

# ESSENTIALS

The customer magazine of EschmannStahl GmbH & Co. KG

2/2011

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## Field Service and Sales



Dear reader,

We encounter the cryptic code you can see on the cover of this issue more and more often. QR codes, similar to the EAN codes on food-stuffs, embody various pieces of additional information that can be scanned by a Smartphone using respective software. Just frill? We say no and – in using QR codes where the Internet or other media complements what you have read – set an example for providing a greater amount of information. In this issue you will find the code attached to the following articles: our special material ES Aktuell 1200 (page 8), our customer portrait on the company BECKENBACH Formen- und Modellbau GmbH (page 12) as well as the preview of the EuroMold 2011 (page 19). We also want to set an example with the application of our steel grades in the area of renewable energy sources (page 4). In this way, tradition meets future – in words and deeds.

We wish you pleasant reading.

A handwritten signature in blue ink, appearing to read 'MK' followed by a stylized flourish.

Your Markus Krepschik (Managing Director)



# Looking at Materials in a New Way

Curiosity and fascination is the engine of progress. Discovering new opportunities for existing materials is a challenge of today and tomorrow. Here, the renewable energy sector offers an initial point of departure for growing opportunities.



Renewable energy sources are what the future is about. Germany, for example, has taken the decision to fully abandon electricity generation in nuclear power plants by the end of the year 2020 the latest. The commitment to explore new avenues is growing internationally, too – but new goals require innovations.

Besides offering new opportunities, alternative energy sources also entail new challenges. Wind power plants and solar energy plants often produce under most difficult conditions. Extreme exposure to environmental conditions exacts heavy demands on the performance of processed materials.

## All-rounder steel

Due to its diverse properties, steel is the prime option for many parts. Thanks to specially designed alloys, the material is durable and long-lasting as well as corrosion-resistant and weather-proof. Moreover, steel can be processed easily and cheaply. It can be shaped in all kinds of ways and is more environmentally-friendly in production than other metals.

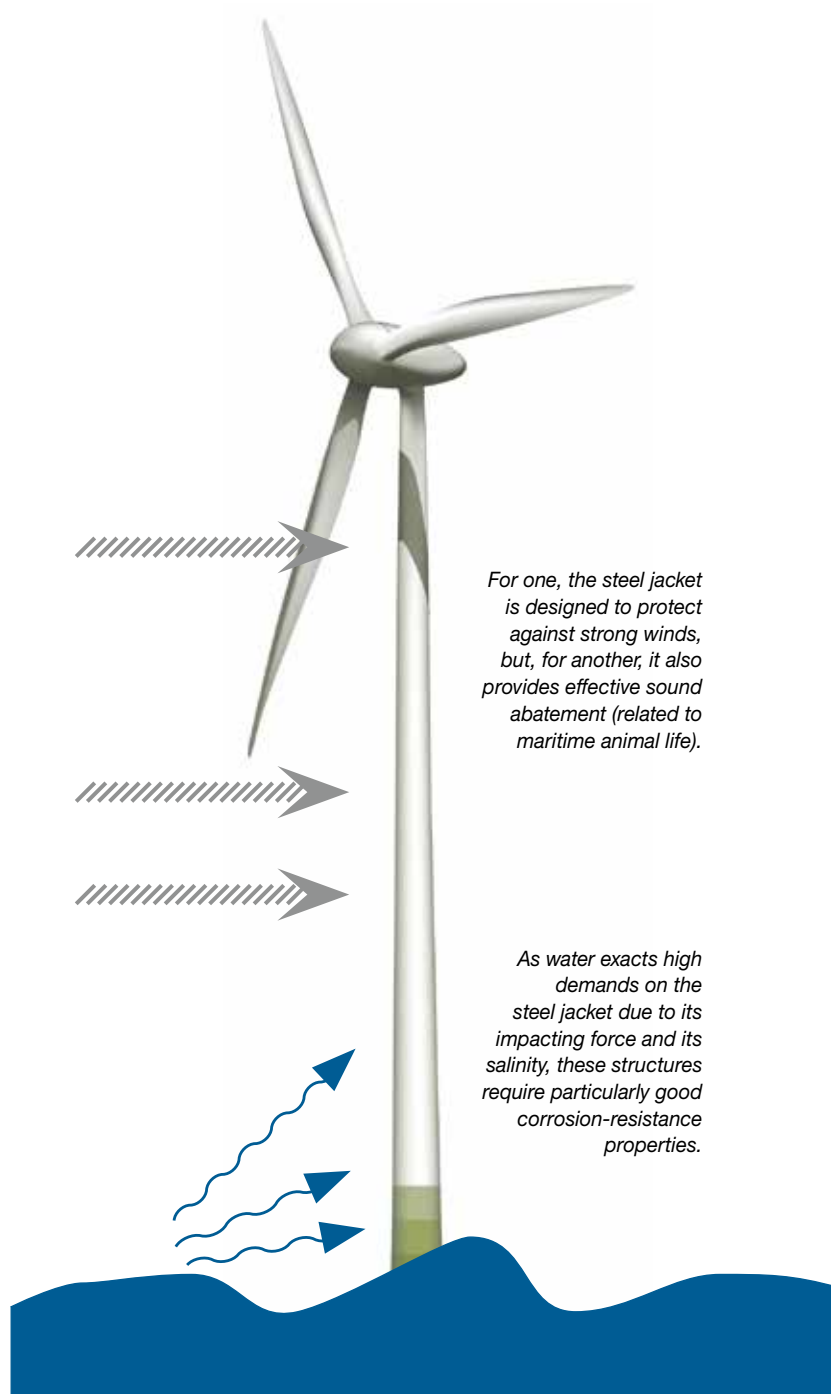


### Energy turnaround fosters material development

Today, wind power and solar energy already account for more than 20 percent of Germany's electricity generation. Wind power in particular is registering the biggest increases. In order not to destroy the appearance of landscapes but still achieve good yields, offshore-wind parks are being erected in the sea. During the next few years, more than 20 new parks are going to be set up in the North Sea and the Baltic Sea. In constructing these parks, certain steel variants, mainly duplex steel grades, are used. This kind of steel is characterized by good moisture properties and excellent corrosion resistance. It is used for making the tower, nacelle, and gearbox. Also, the material is particularly important for the foundation of the power

stations. Various steel constructions have superseded the original cement foundation and provide for stability, even on the high seas. The newest construction, the so-called "jacket", can be fully-automatically produced and can be transported and assembled easily. This framework construction not only remains stable in greater depths, but also saves up to 50 percent of the steel needed for prevailing mono pile foundations.

Maintenance and servicing the plants also play an important role: specially designed chain blocks made of steel are used for lifting loads and spare parts of up to 500 kilograms. ➔





Framework construction for solar modules



During the design process, the later application of lightweight construction elements plays a major role.

### Photovoltaics

Modern steel constructions supersede expensive aluminum fixtures in solar and photovoltaic systems. Here too the materials need to reliably withstand temperature and weather influences. Substructures made of sheet steel carrier sections protect the system against thermal influences. In contrast to aluminum applications, steel constructions do not require fasteners which in itself reduces assembly costs. With same-size cross-sectional areas, larger span ranges can be produced that require less support beams. This reduces investment costs for the systems and makes them more profitable. Demand for parts and components for producing alternative energy is growing worldwide. But political developments are exacting even further going demands. Technological progress is being called for not only in power generation. At the same time, industry is demanding further options to save energy and modernize existing systems in line with greater energy efficiency. Here too manufacturers are going for steel applications.

### Power plant technology

The most important goal in the further development of power plant technology is the reduction of fuel consumption as well as emissions. The best example is a

steel turbine: more than 95 percent of it consists of steel components. At same performance levels, it emits 2.8 million tons less of CO<sub>2</sub> per year than a conventional coal-fired power plant.

### Automotive industry

Threshold values for CO<sub>2</sub> emissions are a big challenge for the automotive industry, too. The penalty system beginning in 2012 is forcing manufacturers to undertake comprehensive measures. New drive concepts encompass an optimization of auto body and trim components. The solution: lighter cars reduce fuel consumption. A good formability with concomitant excellent stability – these properties tag steel as an ideal material for lightweight construction concepts. The development of steel grades with even better stability provides for thinner and thinner sheeting while simultaneously heralds even better crash safety. Thanks to new processes, body components deform only in pre-defined areas during accidents leaving the driver's cab untouched and stable.

Application in lightweight design is just one of many examples. Besides direct applications of the material there is a multi-layered relationship between the steel and automotive industries. The first step in manufacturing body components is the

production of respective tools (see customer portrait on page 12). These have to not only be extremely robust and durable but also be able to cope with growing demands. Only the further development of tool steel grades, EschmannStahl's core business, provides for innovation in body construction.

### Looking beyond the horizon

In the area of tool steel, not all potentials have yet been tapped. With its optimization strategy EschmannStahl supports the industry in moving toward a more energy-efficient and resource-saving production mode. The special alloy ES Aktuell 1200 (pages 8–9) meets the requirements for longer tool life and is characterized by its improved wear resistance. This makes ES Aktuell 1200 most suitable for forming external body components and other large-size tools.

Investments into research and development lay the ground for responsible and sustainable business (also see ESSENTIALS 1/2011). Enhanced-performance steel grades provide for new production processes and reduce manufacturing time; thus, they are not only a big contribution to environmental protection but also create the basis for new opportunities towards further progress. ■



# Commodity Climate Protection

## On Emission Permit Trading and its Consequences

### Why trade emissions?

The goal of emissions trading is to reduce the emission of carbon dioxide (CO<sub>2</sub>), a chemical that is detrimental to the climate. The concentration of greenhouse gases in the atmosphere, in particular of CO<sub>2</sub>, has significantly increased over the past 150 years by emissions coming from industry, private households, and traffic. In order to reduce greenhouse gases practical solutions are called for, and this refers especially to the big industrial nations. Emission trading is a market-based instrument of environmental policy aimed at reducing in a cost-effective way CO<sub>2</sub> emissions emitted by power plants and other industrial plants. On 24 August 2011, the Federal German Government enacted the Ordinance on the

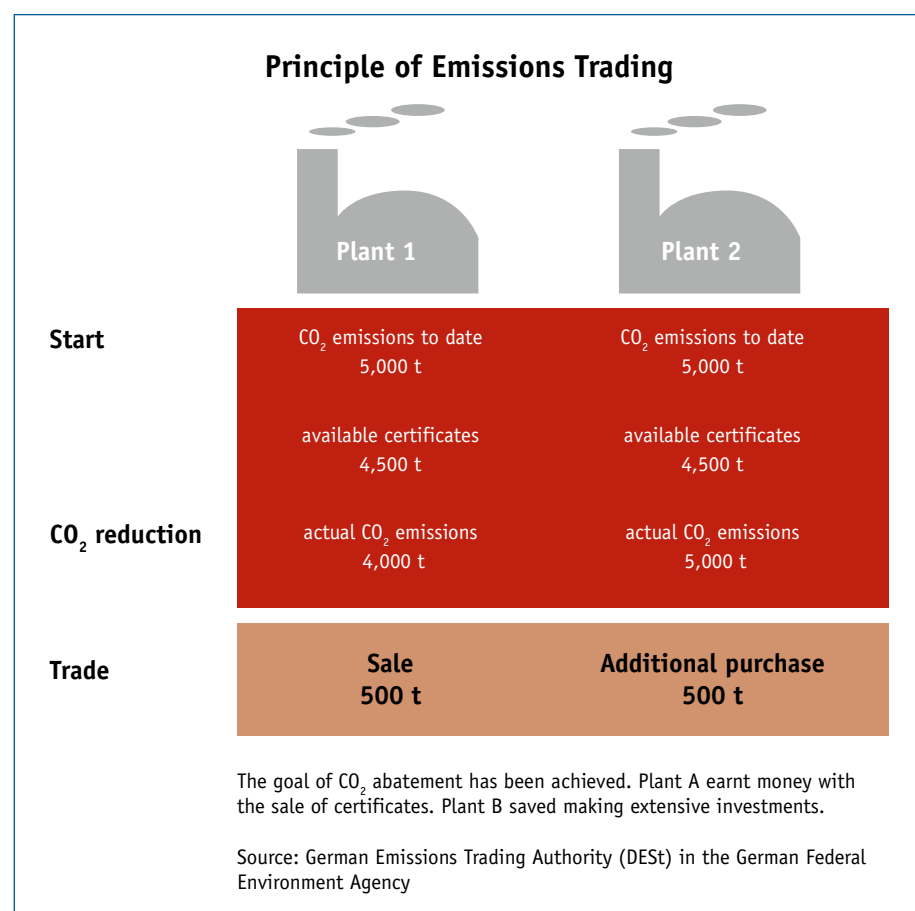
Allocation of Greenhouse Gas Emission Rights, in short Certificates, due to begin in the third trading period running from 2013 to 2020. Overall, beginning in 2013, significantly less Certificates will be allocated free of charge within the European Union as against the two earlier trading periods. One reason for this lies in the targeted reduction of available Certificates while a second reason is the exclusion of the whole power generation sector from free-of-charge allocation.

### The role of the steel industry

Due to its process-related CO<sub>2</sub> emissions stemming from the reduction of iron ore to raw metal and further processing to steel, the steel industry accounts for a dis-

tinct percentage of overall industrial CO<sub>2</sub> emissions.

However, research has shown that the savings potentials through the use of steel are higher than the emissions stemming from steel production in Germany. A third of the CO<sub>2</sub> reductions planned for Germany until 2020 can only be realized with innovative steel products and their application. The biggest savings potentials lie in the modernization of fossil-fuel power plants, the development of wind energy, the weight reduction of cars, the extension of power-heat cogeneration, as well as in other renewable energy sources (e.g. geothermal, biomass, and hydro).



“In the coming years, a fourfold increase of current energy and climate costs for steel producers is forecasted after all of the European and national energy and climate measures now in place are implemented. Of course, we and our customers will be affected by these increases. As you have grown accustomed to, EschmannStahl will continue to inform on price increases in good time and continue to aim for long-term price stability.”

Markus Krepschik, Managing Director EschmannStahl

# ES Aktuell 1200

## Good Toughness, Uniform Hardness



### ADVANTAGES AT A GLANCE:

- High degree of hardness right to the core
- Excellent suitability for graining and polishability
- Better through hardenability
- Higher degree of toughness
- Better weldability
- Better heat conductivity
- Better segregation behavior

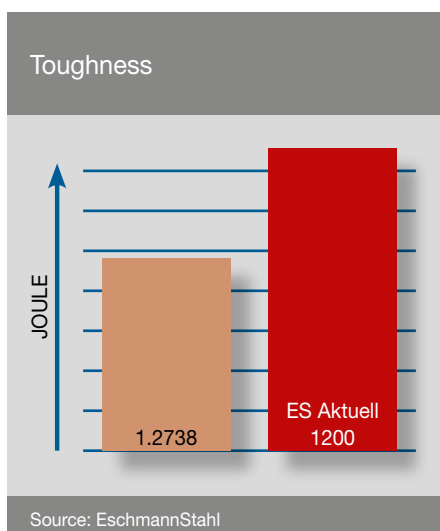
In order to meet industry requirements for enhanced product quality and even more cost-effective production, the company developed and optimized the special grade steel ES Aktuell 1200, which is particularly well-suited as plastic moulding steel for making big parts.

The material is a convincing buy due to its strong uniform hardness across the whole width and offers an ideal toughness. This reduces the danger of crack formation and

increases production reliability. Its special alloy composition and its heat treatment ideally configured to meet set requirements give it a consistent steel structure that provides for good polishability and suitability for graining. Due to its high heat conductivity shorter cycle times can be attained. Its greater hardness compared to the steel 1.2738 increases tool life. Volkmar Dumm, Product Manager at EschmannStahl, summarizes the advantages of ES Aktuell 1200: "The combination of its positive properties makes ES Aktuell 1200 a material that increases the productivity of plastics processing and thus also supports profitability."

used in automotive engineering, ES Aktuell 1200 is also used for manufacturing tools for garbage containers and other big moulds.

Thanks to its unusual graining properties the material is also the first choice of EschmannStahl's sister company EschmannTextures.



### Ideal for big moulds

Many automotive parts such as dashboards or external body parts are produced in big moulds made of pre-treated tool steel which has to fulfill special criteria. Due to its excellent properties, ES Aktuell 1200 meets these increasing requirements of big mould construction. Mould tools are often exacted to high strains that should not be underestimated – and the special grade we are looking at has excellent resistance characteristics against mechanical strains due to its good toughness. Besides being

	1.2738	ES Aktuell 1200
Hardness	★★★	★★★★★
Through hardenability	★	★★★★
Toughness	★	★★★
Processability	★	★
Weldability	★★★	★★★★★
Heat conductivity	★	★★★
Segregation behavior	★	★★★★

Source: EschmannStahl





*Interior trim of the MINI Countryman's trunk lid – exhibited on the FAKUMA 2011 in Friedrichshafen (see also page 18)*

### Joint development of big projects

The combination of ES Aktuell 1200 with innovative surface engineering processes gives the MINI Countryman its trendy appearance. In close collaboration with BMW, EschmannStahl and EschmannTextures designed and implemented the trim of the MINI Countryman's trunk lid. At the heart of the joint project was the challenge of applying a new and elaborate structure to the trim.

While the interior design of cars was influenced more by functionality in earlier times, today decorative surfaces convey value, elegance, and harmony. These attributes aim to appeal to customers and have a considerable influence on their purchasing decision. Nothing is left to chance – the interior of a car is reasoned from A to Z. MINI Countryman's design is trendy and fancy all through, both on the inside and the outside: the special profile is visible in all elements. In order to implement this concept and fulfill the demands of buyers regarding haptics and optics, sophisticated technology and high-quality materials are called for. Ranking first in the design of a surface structure is the selection of the right material for the tool. Several issues play an important role in this process. Besides high demands on cost-effectiveness, the steel also has to be suitable for the process of surface engineering. It quickly became clear that the MINI Countryman's trunk lid structure could only be implemented economically using the etching tech-

nique. ES Aktuell 1200 emerged as the top material for this application.

### Why ES Aktuell 1200?

Due to its composition, it has a high degree of hardness and can easily be etched. Thanks to its good coatability it is more than well-suited for further processing with systems like CERA-MAT. This flexible coating technique provides for an enhanced surface elegance of component parts. What is important is a uniform graining result in bigger projects consisting of several components. That is why the decision on the material for the interior trim of the trunk lid went in favor of ES Aktuell 1200. It guarantees that other tools deliver the same high-quality results.

Jochen Liebe, Manager Sales at EschmannTextures, on the advantages of working together with EschmannStahl: "The customer benefits from the extensive know-how concerning all aspects of tool steel that EschmannStahl boasts and that is also incorporated into the advisory process. Moreover, the company offers further techniques such as heat treatment, which has a significant influence on the steel's properties. This means that the entire logistics chain from advice to the finished product is a one-stop deal. That ensures quality and provides for efficient processes." ■

➔ [Read more about CERA-MAT on page 11](#)

# Beauty, Functionality, and Design

Nowadays, haptics and optics of products are just as important for purchasing decisions as functionality.

The first impression is often decisive for liking or disliking something.

EschmannTextures International GmbH develops and implements innovative surfaces for highest demands on appearance and functionality. Besides the automotive and aerospace industries, an increasing number of customers from the household appliance, furniture, and electrical industries rely on the company's performance concerning all aspects of surface engineering. Customers benefit from the high level of manufacturing, advisory, and service competence.

## The right material

Material selection and heat treatment are essential for later results. In grain-ing, for instance, only materials that are one hundred percent suitable for grain-ing are used. A high degree of oxidic and sulfuric purity, a uniform and fine micro-structural formation as well as only slight segregation in the steel are the key factors responsible for good etching results. In collaboration with EschmannStahl, the company selects the steel taking into consideration the application area and the surface engineering technique. Due to its sister company's sound know-how and supported by positive experience, ES Aktuell 1200 is favored by EschmannTextures for most applications.

## "New requirements need new technologies"

Besides conventional techniques such as etching, eroding, and electro-forming, EschmannTextures also offers a range of

innovative surface engineering processes: Lasering, CERA-SHIBO, CERA-SHELL, and CERA-MAT. Jochen Liebe, Manager Sales at EschmannTextures, on the techniques: "The most elaborate but also most important graining process for serial production is etching. It is always used in connection with steel and is a manual workmanship process with only a slight degree of automation. The process requires non-etching areas to be covered while the rest of the material is chemically eroded using acids."

In contrast to earlier times, nearly any kind of design is possible in automotive interiors. Many car manufacturers nowadays offer several profiles within a series. Besides functionality, identification with the car is also important. It should "fit" to its owner like a custom-made suit. Car manufacturers today address different target groups with a car. "The diversity of techniques is increasing in line with demands for an increasing individualization of surface engineering. Nevertheless, issues pertaining to cost-effectiveness also need to be considered. In the future, we will no longer need a tool for producing one million component parts but, instead, five different tools for 200,000 parts each," Jochen Liebe points out in forecasting developments in the area of surface engineering.

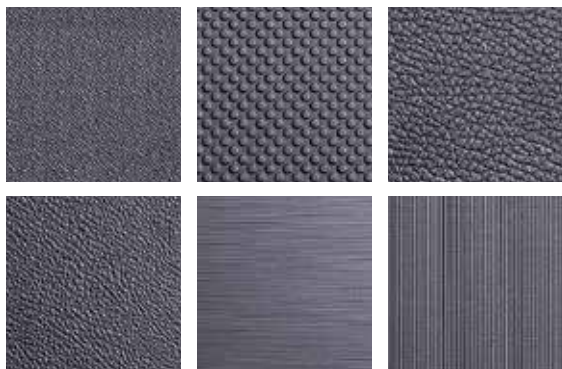
This individualization does not only affect private cars. Big companies, for example, have the interior of their entire fleet branded with the company's logo. "For many hotel chains or airlines, the customized interior design with a logo and company name is as much part of their



## ESCHMANNTEXTURES

### TECHNOLOGIES:

- Rapid Prototyping
- Flotek
- Etching
- CERA-SHIBO
- LaserTechnology
- 3D-Rendering



*You can do nearly anything with surface engineering. On customer request, EschmannTextures develops custom structures.*

corporate design as their fixtures and furnishings. Nowadays, the identification with the company plays a decisive role," Liebe adds regarding the importance of individualized automotive interiors.

"These days, the decision in favor of a supplier is not only based on price but also on advisory, service, and quality criteria. Due to our long-standing experience we can meet these demands – and that's what makes us stand out," Jochen Liebe concludes. ■



### INFO CERA-MAT:

- Flexible coating method for enhancing the finish of parts
- Developed specifically for injection moulding
- Significantly reduced shine to nearly lacquer-like finish
- No change of basic surface structure
- Lower coating temperature, no thermal impairment of tool steel





# BECKENBACH

## Formen- und Modellbau GmbH

**A Wolpert Group Company –  
Perfection Individually Tailored to Each Customer**



In many industrial areas, process-controlled tools are the basis for producing parts. Using this knowledge, Bernhard Beckenbach established a one-man operation in 1965. Today, the company boasts approximately 100 staff members who stand behind the name BECKENBACH Formen- und Modellbau GmbH.

In Schönau, near Heidelberg, the company develops and designs individual tool concepts for the automotive, mechanical engineering, and appliance industry. In shortest possible production times, in-mould tools for prototype and serial production come alive.

### **The company has focused its activities in three areas:**

- **Car-body sealing systems:** Rubber-vulcanization moulds made of EPDM for door, engine compartment, and roof sealing of cars
- **Glass insert moulding:** For extrusion of fixed glass plates in cars with TPE, PVC, or rubber
- **Multi-components (2 and 3K tools):** Hard-soft bonding for the sealing area, e.g. door sills, headlight seals and grooves as well as hard-hard bonding for cover plates and body trim.

People at BECKENBACH are particularly proud of the self-produced 2K serial tools with real-wood inlays

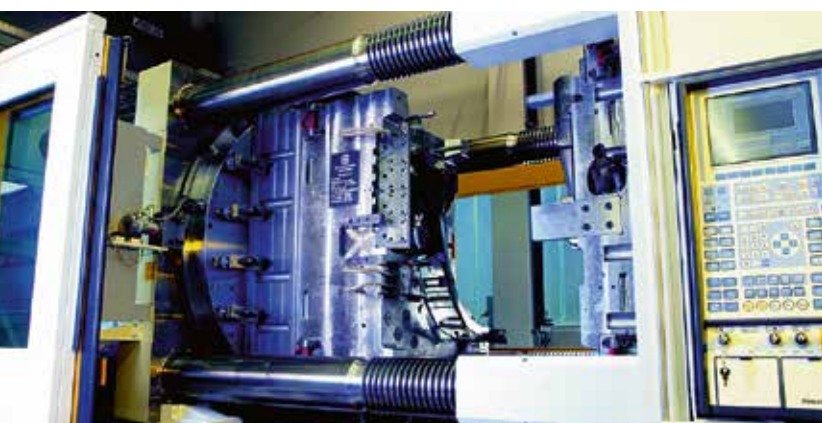
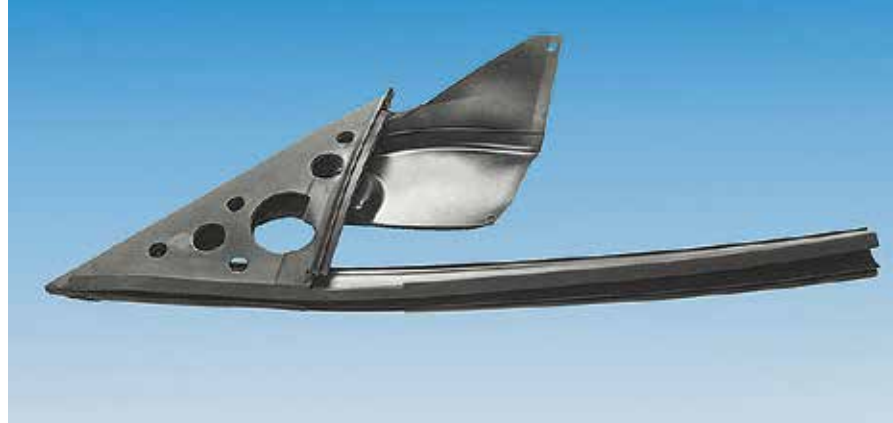
for interior trim of cars. Using state-of-the-art CAD, CAM, and simulation systems, the company develops and designs various of individual tool concepts. It has capacities for producing tools of up to 16 tons unit weight. Production and sampling inspection takes place in its own laboratory. At the heart of the laboratory, besides the rubber and TPE injection moulding machines, you can find a 1,300 ton 2K-injection moulding machine.

### **Valuable synergies**

After the takeover by the Wolpert Group in 2007, the company today is part of a successful industrial network which provides for even shorter through-put times of whole projects on the basis of multi-shift operations. Regular investments in innovations continue to expand the performance portfolio. In this way, for instance, a mobile laser welding unit offers universal applications and has enabled time-saving alteration or repair work to be undertaken directly on customer locations since April 2011.

After operating for five decades, BECKENBACH Formen- und Modellbau GmbH still fulfills the expectations and requirements of its customers. Due to the competence and flexibility of its staff, the company has been rated as a grade A supplier for years. BECKENBACH passes on this know-how and expertise to its trainees, who are trained in-company as specialists in line with company requirements and thus assure the build-up of a next generation of experts. They make up approximately a fifth of overall staff.

The production of seals and plastic parts requires extremely precise and enduring tools. From the conceptualization to ready-made automated tools – BECKENBACH Formen- und Modellbau GmbH supplies customers with cutting-edge injection moulding tools. ■



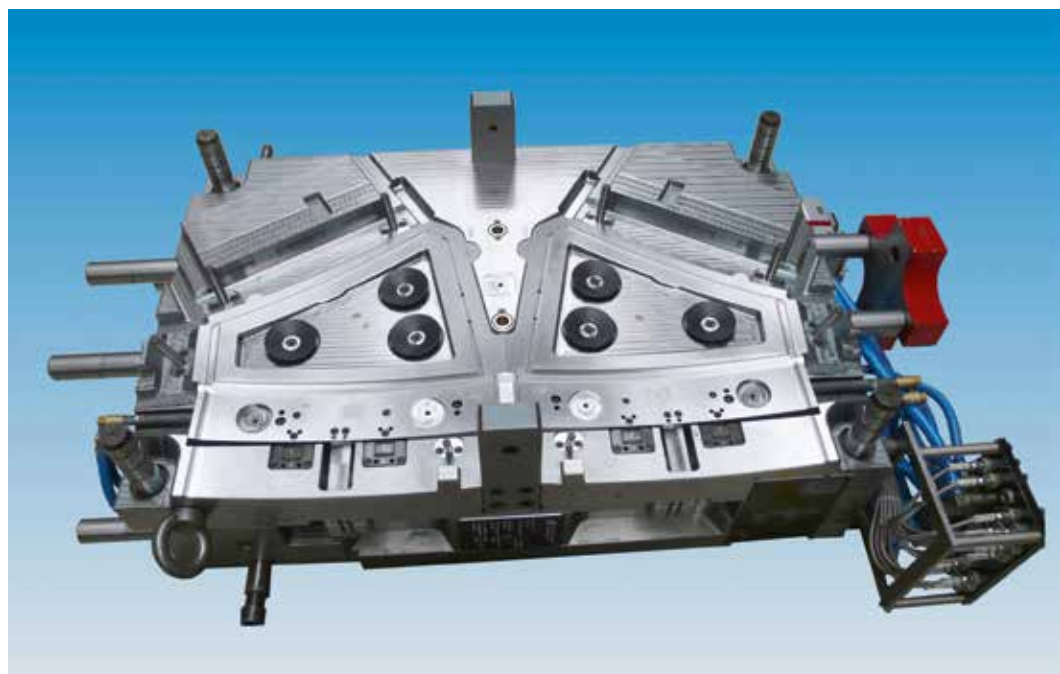
## Info • Data • Facts

- Established: 1965
- Staff: 100
- Company headquarters: Schöna

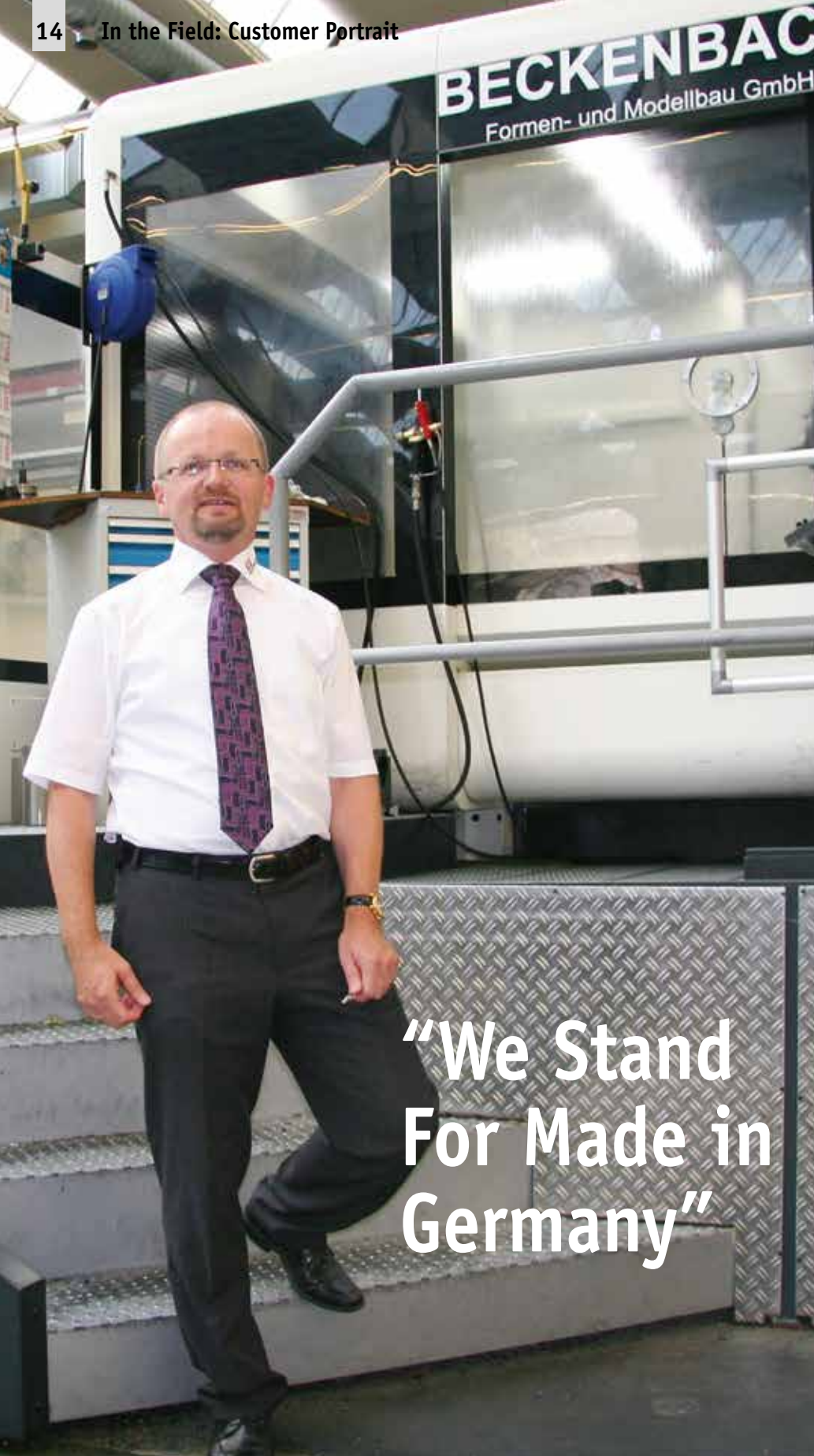
## Products and Services:

Serial and prototype tools for the areas:

- Car-body sealing systems
- Multi-components (2 and 3K tools)
- Glass insert moulding
- Interior trim systems







**“We Stand  
For Made in  
Germany”**

**In this interview, Mr. Klaus-Ulrich Hermanni, Managing Director of BECKENBACH Formenbau GmbH, talks about the companies within the Wolpert Group and the long-standing partnership with EschmannStahl.**

**ESSENTIALS:** Mr. Hermanni, please briefly summarize the business areas and core competencies of BECKENBACH Formen- und Modellbau GmbH.

We are one of seven companies within the Wolpert Group and design injection moulding tools of up to 16 tons unit weight for serial production. In doing this, we cover three areas: EPDM tools for scorching moulded rubber parts, tools for glass insert moulding as well as 2K and 3K tools. Most of our products go to the automotive industry, whereby we also have customers in the appliance industry.

**ESSENTIALS:** What are the sectors of the other companies within the Wolpert Group and how does collaboration take place?

The associated companies operate in prototype construction, the sheet metal sector, mould and die production as well as gauge construction. We are in close contact with one another and our management teams meet regularly. Within the Group, we have the same machines, a common programming system, and the same CAD systems. If one of the companies experiences bottlenecks, we initially look for unused operating potential within the Group before requesting an outside company to do the job. Mould proving, die sinking, and wire cutting for the whole Group, for instance, takes place in our plant. A total of 280 staff work for the Wolpert Group.

**ESSENTIALS:** You mentioned mould proving. What kind of equipment does your company have?

We can test and mould-prove all of the tools we design in our laboratory. This procedure is both time and money-saving for our customers, which is also an expectation a good mould-maker is exacted to nowadays. Depending on customer requirements, we also manufacture initial



sample parts and even undertake small serial production in our laboratory. However, in contrast to earlier times, we no longer undertake serial production ourselves. Even competitors make use of the technical capabilities of our laboratory.

**ESSENTIALS:** What kinds of materials do you process in making your tools and who supplies you with it?

Material selection, of course, depends on customer requirements, which are described in the performance specifications. We get the steels for our tools from EschmannStahl. The company advises us on the properties and on new product developments that can have properties which are superior to conventional steel grades, for example, in machining processes. This advice is delivered by Mr. Uwe Feldhoff from EschmannStahl, who regularly gives workshops in our plant, where he discusses the advantages and properties of steels with our designers and project managers. We can then pass on these recommendations to our customers.

**ESSENTIALS:** What else distinguishes EschmannStahl – besides their good advisory service – as a supplier?

In mould-making, EschmannStahl is very clearly standing out as one of the most important suppliers – and that is why the partnership with BECKENBACH has already existed for over 20 years. In my view, several factors are decisive for this. The company always supplies excellent quality, upon which we can rely on. Every delivery has a test certificate and EschmannStahl issues a guarantee for the steels.

A further issue is the availability of the steels, as the requested delivery times for tools are getting shorter and shorter. Thanks to the good stocking supplies, we



*Mr. Hermann talking to ESSENTIALS.*

get the steels within four or five days. If, in exceptional cases, it is more urgent, the company is flexible and always comes up with a good solution.

**ESSENTIALS:** Do you commission other services from EschmannStahl's portfolio?

Yes, when we are operating at full capacity we commission mechanical processing work. Based on data we provide, we have EschmannStahl undertake milling work. For us it is important to have a single contact for the whole process chain and not have to constantly deal with other companies.

**ESSENTIALS:** What materials do you mainly purchase from EschmannStahl?

One could say a little bit of everything, but a lot of ES Aktuell 1200. This material can be relatively easily processed despite its hardness properties. Moreover, in contrast to comparable materials, it is always available at short notice. Our customers benefit from its high heat conductivity, as elaborate and expensive cooling mea-

sures can be significantly reduced and cycle times shortened (editor's note: see also page 8).

**ESSENTIALS:** In conclusion, can you give us a brief forecast and describe expected developments in mould-making in the next few years?

We as mould-makers are at the end of a chain – and many products are by now being produced abroad due to cost reasons. But that is not our goal: we don't want to design "run-of-the-mill products"; instead, state-of-the-art tools exacting high design standards is where we want to go. To live up this "Made in Germany" seal of quality I need sound machines and very qualified staff – this is how I would describe the present situation and that is how BECKENBACH will continue to operate in the future.

**ESSENTIALS:** Mr. Hermann, thank you very much for the interview. ■

## Series: The People at EschmannStahl



## 4

## Close to the Market: Field and Sales Staff

They are the link between the company and customers. Field representatives acquire new customers, foster existing business relationships, and conclude business deals.

But upon closer inspection, the job of sales staff encompasses a lot more. The direct link of these staff is the basis for meeting individual requirements and guaranteeing smooth process flows.

Good contacts and satisfied customers – those are the highest priorities of EschmannStahl's nine field staff. Expert advice and special product training courses lay the basis of attentive and technically competent service – on location. Just as important as comprehensive product know-how are flexibility and empathy. Hereby, an individual service offer is put together

for each customer. In all matters concerning EschmannStahl's products and services the field staff member is the right person for the customer to talk to. Feedback is important for EschmannStahl. It is only the dialogue with the customer that generates information about new product requirements, market trends, and competitors as a basis for continual improvements and further development. In this process, the field representatives are the communicative bridge between customers and the company. Their work guarantees product and process reliability. ■

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EschmannStahl

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Close to the Market:  
Field and Sales Staff

# Introducing: Stefan Urbaniak, Sales Representative

## Identify Needs, Meet Requirements

Close to the customer, that is the slogan of the Sales Representative Stefan Urbaniak. The Business Studies graduate visits customers on location to personally talk about all matters relating to EschmannStahl's service portfolio.

For over three years Mr. Urbaniak has been one of nine sales representatives at EschmannStahl. He brings along extensive experience stemming from his time in EschmannStahl's Inside Sales for the area of raw material. He was prepared for his job as an external sales representative by the company via seminars and assignments with experienced colleagues. Moreover, he volunteered to take part in a two-to-three week practical traineeship in various customers' toolmaking departments. "Personally, the practical experience was very

rewarding. There, I got a feeling for the customer and can now better understand his needs and processes. For example, I now know the consequences if too much allowance was delivered or if pieces are not cut straight and how important delivery reliability is. The practical work at the machine gave me an idea of the internal processes of a toolmaker that you simply cannot get as an outsider," is how Stefan Urbaniak describes the added value of his traineeship.

He looks after customers in Cologne, southern North Rhine-Westphalia, Rhineland-Palatinate, Saarland, Hesse, Baden-Wuerttemberg, and Luxembourg. His customer base comprises about 500 companies in the areas mechanical and plant engineering as well as toolmaking and mould-making. About 100 companies are regular customers whereby he visits up to five customers per day. He mainly works with the respective purchasing department and resolves all commercial matters. "I attach great importance to being very close to the customer. Should a customer ever not be satisfied I am on location as quickly as possible in order to sort things out personally," Mr. Urbaniak explains his philosophy.

In general, the sales representatives at EschmannStahl work pretty much autonomously. A certain framework does exist, but, beyond that, they can determine by themselves how they want to manage their sales area. "What I really like about my job is the fact that I can deal with different people every day, the good partnership-oriented relations within the industry, and the autonomous mode of working," Stefan Urbaniak concludes. ■



Stefan Urbaniak, Sales Representative





ESCHMANNSTAHL

# Good Prospects at Lake Constance

## Exciting – Eventful – Technical

1,680 companies presented themselves at the anniversary event of the FAKUMA from 18-22 October 2011 at the Friedrichshafen Trade Fair.

For EschmannStahl it was a premiere: for the first time the company presented itself at the trade fair. The main focus of the exhibition with the sister company EschmannTextures was the presentation of the joint project "Trunk lid interior trim of the Mini Countryman" (see page 8 and 9). During the whole trade fair, the professional audience was very interested in the stand of EschmannStahl und EschmannTextures. The representatives of both companies were busy holding many interesting talks – and this made the event a full success. ■



# IN BRIEF

## EUROMOLD

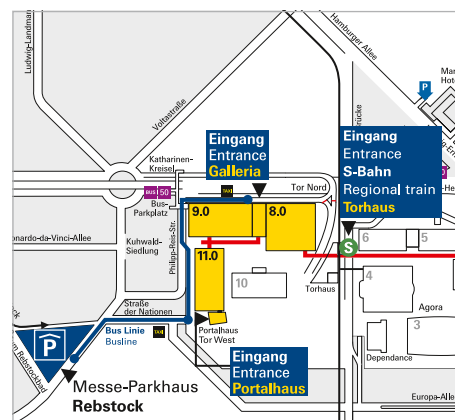
*World Fair for Mouldmaking and Tooling,  
Design and Application Development*

### Preview EuroMold 2011 – With a New Trade Fair Stand and Innovative Concepts

This year, EschmannStahl will be taking part in the EuroMold for the 16th time. The company will be presenting itself at a stand that will be bigger than last year. Markus Krepschik, Managing Director at EschmannStahl, about the trade fair: "The EuroMold is one of the annual highlights of the toolmaking and mould-making sector. Our goal is to get into talks with companies applying these technologies and illustrating the role of tool steel as a competitive and value creation factor. We invite all customers and interested parties to our stand and look forward to many interesting talks!"

#### Hall 8.0, Booth J112

The EuroMold will be taking place from 29 November to 2 December in Frankfurt on the Main from 9 am to 6 pm daily.



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### PREVIEW ESSENTIALS 1/2012

#### World of Steel: DESERTEC – Electricity from the desert

ESSENTIALS will be reporting on the basic idea of the DESERTEC concept, namely of generating renewable energy in those particular geographical areas, where such energy is abundant.

#### Insights: Start of the new series "EschmannStahl personally"

ESSENTIALS portrays staff members with exciting hobbies or remarkable experiences.

#### Insights: Review: EuroMold

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