

# GEMÜ® news

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

Edition 02/2011

GEMÜ®  
START



## The key is breaking into new markets early Five GEMÜ subsidiaries celebrate their 30th birthday in 2011

Dear Employees, Customers and Business Partners,

This year I will be reflecting on my life's work, GEMÜ, in a very special way because five of my twenty foreign subsidiaries will be turning thirty.

In retrospect, I can clearly see now that we, with our GEMÜ products, entered the Brazilian market very early - in the "days of the favelas", as it were. I didn't do this just to sell products, but also to produce them. In the early eighties, therefore, I was one of the first entrepreneurs from the Hohenlohe region to take my business overseas. At the time, going from the Kocher Valley out into the wide world was a big, but necessary,

step to take. The German market had developed very well for GEMÜ in the early eighties, but as a forward-thinking company it is always important to expand into new markets and keep pace with the latest developments. At that time, our international customers from Germany literally had been demanding this form of support from us. By that I mean not only support in terms of sales and distribution, but also in terms of local

production. Three of our subsidiaries which will be celebrating their 30th anniversary this year - GEMÜ Brazil, GEMÜ France and GEMÜ Switzerland - have been producing in their respective countries since day one. The other "30 year olds", GEMÜ Sweden and GEMÜ United Kingdom, specialize in sales and distribution. All of these subsidiaries have developed very well, and new sales organizations are being added every



F.l.t.r.: Fritz Müller, Ingrid Müller and Managing Director Brazil Johann Strasser

year - GEMÜ Italy and GEMÜ Belgium in just the last two years. And I intend to continue expanding the GEMÜ Group. This is because, particularly in years of crisis, the GEMÜ subsidiaries have shown that they can support each other worldwide. The excellent development of sales in China in recent years, for example, was a major factor contributing to the stability of the GEMÜ Group during this difficult period. This, and our growth in the German

market, have had a very positive effect on our development as a whole, and will enable us to create even more, secure jobs. On that note, I would like to congratulate my subsidiaries and wish everyone continued success, good ideas and strong sales.

Fritz Müller

Birthdays of GEMÜ subsidiaries: Sweden: 13.05.1981 \* United Kingdom: 11.06.1981 \* France: 26.06.1981 \* Switzerland: 23.09.1981 \* Brazil: 20.10.1981

## German-style evening in Brazil GEMÜ do Brasil celebrate their anniversary



Our Brazilian colleagues celebrated 30 years of GEMÜ do Brasil together with company founder Fritz Müller and his wife.

The festivities celebrating 30 years of GEMÜ do Brasil had actually been planned for 20th October of this year. But because company CEO Fritz Müller had announced the inauguration

of the new offices in São Paulo and the Training Tour at the start of the year, our Brazilian colleagues rescheduled the festivities for 24th February at short notice.

"It was Fritz Müller's personal wish to celebrate this special event together with his Brazilian employees. We were, of course, more than happy to fulfil this wish", said Dorris Baminger, Head of Marketing at GEMÜ Brazil. During their preparations our Brazilian colleagues chose the theme "Germany-

Brazil" for the festivities, treating guests to a Bavarian-style evening with liver dumplings and sauerkraut, an oompah band, and the traditional costume of lederhosen and dirndls.

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F.l.t.r.: Fritz Müller, Johann Strasser and a supplier from Brazil



Fritz Müller and his wife Ingrid



Party mood at the GEMÜ subsidiary in Brazil



*Impressions of the celebrations in Brazil*



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**It all began in a garage in the city centre of São José dos Pinhais**  
 Company CEO Fritz Müller attended the anniversary festivities accompanied by his wife Ingrid and granddaughter Miriam Kalis. In his speech, Fritz Müller recalled how in 1981, he set the wheels in motion by establishing first contacts with the Brazilian Chamber of Commerce at the

Hanover Fair. During these first informal talks, Fritz Müller was briefed extensively on Brazil and its markets. This information was the decisive factor that led to the establishment of a subsidiary in Brazil. Herbert Neubauer, who 30 years ago was the first employee of GEMÜ Brazil, started operations in the garage of a house in the city centre of São José dos Pinhais together with ten employees. Three

years later, GEMÜ purchased a 75,000 square metre site on which a 2,800 square metre building already stood. Thus, the foundations were laid for further development of the Brazilian subsidiary. In 1988 the production shop was expanded to a size of 4,500 square metres, and a 1,500 square metre office building was built.

**GEMÜ Brazil has developed in a very positive way**

Today, GEMÜ do Brasil is the hub of the South American market. "I am very happy about the positive developments in Brazil", Fritz Müller said, concluding his speech. Fritz Müller, together with his wife and his granddaughter, made each of the employees a present to thank them for their outstanding work. The German delegation and its Brazilian

colleagues celebrated together in a relaxed atmosphere until the early morning hours.

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9th floor above the new sales office: Terrace with a view of São Paulo



*Fritz Müller and Johann Strasser on the roof of the new office*



*Staff of the new sales office with Dagmar Alberti (2nd from right)*

## GEMÜ cuts a good figure New offices in São Paulo

**GEMÜ do Brasil in São Paulo has opened new offices with high-tech consultation and training facilities.**

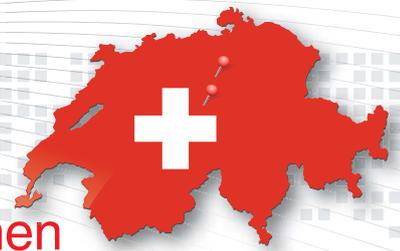
One day after the festivities celebrating the 30th anniversary of GEMÜ do Brasil, the new sales offices of our Brazilian subsidiary in São Paulo were officially opened by company CEO Fritz Müller together with Johann Strasser, Managing Director of GEMÜ Brazil, Head of Sales Wladimir Costa and other departmental heads of GEMÜ Brazil, as well as Dagmar Alberti, Head of Marketing GEMÜ Germany. "The offices will help us build

relations with key customers and engineering offices in Latin America", said Dorris Baminger, Head of Marketing at GEMÜ do Brasil. GEMÜ

consultation and training products are presented in a strongly branded way in the reception area. Fritz Müller was most impressed by the presentation and full of praise for the modern and tasteful interior design. He affirmed that the parent company would offer GEMÜ Brazil its active support in implementing the new growth strategy.



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# Breaking new ground

## Ground breaking for new plastics plant in Emmen

The growth curve goes only in one direction: UP. And at two-digit rates! Even during the crisis year of 2009 GEMÜ Switzerland suffered virtually no reduction. Production is meanwhile back in full swing and the company is operating at very near maximum capacity. However, in the cleanroom facility in particular, things are beginning to get cramped.

### Room for future growth

To be equipped to meet future requirements, a new production plant is currently under construction, not far from the Rotkreuz facility, in Emmen, near Lucerne, on a site approximately 21,000 square metres in size. The ground breaking ceremony was made on 18th February of this year, and the facility is expected to be completed in late summer or early autumn 2012. "We have designed the new building to allow for possible future growth", said Michael Waser, Head of Production at GEMÜ Switzerland, who, in his capacity as project manager, was instrumental in planning the new building. In the first phase of construction, roughly half of the site will be developed. "This phase of expansion will be sufficient for about the next ten years", Waser said. A second phase of expansion will enable capacity to be doubled once again.

### A highly attractive location

The Emmen location is practically ideal for GEMÜ. It is located near the Lucerne motorway intersection, and therefore is conveniently situated for customers and suppliers alike. Lucerne is just around the corner. The internationally famous city on the shores of the Vierwaldstätter Lake is, with its wide range of recreational, educational and cultural amenities, an attractive residential area for qualified employees. Emmen is also nearby the previous Rotkreuz site, which will remain in operation. Added to this is the high quality of the groundwater which can be used for low-cost heating and refrigeration. GEMÜ also maintains excellent relations with the authorities. "The Canton of Lucerne works actively to promote business and is supportive of GEMÜ in every possible way. This is the ideal framework for a successful collaboration", Michael Waser explained.

### High-tech cleanroom production

The cleanroom environment is subdivided into two areas: injection moulding and assembly. This is cutting-edge technology - automatic granulate conveyor system, ultrapure water supply, filtered air and nitrogen extraction points. Processes and workflows are intelligently structured, distances are short, and an in-house operations centre allows maintenance work to be carried out in a co-ordinated fashion without disrupting production.

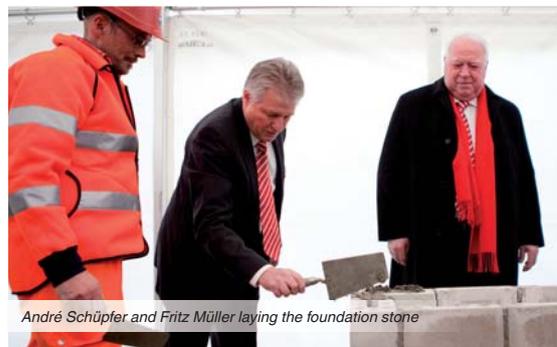
The new building, too, is a logistical masterpiece. The high-rise store has four adjoining adaptable ramps which allow handling vehicles to be efficiently loaded. A central shelf administration system enables all raw materials, semifinished products and finished products to be managed both within the building and by remote access. Electronically monitored shuttle storage systems are also available for the storage of small parts within the cleanrooms. The offices are also state of the art.

Like the parent company in Ingelfingen-Criesbach, the new plant in Emmen is situated right in the middle of a flood plain. "We have therefore raised the entire structure by a metre. If flooding should occur, the building becomes an island", Michael Waser said.



### Milestones in the history of the company

Company founder Fritz Müller was clearly pleased with the new building at the ground breaking ceremony. "This is the next milestone in the development of our group and an important step towards a successful future", he said in the presence of approximately 70 guests. After its completion GEMÜ Switzerland will concentrate on cleanroom production in the new plant, thereby freeing up capacity in Rotkreuz for industrial and water treatment products.



André Schüpfer and Fritz Müller laying the foundation stone

#### Contact:

#### Michael Waser

Production manager and project manager of the new building  
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## Exhibitions 2011 international

Name	Date	Place	Name	Date	Place	Name	Date	Place
Interphex	29.06. – 01.07.	Tokyo	Semicon Europa	11.10. – 13.10.	Dresden	Pharmtech	22.11. – 25.11.	Moscow
Photovoltaic	05.09. – 08.09.	Hamburg	Chemie 2011	24.10. – 27.10.	Moscow	Ajour	24.11. – 25.11.	Odense
HI	06.09. – 09.09.	Herning	Chinapharm	25.10. – 28.10.	Shanghai	Semicon	01.12. – 03.12.	Tokyo
Semicon	07.09. – 09.09.	Taipei	PCV	31.10. – 03.11.	Moscow			
MSR-Spezialmesse	14.09.	Landshut	Aquatech	01.11. – 04.11.	Amsterdam			
Automatio	27.09. – 29.09.	Helsinki	MSR-Spezialmesse	09.11.	Braunschweig			
Biokorea	28.09. – 30.09.	Seoul	Brau	09.11. – 11.11.	Nuremberg			
Agroprodmas	10.10. – 13.10.	Moscow	SPS	22.11. – 24.11.	Nuremberg			
TechnoPharm	11.10. – 13.10.	Nuremberg	Pollutec	29.11. – 02.12.	Paris			

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## A successful start has been made GEMÜ Austria develops direct sales office

**GEMÜ Austria has been serving the Eastern European market from its Vienna base for over ten years now. In Austria itself the team has now installed a direct sales office.**

### GEMÜ moves to new offices

At the start of the year our Austrian division moved to new offices in Brunn am Gebirge, a district in south Vienna. Of the current workforce of nine employees, three persons are exclusively assigned to the Austrian market. Alexander Türk looks after the Eastern European market. In addition to this, there are two technical engineers and three employees for handling orders and accounting.

The team has currently got its hands full. Last year our colleagues in Vienna almost doubled their Austrian sales - and in the last four months of this year orders received are about 50 percent over the previous year's level. These are excellent results, which our Austrian colleagues can rightfully be proud of. "For this reason, we will probably need to recruit new staff this year", Alexander Türk said. However, qualified staff are hard to find in Austria. That's why the search has already begun.

### GEMÜ Austria has significantly expanded its customer base

With the direct sales office, GEMÜ has considerably improved its position in Austria. "We can now offer our customers an integrated portfolio and provide qualified advice. This service is new to many and is greatly appreciated, particularly because we, with our expertise, are able to provide advice on system solutions. Here there is a great need, which we can meet in future", Alexander Türk explained. This has been very well received by customers. Thanks to our wider product range and a noticeable improvement in quality of advice, we can now position our products in the Austrian market for applications we had previously not catered to.

Parallel to customer care, the team is successively expanding its customer base. GEMÜ has acquired over 250 new customers since the direct sales office has been installed in Austria. The aim is to break into new market segments and, above all, to strengthen the industrial segment. Alexander Türk is optimistic. Business is booming – and the good business climate is forecast to continue.



The Austrian sales team f. l. t. r.: Klaus Guntner, Helga Wallner, Clemens Takats, Alexander Türk, Alexandra Puchegger, Alexander Weber, Ines Izso, Franz Krimplstätter and Ernst Trzil

Ten years of GEMÜ Austria – now that's cause for celebration! Last year our colleagues in Austria toasted their tenth anniversary, but otherwise it was a low-key affair. That was because the process of setting up a direct sales office in Austria was already well under way. "GEMÜ has very successfully served the Eastern European market for 10 years from its Austrian base, but the sale and distribution of GEMÜ products in Austria itself have until now been carried out in conjunction with a distributor. We felt it was now time to take matters in our own hands and serve our customers in Austria directly", said Alexander Türk, Head of Sales at GEMÜ Austria.

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## Lending a helping hand GEMÜ employees donate towards disaster relief in Japan

**A GEMÜ partner firm was also impacted by the natural and nuclear disasters in Japan. An appeal by GEMÜ for donations helped launch a world-wide fund-raising campaign.**

The glass collection box at the GEMÜ plant in Criesbach filled up quickly. We at GEMÜ reacted immediately to the natural and nuclear disasters in Japan, offering our Japanese partner aid and launching a fund-raising campaign. Three of our colleagues in the GEMÜ office in Taiwan donated 10,000 Taiwan Dollar - about 240 euros - out of their own pockets on the day the circular was sent out. Even our colleagues at the Chinese



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subsidiary contributed, no small matter considering the historical issues between China and Japan. Our colleagues in Switzerland donated 500 Swiss Francs, or approximately 400 euros. A total of 2,600 euros was collected within three weeks.

And yet, it is not easy to convey support to the victims in Japan. "The Japanese are reluctant to accept our charity", said Uwe Schmezer, Head of the GEMÜ Asian Export Department. It's not in the Japanese mindset to whine or seek pity. Japanese are embarrassed to accept aid. "This has to be handled with a great deal of sensitivity", said Uwe Schmezer, who initiated the fund-raising campaign within the GEMÜ workforce.

Only after repeated email queries did he finally find out that the subsidiary of GEMÜ partner firm KovoSuntech in Sendai had been impacted by the natural disaster. Three employees were forced to take refuge in

emergency shelters after the tsunami. Staff have worked round the clock to repair the damage to the plant.

"Life in Sendai has now returned to normal. The employees of the GEMÜ partner firm once again have a roof over their heads. Nevertheless, there are still many people living in emergency shelters, and they are going to have to pay for the rebuilding

of their homes themselves", Uwe Schmezer said. The money donated by GEMÜ employees will be topped up to 4,000 euros by the company management and channelled directly to victims of the disaster in Japan through the German Red Cross.



F.l.t.r.: Dorris Baminger, Dagmar Alberti, Uwe Schmezer, Johannes Akst  
(Photo: Hohenloher Zeitung)

# High-Speed Measurement Price reduction with *SonicLine*®

GEMÜ has optimized the manufacture of its C38-*SonicLine*® ultrasonic flowmeters. GEMÜ will pass the savings on to the customer.

GEMÜ customers will be happy to know that the manufacturing costs for the GEMÜ C38 *SonicLine*® series of ultrasonic flowmeters can be reduced significantly through effective optimization of the manufacturing process and choice of materials. GEMÜ is passing this price advantage on to its customers. "We have looked closely at the manufacture of the flowmeters right through to the final production stage and systematically analysed the potential for improvement. In this context, we have also been able to automate other production steps to achieve enormous savings on expensive resources," says Tobias Glattbach from GEMÜ product management for semiconductor systems.

## Hermetically sealed electronic system

The ultrasonic sensors integrated into the *SonicLine*® acquire 250 measurement values per second. This means a very high level of accuracy where flow rates fluctuate considerably. The design calls for all parts that come into contact with the medium to be made of high-purity PFA (perfluoroalkoxy), while all external parts are made of PFA or PP (polypropylene). The complete measuring electronics are encapsulated after production. That means all electrical components are hermeti-

cally sealed from the outside. This makes the device very durable, even where the ambient air contains chemicals.

## Reliable and accurate, even with critical media

The device is especially suited to use with high-purity media such as DI water, but also for chemicals such as hydrofluoric acid, nitric acid, sulphuric acid, caustic soda, acetic acid and many other media. The C38 *SonicLine*® is ideal for applications where non-metallic design plays a role, as well as for processes where the medium cannot become contaminated by leaching from the medium conducting parts. Here, the GEMÜ C38 *SonicLine*® works with high accuracy and is used for dosing or to measure the exact consumption and flow rate of the medium. "Because of its high quality standard and comprehensive basic functions, the device is suitable for a multitude of very demanding applications. All the customers who use the device confirm its reliability and accuracy, even with critical media," says Tobias Glattbach.

## Adaptation to customer specific applications

Users can also rely on an additional interface package. This consists of an RS485 interface and multi-language software. These allow the device to be matched to any customer specific application or medium. In addition, the integrated totalizer and current flow rate can be displayed and all basic settings needed for the operation checked and changed. The software has an open design; all functions can be found quickly thanks to the logical and intuitive layout. "Since the market launch, we've noticed a disproportionate increase in sales. Whereas the device was initially planned for customers with semiconductor systems, we're now registering strong growth from customers in other sectors such as general media preparation and the bio-pharmaceutical industry. This tells us that customers value the reliability and quality of our device and are recommending it to others," says Tobias Glattbach.

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# Certified: GEMÜ is now a Gold Partner

Close contacts with DHBW Mosbach are the key to sourcing qualified new recruits. As sponsor and patron, GEMÜ supports the activities of the university and has now been awarded certification.

GEMÜ sponsors the "Dual University of Baden-Württemberg" in Mosbach and has now been awarded "Gold Partner" certification by the "Pro DHBW Mosbach" Foundation. With this comes the right to advertise using the DHBW sponsor logo. In return DHBW Mosbach promotes the GEMÜ logo and presents our company at public events, trade fairs, congresses and functions, and on its websites, as well as on sponsor rosters occupying prominent positions in the foyers of the DHBW at the Bad Mergentheim campus and at the Heilbronn campus.



## GEMÜ offers graduates fast-track careers

GEMÜ is an active partner in tertiary education, and is involved in the process of adapting Bachelor curricula and study programmes to the needs of the market in collaboration with the DHBW. 80 percent of all students go straight into careers after graduation. "For us, qualified new recruits are an important building block when it comes to safeguarding the future. This is why we maintain close contacts with the DHBW and, of course, why we are very interested in ensuring that the DHBW is able to provide a good standard of basic and advanced practical training", said Stephan Müller, citing reasons for the involvement of GEMÜ in the DHBW foundation.

## Other study options are in prospect

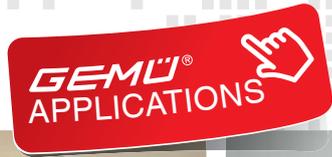
GEMÜ currently offers three different study programmes: Industry (Business Administration), Mechanical Engineering and Industrial Engineering. Ilka Rölke has not ruled out the inclusion of other study options in future. "We are pleased that students with advanced technical college certificates are now also eligible to matriculate for courses. This improves the chances of those wishing to continue their education after completing an apprenticeship. Our experiences with these applicants have been very positive", she said.

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# Around the world in 25 days Training Tour 2011



Head of Marketing at GEMÜ Germany, Dagmar Alberti, accompanied company CEO Fritz Müller on Training Tour 2011, which was mainly focussed on the new *FlexPort Valve*® product range. During the tour she gained first impressions of our foreign subsidiaries and trading companies.

Jetlag? Fritz Müller and Dagmar Alberti had no time to worry about that. They were far too busy taking Training Tour 2011 across Europe and to Brazil. The modus operandi was the same every time: welcome talk and presentation, review of Training Tour 2010, short discussion, presentation of *FlexPort Valve*®, presentation of sales support initiatives, outlook on new products for 2011, discussion, on to the next subsidiary, review of the day and preparation for the next day. Did you get to know countries and peoples? "Apart from hotel rooms and conference rooms, I did not get to see much of the countries I visited", Dagmar Alberti said, albeit without a hint of regret. She gathered so many impressions during her "tour de force" through the world of GEMÜ. For her, the individual pieces of the mosaic have now come together as a complete picture.



Ingrid and Fritz Müller at the opening ceremonies in Austria



Fritz Müller, Claude Vandaele



Fritz Müller with his wife Ingrid and son Gert



Training in Denmark



Fritz Müller and Managing Director Diego Casiroli, arrival at Milan airport



Fritz Müller and Per Brynander in conversation

### Step 1: Italy

The first stop in the journey was Italy. A small office with no consultation or presentation room. In contrast, a highly motivated GEMÜ team. The staff are keen on the idea of exchanging GEMÜ applications. Diego Casiroli, Managing Director of GEMÜ Italy, suggested pooling applications world-wide and making them available to the field service. Good idea, said company CEO Fritz Müller. Our Italian colleagues took a strong interest in the *FlexPort Valve*®, and especially in the English language sales documentation.

### Step 2: Austria

Next stop: Austria. The youthful, motivated team under Alexander Türk was filled with curiosity and asked many detailed questions. "There is a good rapport here between the old hands and new employees", was Fritz Müller's impression. The Austrian team serves eastern European countries from its Vienna base. To this end they need documentation which they can translate into the various national languages. They are very interested in market data and applications. The team had prepared well for Fritz Müller's visit, having compiled successes and figures in a clear and concise way. Fritz Müller was visibly impressed.

The team moved into new offices at the start of the year. Fritz Müller took the opportunity to officially open the offices together with his wife, Ingrid. "Modern, light and airy with a friendly, inviting atmosphere and the GEMÜ logo as the focal point", Dagmar Alberti said, characterizing the new premises.

### Step 3: Denmark

The second week of the tour began in Denmark. There is considerable interest here in motorized plastic valves. SilverLine S580 and S680 based projects are under way. The GEMÜ study on the SilverLine S585 and S565 in Denmark was well received. The prospects for *FlexPort Valve*® are considered good. Materials are needed, particularly in English, but also in German - for southern Denmark.

### Step 4: Sweden and Finland

In Sweden and Finland, where GEMÜ operates under the direction of Per Brynander, the newly developed GEMÜ 1235 electrical position indicator is already eagerly awaited. The teams had prepared well for the *FlexPort Valve*® and asked detailed questions. The plastic blocks, Fritz Müller learned, fetch good prices in Sweden and Finland. Market data and applications would be very welcome. The teams seek stronger sales support, ranging from address lists and the "red package" to *FlexPort Valve*® parking discs etc. The offices in Sweden have an inviting foyer, are light and airy, and the consultation room is well appointed.

### Step 5: United Kingdom

In the United Kingdom Dagmar Alberti met the UK GEMÜ team under Managing Director Steve Orton, but did not visit its offices as the Gemu UK meeting room is too small for large training groups. Although Müller and Alberti were on their way to Belgium, there was plenty enough time for dialogue. Here too, Fritz Müller noticed a strong demand for market data and applications. The co-ordination of press relations work within the GEMÜ Group was welcomed.





e, Michael Malzer and Mario Habets during the training

**Step 6: Belgium**

The Belgian colleagues showed us their new, conveniently situated offices in Brussels. Fritz Müller could hardly conceal his delight at what he saw. The Belgian team under Claude Vandaele is well organized, the roadshow has been incorporated in a customer-oriented way, and they have a clear overview of the market – and the competition. This still small but highly effective team would greatly appreciate sales support in various shapes and sizes, as well as information on market data and applications.

**Step 7: France**

The third week of the tour got under way in France. Our French colleagues had already given FlexPort Valve® some thought in the run-up to the tour. They were well prepared and asked some critical questions. Fritz Müller took it all in his stride and provided detailed answers. The “Study 410” has been well received by GEMÜ France. Daniel Käufing, Managing Director of GEMÜ France, has identified other applications for the “Erlenbach” valve. The French team is generally interested in more intensive sales support. They have asked for documentation in an electronic – “print your own” – form, Dagmar Alberti said. The foyer and reception area of the GEMÜ owned building in France are modern and stylishly designed.

**Step 7: Switzerland**

Next stop: Switzerland. Not even here did Fritz Müller break a sweat, breaking the earth with the first cut of the spade for the new production building in Emmen near Rotkreuz and Lucerne, in direct proximity to dairy producer Emmi. In the presence of approximately 70 guests and many family members, Fritz Müller then laid the foundation stone for the new company building in Switzerland together with the Managing Director of GEMÜ Switzerland, André Schüpfer.



Training impressions...



Fritz Müller and Daniel Käufing, Managing Director France



F.l.t.r.: Fritz Müller, Steve Orton, Paul Standing, Phil Joyce, Dave Mills, Adrian Baker and Gerald Hüfner at work

**Step 8: Brazil**

The fourth week of tour was in Brazil. In addition to the FlexPort training, the agenda included the 30th anniversary festivities of GEMÜ Brazil, a visit to a GEMÜ sponsored children’s home together with Ingrid Müller and the official opening of the new GEMÜ offices in São Paulo by Fritz Müller and Managing Director of Brazil, Johann Strasser. There is a great need for training the new recruits to the sales team in South America. Our Brazilian colleagues would, therefore, be grateful for any sales support provided and, in return, offer their guests from Germany every support during the five working days. Applications developed “by professionals for professionals” are considered particularly helpful. The GEMÜ subsidiary in Curitiba has for 30 years handled both production and administration. The new sales office in São Paulo is highly modern and very professional. GEMÜ components are presented here like sculptures. What you see is lots of GEMÜ red and, above all, a motivated team.

**Conclusion**  
*“The tour was a very special experience for me. What I learned is that each country has its own, very specific requirements. GEMÜ has the right solutions, and needs to provide sales support tailored to the mentality of each market. But the best thing about it is that the people who work for GEMÜ all believe in the company’s products and sell them with passion. In that regard we will endeavour to actively support our colleagues”, Dagmar Alberti concluded.*

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Brasil

# Actively shaping the future together

## Development opportunities at GEMÜ

**Today more than ever, people want to actively shape the future of the world. At GEMÜ, we give them the chance to take on exciting challenges and to contribute to the work on developing new technologies for the world of tomorrow.**

Performance and success are important for many people, but they are not everything. Your job should also be fun. From the perspective of the GEMÜ product manager and head of the semiconductor industry specialist department, Burkhard Müller, GEMÜ is therefore one of the first choices for junior staff, engineers and technicians, but also for sales people. "In our company, these people have the opportunity to be involved in technical developments and to actively shape new areas of application and interesting markets. This offers exciting challenges that are not only interesting from a professional point of view but that are also fun", says Mr Müller.

### GEMÜ successfully addresses the topics of the future

Many of the junior staff are interested in future topics such as renewable energy, biotechnology and gene technology, water and energy conservation, and energy efficiency. Having a lasting influence on developments in these areas is particularly appealing for young people. "GEMÜ supports these developments directly or indirectly with its innovative valves, measurement and control systems. Anybody who works for us can contribute their own ideas and enjoy combining these with their work", assures Burkhard Müller.

This is the reason why, for example, the purity of the process media used in many high-tech areas is increasingly decisive for the quality and yield of the products. The range here extends from sectors such as optics, aeronautics and astronautics, or medicine to the pharmaceutical industry, biotechnology and gene therapy through to precision mechanics and micromechanics, electronics and microelectronics or semiconductor production, including the main topics such as photovoltaic systems and light emitting diodes. GEMÜ saw this potential early on and invested in the development and production of components that are adapted for the supply and disposal of media in these areas. "We are proud to be able to claim that we recognized important trends at an early point or were even the first to recognize them", says Burkhard Müller. Thanks to the development and implementation of innovative products, GEMÜ's specialist technicians provided, and still provide, an important contribution for an ecological and economical future.

### Experience and creativity complement each other

Even though it is clear that the semiconductor market is very cyclical, even in phases with slow market growth, GEMÜ's engineers and technicians still use this time to develop improved and innovative products and system solutions. "During these development stages, we benefit from the intensive collaboration between our experienced "old hands" and the creative young people in our teams. They complement each other really well. The result of this collaboration is practicable, economic solutions with which we can often revolutionize the markets", Burkhard Müller points out.

### Visions translated into practical solutions

GEMÜ entered the "solar energy business" early on and has developed practicable and environmentally friendly solutions for many sectors. "For us, this always leads to new challenges and, thanks to our enthusiastic and motivated employees, we are also always able to cope with these challenges", says Burkhard Müller. For Burkhard Müller, GEMÜ is therefore an attractive employer for many reasons.

### Lots of design freedom and secure jobs

As a well-positioned, medium-sized, owner-managed company, GEMÜ provides its employees with a great deal of design freedom and job security. GEMÜ is a broad based company and has successfully diversified into a number of different areas. This is an enormous advantage for us whenever fluctuations occur in the market. And for GEMÜ's employees, this means that their jobs are more secure than at many other companies. This has been proven during the recent economic crisis. "At GEMÜ, there were no enforced redundancies. During the crisis, we pushed ahead with developments – and were able to hit the ground running", says Burkhard Müller as he describes the success of GEMÜ.

### Continued training is becoming increasingly important

"As it is becoming increasingly difficult to recruit and retain qualified employees, we not only work to further develop our products and technologies but we also work to further develop our personnel", explains the GEMÜ department manager. To him, the prerequisite for good performance is a skilled team. Performance, team solidarity and fun all add up to success.

And this means that further internal development is increasingly important. "I am happy that my team has a high proportion of employees who have developed further within the company. For me, this is a sign that they enjoy their work and are extremely satisfied with GEMÜ as an employer", says Burkhard Müller. GEMÜ supports further training and education and opens up a wide range of career opportunities for young people.

GEMÜ is also happy to benefit from employees who have gained experience from other companies. Burkhard Müller finds it gratifying when former employees return to GEMÜ after spending several years with other companies.



Photo: ASML

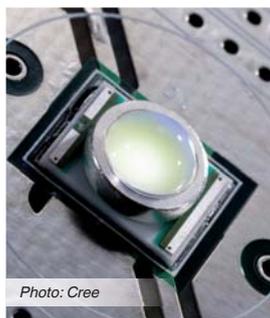


Photo: Cree



Photo: BP Solar

Photo: OSRAM

# Working with GEMÜ

## A good feeling

Comments from employees who trained at GEMÜ, took part in further training – or returned to GEMÜ.



**Thomas Naber – Project Manager / Product Management**

It's impressive for me to look back at my professional development: from a fitter installing diaphragm valves and globe valves, to technical assistant to the head of Product Management and then to Project Manager in the department devising and organizing customer projects for complex special block valves. Meanwhile, I now manage GEMÜ product training courses at home and abroad and coordinate projects with highly demanding customers for microchip production. This gives me great job satisfaction!

the product for specifically the Hydra-Line pressure measurement devices and the C38 SonicLine ultrasonic flowmeter. And, of course, also to ensure further orders for GEMÜ.



**Stefan Schumacher – Intern**

Every student who wishes to finish his studies with the title of "Bachelor of Engineering" must complete a practical semester and in my opinion the GEMÜ company is ideally suited for this purpose. As one of the leading manufacturers of process valves, the company offers not only young people the opportunity of training, but also young students the chance to use their theoretical knowledge in practice. At GEMÜ not only can theoretical knowledge be applied but a great deal more can also be learned. Working as a student in the Semiconductor Department is an excellent challenge and utilises the interaction between technology, business competence and customer contact offering the student the opportunity to acquire a maximum amount of knowledge.

The company can, of course, also benefit from the student's abilities. After a successful practical semester, a student can complete his studies with a great deal of new experience. Ideally, after the studies are complete, he can also be given the opportunity to take up a position in the working environment with which he is already familiar.



**Michael Löber – Design Engineer for plastic valves**

I completed my training as a tool

mechanic, specializing in moulding technology, at the GEMÜ company. It was very well organized and I had a good insight into all departments, e.g. special mechanical engineering, installation and tool manufacturing, and was well prepared for the final examination. I was then able to gain professional experience in manufacturing in various machining centres. After a while, I decided to take part in further training to become a mechanical technician, which I completed on a correspondence course with the DAA-Technikum.

As a technician, I was looking for a job in which I could put my knowledge into practice. I then applied for a job in the Semiconductor Department, in which I am now responsible for the design of special block valves. There were various reasons for this decision. Firstly, the processes, staff members and products with which I was already familiar, and, secondly, my interest in design. I find it interesting devising manufacturing and processing solutions for customers, and further developing standard products.



**Frederik Trudel – Technical Support / Project Coordinator**

A company can only be successful with qualified employees. In a continually growing company like GEMÜ, the employees must therefore also constantly take part in further training. My personal professional development is a good example. I started at GEMÜ as an apprentice tool mechanic. I left the company in order to continue my academic education, and was then glad to return to GEMÜ with a Bachelor of Engineering degree in mechatronics. In the Semiconductor Department, I have the opportunity to further develop and support products for forward looking industrial sectors.

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# 5th strategy meeting of the world market leaders

On 19th May, the world market leaders' 5th strategy meeting took place in the Jagstmühle Hotel in Muldingen, covering the topic of Supply Chain Management. On the evening before the meeting, GEMÜ Managing Director Stephan Müller took part in an informal chat on the topic of succession planning.

The strategy meeting is an initiative of the Wirtschaftsregion Heilbronn-Franken GmbH (WHF - economic region of Heilbronn-Franken), German Graduate School (GGS) and Commerzbank AG. Approximately 100 representatives from the fields of economics, politics and the media used presentations and discussions to address the issue of Supply Chain Management. Supply Chain Management then becomes a key management task. Operations manager Hermann Walter and Dagmar Alberti, Marketing Manager for GEMÜ Germany, followed the discussion and took many new ideas "back home".

## World market leaders donate to a good cause

Together with the Baden-Württemberg Ministry of State, the WHF installed a balloon with the word "Weltmarktführer" (world market leader) on it for every world market leader in the region – including one for GEMÜ. Companies have the opportunity to buy the balloon at an auction. "We are happy to recognize the opportunity to benefit from using the balloon – while, at the same time, doing something good", says Dagmar Alberti. The reason? Half of the proceeds are going to the "Große Hilfen für kleine Helden" foundation (a charity providing support for children who have to spend time in the Heilbronn children's hospital, and the families of these children). The rest of the money is being used by the WHF for a joint advertising campaign with the slogan "Region der Weltmarktführer" ("Region of World Market Leaders").



# Offering children a future Thanks to all of the supporters

For 30 years, donations from Germany have provided support for the San Antonio Children's Home in São José dos Pinhais in Brazil. Ingrid Müller has visited the home.

The money donated from Germany has been put to good use. This is the impression that Ingrid Müller took away from her recent visit to the children's home. Thirty years ago, she helped the foundation of the children's home and recruited donors for the project in Germany.

The home offers a new perspective for some 650 children and young people between the ages of 6 and 18 who live there. In addition to primary education, they also have the opportunity to train for various jobs, such as computer specialist, industrial mechanic, carpenter or office administrator.

"I would like to thank all of the donors who have made everything here possible", said Ingrid Müller in a speech to the manager and sisters who run the organization.



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## Better insights into processes GEMÜ 1235 with new design

After a redesign, the intelligent GEMÜ 1235 electrical position indicator now offers many more functions for the same price. IO-Link integration expands communication and diagnostic options.

Four factors play a decisive role when components are implemented in plant and machinery: as small and compact a solution as possible; easy, uncomplicated installation; fast commissioning and a high level of reliable functionality. Manufacturers have only limited space. That's why they're very interested in new plant and machinery being as compact as possible. Advantages are offered by components with standard connectors and electronics that allow them to be initialized fully automatically and return to operation in a short time, even after maintenance or – in the case of diaphragm valves – after a change of diaphragm. It is ideal for these components to have a wide range of functionalities which provide quick and easy error diagnosis, problem-free reprogramming, and a variety of application possibilities.

### High-visibility display – even during malfunctions!

The new generation of GEMÜ 1235

intelligent position indicators is equipped with bright, high visibility LEDs which can be tracked by personnel, even over large distances. The new design integrates additional LEDs for equipment diagnosis. In addition to the standard OPEN/ CLOSED position feedback and the error message, you now have a visual display of communications problems and system malfunctions. With a diameter of 60 mm and heights between 65 and 112 mm (for larger valves), the product is virtually unrivalled in its compactness. The electrical connection has been greatly simplified through the use of a standard M12 electrical connector.

### Automatic programming via Speed AP function

The Speed-AP function (Speed Assembly and Programming) allows the electrical position indicator to be initialized from the control room fully automatically after installation via programming input Pin 5, even without the housing having to be opened. Programming errors are therefore ruled out from the start, and process system safety is ensured. The end positions of the electrical position indicator can also be reprogrammed or updated quickly and without problems after a

diaphragm change or at set intervals. This avoids unnecessarily long downtime.

There is another new function which compensates for operational changes to the valve lift and ensures reliable feedback of the end positions: the option of adjusting the switch points for position feedback individually for each end position. This allows the position indicator to be used in applications involving extreme process conditions such as cold cycles or during sterilization.

The electrical position indicator has what is known as an IO-Link interface. This involves a new, uniform communications standard which allows for easier installation, automatic parameterization and thorough diagnostics of sensors and actuators at field level.

### Wide range of diagnostics options

The IO-Link makes many more diagnostic messages possible. For example, a programming error can be identified. Short-circuits can be dealt with separately. And finally, the system also reports communication malfunctions or terminations. Switching cycles are easily evaluated using IO-Link. The automation provided by the GEMÜ 1235 means that



switching cycles can easily be read for each valve in the system and used, for example, in the production of service and maintenance schedules. After automatic parameterization, valves are again available very quickly after the replacement of parts such as a diaphragm or operator.

### Genuine added value for the same price

Suiting a wide range of valve sizes from 2 to 75 mm, three stroke lengths are available: 30, 50 and 75 mm. The redesign has also reduced the allowable minimum stroke to an amazingly small 2 mm, allowing minor flow rate adjustments when

finely limiting the valve stroke. All these extra benefits and the new generation of GEMÜ 1235 position indicators offer genuine added value for the same price.

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## Breakthrough in communication IO-Link sets uniform standard

Leading producers of automation products and solutions have developed a new communication standard for controlling sensors and actuators. GEMÜ was directly involved from the beginning in the development of the standard.

In an age of electronics and microchips, the range of functions of the simplest sensors and actuators is growing rapidly as simple switching signals are no longer a match for this trend. Parameterization of these devices is generally performed manually at the site owing to a lack of suitable interfaces. This is a laborious

task and therefore takes considerable time and production often has to be interrupted during this period. The situation is aggravated because there are no uniform interfaces as each manufacturer designs their own user interface and these are rarely compatible with other systems.

That is why there have been dis-

cussions for some time on devising a uniform communication standard and developing a neutral, open interface which would allow the easy transmission of process, parameter and diagnostics data between simple controllers (masters) and simple sensors and actuators (devices).

### GEMÜ employees in IO-Link working groups

A consortium consisting of leading providers of automation products formed itself into an IO-Link consortium under the umbrella organization PNO (Profibus User Organization) to support the new concept in all areas of sensor and actuator systems and controls. The consortium brings together manufacturers of controllers such as Siemens, Beckhoff, B&R, Phoenix Contact and manufacturers of equipment and components such

as Pepperl+Fuchs, Tuck, IFM and Sick, plus otherservice providers. GEMÜ was a founding member of IO-Link and collaborates actively in the design and marketing of the new interfaces in numerous working groups. For example, Werner Flögel, Manager of Electronic Development at GEMÜ, takes part in the Design and Profile working groups, and Martin Schifferdecker from the Automation Department in the Marketing working group.

### Communication over existing point-to-point connections

IO-Link is not a field bus, but a serial communication interface based on a point-to-point connection. Digital or analogue data is transmitted as serial telegrams using a three conductor connection. Existing or

usual topologies and wiring (up to 20 m) can be retained. The advantage: additional information can be exchanged between the sensor/actuator and the controller/guidance system. This information can be used for diagnostics and parameterization. Communication is via a standard M12 connector. This makes installation easier; there is no need for shielded cables and multi-pin parallel wiring.

IO-Link has since been included as a standardized communication system in international standard IEC 61131-9.

>>>



# Smaller. Lighter. Better value.

## Compact plastic diaphragm valves



GEMÜ specializes in the construction of compact plastic diaphragm valves. Four completed CPV (Compact Plastic Valves) product ranges offer plant engineers, designers, engineers and decision makers scope for compact and economical solutions, whether single valves or complete valve blocks.

Save space, weight and costs – these arguments make plant designers and engineers sit up and take notice, while managing directors and purchasers are pleased and see potential for savings. With plastic diaphragm valve solutions, GEMÜ have already caused a stir in this area. The portfolio of CPV (Compact Plastic Valves) now covers four product ranges: The GEMÜ R690 and R677 diaphragm valve series, the GEMÜ R617 intelligent manual diaphragm valve and the GEMÜ P600 multi-port valve blocks.

### Also suitable for sensitive areas and applications

All product lines are characterized by the fact that they are compact and lightweight, can be easily assembled and guarantee a high flow rate. Depending on the specification, the valves work reliably in temperatures from -20°C up to 80°C and are suitable for a wide range of applications. These plastic diaphragm valves are suitable for equipment in sterile and chemical processes as well as for plant in the surface, paint and electroplating industries; for municipal and industrial water treatment; for power stations and for waste incineration plants. The CPV portfolio from GEMÜ offers an economical alternative to conventional solutions – even for sensitive areas and applications, such as reverse osmosis, neutralization or for chemical processes involving aggressive and corrosive media. But, of course, they can also be used anywhere that inert media and processes are controlled.

### Proven flow – compact design

These plastic diaphragm valves of the CPV portfolio offer many advantages and customer benefits. The flow optimized valve bodies of the GEMÜ R690 and R677 series are an impressive feature – and provide the same high flow rates as the previous GEMÜ 690 and 677 models. At the same time, the control air consumption of the R690 has significantly decreased. The small and light manual diaphragm valve R617 has intelligent position feedback with additional display versions and comes with the option to "limit" the valve stroke using a seal adjuster and to therefore protect the diaphragm. The P600 diaphragm valve blocks offer customers multi-functionality in the most confined spaces. The compact, lightweight blocks reduce the use of fittings, welds and solvent cemented areas to an absolute minimum.

### All-round service for block valve solutions

GEMÜ also offers an all-round service for block valves. Our engineering and consulting services range from support and determination of requirements through to field service and customized technical solutions from our design engineers. For CPV solutions, GEMÜ offers everything from a single source. Years of experience flow into the area of plastic valves and, for many years, our experience has been proven when it comes to constructing diaphragm valves. Economic advantages gained from using this compact design are a matter of course.



### >>> Many advantages for customers

This innovative system has many uses for customers. Equipment, machinery and system functions can be greatly expanded. IO-Link provides non-stop communication and diagnostics down to the lowest field level, making it ideal for the numerous functions of simple field devices. The number of interfaces and assemblies in plant are reduced. The system can be integrated easily into existing field bus systems and is simple to operate using standard engineering tools. Automatic parameterization, quick connectors, reduced downtimes, central data storage, data reproducibility and non-stop communication are further arguments for IO-Link.

GEMÜ is the leading IO-Link manufacturer in the area of valve and process systems. The GEMÜ 1235 electrical position indicator is the first product with an integrated IO-Link. "We will now gradually implement the design in other GEMÜ products," says Martin Schifferdecker. IO-Link expands the range of functions of our products and can also be used as an internal manufacturing interface. For more information, go to [www.io-link.com](http://www.io-link.com).

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## Current training dates 2011

- ⇒ **Technical principles of valve technology**  
5 and 6 September 2011 (German)  
10 and 11 October 2011 (English)
- ⇒ **Product training for valves and accessories**  
12 to 14 September 2011 (German)  
12 to 14 October 2011 (English)
- ⇒ **Technical principles of measurement and control systems**  
11 July 2011 (English)  
8 September 2011 (German)  
24 October 2011 (English)
- ⇒ **Product training for measurement and control systems**  
12 to 14 July 2011 (English)  
19 to 21 September 2011 (German)  
26 to 28 October 2011 (English)
- ⇒ **Service trainer "Diaphragm replacement"**  
3 and 4 November 2011 (German)  
7 and 8 November 2011 (English)

For registration and further information on procedure, time and location, please contact **Ralph Kroupa** directly!

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## IMPRINT

**Publisher:**  
GEMÜ Gebr. Müller Apparatebau GmbH & Co. KG  
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D-74653 Ingelfingen-Criesbach  
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**Editors:**  
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Many thanks to all contributors from the specialist departments and divisions.

**Circulation:**  
3,700 in German | 2,500 in English



# Mining and beer

## GEMÜ is active in dynamic growth markets

GEMÜ Africa has been in operation since early 2008. Working from its Johannesburg base, our sales team specializing in valve and control systems serves the South African market and neighbouring countries to the north.

The main fields of application of GEMÜ products in South Africa are in mining, pharmaceuticals, food, automotive and water distribution/supply. The full bore diaphragm valves made by GEMÜ Brazil are used in mining in particular. Pharmaceuticals is a dynamic growth market as many pharmaceutical products for the African continent are manufactured in South Africa. "Local manufacturers have recently shown an increased tendency to also sell their internationally competitive products outside of Africa", said Philipp Tholen, Managing Director of GEMÜ South Africa since January of this year. Before this can happen, however, the manufacturing processes in South Africa have to meet the requirements for GMP conformity. To achieve this, the

systems have in part to be refitted, and GEMÜ is one of the beneficiaries of this.

### Beer is booming

Beer plays a particularly important role for GEMÜ in the foodstuffs and beverages area. GEMÜ South Africa supplies SABMiller, among others. SAB is short for South Africa Breweries, one of the world's largest brewing conglomerates with global sales of USD 26 billion in 2010. SAB-Miller operates 30 breweries around the world – including the well-known brands of Pilsner Urquell, Dreher or Gambrinus in Germany - and 21 bottling plants, and employs more than 12,000 people worldwide.

### GEMÜ has great potential in the automotive and water distribution/supply sectors

The automotive market in South Africa is also developing at a dramatic rate. 630,000 cars were produced in South Africa in 2008 alone. The government has a production target of 1.2 mill. vehicles per annum by the



year 2020. Ford, GM, Mercedes-Benz, Toyota, Volkswagen and other established auto makers already operate production plants in South Africa. "There is great potential here for GEMÜ, too", Philipp Tholen said. The same goes for the water distribution/supply sector. Rising prosperity and rapid economic growth have created a need to modernize the water supply and increase capacity.

### The population centres are a long way from each other

The Gauteng region in the north east is the industrially most active in South Africa and Johannesburg is one of the cities here. Most of the mines are located in this region, on

account of the abundance of natural resources. Port Elisabeth in south eastern South Africa has also developed into a major industrial centre, and today is home to the automobile industry and a large part of the pharmaceuticals industry. In South Africa, much like in Australia, the distances between population centres, and in particular between the often remote mines, are very large. "This is the reason why GEMÜ is, in terms of its physical presence, currently focussing on the Johannesburg region, while the other provinces and neighbouring countries are served by a distributor network", Philipp Tholen explained.

**South Africa**  
 Population: 49 mill. (2010)  
 Land area: 1.2 mill. km<sup>2</sup>  
 Gross national product per capita: USD 5824 (2009)  
 Currency: Rand  
 Number of official languages: 11  
 Seat of government: Pretoria



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# Sales have tripled

## Durko remains firmly on track for success

The collaboration with the Turkish Durko company has proved a fruitful one. The company aims to invest further in the distribution of GEMÜ products.

A new broom sweeps clean, as the saying goes. For 20 years the Turkish Durko company was supplied with GEMÜ products through an intermediary, but since 2009 they have been supplied directly by GEMÜ. The company has gone from strength to strength ever since. In the last year alone, sales of GEMÜ products tripled! "We get excellent support from GEMÜ, and that allows us to operate so successfully", said Managing Director Metin Kocaoglu. Durko employees are trained in new product lines at Ingelfingen, while the company has itself provided customer training in Turkey which has success-

fully boosted sales in Turkey. Two new employees were recruited, Ahmet Tuncer, who is in charge of Technical Support, and Cansu Orhan, who is currently studying business administration part-time and will shortly take over Marketing at Durko. "We want to continue to invest and intensify the marketing of GEMÜ products", said Metin Kocaoglu, outlining the company's strategy. The GEMÜ partner has a strong reputation in Turkey. In particular, GEMÜ's good relations with local engineering offices are paying off. The upcoming country on the Bosphorus is growing dynamically, which is opening

up new business opportunities for GEMÜ. Metin Kocaoglu expects sales of GEMÜ products to see double-digit growth in 2011. "With Durko, we have a sales partner in Turkey who understands our products, and thus is able to market them effectively", said Daniel Locher, GEMÜ Area Sales Manager.

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