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**HAINBUCH**

# report

The magazine for customers,  
employees, and friends

# 26

September 2011

**Anniversary**  
60 years of HAINBUCH

**60 years of  
passion for  
clamping  
technology**

**Winner**  
Simulation game »learn2work«

**Fan creator**  
cnc-arena user workshop

## Move into the passing lane

Quick change-over systems ready for take off

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# EDITORIAL



## 60 years of passion

Dear customers, dear employees and dear friends,

**2011 is a very special year for us:** We are celebrating our 60<sup>th</sup> birthday! For six decades the passion for clamping technology has been burning in us, we have been continuously developing innovations, tinkering, testing and optimizing, turning customers into enthusiastic fans, and through all of this remaining Swabian with our feet on the ground, just as we were 60 years ago. The satisfaction of our customers has always been the highest priority.

**When I look back,** like every company we have had our ups and downs. Yet no matter how difficult things were we always overcame the crises. Even the worst to date, in 2009. Perhaps this is because through all the growth that people were always most important for us. HAINBUCH was and is a big family in which a person simply does not »just« collaborate. Every employee that starts working will be personally greeted by me on their first day and some who have left us, have later returned.

**Passion, family** and the drive for the right innovation at the right time, this is the mix that has made HAINBUCH what it is today. I am excited to see where our path will lead us in the future. In this year all signs point to »protect the environment« – with our products and within the company. If you want to change something you must start with yourself. Mahatma Gandhi expressed this appropriately: »Be the change you want to see in the world.«

Sincerely,

Gerhard Rall  
CEO



# 1951–2011 HAINBUCH celebrates anniversary



60 years lie between:  
The garage where  
everything started and  
NEULAND, HAINBUCH's  
new know-how building.

SINCE 1951 WORKHOLDING TECHNOLOGY FROM MARBACH HAS BEEN A FIXED VALUE IN THE INDUSTRY. A FIXED VALUE THAT IS ALWAYS GOOD FOR SURPRISES.

**Six decades ago, in Marbach,** Wilhelm Hainbuch laid the foundation for one of the most innovative companies in the workholding industry. HAINBUCH is now in its third generation as an owner-operated business. Sylvia Rall, the granddaughter of the company's founder, head of marketing for ten years, has now taken over the general management, beginning of this year.

**As it has been the case for so many companies,** the history of HAINBUCH began in a garage. Equipped with a lathe and a hacksaw, on February 1, 1951, Wilhelm Hainbuch started with his job shop. A few years later the quick-change dividing head was the first patented HAINBUCH invention. Countless others followed, including in 1979 what is now the much-copied SPANNTOP system that lowers set-up costs, increases clamping efficiency, and for decades has been THE clamping device in the industry.

60 years of  
passion for  
clamping  
technology



Wilhelm Hainbuch was ambitious, and so is his son-in-law, Gerhard Rall, who joined the company in 1966 as chief operating officer. He wants to be first where innovation is concerned, because no one ever remembers who was second. He has stubbornly and tirelessly pursued this goal year after year. After every trade show it is clear: Once again HAINBUCH has raised the bar, and the bar is high.

**Looking forward.** Gerhard Rall has consistently been involved with internationalization, the corporate culture unmistakably bears his mark, and he has always kept an open ear for employees – and he still does. Being proactive, a variety of continuing education possibilities and promoting the next generation are important to him. HAINBUCH has now become a large family with more than 600 employees worldwide; however, it still works as a family microcosm. Consequently, the employees not only work together; many of the employees also get to-

gether in the company's own sports club after the day's work is done.

Since 2001 the third generation has been actively involved in the company. Sylvia Rall took over the direction of the company's marketing 10 years ago. As of January 1, 2011 the business management of the company is also one of her responsibilities. There are also two additional changes: Now Sales Director Peter Zeiher and HR Director Marjan Kurcz each have full authority to act on behalf of the company. They have been with HAINBUCH for a long time – Kurcz for 39 years, Zeiher for 9 years – and they have earned the full trust of management. Thus, the course for succession has already been set and things continue to be exciting at HAINBUCH. Last year the new quick change-over systems with super-light carbon fiber chucks and an electromechanical actuator that allows machines to work without power-hungry hydraulic systems, again created a lot of excitement.



# 1951-2011 HAINBUCH celebrates anniversary

## 1951



**Founding of the company:** Wilhelm and Frida Hainbuch laid the foundation for HAINBUCH: Wilhelm Hainbuch started with a lathe and a hacksaw.

## 1966



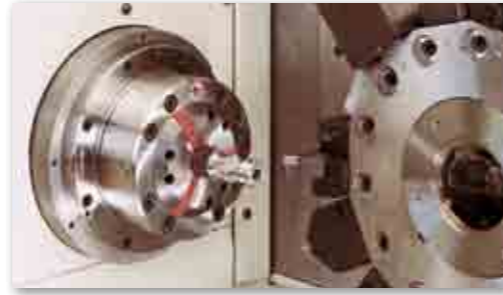
**Entry:** Gerhard Rall marries Hildegard Hainbuch, daughter of the founder of the company. He starts with the company as chief operating officer.

## 1977



**New Building II:** HAINBUCH becomes a limited liability company with Wilhelm Hainbuch and Gerhard Rall as Managing Directors. And in good time for the 25<sup>th</sup> anniversary, in the following year the new production hall is also finished.

## 1981



**Clamping II:** SPANNTOP – the system that lowers set-up costs and increases clamping efficiency, revolutionizes the industry and becomes a synonym for a clamping device.

## 1996

**Expansion I:** HAINBUCH establishes a representative office in Singapore. One year later the company not only intensifies its activities in North America, it also expands within Europe. The first subsidiary in Slovakia is followed by seven additional subsidiaries by the anniversary year.



## 2001



**New building III:** Just in time for the 50th anniversary, the new office building is dedicated. With its transparency it is a real eye-catcher and an expression of that for what HAINBUCH strives for: Something particular. In the same year the granddaughter of the company founder Sylvia Rall takes over the direction of marketing.

## 2004



**Identity II:** Exciting clamping technology also needs exciting »packaging«. Red plays a major role as from now.

## 2010



**Innovative II:** »Business Oscar« for HAINBUCH. The company receives the Goldjupiter, one of the most prestigious business prizes and Gerhard Rall is named honorary senator.

Today HAINBUCH is one of the most well-respected suppliers of clamping devices. The company employs more than 600 people worldwide, in addition there are numerous agencies and partners in distribution and research.

1950

1960

1970

1980

1990

2000

2010

## 1964



**Patent:** The quick-change dividing head was the first patented HAINBUCH invention.

## 1956



**New building I:** Operations boom just five years after it was founded the company moves into a new building in Marbach, where it is still located today.

## 1973



**Clamping I:** The freshly patented RS feedfinger goes into series production and today it is still one of the most popular HAINBUCH products.

## 1987 HAINBUCH WORKHOLDING TECHNOLOGY

**Identity I:** The HAINBUCH logo and the workholding technology are now inseparably connected and establish a new identity.

## 1999



**Expansion II:** Opening of the Niederstetten branch plant. Six years later, with Satteldorf the second production facility in Hohenlohe area starts its operations.

## 2007



**Innovative I:** Innovation prize awarded for the TOPlus chuck, which with its hexagon clamping geometry is designed for the latest manufacturing strategies and state-of-the-art machine tools. This is just one of many awards.

## 2009



**New building IV:** With the opening of the NEULAND Technology and Competence Center, once again HAINBUCH sets new architectural standards and provides space for events in great style.

## 2010



**Innovative III:** With the carbon fiber chucks that won awards at the AMB, and the energy-efficient electromechanical actuators, HAINBUCH opens a new chapter in the history of clamping technology.



1951-2011  
**HAINBUCH**  
celebrates  
anniversary

**HAINBUCH has two good reasons to celebrate in 2011:**

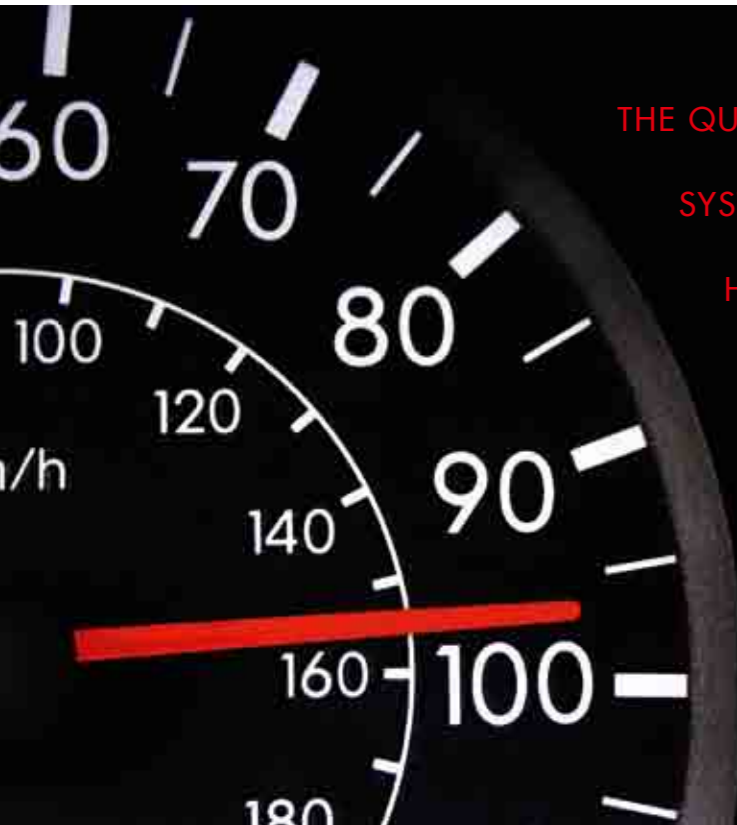
The 60-year company anniversary and the 70<sup>th</sup> birthday of CEO, Gerhard Rall.  
An anniversary year with much celebration that will always be remembered in the exciting history of the company.





CLAMPING DEVICE CHANGE-OVER:

# From 0 to 100



THE QUICK CHANGE-OVER SYSTEMS FROM HAINBUCH HAVE ADVANCED TO THE FAVORITES CATEGORY AT A FAST PACE. THE ENTHUSIASM OF OUR CUSTOMERS IS CONTAGIOUS.



	capteX D	capteX B	centroteX	centroteX V
Clamping device actuation	Power	Power or fluid	Power or fluid	Power or fluid
Locking mechanism	Radial	Radial	Axial	Radial
Max. clamping device Ø	< 300 mm	< 300 mm	Individual	Individual
Capacity	< 52 mm	None	Spindle-dependent	Spindle-dependent
Max. RPM	4000 1/min.	Determined by clamping device	Determined by clamping device	Determined by clamping device
Changing of the clamping device	Approx. 0.5–3 min.	Approx. 0.5–3 min.	Approx. 5 min.	Approx. 5 min.
Key advantages	<ul style="list-style-type: none"> <li>Clamping and torsional safety each via one screw</li> <li>Work piece capacity up to 52 mm Ø is possible</li> </ul>	<ul style="list-style-type: none"> <li>Clamping and torsional safety each via one screw</li> <li>Fast actuator location</li> <li>No bayonet coupling [can be mounted without rotary movement]</li> <li>Clamping device determines RPM limitation</li> </ul>	<ul style="list-style-type: none"> <li>Quick change-over also of clamping devices with Ø &gt; 300 mm</li> <li>Clamping device determines RPM limitation</li> <li>Work piece capacity depending on clamping device is possible</li> </ul>	<ul style="list-style-type: none"> <li>Easy handling with vertical machines</li> <li>Quick change-over also of clamping devices with Ø &gt; 300 mm</li> <li>Clamping device determines RPM limitation</li> <li>Work piece capacity depending on clamping device is possible</li> </ul>



**Shorter product life times**, smaller lot sizes, on time pressure, components that are more complex, more demanding materials, increasing energy and material costs – today all of these factors are forcing manufacturing companies to ever increase quality and flexibility. Multi-functional clamping devices are demanded. However, the more complex the clamping device, the more compromises in terms of holding power and accuracy. Not with the HAINBUCH quick change-over systems – the interface between machine spindle and the clamping device. With these systems, within a few minutes, yes, even

**In times** when the clamping device that was set up determined the job processing sequence are gone forever. With the HAINBUCH quick change-over systems you not only reduce set-up times, you always use the clamping device that is perfectly matched to the processing, at the right time, as well. The result: Higher accuracy, higher metal removal rates, lower piece rates and shorter throughput times.

seconds, the optimal clamping device is set up. Now even vertical lathes can profit from these quick change-over systems. The latest quick change-over variant, the centroteX V, has locking screws that are attached radially and thus it is easily accessible, particularly for these machines. In addition the new system is built more slender and consequently is further optimized in terms of mass and interference contours.



centroteX V – the rookie among the quick change-over systems

HAINBUCH QUICK CHANGE-OVER SYSTEMS

From 0 to 100



■ BRECO Antriebstechnik Breher GmbH & Co. KG, Porta Westfalica, Germany

»Our centroteX performance is consistently positive: 10% more productivity, no bothersome alignment of the clamping device, and thanks to the interfaces we have even saved ourselves the expense of acquiring a new machine. This concept pays off in every aspect.«

Ernst Backhaus, Manufacturing Director at Breco, is excited about centroteX. The interfaces are used on a Gildemeister GMX 250 turning and milling machine on the main spindle and on the sub-spindle. Clamping device change-over time has now been reduced from 1–2 hours to 10 minutes, with a work piece concentricity < 0.01 mm.

BRECO is a specialist for gear belts in Germany. One of the company's areas of focus is development and production of special belts for a wide range of applications.



■ AHZ Hochmuth Zerspanungstechnik GmbH, Schwäbisch Hall, Germany

»Work piece quality, concentricity, change-over accuracy – we are totally happy with centroteX. The throughput times and piece rates have significantly improved, in spite of low piece rates we are able to quickly react to customer desires, consequently we can also deliver faster. A real competitive advantage. We also earn more money with centroteX.«



CEO Andreas Hochmuth was one of the first to rely on centroteX. The product has been used at AHZ for four years. The clamping device is changed once per shift. What previously took a good hour, is now done with centroteX in just 10 minutes! Location of the interface: A Gildemeister CTX 410 turning and milling machine.

AHZ Hochmuth Zerspanungstechnik GmbH is a supplier of the Optima Group in Schwäbisch Hall, a manufacturer of filling and packaging machines for the food-, cosmetics and pharmaceutical industry. The work piece spectrum primarily includes shafts and hubs of steel, aluminum, and VA steel.



■ Walter AG, Tübingen, Germany

»The centroteX interfaces are extremely flexible, can be quickly implemented, and the unbelievable repeatability is always exciting to me.«



Simon Meyer, Zerspanungstechnologe in the Technology Center of Walter AG in Tübingen changes over for customer-specific applications two times per week. He uses the interfaces on the main and sub-spindle. What is particularly important for him is the flexibility to quickly change over from a jaw chuck to a SPANNTOP chuck or to a mandrel.

Walter AG [3,600 employees and 34 subsidiaries] is one of the largest German tool manufacturers for the metal cutting industry.



HAINBUCH QUICK CHANGE-OVER SYSTEMS

From 0 to 100



■ ZF Passau GmbH, Passau, Germany

»Our customers are expecting a high degree of flexibility from us. We can offer this only if we can also set up quickly. centroteX is the perfect product in this regard. It has been part of our standard equipment since 2006 – also for each new machine.«



Erwin Marocke, Planner for ZF in Passau, uses centroteX on the main spindle of vertical double-spindle lathes with integrated Vz hobbing unit. Set-up is performed twice a week on average.

Thanks to centroteX the change-over from I.D. to O.D. clamping takes approximately 10 minutes. Without the centroteX interface it used take at least 40 minutes.

ZF Passau GmbH specializes in drive technology and axle systems. The work piece spectrum extends from gears to planetary carriers to various shaft parts that are delivered to manufacturers of agricultural machines and construction machines.



■ Ross Europa GmbH, Langen, Germany

»Delivering just-in-time – with centroteX this has taken on a completely new dimension. It is the interface that makes this possible. Parts that are missing in assembly are available before noon, thanks to centroteX. So much speed is simply phenomenal.«



Andreas Schmücker, Director of Production at Ross Europe: Since centroteX, clamping device change-over is no longer a problem. We change three times a week and the time advantage certainly is clearly noticeable. Clamping device change-overs take between 15 and 20 minutes on the Okuma Mac Turn 350. On this machine centroteX is implemented on the main and sub-spindle.

Ross develops, manufactures and markets pneumatic components and controllers. They are used for automation of machines and systems in numerous industrial areas. The work piece spectrum is universal: Small diameters from 15 mm, large diameters from 250 mm, round or profile.



■ Dako Werk Dowidat KG, Remscheid, Germany

»With centroteX our manufacturing is significantly more flexible. Parts machined from the bar, large diameters – all of these are no longer a problem. It is really a creative development.«



The Mori Seiki NL 2500 is Jürgen Hesse's particular favorite. On its main spindle there is the centroteX interface and this has now become indispensable to him. Job-oriented manufacturing, immense time advantages and fast amortization – the interface paid for itself a long time ago. It was certainly not the last one that Jürgen Hesse has ordered.

Dako Werk Dowidat stands for quality tools »Made in Germany« for more than 125 years. The ability to deliver quickly is extremely important. The product range includes everything from screwdrivers to workshop equipment.



# Ready for take off...

DISCOVER OUR PROMISING NEWCOMER  
 THAT WE ARE NOW SENDING INTO THE RACE.  
 COMPETITIVE ADVANTAGES – GUARANTEED!

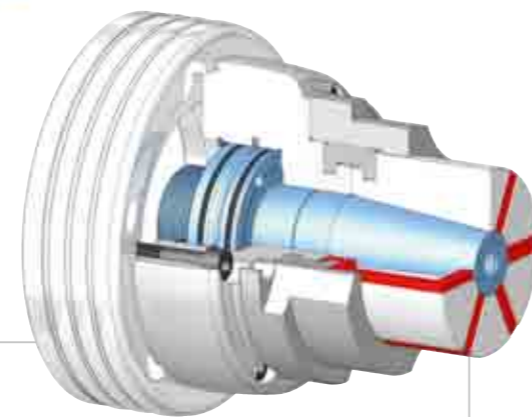
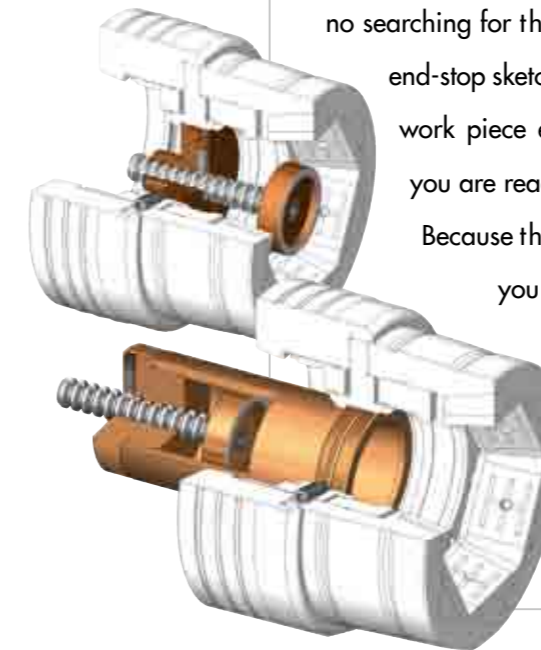
## End-stop systems & blanks

Genuine time savers

Our end-stop systems – **vario part** and **vario quick** are particularly effective for single-piece manufacturing. This is evident by the continuously increasing sales numbers. No wonder – they make work preparation significantly faster and more efficient. There is no searching for the material, no complex preparation of end-stop sketches, and no time wasted for producing work piece end-stops. With our end-stop systems you are ready to start in a few minutes.



Because the system is so successful we have extended it: For **vario quick** now you can also get depth end-stops. Best of all: With these depth end-stops you can continue to use your existing end-stop screws. Do you prefer to work with blanks? In this case as well we have supplemented our product line with various front end-stops and interior work piece end-stops – suitable for many of our clamping devices.



### MANDO T812

Mandrel without pull-back

The latest mandrel from our **MANDO** series, as opposed to its two predecessors, works without active pull-back while clamping. Key advantages:

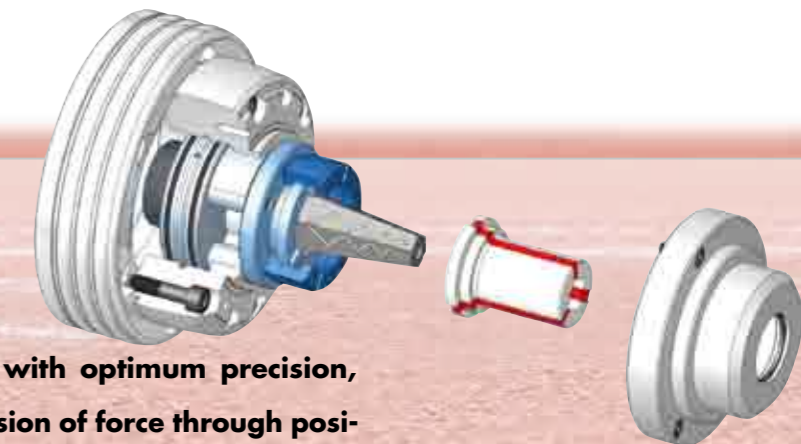
- Best for short clamping length in blind bores, because no clamping length is lost due to the axial stroke.
- Perfectly suited for work pieces for which the end-stop surface does not line up to the clamping bore.
- Ideal for pick off with the sub-spindle thanks to radial clamping only.

Particularly practical: Whether segmented clamping bushings, end-stop blanks or for in-house machined machining segmented clamping bushings, you can use all accessories of the MANDO T212.

### MAXXOS

The hexagon mandrel

**Maximum clamping force, rigidity with optimum precision, sealed against contamination and transmission of force through positive fit.** Best process reliability and long maintenance intervals. Since these features are as important for I.D. clamping as they are for O.D. clamping we have adapted this geometry and technology for our mandrels. The result: MAXXOS. Mandrel MAXXOS has already proven its talent many times especially with components with the highest process requirements.

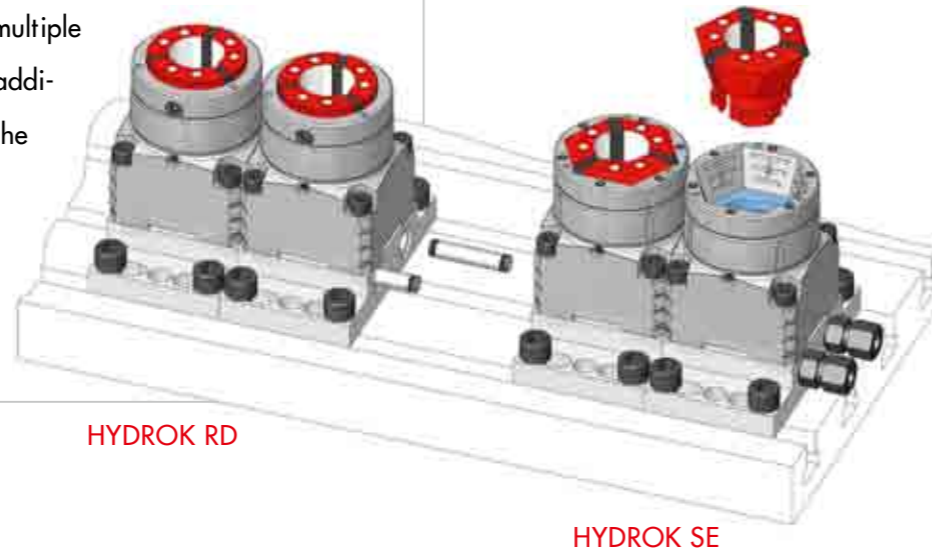




## HYDROK 32 SE

The smallest hydraulic stationary chuck

A clamping force of 70 kN with a clamping diameter of 4 to 32 mm and an overall size of 80 x 80 mm – the version with round clamping heads is impressive. In addition, the variant with hexagon clamping heads is also attractive with its improved seal against contamination. This is a crucial factor, particularly for milling, when chips have a direct effect on the clamping device from above. The modular base plates of the HYDROK 32 can be easily fitted together and thus, are also suitable for multiple clamping where space is scarce. With the additional tandem cylinder you can even generate the full clamping force with a weaker hydraulic unit. Small can be so big!



HYDROK RD

HYDROK SE



## Lightweight series

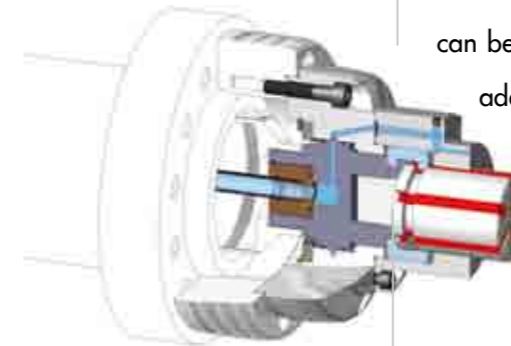
Now even better:

The same types of clamping devices can be as much as 70% lighter. 30% faster spindle acceleration in use – that was not enough for us. Now experience the new, even better, and more efficient lightweight series from HAINBUCH. A smaller diameter on the front side of the chuck makes the chuck perfect for short tools and thus allows the mass moment of inertia to be significantly reduced again. A new configuration of the bearing carbon components of the chuck makes it possible. You can particularly profit from these advantages with series manufacturing and large lot sizes.

## MANDO segmented mandrels

All are prepared with air sensing control

The MANDO T211 [variant with draw bolt] was the first mandrel that was prepared as a standard for air sensing control. Now this is implemented for all MANDO segmented mandrels. These mandrels can be used for turning jobs via a spindle flange. The machine drawtube can be adapted to the outer thread as well as to the inner thread of the mandrel. And if you need air sensing control, screw the optionally available adapter into the mandrel and the air supply can be adapted. However, they are equally well-suited for milling. This is ensured by the actuating units ms dock and hs dock; the one activates manually, the other activates hydraulically. Simply screw the activation unit onto the mandrel. This technology is absolutely versatile!



MANDO T212 with air sensing control



ms dock + MANDO T212

## To be sure CE certification

Your safety is our highest priority. We can allow only products that satisfy the requirements specified to the applicable standards and regulations, to leave our facilities. Consequently, now our products carry the CE certification. They meet the specifications of the EC Machinery Standards, such as implementation of the EU Standards, safety of the end user, minimization of hazard potential, as well as the complete consideration of the manufacturing and disposal processes.





HAINBUCH »BACKSTAGE«,  
THE FIRST USER WORKSHOP  
FOR MEMBERS OF THE  
CNC-ARENA WINS FANS.  
EVEN ON FRIDAY THE 13<sup>TH</sup>.

# Fan Alert

**This Friday the 13th was a real lucky day.** The cnc-arena, the online portal for manufacturing, had initiated a user workshop at HAINBUCH. With the name »Backstage« the program was clear. 50 participants looked behind the scenes of the company, gained insights into manufacturing and workflows, and experienced diverse case studies involving innovative clamping devices. The result: Many enthusiastic HAINBUCH fans. And HAINBUCH scored points not only with technology and organization; the cnc-arena participants were also very impressed with the »corporate culture«. »It's rare to see such a motivated team« wrote one of the participants in the cnc-arena Forum.

**Enthusiasm all over.** Hands-on user workshops are standard at HAINBUCH. But so far there hasn't yet been a workshop in which virtually none of the participants was a HAINBUCH customer. Thus, »Backstage« was a genuine first time event. After dinner on the previous evening and brief introduction by Outside Sales

## cnc-arena

- Online info portal for all topics concerning manufacturing
- More than 63,000 registered members
- [www.cnc-arena.com](http://www.cnc-arena.com)



Manager Achim Platzer, the participants were divided into four groups and went directly to the machines. From chucks to mandrels, to the 4-sided vise QUADROK – the products made a consistently positive impression on those present. As did the tour through the production operations: »The professionalism sets standards. The openness, to really answer every inquiry was clearly evident. The people know what they are doing and what the technology is capable of«, was the summary of one of the participants. »To bring a company into such an outstanding position after 'just' 60 years after it was founded proves the right fore sight towards the future and surely a bit of good fortune in the process of important decision makings«. Enthusiasm also in regards to corporate culture: »I was able to experience that the HAINBUCH employees live their career as a calling and thus, assure the success of the company«, explained another participant. His conclusion: »It was a great day and I have already shared my enthusiasm in my daily work environment«.

**Workshop with consequences.** The participants were particularly surprised in regards to the potential and possibilities of the HAINBUCH clamping solutions compared to the tools that are currently being used in their own companies. In terms of exploiting savings potential, the significant shortening of set-up times and the practical use of the individual modules, apparently the efficiency that has been underestimated to this point in many places. Some of the participants also went into action right after the day at HAINBUCH: »Through the workshop I was able to multiply my existing enthusiasm for HAINBUCH products and even convince my Production Manager to execute a profitability study for our small-series production«, was the reaction of one enthusiastic participant.



## On tour HAINBUCH & SIEMENS

Since May the roadshow »The times become harder« from Siemens Nord has been touring through Northern Germany. HAINBUCH is supporting the »hard machining« tour. There is extensive interest – on average about 40 participants per event learn about the latest hard machining technologies. Using a sample work piece the three partners, SECO Tools, Siemens, and HAINBUCH demonstrate what an optimal manufacturing and programming strategy looks like, where savings potential can be found, and the important roles that tools and clamping devices play in this regard HAINBUCH's part is quite impressive; the blank with 64 HRC can be machined up to 90% from one side, thanks to the I.D. clamping. Those who are interested in attending can still register for one of the two dates scheduled in the 4th quarter, DMG will also be present for these dates.

**More information on the roadshow is available at [www.cnc4you.siemens.com](http://www.cnc4you.siemens.com) > technical topics**





# Export pushes incoming orders

THE GROWING DEMAND IN CHINA AND THE U.S. BRINGS HAINBUCH QUICKLY OUT OF THE CRISIS. THE SUBSIDIARIES GROW AT A RAPID PACE.

**This year the Chinese government placed orders worth billions** with German companies. Also for HAINBUCH this country is becoming an ever-more important export partner. Large customers are extending their production facilities in China, this means that on-site service and support for the joint projects is becoming increasingly important. Consequently, the HAINBUCH Representative Office in Shanghai, will become a limited liability company as of September 1<sup>st</sup> of this year. HAINBUCH is looking for new facilities where a service shop can be located and where there is sufficient warehouse space. Additionally, the personnel search is running at full speed. Outside sales, inside sales, marketing – these positions are needed.

**The support that we are still looking for in China** we have already found in the U.S.: HAINBUCH America has hired a new designer and two outside salesmen, one for the Southeast and one for the Northeast. However, this is entirely insufficient to satisfy the increasing demand. And the North American market has its own laws. As a result, now there are adjustment mandrels manufactured exclusively for the North America market, for gear cutting machines. In order to respond more quickly, we have not only extended the machining capacity for drawtube adapters, end-stops and simple flanges with cylindrical assembly will also soon be manufactured on site as well. Thus, we are well set-up in what are now our two most important export countries, and domestically we have also already exceeded the pre-crisis level of business.



THE eLEARNING AWARD IS NOT THE FIRST AWARD THAT THE COMPANIES SIMULATION HAS RECEIVED; HOWEVER, IT IS ONE THAT CONFIRMS THE OUTSTANDING AND LONG-STANDING COLLABORATION OF HAINBUCH AND KORION.

# Winner



**Edutainment in training and continuous education** – at HAINBUCH this has been standard for years. »learn2work« is the name of the software provided by Korion GmbH, which depicts all processes of the company and ensures that employees and trainees get the big picture. Now both companies have received the eLearning Award for the joint project.

**For Oliver Korn, CEO of Korion GmbH** it was a typical adaptation project. »learn2work« simulates the company HAINBUCH 1:1. With its machines, products, and the various departments. »Employees and trainees should become familiar with the value creation chain«, Korn points out, »and in the process they should also learn to think beyond individual departments.« The idea with the virtual boss's seat has proven to be effective at HAINBUCH in recent years. The »learn2work« simulation game imparts basic business administration information, which is important for an industrial mechanic, and it accelerates the understanding for the value creation chain and the role that the individual plays in the value creation chain. Those who know



eLearning perfectly supplements classic learning. The eLearning Award winners, HAINBUCH and Korion, have been building on this fact for years: Sabrina Günther, HAINBUCH HR, Gerhard Rall, CEO of HAINBUCH GmbH, Sylvia Rall, Managing Director of HAINBUCH GmbH, and Oliver Korn, CEO of Korion GmbH [from left to right].



OFFICIAL

the relationships can, for example, also better estimate the costs of errors or absences, or better understand the decisions made by supervisors. This motivates, provides transparency, and ultimately ensures a correspondingly high level of acceptance for the project.

**This was apparently also present for the eLearning Award.** The reasoning for awarding the

prize, in addition to the outstanding collaboration of both companies, was the fact that the software is individually adapted and is used not only for continuous education but also for training.

#### Korion

- KORION Simulation – Software – Training develops attractive simulations of business processes and offers services, such as consulting and training courses
- Established: 2007
- [www.korion.de](http://www.korion.de)

»For us it was important to start even in the training phase«, explains Sylvia Rall, Managing Director of HAINBUCH, »The simulation improves the understanding of the processes within the company. Particularly in those areas in which the employee is not working himself/herself.« Thus, knowledge is playfully learned in Marbach, dry learning is loosened up with the aid of the computer, and therefore is easily remembered.

# Focus on the environment

HAINBUCH  
Project  
**FUTURE**

WITH »PROJECT FUTURE« HAINBUCH WANTS TO ESTABLISH AN ENVIRONMENTAL MANAGEMENT SYSTEM THAT IS ACTIVELY LIVED ON ALL LEVELS, AND GUARANTEES A HIGH LEVEL OF ENVIRONMENTAL PROTECTION FOR ALL PROCESSES IN THE COMPANY. HAINBUCH SHALL BE CERTIFIED IN ACCORDANCE WITH DIN ISO 14001 THIS YEAR.

**Environmental protection at HAINBUCH is a part of the company policy.** Frugal handling of resources, reduction of hazardous substances, but also the identification of rationalization potential or the ability to calculate liability risks play a role in this regard. In terms of the products, HAINBUCH, already sets an example with their lightweight carbon fiber clamping devices and the energy efficient electromechanical actuators. That alone already shows a good environmental balance, but the real issue is to point out the company as a whole. Each individual can make a contribution to this area. Active participation of the employees in the environmental management system is definitely the key. Each department is requested to submit three environmentally-relevant recommendations that can be implemented within their departments. Prizes will then be awarded for the best idea.

»HAINBUCH is committed in reducing negative influences on the environment in all business areas«, explains Gerhard Rall, CEO of HAINBUCH GmbH, »We feel that we are obligated not only to manufacture high quality products, but we also want to produce them in an environmentally responsible manner«. High quality standards and high environmental standards have been self-evident at HAINBUCH for years. Since these high standards had a high priority in the past, the step to certification now is only logical.

Big things have small beginnings: In the HAINBUCH cafeteria we are separating now all materials that can be recycled. All »lunchers« make their daily contribution for the environmental protection.





# New on the team

## HAINBUCH »fan club« is growing

SHE'S HERE: OUR FIRST OUT-SIDE SALES WOMAN. WITH HER, ANOTHER WOMAN IN INSIDE SALES, PLUS THREE »GREAT GUYS« WHO ARE ALREADY LOOKING FORWARD TO TACKLE THEIR NEW CHALLENGES.



Anika Hensen

### On tour

**Anika Hensen** has been on the HAINBUCH team since June. Whether standard or special chucks, she is passionately committed and presents our products to customers with lots of female charm.

- Anika likes HAINBUCH because here the people play the main role. Therefore technology and people complement each other.

**Thomas Hummel** is the man in the south. He finds the solution that is best for you, so that you can even further extend your competitive advantage.

- Thomas likes HAINBUCH, because here neither customer nor employees are just a number.



Ismail Erdogan

### Active in-house

**Although Ismail Erdogan** is indeed stationed in Marbach, in the Export Department he deals with the entire world. He has a genuine talent for languages. He supports China, Holland, Brazil, Romania, Belgium, Russia, Norway, and due to his Turkish roots, of course he supports Turkey as well.

- Ismail likes HAINBUCH, because the products and the corporate philosophy have convinced him 100%. And so did his colleagues.

**Sabine Schüle** is in demand when our standard products are ordered. If you call our hotline you will have her on the line. Servicecenter and standard products also start with »s«. So it perfectly fits.

- Sabine likes HAINBUCH, because the offer was exciting and the tasks promised to become even more exciting.



Benjamin Gröger

**Benjamin Gröger** is a genuine technology buff. It's clear that only the technical team comes into play for him. The orders that he processes are also completely special. Everything that is custom-made, genuine one-of-a-kind items, so-to-speak. Just made like him.

- Benjamin likes HAINBUCH, because the company manages to be innovative and economically future-oriented and does not lose sight of the well-being of the employees in the process.



Thomas Hummel



Sabine Schüle

# Fit for the future

## MANAGEMENT TRAINING

MANAGERS AND TEAM LEADERS – THEY ARE ALL BACK IN SCHOOL, OR IN OTHER WORDS BACK IN TRAINING. MANAGING SKILLS MUST BE ACQUIRED, TOO.



### Gerhard Rall, CEO of HAINBUCH

puts it this way: »You are a role model for your employees and significantly contribute to ensure that the HAINBUCH identity is also lived.« You should assist your employees and support them in new challenges. This is the only way we can achieve the goals that we have set, and to ensure that the workday runs smoothly.

### Management training has been on the »agenda« for middle and top management

for several months now. To accomplish this HAINBUCH has obtained a well-respected and experienced trainer: Günther Felgner. The 56-year old master of business administration has worked for 14 years in management positions in medium-sized companies. Thus, he knows what he is talking about and what's important. At the kick-off event of the long-term training program the HAINBUCH identity was primarily the center of focus. What is the significance of the HAINBUCH identity? What are the basic concepts? What content is particularly significant for managers? And how can managers make their employees more familiar with the HAINBUCH identity?

How do we achieve this? This is what our managers learn in the management training, which consists of four so-called Impulse Days, on which intensive training is offered. Until the next training session there is »homework«, and »practice« of what has been learned. This is the only way to take in the content. The training is concluded by a presentation before the executive board and head of the department. This is HAINBUCH's way of preparing for the future and to shine internally as well as externally.





## Newly created HR DEVELOPMENT

**Everyone knows what employees cost** – only a few know what their value is. They are the competitive advantage that can only be imitated by the competition with extreme difficulty. At HAINBUCH Anke Reichenecker is now an HR developer who scouts

out the development potential of employees, challenges them with suitable measures, and brings their interests into harmony with those of the company. Thus, employees and HAINBUCH both profit.



## Newly introduced CONTINUING EDUCATION PROGRAM »kick«

### He who has learned continues to develop himself.

It sounds easy; however, it is a life-long process. In reality as well as in the work life, often a little learn impulse is required to get us started. »kick« is such a push. Not only the course offerings are incredible diverse and extend from the environment to languages, and from Office programs to Sales strategies.

Here, everyone finds »development potential«. For HAINBUCH continuous education is of central importance. Those who play in the Champions League need to be top players. Top players must »maintain« their top condition. In the final study the employees are the greatest capital of a company. »Together we create a positive, attractive environment in which everyone can further develop

himself / herself and satisfy career ambitions«, this is a quote from the new HAINBUCH HR personal development guideline. The new edition of »kick« is a stepping stone on the way to this goal.



## Newly introduced EU PROGRAM »LEONARDO DA VINCI«

**As rich in variety as da Vinci's work**, so diverse are also the possibilities that the program of the European Union offers for training and continuous education. It promotes the gaining of international competences and for example supports exchanges in foreign countries. Just right for an internationally active company like HAINBUCH. Or in

other words just right for our trainees. We wanted to give one of them the possibility to widen their horizon by acquiring language competence, and looking beyond the periphery as part of the EU subsidized da Vinci program.

**However, the applications were so impressive** that one

became two. Melanie Entenmann and Ole Jürgensen, both industrial clerks in the 2nd year of apprenticeship will each complete a 4-week language course and hands-

on training at our Birmingham subsidiary HAINBUCH UK – including an appropriate assignment. This is a pilot project for us that we will be pleased to repeat next year. Perhaps the next successful candidate will decide for France or Spain. In any case, internationality has been part of HAINBUCH for some time, not only because many nations are represented in our workforce, but also because the company is active worldwide. The representative office in China will become a limited liability company, and India is the next candidate for expansion.



Melanie Entenmann



Ole Jürgensen

## Last news item NOW THINGS ARE RED!

### Our production team is getting new clothing:

Sweatshirts, polo shirts and jackets; in the future the color red will clearly dominate and it really cannot be anything else. We want our corporate design »red« to be seen. Now our employees in manufacturing are also sending the right signals.

