



DESMA *today*

10/2011

DESMA CUSTOMERS



**SAFETLINE
IN BRAZIL**
Developing
people and
products

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**ALPHA BOOTS –
YOUR FEET
IN ACTION**
PU boots
produced in
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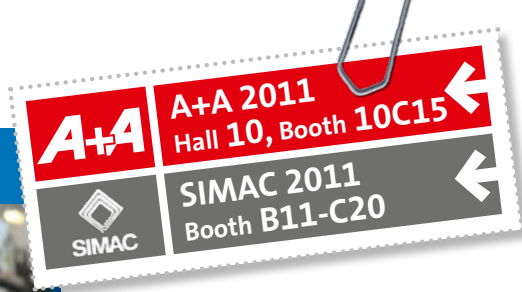


**MARTIN VOLLMER:
DESMA'S FACE
IN BRAZIL**
A strong partner-
ship the customer
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The finest in PU boot
production engineering



Dear Reader,

Welcome to our latest edition of DESMA today. We hope you will take the opportunity to gain some insight into our DESMA world; situated as we are in Achim, surrounded at this time of year by golden fields, it would be easy to sit back and let the world go by. But as many of you know, we are in the teeming port city of Bremen with its busy international airport within 20 minutes – and anyway, you, our customers and partners are our windows on the world. And you have continued to keep us very busy this year, for which we again would like to express our heartfelt thanks. We know that your investment in our machinery, indeed in us, is the result of trust which we never take for granted. Our order books continue full and we are already looking optimistically towards 2012.

Our parent company Salzgitter AG took the chance earlier this year to take an opinion poll of staff members. Questions were wide-ranging and employee participation higher than expected. Company management values the insights gained.

We said goodbye to some very familiar faces this year, including Lothar Oster. Lothar was a valued member of staff for many years, a popular colleague and good friend and partner to many customers. It's a hard act to follow, but we are sure we have found the right person in Thomas Schwenck, who already has years of DESMA experience under his belt. New to the company are our latest trainees – read more about them on the back page. There you can also see our new – old – member of the Sales Team. I'm very glad to report that we have managed to regain the services of Marco Schaefer. Marco needs no introduction to many of our customers – find out what he is looking forward to on his return on page 8.

What we all are looking forward to is meeting as many of you as possible, both at SIMAC, Bologna, Italy, 18–20 October 2011 and the A+A, from 18–21 October in Düsseldorf, Germany. Please drop by and pay us a visit.

With very best wishes,

DESMA CUSTOMERS

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Dreams come true with hi-tech DESMA machinery

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GOOD TO BE HOME AGAIN

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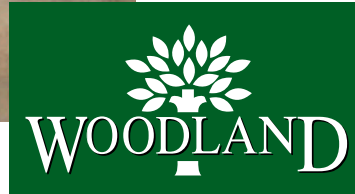
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All about adventure: Aero Club in India

Dreams come true with hi-tech DESMA machinery

It was Mr Avtar Singh's life dream – that at some time in his life he would be the owner of a DESMA machine. When, finally, the great moment arrived he was not disappointed by his 'DESMA'. Within eight months two more machines were in planning. Further expansion of the company machine park was planned with a further six machines in two halls.

WOODLAND, the Aero brand, is 'all about adventure' points out Managing Director Harkirat Singh, son of company founder Avtar Singh.

It's adventure based on Aero Club principles, one of which is total insistence on highest quality. Sophisticated, high-end technology from DESMA Germany is an intrinsic part of the process: not

only providing machines – D622 TPU/PU – but also roughing robots, vital in achieving Aero Club's demanding aims. Co-operation between DESMA in Achim, Germany and Aero Club is eased on both sides thanks to the excellent contacts built by DESMA representative Mr Raja Sekhar.

THE COMPANY targets younger customers, who want not only comfortable and stylish footwear but also to be sure that their fashion choices are not ruining the planet. Woodland, with its green tree logo, bases its ranges and colours on the hues of nature. Re-use and recycle is the core of the company's philosophy; for example the chemicals necessary for production are retrieved and re-used. DESMA,

with vast experience of environmentally-friendly production, shares this conviction.

Over 300 company-run and company-owned stores throughout India are evidence of the 'selective and slow' expansion strategy Aero Club pursues.

"WE BELIEVE growth should be consistent," confirms Harkirat Singh. "And," he continues, "We have always thought that young people in India should be able to buy top-quality, fashionable footwear which has been made right here in India." It's a credo which has proved a hit with the Indian market. ■





PU Boots: an unstoppable trend

These boots are made for comfort

It's DESMA's latest success story and one which improves the lives of millions of people, worldwide.

We all remember the Wellington boots of our childhood – they were heavy, freezing in winter and boiling hot in summer. And were they ever fashionable? Not really.

TODAY'S PU boots are the modern relative of the historical boot. Worn by workers in every imaginable industry from food to chemicals to fishing, the modern PU boot has even become a colourful, comfortable design statement.

Take a PU boot in your hand and you will notice the difference immediately. It's light. It doesn't have an unpleasant odour. It feels warm to the touch and the colours glow. Thanks to DESMA

Colour Modulation technology, it's possible to use colours creatively, creating dramatic swirls of colour – whether for camouflage purposes or as a fashion statement.

The advantages are clear and proven. Polyurethane boots are 40% lighter than their rubber or PVC counterparts. They retain their flexibility even in extreme temperatures. And, thanks to the millions of tiny bubbles enclosed within the polyurethane, they possess excellent insulation qualities, keeping the wearer's feet cool in summer and cosy in winter, whilst providing ample cushioning – vital when worn all day, day in, day out – for the foot.

Moreover PU boots fulfil all requirements and demands on safety footwear including oil and grease resistance, anti-static properties, are water- and microbe-resistant.

DESMA was first to conquer the market with PU boot machinery and continues to build on this success.

That's the DESMA way: first to market backed by years of experience. Helping the customer find exactly the solution needed. It's always been the backbone of DESMA's success. ■





Alpha Boots: Your feet in action

Beautiful PU boots produced in Portugal

The Portuguese company based in Pombal, between Lisbon and Porto, has been producing PVC Boots for Agriculture, Gardening, Hunting and Fishing since 1996, increasing the product range in 2004 with safety boots with steel toecap and midsole, designed for use in construction, food industry and other sectors that require safety footwear. The company is rightly proud of its products, which are manufactured with virgin raw materials from certified suppliers, providing comfort, high quality and durability.

DIKAMAR also has a strong commitment to the environment and abides by the European Directives of Environment Protection.

Such high demands on production and product can only be produced using very special machinery. That's where DESMA comes into the picture. At the world-renowned A+A fair in 2009 contact was established between Dikamar and DESMA



Achim. Dikamar quickly realized that DESMA machinery would be ideal for the production of sophisticated, high quality PU boots, and so negotiations began. It was an intensive exchange of information, queries, advice and requirements which, looking back, was up and running in an amazingly short time.

"Dikamar were really impressed by the project competence," René Muschalle of the DESMA Sales Team is keen to share the praise given to colleague Lothar Oster, whose enthusiasm and expertise helped the wheels run so smoothly.

"We bought a DESMA machine to be a player in the future."

THE MACHINERY was installed in Portugal at the end of 2010, with Alpha Boots one of only a relatively few factories producing Polyurethane boots in Europe. And, as Dikamar's Tilso Maza firmly states, the company sees the future in PU boots. "We bought a DESMA machine to be a player in the future!" And the boots themselves? "They're beautiful!" ■



Alpha: Brandname of Dikamar



Jorge Smilgys, owner of Safetline, at his office in Hortolândia



Hugo Smilgys, son of Jorge, with DESMA machine in production

Safetline – developing people and products

Business is booming in Brazil

Highest priority for the Brazilian company? No question about that: “Customer satisfaction!” is the first commandment for each of the 300 highly trained and qualified employees in Hortolândia, some 100 km distant from São Paulo.

FOR ALMOST 40 years Safetline has been producing footwear which fulfills the most demanding industrial requirement, not only in technical specifications but also in comfort for the final user. The footwear might be used in hazardous working environments such as oil rigs, indeed any situation where the worker is confronted with chemicals

and/or hydrocarbon products. Safetline products guarantee the wearer absolute safety, combined with comfort.

This is achieved by pouring investment into personnel training and development, product development in close co-operation with the customer and of course investment in top-range DESMA machinery. That’s Safetline’s method of achieving modern and effective production.

They have an impressive array of DESMA machinery, starting in in the 1990s with a PU/PU 24 station machine. Since then further significant investment

has been made with a second DESMA in 2006 and third in 2010, both 24 station PU/PU machinery.

“THAT’S HOW we can produce top safety footwear. But we go further. We consider it our personal responsibility to manufacture our products using sustainable, environmentally-friendly methods. We know too that we are part of a larger society and there we want to do our best too.”

That’s Safetline’s strategy and, with 5,000 – 6,000 pairs per day being produced, it’s a strategy which is paying dividends! ■





Martin Vollmer: DESMA's face in Brazil

A strong partnership the customer can rely on



A happy coincidence!" is how DESMA's man in Brazil describes how he and DESMA found each other. It's a relationship which has been developing since 1997, and one which means a lot to the 50 year old German national.

"I originally came to Brazil in 1995 and founded my own company," Martin remembers. "It was all going very well but I was on the lookout for a second string to my bow..."

Martin's wife Ana was a delegate at the 1997 FIMEC fair and heard that DESMA was looking for a technician: the technician should of course be a technical specialist and able to speak both German and Portuguese. It was a job tailor-made for Martin Vollmer.

"That was the fastest interview of my life!" He chuckles, remembering his discussion with Messrs Freudenberg and Sawatzki at that time DESMA Sales staffers.

FROM 2002 Vollmer took on the position of DESMA representative in Brazil and proudly reports that the Brazilian market is showing steady growth. There are already 21 machines – mostly direct soling – working in the country.



He does not pretend that the job is always simple.

"The mentalities of our two countries are really different. Sometimes I have to persevere, to find compromises that both DESMA and the customer can deal with."

At least one interest binds the two countries – soccer. Martin enjoys attending games along with his son, who is at present completing his education in Germany.

"I really appreciate that I can rely on DESMA."

ASKED WHY he enjoys his DESMA contacts, he need not reflect for long.

"I really appreciate that I can rely on DESMA. We are a very strong partnership that the customers can rely on too." ■

“Good to be home again!”

Marco Schaefer returns to DESMA Sales force



Just a few years after leaving DESMA for a life in the USA, Schaefer and his family have decided to return to their roots. And DESMA is pleased to welcome back a staff member with such valuable experience and depth of knowledge. DESMA today asked a few questions on your behalf.

DT: *What new experiences are you bringing with you?*

MS: “As owner of a small mould making operation I gained specific knowledge on the details

of manufacturing moulds. I expect this to help me with future mould projects, translating customer wishes straight into the world of manufacturing and providing feedback to the customer right then and there. During my time in the US, we completed the transition of all US Military Footwear Manufacturers – switching their production of combat boots from traditional stuck on to injection moulded construction. US Military Footwear belongs now to the best and most mod-

ern in the world and I hope to share the experience gained in this process also with others.”

DT: *How do you see your future role here in Achim?*

MS: “I will be doing what I enjoy most of all: working directly with customers and finding solutions for their production needs, and (smiling broadly) I hope that at the weekend you’ll find me in the Weser Stadium supporting my favourite soccer team – Werder Bremen!”

Welcome home, Marco! ■

Taking care of the future

Here they are – DESMA’s youngest and newest employees. Seven young people started their training on August 1, 2011.

“DESMA is a popular employer in the region, with a long history and tradition,” Klaus Freese, DESMA Managing Director, is glad to report that applications for DESMA traineeships are flourishing.

“And,” confirms André Foerster, Head of Personnel, “We have rigorous selection procedures including testing in scientific

subjects, general knowledge and languages. We also expect our young people to be team players capable of working independently. We can be confident that those we choose will be exactly the type of employee that DESMA will need in the future.”

DESMA also participates in the innovative ‘Combined Studies’ programme, in co-operation with the Bremen University of Applied Sciences. Here the young person gains knowledge at Uni-



versity and practical experience during blocks spent within the company, earning the valued Certificate as a Skilled Worker as well as a Bachelor’s degree. ■