



*Made to move your business.*

August 2011 edition

Trends, technologies, and facts.

## A partnership with a future.

**Kautex Maschinenbau has enjoyed a close relationship with the world market leader in automotive fuel systems, INERGY, for more than 30 years. In an interview, Dr. Dupont, Corporate Industrial Director of INERGY, explains the characteristics of this Kautex alliance, and what we can expect for the future.**

Dr. Dupont, 30 years of cooperation with Kautex is certainly a very long alliance.

*It certainly is, it's a fantastic alliance. Thanks to Kautex we have been intimately involved in all of the significant*

*technological developments that have taken place over the last three decades. Monolayer accumulation in 1980, the 1990s, multilayer plastic fuel tanks in 2000 – all of these are innovations by which we have shaped the market together. Today it is our world-leading TSBM process that enables us to manufacture fuel systems with minimal permeation.*

Why have you been working for so long and so willingly with Kautex?

*First and foremost, Kautex's technological expertise is what has always convinced us. There are few companies with the innovative strength of Kautex*



Inergy Levallois-Perret, France

*in the field of blow molding machines for manufacturing automotive fuel tanks. None of these companies is as experienced, and none of them offers a better service – and that is another key argument in Kautex's favor.*

Do you mean the personal touch?

*Yes, over time a lot of trust has built up, even what you might call friendship. This is incredibly valuable for me personally and for my staff. It enables the development of things which would otherwise not have happened.*

Back to the hard facts: how important is Kautex's portfolio of services to you? *Let me put it this way: why should I deal with multiple partners when the world's leading supplier can provide me with everything from a single source? It is clear that INERGY needs a partner who can support our global activities at all times and in every place. Kautex don't just support us, they demand the best of us and help us in that. This is what secures our position in the global market.*



Project work with Kautex Maschinenbau

How exactly does Kautex support you? *I'll name just one example: in the places where we are industrially active across the world, Kautex develops and installs top-class extrusion blow molding systems for us, and supplies us with spare parts. This minimizes our downtimes, and Kautex is always near at hand when we need them.*

Tell us something about the latest joint project.

*In order to adhere to the strictest emission limits laid down in fuel system ordinances, INERGY has developed a new technology called TSBM. This technology is used above all in the luxury segment, vehicles such as the BMW 7 Series and the Audi A8. But because we can expect this technology soon to be used in the majority of all automobiles, Kautex Maschinenbau has developed systems for us which*

*utilize this innovative technology across the board.*

What do you wish for in the future? *I really am impressed with our collaboration with Kautex, so what I wish for is that the work goes on as successfully as it has done in the past.*

### INERGY pulls ahead

INERGY, a division of the company PLASTIC OMINIUM, is the world's leading supplier of fuel systems in the automotive industry. INERGY employs approximately 4,000 people at 26 production facilities in 18 countries. The company supplied more than 11.9 million plastic fuel systems in 2010 alone. One out of six automobiles is currently equipped with an INERGY tank system.

## Clever heads.

**Kautex Maschinenbau's new, highly evolved SeCo head enables new possibilities for sequential coextrusion in automotive manufacturing – now including heavy goods vehicles. This foray into new product sizes will set the tempo for a whole sector of industry.**

Clever heads in the development department of Kautex Maschinenbau have once again succeeded in achieving true innovation. By designing a new SeCo head, extruded hard-soft-hard tubes with diameters above 65 mm can now be produced. Since the limit was previously 65 mm, we can now go

## EDITORIAL



Andreas Lichtenauer

### Dear business partners and friends,

*We are glad you are taking the time once again to find out all the latest from the world of Kautex Maschinenbau, and what I can promise you is that there certainly is plenty going on. Economic conditions are outstanding for the time being: Germany is proving an impressive driving force in the global economy, and we at Kautex are benefiting from this along with others.*

*It's the perfect time to expand upon our market-leading position by carefully investing and innovating to get a foothold in new markets and set new benchmarks for the future in many areas. Here's just one example: by expanding our R&D department, the Technikum, we will be building further upon our capacity as an all-round service provider. We will be reimplementing the process of rapid prototyping, thus reducing market entry times for our customers once again. We have managed to achieve important results in the development of all our management and process structures. Our new SeCo extrusion head that was developed specially to meet the automotive industry's need for larger sequentially extruded air ducts proves our innovative strength once again. We aim to continue building upon this collaboration over the next few years, and to include our customers even more closely in the development stages involved. Only then will we be able to fulfill our ambitious brand promise of providing the world's best machines together with the most*

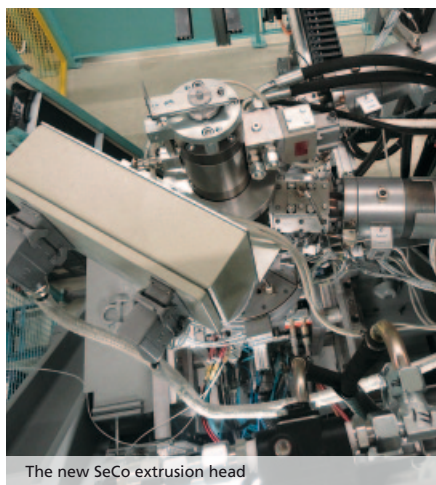
*customer-friendly service to achieve the optimum production process on site. And here's another thing: we have also extended our field of activity at a product level: working together with RIKUTEC we are offering extruded large-scale applications, garden sheds, crash barriers, and kayaks. This decisive move to expand our activities proves that Kautex is always on the move. Our slogan "Made to move your business" did not come out of the blue. On that note we wish you a great read and lots of success in your business – something which we can hopefully assist you in.*



beyond. This new technology offers an expanded range of applications and new sales possibilities.

#### **Diversity, strength and quality.**

All that can be achieved with the new SeCo head without losing the extremely accurate separation at the transition between the different materials. Thus, the possibilities of large air intake systems like those for trucks for example easily match those of smaller systems in terms of form diversity, durability, and overall quality, and they enjoy the same cost effects that can only be achieved using extrusion blow molding technology.



The new SeCo extrusion head

#### **Retrofit par excellence.**

The new SeCo head from Kautex Maschinenbau can of course be retrofitted easily and quickly to all existing machine types, thus demonstrating once again the high level of investment security and future viability of Kautex machinery. By developing the latest SeCo head in the second half of 2010, the company satisfied all present requirements: should new opportunities and application possibilities arise, Kautex will of course advise and support its customers.

## **Kautex builds itself up.**

**Large-volume blow molding applications for capacities of up to 10,000 liters and more offer many attractive possibilities. Collaborating with RIKUTEC, Kautex Maschinenbau shows what is already feasible and what will be possible in the future.**



There seem to be no limits to modern blow molding technology. This is what is revealed by a brand cooperation between Kautex Maschinenbau and the specialists in large-scale blow molding applications, Altenkirchen-based innovator RIKUTEC. Working together with these experts in the production of large multilayer containers, Kautex Maschinenbau is now taking the next step: extension modules on the extrusion head allow applications with up to four layers to be produced around five times quicker than by other processes, e.g. roto molding; products of up to five meters long and storage tanks of up to 10,000 liters are now a matter of course.

#### **Precise, professional, productive.**

What is especially impressive about the technologies developed by Kautex and RIKUTEC is the high level of precision and reproducibility of the results. According to Olaf Grünekle, Technical Director at RIKUTEC, "even multilayered containers can be produced with a consistency that's impossible when using other processes." The diversity



GBM producing a tank

of applications speaks for itself. Containers of up to 220 liters such as SH drums, IBC containers of cubic meter size with additional cages for maximized stability, and storage tanks – individual or in batteries – for overground and underground use: Kautex and RIKUTEC have already made all that a reality.

#### **Attractive potential.**

New technology can be used for anything from crash barrier systems on highways, to construction site fencing, to specialized containers that can be supplied as systems. Hence the expectations expressed by Jürgen Moitzheim, Sales Director at Kautex Maschinenbau, in the long-term brand cooperation with RIKUTEC are high: "Both companies complement each other perfectly in their innovative strength; we're pursuing the same goals and striving for sustainable developments."

### **RIKUTEC – perfecting high technology**

RIKUTEC is a leading innovative global company in the field of blow molding technology. Based in Altenkirchen, this traditional company's core area is machine and plant construction, as well as the production of blow molded items for industry, retail, and sport. RIKUTEC and Kautex Maschinenbau have been working together for some time, and the new brand cooperation is an expression of a closer collaboration between the two companies.

## ***Kautex Maschinenbau is wrongly named.***

**To be precise, we should now be called “Kautex Maschinenbau und Maschinenmanagement” since the true strength of our brand lies not only in technological innovation but also in our holistic management strategy.**

Why do customers opt for Kautex Maschinenbau? Because they are looking for more than a company which simply builds and erects machines. They are looking for a long-term strategic partner which considers itself part of their company, develops new production processes in close, trusting collaboration, and implements these and supports them in the long term so that they can be constantly improved upon. That, after all, is the only way to satisfy the growing demands of globalizing markets, and to keep offering top performance at the highest level.

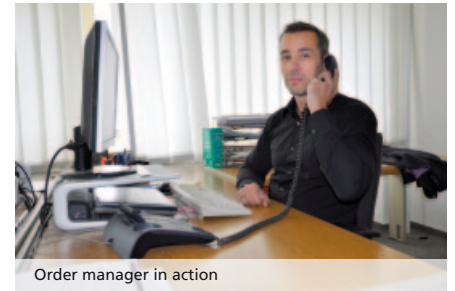
### **Standard? No thanks!**

Kautex Maschinenbau does of course offer standard services, but with us they are not the be-all and end-all of things, they are simply the basis upon which we

then build up carefully chosen additional services for our clients. Development, maintenance, spare parts acquisition, retrofitting, and quality assurance – all of these things are a matter of course. Things get really exciting when whole production lines and their process data need to be actively managed. That is when we at Kautex are driven by our own promise to be number one in terms of personal service, and to achieve the lowest production costs per unit.

### **The order manager is the key.**

At Kautex, an order manager looks after his customers 24 hours a day, seven days a week, ensuring that customers receive everything they need from a single source with a minimum of effort. These central order managers are the spearhead of Kautex’s management, and each of



Order manager in action

them has at least 15 years of professional experience coupled with the utmost expertise in installation, commissioning, modification, production, and maintenance of our systems.

### **Saving all along the line.**

Here is just one example of the importance of this position: following close consultation with the lead manager, a customer has all his production lines fitted with automatic in-mold-deflashing. The result is a weight reduction of 15% per item, a reduction in the cycle time by one fifth, and a drop of almost 13% in production costs. Return on investment was achieved in only eight months. We understood the bigger picture – and achieved efficiency.

## ***“Made in Germany” – made in Brazil.***

**Kautex Maschinenbau will soon be producing KCC machines at its Brazilian agency, the company ZETTATECCK. Thanks to a strategic alliance with the ZETTATECCK brand, German quality will then be available in Brazil at unbeatable prices.**

Global markets demand international solutions: in order to offer our South American customers German quality engineering with the benefits of production on location, Kautex Maschinenbau has entered into a partnership with its agent ZETTATECCK.

Using the label “Kautex Maschinen made by ZETTATECCK”, products are manufactured in Brazil, with hydraulics and controllers, using German extruders and blow molding heads in accordance

with our worldwide quality standards. As well as the price benefits, producing near to the market also brings logistical advantages and an immediate transfer of expertise. Spare parts are quicker to supply, and the particular requirements of the South American market can be met directly. Regular checks and the intensive training of all staff safeguard the quality and performance of the products. This collaboration also envisages an expansion of the South American service network. We will keep you posted.



Planned ZETTATECCK building

### **ZETTATECCK – Global player**

This Brazilian company specializes in the development of electrical engineering and industrial automation products, and offers mechanical and electronic solutions. It imports and exports technologies worldwide, supporting its customers with specialized machinery, electrical panels, and design solutions. ZETTATECCK has been an exclusive Kautex agent since 2007.



View of the new Technikum

## Top Technikum.

**Kautex Maschinenbau is equipping itself for the challenges of the future by modernizing its infrastructure. The new Technikum will be the center of research and development work in Bonn. The intention is to elevate global partnerships with leading raw materials and mold manufacturers to new levels, and to accelerate the innovation process for the benefit of customers.**

When it comes to the development of future materials and technology, the Kautex Technikum has always been at the center of the extrusion blow molding industry. World-leading suppliers compete for development partnerships with Kautex so that they can benefit from the Technikum's realistic conditions and the world's best machines in its laboratory, where they test the latest materials, develop new products until they are ready for series production, and help make their customers more competitive. This is where ideas evolve to market maturity, a unique center of expertise which itself is now undergoing a new phase of development.

### Building up capacity.

The Technikum will further increase Kautex's research and development performance. We will be reimplementing our rapid prototyping process in order to accelerate the production of prototypes. Our experienced team, which comprises six process technicians and two engineers, will then have even more ways of serving application areas in the fields of consumer packaging, industrial packaging, automotives, and specialties. Whether prototypes of small-scale series

production, the future begins in the Technikum. With our extruder testing unit, every possible material can be tried out, while a laboratory facilitates the checking of all kinds of extrusion blow molding applications.

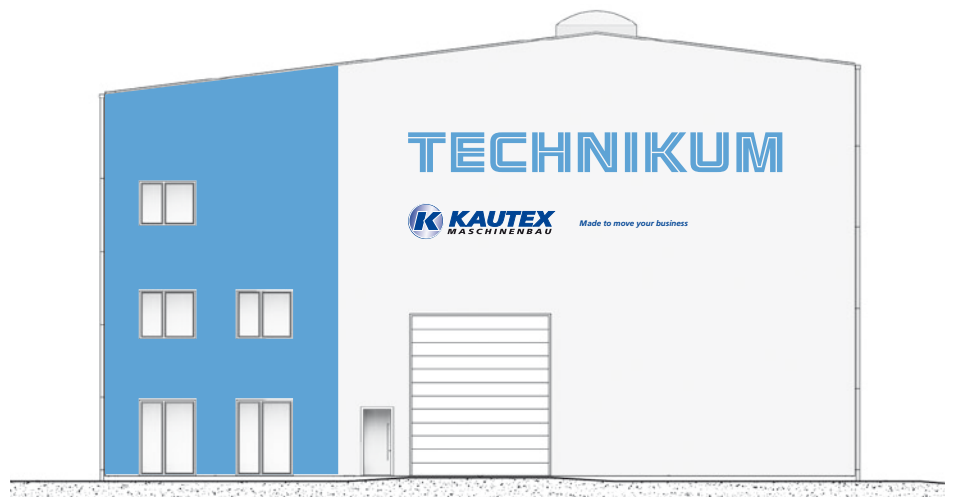
### Relief and efficiency.

Kautex customers benefit from the Technikum because they can conduct development work on external machines without reducing their own production

capacity, and without causing production downtimes. At Kautex modern machines with a whole host of technical features are available, and customers can benefit from the latest trends and technologies involving materials and hardware development. This is an enormous advantage, as competition is getting more fierce. The Technikum is something of an extended workbench for R&D department throughout the industry. From optimizing color changes all the way to small-scale series production, everything is coordinated and planned centrally via a single interface. It doesn't get more efficient than that.

### Bonn – and the world.

The Technikum itself is situated at the German headquarters of the Kautex Group of Companies in Bonn. However, the processes and technologies tested there are exported by the development teams and perfected for series production at facilities all over the world. The Technikum therefore acts as a global headquarters for all kinds of research and development projects. It is the place of ongoing technology transfer. By extending it, we are developing our capacity to accelerate and perfect a global exchange of experience. We are already looking forward to seeing the new ideas that will emerge next from the Kautex Technikum.



Facade design of the Technikum

## ***Innovation begins with your own identity.***

**Kautex Maschinenbau has shown the shape of things to come by revising and modernizing its own brand image. Assisted by marketing specialists at the Berndt & Partner agency in Berlin, the entire corporate identity has undergone a subtle but noticeable “rejuvenating cure”, and its visual look, key messages, brochures, exhibition styles – and much more besides – have all been improved. The results are something to be proud of. See for yourself, and read what Mr. Lichtenauer has to say about it.**

Mr. Lichtenauer, Kautex has improved its image – why?

*The verbal and visual image of our brand gives expression to the values which Kautex represents, in which innovative capability and future-orientation play a major role. We have modernized our image accordingly, keeping abreast with the company’s vision, so to speak. This is not a process which ever ends, it is continuous; a brand has to move with the times.*

Where will customers notice the new image?

*Look for instance at our latest series of brochures. Everything you see there in terms of the new look and language can also be seen at our trade fair booths, in our postal correspondence, and so on, and in future also on our website – the communication medium of the future. Kautex sees itself as a systematic thinker, which is why the brand marketing is also systematic.*

“Made to move your business” is the new brand slogan. What does it mean?  
*We live in a dynamic world with ever-accelerating development processes. Kautex sees itself as a catalyzer. We are there for our customers, for the benefit of our customers, and to put things into action for our customers. Efficiency is a central aspect of this. “Made to move your business” sums up this philosophy.*

It almost sounds as if you and your staff share in your customers’ excitement.  
*That’s true. Of course, we keep a professional distance and we know the limits, but you can only achieve something in an alliance if you can*

*identify with the aims of the other side. Enthusiasm is the key to motivation.*

Does this mean that you maintain close contact with your customers after the sale is done?

*It’s the same in marketing as it is in real life. Pre-sales and sales are only part of what we do. Maintaining long-term customer relationships, shaping information processes, and including customers actively in that – this is a much greater part of our work. It is also what leads to those friendships which go far beyond the scope of business.*

How did you arrive at this way of doing things?

*You know, Kautex Maschinenbau has been around for more than 75 years. Many of our employees have been working here for years, some for decades, and we have a very low staff turnover rate. These are people who identify with their company. They embody its philosophy because in a way they also love it. You should see how enthusiastically our people tackle their work on a daily basis! As a businessman there’s nothing greater you can achieve, it’s something to be really proud of.*

Back to marketing – and in particular digital media.

*It’s good you mention that. As an innovative industry leader, Kautex also leads in terms of digital media. We are currently considering launching our very own Kautex app, which our global sales team could use on a daily basis. We have made our trade fair presentations multi-media, in which the Internet plays a key part. You can expect to see*



Kautex Maschinenbau iPad app

*lots of new developments in that field in the near future.*

What role did your partner agency play in all of this?

*We have had a long and fruitful relationship with Berndt & Partner for many years now. This agency specializes in managing complex technical brands, and with them we consider ourselves to be in the best of hands. It’s hard to find knowledge of the industry coupled with the qualities of a creative agency. We are lucky enough to have found a suitable partner.*

What does the Kautex image look like globally?

*The secret of our company’s success is its global identity. Kautex is driven and characterized by the same values in China and the USA as it is here in Germany. In that respect the brand image is identical worldwide. We do accommodate local peculiarities here and there of course, but the general framework is a global one.*



Newly designed trade fair image



Logo with new slogan



Kautex headquarters in Bonn



Kautex Maschinenbau trade fair booth at Interpack 2011

## Masthead

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## An exhibition of strength.

After the K-Messe 2010 trade fair, Interpack in Düsseldorf was the next big exhibition in 2011 – and it was an industry gathering at which Kautex once again posted exceptional results and enjoyed huge interest. As well as its European guests, Kautex also welcomed many delegates from India, South America, and the United Arab Emirates into its booth.

With 19 halls, 2,700 exhibitors and 166,000 industry visitors, Interpack 2011 lived up to its reputation as one of the packaging industry's most important trade fairs. Interest was of course focused on consumer and industrial packaging issues. At the live performance that took place in parallel at Kautex's headquarters, viewers were also able to see systems for automotive applications such as the production of air ducts and filler pipes, and a range of large-scale blow molding machines for the production of plastic fuel tanks, all of them live in operation. The feedback was excellent and attendants went away impressed by Kautex's thoroughly thought-out overall concept.

## Yapp sets the pace in Europe.

While establishing its first ever European factory in Kaluga, Russia, YAPP Yangzhou Automotive Plastic Parts Co. – which is China's largest manufacturer of plastic fuel tanks – once again drew upon Kautex's comprehensive blow molding expertise and paved the way into the future with us.



"Congratulations". Andreas Lichtenauer congratulates Sun Yan, President of Yapp, on the opening of their factory in Kaluga.

Kautex Maschinenbau and YAPP have been close business partners for more than 20 years now. The Chinese market leader has already ordered more than twenty PFT blow molding machines for its production facilities, and opted once more for trusted Kautex technology for their European market entry in the Russian city of Kaluga. A KBS 241 CoEx blow molding machine was delivered at the beginning of this year to the new factory which manufactures tanks for the VW automotive group, who also set up a factory there in 2007 and started full production in 2009. With its 50% share in the Chinese market, YAPP is an excellent example of how Kautex helps develop and shape markets by establishing long-term relationships.

## Trade fair calendar 2011/2012

**Trade fairs 2011:**

<b>Pack Expo/Las Vegas:</b>	<b>09/26 - 09/28</b>
<b>Interplas/Birmingham:</b>	<b>09/27 - 09/29</b>
<b>Plastimagen/Mexico:</b>	<b>10/04 - 10/07</b>
<b>Equiplast/Barcelona:</b>	<b>11/14 - 11/18</b>

**Trade fairs 2012:**

<b>Interplastica/Moscow:</b>	<b>01/24 - 01/27</b>
<b>Plast India/Delhi:</b>	<b>02/01 - 02/06</b>
<b>Open House/Bonn:</b>	<b>03/20 - 03/22</b>
<b>NPE/Orlando:</b>	<b>04/01 - 04/05</b>
<b>Chinaplas/Shanghai:</b>	<b>04/18 - 04/21</b>
<b>Plastpol/Kielce:</b>	<b>05/29 - 06/01</b>
<b>Argenplas/Buenos Aires:</b>	<b>06/18 - 06/22</b>



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