



Plus.

More for all employees
and partners



Showing the world
who we are!
Our new CD

A visit from
SWR television

1. Mini World Cup
in Göppingen

Plus.



1 **Plus.** Foreword

Plus. People + Personal

- 2 Anniversaries
- 3 Anniversary celebrations
- 5 Seniors Christmas party
- 6 Goodbyes

Plus. Insights + outlooks

- 8 Personnel changes, Witch party, intranet raffle
- 9 Works council
- 10 **New CD – Showing the world who we are!**
- 13 Projects and investments



Plus. Divisions + departments

- 14 Awards
- 15 Strategy project printing inks

Plus. Products + innovations

- 16 XRM project
- 18 **A visit from SWR television**
- 20 New customer newsletter



Plus. Trade fairs + events

- 21 Open house
- 22 Trade fairs

Plus. Sponsorships + donations



- 26 **Mini World Cup**
- 28 Wonderful Weeks of Woods
- 29 Handball Frisch Auf Göppingen

Plus. Recreation + knowledge

- 30 Healthful eating for more vitality Bananas
- 31 Hiking tips



34 **Plus.** Imprint

Plus. The next issue will be published in September 2018. The editorial deadline is 17.08.2018.

01.2018

Plus. ist Vielfalt

Plus. ist Können



Dear colleagues,

Plus. ist Verbindung

Our work implementing our new corporate design – which we reported on at the end of last year – is increasingly taking shape in a wide variety of areas.

Today we are especially pleased to present the new employee magazine of the Zeller+Gmelin Group. We hope that this magazine can be a platform for the exchange of information between all of the employees of the Zeller+Gmelin family and a source for information about the activities of the Zeller+Gmelin Group.

Today you are receiving the 1st issue of our new company magazine Plus., which has a more modern design and has been adapted to our new appearance. With its content, we hope to better inform you about the activities involving Zeller+Gmelin as well as provide interesting information outside of business life.

Plus. will be published at four-month intervals and will take over for ZG aktuell.

Plus. ist Verantwortung

The plus sign is a central graphic element in our new appearance used to express Zeller+Gmelin's added value. That's why we choose the name Plus. for our new employee magazine: we want to offer you added value – the plus in information.

Plus. ist Wissen

I hope you enjoy reading!

Tobias Dannenmann
together with the Marketing team

Plus. ist Mehrwert

Plus. ist Verbindung

Plus. ist Nutzen

All of the working anniversaries of 2018 at a glance

10 years

- + Klaus Funkenberg
Regional Sales Manager IS
(company entry: 01.01.2008)
- + Anita Müller
Switchboard
(company entry: 01.01.2008)
- + Sabine Lösching
Export clerk
(company entry: 07.01.2008)
- + Stefanie Fink
Assistant Internal Sales IS
(company entry: 17.03.2008)
- + Hans-Jürgen Berndt
Head of Central Purchasing
(company entry: 01.04.2008)
- + Andreas Grimm
Accounting Clerk
(company entry: 01.04.2008)
- + Stefanie Juliano
Head of R&D Drufa
(company entry: 01.06.2008)
- + Jens Loy
Shop Fitter
(company entry: 01.06.2008)
- + Franz Pertl
Plant Security
(company entry: 01.07.2008)
- + Tobias Wimmer
Chemical Technical Clerk R&D
(company entry: 15.10.2008)
- + Klaus-Peter Saleik
Customer Advisor in the
Field Chemistry
(company entry: 01.11.2008)

20 years

- + Thomas Otte
Printing Inks Coordinator
(company entry: 01.01.1998)
- + Barbara Hofmann
Accounting Clerk
(company entry: 19.01.1998)
- + Cornelia Heilig
Chemical Technical Clerk R&D Ch.
(company entry: 01.03.1998)
- + Bülent Elmas
Chemical Worker
(company entry: 02.03.1998)
- + Christine Rychlik
Laboratory
(company entry: 01.04.1998)

- + Franz Kristmann
Chemical Engineer
(company entry: 18.05.1998)
- + Andreas Rascher
Head of Marketing
(company entry: 01.06.1998)
- + Gerhard Schwarz
Koodinator Druckfarben/AV
(Betriebseintritt: 01.06.1998)
- + Wolfgang Kügler
Head of Application Technology
Chemicals
(company entry: 01.06.1998)
- + Francine Ott
Cost Account Clerk
(company entry: 01.08.1998)
- + Thomas Gross
Team Leader Systems/Network,
(company entry: 01.08.1998)
- + Marissa Schuster
Chemical Worker
(company entry: 01.09.1998)
- + Alexander Wahl
Laboratory Chemist
(company entry: 01.09.1998)
- + Corinne Ernst
Chemical Worker
(company entry: 01.09.1998)
- + Alexander Faber
Chemical Worker
(company entry: 07.09.1998)
- + Viktor Schneider
Chemical Worker
(company entry: 14.09.1998)
- + Gerald Stoitzner
Warehouse Clerk
(company entry: 21.09.1998)
- + Alexander Raab
Chemical Worker
(company entry: 01.10.1998)
- + Inna Fuchs
Production Assistant
(company entry: 02.11.1998)

25 years

- + James Douglas Carey
Foreman
(company entry: 13.04.1993)
- + Alparslan Koc
Head of Electrical Workshop
(company entry: 16.08.1993)
- + Volker Mühl
Chemical Technical Clerk R&D
(company entry: 01.10.1993)

30 years

- + Jürgen Schrader
Chemical Worker
(company entry: 16.05.1988)

- + Lucilia-Maria DeOliveira-Ferreira
Managing Clerk
(company entry: 04.07.1988)
- + Andre Klotzbuecher
Industrial Electrician
(company entry: 15.08.1988)
- + Manuela Brauer
Chemical Worker
(company entry: 01.09.1988)
- + Claudia Fink
Export clerk
(company entry: 01.09.1988)
- + Stefan Gauch
Foreman
(company entry: 01.09.1988)
- + Torsten Heinz
Regional Sales Manager IS
(company entry: 01.09.1988)

40 years

- + Gerhard Spiller
Industrial Electrician
(company entry: 03.07.1978)



Süddöl-Environment

- + Stefan Schattmaier
Driver, 10 years
(company entry: 01.01.2008)
- + Sinisa Grujic
Driver, 10 years
(company entry: 07.07.2008)
- + Norbert Grüßhaber
Driver, 20 years
(company entry: 01.12.1998)

Süddöl-Refinery

- + Nicole Härtel
Chemical Lab Technician, 10
years (company entry: 01.08.08)
- + Steffen Henriß
Shift Supervisor, Refinery, 20
years (company entry: 20.04.98)
- + Rolf Ritter
Managing Director, 30 years
(company entry: 25.07.1988)

ZG – Fluid Management

- + Alf Dittrich
Service Technician, 10 years
(company entry: 01.01.2008)
- + Jörg Hoffmann
Service Technician, 10 years
(company entry: 05.01.2008)
- + Sven Prasse
Service Technician, 10 years
(company entry: 05.01.2008)
- + Dr. Ralph Bukowski
Managing Director, 10 years
(company entry: 01.10.2008)

"Get to know your bosses!"

On 18 January 2018, Zeller+Gmelin honoured all of its employees who in 2017 celebrated their 25th, 40th and 50th anniversaries with the company.



From left to right: Walther Jerusalem, Dr. Dirk Eisele, Denise Poppe, Manfred Heinschke, Andreas Seigner, Siegfried Müller, Menja Camennisch, A. C. Strazzanti, Albert Fuchs, Thomas Alpers, Rolf Schönwiesner, Andreas Beutinger

For the first time, all anniversary celebrants from all areas were invited to a joint anniversary celebration at Hotel Eichenhof.

In a festive atmosphere, employees had the opportunity to get to know, ask questions of and exchange opinions with not only their direct supervisors, but also all three managing directors. It was the perfect opportunity to "get to know your bosses!"

In an opening speech, Mr Müller thanked the employees present for so many years of loyalty, commitment and expertise, and for their active contribution to the success of the company.

In occasionally very personal and emotional thank-you speeches, anniversary celebrants were then honoured by their direct supervisors for their many years of active cooperation and for their achievements.

The tributes were followed by a 3-course meal. In the festive but relaxed atmosphere, not only bosses but also colleagues from the other divisions got to know each other better, resulting in interesting cross-divisional conversations.

The evening flew by and the feedback from all participants, as well as from executive management, was without exception positive – one reason to stick with the concept!

3

The following employees were honoured:

-  + Ms Denise Poppe
(R&D printing inks) for 25 years
- + Ms Menja Camennisch
(R&D printing inks) for 25 years
- + Mr A. C. Strazzanti
(Production printing inks) for 25 years
- + Mr Albert Fuchs
(Incoming goods printing inks)
for 25 years
- + Mr Manfred Heinschke
(Application technology chemistry)
for 25 years
- + Mr Andreas Seigner
(Sales representative chemistry)
for 25 years

Andreas Rascher, Head of Marketing



4

Tributes to long-standing employees:

Südöl celebrates in a festive atmosphere

In a time-honoured tradition, on 2 February 2018, the following long-standing employees of Südöl were honoured at the Eichenhof Hotel restaurant.

- + Mr Ioan Kühnrich (Recycling) for 20 years
- + Mr Stefan Schattmeier (Driver USA) for 10 years

*Dietmar Dangelmayer,
Production Südöl*

Roll of honour:

- + Mr Joachim Nägele (Driver USA) for 25 years
- + Ms Silvia Dangelmayer (Office Manager MIN) for 20 years
- + Mr Sergej Arngold (Foreman MIN) for 20 years

Pictured above, from left to right: MD H. Alpers, Ms Meister-Ertem, Mr Kühnrich and Mr Nägele, Ms S. Dangelmayer, MD H. Ritter, Mr Arngold, Mr Schattmeier and Mr Dangelmayer.

Donation to schulaktiv e. V.:

Seniors celebrate Christmas

As it does every year, our senior Christmas party took place in 2017 at Hotel Eichenhof.

On 15 December, Mr Jerusalem welcomed guests on behalf of all of the Managing Directors. The guests were once again able to enjoy a well organised supporting programme.

In addition to a festive afternoon with coffee and cake, guests were treated to a musical performance by the Eislingen choir "Salto Vocale".

Before the Christmas meal was served, the seniors were once again treated to a presentation of this year's major innovations at ZG and Südöl.

Proceeds again went to a good cause. A total of €601.10 was collected this year. ZG generously rounded this amount up to €1000.

This year's donation went to the association schulaktiv e. V. of the Silcherschule school in Eislingen.

Daniela Klähn, Marketing



Goodbye

ZG Fluid Management bids farewell to Elena Schacherl



From left to right: Dr. Ralph Bukowski, Elena Schacherl, Friedrich Ott, Karl Weiß

On April 17, Elena Schacherl of ZG Fluid Management was bid farewell with a toast by her supervisor Dr. Ralph Bukowski and her colleagues. Ms Schacherl was with Fluid Management for 13 years and had a variety of responsibilities over recent years. In particular, these included the Fluid Management business' dealings with all of its external service providers, including regulated lubricant supply, invoicing of individual projects, translation services at our subsidiary ZG Fluid management in the Czech Republic, the smooth flow of projects and general secretarial responsibilities.

Her successor is Timo Moch, who has now taken over this area of responsibility. All those present thanked Elena Schacherl for her long-standing commitment and excellent teamwork and wished her success in her professional life ahead.

Daniela Klähn, Marketing

Dr. Ralph Ullmann

Farewell after more than 27 years

Surrounded by his colleagues, Dr. Ralph Ullmann celebrated his farewell from an eventful "ZG life". For 27 years, he brought a high level of know-how, joy and creativity to his work in the R&D lubricant laboratory. It all started in 1990, when he joined the R&D lubricants lab at ZG as a graduate chemist. There, from 1992, he was responsible for the Steelcord drawing agent. Thanks to his high level of commitment, Ralph Ullmann was appointed to the position of group leader in the wire drawing segment, Multipress, Multiroll and Multical. Since March 2000, he was also group leader for the Greases and Service divisions and was appointed deputy laboratory manager. Ralph Ullmann was also active abroad, particularly at our subsidiary in China, earning the nickname "China Godfather". As the representative for China, he was and continues to be an important link and advisor for colleagues and customers. After a very lovely and personal speech by his supervisor Dr. Rolf Zimmermann, Ralph Ullmann was able to look back on his time at ZG with much joy and undoubtedly some melancholy.

Rolf Zimmermann underscored his time with his colleagues as follows: "On behalf of all of our employees, I thank you for your special and profound cooperation, which has also greatly contributed to cohesion within R+D lubricants. This was only possible because you were, are and will always remain a ZG man. You are someone who has always put his heart and soul into ZG and for this I thank you personally, because this has been the base of our successful cooperation for decades".


Ralph Ullmann's colleagues thanked him for his years of excellent collaboration and wished him all the best in the next phase of his life, much joy, and above all the best of health.

Daniela Klähn, Marketing



Dr. Rolf Zimmermann (left) bids farewell to Dr. Ralph Ullmann surrounded by a group of his colleagues.



 **Understanding
+ providing solutions**

Lena Pascucci,
Laboratory Chemist,
Plant laboratory

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

New to ZG

- + Guido Schiller
Country Sales Manager
Division IS
01.01.2018
- + Hans Alt
Chemist in Grease Production
01.02.2018
- + Alexandru Pop
Production Assistant
Printing inks
01.02.2018
- + Eduard Morlock-Rost
Chemist in Grease Production
01.03.2018
- + Haci-Ahmet Öztas
Shift Supervisor
Filling of Small Containers
M/C
01.03.2018
- + Marcel Alvarez
Chemist in Production
01.04.2018
- + Thomas Gözl
Chemist in Production
01.04.2018
- + Milena Sambito
Export clerk
Rep. IS
01.05.2018
- + Fwehat Yabangülü
Warehouse and Shipping
01.05.2018
- + Viktor Timis
Production Assistant
01.05.2018
- + Vincenzo Petix
Production Assistant
01.05.2018
- + Andreas Wahnsiedler
Industrial Mechanic
02.05.2018
- + Tibor Küstermann
Application Technician
SBU Management
01.06.2018

Leaving ZG

- + Alexander Neif
Filling of Small Containers
31.08.2018
- + Konstantinos Kalaitzis
IT
31.01.2018
- + Albrecht Hummel
Pension
28.02.2018

- + Brigitte Schilling
Pension
31.03.2018
- + Kanat Altunbas
Key Account Manager
30.04.2018
- + Elke Rist
Pension
30.04.2018
- + Josip Tokic
Metalworking Shop
30.04.2018
- + Rudi Romeike
Industrial Selling
31.05.2018
- + Sven Pape
31.05.2018
- + Janett Dill
15.06.2018
- + Thomas Gerisch
30.06.2018
- + Werner Böhringer
Pension
30.06.2018

New to Südöl Refinery

- + Gerd Schmid
Production Specialist
Finishing Treatment
01.03.2018
- + Larbi Hechaichi
Plant Operator
Distillation
01.03.2018

New to Südöl USR

- + Sunny Schröder
Driver
01.04.2018

New to ZG FM

- + Florian Kober
Service Technician
01.01.2018
- + Edith Bröchle
Sales and Marketing
employee
01.03.2018
- + Timo Moch
Sales and Marketing
employee
01.03.2018

Leaving ZG FM

- + Elena Schacherl
Sales and Marketing
employee
30.04.2018

Deceased pensioners

- + Erna Singer
15.12.2017
- + Edwin Schanzel
30.12.2017
- + Heinz Weiler
16.03.2018
- + Angelo Morreale
17.04.2018

A festive witch party despite frigid temperatures



With a loud racket, singing and all kinds of activities for ZG employees in their bags, the mischievous witches rolled up on Fat Thursday with their large handcart and rang in carnival celebrations. In the freezing cold, there was no escaping all the confetti, nor the happy hustle and bustle.

Despite illness-related absences, including among the witches, they created – as they do every year – a fantastic atmosphere and brought their colleagues into the action.

Daniela Klähn, Marketing

Raffle: Easter eggs hidden in the intranet

The Easter bunny was on the intranet again this year. Just like the last time, the challenge was to find all of the Easter eggs on the intranet and send in the correct number.

Congratulations to our 24 colleagues who found the correct number (153 Easter eggs). Alexander Wahl was drawn as the winner and received the main prize. We congratulate him

on his win. All other winners received a consolation prize. Thanks to all participants. We hope you had fun!

Your IT colleagues



66 per cent voter turnout:

The new works council introduces itself



from left to right:
Zlatko Dragovic,
Rolf Schönwiesner,
Holger Wurz,
Ugur Karaca,
Patricia Gräßler,
Joachim Bader,
Sabine Faber,
Alexander Wahl,
Manuela Brauer,
Daniel Hettich and
Marco Brüggemann

Dear colleagues,

On 12 March 2018, you elected a new works council. We would like to thank you. The 66 per cent voter turnout shows us that there is still great interest in a strong works council among the workforce.

At the constituent meeting, we elected Zlatko Dragovic as our Chairman and Alexander Wahl as his Deputy. All of the works council members are pictured in the photo. All of them are there for you. If you need help or are having any problems, please contact us. Contact details are located on the information boards and on the intranet.

The committees, including the works, economic and canteen committees, have also been elected and started their work.


The works council has introduced a regular meeting schedule. We hold a weekly works council meeting every Tuesday.

The wide variety of tasks that lay ahead of us make this absolutely necessary. The committees will also begin their work with regular meetings from this legislative period onwards. This is the only way we can achieve continuous improvement.

If you have any suggestions or criticism, you are welcome to visit us during our newly introduced office hours. Your concerns will be treated confidentially. The works council office is always open on Tuesdays from 1pm to 3pm and Thursdays from 9am to 12pm.

With kind regards,
Your works council



 **Understanding
+ providing solutions**

Stefan Gauch,
Foreman,
Filling Department
Production M/C

Showing the world who we are!

As already indicated, we have modernised our brand image and created a new corporate design (CD). But it's much more than just an attractive appearance.



The new brand identify symbolises the values of Zeller+Gmelin. The new appearance is meant to illustrate the change that has already taken place in becoming a global chemical company.

The hitherto very complex logo and word mark have been greatly simplified, clarified and modernised. The sub line, in which the individual divisions were previously shown, has been completely omitted. The aim was to create an internationally uniform design. Still immediately identifiable as a Zeller+Gmelin logo, the greater symmetry gives it a clearer and more modern look.

The plus sign is now the most prominent feature. The "plus" plays a central role

in our new brand appearance. It is used again and again, in headlines, lists and graphic elements. It stands for the added value (the "plus") of Zeller+Gmelin.

The plus for our customers!

The value messages of Zeller+Gmelin are summarised in the new brand promise *EXPERTLY DONE.*

We understand and provide solutions and if Zeller+Gmelin tackles something, experts are at work!

Our employees are central to our new brand image. This is also expressed by our new visual language. It depicts the people who embody the innovative spirit of our company: our employees – understanding and providing solutions.





We are currently in the middle of the implementation phase. The new brand image has already been implemented in business papers, forms, brochures, business cards, at trade fairs and on the new website, etc.

A major project this year will be the re-design of the company building. Below are some examples of planned elements. Some of the measures are planned for implementation as early as our open house on 22 September 2018.

You can look forward to seeing Zeller+Gmelin glow from afar.

In addition, preparations are currently underway to convert our subsidiaries to the new CD.

To this end, we analyse the conditions at our subsidiaries' premises and jointly determine the conversion procedure. The Navision forms have already been graphically revised and will be integrated into the system over the coming weeks. A second photo shoot is also planned to further capture our work areas and employees in their work process.

These are all steps that bring us closer to our goal of creating an internationally uniform image.

Andreas Rascher, Head of Marketing

- + Large illuminated company logo on the printing inks building
- +
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- +
- +



- + Large illuminated company logo on the production building with a replaceable mega poster
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- +



Current projects and investments

Several major projects are planned for 2018 in the production areas of lubricants, greases, chemicals and printing inks.



Tank farm 34/2 section 2 (left)

New stirring tank in the G 28 Production of oils (right)



Some of these projects have already begun, including the expansion of the 34/2 tank farm for lubricant and grease production. The technical office completed planning in 2017 and steel construction began in early 2018. Eight tanks with a capacity of 80 m³ each were subsequently assembled with a heavy-duty crane. Planning for the piping and automation of the tanks is currently underway so the tank farm can be commissioned as planned by the end of 2018.

Another major project involves the installation of four new stirring tanks for lubricant production in the G 28 building, two small stirring tanks for small batch production and two stirring tanks for large batch production. One of the smaller stirring tanks was installed in 2018 and is currently in operation.

The second stirring tank is currently under construction. The two large stirring tanks will be installed in late 2018/early 2019.

Two new production tanks are being installed for grease production. One stirring tank will begin operation in late 2018 and the second in early 2019. Filling for grease production will be relocated to the ground floor of G 26 and redesigned this year. This will allow us to optimise the material flow in G 26. In addition, six grease storage tanks are being installed on the first floor and ground floor of G 26 in order to store and where needed quickly fill large-volume grease products.

Ilija Lucic
Project Assistant to Technical Management



The Bosch Global Supplier Award... ...goes to Zeller+Gmelin

Recipients of the **Bosch Global Supplier Award** are the best industrial suppliers in their fields. We, the lubricant expert Zeller+Gmelin, received the award for the sixth time this year in the category "indirect purchasing".

The sixth award was accepted by Siegfried Müller and Florian Kühnel.

Laura Caruso, Marketing

14

"And the iNKY goes to..." The winner of the iNKY Award 2017

The iNKYs were awarded for the 9th time at the international sales conference of the Printing Inks Division.

The iNKY is a special award for the most successful subsidiaries and sales partners. The **"iNKY of the year"** award has been given out since 2010 and this year it was once again a highlight of the sales conference. The award for the most successful Zeller+Gmelin subsidiary went to Zeller+Gmelin Holland ahead of Zeller+Gmelin Turkey and the Czech Republic. In keeping with tradition, Mr. Ruckstädter presented the award with the words "and the iNKY goes to...". Marc Mulder, Sales Director of Zeller+Gmelin Holland, accepted the iNKY with pride and joy. The "Inky of the Year 2017" for most successful sales partner went to our partner from Russia Double V, ahead of Ferry Contact from Hungary and BAIS from Italy. Mr. Marcus Ruckstädter presented the award to Elena Larkina to great applause. Everyone was clearly surprised and moved to receive this great award.

Mr. Ruckstädter thanked all of the winners for their commitment and successful work. At the same time, he challenged everyone else to win next year's award.

Andreas Rascher, Head of Marketing



from left to right: Sandra Hiller, László Arany Tóth, Elena Larkina, Marcus Ruckstädter

Market Focus Plus

The ZG Printing Inks Division moves even closer to the markets (sectors and regions) with a new strategy

With a focus on radiation-curing inks and coatings, the last comprehensive reorientation of the Printing Inks Division took place in 1998, which was supplemented by the Metal Decoration market segment in 2007.

In the meantime, the printing ink market has changed considerably. To name just a few examples:

- + Due to the decline in commercial printing (e. g. brochures), our competitors have reoriented themselves to a new competitive landscape
- + New printing technologies, such as digital printing, require new printing and colour systems
- + Some of our markets are stagnating and the price pressure is also increasing due to acquisitions and mergers with our customers.

It was time for a new orientation and so in 2017, with the support of a management consultancy, a new, market-oriented strategy was developed by an international team under the following project name:

Market Focus Plus

As the project name clearly indicates, the strategy consists of two essential elements:

- + Consistent focus on clearly defined industries (so-called strategic business units, for example Narrow Web)
- + Strengthening of international cooperation between the Printing Ink Division sites

We integrated many employees into the strategy development process through surveys and tapped into the broad and profound knowledge available within the company. We also looked to the future and dealt with relevant trends on the basis of serious market research. Our organisation is currently being aligned to changes in strategy and industry leaders are faced with a particular challenge. As the "ear to the market and mouthpiece of the market", they identify customer needs in the sectors and convert them into marketable products – with the support of our R&D and sales organisation. And not just in Germany.

We will continue to report on the people involved and our progress in implementing the strategy.

Marcus Ruckstädter
Sales Management Printing Inks



XRM@ZG

Introduction of the XRM system is in full swing

Many of you have likely already heard about the "XRM project" in recent months. This is no wonder, as the project began in the middle of last year in a large cross-divisional team and is now running at full speed.

We would like to take this opportunity to demystify the term.

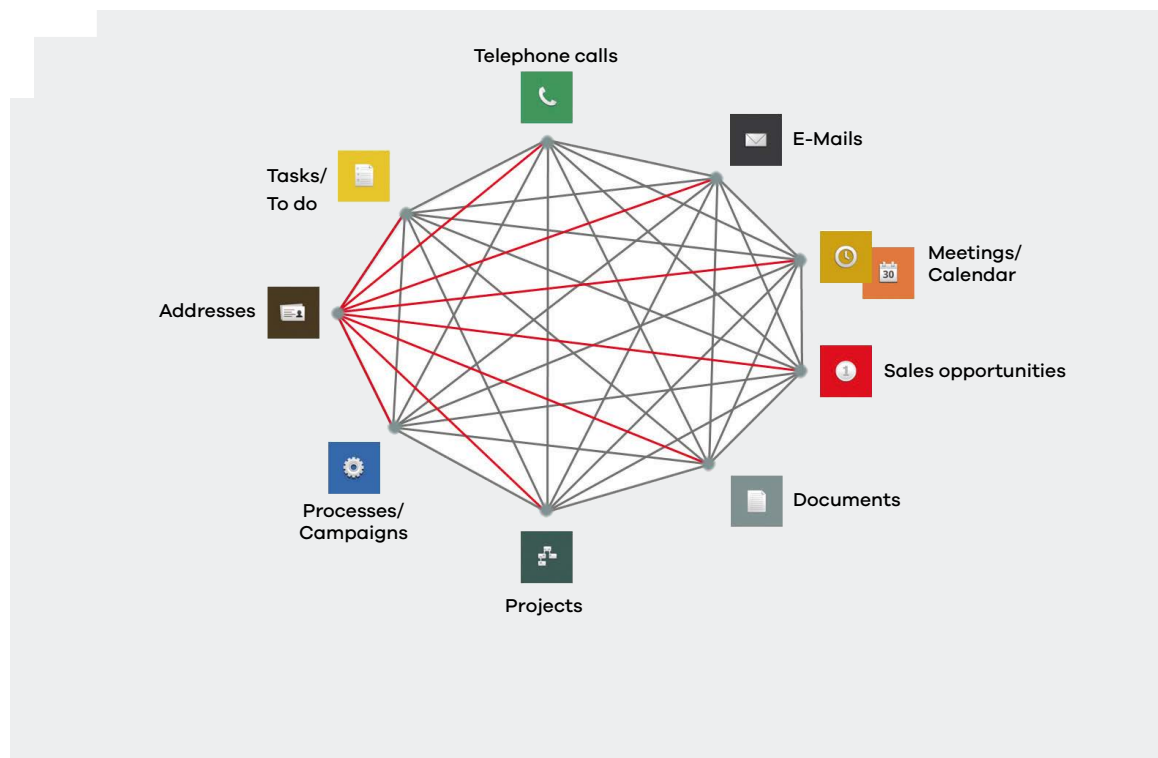
XRM – what does it mean?

In sales, the term CRM – Customer Relationship Management – is certainly known to many: software for the administration of customer data and everything associated with it. XRM does something similar, but on a much larger scale. The X stands for "anything" – XRM thus not only manages customer data but also other topics in daily working life. The graphic displayed below depicts all of this quite well:

The XRM software links all types of data records (where it makes sense) and thus provides information where it is needed. Here's an example for further clarification:

Imagine you are a sales representative visiting a customer. The customer has questions about a product that you may not be familiar with. You could then make the customer wait while you call the office to get information – or you could open your XRM system, search for the product and find the relevant data you need. After the customer visit, you can either write a customer visit report in Word and send it to a distribution group, which takes note of the tasks, processes them and stores the report for itself – or you can store a visit report directly in the appointment (which is already linked to the customer) in your XRM system and create tasks from this report that are delegated directly to the relevant individuals. Appointments, reports and tasks are centrally linked to the customer and thus also later with the results of delegated tasks. When your next appointment with the customer comes, all you have to do is look in the customer's virtual file for a quick overview of the last appointment. This allows you to easily understand what the results of the last tasks were without much telephoning.

16



XRM therefore makes it possible to store data records centrally and have them be processed by several users. No more telephone calls and manual, decentralised filing (virtual or paper); no more searching for the colleague who last worked on the file and has the necessary information. This makes knowledge much easier to access and disseminate within ZG. At the same time, the move to a "paperless office" is supported.

Of course an XRM is only the result of the employees that work on it and the content they maintain. This requires a certain discipline, but the resulting added value is significantly greater. On the other hand, there is no need to worry about the fact that sensitive information is now freely accessible. Because confidential information remains confidential with the simple click of a mouse.

XRM@ZG – Project flow

As mentioned, the XRM project has been online since the middle of last year. After defining the minimum requirements, various systems were examined and evaluated, and ultimately the CAS genesisWorld solution was chosen.

This software is already partly in use in the areas of printing inks, chemistry and IT – albeit in different ways – with good results. In addition, the Karlsruhe-based manufacturer CAS became a direct project partner and they regard us as a reference project. Another advantage of genesisWorld is that most processes can be configured independently by the admin team.

The project has been in full swing since January. Together with CAS, the team from the cross-divisional areas of Sales, R&D, Purchasing, QM, IT, PM and Marketing conducted detailed analyses of the requirements in weekly workshops. Currently (as of early May) the configuration of the data set types and the preparation of the transfer of relevant

data from NAV and the genesisWorld legacy systems are taking place. The soft launch of the XRM system is scheduled for mid-July.

The requirements of the first phase will have been implemented by this time.

The old systems are being switched off and the above-mentioned Printing Inks, Chemicals and IT divisions are currently working on the new vision. The areas which have thus far had no experience with genesisWorld will also have access to the system, but will be progressively introduced to it. Simulated processes will have been implemented by autumn. In the medium term, genesisWorld will be implemented in other areas of ZG as well as at its subsidiaries so that information is made available where it is needed.

With this in mind, the entire project team deserves praise for their consistently exemplary and disciplined work. This is no small feat for such a large team. We are confident that the XRM@ZG project will be successful for this very reason.

XRM@ZG Project Management



100
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BSA Fottermittlungen
und jede Stunde zu
Euchem/Insportem!

A visit from SWR television

SWR reports on the “Industrial Resource Strategies” think tank



As some of you have already heard or seen, SWR television visited Zeller+Gmelin on 19 February 2018 to report on “Industrial Resource Strategies”.

The demand for raw materials, their availability and supply costs – but also their recyclability – present industry and politics with ever new challenges. In order to find new approaches and solutions, the state of Baden-Württemberg has founded the think tank “Industrial Resource Strategies” together with players in industry and science.

The responsible handling of raw materials is an important principle for Zeller+Gmelin, both from an ecological and an economic point of view. That's why we also applied to the “100 companies for resource efficiency” initiative. Today, limited raw materials play an important role in the development of new technologies.

The Printing Inks Division was successful with its application, which was based on the introduction of a computer-aided raw material dosing system.

In close cooperation with pump and dosing system manufacturers, various pumping systems and dosing valve systems were tested over a long period of time. After a test phase lasting more than one year, a storage and dosing system concept was developed and implemented with the correspondingly gentle and successfully tested pumping systems.

In order to realise the concept, it ultimately became necessary to build a new warehouse and production hall around the dosing system.

Two tank storage units were installed in this new building and a heat store for highly viscous products was installed directly adjacent to the dosing unit.

The advantages of this dosing system for printing inks are:

- + error-free initial sample weight
- + no more 3-shift operation
- + no more odours
- + raw materials are free of solvents, which are used
- + cleanliness and hygiene are guaranteed
- + recovery of excess heat for floors
- + reduction of lifting and carrying activities

The implementation of this project has shown, on the one hand, where resources can be saved and, on the other hand, minimised the risk potential of raw material mix-ups and contamination.

At the same time, it has opened up additional potential for improvement in workplace design. Effects of rationalisation at various levels are now improving competitiveness. Another consequence of the automatic dosing concept is the increase in process reliability and compliance with GMP requirements (Good Manufacturing Practice).

The video is located on the K drive under the Plus folder.

Laura Caruso, Marketing

The star of the show: the new dosing system from the Printed Inks Division.

New customer newsletter: digital for all divisions



20

After we stopped sending our customer newsletters by post several years ago, a digital customer newsletter has been available since last year as a new communication tool for all four divisions. It's an effective medium for presenting our know-how and our product innovations to a broad target group – both in German and in English. This is supported by our new visual language and of course by our meaningful claim "Expertly Done".

Daniela Klähn, Marketing

Open house



SAVE THE DATE

Einladung zum Tag der offenen Tür am 22. September 2018



Many attractions for young and old await you. Many of our research and development laboratories for lubricants and chemistry can once again be visited, our works fire brigade will present their versatile application possibilities and you will be able to take part in a guided tour.

For those who prefer more "action", our large Carrera racetrack is the right place to test your skills. If that's not enough, you can prove your skills on our go-cart track, a treat for both young and old.

We also provide for your physical well-being. Join us on an adventure through a special kind of culinary world.

Please save this date and come to ZG on 22 September with your friends and families for an exciting day.

We look forward to your visit!

Daniela Klähn, Marketing

It's that time again. After opening our doors to the public in 2016 as part of our 150th anniversary celebration, there will once again be a nationwide open house day this year, initiated by the Chemical Association.

As previously announced, this event will take place on Saturday, 22 September 2018 and we will once again be able to present our know-how to the general public. From 10am to 4pm, we will offer our visitors an interesting, exciting and fun programme.

Take the opportunity and take a peek "behind the curtains" of Zeller+Gmelin and its subsidiaries.



22



wire, Dusseldorf (above); PaintExpo, Karlsruhe (left) and Betontage, Ulm

Flying the flag

Zeller+Gmelin will be present at a total of 30 trade fairs worldwide this year.

BetonTage, Ulm

BetonTage took place from the 20th to the 22nd of February. ZG returned to the fair with a stand and presented its Divinol concrete release agents.

The motto was: high quality concrete release agents for high quality applications – environmentally friendly concrete.



wire, Dusseldorf

"Think global. Act global."

This was the motto of the wire fair, which took place in Düsseldorf from 16 to 20 April, 2018. wire is the world's most important trade fair for the wire and cable industry.

The Industrial Lubricant Division presented an overview of the Multidraw products on 39 m² of display space.

Multidraw wire drawing agents are successfully used worldwide in wire production and wire processing for the highest demands. The open, modern and partially backlit stand provided an welcoming atmosphere.

PaintExpo, Karlsruhe

The world's leading trade fair for industrial painting technology, PaintExpo, took place in Karlsruhe from 17 to 20 April 2018. The Chemicals division presented an overview of its entire product range on 42 m² of display space. The open, modern stand provided an inviting atmosphere.

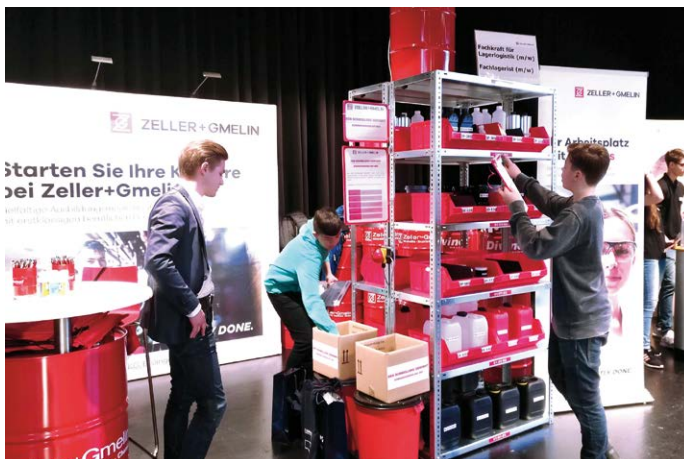
□ The result was promising contacts, numerous visits from current business partners and excellent discussions with experts.

□ We would like to take this opportunity to once again thank all those involved in the preparation and implementation of the event, including the stand personnel.

Laura Caruso, Marketing

Creative, practical and versatile

At the “Fit for job” training fair in Eislingen and during the company tour, trainers and trainees showed the diversity of training positions at Zeller+Gmelin.



Our well-attended highlight
– the warehouse logistics game

On Saturday, 27 January 2018, around fifty companies from a wide variety of sectors presented their current range of apprenticeships at the “Fit for Job” training fair at the Stadthalle in Eislingen.

Company representatives were available to answer questions from students and their parents. In addition, there were a variety of lectures and short presentations on the training positions.

In view of the big names in the region, such as Allgaier and Schuler, it is difficult for medium-sized or less well-known companies to compete for the best trainees. Visitors to trade fairs are exposed to an extremely large amount of visual impressions and stimuli.

For trade fair stands to be noticed, they have to stand out from the crowd. At the training fair in Göppingen, for example, we prepared a chemical experiment that was very well received.

The highlight of this year's training fair in Eislingen was the warehouse logistics game “temporary order picking”. Together we managed to individually and creatively set our stand apart.

At the trade fair, the staff of the personnel management department were supported, among other things, by trainers and apprentices who were able to provide the young people with first-hand information on chemical, commercial and technical training positions.

We gave students and parents an initial impression of the working world at ZG and of certain training occupations during our company tour. ZG employees led the respective groups through the individual areas. During practical demonstrations of the work processes, visitors were given an idea of everyday life and training opportunities in the company.

*Annette Bosch and Victoria Reichart
Personnel Management Department*



Company management: Mr. Marcel Pavlat demonstrates the high-bay stacker


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Herr Ilija Lucic explains the chemical worker training position



Fair participants from left to right: Annette Bosch, Timo Petersilka, Christian Mohr, Patrick Noller, Marlon Reichert, Sina Beutel, Ralf Berger



© Thomas B. Jones



© Konstantin Fetzler

Our plus for the stars of the future:

1. Football mini World Cup Göppingen



32 youth teams compete for the title at the 1. Göppingen sports club 1895 e. V. stadium. Date: 2–3 June 2018.



32 youth teams from the Neckar-Fils district compete against one another in a mini World Cup. The teams are allocated to the respective countries by lottery. Qualification and match schedules are drawn up and conducted in accordance with the official procedure of the World Cup.

Each team receives its own jerseys and the colours and flags of the respective countries. There is also an excellent supporting entertainment programme on the match days.

And Zeller+Gmelin is supporting this excellent event by supporting the stars of the future.

It got off to a great start on April 7, 2018 with the official draw of the countries. Numerous clubs and teams were present in the stadium of 1 Göppinger SV when the exciting question of which clubs would play for which countries was resolved.

The draw revealed that Zeller+Gmelin is now the sponsor of the following two teams:

1. FC Eislingen – Portugal (Group B)
TSV Jesingen – Uruguay (Group A)

We wish both teams lots of fun and success.

*Andreas Rascher and Laura Caruso,
Marketing*

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für die Weltmeister von morgen

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left side:
ZG Marketing Head
Andreas Rascher
handing over jerseys
to the two teams



WoWeWo – Wonderful Weeks of Woods

28 “Where the bandits roam the woods”

The Wonderful Weeks of Woods (WoWeWo) are an eco-social recreational trip in the first two weeks of summer holiday offering approx. 150 children (ages 7 to 12) from Eislingen a varied and eventful time. Zeller+Gmelin also supports this great project from the city of Eislingen

WoWeWo is experimental education that takes place in the forests and meadows close to the city and provides children from Eislingen the opportunity of spending a week of fun and adventure close by. This takes the form of several games and craft activities, explorations of the surrounding area and getting to know the natural environment. The main goal is to give children as much free space as possible. Children are

encouraged to become more active and create their own play environment. This is meant to encourage children's self-motivation and active participation. The theme of this year's Eislingen Wonderful Weeks of Woods is “Robbers’ Forest”. All participating children will be abducted into the world of robbers. Zeller+Gmelin would like to thank the employees of the Children's and Youth Office of the city of Eislingen and the many volunteers who made this great event possible and wishes all children lots of fun and great adventures in the robber forest.

Andreas Rascher, Head of Marketing



What connects Frisch Auf with Zeller+Gmelin:

Tradition, emotion and passion!

This is the guiding principle of Frisch Auf Göppingen's Bundesliga handball team. Frisch Auf is a traditional brand with emotion and a perspective for the future. The same is true of Zeller+Gmelin, which is why the traditional team and the traditional company work so well together.

We supported the men's team of the Bundesliga handball team Frisch Auf Göppingen in the 2017/2018 season.

Besides wall posters and floor banners next to the gates, we also participated for the first time in the production of the run-in film. It reflects the emotional mood and the tension captured in the cabin before the game – with emotion, heart and soul!

Andreas Rascher, Head of Marketing

ZG was present with introductory film, posters, a visit to Primoz Prost's VIP lounge and a floor banner at the edge of the field.



Tips for a balanced diet

Healthful food for more vitality

**“Your food is your medicine, and your medicine your food”
(Hippocrates of Kos, physician)**

When we ask ourselves how we can maintain our health and increase our vitality, we must pay attention to a healthy lifestyle and a balanced diet.

In order for our cells to provide energy, they need nutrients and vital substances. Nutrients are different substances that are absorbed by the organism and processed with the help of its metabolism.

Vital substances are composed of vitamins, minerals, trace elements, dietary fibres, secondary plant substances and omega-3 fatty acids.

As nutrition plays a very important role in health, we would like to make a contribution to this topic in every issue of PLUS.

Laura Caruso, Marketing

30



Tipp: try peeling your banana from the other side

Bananas – what you should know about them

Bananas...

- + can help you lose weight
- + have a calming effect
- + are easy to digest
- + put you in a good mood
- + are ideal for fitness
- + help with abdominal pain
- + contain vitamins A, B1, B2, B6, C, potassium, magnesium, phosphorus, copper, iron, manganese, zinc, iodine and fibre
- can cause headaches

The word banana comes from Arabic and means finger. They are among the

oldest cultivated plants and were first marketed around 1885.

Bananas are harvested green and unripe from the perennial, washed, packed and transported to Germany by refrigerated ship. Ripening takes place under controlled conditions in special ripening chambers. As bananas ripen, their starch turns into sugar. Diabetics are therefore best off eating light yellow bananas that are not yet fully ripe. They contain more starch than sugar and therefore allow blood sugar levels to rise more slowly and evenly.

Laura Caruso, Marketing

What should I do with my brown bananas? Make banana pancakes!

2 overripe bananas, 400 g of flour, warm water, 2 tablespoons of brown sugar, a pinch of salt, a pinch of cinnamon, oil for cooking and powdered sugar to sprinkle on top.

Mash the bananas, add the flour and mix with warm water to a smooth but firm dough. Then add the sugar. Stir in salt and cinnamon. Fry small cakes in a pan with oil until golden brown. Serve with powdered sugar.



Taking the lion trails through the district of Göppingen

Quality hiking



The Lion Trails are circular trails that can be taken in both directions. The signs and markings are thus visible from both directions. The change of direction results in completely new points of view and perspectives. At the start of each Lion Trail is a clearly arranged information board with information about the route, an elevation profile and the sights along the way.

All routes are available through download and can be accessed from smartphones via the route planner

www.outdooractive.com.

31

Hiking is in!

The district of Göppingen has long recognised the signs of the times and, together with the municipalities and tourism associations, is pushing ahead with the expansion of hiking opportunities.

The newest addition are the "Lion Trails" (Löwenpfade), quality hiking trails certified by the German Hiking Association (DWV). Fifteen of these Lion Trails – a total of 150 kilometres – will be located in the district of Göppingen.

The first of these, the "Felsenrunde", was opened in July 2017 in Bad Überkingen. "Eight more are now ready and the remaining six will be ready by the start of hiking season," says Holger Bäuerle, tourism manager of the district.

The Lion Trails stand for quality hiking and offer impressive views, varied natural landscapes and mysterious locations.

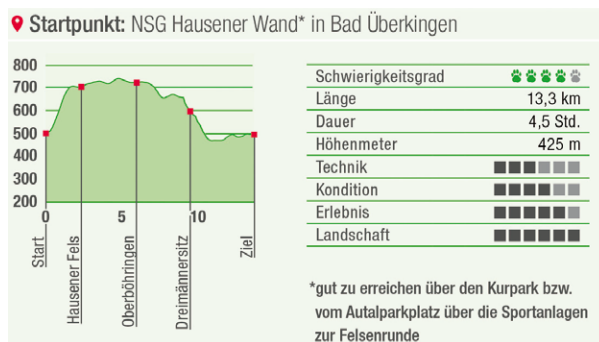


The following issues will each feature a Lion Trail. We'd like to start with the "Felsenrunde".



Felsenrunde – a lion's share of views over the Filstal valley

The Lion Trail "Felsenrunde" in Bad Überkingen takes you up high. Impressive views of the idyllic Filstal valley, paired with varied natural landscapes and many highlights along the way make the route a unique hiking experience.

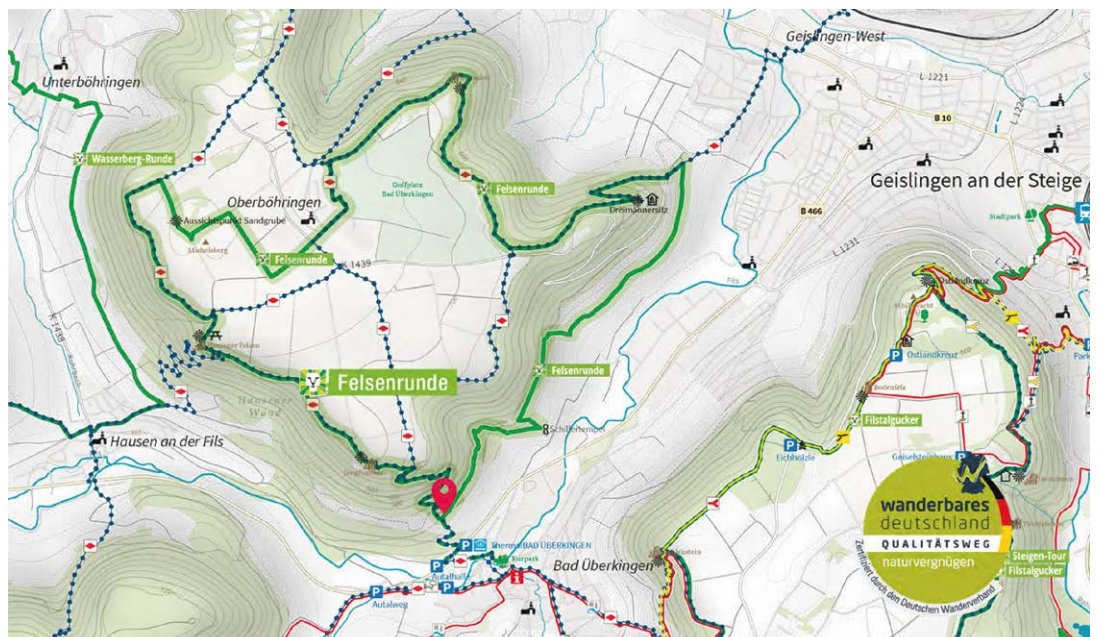


the peaked cliffs - climbing skills and comfort with heights are a must! Shortly thereafter, after a slight climb, you reach the highest point of the tour at 751 metres, from where you can see as far as the Alps when skies are clear. The route continues above the peaceful village of Oberböhringen with several rest stops, along the golf course in the direction of Ramsfels, which offers a fantastic view of the Drei Kaiserberge (three emperor-mountains). After a leisurely descent we reach the refuge at the Dreimännersitz with a view of the five-valley town of Geislingen an der Steige. Via the Schillertempel, the trail leads back to Bad Überkingen through orchards and juniper meadows.


The roughly 13.3-kilometre tour starts below the Hausener Wand nature reserve and takes you along a steep serpentine path through dense beech forest to the Alb plateau, where the Jungfrauelfen cliffs provide the first amazing view into the Filstal. The path to Hausener Eck runs along the edge. The especially brave can enjoy a spectacular panoramic view from

By the way: The "Felsenrunde" Lion Trail has been nominated for the award "Germany's most beautiful hiking trail", awarded by the trade magazine Wandermagazin. An online vote will run until 30 June at www.wandermagazin.de. Follow in the lion's footsteps and discover the Lion Trails. Enjoy!

Andreas Rascher, Head of Marketing





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+ providing solutions**

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Weighing department
Printing inks

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and partners

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