

# GEMÜ® news

Magazine for the customers, staff and friends of the GEMÜ group

Edition 01/2011



## Getting off to a positive start in 2011

GEMÜ achieved so much in 2010 and has lots planned for 2011. Founder and owner, Fritz Müller, says THANK YOU to all employees and provides an outlook for the new business year for both employees and customers.

First of all, I would like to thank all of our 1,100 employees and all of our business partners across the world for a great 2010! Thanks to our joint efforts, our great product range and our collaboration with our customers, the GEMÜ group has strengthened its position as a leading manufacturer of valves, measurement and control

systems. Today, approximately 650 employees work in our headquarters in Ingelfingen alone. Manufacturing is carried out around the globe in six production companies: in Germany, Switzerland, China, Brazil, France and the USA. From Germany we coordinate global marketing with over 20 subsidiaries and with a large

distributor network in more than 50 countries as our group is represented on all 5 continents. A broad-based modular product system and versatile automation components mean that predefined standard products and customized solutions can be combined to make over 400,000 product variations.

On the back of good experiences in 2010, we have made a positive start to 2011. I think that one of the larger medium-term challenges is to find a new design that reduces the use of materials in the manufacture of valve bodies. 2011 will see us introducing a range of new and improved products onto the market. When paired with

measures for sales support, we will strengthen our position as a valve specialist. In order to be more efficient in how we work, in 2011, we will start various building projects in Shanghai, in Switzerland and in Germany. I feel that it is equally important that we secure the company's future by recruiting outstanding junior staff for the areas of engineering, sales and marketing because a "house" is built from bottom to top – and not the other way round. With an eye to the future, we will also in this way continue to support various other social projects.



Mindful of our great successes, I wish us all strength, ideas and courage for all of our future undertakings!

Fritz Müller



### Compact and flexible plant design unites various valve configurations

GEMÜ has developed a compact material-optimized globe valve range for easy and space saving installation which provides a 20 percent cost saving to the customer. The flexible plant design unites various valve configurations. "GEMÜ FlexPort Valves® are the first stainless steel industrial globe valves of spherical design which are available in different types such as 90° angle valves, 2/2-way valves or 135° angle valves whilst retaining their basic design", says Peter Meyer, head of the Automation Department at GEMÜ. By saving both materials and installation costs, these new globe valves are much more cost-effective, lightweight and rugged than conventional valves of the same type. Another decisive advantage: they have high flow rates. The valves are particularly suitable for plants for the generation, treatment and distribution of steam and process water, as well as heating and cooling systems.

### "Green technology"

With this new valve range GEMÜ follows in the tradition of GEMÜ founder Fritz Müller: the reduction of material by intelligent design. "With this world innovation we are showing once again our responsibility for the environment", declares Peter Meyer, as less material means less energy consumption and conservation of natural resources.



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## World innovation offers flexible plant design

The newly developed, material-optimized GEMÜ FlexPort series of globe valves is designed to save space and to reduce customer costs by up to 20 percent.

Design engineers and users are always interested in developing process plant requiring as little space as possible. Therefore they select lightweight and compact solutions saving installation time and reducing costs whilst ensuring high functionality.

### Design - GEMÜ FlexPort Valve®

- ⇒ Investment cast body with a distinctive design
- ⇒ Flexible spherical design: 90° angle valve, 180° as 2/2-way valve, 135° as valve with connection on the left or right
- ⇒ Nominal sizes from 15 to 50 available from 03/2011
- ⇒ Favourable flow values, Kv values from 4 – 55 m³/h

### Customer benefits - GEMÜ FlexPort Valve®

- ⇒ For installation in narrow and restricted space
- ⇒ Flexible connectivity
- ⇒ Reduced installation length in angled version
- ⇒ Fewer welded seams and reduced weight allow easier on-site installation
- ⇒ More compact plant design provides cost savings (savings on fittings, reduced shipping costs and shorter installation times)

## New valve series for pure steam systems



**For specific applications in pure steam systems, GEMÜ has now developed the angle seat globe valve series GEMÜ 505 and GEMÜ 555.**

In addition to foodstuff and medication, other products must be manufactured in an aseptic environment. Pure steam systems are used in this case. These are complex systems. Depending on where pure steam is needed, lines are opened or shut off. Wherever pure steam has to be shut off, the question arises about which is the appropriate shut-off valve. In addition to diaphragm valves that are used in all sterile systems in the pharmaceutical industry and the foodstuff industry, due to the specific temperature conditions, ball valves and butterfly valves are also used here.

### New valve series for shutting off pure steam

For years, GEMÜ has supplied valves that are used to shut off pure steam. GEMÜ has now specially developed a new product range for this application: the GEMÜ 505 and

GEMÜ 555 valve ranges. These are pneumatic and manually-operated angle seat globe valves, which are specifically designed for shutting off pure steam. "In contrast to the valve bodies that were previously available, the geometry of these valve bodies was chosen so that excellent surfaces could be machine-produced. For the surface roughness, for example, we can achieve reproducible Ra values of below 0.6 µm. Electro polishing is mandatory here", explains Peter Meyer, Product Manager.

The new GEMÜ valve range meets the highest possible quality and safety requirements that are demanded in clean-room systems of parameters such as absence of dead space, ability to empty residue, good cleanability, surface quality and weld seam quality

### Complying with international standards

The material is high-quality stainless steel (CF3M) with less than two percent ferrite content. All media wetted stainless steel materials are made of 1.4404 (similar to AISI 316L).

3.1 material certificates can be delivered with all media wetted materials incl. valve bodies. The valve bodies therefore comply with all of the international requirements for valves for pure steam systems.

Pneumatic and manual operators are fitted with bellows. The valve plug with pure PTFE seal is welded to the valve spindle and polished. This avoids the usual gaps that are caused by bolting or riveting. For installation, you can use butt weld spigots in accordance with DIN 11866 series A, series B and ASME BPE 1997. The valve series is solid and is suitable for temperatures up to 180°C.

### A real alternative to conventional solutions

The newly-developed globe valves from GEMÜ offer a real alternative to the valves that have usually been used in the past. When the valves are opened, the steam does not suddenly flow into the pipelines. In contrast to 90° quarter turn valves, such as ball valves or butterfly valves, this advantage is highly appreciated by users.



GEMÜ 555 angle seat globe valve

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## Sales campaign for GEMÜ R690

**The information package for the GEMÜ R690 plastic diaphragm valve is used specifically to attract new customers and for customer care at home and abroad.**

The competition never sleeps. For certain products, competitors are surging into the market – and are aiming straight at our customers. "In order to maintain and strengthen our position in the market, we therefore not only have to approach new customers with targeted marketing activities, we also have to use convincing arguments to keep our existing customers on-board", says Jörg Röttgen, Sales Director.

Example: the GEMÜ R690 plastic diaphragm valve series. Last year, to attract new customers, GEMÜ developed an information package for this product and attracted more attention of potential customers to GEMÜ. However, the effect of these actions usually disappears after two to three months. "Then we have to dig deeper, to initiate repetition effects and memory effects and to increase the number of recipients", says Jörg Röttgen. In several steps, the information package should be distributed by the specialist advisors

and by the field service specifically in areas in which our competitors are making their "attack" – both for existing customers and for potential customers. At the same time, we need to promote our products to customers abroad. "GEMÜ has a

strong market position when it comes to pneumatically operated valves in the plastics sector. We want to increase this share of the market", explains Jörg Röttgen. The information package for the GEMÜ R690 provides the perfect basis for this intention.



GEMÜ R690 diaphragm valve with GEMÜ 1235 electrical position indicator



Information package for GEMÜ R690 plastic diaphragm valve

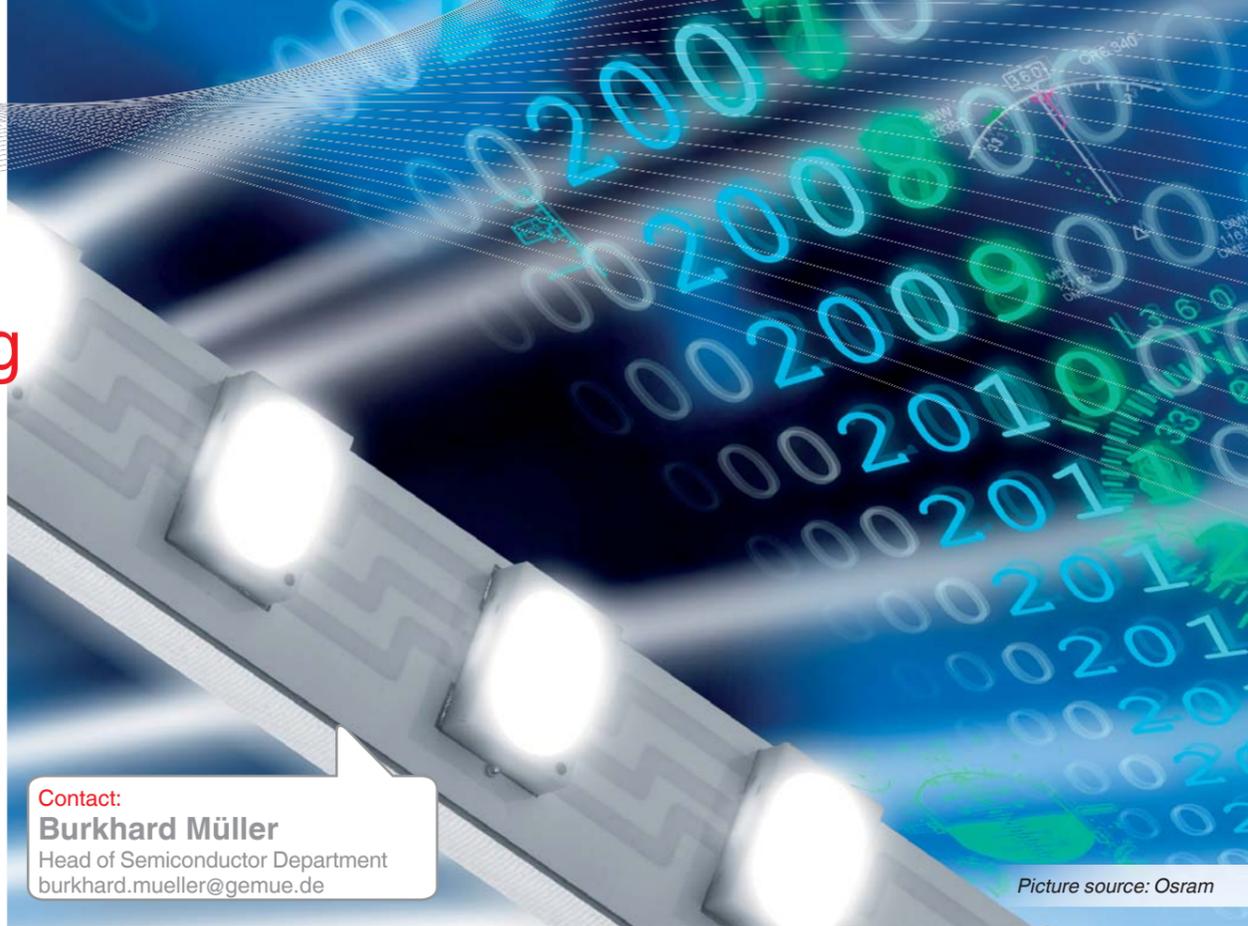
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# Beaming winners

## The LED market is booming

According to recent forecasts, the LED market is set to grow at an average annual growth rate of 25 to 30 percent between now and 2014. GEMÜ recognized this potential at an early stage and has prepared the way for its own success in this market by investing in adapted valves, measurement and control systems for production plants for LED manufacturing.

A revolution in lighting is on its way. Light emitting diodes in the form of colour LEDs displaced conventional bulbs in vehicle fittings, traffic signalling systems and large-format displays such as those found in stadiums or on advertising billboards a long time ago and this has almost gone unnoticed. At present, the triumphal procession of the LEDs is encompassing flat screen TVs (background lighting) and smartphone displays. Even energy-saving bulbs now have some competition. LEDs are now even replacing conventional bulbs used for general lighting with elements consisting of an array of light emitting diodes which can be spatially freely configured.



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Picture source: Osram



SonicLine® dosing and flow measurement in accordance with the ultrasonic principle

the exact dosing of pure process chemicals (such as hydrofluoric acid and phosphoric acid) was adapted to meet the requirements of LED manufacturing. Another innovative product from GEMÜ is SmartLine®. The new process valve range combines high performance with cost efficiency. Originally developed for chemical distribution systems and wet process equipment for IC and solar wafer manufacturing, it can also be used in LED manufacturing. SmartLine® consists of a PP plastic valve body with various media connections, such as metric spigots for butt welding or flare connections with sizes between half an inch and one and a quarter inches. The automatic and manual operators are metal-free and therefore suitable for use with corrosive media. Furthermore, GEMÜ supplies a varied, adapted product range of valves, measurement and control systems in plastic and metal for ultra pure water treatment, chemical supply and wet process systems for various applications in LED productions, such as the manufacture of pure silicon and wafer production, wet processes and coating processes or chemical purification processes.

### LED

LEDs are small, have a low level of heat generation, a long service life, are almost indestructible, do not consume a lot of electricity and are free of mercury and other harmful substances. A light emitting diode consists of several layers of semi-conducting material. The colour of the light depends on the material that is used. In 2010, the entire market for LEDs was worth approximately 8.25 billion euros - about 50% more than 2009. An average growth of 30 percent is expected for 2011 until 2013. Production plants for manufacturing LEDs have many similarities to those in classic semiconductor and microchip production. The basis for this is a silicon wafer on which the heart of the light emitting diode is created in a number of production steps, such as layering, texture etching, etc., under cleanroom conditions. Leading LED manufacturers include Nichia (Japan), Osram Opto Semiconductors (Germany), Philips Lumiled (Netherlands), Cree (USA), Seoul Semiconductor (Korea). Leading process equipment manufacturers include Aixtron (Germany) and Veeco (USA).

### GEMÜ engineering at production plants that manufacture LEDs

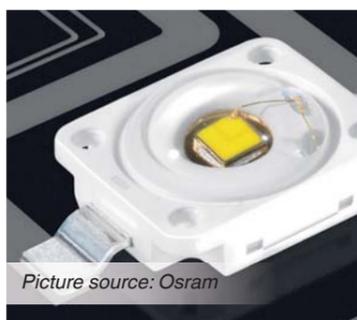
GEMÜ is also taking part in this development. They recognized the potential of LEDs at a very early stage. "From the beginning, we therefore designed our valves, measurement and control systems with production plants for LED manufacturing in mind", says Burkhard Müller, Head of the Semiconductor Department at GEMÜ. The GEMÜ SonicLine® PFA ultrasonic flowmeter for

### A great chance for GEMÜ

Bulb manufacturers are increasingly becoming system suppliers. They develop, produce and deliver complete lighting technology for the automotive industry, solutions for LCD TV background lighting and, increasingly, also for room lighting and street lighting. "For GEMÜ, this is a great chance to help shape the energy-efficient future through our specifically-adapted components and sub-systems for LED production plants", according to Burkhard Müller.



CleanStar® SmartLine®  
the new cost-efficient  
process valve range



Picture source: Osram



# Efficient protection

## against infection



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GFM solutions has launched an automatic, contactless hand disinfection device called "disinfect".

The stylish device can be wall-mounted or set up on a stand at an exposed location as a striking designer item. "It is meant to attract attention and be used actively", asserts Gert Müller, Managing Director of GFM solutions.

### Investment prevents infection

GFM solutions has supplied devices to the headquarters in Criesbach and to all GEMÜ subsidiaries. Gert Müller recommends that the devices are placed in frequently used areas, such as at reception desks, close to conference rooms and staff canteens, etc. "Infections are usually transmitted when shaking hands, when greeting or bidding farewell", he says. The risk of infection is therefore omnipresent. Effective prevention measures are particularly required during periods of impending pandemics, such as an outbreak of

swine flu or annually recurring waves of influenza. "The absence of colleagues through illness is much more expensive for companies than the purchase of a hand disinfection device", adds Gert Müller.

### disinfect for GEMÜ customers

The technology behind "disinfect" was developed by the GEMÜ group. The GEMÜ sales department now has "disinfect" sales documents available for our customers, in order to make them aware of the device and to highlight its benefits. "The device is of particular interest for

customers involved in the pharmaceutical and food sectors, as well as for all other sectors that have strict hygiene requirements", states Gert Müller.



disinfect  
by GFM

# Compact piping design in plastics: Concept M600

## Advantages of multi-port valve blocks

- ⇒ A flexible design enables a customized configuration
- ⇒ An extremely compact design saves space
- ⇒ System components minimize installation expenditure
- ⇒ Fewer welded seams and solvent cemented areas reduce the risk of leakage
- ⇒ Fewer pipe sections and fittings reduce the number of equipment components
- ⇒ Proven valve and actuator technology from GEMÜ's modular system provides reliability
- ⇒ A wide variety of materials are available such as PVC-U, PP, PVDF with many others on request
- ⇒ Various connections such as threaded sockets, spigots, union ends and flanges are possible

## GEMÜ is developing compact plastic multi-port valve blocks for individual applications for the control of liquids and gases.

Martin Sibak, an engineer at GEMÜ Switzerland, is delighted as he has once again been able to solve a problem for a customer. The problem concerned equipment for detergent production where "the equipment should be as compact and space-saving as possible - our plastic multi-port valve blocks are ideal for this", he declares. Using multi-port valves not only saves space but also reduces installation time, even for series manufactured equipment. The solution implemented by Martin Sibak provides a block which combines six valves into one unit. The customer was greatly pleased with the outcome. In general, the number of valves per block is not restricted. "Instead of integrating the individual valves, pipes and fittings into the equipment in a time-consuming manner, one multi-port valve provides the advantage that it can be installed in the equipment in one piece and just in a few steps, after which it is ready for immediate use. The block already includes all of the necessary pipes, connections and valves", he explains.

After delivery of the distribution blocks, the customer made an enquiry as to whether GEMÜ could also resolve the flushing of the dosing lines. Our developers once again produced "enhancements", reconfigured the multi-port valve block and added four additional valves. These valves ensure the lines are flushed after dosing. "We then went a step further and optimized the newly developed block for additional applications and integrated a non-return valve between the dosing and flushing valves", says Martin Sibak.

During the construction of another installation, GEMÜ greatly simplified the complicated piping system involving valves and sensors by introducing a block solution. This also resolved draining problems and problems encountered in maintaining an even flow rate through integrated control valves and pressure sensors. Due to its use in ultra pure water, the valve block has therefore been manufactured from plastic with the corresponding approvals.

In another case, GEMÜ has developed a multi-port valve block with a total of eleven valves for distribution and dosing complete with two filters, and this valve block also significantly reduces installation time. It is clear from this block design that the configurations and functions of such a block are almost unlimited.

## Multi-port valve blocks are developing into system components

"The examples illustrate how our multi-port valve blocks are completely fulfilling the requirements which are playing an increasingly more important role in plant engineering today", states Urs Zraggen, Head of the Plastics Department at GEMÜ. Multi-port valve blocks offer clear advantages compared to conventional solutions. They are compact, space-saving and, due to their individual design, are able to perform a range of quite different functions in the most confined spaces, such as mixing (or blending), dividing, diverting, draining, feeding and cleaning - all in one block! Safety and control functions or the integration of sensors, filters and non-return valves are also possible. Application-specific tasks can then be assigned to these individual functions such as distributing chemicals or connecting cleaning media or they can safeguard procedural solutions such as regulating a minimum flow rate or a block and bleed function.

Intelligently designed, multi-port valve blocks can be developed into compact system components with a high degree of functionality. "Each installation has different requirements and requires other customized solutions. We therefore work very closely with the customer when creating multi-port valve solutions and develop appropriate solutions together", says Martin Sibak. GEMÜ's engineers develop ideas and initial drafts as early as during the project stage. The drafts are then implemented constructively and processed in a highly efficient machine park by experienced staff.

## GEMÜ's multi-port valves also draw customers' attention to our complete range

The basis for this is the wide range of standard valves. GEMÜ is therefore able to solve all problems for which valves are required - as both standard and individual solutions. For example, in industrial applications. GEMÜ has increasingly found that the introduction of a multi-port valve block opens the door for GEMÜ's entire product range. "When we talk with customers about application-specific plastic blocks, then we automatically also talk about processes. This is where our sales team can apply their broad application knowledge and identify requirements during the discussion", declares Urs Zraggen. Plant engineers then quickly recognize the opportunities offered to them by GEMÜ. If, for example, plant engineers consider that production throughput times can be reduced by our solutions during plant installation and that a lot of space can also be saved, then GEMÜ is the partner for them. GEMÜ benefits here from experience gained with thousands of stainless steel models from the pharmaceutical industry. GEMÜ has translated this experience to plastic multi-port valve blocks for the traditional industrial sector. The resources for manufacturing M-blocks are being expanded on a continuous basis. The experience gained is also incorporated in installation. The specialists at GEMÜ are currently constructing an efficient, flexible test rig for multi-port valve blocks. "This will enable us to offer our customers even more process reliability in the future", states Urs Zraggen.

## Plastic Multi-Port Valve Blocks Lightweight – Space-saving – Multipurpose

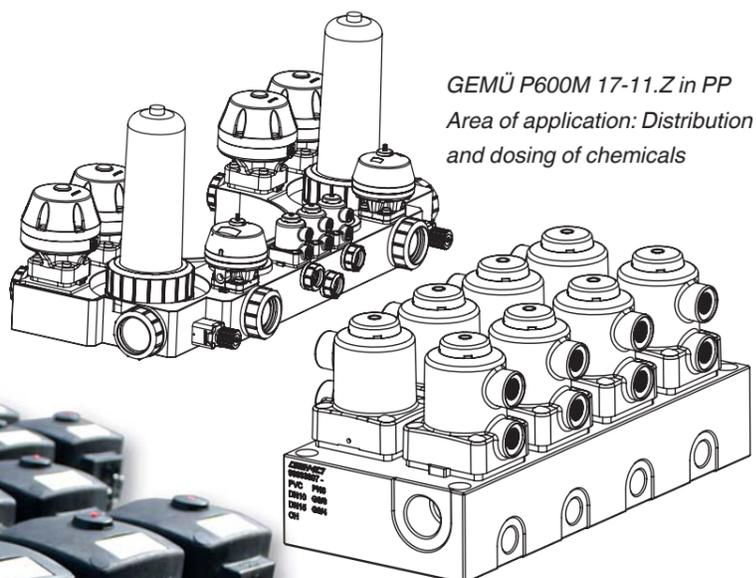


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**GEMÜ®**  
INNOVATIONS

**GEMÜ®** VALVES, MEASUREMENT AND CONTROL SYSTEMS

Brochure on Plastic Multi-Port Valve Blocks



GEMÜ P600M 17-11.Z in PP  
Area of application: Distribution and dosing of chemicals



GEMÜ P600M 24-28.Z in PP  
Area of application:  
Mixing of various chemicals

GEMÜ P600M 10-08.Z in PVC-U  
Area of application:  
Detergent production

# More sunny times ahead for the solar energy industry

**GEMÜ®  
APPLICATIONS**

It is predicted that the solar energy industry will experience further dynamic growth accompanied by increasing fluctuations over the coming years. Solar cell manufacturers and their suppliers are using GEMÜ technology.

Despite the state-imposed restriction in terms of promotion, the photovoltaic industry remains unstoppable. The prices of solar cell modules are still falling, production capacities are expanding rapidly and the freedom of design leaves hardly anything to be desired. A wide array of options are now available, ranging from the dignified grey „pinstripe suit“ for building facades through to a multi-coloured mosaic of solar cells. Photovoltaic solutions integrated in building shells not only enable renewable energy production, but also provide weather protection, heat and sound insulation as well as shading and privacy - complete with long-term cost advantages! And all of this while exploiting solar energy for generating electricity as well as for extracting heat energy.

## GEMÜ closes the solar power circuit

GEMÜ also benefits from the dynamics in the solar energy industry. “GEMÜ is a very good example of how a technology and business cycle based on solar technology is maintained“, declares Burkhard Müller, head of the Semiconductor Department. On the one hand, numerous plant engineers for the solar energy industry call on GEMÜ products when configuring their production equipment for solar wafers and cells. Even producers of semiconductor materials and process chemicals for the solar energy industry use valves, measurement and control systems from GEMÜ in many of their process steps along the value chain. On the other hand, GEMÜ itself is a consumer of solar technology. The roof of the GEMÜ Dome, which is the group's development and innovation centre, is equipped with a photovoltaic system consisting of GeneCIS modules from Würth Solar. These are thin-film modules with a comparatively high degree of efficiency. The tilted, circular turret roof follows the sun during the day, thereby utilising solar energy particularly well. Further solar roofs for GEMÜ company buildings are planned.

## Good prospects for the future

The solar energy industry promises good long-term sales opportunities for GEMÜ. “With a 20 to 30 percent annual growth rate, the solar energy industry will be among the most dynamically growing sectors over the next few years“, predicts Burkhard Müller. These are positive prospects for GEMÜ, because system solutions for media control and regulation will be required for the production plants. As an experienced provider of a comprehensive range of valves, measurement and control systems, GEMÜ will be a first port of call in this regard.

A good example is represented by GEMÜ block valve solutions. These are compact valve arrangements which enable multiple valve seats, fittings, connections and sensors to be integrated in a space-saving manner and, above all, at low cost - this is extremely important in the PV industry! Besides the logistical advantage of only having to order and handle one subassembly, the application and customer-specific solutions from GEMÜ also make a significant contribution to the expertise and copy protection for the plant engineer.



CleanStar® C67 SmartLine®  
PP diaphragm valve

## Market development of photovoltaic systems

The German photovoltaic market is number one in the world in terms of its installed photovoltaic surface and output of approx. 9.8 gigawatt peak, and a global leading share of 43 percent, followed by Japan with 12 percent and the USA with 7 percent (as of May 2010). With regard to production capacity and the size of solar cell manufacturers, Germany is ranked second behind China and ahead of Japan with 15 percent. German out-fitters and plant engineers occupy a leading position, which is undisputed to date, with approx. 50 percent of the global market share. In 2009, approximately 3.5 billion euros were invested around the world in factories and equipment for manufacturing solar cells. The total market volume of the photovoltaic market is around 40 billion euros. The growth rate projected for the industry up to 2016 is 25 to 30 percent a year.

[www.solarserver.de](http://www.solarserver.de)  
[www.solaranlagen-portal.de](http://www.solaranlagen-portal.de)  
[www.solarstromerzeugung.de](http://www.solarstromerzeugung.de)



GEMÜ C57  
block valve

GEMÜ C50  
block valve

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GEMÜ offers ideal valves, measurement and control systems for many wet process steps in photovoltaic systems production.

Multicrystalline solar wafer structure and monocrystalline solar cell

“PROGRESS LIES NOT IN ENHANCING WHAT USED TO BE, BUT IN ADVANCING TOWARD WHAT WILL BE.” KHALIL GIBRAN

Oil, gas, coal and nuclear power are at the end of their development. The future belongs to clean, renewable energy and GEMÜ is already also involved in developing this future. Because shaping the future means shaping the present. **It is in our own hands.**



GEMÜ Dome: Development and Innovation Centre in Waldzimmern

# Automation Department System solutions for customers

Electronic control units are becoming increasingly prevalent in plant engineering and in process engineering. The GEMÜ Automation Department offers customers application-specific system solutions.

“Yes ... yes, that’s possible... we can put together a complete package for you ...”. Peter Meyer is pleased. The head of the Automation Department has just had an intensive discussion with a customer in which they discussed a solution and has gone through all the details of the order with the customer again. The individual components were not as important in this conversation. GEMÜ has these in stock from the modular system. The main topic of the discussion was the automatic interaction of the individual parts with the entire system.

### Electronic control units on the rise

“Automation“, according to Peter Meyer, “is playing an increasingly important role in process engineering and in plant engineering“. Today, very high demands are placed on the production processes, the performance capability of the equipment and the quality of each of the products. “To meet these demands, automated processes have now become indispensable“, he explains. For example, the required operating parameters must always be precisely set and regulated. In addition, the data must be entered, logged and processed in the master control using the appropriate measurement systems. The prerequisite for this is that the systems must be correctly designed and adjusted. This task is performed by our Automation Department. And they are having increasingly more to do. This is because electronic control units are more in demand. This once again supports the fact: The trend is moving towards system suppliers.

### All from a single source

The experienced team of eight, along with department manager Peter Meyer, develop customer-orientated valves and controls solutions for automated processes. “For special applications, for example, we modify products, enhance programs or change systems, and sometimes we completely rebuild the systems“, says product manager Marcus Ripsam, describing his



Front row, from left to right: Jiayuan Shu, Peter Meyer, Herbert Biegel. Back row from left to right: Martin Schifferdecker, Gerhard Dieterich, Marcus Ripsam, Bernd Jehle (not in the picture: Stefan Faust)

experience from everyday life. “We also offer technical support and help our colleagues in the Sales Department with customer service“, adds his colleague, Martin Schifferdecker. The objective is to always deliver everything from a single source.

The department covers a wide range of services. The products include globe and control valves, metal solenoid valves, pilot valves, flowmeters, sensor systems, electrical position indicators, combi switchboxes, positioners, display units and field bus systems. The combinations are varied and allow a virtually endless number of individual solutions. The team undertakes the tasks of technical coordination and product management and contributes to the development of valves and the creation of sales documents.

### Creating records for other uses

A practical and consistent recording system for parts and especially their maintenance in the merchandise information system is essential for developing other subsequent uses. “Development and construction parts must be

standardized and classified and entered into the system so that they are available for other applications“, explains Gerhard Dieterich. All information must then be recorded correctly. Even if the department deals with the subject of automation each day – “manual work“ is still required here. Highly focused and conscientious.

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Name	Area of responsibility	Products
<b>Peter Meyer</b> Head of Department peter.meyer@gemue.de +49 7940 123-384	Product management	Process solenoid valves (metal), globe valves, pilot valves
<b>Marcus Ripsam</b> Deputy marcus.ripsam@gemue.de +49 7940 123-349	Product management technical support	Positioners, motorized actuators, display units, electrical position indicators
<b>Martin Schifferdecker</b> martin.schifferdecker@gemue.de +49 7940 123-471	Product management technical support	Pilot valves, flowmeters, sensor systems, electrical position indicators, combi switchboxes, field bus technology
<b>Stefan Faust</b> stefan.faust@gemue.de +49 7940 123-576	Designing globe and control valves technical support	Globe and control valves, flowmeters, sensor systems, display units, positioners and accessories
<b>Herbert Biegel</b> herbert.biegel@gemue.de +49 7940 123-274	Technical support globe valves customized solutions	Globe and control valves, process solenoid valves (metal), pilot valves, flowmeters, sensor systems, display units
<b>Gerhard Dieterich</b> gerhard.dieterich@gemue.de +49 7940 123-222	Recording and maintaining parts on the system standardising and classifying development and construction parts	Pilot valves, flowmeters, sensor systems, display units, positioners and accessories
<b>Bernd Jehle</b> bernd.jehle@gemue.de +49 7940 123-366	Recording and maintaining parts on the system requests for components (third party products)	Pilot valves, flowmeters, sensor systems, display units, positioners and accessories
<b>Jiayuan Shu</b> jiayuan.shu@gemue.de +49 7940 123-8036	Technical coordination Germany – Production China	Angle seat globe valve type 514, globe valve 520, Victoria butterfly valve

# GEMÜ – a family-owned enterprise

**Stephan Müller, nephew of the company founder Fritz Müller, takes on additional tasks in the management of GEMÜ.**

GEMÜ is a family-owned enterprise and we want it to continue to be successful and independent in the future. Company founder, Fritz Müller, already laid the foundations for this years ago when he installed a management structure consisting of heads of department who take care of all of the strategic and operational tasks in the company. Jörg Röttgen is the international head of sales and marketing, Jochen Hofmann is responsible for research & development and engineering, Hermann Walter is responsible for the areas of production operations and logistics, and Stephan Müller is responsible for the areas of finance and personnel.

**Stephan Müller becomes the new managing director with single signing authority**

At the end of October last year, Stephan Müller was officially appointed as the managing director with single signing authority and, therefore, indirectly became Siegfried Hoffmann's successor. As part of the reorganization of the management and the greater integration of the divisional managers into management, Siegfried Hoffmann's role was not filled. As managing

director, Stephan Müller is assuming a comprehensive range of tasks and will act as the direct deputy to the 71 year old CEO. Even Gert Müller, the son of Fritz Müller who manages his own company, is involved in the family-owned enterprise. As a member of the advisory board, he is integrated in the strategic orientation of the company and regularly takes part in meetings of the executive board.

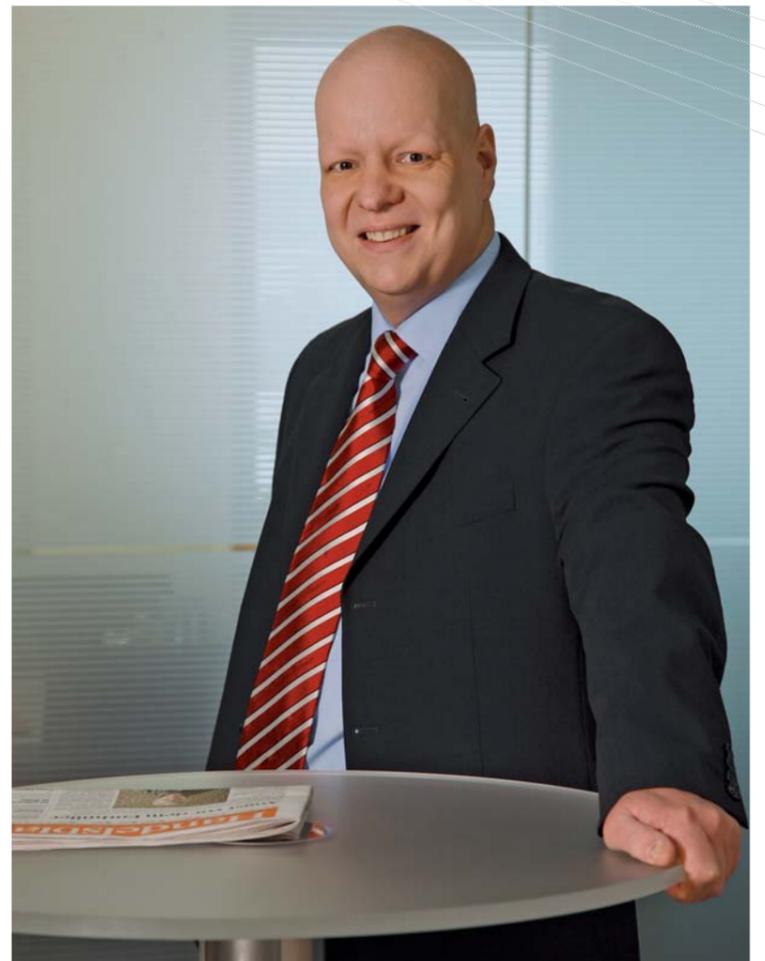
**Double-digit growth abroad**

Stephan Müller has entered the management at an opportune moment. The order situation is good. "Most importantly, we are recording double-digit sales increases abroad", says the 39 year old industrial engineer. And he continues: "This shows that our strategy of having a direct presence in these countries through our own subsidiaries was correct. The so-called BRIC countries (Brazil, Russia, India, China) are developing very well, but the "classical markets", for example in Europe, have also shown significant growth rates". This has a positive effect on the employment trend. Even during the so-called "economic crisis", GEMÜ took on more than 20 new employees. More than 650 employees work at the company headquarters in Ingelfingen-Criesbach and in the research and development centre in Waldzimmern, while approximately 1,100 people are

employed worldwide. "We will continue to grow and will also require more skilled staff. In addition to the classical areas of engineering and sales, the areas of IT and logistics, in particular, require highly skilled staff", he says, commenting on the further personnel development.

**Looking to the future with optimism**

Stephan Müller sees the outlook as optimistic: "We are represented in future markets such as the pharmaceutical industry, water management and the semiconductor industry. This holds great potential for us worldwide. We must take advantage of this with the maximum possible orientation towards the customer and increased innovation" he says. To achieve the growth objectives, environmental protection is an important subject – both in production and for the products. GEMÜ is therefore constantly working to optimize production. "The aim is to continue to reduce the raw materials used in this process and to minimize energy consumption", explains Fritz Müller. In production, particular attention is paid to this when further developing existing products and when developing new products. But the products themselves contribute to the protection of the environment. Greater flow rates with smaller actuators save space



and energy, and reduce initial and installation costs. Thanks to new, innovative designs, the use of materials in the manufacture of valve bodies can be reduced by up to 50 percent. This protects the environment, and customers can access the products with a clear conscience. "From this perspective, sustainable

environmental protection is not just an image factor but is an economic factor that is not to be underestimated", says Stephan Müller.

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# GEMÜ Belgium to move to new premises in April

**The GEMÜ branch in Belgium has grown. In April of this year it will be moving to new premises in a modern building near the Brussels orbital motorway.**

Belgium is a major hub for pharmaceutical research and development and ranks second in Europe for clinical testing – a fact highlighted in a campaign by Essencia. This association, which is made up of more than 800 companies from the chemical and biosciences industries in Belgium, had campaigned intensively for biopharmaceutical investment in Belgium. This fact got Fritz Müller very interested. "The campaign was a crucial factor in our decision to establish a branch in Brussels on the 1st of September 2008", said Claude Vandaele, Managing Director of GEMÜ Belgium.

**Elegant surroundings**

Today, two years on, GEMÜ Belgium is one of the key suppliers to the pharmaceuticals industry in Belgium. At the end of last year the Belgian branch already had five employees. "That gave us reason to look around for a new domicile in Brussels", Claude Vandaele explained.

At the end of last year the decision was taken: From the 1st of April 2011 our Belgian subsidiary will be welcoming customers to a state-of-the-art building in elegant surroundings close to the Brussels orbital motorway. "In the new offices we can easily achieve our future targets and take better advantage of the opportunities offered by the Belgian market – in all industrial sectors", Claude Vandaele stated. The groundwork was done in a very successful 2010 when the efficient and motivated Belgian team met all its sales targets and in some cases even exceeded them.



From left to right: Claude Vandaele, Mario Habets, Michael Malzer



The new office building near the Brussels orbital motorway

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## 30 years GEMÜ Brazil

This year, GEMÜ's Brazilian subsidiary celebrates its 30th anniversary. With the opening of a new sales office in São Paulo at the start of the year and further branches over the course of the year, the branch office is continuing its success story.

Almost 30 years ago, Brazil was still a developing country. Today, the largest country in South America (in terms of area and population) is a fast-developing emerging nation with an annual growth rate of 5 to 10 percent and is one of the largest economies in the world. One person who anticipated this dynamic development was GEMÜ's founder, Fritz Müller.

### A good start in rented space

In 1981 – at that time, seemingly against all the odds – he founded a subsidiary in São José dos Pinhais in Curitiba in the south-eastern highlands of Brazil. The production in rented buildings went well. Just three years later, GEMÜ purchased a 75,000 m<sup>2</sup> site along with production facilities with an area of approximately 2,800 m<sup>2</sup>. By 1988, the company expanded further – production was extended to 4,500 m<sup>2</sup> and administration was increased to approximately 1,500 m<sup>2</sup>.

Fritz Müller was not discouraged by a subsequent economic "dry spell" in the largest country in South America. He continued to firmly believe in the future of Brazil and he was certain of one thing: Brazil's upturn would come. It was somewhat later than planned, but it was remarkable – and he was proved right.

### Restructuring brings new momentum

The Brazilian branch office was successfully restructured in 1995. Only a year later, they were climbing high fast. Production was going well, GEMÜ do Brasil was competitive and was able to increase its market share. With the new management policy, from then on, the Brazilian subsidiary exceeded the targets that were set year-on-year. Even during the economic crisis, the subsidiary achieved impressively positive results.

### Creating a basis for further growth

In the past year, GEMÜ do Brasil has entered a new phase. New products were introduced into the market. With further restructuring and investment, the Brazilian branch office created a sound basis for massively expanding their national presence and capturing new markets.



The office building of GEMÜ Brazil in Sao José dos Pinhais near Curitiba

In Johann Strasser, they found a young, agile Managing Director who is experienced in the Brazilian market. The Austrian mechanical engineer and MBA for General Management comes from a leading position in a German-American company in Brazil. He is instilling this experience in GEMÜ – with success.

At the start of 2011, GEMÜ do Brasil opened a sales office in São Paulo, the largest and most important market in Brazil. In premises that were previously owned by Siemens Mobile, GEMÜ can benefit from all of the technical possibilities of a super fast network. "However, we are also using this space for training courses and for sales meetings with key customers from the region and from across the country", says Dorris Baminger, assistant to the Managing Director, Johann Strasser.

### Good prospects for 2011

To simplify processes and to optimize production, the workshops in São José dos Pinhais/Curitiba are being modernized. Even the administration has been newly aligned. Further projects planned for this year: increased participation in trade shows and workshops, and establishing new sales offices in the other Brazilian states and other countries in Latin America.

### 30th anniversary celebrations are set to begin

Furthermore, there is reason to celebrate. This year, GEMÜ do Brasil celebrates its 30th birthday. Among the 90 employees, many have been with the company for a very long time. No fewer than four employees can look back on 25 years at GEMÜ, eight on more than 20 years and 10 on more than 15 years. "With the support of our visionary leader and president, Fritz Müller, and the combined efforts of the parent company and the Brazilian GEMÜ team, 2011 is sure to be a new milestone in the history of the company in Brazil and South America", assures the Managing Director, Johann Strasser.

### São Paulo

São Paulo is the capital of the state of the same name in Brazil. The city is the most important economic, financial and cultural centre in the country, with universities, colleges, theatres and museums, and the central transport hub in the country.

São Paulo is the largest industrial metropolitan area in Latin America and, with a population of 19.8 million (2009), it is one of the largest metropolitan areas in the world. The city lies in the south-east of Brazil, approximately 80 kilometres from the Atlantic Ocean in the high basins of the Rio Tietê and Rio Pinheiros rivers, at an average of 795 metres above sea-level, in the middle of the subtropical climate zone.

The annual average temperature is 19.3 degrees Celsius and the annual rainfall is 1,455 millimetres on average. The economy is characterized by automotive and machine construction, and the textile, metal and foodstuff industries.

The agricultural products (especially coffee) from inland areas are exported via the nearby port of Santos. The city is the location for the only stock exchange in Brazil. Nearly all of the most important German companies have a Brazilian branch office here.

### HotSpot

With approximately 1,000 companies present in the city employing more than 230,000 employees, São Paulo is the "largest German industrial town".

More than 1.5 million people in Brazil have German as their native language.

In the state of Paraná, approximately 40 percent of the population are of German origin.



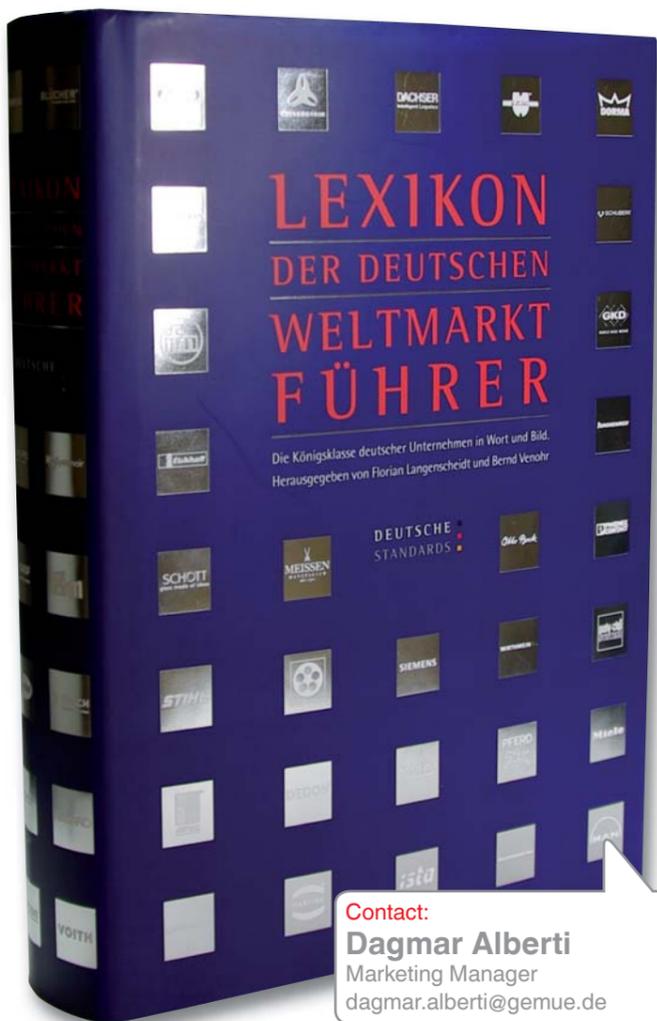
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### São José dos Pinhais

São José dos Pinhais is in the Brazilian state of Paraná on the southern outskirts of Curitiba. With over 280,000 inhabitants, São José dos Pinhais is a medium-sized city in the Paraná plateau. It lies by the upper reaches of the Iguazu river.

The weather is determined by the humid subtropical climate and has an annual average temperature of 16 °C. The city's economy is typified by industry. Large car factories (Renault and VW/Audi) and suppliers have branch offices in the suburbs of the city.

Furthermore, the city is home to the perfume company, O Boticário, and the food company, Nutrimental.



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## GEMÜ among the top 1,000



GEMÜ is at home in a region with the highest density of global market leaders. The company assumes a good central position in the hit list of top German global market leaders.

The region of Heilbronn-Franken has the highest density of market leaders nationwide in terms of population. And GEMÜ is right in the middle. The company is the global market leader in valve systems for sterile applications in the pharmaceutical, biotechnology and foodstuff industries. This was confirmed in the German publication "Manager Magazin" last November.

### GEMÜ is extremely well positioned

On behalf of the magazine, Prof. Bernd Venohr from the Institute for Entrepreneurship, SMEs and family owned enterprises at the Berlin School of Economics and Law, compiled and analyzed a list of the 1,000 global market leaders in Germany. With a total of 48 companies, the region of Heilbronn-Franken has a higher than average proportion of industrial enterprises. GEMÜ occupies a good central position in the list at rank 579. "This is an excellent position for a medium sized company of our scale", states Jörg Röttgen, Head of Sales & Marketing at GEMÜ. Besides flagship companies such as Würth, Berner, Getrag, ebm-Papst and Ziehl-Abegg, the top 1,000 is also home to many well-known SMEs from the region. There are renowned companies in GEMÜ's immediate vicinity such as Wittenstein (rank 503), Konrad Hornschuch (564), Scheuerle Fahrzeugfabrik (610), Gerhard Schubert (637) and Wolffkran (656).



### Lexicon of global market leaders

GEMÜ is included in the lexicon of German global market leaders. The 800 page book is published by Deutsche Standards EDITIONEN and costs €79.

A special edition of the book, which contains around 100 pages, consolidates global leaders from the region of Heilbronn-Franken and costs €19.

[www.deutschestandards.de](http://www.deutschestandards.de)

## There for our customers every day

Since the end of August last year, GEMÜ employee Thomas Medelsky has been travelling through Germany with the roadshow. This year it will be heading across the border to southern, western and northern Europe.

Yesterday visiting a leading company involved with semiconductor systems, today a major German car manufacturer, tomorrow the site of a renowned supplier for the glass industry, then a visit to a company specializing in equipment for exhaust gas treatment and air purification - things are never boring for Thomas

Medelsky. Since the end of August last year, the driver of our roadshow has travelled all over Germany and attended to hundreds of purchasers and planning engineers, as well as employees involved with production, service and maintenance. "My colleagues from the sales and product management departments have received a lot of positive feedback. Not least because we are quick to respond", he states.

### A relaxed atmosphere

A lot of questions are asked. With 12 square metres of exhibition space, the roadshow provides a concentration of

expertise within a small space. Equipped with air conditioning, heating, a coffee machine and refrigerator, the roadshow ensures its visitors enjoy a high level of comfort.

"Customers can enjoy a cup of coffee in a relaxed atmosphere while refreshing their knowledge, discovering the benefits of GEMÜ products and solutions, or discussing application-specific solutions with us", states Thomas Medelsky. GEMÜ's roadshow is very well received by the companies visited.

### The roadshow goes abroad for the first time

This year the roadshow will be heading

across the border to southern, western and northern Europe. "For the first six months, I'll be on the road in Italy, France and Belgium", explains Thomas

Medelsky. He will be keeping us up to date about his experiences. We'll learn more about this in the next edition of GEMÜnews.

## Roadshow dates for 2011

Country	Date
Italy	31.01. – 11.02.
France	19.02. – 11.03.
Belgium	21.03. – 29.03.
Holland	30.03. – 01.04.
Denmark	11.04. – 20.04.
Sweden	26.04. – 13.05.
Great Britain	23.05. – 31.05.
Ireland	01.06. – 08.06.
Austria	16.06. – 30.06.

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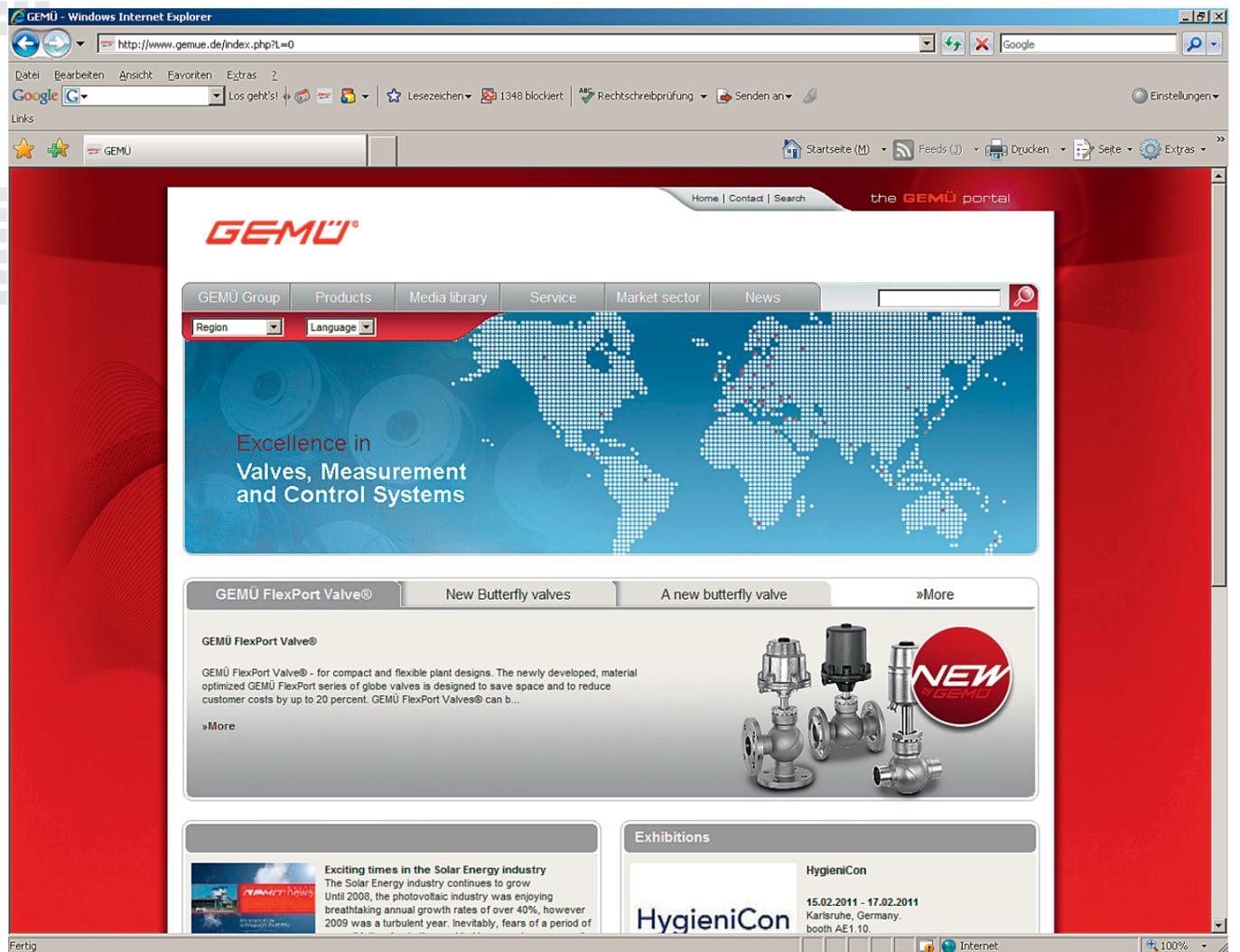




## The new-look homepage!

GEMÜ's Internet presence has been completely revamped and now places an even greater significance on the latest products.

Clearer, more informative, up-to-date and even quicker to load - GEMÜ's homepage has been completely updated and adapted to modern requirements. Particularly important aspects involved in this process included improving the overall appearance and simplifying navigation for our customers. "Our aim was to make our homepage even more customer-friendly, to optimize user guidance and to significantly increase its up-to-dateness", states Roland Karle, Project Manager for E-Business. The website was therefore converted to a content management system (CMS). "Thanks to this system we can now update content quickly, provide up-to-date information and configure the pages more flexible", explains Roland Karle.



### Optimized search function for rapid information retrieval

Improvements have been made regarding the highlighting of new products, thereby enabling them to be located more quickly by customers. The structure of the download area, i.e. the media library, is clearer and its integration into the site has been enhanced. And the search page has also been adapted to user requirements. "Users now have the option of searching the entire website or individual areas, such as Group, Jobs, News or Service", declares Roland Karle.

### International GEMÜ subsidiaries integrated

The homepage is available in four languages, namely German, English, French and Italian. GEMÜ's foreign subsidiaries have the opportunity of creating their own country-specific pages in the preset design and loading the content. "Even if they do not use this opportunity, GEMÜ's international subsidiaries are still able to post information on GEMÜ's homepage and provide documents and information in the download area for their customers", says Roland Karle.

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## Technical training is in vogue

Training courses offered by GEMÜ are experiencing continuous high demand. The trend is increasingly towards individual training concepts.

The technical principles, product and application technology training courses offered by GEMÜ continued to experience a sharp upward trend in 2010 and a total of 1,123 participants registered for 98 events during the year. This is an increase of over 22 percent compared to the success enjoyed in 2009.

A third of the continued and advanced training courses were carried out at GEMÜ's premises at Ingelfingen and two-thirds directly at the premises of customers, dealers and GEMÜ subsidiaries. The international focus in 2010 was on the USA, Ukraine, South Africa, Singapore, Switzerland, Austria and Sweden.

Training concept for the pharmaceutical and biotechnology industry very well received

2010 was also a year in which organizers of international specialist conferences and various universities sought recourse to GEMÜ's expert knowledge. The trend towards service and maintenance training courses has been experiencing an increase for several years. To satisfy this demand, GEMÜ worked with leading companies from the pharmaceutical and biotechnology industries to develop a special training concept, which was adopted unexpectedly quickly and successfully by the pharmaceutical sector. The interest in training is also constantly developing towards individual product and application technology training courses which are coordinated with the needs of plant designers and operators. GEMÜ is well-prepared and positioned to deal with this demand. Interested parties can obtain

information about dates, content and registration online at [www.gemue.de](http://www.gemue.de) or via your local GEMÜ contact. GEMÜ's team of specialists is there for you.



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- Training dates**
- ⇒ Technical principles of valve technology – 17 and 18 March 2011 (German)
  - ⇒ Product training for valves and accessories – 28 to 30 March 2011 (German)
  - ⇒ Technical principles of measuring and control technology – 21 March 2011 (German)
  - ⇒ Product training for measuring and control technology – 11 to 13 April 2011 (German)
  - ⇒ Service trainer "Diaphragm replacement" – 14 and 15 March 2011 (English)

## Careful use of environmental resources

GEMÜ has successfully introduced an integrated environmental management system according to DIN ISO 14001 and is registered in accordance with the requirements of the EMAS III European Eco-Management and Audit Scheme.

Erich Grünes is pleased. The environmental auditor, an accredited member of the German Accreditation Society for Environmental Auditors (DAU), together with Jürgen Kerl, GEMÜ's environmental management representative, carefully examined GEMÜ's environmental objectives and programmes, environmental management system and documentation.

During a site inspection, he appraised the company's operations and offices and questioned colleagues about their environmental activities in relation to their area of responsibility. Finally, he went through the company's environmental statement word for word - and finished by verifying the validity of the statement with some commendatory words.

His conclusion: "The GEMÜ team is well-positioned to establish a sustainable relationship with the environment and its resources." Following on from validation by the auditor, GEMÜ will now be entered in an official register and awarded a unique European registration number. The registration certificate was issued by the Chamber of Commerce and Industry of Heilbronn-Franken.

### Part of the integrated management system

GEMÜ had prepared for the visit by the environmental auditor from TÜV Rheinland for months beforehand. An environmental management system (EMS) was developed in painstaking detail. The EMS is part of the integrated management system. This also incorporates the quality management system. "In this way, we are able to ensure that our commitment to the environment reaches the same high quality standards that customers expect from our products and services", explains Jürgen Kerl.

GEMÜ has decided to implement the voluntary environmental management system known as the European Eco-Management and Audit Scheme, EMAS III. EMAS III requires companies to create an environmental statement. For this purpose, GEMÜ gathered data, structured it in a meaningful manner and compiled it in a temporal context.

### Reliable picture of environmental activities

"All employees were more or less heavily involved in establishing the environmental management system and in compiling the environmental statement. I would like to thank everyone who has contributed for their active cooperation", states Jürgen Kerl. The effort has paid off. The environmental auditor, Erich Grünes, confirmed the good work of all participants and documented the fact that the data and information contained in the environmental statement "provides a reliable, credible and truthful picture of all the activities carried out at the locations".

### Numerous benefits of EMAS III

For GEMÜ, validation in accordance with EMAS has a range of benefits: operating costs are reduced noticeably, productivity improves and environmental effects are minimized. The EMAS logo indicates that GEMÜ is environmentally aware. This also improves the company's image and increases the company's attractiveness as an employer. The environmental statement, registration certificate and the environmental certificate can be downloaded at [www.gemue.de](http://www.gemue.de).



### EMAS

The Eco-Management and Audit Scheme is a tool developed by the European Union for the purpose of sustainably improving the environmental performance of businesses and of allowing businesses to present their performance in this area to the public. EMAS requires that companies voluntarily improve their environmental performance beyond the regulatory requirements and that employees are involved in decisions relating to environmental issues.

According to EMAS III, the environmental statement must include information relating to stipulated "key indicators", such as energy efficiency (total annual energy consumption, renewable energy), material efficiency (annual mass flow of the various materials), waste (annual waste accumulation and accumulation of hazardous waste), biodiversity (land consumption), emissions (total annual emissions of greenhouse gases and other emissions).

[www.emas.de](http://www.emas.de)  
[www.uga.de](http://www.uga.de)

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## "Winzz" – a bubbly alternative to sparkling wine

GEMÜ has launched a carbonated drink made from Müller-Thurgau grapes for receptions and official events. The alcohol-free drink called "Winzz" has the potential to become a cult drink.

Apple spritzer? No thanks! That's a bit boring. Sparkling wine? Now that's more like it. But it's alcoholic. And more than a mouthful is out of the question if you have to work or drive. Anyone who wants to be stylish yet avoid alcohol now has a sparkling alternative in "Winzz" from GEMÜ, which was launched last October.

Even the word itself vibrates on the tongue with the "zz" and arouses emotions. Those who sample the delicious, fruity grape juice get to experience a true explosion of taste. "The authentic grape juice is pressed from hand-picked Müller-Thurgau grapes and carefully processed at the Kochertalkellerei Ingelfingen, where it is subsequently carbonated", states oenologist Jürgen Kerl of GEMÜ.

### A high quality alternative to sparkling wine

The idea for "Winzz" came from chief executive Fritz Müller. He noted that more and more guests were resorting to soft drinks at receptions and official functions. He therefore started looking for a high quality, yet alcohol-free, alternative to sparkling wine. His solution: grape juice from our own vineyards which is carbonated to bubble like sparkling wine.

The experiment paid off. And Fritz Müller is not the only enthusiast. "So far I have only received positive feedback", states Angelika Riesener, manager of the Schlosshotel Ingelfingen. The pleasantly fizzy drink is very well received by our guests. "Served cold like sparkling wine or white wine, it also goes down well with our menus, for example, with lemon sorbet as an intermediate course, or as an aperitif with Campari", states the hotel manager. In the meantime Jürgen Kerl is thinking of the next harvest. "Winzz is also conceivable in red", he says.

[www.winzz.de](http://www.winzz.de)  
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## GEMÜ is now a member of the VDMA

GEMÜ became a member of the German Engineering Association (VDMA) in October 2010. What are the advantages of this membership for GEMÜ and what does GEMÜ bring to the association? GEMÜnews spoke to sales director Jörg Röttgen.

**GEMÜnews:** Mr. Röttgen, being a new member of the VDMA opens up a platform of 38 sub-sectors for GEMÜ. How can GEMÜ employees benefit from this?

**Röttgen:** They have access to specialist information. The spectrum ranges from quality assurance, to product management through to new technologies. This information can be purposefully called upon by our employees for topical problems. They also have the opportunity to submit problems to VDMA's specialist departments and to find out about various solutions. And they can exchange information directly with specialists. That is a win-win situation, for both us and the VDMA. Therefore I can only recommend everyone at GEMÜ actively seeks contact with the VDMA and makes intensive use of the platform.

**GEMÜnews:** How does it pay off for the company?

**Röttgen:** In many ways. We learn about new trends at an early stage and are able to contribute to these creatively. We benefit from the results achieved via the technical committees, specialist departments, forums and workshops in

the VDMA. The statistics and comparative data compiled by the VDMA enable us to constantly examine our own position in the market and to act accordingly. The VDMA is active on an international scale. This also enables us to clarify any country-specific issues. If new directives are being compiled, we can exert our own influence on their formation via the association. The association facilitates our lobby work. The association can also help with general issues such as law, taxation, research, project financing, rates, education, recruitment, environment and energy matters. Joint developments make it easier to define the requirements and standards.

**GEMÜnews:** Does the association also benefit from having GEMÜ as a member?

**Röttgen:** Yes, without a doubt. As a renowned company and global leader in the field of valve, control and regulation technology, we strengthen the professional association for valves and also the organization as a whole. The VDMA can intensify its level of specialized work through our contributions. And it has a competent partner for dealing with interested parties in the valve, control and regulation technology sector.

### A brief portrait of the VDMA

With 3,000 predominantly medium-sized member companies in the capital goods industry, the Verband Deutscher Maschinen- und Anlagenbau e. V. (German Engineering Association) is one of the largest and most important industrial associations in Europe. It forms a network of well over 20,000 decision-makers and specialists as well as 400 dedicated professionals.

The association is divided into 38 professional associations, regional associations, central specialist departments and service agencies. [www.vdma.de](http://www.vdma.de)

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Stephan Müller, Peter Schweiker (IHK HN-Franken), Dr.-Ing. Edgar Jochheim (Innovation Consulting Munich), Karl-Heinz van Amern-Kasten (Promotional society for the Heilbronn-Franken junior chamber)

## Junior Chamber impressed by GEMÜ

The promotional society for the Hohenlohe/Schwäbisch Hall Junior Chamber regional group was a guest of GEMÜ.

Developers work on innovative solutions in the GEMÜ Dome on a daily basis. It was only natural to invite the promotional society for the Hohenlohe/Schwäbisch Hall Junior Chamber regional group to the presentation entitled "Innovation and technology in the region of Heilbronn-Franken" as part of the series of events "Promotional society insights". "We gave our guests an insight into production at our headquarters in Criesbach as well as the development centre in the Waldzimmern industrial park", states GEMÜ Managing Director Stephan Müller.

### Executive personnel available for questions

During the factory tour, 60 participants had the opportunity to obtain extensive information about GEMÜ's international activities and products as well as intelligent solutions used for a variety of applications in process engineering, industrial plant and machine construction, the automotive industry, water and wastewater technology and the foodstuffs and pharmaceutical industries. Executive personnel from the production and logistics departments were available to answer questions from the participants and guests.

The participants were particularly impressed by the layout, ambience and atmosphere of the Innovation Centre, which opened its doors a good two years ago, as well as by the permanent exhibition of motorcycles and aircraft from the collection of company founder Fritz Müller - "it truly is a place for thinking and working in the midst of an intact, natural landscape", declares Karl-Heinz van Amern-Kasten from the executive board of societies for promoting the Junior Chamber.

### Generating ideas into marketable products

The presenting speakers also appeared „inspired“ by the incomparable mix of high-tech and nature. After an introduction to the topic of „Innovation and technology in the region of Heilbronn-Franken“ by Peter Schweiker, CCI managing director for innovation and networks, Dr. Edgar Jochheim, proprietor of JOINCO Innovation Consulting (Munich), used his lecture to illustrate how ideas can be systematically transformed into marketable products. He illustrated the systematic and structured approach to research and development for innovation and technology - from the concept stage to the creation of value - by providing practical examples in his presentation. The participants set about their wintery journeys home with numerous favourable impressions, new contacts, good discussions and good memories of GEMÜ.

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### Promotional society for

**RG Schwäbisch Hall/Hohenlohe**

The promotional society for the Schwäbisch Hall/Hohenlohe Junior Chamber regional group of CCI Heilbronn-Franken currently has 116 members.

Important tasks of the society include support, collaboration and exchange of experiences with the Junior Chamber. The close ties maintained between the former and the latter are not least due to their high presence at numerous events held by the Junior Chamber and vice versa.

[www.wjhn.de](http://www.wjhn.de)

## IMPRINT

### Publisher:

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### Circulation:

3,500 in German  
2,000 in English

## Exhibitions 2011 international

Name	Date	Place	Name	Date	Place
WIN	17.03. – 20.03.	Istanbul	Inddumation	18.05. – 20.05.	Kortrijk
Pharma-Kongress	22.03. – 23.03.	Düsseldorf	MSR-Spezialmesse	25.05.	Hamburg
Medtec	22.03. – 24.03.	Stuttgart	Interphex	29.05. – 31.05.	Singapore
MSR-Spezialmesse	23.03.	Halle	Semicon	31.05. – 06.02.	Moscow
Interphex	29.03. – 31.03.	New York	AWWA	12.06. – 16.06.	Washington
HMI	04.04. – 08.04.	Hannover	Koreapack	14.06. – 17.06.	Seoul
PCS-Wasserseminar	06.04.	Heidelberg	Intersolar	12.07. – 14.07.	San Francisco
ISPE	04.04.	Jakarta			
IranOil	22.04. – 25.04.	Teheran			
Interpack	12.05. – 18.05.	Düsseldorf			
Process	17.05. – 19.05.	Johannesburg			
SPCI	17.05. – 19.05.	Stockholm			

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