



Plus.

More for all employees
and partners


Divinol Race Day
2018

Sole supplier
for Nivea

Student exchange
to Cambodia





 **Understanding
+ providing solutions**

Genny Gabriela Lissarrague,
R&D Chemistry

Plus.



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The next issue will be published
in December 2018. The editorial deadline
is 9.11.2018.

Good-bye

Gisela Gromer goes into retirement



Dr Bukowski bids farewell to Gisela Gromer

2 For decades now, Elena Schacherl and Gisela Gromer have been a constant presence at ZG Fluid Management. Ms Schacherl left us on 30.04.2018 (see report in "Plus. Issue 01"), and now Ms Gromer will join her in saying goodbye as she heads into a well deserved retirement. A small farewell party was held with a champagne reception for a select group of colleagues and friends who told stories and looked back fondly on their time spent together. Executive Management gave Ms Gromer its heartfelt thanks for her many years of excellent collaboration and presented her with a (hopefully) delicious gift basket to sweeten her upcoming transition into retirement. Afterwards Ms Gromer was invited to a final lunch with her colleagues. On a day filled with laughter as well as tears, the final curtain closed on Ms Gromer's working life. The Management would like to thank her for all of her excellent work during her time as a

member of the ZG Group and for the high spirits she brought to her daily working life. We wish her all the best for the future in this next phase of her life.

*Dr. Ralph Bukowski,
Managing Director
Fluid Management*

Congratulations

Training successfully completed

On 26.06.2018, Lisa Flassak successfully completed her training as an information scientist specialising in application development with an average of 1.8. As the topic for her thesis she chose "supplier evaluation", realised with Qlik View based on NAV data. Ms Flassak received a commendation and a small bonus from ZG for her good performance. But most of all we are pleased to announce that she will stay with the company where she will be responsible for NAV, MS Sharepoint and QlikView in the IT department as ERP application manager. Welcome to the team!

*Uwe Hagenmeier,
IT Project Management
and Organisation*



Lisa Flassak

Judith Mayer receives an award and commendation

Zeller+Gmelin warmly congratulates Ms Judith Mayer, chemical laboratory assistant trainee, on successfully completing her vocational training. Ms Mayer shortened her training period to three years and successfully completed her final examination. She was awarded a prize for her excellent performance at the vocational school and passed her examinations at the Chamber of Industry and Commerce with 89 out of 100 points, also receiving a commendation. Ms Mayer will work as a chemical-technical clerk in R+D lubricants. We wish her all the best for the future.

*Martial Schreiber
Instructor for chemical laboratory assistants*



Judith Mayer

Introducing:

Boriana Borissova

On August 1, 2018 we welcomed Ms Boriana Borissova, the new team leader of Internal Sales in the Printing Inks Division.



About Boriana:

- + Age: 45
- + Family: 2 children – one daughter (23) and one son (13)
- + Residence: Weilheim an der Teck
- + Education: Business Administration
- + Current position: Internal Sales Management Printing Inks Division
- + Hobbies: reading, cooking, traveling, power walking

Editor: Ms Borissova, you joined ZG on 1 August in the newly created position of internal sales manager for printing inks. Can you tell us a little bit about yourself so your colleagues can get to know you?

Boriana Borissova: With pleasure. I was born in Varna, Bulgaria, where I went to a foreign language grammar school with German as my main language. I went on to train as an office clerk at Aldi GmbH & Co. KG in the Aichtal region .

Can you tell us a little something about your career?

I studied business administration in Ulm on a part-time basis. During that time I worked as head of order processing at Just Normlicht GmbH in Weilheim an der Teck. My most recent position was at Amscan Europe GmbH in Kirchheim unter Teck as team leader of customer service national sales.

All of these companies are internationally active and I was able to develop and learn a lot at all of them.

Ms Borissova, how would you describe yourself?

I am responsible, reliable, and I believe that I have a talent for organisation.

What do you like to do in your spare time?

I enjoy sports, reading and cooking. And of course, I also enjoy spending time with my family.

Finally, can you tell us what your goals are here at ZG?

I want to familiarise myself with the company so I can support it in achieving its goals, and to motivate the internal sales team in order to achieve long-term employee development and retention.

Ms Borissova, we wish you every success in your new role and thank you for the interview!

*Daniela Klähn,
Marketing Communication*

VDL Printing Inks Division

Marcus Ruckstädter elected to the board!



from left to right:
Dr Martin Kanert (CEO
VdL); Dr Robert Fitzka
(Hartmann Druckfarben
GmbH); Mr Jochen
Schneider (Flint Group);
Mr Dirk Weissenfeldt
(Siegwerk); Mr Thomas
Kleps (Huber Group);
Mr Marcus Ruckstädter
(Zeller+Gmelin); Mr Gunter
Gerlach (Eppl Druckfar-
ben)

In May, the VDL's Printing Ink Division elected its Executive Board at its general meeting in Dresden. For the first time, a representative of Zeller+Gmelin GmbH & Co. KG – Marcus Ruckstädter, our General Sales Manager – was appointed to the Executive Board of the Printing Ink Division. Mr Ruckstädter has represented Zeller+Gmelin in the Printing Ink Division of the VdL for eighteen years. This is both a great honour and an indication of the important role that Zeller+Gmelin plays in the association.

We congratulate Mr Ruckstädter and wish him much success in his new role in the Printing Ink Division of the VDL. Robert Fitzka (Hartmann Druckfarben GmbH) was confirmed as Chairman of the Board in what is now his fourth term of office. His deputies are Thomas Kleps (hubergroup Deutschland GmbH, 1st deputy) and Dirk Weißenfeldt (Siegwerk Druckfarben AG & Co. KGaA, 2nd deputy).

*Andreas Rascher,
Head of Marketing*

Who's coming, who's going: personnel changes

ZG arrivals

- + Eberhard Klenner
SBU Manager
01.07.2018
- + Daniel Knospe
Head of technical operation/Plant engineering
01.07.2018
- + Michael Hutta
Factory outlet employee
06.07.2018
- + Paul Schamraev
Forklift driver LAWI
15.07.2018
- + Máté Gergő Rostas
Forklift driver LAWI
15.07.2018
- + Mustafa-Baki Abay
Forklift driver LAWI
15.07.2018
- + Alexander Prontkelevic
Order picker LAWI
15.07.2018
- + Oliver Eisele
Order picker LAWI
15.07.2018
- + Christof Krawschik
Order picker LAWI
15.07.2018
- + Hans-Peter Mrozek
Order picker LAWI
15.07.2018
- + Zoltan Kavicki
Order picker LAWI
15.07.2018

- + Mohammed Kazu
Shipper LAWI
15.07.2018
- + Tizian Finzel
Transport administrator
LAWI
15.07.2018
- + Sulejman Guven
Production assistant M/C
01.08.2018
- + Brigitte Dreer
Production assistant M/C
01.08.2018
- + Andrey Kossinov
Production assistant M/C
01.08.2018
- + Vitali Bosnjak
Production assistant M/C
01.08.2018
- + Bastian Rechner
Production specialist M/C
01.08.2018
- + Gottfried Schneider
Production specialist M/C
01.08.2018
- + Boriana Borissova
Team leader internal sales Drufa
01.08.2018
- + Thorsten Gröning
Product safety officer
01.08.2018
- + Alexandros Chalkidis
Application technician chemistry
01.08.2018
- + Erol Cetkin
Application technician SBU management
01.09.2018
- + Antonio Carmine Leone
Production assistant M/C
01.09.2018

- + Marvin Fuhrmann
Forklift driver LAWI
01.09.2018
- + Tom Steiert
Trainee warehouse logistics specialist
01.09.2018
- + Taskiran Mücahit
Trainee warehouse logistics specialist
01.09.2018
- + Maurice Schmid
Trainee chemical technician
01.09.2018
- + Daryl Perry
Trainee chemical technician
01.09.2018
- + Emirhan Ayaz
Trainee production specialist chemistry
01.09.2018
- + Mert Islek
Trainee production specialist chemistry
01.09.2018
- + Viviana Certo
Trainee industrial clerk
01.09.2018
- + Hannah Schneider
Trainee industrial clerk
01.09.2018
- + Sandra Wendt
Trainee chemical laboratory assistant
01.09.2018
- + Lukas Hartley
Trainee chemical laboratory assistant
01.09.2018
- + Marco Pink
Trainee chemical laboratory assistant
01.09.2018

- + Tobias Weiser
Chemical technician production printing inks
05.09.2018

ZG Departures

- + Marcel Alvarez
Chemical worker fat production
31.07.2018
- + Franz Fellner
Mail order clerk printing inks
31.07.2018

Süddöl USR arrivals

- + Siegfried Veith
Motorist
01.06.2018

ZG FM arrivals

- + Udo Maximilian Kaindl
Service technician
01.04.2018
- + Gernold Schenkel
Service technician
15.04.2018
- + Frank Bissinger
Service technician
18.06.2018
- + Raffaele Burlato
Service technician
18.06.2018
- + Pavol Hajla
Service technician
18.06.2018
- + Ivica Marinkovic
Service technician
16.07.2018

Deceased pensioners

- + Edeltraud Eitle
04.09.2018

We welcome ...



... our trainees

from left to right: Karlheinz Widmeyer, Jochen Geiger, Ralf Berger, Felix Beuter, Birgit Raizner, Florian Mank, Victoria Reichart, Christoph Müller, Annette Bosch, Sigfried Müller, Maurice Schmid, Sandra Wendt, Viviana Certo, Hannah Schneider, Mücahit Taskiran, Marco Pink, Daryl Perry, Lukas Hartley, Mert Islek, Tom Steiert, Emirhan Ayaz, Thomas Ubl



Udo Koch photographed
in the metalworking shop



Michael Cieslik
photographed
during production

Photo shoot

It would have been hard to miss us on 24 and 25 July, 2018. As a trainee in the marketing department, I had the opportunity to accompany our photographer Mr von Haussen (from Weilheim/Teck) on the second photo shoot on company premises. On both days, our long adventure began at 8am sharp.

For two days Mr von Haussen took pictures all over our premises for new brochures, our homepage and of course for ZG Plus. We did our best to support him, whether it was transporting his equipment or helping to select suitable lighting conditions. From the first day we were already working together like a well-rehearsed team. I didn't expect that it would be so exhausting to take a few photos in the yard, but I had forgotten how long it takes for a professional photographer to get the perfect picture.

I also didn't realize how big our factory premises actually are! After two days we were all pretty exhausted. Mr von Haussen took pictures at almost every location, from the filling line and the high-bay warehouse to various laboratories.

Once again many thanks to all of our models – a couple of them even came away with photos for their comp cards! We're super happy with the results and hope you enjoyed it as much as we did.

*Sabrina Fuchs,
Marketing Trainee*

At various locations throughout the premises, always on the hunt for the perfect setting.





4th AOK company run in Göppingen:

8 Zeller+Gmelin fitness frenzy

The 4th Göppingen AOK company run at Dr Heinrich Zeller Stadium sees a record number of participants at 1,054. It's definitely been a while since the Dr.-Heinrich-Zeller Stadium on Hohenstaufenstraße in Göppingen saw as much action as it did on Wednesday. More than a thousand recreational athletes from companies, clinics, doctors' practices, schools and public authorities gathered for the 4th AOK Company Run to tackle the five-kilometre stretch through the Göppingen Oberholz and then celebrate with their colleagues at the post-run party. And the ZG runners were right in the middle of it. With over 30 participants from all divisions, this was also a record result for ZG and the ZG runners looked fantastic in their new running shirts.

Thank you so much to everyone for participating and for your excellent performances.

You also showed team spirit and interest for this kind of event. I would especially like to congratulate Juliane Seifert on her second place finish in the apprentice ranking. She can now rightly call herself one of the "Wieselfinken trainees"! The mood was fantastic from the very beginning at our group warm-up and stayed that way throughout the whole day.

It was a lot of fun to run together with colleagues from other areas, to exchange ideas and of course to do a little celebrating. I hope we can do it again next year and maybe crack 40 participants!

Once again, many thanks to all the participants and congratulations on your great performances.

*Andreas Rascher,
Head of Marketing*

Global water usage:

School Exchange Singapore 2017



Due to both her excellent work at the company and performance at school, we sponsored Judith Mayer's – then still a chemical laboratory assistant trainee – participation in the student exchange programme of the Kerschensteinerschule in Stuttgart from 20 September to 4 October 2017.

Under the title "Global water use – a comparison of systems", a comparison was made in use of the scarce water resources in the industrial and private sector. As part of this project (six pupils and two teachers took part), the pupils had the opportunity to take part in the "Water for Life" aid project in Cambodia together with the partner school and the aid organisation SIF (Singapore International Foundation). Together with a delegation from Singapore and under

the supervision and accompaniment of the SIF, organic sand filters were installed in communities that are not connected to the public water network. Other tasks included pouring concrete filters, washing gravel and sand, visiting families in need, hygiene training and presenting the project to regional television.

The aim of the project was to provide access to clean drinking water in these areas and to improve hygienic conditions.

*Martial Schreiber,
Instructor chemical laboratory assistants*

Aid organisation team with the pupils and teachers of the partner school and the Kerschensteinerschule



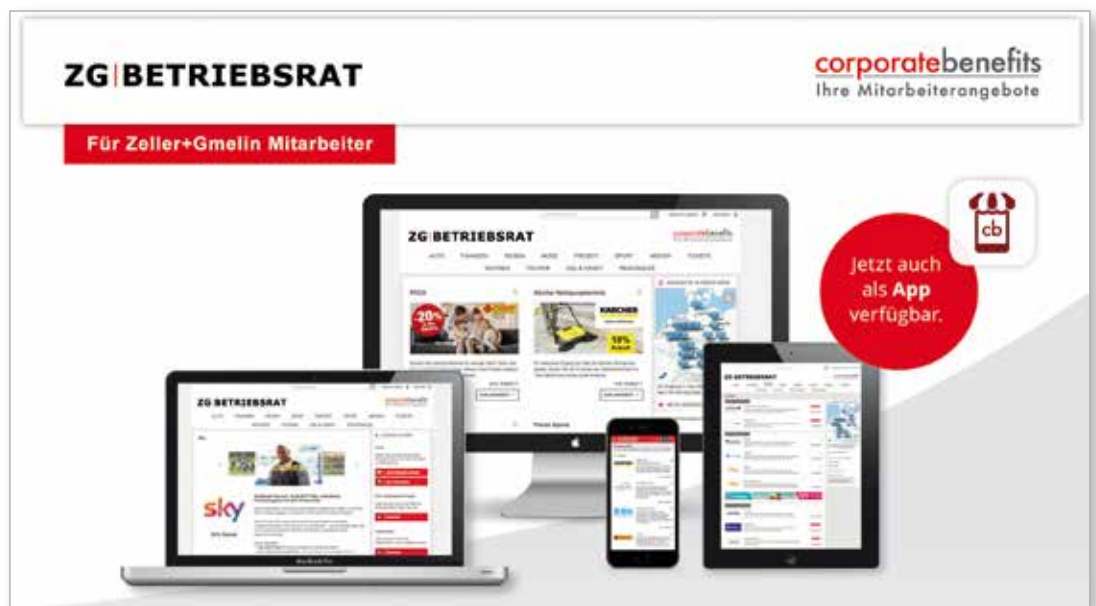


Snapshot:
Südöl tank farm in
the evening light.
Photographed by
Matthias Hauser,
Südöl employee.



Price reductions:

Using employee discounts



We would like to take this opportunity to remind you once again that as of last year employees of the ZG Group have the opportunity to take advantage of various discounts on many products and services. With these employee discounts, well-known suppliers make their products and services available at special conditions, which means that we all receive significant discounts from time to time.

How can we access our employee discounts?

You can access the portal at <https://zeller-gmelin.mitarbeiterangebote.de> from any Internet-enabled PC.

Please remember that a one-time registration is required before accessing the portal for the first time. Please enter your private e-mail address and the registration code as verification. For those interested, the registration code can be requested from the marketing department.


Then simply log in with your private e-mail address and your password. Please also note that you may only use your private e-mail address for registration and that purchases may only be sent to your private address and not to the company address. This portal can also not be used while at ZG.

How often are new offers added?

New suppliers and offers are added to the portfolio every month. If you register for the newsletter, you will receive regular information about new products and services.

Have fun browsing and shopping!

*Daniela Klähn,
Marketing*

 **Now also available
as an app!**



Trainee outing 2018

Plant tour at Liebherr

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from left to right:
Lisa Flassak, Maxi Ruoff,
Alessia Händle, Florian
Mank, Oliver Schuler,
Christian Mohr, Clarissa
Ludwig, Lars Hansl,
Maren Schipek, Judith
Mayer, Eckhard Retten-
meier, Victoria Reichart,
Christian Albrecht,
Sabrina Fuchs, Annette
Bosch, Rafael Habte,
Timo Fries, Felix Beuter,
Anil Isik, Nick Arngold,
Alina Frati, Ugur Karaca

For our annual trainee outing on Thursday, 15 February 2018, our trainees toured the Liebherr factory in Ehingen. This family-run company was founded in 1949 and now employs almost 42,000 people in over 50 countries.

Our group was given a guided tour of the factory site, which covers an area of 850,000 m². From individual parts assembly through production, we went through almost the entire factory. We were impressed by the precision with which the cranes are manufactured.

We also got to inspect the welding shop and the paint shop. The cranes are not only painted in the well-known "Liebherr yellow", but can also be individually customised to customers' wishes – like the pink crane we saw in one of the production halls.

For lunch, our group was invited to a delicious meal in one of the two modern canteens. We were then able to tour the final assembly of the mobile cranes. After seeing the entire production process, we were able to marvel at the cranes' load

capacity in the outdoor storage area where ready-for-sale cranes are also displayed, some of which cost up to €30 million. We were astonished by the logistical challenge in both crane assembly and dispatch. We assumed it would take 10 trucks to transport one crane, but far from it – it takes more than 100!

This tour made it clear to us how important hydraulic oil, greases, lubricants etc. are for their production. These are some of the products that ZG sells.

The trainee outing ended with a cosy get-together over coffee and cake in a café in Blaubeuren. Many thanks to all participants for a wonderful and interesting day!

*Felix Beuter, Sabrina Fuchs,
Florian Mank, Victoria Reichart,
Maren Schipek, Juliane Seifert*



 **Understanding
+ providing solutions**

Wolfgang Kienle ,
Product Manager Lubricants

XRM@ZG

GoLive a success. Three become one.



Our partner CAS has supported us in a thoroughly cooperative and professional way. Many of our suggestions have been incorporated into the software by CAS product developers. Proximity to the manufacturer has many advantages for ZG. It was an excellent decision.

Defining the rules of the game

Our next tasks will lie primarily in the coordinated use of the tools offered by the system. We need to define the "rules of the game" together, for example:

- + how we use the XRM tool across all areas
- + for which activities in day-to-day business individual dataset types should be used
- + what we should do with the selection of keywords
- + etc. etc. etc.

If we incorporate everything well and familiarise ourselves with using the system, we will have an excellent head start on phase 2. There are still so many exciting topics that will help ZG advance. Step by step!

XRM@ZG Project Management

We launched our joint XRM system on 16 July, 2018, as planned. Three independent isolated solutions were combined into *one shared system*.

Over 5 weeks for what felt like around the clock, we trained 250 colleagues and introduced them to XRM.

Are you linked up or still looking?

The days of hidden, lost, privately held information are coming to an end. Clearly we are just beginning and have not yet reached our goal – but we see the system growing every day and gaining in weight of information. This was a deliberately chosen "soft start" – we are getting used to operating the system and are improving details every day.

New development Divinol SYN BE Plus

Two environmental certifications in one product.

This was the motto of our new flyer for concrete release agents. The new Divinol SYN BE Plus was awarded the Euro-Marguerite as well as the Blue Angel.

This makes us the only manufacturer in the field of concrete release agents to be awarded both environmental labels!

*Laura Caruso,
Marketing*



Insight into the world of raw materials

The number of raw materials procured by ZG today is about 500 items for lubricants/chemistry and about 200 raw materials for printing inks, in addition to merchandise, packaging etc.

Raw materials for the M/C sector are essentially mineral and native (based on renewable raw materials) base oils and a wealth of additives to provide our end products with the necessary properties. When it comes to printing inks, this means carrier materials, usually different acrylates and photoinitiators, of course colour pigments and lots of additives in order to assign the correct properties to the ink for the corresponding application.

As part of our procurement marketing, it is important to focus on all these resources and raw material suppliers as well as the global markets as much as possible in order to identify price trends and initiate appropriate price hedging measures as early as possible. It is also helpful to have available indices that provide information on the corresponding basic raw material price developments.

The basis of our raw materials is usually crude oil or its next highest refinement stage, vacuum gas oil, as well as the petrochemical derivatives ethylene and propylene. On the native side, we use vegetable oils and fats or fatty acids and esters.

While the indexes merely show price development, it is also important to assess price-driving origins and influences. Market prices are currently being kept in motion by a variety of factors and can certainly be described as very volatile. The following are some of the factors that currently influence market price formation:

- + Full capacity utilisation of refineries and basic chemicals manufacturers due to economic conditions
- + OPEC regulations on crude oil production
- + Production quotas in Russia
- + US sanctions on Iran
- + Volatile currency relations
- + US trade conflicts with China, Europe, Canada, etc.
- + Plant closures in Asia (mainly China) due to environmental regulations
- + Freight space problems

*Hans-Jürgen Berndt,
Head of Central Purchasing*

News from the far north:

New sales structure in Scandinavia



from left to right:
Jimmy Jakobsen,
Warehouse and colour
management;
Kristian Skov,
General Manager;
Dorthe Skovborg,
Office Manager;
Tune Steffensen,
Key Account Manager.

Effective 1 July, 2018, we have transferred our printing ink business in Denmark, Sweden and Norway into new hands.

We sold our subsidiary Zeller+Gmelin A/S in Skanderborg to Ubro Systempac A/S with retroactive effect from 1 January 2018. The company has since been renamed ScandiSales Skanderborg A/S and has been serving the Scandinavian markets as an external sales partner since the beginning of July. The background of the sale of Zeller+Gmelin A/S was years of stagnating business as well as the general development of printing ink sales opportunities in the above-mentioned countries.

We have known Ubro Systempac A/S for many years under the brand name ScandiSales. ScandiSales supplies films for the production of flexible packaging and embossed films by Kurz. ScandiSales thus supports our existing customer base with other products.

We expect the restructuring of our printing ink business in Sweden, Denmark and Norway to stabilise and even for our joint business to grow in the foreseeable future.

Our colleagues Ms Dorthe Skovborg and Jimmy Jakobsen will also remain with us in the new structure. Mr Kristian Skov will take over as sales manager and Mr Tune Steffensen as sales representative.

Marcus Ruckstädter
Sales Manager Printing Inks

Market Focus Plus

The new brand strategy of the Printing Ink Division

In the 01/2018 issue of ZG Plus, we reported on the Market Focus Plus strategy of the Printing Ink Division.

We launched the Strategic Business Unit Management as part of the so-called Change Management Project, the subsequent strategic organisational adjustment.

The Strategic Business Unit (SBU) managers are essentially a combination of product management and application technology. The SBU managers are mainly responsible for the further development of their market segment at the sales level across the sales structure and internally for the development and monitoring of the associated product range. SBU managers work closely together with their assigned colleagues from Application Technology and the relevant group leaders from the development laboratory. The aim is to develop powerful and dynamic teams at the SBU management and R&D group leader levels that will contribute to the growth of the Printing Ink Division as part of the overall strategy.

An essential success factor for the newly created SBU management structure is not only internal cooperation at Zeller+Gmelin Eislingen, but also the involvement of our colleagues at our European subsidiaries. At the same time, the overall sales management of the Printing Ink Division, together with the local management of Zeller+Gmelin USA, is further developing global cooperation. Zeller+Gmelin USA has had a similar SBU management and product management structure for some time now.

As part of a joint organisational structure, both the product management organisations and the R&D laboratories will be more closely integrated in the near future. Market Focus Plus is the basic market development strategy for both the European and the US organisation of the Printing Ink Division.

In the next issue of Zeller+Gmelin Plus, we will present the newly formed team in more detail.

*Marcus Ruckstädter,
Sales Manager Printing Inks*



Nivea blue from Zeller+Gmelin

Sole supplier for Beiersdorf



Beiersdorf is known worldwide as a manufacturer of skin care products. What is less known, however, is that the tin packaging for the cream cans is also manufactured at the company's headquarters in Hamburg.

ZG has worked continuously for years to supply Beiersdorf with paints for this market. With the introduction of the new product line "Nivea Men" the doors opened for us in Hamburg and from 2014 we have supplied EURAPID O3 inks for this cream can.

With the purchase of a new metal decorating system with UV technology, we were able to reap the benefits of our work and were qualified as a new sole supplier. From 2019, all metal packaging of the product series "Cremedosen" will be printed with ZG colours.

Many thanks to all Drufa colleagues who contributed with their commitment to the realisation of this project.

Michael Rakoci
SBU Management Metal
Decoration



With Divinol in Jordan



Porsche race series PCHC



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Our partner, Truck Sharif, sells our Divinol engine oils in Jordan very successfully and with great pleasure.

Mr Sharif has recognised the value of the Divinol brand and the positive emotions associated with it. We thus significantly increased brand awareness of Divinol in Jordan, where our products are now known and desired.


*Ronald Konrad,
Sales Manager East*

High performance with Divinol! This was proven in impressive fashion by this year's overall winner in the PCHC Porsche racing series Klaus Horn of Germany and the second driver in the team Pablo Briones Goich of Chile. Congratulations!

Engine oils from the Divinol Syntholight range were used in the Porsche, which was subjected to high racing loads, as well as in the gearboxes – the tried and tested Divinol Synthogear Extra LS 75 W 90.

*Ronald Konrad,
Sales Manager East*



 **Understanding
+ providing solutions**

Alexander Schmidt,
Grease Production



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Going 80 km/h on the Spreewaldring. A "special trophy" awaits the winners of the kart race – a ride in one of the new Divinol Formula vehicles.



Divinol Race Day 2018



The Divinol team spent two exciting days with a number of Divinol partners in Dresden and on the Spreewaldring. The field of participants was mixed. Partners from Germany, Europe and the Far East took part.

The initial visit to the historic cultural centre of Dresden, with its rich and fascinating history, was a highlight. Influenced by Saxon dukes, electors and later kings, the group could marvel at numerous memorable buildings.

The evening feast in the Sophienkeller of the Taschenbergpalais with "dishes from the court of August the Strong" left a lasting impression on everyone involved. The cellars of the vaulted restaurant transport you to the Baroque period. Participants not only dined in style but were also able to enjoy a show featuring magicians, jugglers and musicians. The atmosphere was fantastic.

The next morning, the group took the bus to the Divinol Spreewaldring. The participants were presented with the news from the Divinol programme in the VIP tent. Besides the new product range (Divinol motorcycle oils, among others) the new Divinol Lounge was presented to the customers.

The Divinol Lounge is new in the Divinol marketing programme and provides a good reception and forum for discussion at the premises of partners or their customers.

All of the participants enjoyed the comfortable seating and excellent Divinol design. Throughout the day, many took advantage of the opportunity to exchange ideas in a relaxed atmosphere. After the presentation of the Divinol News, participants prepared for the race, featuring two groups of 22 karts each. All of the participants came ready to race and left nothing behind on the track.

The winners of the race had the opportunity to drive the Divinol Formula 23 cars on the opposite racetrack. A former Formula professional instructed participants on the use of the 400 kg vehicles. They were also present to assist drivers on the racetrack. The Divinol formula vehicles were a challenge for many and it was certainly a unique experience. The participants made use of this platform and were able to exchange ideas between races. The Divinol team also enjoyed these exchanges.

The barbecue party on the Spreewaldring with a performance by rock band "4up" was the perfect finale. The band played beloved songs and helped make it an unforgettable Divinol Race-Day 2018. As they returned to the hotel, everyone agreed to meet at the starting line next time.

Thanks to our partners for two excellent days!

Your Divinol Team



Automechanika with new Formula Master racing car

Automechanika Frankfurt is the leading international trade fair for the automotive industry for equipment, parts, accessories, management & services. The show took place from 11 to 15 September, 2018 and Zeller+Gmelin was present with a new booth. In addition to five new bike oils for motorcycles, mopeds and quads, lubricants for automotive maintenance and repair were the focus of the trade fair appearance.

However, the visual highlight of the exhibition stand was the Formula Master racing car in the new Divinol design. Just in time for the trade fair, the marketing department of Zeller+Gmelin and the team around Spreewaldring owner Reinhard Budde succeeded in completing the first of a total of 7 Formula Masters with the Divinol logo.

As one of the only exhibitors at the fair, visitors had the opportunity not only to look at the racing car, but also to take a seat in it and feel like a racecar driver. These emotions were directly associated with the Divinol brand.

All participants were very satisfied with the fair, the stand and the high-quality contacts. Special thanks go to Mr Konrad, Mr Budde from the Spreewaldring and of course to the entire exhibition team.

Andreas Rascher, Head of Marketing





The biggest INTERFORST trade fair of all time

- + 453 Exhibitors
- + 75.000 m² area
- + over 50,000 visitors from the field

Many thanks again to all those involved in the preparation and implementation, as well as to the stand staff.

The leading trade fair INTERFORST took place in Munich from 18 to 22 July, 2018 with 453 exhibitors.

Laura Caruso, Marketing


These included the DST sector with its Divinol lubricants for agriculture and forestry. The open, modern and bright booth created an inviting atmosphere and drew many visitors. The result was lots of contacts being made and excellent discussions with experts.



Technology that captivates. Employees of Zeller+Gmelin show interested visitors the various areas of ZG – expertly done.



Impressions Open house

 With about 1,700 visitors, our open house was well attended and a complete success.

Many thanks to everyone who contributed to making this event a success.

*Andreas Rascher,
Head of Marketing*





Managing Director Mr Jerusalem with Mayor Heining (above), International mile – ZG's culinary mile (left), Eislingen marching band (bottom left) and our beer garden (below).





Fun and games at our photo box, kart circuit, Carrera racecourse, cup stacking and face painting for children.



Exciting demonstrations: plant fire brigade and Johanniter dog rescue squadron, wooden saw show and historical tractors of the Jebenhausen flywheel friends.



Dr.-Engel-Realschule:

School running for children



On 20 July, 2018, the Dr.-Engel-Realschule in Eislingen took part in the project "Schools running for children" to help sick children. The sponsored run is a project of the district and has been in existence since 2006.

The concept is simple: Every runner looks for "donors" before the run. This could be grandparents, parents, friends or even companies. They all promise the runner a kilometre allowance. Then all you have to do is run. So you collect money for every kilometre. And all for a good cause!

This year's recipient was the children and youth hospice service Malteser International. Zeller+Gmelin also supported this great project and sponsored headmaster Andreas Schlaiss. Mr Schlaiss took the opportunity to sport his new Zeller+Gmelin running shirt.

After the opening by headmaster Andreas Schlaiss, district administrator Edgar Wolf, mayor Heininger and police director Hans-Jörg Barth (patron of the Malteser Kinder- und Jugendhospizdienst) it was time to head to the starting line.

Pupils, teachers, headmaster Andreas Schlaiss, district administrator Edgar Wolf and some police officers ran for thirty minutes on the lawn of the Schulturnhalle. All the other pupils, teachers and family members cheered them on.

It was a great event and beautiful to see how hard the runners worked for sick children.

*Andreas Rascher,
Head of Marketing*

Schulaktiv e. V. – Silcherschule Eislingen:

Zeller+Gmelin supports Schulaktiv e.V.

Schulaktiv e.V. has been the support association of the Silcherschule in Eislingen since March 2003 and supports all pupils on a voluntary basis. The association was founded with the aim of actively supporting and promoting the school's educational work. The aim is to be a link between parents, teachers and pupils and to supplement and enrich school life with special activities.

The activities are extremely varied and range from promoting reading, financing seminars (e.g. stress management before exams, sex education, babysitting courses), helping to organise parties and celebrations or supporting the "healthy snacks" campaign for financial subsidies for pupils in need, for example for class trips or school materials.

Zeller+Gmelin provided a donation of €1,000 this year for this excellent volunteer work. The money was donated by the seniors at the last Christmas party and rounded up to €1,000 Euro by Management.

The donation was officially handed over in June to Ms Fischer (1. chairwoman of the association) and to Mr Janositz (headmaster of the Silcherschule) by marketing director Andreas Rascher.

Sabrina Fuchs, Trainee

Andreas Rascher, Head of Marketing



from left to right: Anja Fischer (1. chairwoman of the association), Andreas Rascher (Zeller+Gmelin), Andreas Janositz (headmaster) and Miriam Veit (chairwoman of the parents' council)

Donkey festival in Adelberg:

Sponsoring of a different kind

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Many spectators and donkey fans follow this spectacle every year.



Our plus for tomorrow's world champions:

Zeller+Gmelin crowned world champion as Portugal



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As already reported in the 1st edition of the new Plus, the 1st Football Mini World Cup took place in Göppingen on 2 and 3 June 2018. Over two whole days, 32 youth teams replayed the entire football World Cup.

As an Eislingen-based company, Zeller+Gmelin sponsored the youth team of 1st FC Eislingen. With a consistently strong performance, the team made it to the final, allowing only one single goal on its way.



The final was played against VFL Kirchheim as Serbia.

In an exciting and hotly contested match, the team of the 1st FC Eislingen got a narrow but deserved win with 3:2. Then there was nothing left to do but celebrate. The World Cup was presented to the team by Reiner Veit of the District Football Association as golden confetti rained down (just like at the real World Cup).

Congratulations once again to the youth team of 1st FC Eislingen on their great performance and their well-deserved world championship title – expertly done.

Andreas Rascher, Head of Marketing

Tips for a balanced diet:

Healthy eating for more energy

“Let food be thy medicine and medicine thy food”
(Hippokrates von Kos, physician)



Pumpkin – What you should know

Hokkaido pumpkin ...

- + Rich in vitamin A
- + Contains vitamin B
- + Supports bladder and kidney function
- + Protects body cells
- + Can be easily frozen
- + Can help to lose weight
- + Perfect for low carb fans

Recipe of the month:

Pumpkin cream soup

200 g carrots
1 ½ cm fresh ginger
1 onion
400 g of Hokkaido pumpkin pulp
2 tbsp olive oil
800 ml vegetable broth
salt, pepper
1 tsp curry powder
2 tbsp pumpkin seed oil
3 tbsp roasted pumpkin seeds
roasted bread cubes

Step 1/2

Peel the carrots, ginger and onion and cut into small cubes with the pumpkin pulp. Heat the oil in a saucepan and sweat the onion until translucent. Add the vegetables and the ginger, sweat briefly and fill up with the broth. Simmer at medium heat for about 25 minutes, remove 6 tablespoons of pumpkin cubes and puree the rest finely. Season to taste with salt, pepper and curry and add a little broth if necessary.

Step 2/2

Put the pumpkin cubes back in, season the soup again and serve on soup plates. Garnish with pumpkin seed oil, pumpkin seeds and roasted bread cubes.

Fun with marketing:

“Stadtpunkt Göppingen” – the whole city in one game!

The game includes over 250 questions about Göppingen and 750 questions about companies and general knowledge, including 5 questions about Zeller+Gmelin!



The game “StadtPunkt” is already available in more than 50 German cities, including Göppingen as of this year. Manufacturer Nowus Games from Hamburg has – together with twenty regional companies and institutions – developed a quiz and knowledge game about Göppingen and the surrounding area. A total of 1,000 questions test general knowledge and knowledge about the city.

There are three possible answers to each question, only one of which is correct. Players must answer 31 questions about the companies (twenty companies from the Göppingen district) in order to win points.

Beside the question: “How many months of the year have 28 days?” there are also questions like: “When was Zeller+Gmelin founded?”

The action component makes the game even more lively. In addition to the quiz knowledge section, the players perform special and various “physical” tasks.

Each participating company is positioned on the playing surface with the representation of one of the city's famous sites.

The game is suitable for two to four players aged nine and over, with extra children's questions and tasks that can also be answered from primary school age. The game can be purchased for €29.90 at selected points of sale such as ipunkt and Galeria Kaufhof in Göppingen.

*Sabrina Fuchs, Trainee
Andreas Rascher, Head of Marketing*

Quality hiking:

Taking lion trails through the district of Göppingen

The Lion Trails stand for high-quality hiking and entice with impressive views, varied natural landscapes and mysterious destinations. Fifteen circular hiking trails, between three and 17 kilometres long, currently offer hiking fun for every taste.

In issue 1 of our new Plus, we introduced you to the "Felsenrunde" in Bad Überkingen. In this issue we take you to the Messelberg near Donzdorf and introduce you to the "Messelberg Tour".

Lion Path "Messelberg Tour" – Hiking with impressive views

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The "Messelberg Tour" lion trail in Donzdorf is a circular trail certified by the German Hiking Association in the "Dream Tour" category. The 7.9 km long hike is one of the shorter lion trails. It leads almost continuously along narrow paths along the Albtrauf, through natural deciduous forests and past colourful flower meadows with beautiful panoramic views.

A long stretch of path leads along the eaves edge through a nearly pristine forest landscape. Fallen trees and a varied soil make this section of the trail a special experience for every nature lover. The tour includes ascents and descents, which require some physical conditioning, but are ultimately rewarded by the magnificent views along the Albtrauf. The central vantage point of the tour is the White Jurassic rock head of the Messelstein, which can be seen from afar.

The tour begins at the Messelberg park. Here you are already on the Swabian Alb and can get started at a leisurely pace. Right after the start along the Albtrauf, there is already the first great panoramic view from the Rötelsstein.



The Rötelsstein is a bizarre rock formation with a great panoramic view with an almost 180-degree view down into the Filstal valley and towards Hohenstein with the Scharfeneck castle ruins in the foreground. With good visibility, you can look over the Lautertal and Filstal valleys to the Stuttgart region.

Continuing along the Albtrauf, just before you reach the Oberweckerstell farmstead, you take the narrow path down into the valley and cross the idyllic Seizenbach stream before reaching the Donzdorf shooting range. The fallen trees and the varied soil make this part of the trail a special experience for every nature lover.

The hiking trail then dips below the edge of the forest in the direction of the park. Beautiful views of the Alb foothills open up again and again. After the park, the trail climbs steeply again in serpentine towards the edge of the Albtrauf. You pass picturesque and damp beech hillside forests before reaching the Alb plateau. Here you return to a narrow path that leads along the edge to the central vantage point of the hike: the Weißjura rock head of the Messelstein, visible from afar. Here the hiker is at an altitude of 748 metres and can gaze far into the distance. The tour ends at the Messelberg car park, which is not far from the Messelstein.

Andreas Rascher,
Head of Marketing

- + Distance: 8 km
- + Duration: 2:31 hrs.
- + Ascent: 275 hm
- + Descent: 275 hm
- + Start: Hiking park place Messelberg
- + Coordinates:
Geogr. 48.680846
N 9.839074 E
UTM 32U 561762
5392317



Plus.

More for all employees
and partners

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