

PROFI.CARD

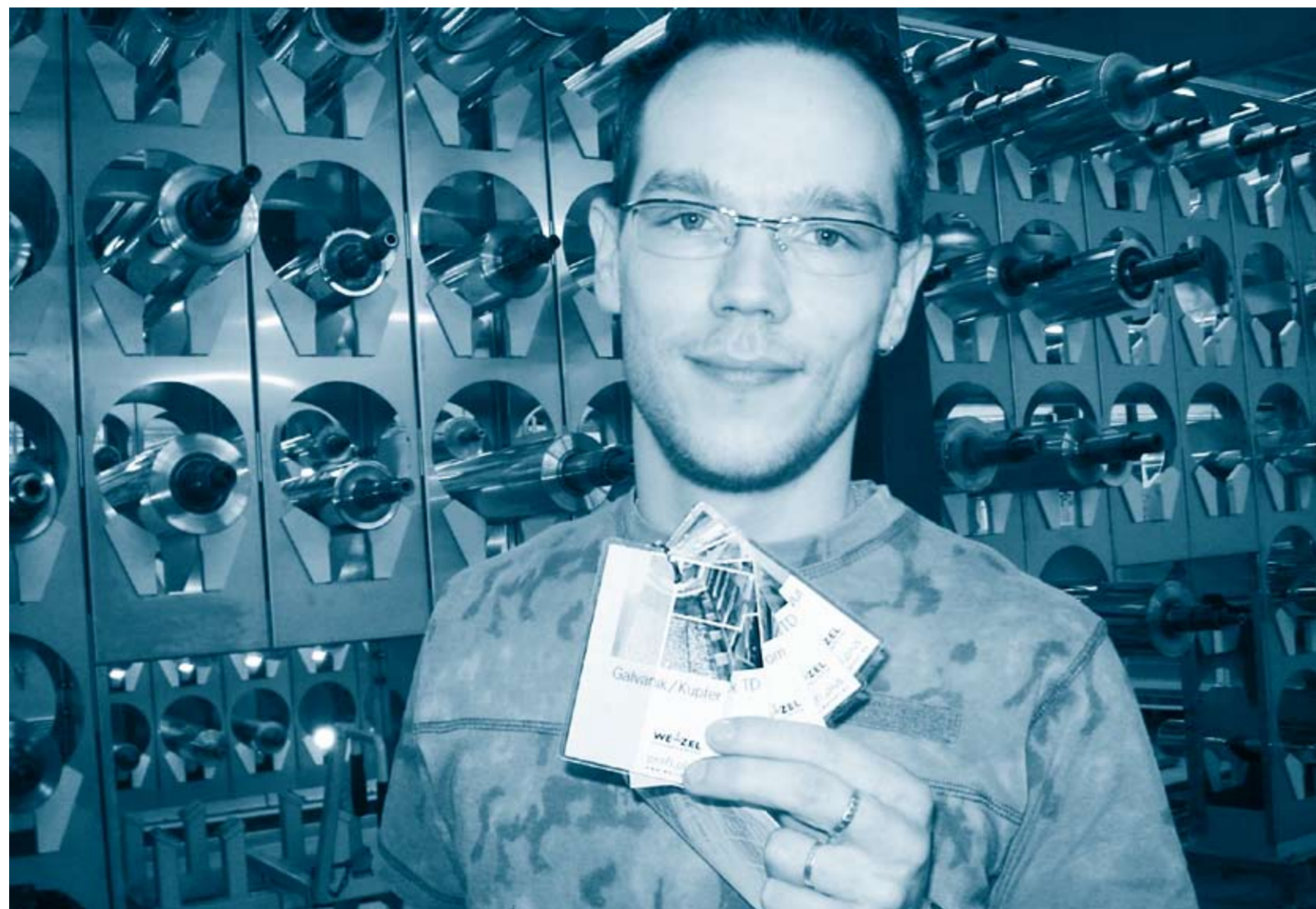
The basis for the success of our company is an effective and efficient personnel development program. For this reason, the targeted training and qualification of our employees is a valuable and indispensable investment towards the achievement of our company objectives, and our ability to position ourselves successfully in national and international markets.

The level of training and qualification of each member of staff will be made clear with the introduction of the profi.card. All the necessary qualifications required for each specialist area are listed on the profi.card – and the level of training of each employee is identified.

The profi.card is a recognition for performance and, at the same time, an incentive for each employee to build on their personal qualifications.

The profi.card is an identification in visiting card format, that the employees always carry with them. The introduction of the profi.card is one step further towards assuring the continued high level of qualification at WETZEL.

As part of a small celebration, the profi.card was first handed out to each employee in the rotogravure production area on 22nd February 2008. The profi.card will be assigned to all areas of the company step by step.



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FROM APPRENTICE TO MANAGING PARTNER

Detlev Liebschwager celebrates his 40th year with WETZEL. On 26 February 1968 the then 19-year-old Detlev Liebschwager began as an apprentice in the production plant at WETZEL GmbH in Grenzach-Wyhlen. At the time the graphics operator had already finished a further apprenticeship as a logistics clerk at Roche, which he completed with honours. At WETZEL Detlev Liebschwager became acquainted with all aspects of the printing and embossing industry from scratch. By 1973 he had already been appointed Head of Purchasing. In the 1970s he was significantly involved in the acquisition of CASARETTO (Krefeld) and the formation of the REPRODEC Tiefdruckzylinder [rotogravure cylinders], of which he became CEO in 1980. This was followed by the co-founding of REPRODEC Iberica and MTZ in Zunzgen in 1982 and 1985.

ket leaders in the printing and embossing sector. The thing that has impressed me most in all the highs and lows we have experienced together has been his unwavering confidence in me."

Detlev Liebschwager's current project is the strategic market expansion of the WETZEL Processing Group.

The three-time father (and now grandfather) has been CEO of WETZEL GmbH since 1992 and WETZEL Gravotechnik GmbH since 1996. Since 1998 he has also been President of WETZEL SpZoo, Poland. As CEO of 'Packaging' he is responsible for the largest division of the WETZEL Processing Group, from which approximately 70% of the company's sales are generated. Detlev Liebschwager owes his exceptionally compelling career to his commitment, which has involved him always putting his assignments in front of himself. As a shareholder and executive officer he has played a vital role in transforming a craftsmanship operation into a group of companies that operates on an international scale, the WETZEL Processing Group.

Whilst praising Detlev Liebschwager in his speech of thanks Ulrich Wetzell said: „His expertise, his dedication to the profession, the loyalty to partners and staff were indispensable elements of our common path. We have his focus on the needs of our customers and his high degree of flexibility to thank for the fact that we are now one of the mar-



Ulrich Wetzell and Detlev Liebschwager

FLAG

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Source of picture: sQuba, own

THE SQUBA PROJECT

It is technically state-of-the-art and visually modelled on the cult sports car, the Lotus Elise, with features as varied as they are futuristic – in short, it's the realisation of a motorised dream. The sQuba concept car created by the famous Swiss Rinspeed Design Company breaks the bounds of the imagination of many people when they think of a car. Its ability to drive along the road like a normal car – and that on autopilot, at the press of a button and virtually without noise – is complemented by the feature that enables it to drive through water as an amphibian vehicle, able to drive down to depths of ten metres.

The sQuba project captured our imagination straight away – and confronted us with a task that demanded a creative and technically highly sophisticated approach. "But", said Bernd Lehmann, manager of the Technology and Innovation department at WETZEL GmbH, "challenges are our incentive;

the greater the challenge, the greater the motivation." The specially embossed foil that we were to develop had to satisfy a whole range of demands in order to adhere to the amphibian vehicle like a second skin; demands that go far beyond anything necessary for a normal road vehicle. It was our own requirement to combine the best properties with an attractive design. Through a combination of state-of-the-art digitalisation processes and innovative laser technologies, WETZEL is able to carry out engravings of even the finest microstructures. In this way, an aesthetically demanding, textured surface like the skin of a shark, finished with a special 3D effect, came into being for this exclusive driving car.

The sQuba will be presented at this year's Autosalon Motor Show in Geneva from 6th to 16th March. In this project, realised in cooperation with Konrad Hornschuh AG, WETZEL GmbH has

proven that their reputation as an accomplished technological specialist in the field of special foil engraving is more than justified.

MARCH 2008

NEWSLETTER

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MARKET & CUSTOMERS

WIND OF CHANGE 2008

The “Wild West” at the Alte Lokhalle (the old locomotive hall) in Mainz. By now it has become a tradition. Once a year, during the Frankfurt Heimtextil (homedecoratives) Trade Fair, the WETZEL Processing Group puts on its WIND OF CHANGE customer event. On 10th January 2008, WETZEL had invited its customers, partner companies and employees to a “Wild West” themed event at the Alte Lokhalle in Mainz.

You can find more information about Dr Nordström by visiting www.speakernet.se.

In the evening the ‘saloon’ opened its doors. The Alte Lokhalle – a listed building – had been painstakingly decorated in that rough “wild west” look. For the “Cow Rock” there was dancing to the BIG DIG band until well after midnight. The programme also featured the Show Ballet troupe, the ENERGY

“Walter Wetzel, the founder of the company, was a pioneer”, said Peter Pier-Wetzel (CEO Decor) in his welcoming speech to everyone present at the ‘saloon’ at the fifth WIND OF CHANGE event, “and it is that pioneer spirit that drives the WETZEL Processing Group to this very day”.

Before the celebrations began with around 250 guests in that historic railway maintenance hall, there was a presentation on the programme for the afternoon by Dr Kjell A. Nordström. Under the title “Karaoke Capitalism - Fitness and Sex-Appeal for the Business of Tomorrow”, Dr Nordström, one of the most famous business experts in the world, presented some exciting and provocative ideas.

And for two-and-a-half-hours solid, Dr Nordström – a lecturer at the Stockholm School of Economics, hailed by the German ‘Manager Magazin’ as “the perfect portrayal of a business prophet in the twenty-first century” – held us spellbound with his eloquent words.

DANCERS, who took us on a choreographically sophisticated journey through the twentieth century.

WETZEL Service AG, under the leadership of Kathrin Wetzel, was responsible for the organisation of the WIND OF CHANGE 2008. The event management skills of her team and the perfectly chosen location made the event into an extraordinarily high-class western night.

You can find the best pictures of that evening under the link www.sublim.ch/Wetzel_Wind_of_Change_2008/

We would like to thank all our guests for their participation and we are already looking forward to the WIND OF CHANGE 2009!

THE WETZEL-NET WITH NEW FEATURES

The WETZEL-NET has long been recognised as an efficient workflow tool. Digital communications and the entire data exchange between the WETZEL Processing Group and its customers, who particularly appreciate direct access to their data and the resulting highly efficient work processes, are managed via this means. Our customers enjoy the

into the constantly growing collection and can compare various tones and flooring décor laying examples with one another in your personal area. Your individually configurable customer portfolio stores a time-limited décor selection.

The new W-library and W-transfer buttons can be

benefits of timely order processing and handling at the highest technical level. Naturally, the data is secured against access by third parties in a personally managed and protected customer area.

By implementing new features in WETZEL-NET we have been able to significantly improve the potential of our digital workflow tool and make it easier for our customers to use:

WETZEL-NET DATA transfer connects all WETZEL sites and their customers online. By means of digital communications, questions emerging during the course of work can immediately be clarified and data sent via intranet and internet. In this manner we are able to guarantee extremely rapid direct engraving.

The WETZEL-NET library is an innovation in terms of our service capabilities and the optimised presentation platform: alongside the provision of catalogues, upon request you can access the latest tissue sample creations or furniture and flooring décor. As a registered customer you have insight

found on our web site at www.wetzel.de. Login and explore the new possibilities of WETZEL-NET! If you have not yet registered, we will be happy to setup your own area in WETZEL-NET. For further information and assistance, please visit info@wetzel-net.de.



“HEIMTEXTIL” & WOC 2008

A happy development. The German wallpaper manufacturers could enter higher sales volumes in their books for 2007. The reason for this is that wallpaper is no longer considered as the subdued background to the furnishings; it is now deployed as an independent element of the décor. The Heimtextil trade fair was able to register a small increase in the number of visitors. A sharp rise in the number of visitors from abroad could also be felt.

As in the previous four years, WETZEL did not have its own booth at the Heimtextil trade fair; instead they organised the “Wind of Change” event for the visitors; an event which has once more become a cult. You can read all about it elsewhere in this edition of the newsletter.

Alongside the successful WOC event, Heimtextil was also used as a platform for numerous sales

talks, and no chance was lost to impress our contacts with our new developments in the area of embossed wallpapers. It was confirmed that we have exceeded current and future demands on design with our engraving technology for embossing. These motivating words provide us with sufficient reason to push ahead with our commitment to improve; and to build on our advantage in the area of engraved embossing.

Heimtextil remains an important Trade Fair for WETZEL, where existing business relations are cultivated and new contacts are made. In addition, it was a trade fair where we could once more enter an unexpectedly high volume of incoming orders on our books this year.

system. The new application potential will significantly optimize customer service in the future: the décor is online and available for download in digital quality without any delay. For more details please refer to the separate article on WETZEL-NET.

Examples of the decorative trend themes at the ZOW

• Expressive Collection
‘Silvretta Pine’: aged oak, former façade element of a Swiss grain store, wood full of character with an antique patina and impressive 3D effect.

• Evergreen Collection
‘Oak Trebbia’: traditional furniture décor with carved flowers. Clear, precise marking with a refined play on colours.

• Platinum Collection
‘Noce Perugia’: particularly expressive walnut

flooring décor, partially with heartwood. Strong, brilliant play on colours with concise marking. Free cutting due to all-over layout.

• Nordic Collection:
‘Gotland Maple’: furniture décor made from rare maple with soft heartwood and light fiddleback grain proportion. The simplicity of the latest Nordic trends is particularly beautiful in a bright, fresh colour combination.

TECHNOLOGY & INNOVATION

A CONCENTRATION OF TECHNICAL EXPERTISE

At WETZEL, we have built up a varied network of expertise over the last few years with the objective of marketing our product innovations sustainably. In combination with the marketing objectives of the innovation department, the synergies between scientifically oriented basic research (by physicists and mechanical engineers) combined with product managers’ briefs, based directly on applications (by designers, project managers and

- A set up procedure consisting of a few hand movements; without any additional special tools
- Simplified gap adjustment for different thicknesses of material
- Compatibility with other machine extensions from the “JUPITER” production series
- A standard embossing cassette for BOBST Lemanic print lines
- A universally applicable embossing module

- Integrated with the most modern two-motor technology
- The most modern embossing sleeve technology
- The shortest changeover times for embossed designs
- Automated positioning and synchronisation of the (positively or negatively engraved) embossing sleeves
- Easy machine operation and embossing sleeve

service technicians) provide the best possible conditions for innovation projects. This team has been consistently strengthened so that excellent customer service will also be available in future.

The result of the work of this team is really something worth looking at! A compact embossing calender of modular design in kit form. For you as our customers this has the advantage that you can start with a limited capital investment and, depending on your requirements and development, you can also use the components at a later stage.

The “BS” series WETZEL embossing calenders as basic modular components have:

- All the finely adjustable options for installing embossing roller sets (for steel union sets, positively and negatively engraved)
- A simplified changeover design for rollers with a choice between the upper or the lower roller; thus avoiding any time-consuming dismantling processes for the one or the other roller

The WETZEL “JUPITER” series embossing calender – with two-motor technology:

- Modular assembly as an insertion cassette embossing system
- The basic machine can be fitted with “BS” production series embossing cassettes
- The basic machine can be fitted with other embossing cassettes with a basic adaptor
- The most modern two-motor technology with automatic roller synchronisation of radial positioning
- No expensive, individual repeat gears necessary
- Simplified embossing cassette changeover by means of a guided clamping fixture
- Compatible with the embossing equipment from the “ZEUS” embossing technology series

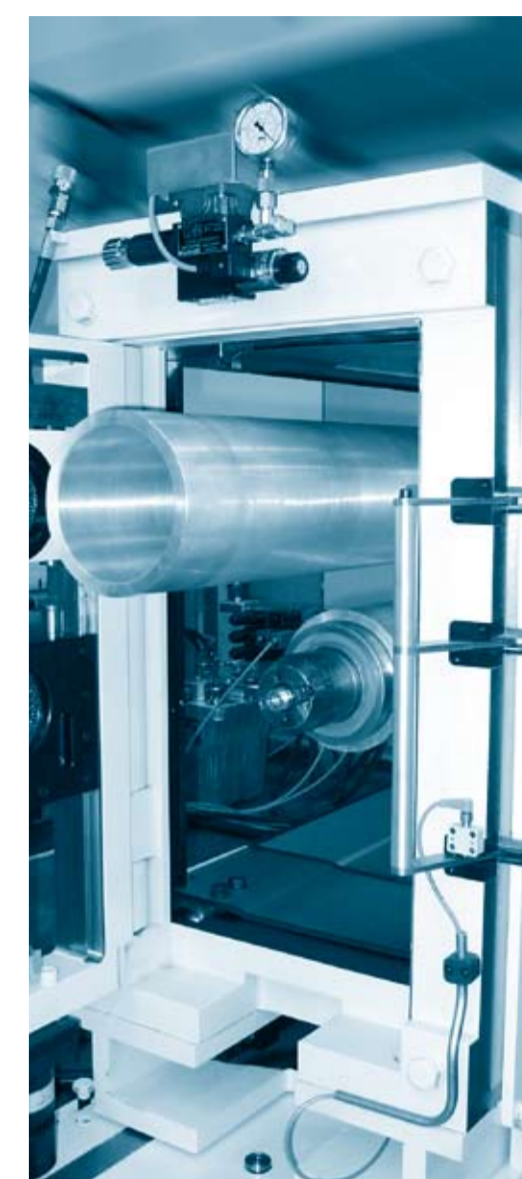
The WETZEL “ZEUS” embossing station embossing calender:

- Modular construction for the “ZEUS” embossing sleeve technology
- Compatible with the “JUPITER” production series

- changeover
- Short downtime periods
- Standardised support units for variable sizes and designs
- Low-cost stock keeping and increased readiness for dispatch
- No expensive, individual repeat gears
- Guided gap and axial adjustment are possible during operation, thus reducing unnecessary downtime
- Greater ease of operation of all the process relevant parameters in the embossing application

Depending on customer requirements, further embossing units are available from WETZEL as quick change cassettes for offline and inline processes. These extension units are individually designed and realised to meet customer requirements as special engineering projects.

As we are a company that intends to consistently develop products to meet our customers’ requirements, we will be very happy to discuss your demands with you.



“ENDLESS” – REDUCED SET-UP TIME AND COST

As a consequence of general price pressure in the market, a reduction in setting-up times and spoilage at printing machines is becoming more and more important; this is where endless printing forms from WETZEL provide a lot of potential for savings.

The best precision in terms of fit and the abolition of adhesives (and of sticky tape) on traditional polymer plates have been named as examples of preliminary set-up procedures. In the machine itself, problems such as the sticking up of the edges of plates also disappear. During the printing process itself, the endless printing forms reveal all of their potential. Higher running speeds alongside stable, even ink transfer keep the process more constant and thus easier to control.

In connection with colour management, the Finger-

print is another factor in the reduction of setting-up times. This tool has developed into a powerful quality factor over the last few years. By means of this process it is becoming possible to set up the parameters of the printing machine in advance (in terms of colours, anilox rollers, etc.), so that the carrying out of the order can in principle begin with the fitting of the printing forms, where only small corrections are then necessary. We are ready to introduce endless printing forms in your company. So do give us a ring.

ELASTOMER-DEVELOPMENT

WETZEL is setting new standards in terms of quality and durability by consistently improving and developing materials used in the production of flexo printing forms.

By improving various material components, it is now possible, to combine line work and process work on a single printing form. This is possible due to improved ink transfer characteristics on relatively hard materials.

Another important factor in flexo printing is the wear. WETZEL is setting a mile stone here, too. With reduced levels of abrasion, our printing forms have a much longer life than any traditional printing form on the market. This is a crucial factor with re-runs as half tones are printed with greater consistency when there is less wear.

These new elastomer qualities are available with electrical conductivity properties as well.

WETZEL AT THE ZOW

New décor collection/interactive presentation/innovations in WETZEL-NET.

The décor-creation team of the WETZEL Processing Group presented its latest décor for flooring and furniture at this year’s ZOW exhibition for subcontracting companies, which was held in Bad Salzuffen, Westphalia from 25 to 28 February 2008. The following thematic areas were covered:

- Expressive Collection – expressive woods with character
- Platinum Collection – brilliant décor with captivating aesthetics
- Evergreen Collection – the classic evolutionary line
- Nordic Collection – light woods in Scandinavian style

Creative appearance. This year again saw the WETZEL Processing Group considering every detail of the creative presentation of its collection.

WETZEL’s booth at the ZOW was designed as an interactive come-together.

The presentation, which for the first time ever was bi-medial, was particularly well received: alongside mounted proofs the customers were able to compare various tones and laying samples on oversized LCD displays.

The mood at the exhibition was very positive and the new designs were met with great enthusiasm. Several developments were concluded on site with the most important decision makers of the décor industry. In summary, one can speak of very successful participation at the exhibition.

Future made by WETZEL: digital presentation in WETZEL-NET. WETZEL is a trendsetter, not only in the creative sector. At ZOW the Décor Department presented the innovations related to WETZEL-NET, which over time has proven to be an efficient, internal workflow

MATT FINISH WITH EMBOSSING ROLLERS

With the “Microline” direct laser engraving system developed by WETZEL, structures are possible in the area of embossing rollers that cannot be achieved by traditional engraving processes. These include not only microstructures for special applications but also defined matt and/or rough textures.

The convincing factor here is, that the broadest range of roughnesses (measured in Rz values) can be engraved totally evenly over the entire embossing roller. The subsequent embossing process results in products that are absolutely even and free of streaks. The degree of gloss or matt finish can be varied virtually at will. Of course the engraving must be adapted to the properties of the materials to be embossed.

Such rollers could in the past only be manufactured by means of an electrolytic chromium plating

procedure. This meant that they could never be reproduced in an identical quality. So this type of engraving was and is simply not possible with conventional embossing processes.

Now, however, with a clearly defined structure achieved in a digital workflow, the laser can engrave in virtually any degree of depth variation to any scale and, above all, the result is reproducible. Of course, designated structures can also be engraved down to a maximum depth of around 100µm. Such engravings can be carried out on copper, steel, chrome or also on various plastics.

These embossing rollers are used in the aluminium, stainless steel and plastics industries. Any embossable foils can be worked with these rollers. Should you have any questions concerning the applications and feasibility of this technology for you, please do not hesitate to contact us.



The trash country rockers from BIG DIG

