



BUHLMANN Industrie Technik: Off to Pastures New

COMPANY



© iStock, Nostal6ie

Technical building services, foodstuffs and refrigeration: just three examples of the new fields that BUHLMANN GROUP has been developing since the 1st of August. Based in Duisburg, BUHLMANN Industrie Technik GmbH will, in the future, be offering pipe material and pipe accessories in new fields.

Among other things, we will be focussing on the foodstuffs industry, technical building services, and compressed air and firefighting systems. "We also aim to incorporate other fields in order to establish an even broader base", explains Arno Hofmann. He is the managing director of the new subsidiary company and, together with his team, appreciates the prevailing conditions at the BUHLMANN

GROUP: "We are in a very good starting position thanks to the existing infrastructure and departments such as logistics and IT, as well as the range of products and our large warehouse capacity. Of course, the new automated small parts storage system plays an important role in guaranteeing fast and flexible delivery. Cooperation with our surface coating partner Surfection, located in the immediate neighbourhood, enables us to offer additional benefits, which we also aim to utilise."

Arno Hofmann also sees great opportunities in the market with existing customer potential: "Here, we are not concentrating on our customers'" product pipelines, but rather on their technical building services", he explains, adding: "In

addition, BUHLMANN Industrie Technik offers materials for dealing with water and wastewater, as well as for compressed air and firefighting piping." They are available in carbon or stainless steel as well as in boiler tube grades.

Uncharted territory for BUHLMANN

"We also intend to win customers from previously non-BUHLMANN sectors and similarly consider their needs", says Arno Hofmann. This includes, for example, the foodstuffs industry and here, among others, the beverages industry. "For example, we can not only supply a dairy with the materials required for building services but also for its supply and disposal lines", he explains. "In the long term, we aim to be positioned in such a way that we can create a range of synergies

CONTENTS

AUTUMN / 2018

COMPANY & STRATEGY

Off to Pastures New	p. 1
The Newly Founded Surfection	p. 1
Fresh Wind Blows in Domestic Refugees at BUHLMANN	p. 2
From Tractors to Bridge Engineering	p. 3
BUHLMANN at Oil & Gas	p. 3
Of Beer and Pretzels	p. 3
BUHLMANN from Another Perspective	p. 4

CLIENTS & PROJECTS

Steel Pipes on Stage	p. 2
Imprint	p. 4

for our customers and order different products to meet different needs right from within our group", outlined Arno Hofmann, explaining one of BUHLMANN Industrie Technik's goals.

The remaining goals are clearly defined: "We intend to become one of the most important players in our field, just as BUHLMANN is already in other industries", explains Arno Hofmann, adding: "However, to achieve this we first have to make our presence felt and prove ourselves in the market." He is an ideal player for achieving this – after all, Arno Hofmann is no stranger to the industry: "Whether industry, civil engineering, domestic services and building services engineering, foodstuffs production or various other market segments – I have worked in all these fields, and introduced and successfully distributed new products on the German market", he explains.

BUHLMANN Industrie Technik can be contacted at the address: industrietechnik@buhlmann-group.com

Concentrated Efficiency: The Newly Founded Surfection GmbH

COMPANY

Steel pipes, processed and delivered directly from a single source, saving you time and money. What sounds like an ideal concept became a reality for BUHLMANN GROUP customers with the newly founded Surfection GmbH, in which BUHLMANN is involved. The company combines the surface treatment of pipes and metal parts with warehousing and transportation capabilities. The new company was founded by a long-term partner and steel pipe haulier, Brinker Fetten Logistik GmbH & Co. KG.

The main focus of the more than ten employees is on all types of corrosion protection. "We have different systems and meet the entire range of specifications, from general standards and norms to customer-specific standards", explains Heinz Gerschermann, Operational Manager. Pipes and steel structures are processed in the required manner in the 6,000 square metre hall. A roller conveyor

and blasting turbines are available for this purpose. A more than 20-metre-long free blasting room offers additional space. "If required, we also process the products manually using the compressed air blast process and have high-pressure pumps with spray nozzles, with which we can remove every dust particle", says Heinz Gerschermann.

Something for everyone

If required, the products can also be colour-coated. "We are happy to respond to every customer request. Our products need to withstand the aggressive climate present in chemical works and the same applies to the maritime industry or bridge construction, in these sectors up to four or five coatings must be applied", explains Heinz Gerschermann, who has been active in the industry for over 30 years. He is extremely proud of the hall and what it is capable of: "Our offer is unique and our systems have been very reliable so far – this is what sets us apart from the

competition." And this is also something from which BUHLMANN GROUP customers benefit.



© Photo by Marco Maldonado on Unsplash

A Fresh Wind Blows in the Mountains and on the Coast

COMPANY

There have been some changes in the Domestic Sales Division over the past few months: the new Head of Sales Southeast in Burghausen is Gunter Dohmen. In Bremen, Torsten Cordes has taken over the post of Head of Sales North. We would like to introduce you to these two new contacts, to their goals and to the new structures.

Torsten Cordes – from apprentice to executive



Sales North sets the sails differently with its Wave and Wind teams: two teams have been formed from

the previous three to deliver greater flexibility and develop further in networks. Torsten Cordes says: “We want to develop new products and industries to make us more adaptable to challenges. In addition, we would like to be on the customer’s site more often to allow us to furnish their needs better.” BUHLMANN GROUP’s wide range of products should also be highlighted, he explains: “Whether BUHLMANN PROJECTS SOLUTIONS, the automated small parts storage system, or Surfektion: we need to present these additional services and supply the customer with the desired product, on time, so that they can concentrate on their true core business.”

Torsten Cordes sees his new position as a major challenge: “BUHLMANN grew up with Sales North. This makes me very proud to take over leadership there.” He has known the department for a long time, and in 2002 Torsten Cordes began his career here. Since

then, he has passed through various departments and completed a course of study in Business Administration. In 2014, he took over the shipyard team and has been the new Head of Sales North since mid-May.

Gunter Dohmen – a fresh start in Upper Bavaria



Gunter Dohmen has been taking care of business at the Burghausen site since the beginning of February. “We aim to win numerous projects and contracts here in the Chemicals Triangle. In this regard, I can envisage some very good developments

here over the next few years”, he summarises the goals for his new position. Specifically, he sees the extension of the customer structure and the expansion into other sectors, such as agriculture or construction machinery industry, as primary objectives in order to generate a broader end customer structure. Even though he notes that there is still a need to optimise delivery times, Gunter Dohmen already regards one achievement as target-oriented for customers: “It has been possible to reduce delivery times with the aid of the automated small parts storage system which has been a great benefit to our customers.”

Before taking up his new position, Gunter Dohmen was Managing Director of BUHLMANN Singapore Pte. Ltd. where he was able to gather numerous impressions and gain the experience to meet his new challenge. He was previously employed as Head of Export West in Bremen.

Steel Pipes on the Boards that mean the World

PROJECTS

BUHLMANN stands for premium sector steel pipes. Customers include international corporate groups and leading steel industry companies. Earlier in the year, however, an order of a slightly different kind was received via the online shop.

The Schnürschuh Theatre in Bremen was planning a stage play in which the set design can be quickly and easily assembled and dismantled again. The production *Der Junge mit dem Koffer* (The boy with the suitcase) is about a young man who must flee his home country because of war. His path takes him through deserts and mountains and across the open sea in a small boat. “Different spaces were to be presented using simple means, for example a bus, a mountain or a capsizing boat”, explains Anja Hinrichs, the theatre’s managing director. In addition, the structure should be capable of bearing the weight of the three actors who climb across it. The considerations went from scaffolding parts that were too heavy for fast assembly and dismantling, to wood.

Ultimately, robust pipes were opted for. The Schnürschuh theatre ordered via the online shop, meaning the order landed on the desk of Alina König, Sales Coordinator: “When we saw the theatre was the customer, we all wondered how exactly the pipes were going to be used. At the same time, we were also looking forward to seeing our products in the limelight.”

DIY store or BUHLMANN?

However, the decision to use BUHLMANN as the steel trader was not the first choice. “We first went to various DIY stores to look at heating pipes, fence posts and the respective connectors. But we quickly realised that this wasn’t going to get us anywhere, so we googled”, explains Anja Hinrichs. It had to be a local supplier. The fact that BUHLMANN operates an online shop contributed to the final decision. “It was very easy to use and we didn’t even have to pick up the phone.”

However, just before the order was completed we had to overcome

another hurdle: unloading the pipes from the lorry. Forklift trucks are needed to unload the goods from the lorries: “We briefly panicked. On the one hand, because we thought we had ordered pipes that were far too large, and on the other because we don’t own a forklift”, says Anja Hinrichs. The reaction of Dieter Hartmann, Logistics Manager, to the unexpected change in the planned delivery situation was a good sign: “We then simply hired Bremer Schlüssel, the freight broker, who was able to deliver the goods in a smaller lorry.”

The stage designer assembled the pipes and then equipped them with the additional details that are important for the stage play.

The boy with the suitcase was a complete success. The play has received consistently positive feedback. Incidentally, this was not the last appearance for the BUHLMANN pipes: “We are already planning the witches house for the Christmas fairy tale *Hansel and Gretel*.”



Our pipes with the actors Rune Jürgensen, Pascal Makowka and Dominique Marino (left to right)
© boettcher+tiensch

Facilitating Routes into Working Life:

Refugees at BUHLMANN

COMPANY

Integrating refugees into society and the economy in general is currently a dominant topic in Germany. In its 'Welcome Pilots' project, the Bremen Chamber of Commerce offers support to both companies and refugees in everyday life. BUHLMANN GROUP is also participating.

“In cooperation with the Bremen Chamber of Commerce, we facilitated a visit to the factory in order

to present the world of work on the one hand and our apprenticeship occupations on the other, to the refugees”, explains Malte Albrecht, Human Resources Coordinator. Thirteen students from the Vegesack school centre took part in the guided tour and the following round of talks. “The school specialises in information and metals technology and holds classes with language support, where refugees can pre-

pare themselves for the daily world of work”, said Ronald Speidel, Head of Human Resources.

The participants showed great interest and asked a lot of questions. “It was a successful day for all and, in the future, something more may develop from it for everyone involved”, Malte Albrecht summarises the visit and adds: “We took on three interns for differ-

ent areas, and they made a good impression. This even resulted in a training agreement.” In addition, the cooperation enabled us to deepen our contacts with the Bremen Chamber of Commerce and the Vegesack school centre.

From Tractors to Bridge Engineering

COMPANY

“Don’t stop moving and occasionally think outside the box” is a BUHLMANN GROUP maxim. This is clearly evident in the founding of two new subsidiaries in recent months. But a lot has also been happening internally: in spring, the Mechanical Tubes working group commenced its activities.



© iStock, kadmy

“Because of the stagnating energy markets, we have analysed in which fields, in addition to our main business, we can meaningfully utilise our strengths and our expertise and can thus offer support to our customers”, Martin Tangl, Managing Director of BUHLMANN Austria and head of the team, explains the background to the working group. Initial projects in Austria have been extremely successful and the transnational working group was created.

Among other things, it concentrates on mechanical engineering, construction and agricultural machinery and the construction industry. “These fields even include bridge engineering, where we have already successfully implemented the first projects”, says Martin Tangl. This allowed us to expand the BUHLMANN GROUP product portfolio. In view of the large range, no wish is left unfilled: whether seamless or welded hollow sections, precision steel tubes, hydraulic pipes, pilot tubes for cylinder construction or thick-walled pipes, the customer

has a large selection at his disposal.

Shared expertise

Another benefit: the Mechanical Tubes team works across locations and the customer benefits from the resulting synergies. “For example, we provided support to our colleagues in Thailand and help wherever we can within the corporate group”, says Martin Tangl. The expertise applied also comes from our cooperation partner Tenaris, who manufactures the pipes and is involved in the project. “We are in constant contact with Tenaris and have received technical training locally”, explains Michéle Ludwig, Sales Manager in Bremen, who is part of the team. However, she and her team mates perform these functions in addition to the routine work. “It’s a lot of fun and I’m proud to be able to participate”, she explains and Martin Tangl adds: “We often exchange views



© iStock, zhaojiankang

and openly discuss every need, so everyone learns a lot.”

First projects and framework contracts are testimony to the team’s success: “The team has been able to attract some interesting customers and book international orders”, says Jörg Klüver, who set up the team after his first attempts in Austria. “We want to address bulk consumers and secure a number of framework and call contracts with logistics concepts”, he explains the

future and goals of the team. “We want to establish ourselves as the permanent contact for these products, and thus gain a greater market share”, adds Martin Tangl.

More information about the team and the products offered can be obtained on our website or by sending an e-mail to Mechanicals@buhlmann-group.com.

Exploring Unknown Terrain:

BUHLMANN at Oil&Gas Uzbekistan

COMPANY

Uzbekistan, is located between Afghanistan and Kazakhstan and despite being the size of Sweden little is known about this country. In May, however, the former Soviet Republic was the focus of activities for a member of the International Sales Division.

Andreas Gutjahr, Senior Team Manager in Export East, represented BUHLMANN GROUP at the ‘Oil&Gas Uzbekistan’ trade fair in the capital Tashkent. “Our group has never previously been pre-

sent in Uzbekistan. While there, however, I felt a great interest in our products and services”, he explains. The interest during the fair was enormous and we have already received several enquiries.

The real goal, however, was another: “We wanted to explore whether the market was of interest to us and gain a better appreciation for it. We succeeded in that”, says Andreas Gutjahr. In addition to this, he was on the look-out for a partner with knowledge of the local market



Andreas Gutjahr

and local conditions. “Discussions were held and we are optimistic”, explains Andreas Gutjahr.

Christian Dörner, Director of the International Sales Division, highlights the efforts in the Central Asian country: “Because of the existing sanctions against Russia, we are reviewing alternatives for developing new distribution channels in the former Soviet Union.” Uzbekistan has large oil and gas reserves, but is making access to the domestic market more difficult. “It is very difficult to be committed, but we remain positive about being active locally”, said Christian Dörner.

Of Beer and Pretzels

COMPANY



© FDBR e. V., Giulio Coscia

The 33rd FDBR pipeline engineering conference was held in Munich on the 20th and 21st of March 2018. Wolfgang Grässler, Senior Manager Sales, Matthias Vogt, Manager Technical Services, and Jürgen Olbrich, Head of Projects Energy, participated in the event and returned to their BUHLMANN sites to report on exciting topics.

The programme during the two-day fair was extremely diverse. Forty-five steel industry and plant engineering companies, as well as competitors from a wide range of other industries, presented themselves in Munich. BUHLMANN GROUP was represented this year by the Duisburg and Burghausen sites. At the

fair, our employees demonstrated the benefits of BUHLMANN to potential customers and industry colleagues. The development of the German and European power station, chemicals and petrochemicals industries, as well as upcoming projects in pipeline engineering, were popular topics.

In addition, presentations were given by well-known speakers, including on the new edition of EN 13480-3 agreed on in December 2017 and the demands on and production of pipes in the pharmaceuticals industry. “The presentations on the development of standards, optimisation of downtimes in plant engineering and development of

regenerative power generation were particularly interesting”, reports Jürgen Olbrich.

BUHLMANN GROUP has been a regular part of the FDBR conference for many years and benefits from the exchange of experience between all involved. “For us as a dealer and service provider, participation is therefore indispensable”, explains Matthias Vogt. In recognition of the conference venue, catering was typically Bavarian. And so, in the evening, the beer keg was tapped by a woman dressed in a typical Bavarian dress.

BUHLMANN Sites from a Different Perspective: Paris

Famous Architecture and the French Taj Mahal

COMPANY



An eye-Catcher from all perspectives

© Photo by William West on Unsplash

The Eiffel Tower, the Louvre and the Champs-Élysées: Paris, culturally one of the most important cities in world history, and its attractions, are well known to many. But what do the more than 12 million residents recommend when visiting the metropolitan region? It's a good thing that BUHLMANN GROUP has a site in Cergy, and our colleagues there have given us their insider tips.

Let's first take a look at Cergy before moving on to the capital of the recent World Cup winner. This tranquil town is located north-west of Paris in the Val-d'Oise department and is known for an artwork synthesis that extends over almost four kilometres. The Axe majeur consists of twelve stations, including a tower, an orchard, an amphitheatre and an eternal flame. By the way, the axis points towards Paris, so a walk along the Axe majeur is an ideal way to start the journey.

However, if you prefer to get to know the surrounding landscape before visiting the City of Love, you should take a trip to the Vexin Français Nature Park. The 71,000 square metre landscape is characterised by typical local woodlands, forests, meadows, hills, swamps and rivers, which even inspired impressionists such as Van Gogh, Cézanne and Daubigny. The aim of the nature park is to preserve this fascinating variety of natural life forms and plant species. The village of Auvers-sur-Oise, located on the River Oise a few miles from Cergy, allows you to explore the landscape by boat or on foot

The Taj Mahal of France: The Basilica Sacré-Cœur
© Stephanie Miramont

along a circular route following the famous impressionists. Incidentally, Vincent van Gogh found his final resting place in the cemetery in Auvers-sur-Oise, located on a hilltop in the village.

Following a circle to the destination
Invigorated by the excursion into nature, the route from Cergy crosses over the Seine twice, meandering through the suburbs to Paris. And before you know it, the road leads directly to a famous landmark: the Arc de Triomphe. Thanks to the largest roundabout in France and no defined number of lanes, passengers will certainly have plenty of time to take a close look at the almost 50 metre high monument. If the driver finds the right exit among the twelve roads leading off, it will lead towards the centre on the famous, 70-metre-wide, Champs-Élysées boulevard.

But what then? Visit one of over 160 museums or go to one of the 200 art galleries? With around 16 million foreign tourists a year, Paris is one of the most visited cities in the world, after London and Bangkok, and offers many attractions. One should certainly cross the Seine again to enjoy a fantastic view from the city's famous landmark, the Eiffel Tower, at an elevation of 324 metres. Because it is the most visited pay-to-enter building in the world, the visit should be well planned. You cannot miss the Louvre art museum in the city centre. After all, it houses approximately 380,000 works, including many important exhibits such as the world famous Mona Lisa. A visit to Notre Dame Cathedral is also worthwhile. It is located on the Île de la Cité and thus in the oldest district of Paris. It is famous for its chimera sculptures, which rose to fame in the story "The Hunchback of Notre Dame".

Paris for insiders

But let's take a look away from the tourist magnets and see what the residents want to show us: It's time to meet the employees of BUHLMANN France. They lead us back to the Louvre, or rather, to the L'Opéra Charles Garnier locat-



Has been looking at Paris for years: a chimera sculpture on Notre Dame Cathedral

© Photo by Pedro Lastra on Unsplash

ed further north. "The opera was built in the 19th century and is located in great surroundings that you should not miss when visiting the City of Lights", recommends Stephan Njock, Logistics Coordinator, who reveals to us another Paris nickname. Although he lives in Paris himself, he never ceases to be fascinated by the place. "Moreover, it is located centrally and easily accessible from other attractions, such as the beautiful garden, 'Le Jardin des Tuileries'. And if you like shopping, you will find the famous 'Les Galeries Lafayette' in the immediate vicinity", Stephan Njock tells us as we leave.

Further north we meet Stephanie Miramont, Senior Manager Sales. "The Sacré-Cœur Basilica is one of the most visited monuments in Paris. It stands on Montmartre hill and bears more resemblance to the Taj Mahal than to Notre Dame", she says. A few metres away in 'Le Place du Tertre' square, a multitude of artists gather in the confined space and present their works. After a stroll through the picturesque streets of Montmartre, Stephanie Miramont shows us why Paris is the City of Love: on a board, in numerous languages and scripts, stand the words "I love you".

Covered through the city

To complete our journey, Veronique Rosa, Senior Sales Manager, takes us on two city walks. She first takes us on a walk along the St. Martin canal. "It's a beautiful and romantic path along the canal. It can also be explored by boat. On Sundays,

you should take a break and enjoy a delicious brunch at 'Chez Prune', right on the canal", Veronique Rosa tells us. Then we start at the Louvre on a walk through the glass-roofed shopping galleries, which were mainly built during the 18th century and are located in the heart of the city. Whether in 'Le Passage du Grand Cerf', 'Le Passage des Panoramas', 'Le Galerie Vivienne' or 'Le Passage Jouffroy': this tour lets you discover historical Paris and find one or the other souvenir. Our tour through Paris, with so many different impressions, ends here – overwhelmed by famous architecture and hidden highlights.

IMPRINT

Publisher

BUHLMANN Rohr-Fittings-Stahlhandel GmbH + Co. KG
Arberger Hafendamm 1
28309 Bremen, Germany

Editor

Malte Addiks
(legally resp. for content)
corporate_communications@
buhlmann-group.com

Contributors

Malte Addiks, Kim Laura Götz

Layout

Vaios Anastasiou

Printing

Druckhaus Humburg,
Bremen, Germany