proven accuracy of +/- 0.1 °C. Which the users of our technology rely on in practice.

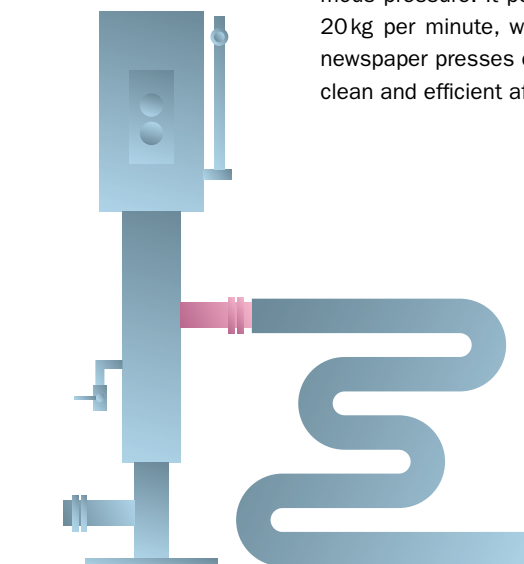


## 9,000 g

On a hair-raising roller coaster, g-force – in other words the load on a body from acceleration – is between 5 and 6 g. In other words, between five and six times the force of gravity acts on the body. We're not satisfied with that for our spinclean.d. This dampening solution cleaning unit generates a centrifugal force of 9,000 g for optimum cleaning quality and highly reliable processing.

## 160 bar

Our ink pumps circulate the highly viscous printing ink along pipes to the printing press at this enormous pressure. It permits a delivery rate of up to 20 kg per minute, which the highest-performance newspaper presses can easily get through. A fast, clean and efficient affair.



## >99%

The fluidmaster.110 is a compact, high-quality unit for reverse osmosis that is used predominantly in electroplating and electronics manufacturing. Thanks to its ingenious technology, it achieves a salt retention rate of more than 99%, which is indispensable for hitch-free production.





## PROFESSIONAL, PRODUCTIVE AND TRULY PROFICIENT.

### TECHNOTRANS – AN ENTITY THAT THRIVES ON ITS EMPLOYEES.

They are the hand, soul and mind of everything we do. They make sure we play to our strengths in every area of the company. They create the positive, professional atmosphere that our customers, too, sense. And they have stood by their company throughout difficult times. That's something we can be proud of, and it makes us confident that we can rise to all future challenges.

Our employees demonstrate their desire for superlative achievements every day, in every area of the company, and are thus spurred on to new heights. They have the ability to look beyond their



11

Our employees are one  
of our biggest strengths

12

A small excerpt of the big picture  
that is more than the proverbial sum  
of its parts...

immediate horizons in their quest for solutions not just for the present, but for the future, too. Because a good idea is a good idea, whoever produces it. We expressly encourage this attitude. Our efficient business units consolidate the expertise present in each technology area into specialist teams which consider the current and future requirements of our partners and customers professionally and purposefully. But for some projects, we also take the opportunity to bring together the expertise of more than one unit for optimum, forward-looking results.

Specifically when it comes to technotrans' worldwide activities, exchanging ideas on an interna-

tional scale is an important success factor. This approach also reinforces common ground internationally and exploits different outlooks in engendering new ideas. It is clear wherever we are active just how successful this method is: on external assignments our efficiency, creativity and customer centricity are richly praised. Our equipment and systems encapsulate our expertise in many different ways. We want these factors to remain our benchmark, which is why we do all we can to support our employees – on a specialist, social and interpersonal level.







# THINK

“AS FORWARD-THINKERS WE LIKE TO REFLECT ON OURSELVES, OUR PARTNERS AND THE WORLD.”

*Christian Walczyk*

Head of technotrans industrial system solutions

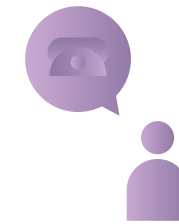
technotrans



**FINALLY. A VISIT TO THE DENTIST THAT WAS WORTH IT IN A DOUBLE SENSE. BECAUSE THAT'S WHEN I CAME UP WITH A POTENTIAL SOURCE OF REVENUE OUTSIDE THE PRINTING INDUSTRY.**

One that used our core skills of cooling, filtering and metering, of course. It was the cooling lubricants that fired my imagination. While leafing through a brochure for dental labs in the waiting room, it suddenly struck me: cutting processes also involve cooling. And cause lots of very fine surplus material. The solution would be a combined unit that cleans the cooling lubricant, prepares it and returns it to the production process. When looking for a suitable partner for the project, I thought of Sauer, a company that is part of the Gildemeister Group and makes precision 5-axis CNC machine tools with integral ultrasonic technology for use in such areas as dental technology. So the next day I got in touch with their development department and asked for an appointment with them. At the company's headquarters in Stipshausen we first presented our technologies and then our idea. The concept of

using a combined unit for preparing cooling lubricant was not in itself new for Sauer's engineers. But our concept was persuasive: a compact, user-friendly unit that is installed directly on the machine and operates efficiently – a space-saving, economical solution. We agreed to investigate the idea further in close consultation with Sauer. After all, the new unit ultimately needed to reflect their requirements. That kicked off development of the toolsmart. Deploying our ample engineering expertise, and after plenty of emails and phone calls, our team drew up the plans for a new unit that we presented at our next meeting. Of course we were nervous, because Sauer wasn't just any company – they were one of the technology leaders. But we knew as early on as the development phase that we were onto a good thing. All the analyses, measurements and plans looked very promising. And that's how it turned out: our ideas were well-received and we were given the go-ahead to build a prototype that we would place at Sauer's disposal as a test system. We built it largely from equipment modules that feature on our systems for the printing industry. In other words, we had plenty of experience with them. The filtration stage was the only section for which entirely new modules were created, because the requirements to be met were different. When the prototype was ready, off it went to Stipshausen.



**WHEN THE PHONE RANG, I DIDN'T REALLY KNOW WHAT TO MAKE OF IT AT FIRST.**

technotrans weren't proposing anything specific and I didn't really know what they wanted from us. After talking to them things were a little clearer. They wanted to sell us something. Interestingly, they themselves didn't know exactly what it was. It wasn't much more than a general idea. But it actually sounded quite good. At our first meeting we soon got onto the topic of cooling lubricant preparation and how there was room for improvement. I then realised that technotrans might be able to deliver firm improvements to the processes going on in our equipment. They told us more about their plans

and how they would envisage a partnership with us. They were really engaging and enthusiastic. So we agreed we would both explore the idea in greater depth. We soon saw the process take on firm contours: a lively dialogue by phone and e-mail ensued, and we were wowed by their professionalism. So we really looking forward to the next meeting, when technotrans wanted to show us some very

specific plans. And that's what they did. We were immediately impressed by the new unit. We'd already been getting on splendidly, because such a venture was a breath of fresh air. The whole undertaking moved up a gear when technotrans offered to build us a prototype. How could we refuse? Especially as they were so eager to respond very directly to our requirements in many areas such as filtration and user friendliness. A few weeks later, they phoned to ask when they could call again. So we arranged an installation date and eagerly awaited the next developments. Communications started buzzing again, and we just had to bide our time until the truck with the new unit pulled up outside our building...

**THERE'S POTENTIAL IN EVERYTHING. ESPECIALLY IF YOU'RE PREPARED TO CHANGE THE WAY YOU THINK AND ACT. WITH BOLD IDEAS AND THE RIGHT PARTNER.**

technotrans





# WHEREVER YOU NEED US, WE'RE THERE.

WHY SERVICE FROM TECHNOTRANS  
ALWAYS MEANS THAT BIT EXTRA.

1

Readiness and dedication  
go hand in hand



**SERVICE FROM TECHNOTRANS IS AN IMPORTANT WAY OF INCREASING CUSTOMER SATISFACTION. IT PLAYS A VITAL PART IN A COMPANY'S SUCCESS. TODAY, FOR TOMORROW.**

That is why we at technotrans take the topic of service very seriously. After all, a lot of money is tied up in our customers' machinery and the cost of lost production can soon escalate. Furthermore, as a general rule nobody knows equipment and systems better than the people who have built them. We are not only aware of that; we act upon it. We are customer-centred, flexible and above all available internationally at 19 locations. This efficient service network of around 150 employees makes sure our customers are satisfied – all over the world.

**ONE-STOP SERVICE**

So that we can attend to our customers' needs even more comprehensively and consistently, we are steadily optimising our service structures. To do this, we study the needs and preferences of our customers and their markets. The wide-ranging experience that we have gained internationally over recent decades is of course invaluable when handling change. So that we can keep all processes as efficient as possible, every customer is assigned a product specialist as their counterpart to answer technical questions and handle every aspect of service cases. Customers genuinely appreciate this all-round support.

**24 HOURS, 365 DAYS**

The very core of the Service organisation is Customer Service Support, which attends to technotrans customers' every need through an integrated approach. A technical officer carries overall responsibility for a service order, including engineer call-outs and the administrative processes. This ensures that all services and processes can be coordinated smoothly. Customer Service Support is flanked by service force planning. It organises the engineers' appointments and clarifies all important aspects of travel. The Service area also helps with the internal and external training courses that provide professional, specialist advanced training for both our own employees and our customers' technical staff.

All customer requirements are acted upon individually, flexibly and professionally by our expert, motivated employees. That is of course particularly important in major projects that not only involve supplying equipment and systems, but also project planning, assembly and installation work up to the point of commissioning. In such cases it is particularly important to get everything right from the outset, so that the results live up to the customer's expectations in every respect. It naturally also includes product-centred, practical briefings, training and advancement to ensure that operators and users are able to use equipment expertly.

And there is yet more to technotrans Service: our employees provide swift, practical answers to technical questions so as to keep disruptions to the production process to a minimum. They make sure parts and consumables reach the customer as quickly as possible through a carefully planned international service network. Regular maintenance work reduces the risk of breakdowns and increases production reliability. That is something else that our worldwide customer service provides locally. Our qualified engineers are perfectly equipped with special tools to carry out repairs or modifications directly at the customer. They analyse the situation and find the best possible solution, perhaps repair individual components or enable the customer to carry on operating a machine in emergency mode until the cause of the fault can be definitively eradicated.



**INTERNATIONAL, CONNECTED AND FLEXIBLE – TECHNOTRANS SERVICE KNOWS NO BOUNDARIES. AND PROVIDES THE BEST SOLUTION FOR THE CUSTOMER, EVERY TIME.**

2  
The most important thing: thorough preparation and perfect equipment

3  
We are there for our customers 24/7. Every day of the year

As well as our products, this range of services – which we can also provide on behalf of other companies – helps to keep our own customers happy and satisfied. We are never far away anywhere in the world, respond quickly and flexibly, and always focus on the solution. 24 hours a day, 365 days a year. Thanks to this approach, we have developed

strong partnerships often stretching back many years with many of our customers. As well as being convinced of the merits of our service philosophy, we find it repeatedly offers up scope for new discoveries and insights. To the benefit of our customers and our products.



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“CUSTOMER-ORIENTED  
SERVICE IS ONE OF  
THE MOST IMPORTANT  
SUCCESS FACTORS.”

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“WE KNOW OUR CUSTOMERS ARE SATISFIED WITH OUR SERVICE. BUT WE STILL WANT TO BE EVEN BETTER.”



4

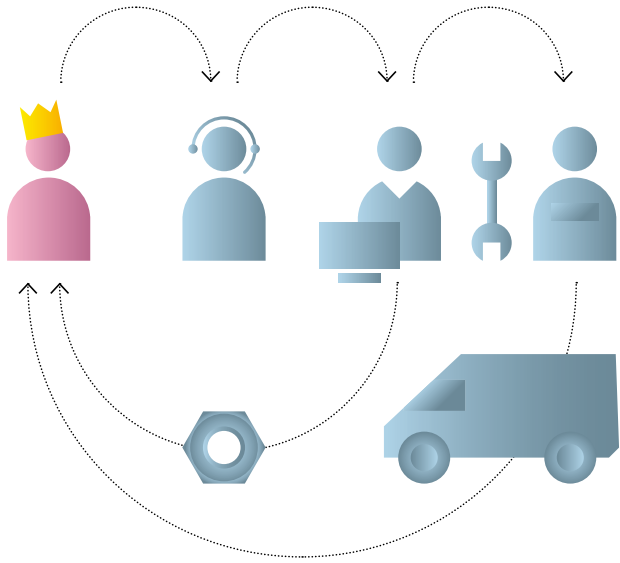
Customer-oriented: team discussion for the Service organisation

5

The results depend on the performance of each member of the team

**THE SERVICE IS GOOD. BUT NOTHING IS SO GOOD IT CANNOT BE IMPROVED.**

Change is part of everyday corporate life, because if you fail to change you stand still. All the same, there are some situations where continuous change is no longer enough to reach the next level. That normally calls for a project. And technotrans’ Service area found itself in such a situation. Responsibility for ensuring the project succeeded was delegated to Anne Beckmann, 29, who joined the company in 2002 and started her career with a dual course of studies in business administration. Even before completing the qualification she was working in the Service area, initially as assistant to the Head of Service. Following the rollout of SAP, she then became team leader of Service Call Planning. So not only does she have a deep understanding of the subject; she also knows the various processes and organisational tasks in the Service area. This was the basis on which she was given the task of restructuring the service portfolio and also made team leader of technotrans’ new Customer Service Support. In this capacity she coordinates both her own task area as well as the interfaces with the field service and training areas.



“and that allows us to estimate directly what field service and training capacity will be needed, then we can schedule everything with the members of the other Service areas.” Thanks to the service network’s out-and-out international nature, this approach is ideal for the customer. Because of the way it improves processes, technotrans can respond even faster. And with technotrans experts available all over the world, customers are able to contact an expert who can help solve their problem at any hour of the day or night.

“We want to go the extra mile in Service,” declares Anne Beckmann, “and the proof that we manage to do this is there in both our satisfied customers and our determination to find individual solutions.

“I SEE OUR EMPLOYEES REPEATEDLY DEMONSTRATE THEIR FLEXIBILITY EVERY DAY.”

After all, we do keep encountering exceptional challenges. Once, our staff sent an urgently needed part overnight from Sassenberg to Prague by taxi. That meant the customer was very quickly able to resume production. And if the customer so wishes, in extreme cases we’ll even charter a plane.” Anne Beckmann finds such anecdotes are what give her work some extra spice. “Although my activities are largely of an organisational nature, I see our employees demonstrating their flexibility every day or spontaneously putting ideas into practice.”

On top of these measures, technotrans is developing service tools that will bring even greater efficiency. For instance it is planning a kind of Wiki compendium to list all previously known problems, with links. This will pool the service experts’ specialist knowledge in one place, simplify searches and give quicker access to solutions. The field service, too, benefits from professional tools that for instance coordinate international service engineer calls depending on the immigration requirements for countries worldwide, and arrange any visas or vaccinations that are needed well ahead of time. Customers and technotrans’ own employees are not the only ones to benefit from the new structure and the tools; these also make life easier for partners and subcontractors working on the project.

**UNDAUNTED BY MAJOR TASKS**

Restructuring a corporate area is normally a very labour-intensive and above all organisationally demanding project. “We already knew the customers were satisfied with our service. But we wanted to be even better.” It was in this vein that Anne Beckmann approached the task of taking technotrans Service to a new level. The aim was to implement a holistic, process and user-oriented approach that is based on a clear strategy: getting Service to follow the products into the markets. Customer Service Support was created to put the plan into action. “We want customers to have a contact person who coordinates everything that matters in a service project, from start to finish,” says Anne Beckmann. One of the most important organisational changes involved bringing the administrative processes under the umbrella of Service Support. In other words controlling everything centrally, whether the clarification of technical matters, preparing the quotation, processing the order, shipping the materials the engineer needs, invoicing or chasing up any accounts receivable. “Before we start, we discuss contractual aspects and the technical approach with customers and identify the contact persons,” explains Beckmann,





## GDS AG, OR THE ART OF BEING UNDERSTOOD CORRECTLY

6

However complicated it is,  
gds finds the right words

### “TAKE A AND PLACE IN FRUIT BASKET B FOR CHANGE COLOUR YELLOW.”

Who has not come across such bizarre wordings in operating instructions or manuals? Less of a problem, maybe, when you are dealing with everyday products. But when you are talking about technical processes, expensive machinery or training documents, the problem can very soon become a costly one. Every company that makes technical products has to compile technical documentation. The quality of which is crucial. International standards, regulations and laws have to be complied with, and texts, photos and drawings have to be clear and intelligible. That is a constant challenge that companies cannot afford to take lightly.

The technotrans subsidiary gds AG – “gds” stands for global document solutions – has embraced the task of tackling this issue not just on behalf of technotrans, but also for other companies. It does so with speed, flexibility and professionalism. gds was created out of the former “Technical Documentation” department at technotrans AG. Since 1998 it has also been performing this task for other companies – with notable success. gds offers a wide range of products and services that not only simplify the entire documentation process for customers, but also demonstrably reduce costs by between 30 and 70 percent as well as providing greater legal certainty. The starting point is a rationally structured range of services, which can

also be combined as required. This versatility is undoubtedly one reason for the success of gds AG. The company is now also active in a large number of European countries and in regular contact with various technical universities, associations and federations.

“GDS OFFERS A WIDE RANGE OF PRODUCTS AND SERVICES THAT SIMPLIFY THE ENTIRE DOCUMENTATION PROCESS FOR CUSTOMERS.”

“A high point in the history of gds AG to date came in October 2011, when it scooped three awards at the dokupreis, a competition sponsored by the German professional association for technical communication and Information-Development (tekomp)”, explained gds Chairman Ulrich Pelster. The recent years’ success is also reflected in the steady rise in its employee total and the opening of additional locations. And gds AG is primed for further growth. With products and services that bring clear benefits for the customer.

At the very heart of gds’ solutions is the **docuglobe** content management system. It is based on the principle of modularisation: documents are broken down into logically usable component segments, the contents of which can be edited and modified quickly and easily. All segments are kept in the database, ensuring that all users retrieve the same version. The advantages are obvious. Documents can be produced to an especially high, guaranteed standard of quality, and managed very efficiently.



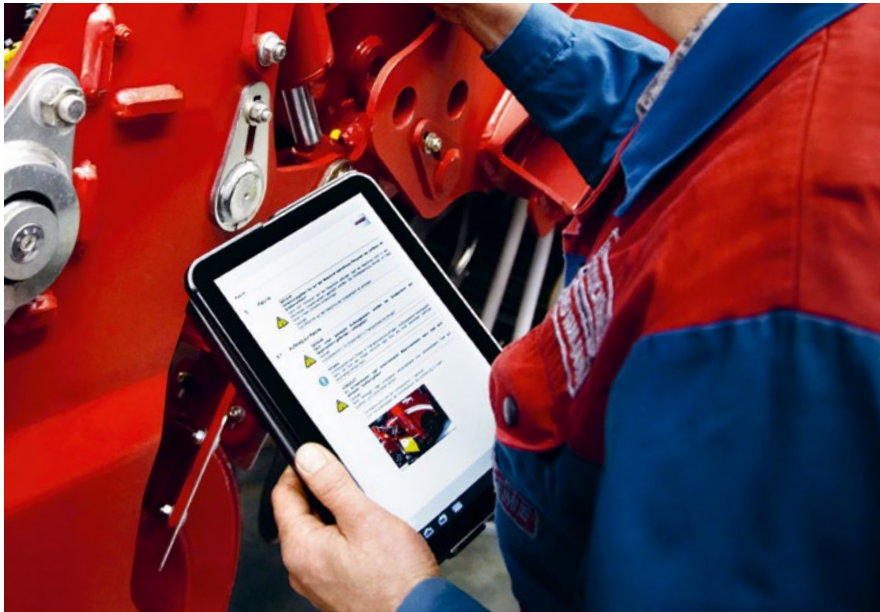


7

Clear and easy to understand:  
technical documentation from gds

8

gds performs services on behalf of  
a large number of companies



9

docuglobe – gds’ successful product  
which is already benefiting more  
than 1,000 users



GDS AG IS THE SERVICE  
PROVIDER FOR TECHNICAL  
DOCUMENTATION.

STRUCTURED, LEGALLY SECURE  
AND INTERNATIONAL.

WITH INDIVIDUAL SERVICE  
AND INGENIOUS TOOLS.

There are many more useful features in docuglobe, such as convenient tools for translation into various languages and language management, straight-forward publication in a variety of media formats, automated processes, clever search functions, version management and traceable archiving. Moreover, it interfaces with MS word to make the task of editing appreciably simpler for all users. docuglobe is thus a system that every company can use. Alternatively, gds AG can be commissioned to handle the task.

For this, gds offers its **documate** service, which involves e.g. professional authoring and updating of technical documentation for various customers. It can also provide in-depth advice on the structuring and integration of various documents. This service enables companies which are not large enough to justify an internal Technical Documentation department to obtain professional support for the task. The benefits for the customer are obvious: the economy of outsourcing, professional execution, and a significantly reduced liability risk in a product-related area that is highly sensitive for manufacturing industry.

Another service available from gds is **docuterm** terminology management. Company-specific terminology is as much a part of corporate identity as the logo or corporate design. It also helps customers to find their way around various documents with greater ease and localise the content faster. docuterm standardises the terminology used and

therefore makes documents easier to follow. Specifically in documentation, effective, easily understood instructions are more important than elegant phraseology. docuterm delivers these in an especially simple and efficient way, and is thus an ideal gateway to professional documentation.

For a quick, dependable and customised solution to technical documentation, there is the **docuconsult** service. gds performs a comprehensive analysis of the safety aspects and semantics in the documentation, but also investigates the potential in respect of processes, quality and costs. Documents can furthermore be analysed and optimised in such a way as to project a positive image of the company. The docuconsult service also includes tailored consultancy, training, seminars and in-situ support involving both its own products and the products of renowned partners.

To guarantee customers a comprehensive service and flexible support, customers can access our **docuportal** over the Internet. This is the quick and easy way to submit translation enquiries, commission jobs, transfer high volumes of data or log support requests, and customers have a constant overview of their processes.

The services provided by gds AG appeal to a growing circle of companies. The docuglobe software alone achieved revenue growth of 50 percent in 2011. This achievement undoubtedly owed much to its high functionality and the comprehensive service, but also to a strong focus on innovations, developments and trends in the field of technical documentation. As well as the fact that customers find gds’ approach as simple as ABC. No doubt about it.

“GDS MEANS  
COMPREHENSIVE  
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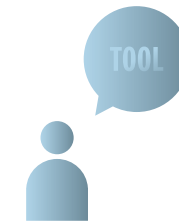


# LEARN

“PROBLEMS ARE REALLY JUST HIDDEN SOLUTIONS FROM WHICH YOU LEARN.”

Andreas Schwarz

Head of Application Engineering,  
SAUER GmbH

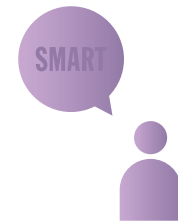


**WE WERE NATURALLY QUITE TENSE AND WERE WONDERING WHETHER THE WHOLE THING WOULD WORK IN THE WAY WE AND SAUER IMAGINED IT WOULD.**

The prototype was to be installed in the company's showroom on a machine that cuts e.g. dentures from ceramic discs. The process generates ceramic sludge as a waste product. Our prototype's task was to remove this residue from the cooling lubricant, clean the fluid, cool it down and return it to the production cycle. Ideally without any consumables being needed for the filtration process. That was the theory. In practice, as we discovered in tests over the next few months, this proved to be the biggest challenge. The mixture of ceramic particles and cooling lubricant formed a sludge that blocked up the filter fairly quickly, rendering it unserviceable. So our team feverishly set to work on finding a solution – and identified one fairly quickly. At least, until Sauer started to process other materials such as glass on the same machine. The new filtration concept, too, now came up against its limits. But giving up is not in our character, so we continued to work on the problem. And actually found quite a simple solution. We tried a standard filter, which is known in the printing industry as beta.f. Although we hadn't managed to create a consumables-free filtration system, it was at least an effective way of filtering out various materials. Over the entire period we managed to build up very good mutual trust with Sauer, a fact reflected in the visits we paid each other. And it transpired that these two companies from utterly different branches of industry had a surprising amount in common. We found we all love the beef roulade in gravy served up by our canteen chef. Common ground facilitates not just partnership, but also communication, and it helped along the development of the prototype right through to its final form.

**THERE IS AN ONGOING LEARNING PROCESS INVOLVED IN DEVELOPING SOMETHING NEW AND USING IT SUCCESSFULLY. EVERYONE INVOLVED CAN BENEFIT IF THEY ARE PREPARED TO DEPART FROM THE WELL-TRODDEN PATH.**

to act like partners and be so hugely supportive. But because they kept it up, we came to realise that they really meant it. Ultimately we were convinced that technotrans' main aim was to learn hand in hand with us, and venture into new territory that would above all bring our companies long-term benefits.



**OBSOLETELY WE WERE CURIOUS. IN THEORY IT ALL SOUNDED GREAT, BUT WOULD IT REALLY WORK IN DAY-TO-DAY USE?**

To put it to the test, we'd decided to install the toolsmart on one of our machines in the showroom where we demonstrate our products to potential customers. We were keen on being able to filter out the particles generated during grinding and cutting processes so that the cooling lubricant can be reused. Problems arose after the first few tests. The filter soon got blocked. Fortunately we weren't too worried, because we were sure technotrans would come up with a solution. And they did. Though not for long. In the course of the test phase we then started to process different materials on the machine. The new filter didn't like it. So we needed a solution, which our counterparts at technotrans very soon produced: they simply took a standard filter as used in the printing industry, and it seemed to do the trick. It took a few more phone calls and visits to each other's plants to get to that point. It almost made us a bit suspicious that the people from technotrans were so friendly and committed. Was it all just a ploy to get their foot in the door? It's so rare for suppliers



# ACTIVELY SHAPING THE FUTURE

HOW WE AND OTHERS RATE  
THE PROSPECTS, AND WHAT CONCLUSIONS  
WE DRAW FROM THAT.

1

The toolsmart is causing a stir in the  
machine tool industry





“THERE WILL ALWAYS BE NEWSPAPERS AND BOOKS.”



Matthias Horx

Born 1955; the highest-profile and most influential futurologist in the German-speaking world and author of many successful books. In 1999 he set up the “Zukunftsinstitut”, a forecasting think-tank that now advises many European companies in all sectors. Since 2007 he has also been a lecturer in trend and future research at the Zeppelin University in Friedrichshafen. His latest book “Das Megatrend-Prinzip - Wie die Welt von morgen entsteht” (“The Megatrend Principle – the Shaping of Tomorrow’s World”) was published by DVF in 2011.

Mr Horx, what do you read at your breakfast table – a daily newspaper hot off the presses, or an iPad?

An iPad. We only take one daily newspaper, as a kind of cellulose backup version in case we can’t get on the Internet. It also helps to get the fire going. But we still value quality journalism on the iPad. We have subscribed to the Economist via an app, and also to Die WELT, Die ZEIT, TIME and NEWSWEEK. We do appreciate good content.

A relatively large number of American newspapers have folded in the past few years. A study has revealed that the turnout in elections has dipped noticeably in those regions that have lost their newspapers. Isn’t that worrying?

It is, but that isn’t a new phenomenon and I think we might be jumping to the wrong conclusions: a politically disengaged population is the cause, not a consequence, of the media crisis. And the media structure in America is very different. There has never been a self-improving middle class or a coherent social discourse to quite the same extent. America is a genuine multicultural society and the newspapers are dotted around specific regions all over the continent; television was always the utterly dominant medium. The New York Times is putting up a fight and going onto the offensive on the Internet, and The NEW YORKER won’t go bust either. The Internet tends to devour those media that can be substituted with faster, more easily searchable formats. It’s simply quicker and more direct to handle car adverts and infotainment over the Internet. And over long distances, such as in America, paper is moreover not an energy-efficient way to circulate content.

Would there be justification for granting ailing newspapers protection as having “public utility”?

Aren’t they already protected? In many countries newsprint prices for instance are subsidised, or newspapers pay different VAT rates. Seriously, isn’t that like saying horses should have been subsidised when cars came along? We have other options for guaranteeing the functions of the press. Maybe by reviving the subscription idea as part of a package that includes cultural offers. Some regional newspapers already sell their customers cheap electricity and regional mobility services...

Can electronic media such as the Internet be a substitute for print media? For example in emerging economies such as China?

We ought to kick the habit of asking “print OR web” and consign that debate to history. We need to distinguish between a medium’s editorial function and its sales channels. An editorial office either is or isn’t a good mouthpiece for information and opinion, a mediator between the world and the individual. It doesn’t really matter whether the content is ultimately delivered with the help of printing presses or servers, both can be censored or blocked. When you take a closer look at China’s media landscape, you also discover it has far more diversity than we generally think. The media landscape is incredibly vibrant, but in a very different way. Asian countries are simply leapfrogging the newspaper age that has of course been very formative here in Europe.

What would we be lacking without print media? “High-quality journalism that takes readers by the hand and enables them to take a glimpse behind the scenes,” as the Editor-in-Chief of The New York Times wrote?

High-quality journalism isn’t a question of the medium. We don’t ask: “Will the future be shaped by aircraft OR cars?” They are both aspects of mobility. No one medium has ever supplanted another one entirely. The advent of television didn’t cause cinema to collapse, despite what the prophets of doom predicted. But when new media channels arrive on the scene, the existing ones “mutate”, they have to adapt. In future, books will have to look more attractive and smell nicer than they do today, quite simply because they no longer have a monopoly as data carriers. By responding to such feedback, they will evolve with ever greater diversity.

Quality is relative, isn’t it? Nowadays we have a media landscape in which thousands of channels are competing for that rare resource: our attention. Do we have media competence in our DNA, or how do we know what sources we can trust?

As individuals, and as groups that form societies, we simply have a variety of interests. And media have very many different functions. On the one hand they promote social discourse. But that’s only a tiny part of it. Media also want to arouse the public’s attention and scandalise it. That’s what the tabloid media do, in both electronic AND paper form. They also seek to build communities. There is nothing fundamentally new in that, either: there have always been media to serve special interest groups, and the trade journals for specific professional groups triggered a veritable boom in the printing industry in the late

“WE LET THE FEAR OF WHAT WE MIGHT LOSE AS A RESULT OF CHANGE TRIUMPH OVER THE PROSPECT OF OPPORTUNITIES AND GAINS.”

“THE FUTURE ISN’T NECESSARILY OUR STRONG POINT, BECAUSE THINGS COULD TURN OUT DIFFERENTLY TO HOW WE ARE USED TO THEM BEING.”

19th century. The Internet makes it even easier to organise this grouping and gathering around particular social interests. Dedicated websites for everything from cats to knitting enjoy phenomenally high click rates.

Are there parallels between today’s cultural pessimism and the widely held belief at the time of the first railways that travelling at high speeds would be bad for people’s health?

Such sentiments are certainly something of a constant in human psychology. Behavioural psychology talks of “loss aversion”. We let the fear of what we might lose as a result of change triumph over the prospect of opportunities and gains. The Internet is a huge revolution in the way we access knowledge, data and expertise. But we are more worried about losing that old-style sermonising journalism. It’s sheer nostalgia, but that’s how people are. The future isn’t necessarily our strong point, because things could turn out differently to how we are used to them being...

Mr Horx, radical change and even faster progress are the hallmarks of our age. Books became widely available 500 years ago and have shown astonishing longevity. The video cassette came out less than 50 years ago and has long since been supplanted by other media. Is there a future for printed information?

Are we really living in an age of faster progress? What is getting faster? The fight against cancer? The average speed of cars? Our conquest of space? The intellectual grasp of our politicians? The relaxed futurologist would say the hallmarks of our times are a slowing-down and an optical illusion: we are confusing compression with acceleration. We now register more simultaneity on our planet, we are influenced by many occurrences that used to make absolutely no difference to us. We are entering an age of interdependence. But that also means we will experience many renaissances. The old keeps coming round again.

Will there come a time when the only use for printed paper will be as packaging material?

Never. There will always be newspapers, and books too, because paper is a brilliantly simple data carrier that won’t crash on you. There might not be QUITE so much printed paper around. But the poor trees will thank us for that. And let’s be honest, especially when you think of all the chemicals and energy we’d save, is it really necessary to put as much as we do to paper?



# WHAT'S COMING, WHAT'S HERE TO STAY, AND WHAT COUNTS: THE FUTURE OF TECHNOTRANS



The Board of Management of technotrans AG  
Dirk Engel, Finance Director;  
Henry Brickenkamp, Spokesman of the Board  
of Management; Dr. Christof Soest,  
Technical Director (from left)

*Mr Brickenkamp, you took the helm at technotrans in time for drupa 2008. Has the company changed since?*

2008 was of course a really bad time to be taking over at technotrans. Straight afterwards the economic environment changed dramatically within the space of just a few months and we were plunged into the worst economic crisis since the Second World War. But we've used the time effectively during that crisis and paved the way for a measured strategic shift that means the company can now turn its attention to additional sales markets.

*So an example of how a crisis also offers opportunities?*

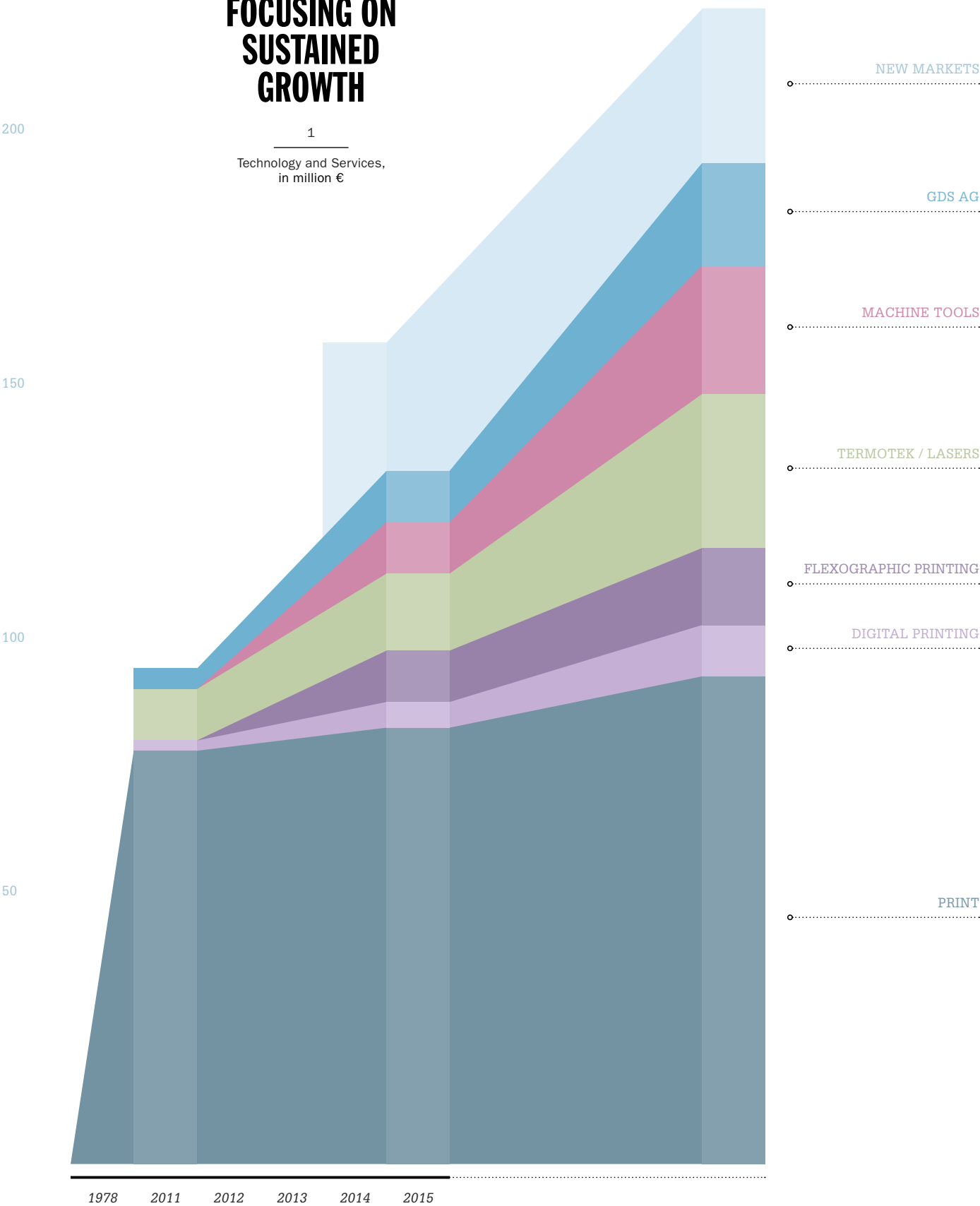
Yes, the famous Max Frisch said: "A crisis is a productive state. You just have to eliminate the after-taste of catastrophe." Of course, objectively a 50 percent fall in revenue is a catastrophe, but only for the time being. Such a situation also gives you the opportunity to re-examine your whole established way of doing things and consider new ideas that in "normal" circumstances wouldn't get a look in.

*And those new ideas became visions?*

Reflecting on our core skills and creating the business units, which are directly responsible for revenue, were important steps along the road towards now tapping sales potential outside the printing industry. And over the next few years that will be the key feature of technotrans' growth.

Matthias Horx has written how he's convinced there will always be a place for newspapers and books. We also believe in packaging, whether it's made from paper, card or film. The printed medium, whatever form it takes, will be around for many years yet, and plenty of printing presses will be sold over the coming years and decades – equipped with technotrans equipment and systems. But we don't believe that will be sufficient to create the growth story that every company needs.

# A STRATEGY FOCUSING ON SUSTAINED GROWTH





So are you planning to turn your back on your home market in the foreseeable future?

No, certainly not! We've been a systems supplier to printing press manufacturers for 30 years, and over that long period we've built up a unique product portfolio that makes us a preferred partner of those customers.

Printing presses will become even more efficient in the future, and customers in areas such as large-format packaging will want a higher level of automation. In serving those requirements we can play to our strengths.

And in future we will also be able to make the core skills that we've acquired in this market available to other sectors, as a way of shoring up our future growth.

But isn't expanding into new markets a very costly affair? How much are you having to invest, Mr Engel, and where will the money come from?

First of all, let me say that technotrans is traditionally a company that finances its entry into new markets from its own resources. So by choice we will continue to provide funding for this expansion from within the company. We've previously been able to do that quite successfully, for instance when developing new products internally and then successfully bringing them onto the market, or whenever we've made corporate acquisitions such as Termotek AG, which we financed from cash flow in 2011.

In your opinion, how relevant is it in that respect that technotrans is listed on the stock exchange?

The capital market is an important extra option that we always keep in our sights as a way of financing our growth targets. Depending on the size of the acquisition target, capital-market instruments may have a greater or lesser significance. For our last corporate acquisition we used our treasury shares to finance it alongside cash and earn-out components. That solution allows the former owner or owners to share in the collective success of the integrated entity. A sensible split of equity and borrowed capital keeps us in a position to act at all times and therefore gives us some degree of control over our financial dependence on lenders.

“TO SECURE LONG-TERM GROWTH PROSPECTS FOR TECHNOTRANS, WE ARE EXPANDING INTO DIFFERENT MARKETS.”

Don't more major acquisitions also increase the risks?

Every acquisition of course carries its own risks, and we always face a variety of challenges. For the takeover of Termotek AG, we adopted an approach that we found to be very effective. First we reached a cooperation agreement; in other words, both companies had ample opportunity to get to know each other over that period and assess whether their expectations of each other were realistic. Also, the way we structured the purchase price ensured that the former owner will continue to contribute actively towards its success in the capacity of manager, and reap the financial rewards. Last but not least, we've deliberately avoided integrating the company fully, to preserve the entrepreneurial leeway that is essential for above-average success. That then keeps the risks moderate.

In taking over Termotek, you have ventured into a new market, laser applications. Mr Brickenkamp, what makes that an interesting prospect for technotrans?

Along with other industry insiders, we expect the market for printing presses to remain flat over the next few years, or at best achieve marginal growth. The market for laser applications is absolutely ideal for making sure our company nevertheless enjoys long-term growth prospects. The range of applications for lasers is steadily growing, the market keeps expanding and we are able to share in that growth by deploying our original core skills.

What share of your revenue do you think that market might one day represent?

I could well imagine that if the economic environment remains more or less normal, products for the printing industry will account for only about half of the Technology segment's revenue by 2015. For that purpose I'm assuming our core business will make stable progress and that we'll be able to create extra potential for growth in areas such as flexographic printing and digital printing. I would expect to see a good one-third of revenue coming from the laser technology area, with various other markets accounting for the balance.

Is Termotek a sign that you are aiming for future growth mainly through acquisitions?

There are various arguments in favour of acquisitions: first of all, they get us towards our goal faster. Then there's the consideration that you can often only edge out established market participants by

making price concessions – ultimately to the detriment of your own profitability. But if we identify scope for offering customers superior technology in certain markets, we will simply develop those markets through organic growth.

So which application markets do you rate as promising?

We have adopted a very broad-based approach and our toolsmart development, a preparation system for cooling lubricant, is starting to bear fruit for example in the machine tool industry. The systems supplier principle has stood us in very good stead in that respect. In other words we supply customers not just with one vital component, but with several, which combine to form a system and are coordinated. We then package everything in a user-friendly cabinet that matches their machine, to emphasise the value added we are giving the end user.

It all sounds great, but doesn't it involve a lengthy journey through uncharted territory?

Consider technotrans' corporate history: it built its first dampening solution circulators for the printing industry in 1977, then technotrans became a standard supplier for Heidelberger and Manroland in 1992. We'd been working towards that breakthrough for 15 years. This time, only slightly more than two years elapsed between the initial idea

“WE ARE WELL SERVED WITH THE SYSTEMS SUPPLIER IDEA, BECAUSE IT MEANS WE HAVE VALUE ADDED TO OFFER.”

and its production use. It undoubtedly helped that we were able to build on that past experience but are now more professional at handling such processes and refining our technologies because we have decades of experience behind us.

technotrans came through the crisis of 2008–2009 quite well. What is your formula for keeping the company on track when the going gets tough?

Although technotrans is a global group of companies, at heart it is a medium-sized enterprise with all the advantages that entails: flat hierarchies, short decision-making paths, low vertical integration and a collaborative corporate culture. That creates an ideal basis for responding swiftly and flexibly to a changing economic environment. And thanks to our structures, we are also in a position to accommodate unexpected surges in growth with equal ease.





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“WE ARE PROUD OF OUR  
EMPLOYEES AND OUR  
TECHNOLOGICAL EXPERTISE.”

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2  
Mechanics and electronics are at the heart of the expertise that we also pass on to our apprentices

Dr Soest, you joined the Board of Management at the start of 2011. Where have you rung in the changes in your area of responsibility?

I am responsible for the areas Purchasing, Production, Logistics and Quality – and after the crisis there were various opportunities here to further optimise processes and prepare the organisation for expansion into new markets. One important aspect, for example, was how to integrate the corresponding functions at Termotek in order to tap the synergy potential. At the other end of the spectrum, my responsibilities also include the Research & Development area.

So how significant is Research & Development for technotrans?

Research & Development is a very important area of activity. It is the birthplace of many new technologies and therefore of the future product range, too, drawing as it does on the expertise and creativity of the people at technotrans. One focal area of technology is of course laser technology, which I am very familiar with, because it is a very interesting prospect from both a sales and a technological perspective and is also growing at a very

promising rate. But despite the division of responsibilities, the Board of Management regards itself as a team and – as befits a company of our size – is deeply involved in its day-to-day running.

Does technotrans have more innovations for the printing industry in store?

Of course, because we are constantly involved in the printing press manufacturers' teams that are working on innovations; that way, our technologies perfectly reflect the needs of our customers right from the outset. There are also internal and external innovation workshops held quite regularly as an opportunity for some interdisciplinary thinking outside the box, so that we can together optimise the printing press technology of the future and make it more efficient. Customers hold technotrans in high regard as a development partner. A lively exchange of ideas with customers and external partners, too, is fundamentally a very important part of innovative capability because it helps to generate new suggestions and ideas.

Dr Soest, you are also responsible for the Quality Management area. To be honest, that sounds rather dull...

It's anything but dull; modern quality management not only includes classic quality assurance, it's also an integral part of corporate management. By systematically strengthening the emphasis on processes, QM is a driver of improvements to both efficiency and effectiveness, so it steadily enhances our company's fitness. When you practise quality management as an integral function of the company, processes work more effectively and everyone has less reason to get irritated about things that aren't working. QM can therefore also be a "feel-good factor" for the company.

What's more, I regard modern quality management tools as preventive instruments that directly impact customer satisfaction and reduce the number of complaints. In that respect QM makes a substantial contribution to corporate success.

Mr Engel, corporate success is a good catchword. What are your goals for the future?

technotrans' corporate success is closely linked to our strategy of profitable growth. For me as Finance Director, profitability is naturally expressed by the relevant performance indicators. The main financial ratio that we in the technotrans Group use is the EBIT margin as our earnings target. Over the next three years, we have set ourselves the goal of getting back up to the double-digit rates of return that we were used to some years ago. Whether we achieve that goal will depend on the one hand on choosing the right growth segments and on the other hand on strengthening our competitive position. It will require us to stump up the necessary investment capital and resources.

Mr Brickenkamp, what is the biggest challenge facing technotrans?

The biggest challenge is all about something seemingly minor: ensuring that the spirit of technotrans does not go under amid the company's transformation. We are able to rely on an incredibly motivated, dedicated team. We know that we can draw customers into our spirit of enthusiasm. And we know that we are adept at handling our technological skills. Demonstrating that every day is the very foundation of our success, and we can rightly be proud of that.

And if you could gaze into a crystal ball, where do you think you would find technotrans in three or five years' time?

In the recent past we have been preparing the way for getting technotrans back on a pathway of growth. In three to five years we aim to be generating revenue of € 150 million again, perhaps

even more. Growth will come first and foremost in markets outside the printing industry, the revenue share of which is initially to be increased to 30 percent. Wherever appropriate, we will accelerate organic growth through suitable acquisitions. We will meticulously exploit the potential for synergy so that we can also achieve our future profitability goals. technotrans used to post EBIT margins of more than 10 percent, and it's our aim to achieve that once more. Ultimately we want to achieve figures that will keep all our stakeholders happy: our customers, our employees, and of course our shareholders.

3

The measurement and control methods are constantly being refined and optimised





# ACT

“THERE ARE  
SOME THINGS  
YOU JUST HAVE  
TO DO. BECAUSE  
SOMETIMES  
THE MEANS IS  
THE END.”

*Dirk Bövingloh*

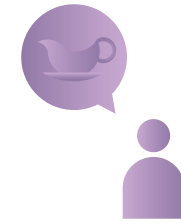
Head of Fluid Conditioning Business Unit,  
technotrans AG



## **AFTER THE SUCCESSFUL TESTS IN SAUER'S SHOWROOM, WE WANTED TO EXTEND THE TOOLSMART FIELD TESTS.**

For a long time, it proved quite difficult because many customers weren't interested in a prototype, or just ordered new machines with the old configuration. In other words, we only knew what we had learned at Sauer. Occasionally we were asked to advise Sauer's customers on how to solve their problems. Although this led to isolated contracts to install more beta.f filters, nobody was interested in a complete toolsmart. So we, along with the application engineers and the service personnel who provide the backup for the prototypes, just kept gathering valuable experience. In summer 2011 we made Sauer the offer to develop a product family based on the toolsmart for various sizes of machine. We also told them that technotrans was going to show the toolsmart on its own stand at the EMO. Shortly after that, we were given the contract to build two units for the demo machine on the Gildemeister stand. But only if we could deliver them within four weeks. That naturally fuelled our

ambitions, and we completed the new units in time. The show's success served to confirm just how good our idea was: not only did Gildemeister sell both its machines, but a whole series of follow-on orders were taken. The key factor was that the toolsmart technology is a clear improvement on the norm. Everything is neatly packed into a very compact unit, and its design blends subtly into the existing premises. Customers from the lab environment found that particularly important. They were entirely won over by its performance, user friendliness and ease of servicing. That enthusiasm was probably what swayed Sauer to spring another surprise on us. At a meeting in December 2011 they told us that not only was the entire showroom to be equipped with toolsmart, but that it immediately wanted technotrans as a serial supplier. That was the best possible endorsement of our decision to look beyond our immediate horizons.



## **BECAUSE THE PROJECT HAD STARTED SO WELL, WE NATURALLY WANTED TO KEEP IMPROVING THE PROTOTYPE HAND IN HAND WITH TECHNOTRANS.**

We could ultimately envisage using toolsmart on other machines, too. technotrans was probably thinking the same, and in August they presented us with a concept for an entire product family. We really liked it. But then they let the cat out of the bag. They wanted to show the toolsmart at an exhibition in which our parent company Gildemeister, and therefore we ourselves, would be taking part. At that stage of the process it took us rather by surprise but it was actually quite an interesting prospect. So we quickly ordered

two toolsmarts for Ultrasonic machines that we wanted to feature at the show. This is a range of machining centres for glass, ceramics and hard metals, for use mainly in labs and for tool and mould making. The delivery deadline of four weeks was quite short, but based on our experience of technotrans we knew they would meet it. We categorically didn't regret our decision. The show in itself was

very successful, and now the level of follow-on orders is also looking good. That, along with the phase of intensive collaboration, made it clear that technotrans wanted more than just to "get in with us"; we concluded it is a valuable partner for our success. We knew we wanted to see more from them. At the end of 2011 we told them we wanted to equip the entire Sauer showroom with toolsmart. And we appointed them as serial supplier for the Ultrasonic. Because this partnership is genuinely productive, and because we are already looking forward to new ideas. Discussed in depth over a plate of their delicious roulades.

**ACTING IS THE BEST  
WAY TO ACHIEVE THINGS.  
IN YOUR OWN COMPANY,  
AT YOUR PARTNERS, AND  
IN MARKETS WORLDWIDE.**



# FINDING PARTNERS FOR THE FUTURE

1

Entering into  
long-term alliances

## **TECHNOTRANS AND TERMOTEK – AN ENGAGING SUCCESS STORY**

“The only constant is change.” This quotation by Heraclitus highlights an important aspect of technotrans’ philosophy. For an international company, it is all part of the standard processes to monitor economic changes and trends, and assess what impact these have on its own situation. At technotrans, this also means for example expanding the company appropriately, taking its own core skills as the starting point. A successful example of how it has expanded its scope of activities is gds AG, a provider of technical documentation services that grew out of a department of technotrans and now has international operations.





Another option for corporate development is takeovers. Throughout its history, technotrans has merged with other companies on a number of occasions, often very successfully. The Termotek takeover illustrates very well how to accomplish this with positive results.

Termotek AG is a manufacturer of cooling systems for lasers. Its products are tailored to individual customers, systems and operating principles, and are notable for their durability and reliability. They are used mainly in the semiconductor industry, in medical equipment, in laser marking systems and in plastics welding. Termotek's success stems from the expertise of its own personnel, who create tailor-made, progressive solutions for its customers. The brand is well-established on the market and has for example already sold about 40,000 chillers for diode lasers in use worldwide, giving it a market share of 75 percent.

**YES, BUT**  
The year is 1998. Frank Domnick decides to go it alone and establish Termotek AG, giving firmer contours to a success story that has actually already started well before the company's founding. He has spent many months analysing technologies and markets with exceptional insight, so that he can position his business at exactly the right point. The result is a highly focused business model: technologically sophisticated chillers, exclusively for applications in the growth market of lasers. These thorough preparations rapidly pay dividends: the company grows quickly, as do its workforce and revenue.

Ten years on, and Frank Domnick can look back on the company's remarkable progress. Termotek is now the market leader for chillers for diode lasers. It sells them to customers all over the world, and he is convinced that Termotek will continue to grow. All he needs to do now is invest in international expansion so that he has a presence in his customers' markets. That's all.

As with many companies in a similar situation, the need to spread internationally is both a blessing and a curse. A curse, because the structural

investment ties up financial resources, which are then not available for investing in the technology. A blessing, because new sales markets can be tapped, accelerating future growth.

“THE HIGHLY FOCUSED  
BUSINESS MODEL AS THE  
BASIS FOR A VERY SUCCESSFUL  
DEVELOPMENT.”

Frank Domnick realises that he can't transform Termotek into a global player on his own. So at the height of the economic crisis of 2008–2009, instead of turning to the banks he sets out in search of an industrial partner.

The first time Henry Brickenkamp and Frank Domnick meet across the same table, they discover just how much their two companies have in common. First of all, the technology. Where as technotrans supplies cooling technology in the medium to high performance segment, Termotek has specialised in small and micro performance categories. They are an excellent fit, without any overlap.

A MERGER OF SUCCESSFUL PARTNERS:  
TECHNOTRANS AND TERMOTEK

TWO COMPANIES  
POOLING THEIR EXPERTISE.

IN A HIGH-GROWTH,  
FORWARD-LOOKING SECTOR.

READY TO CREATE FRESH  
POTENTIAL AND SYNERGIES.

FOR AN INNOVATIVE,  
PRODUCTIVE FUTURE.

WITH A 75 PERCENT SHARE,  
TERMOTEK IS THE MARKET  
LEADER FOR DIODE LASERS.  
THERE ARE CURRENTLY ABOUT  
40,000 TERMOTEK CHILLERS  
IN USE WORLDWIDE.

2  
Founder and Chairman Frank Domnick

3  
Primed for expansion: the head office  
in Baden-Baden





And a partnership would give both companies the opportunity to offer their own customers solutions from the partner's product range. Then there is the aspect of internationalisation, of course: joining forces would give Termotek access to technotrans' international sales and service network and it wouldn't have to invest in its own structures.

technotrans had just started to look specifically for new potential applications for its core skills. The growth market of lasers fitted in perfectly with this strategy. But obviously the more unknowns there are, the greater the risk. On paper, Termotek and its management, customers and markets all looked highly promising. But it remained to be seen whether the expectations would be fulfilled in practice.

technotrans and Termotek stayed in touch with each other. Information was exchanged, ideas bounced around and various models for a joint future were considered. All these deliberations led to a partnership agreement between the two companies in summer 2010. This was in effect a trial period giving the two companies the chance to get to know each other better, explore their strengths and weaknesses, and define the benefits to both sides of a joint future. This was also a chance to check whether the chemistry between those at the helm of each company was right and whether Frank Domnick's optimism about Termotek's future corporate development was justified. Another important aspect of the agreement was a one-way purchase option that gave technotrans the chance to take over Termotek AG at a later date – on terms already agreed in advance.

THE FIRST STEPS TOWARDS THE FUTURE

The months that followed were a very exciting and busy time, because the expectations on both sides were of course high. One aspect being considered by technotrans was how to integrate Termotek into its own supply structures, enabling the company to secure much better purchase terms than previously. This involved identifying where existing suppliers were able to supply product components to both companies. Termotek now wanted to tap into the international sales and service network, so as to avoid investing in its own structures. Meanwhile, with technotrans as its partner, it would be able to go knocking on the doors of global players that would not normally consider Termotek as a supplier in view of its small size. Once again, technotrans' international service network came into play, because many

“THE GROWTH  
MARKET OF LASER  
FITS IN PERFECTLY  
WITH TECHNOTRANS’  
STRATEGY.”

major customers expect this from their suppliers as a matter of course. And Termotek would be able to make use of technotrans' R&D department for the development of new products. In return, the latter would benefit from Termotek's expertise in the lower performance segment, smoothing the way for applications e.g. in digital printing.

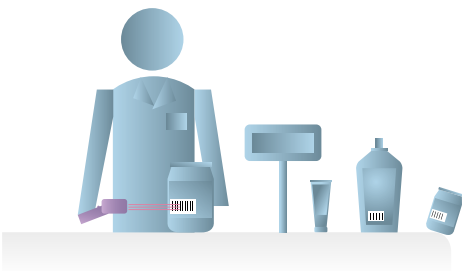
In parallel with these deliberations, as the months passed technotrans increasingly came round to the view that taking over Termotek would be the right decision. The project was put to the Supervisory Board in December 2010 – with success. To make sure both parties' underlying aims of the merger would be achieved and to create a permanent instrument of governance, an integration team meeting at regular intervals was set up.

LEARNING TOGETHER

The takeover of Termotek is technotrans' first where the acquiree continues to operate as a separate entity. There are various reasons for this approach. One is the earn-out component that was agreed. For three years, the Termotek chairman receives a profit share and therefore a personal incentive to contribute actively towards furthering the company's goals. In return, Termotek receives support from technotrans in the areas of purchasing, development, sales, service and quality management. For example, responsibility for purchasing has passed to technotrans' Purchasing Manager, and there are future plans to handle certain administrative tasks such as payroll accounting in a shared service centre. There were also changes in the sales area, above all for technotrans. Termotek expects the potential international new customers it has identified to receive active sales support.

IF BOTH PARTNERS'  
COMBINED STRENGTHS ARE  
TO BE USED OPTIMALLY, THEIR FULL  
POTENTIAL MUST BE UNLOCKED.

TERMOTEK IS  
FINANCIALLY STABLE,  
INDEPENDENT, AND  
A GLOBAL PLAYER.



As the partnership progressed, the learning curve rose. If both partners' combined strengths were to be used optimally, they would have to be mobile, regularly examine how their goals were to be achieved, and make changes wherever necessary. The dynamism of the markets in which Termotek operates successfully is reflected in the junior partner's corporate culture. technotrans' wealth of experience is helping to develop structures and processes profitably. And friction is sometimes all part of the process of finding new solutions, which is progressing ever more smoothly.

SUCCESS CONFIRMED

After one year as part of the group, Termotek's performance has been impressive in every respect. Revenue has risen from € 7.9 million to almost € 10 million and the company is operating very profitably, confirming Frank Domnick's optimism. It's figures are also proving reliably plannable, as was highlighted in the way it achieved the targets for 2011. Termotek is financially stable, independent, and now a global player. The company's potential is in the order of € 20 – 25 million, with double-digit growth rates over the next few years. The acquisition has also had a positive impact on the capital market's view of technotrans. Various analysts see the group as heading in the right direction, partly thanks to Termotek and the fresh markets and potential to which it has given access. The market potential in the overall market

for laser cooling is estimated at € 150 – 200 million. Termotek will address this potential by offering existing and new customers above all higher-performance components.

“ACCESSING NEW  
MARKETS TO SECURE  
SUSTAINED GROWTH.”

ALL'S WELL THAT ENDS WELL

An acquisition is never easy. But, as Termotek's case shows, it offers plenty of potential, from accessing new markets, through new ideas on structures, to new products. technotrans has recognised that a company needs a driving force, especially if you yourself do not have any experience in the market you have bought into. In that respect it makes sense to bind in the management of the acquiree and let it share in the success of the combined entity. Meanwhile the experience has served to confirm technotrans' philosophy of looking beyond its own horizons and accessing new markets if you are able to build on your own expertise in the process. For sustained, future-proof growth.



Lasers are used in medical technology  
for diagnostics and therapy

ABUNDANT POTENTIAL:  
THE MARKET FOR LASER  
TECHNOLOGY

**TODAY, LASER TECHNOLOGY IS USED NOT JUST IN RESEARCH, INDUSTRY AND MEDICINE, BUT IN ALMOST ALL ASPECTS OF LIFE.**

In everything from laser readers for barcodes to data transfer equipment and tattoo removal. In industry and manufacturing there are many different methods involving the use of lasers, ranging from materials processing to sensor technology and measurement technology. Materials processing is the main market for laser technology, accounting for over 60 percent of the market. In medicine, it is used for example in diagnostics and therapy. Especially in those areas, there is huge future potential and the general growth prospects are correspondingly considered to be very good.

As in all areas, laser technology too experienced a drop in market volume of 20 to 25 percent in the economic crisis of 2009. By 2011 it had recovered almost entirely from that slump. “We reached that point one year earlier than in all the forecasts made in early 2010,” remarks Peter Leibinger, Managing Director of Trumpf Laser- und Systemtechnik. The combined volume of German manufacturers has risen by 54 percent, exports are up 62 percent and the inflow of orders has

increased by 90 percent. Gerhard Hein, Director of the Laser and Laser Systems Work Group within the German Engineering Federation (VDMA), declares: “It’s clear that the industry in Germany is ahead in the global race to catch up.”

Other figures, too, illustrate just how promising the area of laser technology is. The sales volume in 2011 was more than € 6 billion worldwide. Experts anticipate that this market segment will grow at an annual average of 9 percent over the next years, and therefore much faster than the economy as a whole. Emerging markets in Asia and Eastern Europe will play an especially big part in this development.







THE NUMBER OF APPLICATIONS FOR LASERS IS GROWING.

TECHNOLOGICAL DEVELOPMENT IS OPENING UP NEW POTENTIAL APPLICATIONS.

THE MARKET HAS HIGH LONG-TERM GROWTH POTENTIAL.



5

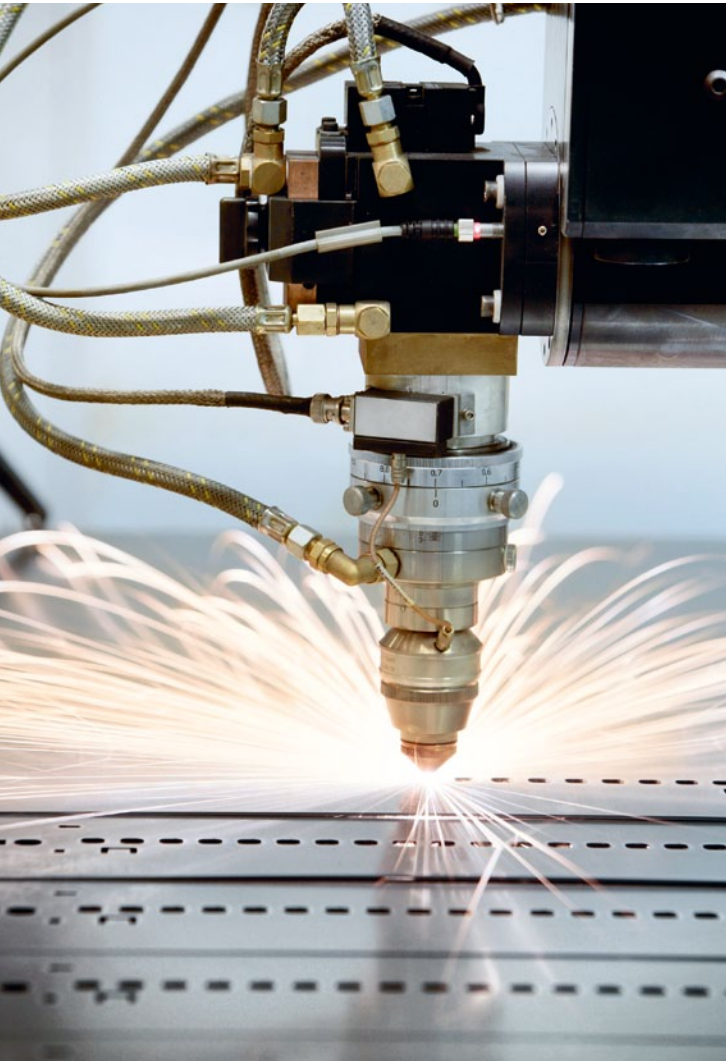
Medical technology is a major area of application

6

Miniature labelling with the help of lasers

7

Precise, efficient materials processing thanks to lasers



“AS A TECHNOLOGY OF THE FUTURE, LASER APPLICATIONS PICK UP ON GLOBAL MEGATRENDS.”

INNOVATIONS AND SUCCESS

The industry believes there is significant potential in many areas. The growing complexity of materials and the way they are processed, along with the need for production methods to be as low-pollution as possible, not only calls for innovations but is creating good growth opportunities. The German Federal Ministry of Education and Research shares that view. It is supporting the strategy process of the photonics sector through the “Photonics Research Germany” programme, which is targeting total investment of € 30 billion by 2021. Through this programme, the ministry will be supporting the industry’s efforts by providing funding of € 100 million annually for four years from 2011.

As a technology of the future, laser applications pick up on global megatrends. The watchwords are connectivity, mobility, customisation, energy efficiency and lightweight construction. Lasers are the ideal way to realise these in many areas. Players who can provide rational, cost-effective and sustainable products will almost automatically share in the industry’s blossoming. But the will to innovate is important.

It is therefore essential to know the future key markets. Industry experts have identified a number of business areas; the most important include high-tech materials processing, micro materials processing, communications, display technology, medical technology, printing technology and military technology. Those who want to operate successfully

in those markets need to be innovative and focused in pushing ahead with new developments that use their skills, and enter into strategic partnerships.

CONTINUING GROWTH

The large number of projects being funded worldwide, the industry’s innovative capability and the extensive research and development work in the photonics area will generate abundant potential over the next few years. Those who actively prime their company to harness and build on this progress will continue to benefit from the positive market development and performance of one of the most important future industries.

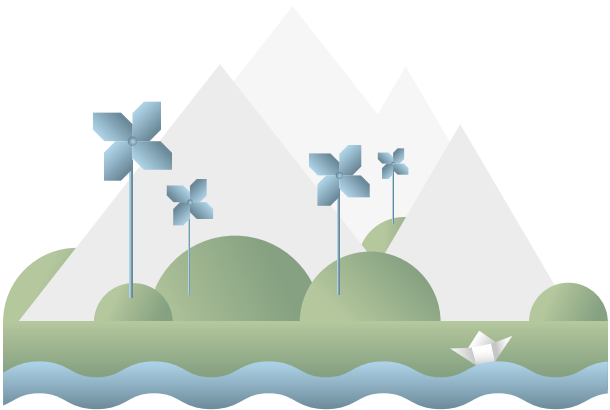


# LED BY OUR CONSCIENCE

**WHY OUR PHILOSOPHY  
OF THINK-LEARN-ACT IS  
UNIVERSALLY VALID**

**TECHNOTRANS, AS AN INTERNATIONALLY ACTIVE COMPANY, BELIEVES IT HAS AN OBLIGATION TO FOLLOW A CLEAR-CUT, MORAL SET OF VALUES IN ITS ACTIVITIES.**

And to advocate these among its customers and partners, too, wherever possible. It was this outlook that encouraged technotrans to sign up to the UN Global Compact initiative in 2006. This initiative now has over 8,000 members who actively seek to bring about improvements in the areas of human rights, labour standards, environmental protection and anti-corruption. Its participation is based on ten principles derived from the Universal Declaration of Human Rights, the International Labour Organization (ILO) Declaration on Fundamental Principles and Rights of Work, and the Rio Declaration on Environment and Development. All members undertake to strive to implement and uphold these ten principles wherever they are active and wherever they are able to exercise influence. Nobel Peace Prize winner Kofi Annan expressed the aims of the initiative in the following terms: “Let us choose to unite the power of markets with the authority of universal ideals. Let us choose to reconcile the creative forces of private entrepreneurship with the needs of the disadvantaged and the requirements of future generations.”

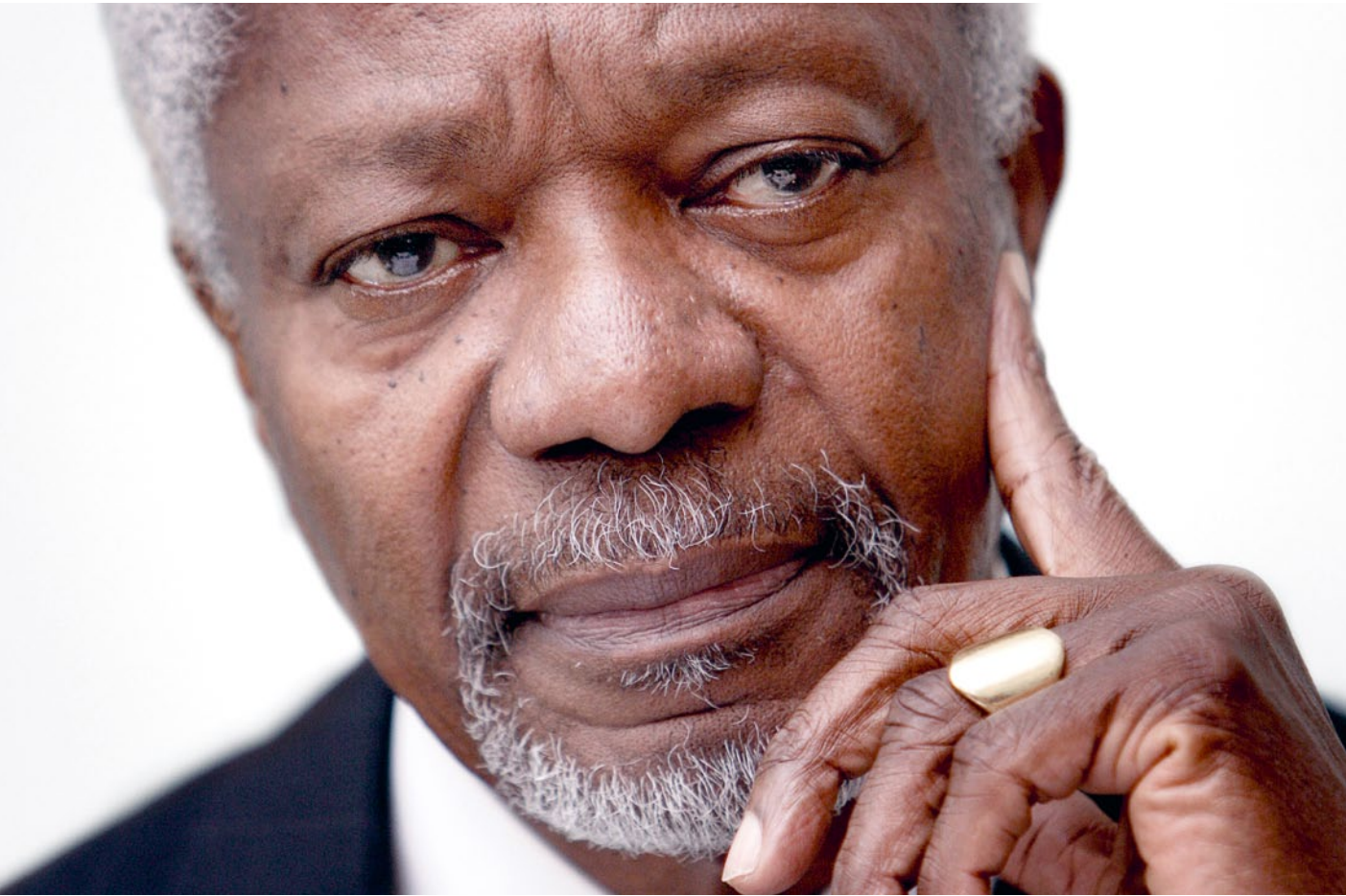


**TECHNOTRANS IS PROUD TO OPERATE ACCORDING TO THESE TEN PRINCIPLES:**

**Principle 1:** businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence, and **Principle 2:** they should make sure they are not complicit in human rights abuses. **Principle 3:** businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining, as well as **Principle 4:** the elimination of all forms of forced and compulsory labour, **Principle 5:** the effective abolition of child labour and **Principle 6:** the elimination of discrimination in respect of employment and occupation. **Principle 7:** businesses should support a precautionary approach to environmental challenges, **Principle 8:** should undertake initiatives to promote greater environmental responsibility,

“TECHNOTRANS  
BELIEVES IT HAS AN  
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A CLEAR-CUT, MORAL  
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“LET US CHOOSE TO  
RECONCILE THE CREATIVE FORCES  
OF PRIVATE ENTREPRENEURSHIP  
WITH THE NEEDS OF THE DISADVANTAGED AND THE REQUIREMENTS  
OF FUTURE GENERATIONS.”



and **Principle 9:** should encourage the development and diffusion of environmentally friendly technologies. **Principle 10:** businesses should work against corruption in all its forms, including extortion and bribery.

technotrans consciously chose to subscribe to the Global Compact not only as a means of joining with others to pursue these goals, but also out of the need to embrace values that have worldwide validity both internally and externally. And also because we believe that this is the only way to build an economically successful, viable future.

**REFLECTION AND ACTION**

Implementing the ten principles is a permanent, exciting challenge in everyday corporate life. Especially because of its international outlook, technotrans must continually reassess whether its own measures are in keeping with the values to which it has subscribed. And the upholding of these principles is not simply a private matter; it must be thrown open to scrutiny each year in the form of a progress report. This approach is intended to prevent participation in the Global Compact becoming nothing more than lip service.

1

Nobel Peace Prize winner Kofi Annan  
launched the Global Compact





2

Clean air and clean water  
are vital resources both now and  
in the future

**ELEMENTARY, THOUGH SADLY NOT FOR EVERYONE**

technotrans promotes and protects human rights and is not party to human rights abuses. It is important for us to create a positive, productive climate for everyone in the company's operating sphere. This was again examined in 2011 through worldwide audits, because the management of the companies in our group is obliged to comply with and promote the ten principles of the Global Compact. In 2011 the audits again found no evidence of departures from the principles in respect of human rights. Furthermore, they did not reveal any pointers to how technotrans might do even more for human rights within its sphere of influence. However, we will continue to monitor our practices very closely and take opportunities to step up our involvement in this area. So that something as elementary as human rights is assured for everyone.

**FAIRNESS CANNOT BE DIVIDED**

In addition, all over the world we advocate compliance with the relevant labour standards, support for trade unions and the active combating of child and forced labour, as well as the combating of discrimination in employment. The people who work for technotrans are appointed on the strength of their qualifications. Unreservedly. Guidance to that effect is set down for instance in management manuals, compliance with which is equally examined in regular audits. Here, too, there was no cause for criticism in 2011. Nor has it hitherto been possible to identify how technotrans might increase its efforts in this respect. For more fairness all round.

**WHEN BEING GREEN SAVES MONEY, EVERYONE'S IN FAVOUR**

Another fundamental area of involvement is the environment. Everyone has long since come to realise that this is no longer a matter of ideology, because the way we behave substantially affects the future and – putting it more bluntly – our wallets. The rising cost of energy and commodities is (finally) affecting the behaviour of both consumers and manufacturing companies worldwide.

technotrans became active in green engineering very early on. We were often ahead of our time in that respect, but good ideas are patient. Today, energy-saving components are the norm in our equipment, and even customers that do not think "green" per se appreciate the advantages of central heat recovery because it specifically cuts energy costs. Particularly subsidiaries operating in emerging economies are eager to promote the idea of sustainability more forcefully in their markets. For example our Indian subsidiary launched a "Green Printer Award" in the same year that it was founded. The winner was The Times of India, whose impressive initiatives to protect the environment and resources were proclaimed to a wide audience at the award ceremony. And because clients like responsible producers, sustainability also brings a competitive edge.

Promoting and supporting the principles of the Global Compact in respect of the environment is a key aspect of our economic activity. technotrans will continue to place environmental protection and sustainability at the heart of its activities, from the development of new products to their use at customers. Until everyone is green.

**SEVEN PERCENT THAT YOU DO OR DON'T HAVE**

According to the World Bank, corruption costs the equivalent of about seven percent of every person's output, on average. That does not just mean we are all making financial sacrifices, but demonstrably makes services that are influenced by corruption excessively expensive and poorer. A disadvantage for the whole of society. Furthermore, corruption has long ceased to be a mere peccadillo; it is an offence that can cause considerable harm to a company's image. In implementing the Global Compact in our group, we therefore made it utterly clear very early on that corruption has no place in our business model. In 2011 we elaborated on this basic stance in bringing out a more detailed corruption guideline that is valid worldwide. Because we want to continue to impress purely on the strength of our performance.

"THE PRINCIPLES OF THE  
GLOBAL COMPACT IN RESPECT OF  
THE ENVIRONMENT ARE A KEY ASPECT  
OF OUR ECONOMIC ACTIVITY."

**NO END IN SIGHT**

There are still many tasks to be done worldwide. We will continue to do everything in our power actively to support the Global Compact, and we subscribe to the initiative and its principles.

On behalf of the Board of Management

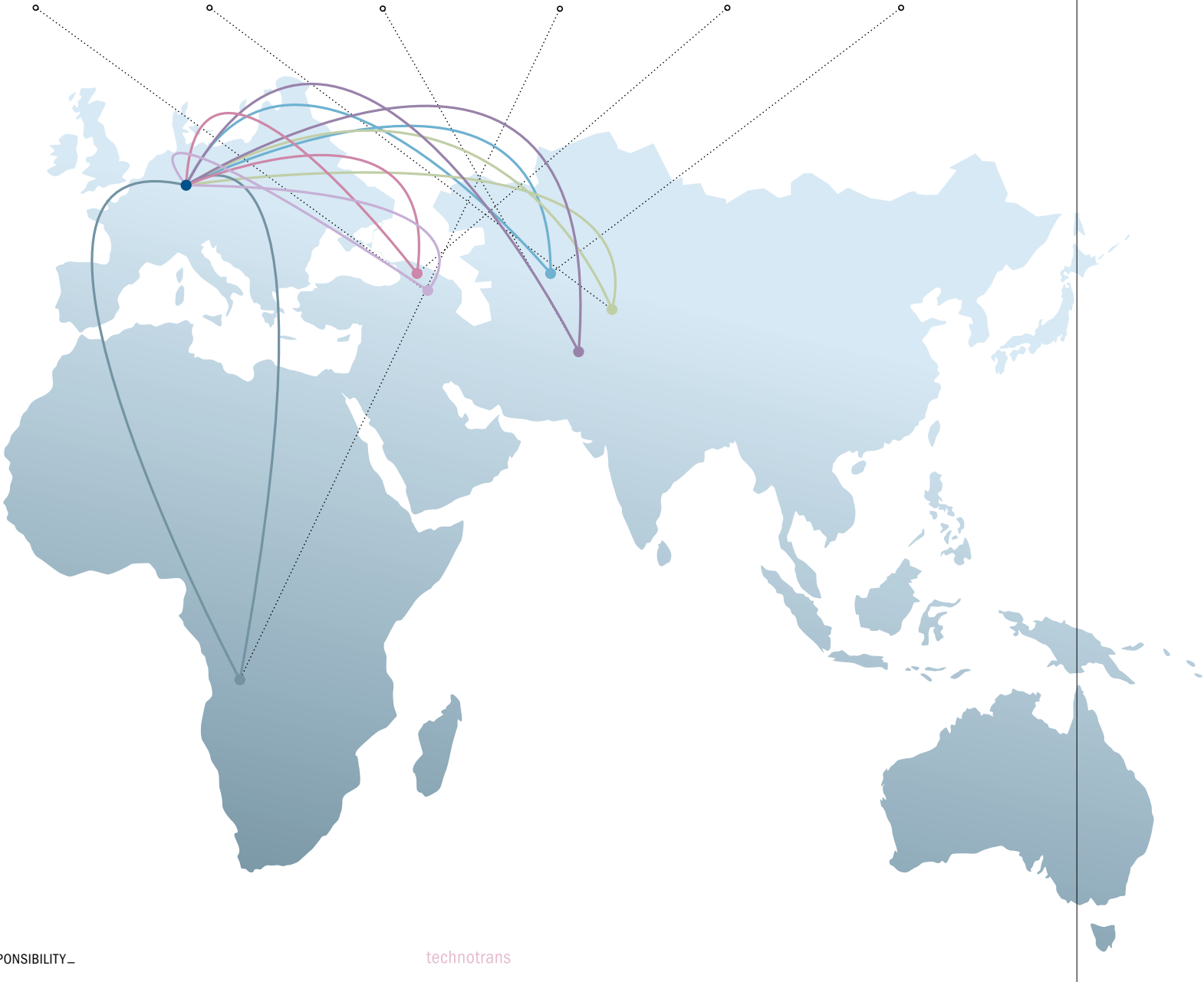
Henry Brickenkamp



2,796,170 PASSENGER MILES  
TO MAKE LIFE WORTH LIVING



VARDAN, AGE 11, FROM ARMENIA      KAROMAT, AGE 6, FROM TADZHIKISTAN      HASHMATULLAH, AGE 11, FROM AFGHANISTAN      SIRIA, AGE 6, FROM ANGOLA      GIORGI, AGE 10, FROM GEORGIA      DINARA, AGE 8, FROM UZBEKISTAN



WARS AND CONFLICTS HAVE BEEN STEADILY ON THE INCREASE FOR A NUMBER OF YEARS. SOMETIMES FLARING UP SO QUICKLY THAT THE VICTIMS OFTEN HAVE NO CHANCE TO GET OUT OF HARM'S WAY.

Among those left worst off are children, mainly due to poor medical care in the regions affected. Friedensdorf International ("Peace Village International") is an association that has been tackling this and other problems since 1967. It handles worldwide medical and humanitarian projects, as well as organising peace studies activities in Germany. The main focus of the association's work involves providing medical assistance for specific patients. It helps bring children in need of medical care e.g. from Afghanistan or Angola to Germany, where clinics provide in-patient treatment free of charge. The children are then taken to the "Peace Village" in Oberhausen for rehab or orthopaedic treatment. It cares for up to 500 children and young people each year, and prepares them for their return home. During their stay, they are able to play and have fun, but also receive support from youth workers.

As well as this main strand to its work, Friedensdorf International finances and organises humanitarian and medical projects worldwide in order to create new prospects for children in crisis-stricken regions. For example it has founded 17 Peace Villages and set up more than 100 base stations, health facilities, orthopaedics workshops, etc. It has even funded a fishing training ship. It also organises regular

deliveries of relief supplies, medicines and food to NGO partners on the ground. The aim of these projects is to help people to help themselves, and thus also to help children without needing to separate them from their families.

The third area of activity is the Friedensdorf Education Centre. Its focus is promoting peace studies in Germany. It received state recognition within just a year of its founding, in 1986. At the meeting venue in Oberhausen, a wide variety of groups can explore the topics of peace studies, development politics, intercultural encounters and global learning. Then there are various seminars and workshops taking the form of multi-

"TECHNOTRANS IS AN ACTIVE SUPPORTER OF FRIEDENSDORF INTERNATIONAL BECAUSE IT PERFORMS CONSTRUCTIVE WORK WITH LONG-TERM BENEFITS FOR THE FUTURE OF BOTH THOSE DIRECTLY AFFECTED AND THE WIDER COMMUNITY."

day leisure activities and events. Another important aspect is the direct encounters with the children and youths being supported by Friedensdorf International. This provides an opportunity both to get to know different cultures and to build on what has been learned through exchanges with those affected.

The work of Friedensdorf International and the Friedensdorf Education Centre involves not just a huge amount of logistical and organisational work, but also a high financial outlay. Merely providing transport and care for the children and youths at Friedensdorf costs over € 4 million per year. This money comes from members and supporters, but is raised mainly through donations. Depending on the economic situation the level of donations is prone to fluctuate, which is why the Friedensdorf Joint Foundation was established in 2001 to safeguard the institution's work in the long term.

technotrans is an active supporter of Friedensdorf International because it performs constructive work with long-term benefits for the future of both those directly affected and the wider community. Instead of making Christmas gifts, in 2011 we therefore made a donation to Friedensdorf. We also solicited donations on our website and will be publicising the project during the 2012 drupa exhibition.

FRIEDENSDORF INTERNATIONAL IS THERE TO HELP CHILDREN AND YOUNG PEOPLE. IN GERMANY AND ALL OVER THE WORLD.





3

Once he has finished his treatment, Sardor will be able to use his hand again

4

Friedensdorf receives no state funding for its work



**A FRESH START FOR SARDOR FROM UZBEKISTAN**

Three years ago Sardor, who is now seven years old and comes from Bukhara in Uzbekistan, was severely scalded with boiling water in a domestic accident. Due to the poor medical services available in his home country, his injuries were not attended to properly. Although they healed, the scars left behind caused considerable disfigurement: Sardor's fingers became fused together into a mere fist, rendering his hand virtually useless.

The lack of medical expertise or the right equipment in Uzbekistan made it almost impossible to treat these complications. The situation was made worse by the poverty of his family of six. His parents are simple farmers without any substantial financial means. They are unable to afford specialist medical treatment to help give their son future independence. Nor is there any social safety net in Uzbekistan. This would have condemned Sardor to a life on the margins of society.

In desperation, his parents contacted the Healthy Generation Foundation in Uzbekistan, a partner organisation of Friedensdorf. They were in luck, because a few weeks later a team from Friedensdorf would be visiting the country, and they were given an appointment. All of a sudden, there seemed to be a glimmer of hope. The Friedensdorf representatives took X-ray pictures and other documents back to Germany so that doctors there could assess the prospects of helping Sardor. A short while later, his parents received the news that Sandor would be going to Germany on the next Friedensdorf aid mission, to have his hand operated on.

Along with ten other children as well as workers from the Healthy Generation Foundation, Sardor boarded a flight to Germany in August 2011. In several operations carried out at a clinic on the Lower Rhine, the scar tissue was removed from the individual fingers. The missing tissue was replaced with skin grafted from the boy's midriff. Between the operations Sardor lived at Friedensdorf, where he soon made friends with other children from Uzbekistan and other countries.

“THE LACK OF MEDICAL EXPERTISE  
OR THE RIGHT EQUIPMENT IN  
UZBEKISTAN MAKE TREATMENT  
THERE ALMOST IMPOSSIBLE.”

Once all his wounds have healed, he will start rehabilitation at Friedensdorf. He will have to train hard before he is able to use his hand to grasp, eat, write and play. And above all so that he can soon go home to his family in Uzbekistan. In parallel with receiving physiotherapy, he attends school at Friedensdorf. He loves it, and is relishing the prospect of going to school back home in Uzbekistan.



# THANK YOU, 637 TIMES OVER.

**TO OUR EMPLOYEES  
FOR THEIR COMMITMENT  
AND SOLIDARITY.**

*Concept and realisation*

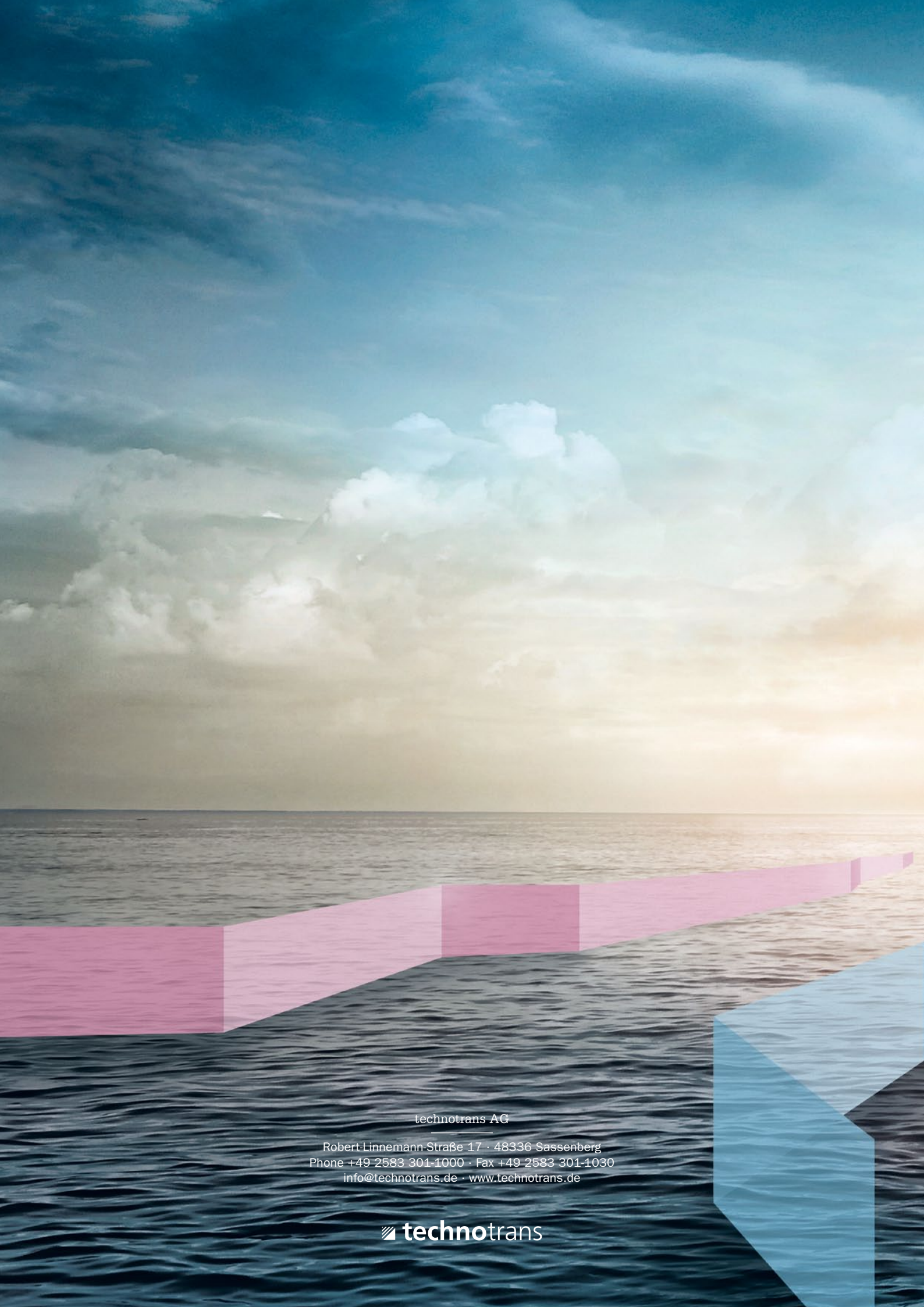
cyclos design GmbH, Münster

*Print*

Rasch Druckerei und Verlag GmbH & Co. KG, Bramsche  
printed with Heidelberg Speedmaster SM 102-10P6  
with the following technotrans equipment: combination unit  
beta.C 480G for dampening solution circulation,  
ink roller temperature control system, alcosmart AZR,  
beta.PS-C2-10/50: pump station, recooling systems,  
2 x washstar for 5 printing units each

printed climate-neutrally Id-No. 1217356





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