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ISSUE JANUARY 2014

High praise for the inaugural Dryers Club

Heimbach seminars now established for the drying section

PRIMOSELECT – Versatile forming fabric

A market overview

Research for the future

Funding for Heimbach

webmover. Longevity as a rule

Transfer belts play a critical role on paper machines, they ensure problem-free paper transfer from the press to the dryer section. **Reliability, abrasion resistance and maximum running**

time are of crucial importance in this key position. WEBMOVER meets all these demands!

Read more on page 04!

Focus on customer orientation

Chris Kershaw gives his opinion



Dear readers,
welcome to the new year,

2013 lies behind you and the first edition of this year's impressive lies before of you.

I hope the previous business year was successful for you and that you have enjoyed a wonderful Christmas and New Year. I also trust that 2014 has started well for you.

In this issue you will read how Heimbach defines "customer orientation". Chris Kershaw, Vice President of Marketing, deals with this topic in the interview section.

You will find a report from our first "Dryers Club", a Heimbach seminar specifically devoted to the dryer section. Look back with us on two successful days of lectures, practical workshops and specific on-the-job training. We were able to welcome many enthusiastic customers who took an active part and had a great time. I would be delighted if you could join us next time.

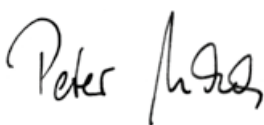
WEBMOVER, the transfer belt that promises maximum reliability and longevity, is also featured. Read exactly what distinguishes this belt and why it is leading from the front.

And we also shine a light on **PRIMOSELECT**, the forming fabric of the future and a guarantee of flexible manufacturing. You can find the first overview of how papermakers react to this new Heimbach product and what specific benefits it provides for your production.

All this and more information from Heimbach is right here in your impressive.

I hope you enjoy reading this edition and above all wish you health, happiness and success for your 2014! Let's get the year started together.

Sincerely yours,



Managing Director

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Klaus Hüneke says goodbye to the Management Board

Thomas Rachel (left)
passes the notification of
funding to Peter Michels.



Research for the customer pays off Federal Ministry funds Heimbach

Heimbach has always set great store on research. Engineers continuously develop new products targeted to improve paper quality, optimize processes and to protect the climate. It pays – and the politicians agree!

In September, Managing Director Peter Michels received important guests from Berlin. Thomas Rachel, Düren Member of the Bundestag and Parliamentary State Secretary in the Federal Ministry of Education and Research visited Heimbach and brought with him good news. He had notification of **funding for two research projects** in his luggage! Over the next three years Heimbach will receive a proportionate research grant totalling 100,000 euros to promote the

development projects "High-ReF" and "Enzymfilz". In the latter project, Heimbach's Filtration Division have developed a new type of production process working in cooperation with various partners. Contributing besides Heimbach are the Deutsche Textilzentrum Nord-West gGmbH, Krefeld and the University of Giessen. The objective of the "Enzymfilz" project is to offer consumers natural and better priced dairy products that are based on environmentally friendly enzymes.

Useful to customers – protecting the environment

In the second project receiving funding called "High-ReF", Heimbach have worked with industry partners and the Institute of

Textile Technology at the RWTH Aachen to develop **high-strength "Nanofilze"**. In this development, nanoparticles are introduced into fibres to enable future Heimbach press felts to achieve an even **longer service life** whilst consuming **less energy**. "Our customers and the environment will benefit. Heimbach high-strength "Nanofilze" will hopefully establish an international competitive advantage," summed up Peter Michels. **"Improved abrasion resistance** results in increased product service life. Less drive energy is needed because the new type of fibres improve other press felt operating characteristics."

An exciting development, we will keep you posted ...

That was the Christmas season:



webmover. Reliability has a name

Durable, smooth running, legendary: this is WEBMOVER from Heimbach. Our transfer belt is the perfect solution for your web transport. As a conveyor belt it ensures safe sheet transfer to the dryer section. An exceptionally high abrasion resistance and perfect adhesion and release properties are guaranteed – over the entire life of the product!

The secret: patented porosity for long term smooth running

Heimbach has embedded the woven base of the belt directly into **high-performance polyurethane (PUR)**. With pores thoroughly interwoven into the structure, the patented PUR finish ensures that **new pores are created** even with the lightest of abrasion. The porous surface is therefore permanently maintained and this guarantees maximum adhesion and release properties.

User friendly and efficient

WEBMOVER benefits you in several different ways: If you have had experience with other belts that require you to manipulate the process settings for your paper machine, you will be pleased to hear that this is a thing of the past. Having to adjust the transfer vacuum roll in the first dryer group or to change the tension between the press section and

dryer section is effectively no longer necessary. The impact on paper quality – especially two-sidedness – is marginal. Consequently, you do not have to readjust calendar rolls. You benefit from **efficient processes and reduced energy costs**.

Mechanically stable

WEBMOVER represents quality from a single unit. A homogeneous layer completely free of joints reliably prevents delamination. The transfer belt therefore remains mechanically stable and exceptionally durable. The uniform pressure distribution in the nip enables you to achieve **constant thicknesses of paper in length and width** – permanently.

No need to babysit!

Install, adjust, done! **WEBMOVER achieves high performance levels** – right from the first second. Conventional transfer belts require special precautions: In the initial phase they need to be uniformly moistened otherwise wrinkles will form or the edges will tend to roll up. With WEBMOVER production begins instantly while the web remains smooth and wrinkle free. You save valuable time and expense.

Keyword: smooth

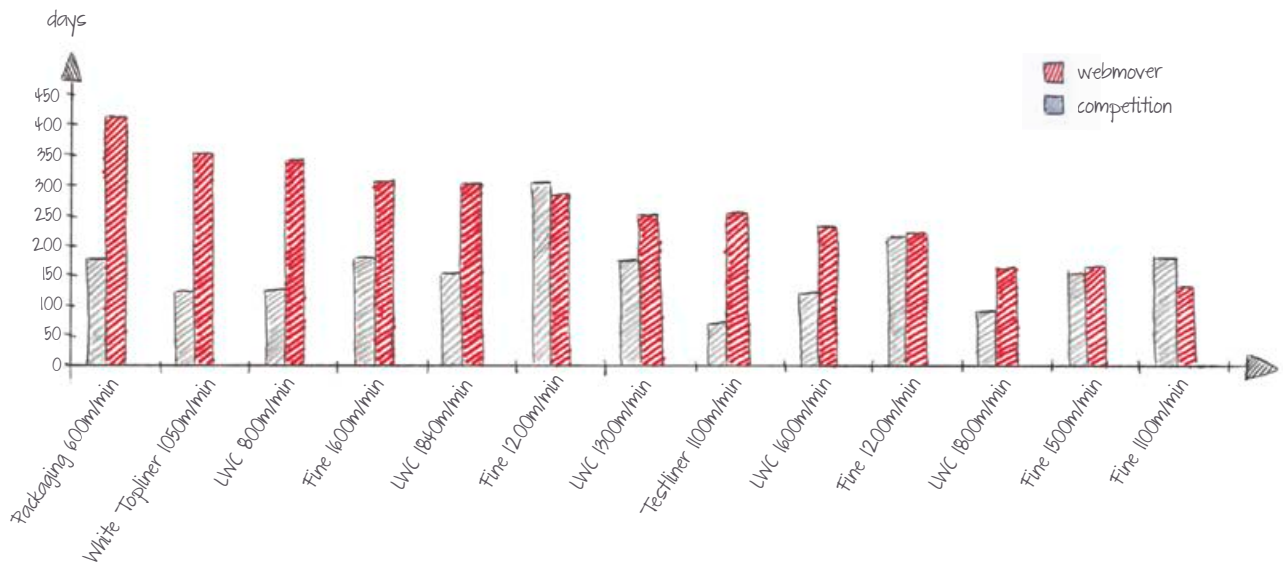
A Heimbach transfer belt provides **extremely high abrasion resistance**. In practice this means first of all an excellent profile is

achieved over a long service life. Secondly, there is no PUR breakthrough to the surface of the transfer belt. Downtime is reduced as a consequence as no repairs are required. Thirdly, there are new possibilities for cleaning.

WEBMOVER – Your guarantee of stability and reliability.

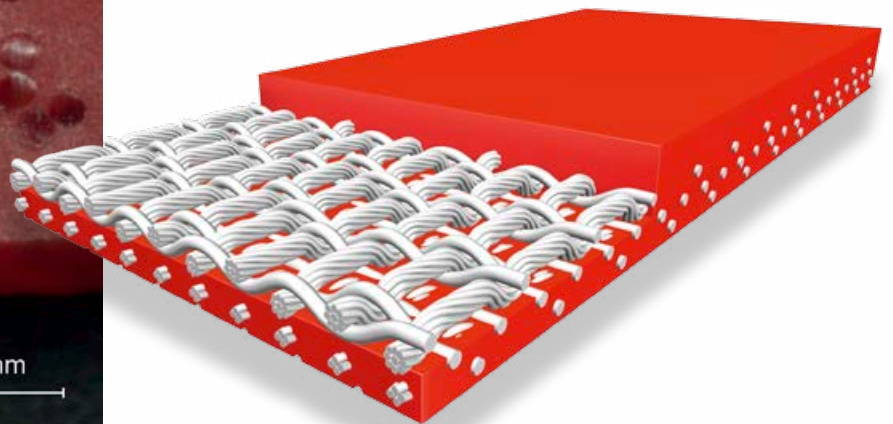
Do you have any questions regarding WEBMOVER? Then contact our specialist directly:

Jochen Pirig
Strategic Product Manager Belting
jochen.pirig@heimbach.com



Do you know?

WEBMOVER achieved significantly longer running times in comparison to conventional transfer belts in almost every application.



Terrific start to the seminar series

First "Dryers Club" a total success

"We didn't expect that! It exceeded our wildest dreams!" exclaimed Werner Raschka, Strategic Product Manager for the dryer section area. Strong commitment was the motivation for setting up the first "Dryers Club" event in the Cologne hotel "Eden Früh" – a two-day seminar on all aspects of the dryer section.

Very good response

"In the past we had already offered our customers seminars on various technical topics. Now it was time to conduct a seminar for the dryer section: "The Dryers Club was the first of its kind and the start of a new series of seminars" explains Raschka. The declared aim of the seminar was initially to attract around 30 participants. "That we were able to welcome more than 40 people to the seminar shows the need for such specialized events," continues Raschka. Petra Maletz, Heimbach Marketing, adds: "Another 20 customers wanted to participate, but unfortunately we had to decline in order to protect the **practical nature of the event**." But these - and future - interested parties do not need to wait long, because concrete plans are already being made for the next "Dryers Club": "in the **spring of 2014** we will once again cordially invite interested parties to participate in lectures and practical workshops" Raschka explained in view of the continuation of the series of seminars. Incidentally, events in English are also planned.

Partner companies report from the field

"In the planning phase we already decided that the Heimbach seminars would not

simply be conventional promotional events. Moreover, the **aim is to create clear added values**: practical, easy to understand, easy to follow". On the basis of this straightforward mission, the application specialists developed specific seminar topics and invited the industry's most well-known experts as speakers:

Dr. Ulrich Weise, Managing Director of fipptec, Dresden explained how papermakers can avoid costs in three ways if the **airflow is as close as possible to the paper web**: less energy consumption, improved availability and reduced raw material costs can be achieved.

Christian Schwandt from Joh. Clouth, Hückeswagen, focused on the subject of the doctor in the dryer section: In essence he noted that the **doctor holder and doctor blades** have high impact on cleanliness and energy balance in the dryer section, whereby special significance should be attached to the correct pressure of the blade.

In his presentation *Christoph Waßmer*, CTP, Schwabmünchen, explained how the drying cylinder and dryer fabrics can be kept **constantly and inexpensively clean**: "passivation" is the magic word and means treating the cylinder and dryer fabrics with an oil containing silicone, which prevents surface build-up.

In his contribution *Wolfgang Ende*, of Kadant, Langenfeld explained how the cleaning of **dryer fabrics can be improved with high-pressure cleaning heads**: this solution allows cleaning with up to 600 bar water pressure. In addition it provides for very efficient extraction which prevents web breaks and water marks during cleaning.

"The Heimbach team have fashioned an excellent seminar."



Technical presentations on the dryer section (top) and practical activities in the Heimbach factory.

Heimbach expertise comes across well

Heimbach experts also provided practical knowledge:

Josef Kosse, Product Manager press felts & dryers, presented practically relevant tests with various different dryer designs (each with 130 cfm air permeability) on the in-house pilot installation. A fine spiral design and one, two and three-layer woven products were precisely tested. Amongst other things Kosse showed that the bearing pressure increases as tension increases and speed is increased. The latter can also increase dryer fabric stretch. He also demonstrated the positive effects that even small structural measures bring: for example, simply changing the dryer fabric guides or the installation of a doctor can significantly lower air trailing - by up to 66%!

In her presentation Yvonne Raschka, Product Manager at Heimbach, who is responsible for the application of various dryer designs amongst other duties, answered two key issues that every papermaker will

most certainly have dealt with at least once: Firstly, she explained the actual effects of **various designs on the cleaning result**, and Raschka went on to show how a specific wear pattern on a fabric can be read to reveal **the root cause for different types of wear**. Her conclusion: "You can very definitely determine the cause of the problem or at least get an idea of what it might be."

Practical benefits for everyone

If the first day of the seminar at Heimbach in Düren was devoted to lectures and presentations, on the second day participants were able to gain practical experience and apply what they had learned: divided into various working groups and accompanied by Heimbach specialists fabric seams were closed, holes sewn and edges welded or installation and seaming aids tried out. That the "Dryers Club" was very well received was shown by one particular participant quote: "Hats off! (...) you have done really

well and made the experience so much fun. I would recommend it one hundred percent. I'm looking forward to the next one!"

We also look forward to continuing the seminars! **And we would like you to be there!**

If you want to attend a live Heimbach event simply ask your account manager: he knows dates and details.

We would like to extend a heartfelt thank you to all our partners who contributed to the success of this event:

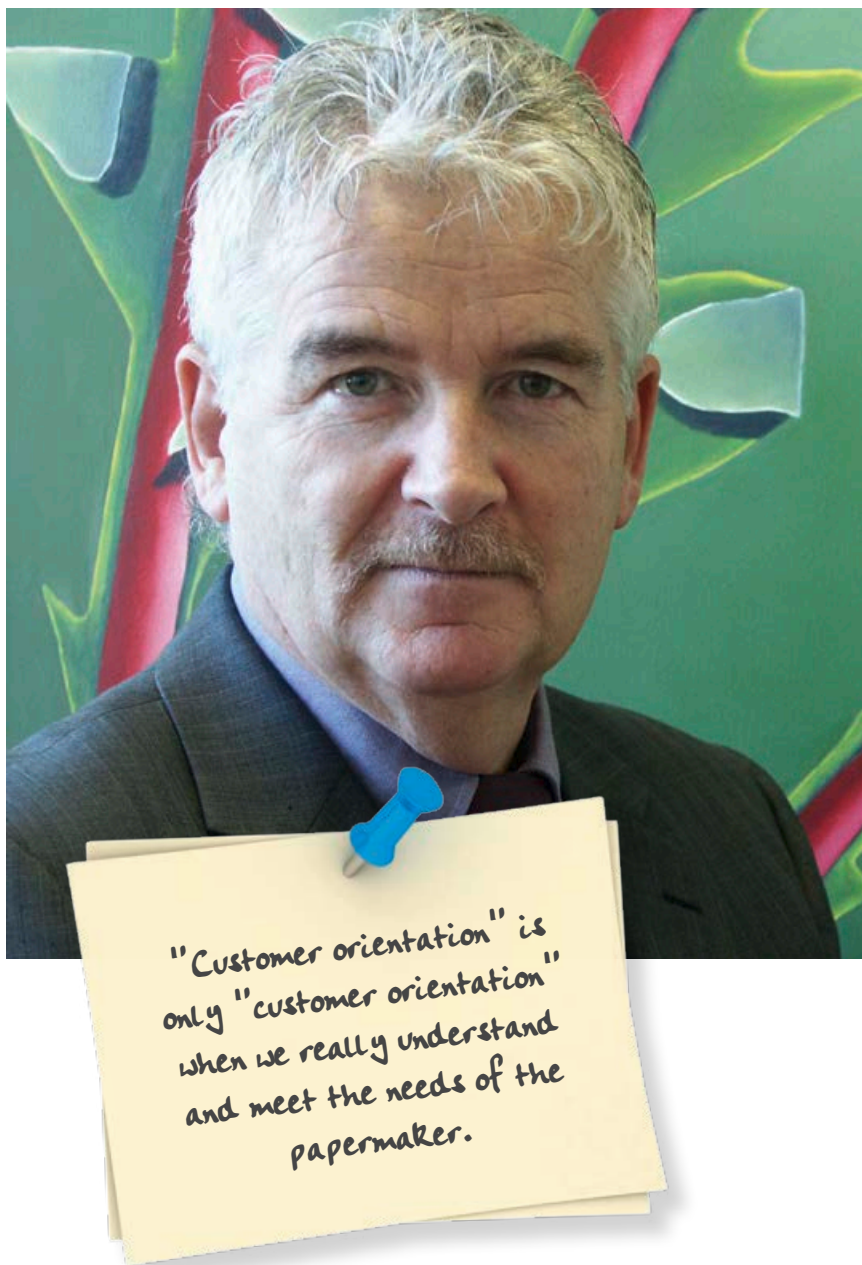
- CTP GmbH, Schwabmünchen
- fipptec, Dresden/EV Group
- Joh. Clouth GmbH & Co. KG, Hückeswagen
- Kadant Johnson Deutschland GmbH, Langenfeld



"A successful seminar, nice atmosphere and good arrangement in small groups."

Congratulations

The "Dryers Club" is not only about learning, testing and verifying. The "Dryers Club" also offers a chance of a prize! Congratulations to Sappi Stockstadt GmbH, which won a Heimbach voucher for a complete dryer section service. Torsten Kabelitz from Sappi participated in the "Dryers Club" quiz and scored the most points. Congratulations!



"Customer orientation" is only "customer orientation" when we really understand and meet the needs of the papermaker.

What does "customer orientation" actually mean?

Interview – Chris Kershaw offers his opinion.

"Customer orientation": it's a frequently used term and yet is sometimes seen as a cliché. But what does it actually mean? What is the meaning behind the term? What is the exact translation? We spoke with Chris Kershaw, Vice President of Marketing.

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Mr. Kershaw, you are responsible for marketing at Heimbach. Just how important is marketing to Heimbach?

Chris Kershaw

Marketing is so fundamental to a business like ours that you should not see it as a separate business function. Marketing involves the entire company. One of my favourite sayings is "we are all in sales" and by that I mean that all Heimbach employees "work for the customer". We can best communicate this commitment by providing convincing evidence of economic benefits.

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What specifically is meant by benefit?

Chris Kershaw

Benefit is that which is proven to help the papermaker to optimize his production. If a customer clothes his machine, for example, with a new forming fabric that provides a longer life time, the clothing costs for this machine segment drop. This is a tangible benefit because the papermaker can verify the saving very easily. So essentially it is not trying to explain to the users that a specific product is thicker, thinner, more stable or whatever. It is much more about what is of interest to the customer and what will they gain **as a consequence**.

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Would you say the benefit is always associated with economic efficiency, therefore cost savings?

Chris Kershaw

Certainly cost-effectiveness is of central interest. For example, if you install a fabric that is more durable, has a higher drainage capacity and increases the dry content then that is always a **tangible benefit for the customer**. I don't particularly like cost savings as a term, benefit optimization is far more fitting for papermakers.

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So "benefit" = "customer orientation"?

Chris Kershaw

Yes, it can be interpreted as such. And at Heimbach this permeates through to all product areas. Whether forming sections, press and dryer sections or belts, Heimbach analyses the individual papermaker's situation and seeks to understand their processes and motives. Using this as our starting position enables innovations that make **real progress in practice** to be continually created. And this, of course, remains our principle for future product developments.

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"Customer orientation" is therefore focused really on products?

Chris Kershaw

By no means! **We understand "customer orientation" as our driving force.** In addition to the quality of our products there are also issues such as our proximity to customers, from both a personnel and production perspective. For example, in the past we expanded our global representation piece by piece in order to serve customers faster and more effectively. This shows our orientation to the buyer. We also try to demonstrate our expertise through know-how transfer in the form of training opportunities.

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You mentioned "customer proximity". Can you please expand on that?

Chris Kershaw

Customer proximity certainly refers to physical proximity and "on-site" availability. It is not only a question of being within reach in the pursuit of our daily business, but quick response is also essential when urgent issues are encountered. In such situations the problem-solving competences of the "Heimbach-Team" are required.

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Are there other facets to "customer proximity"?

Chris Kershaw

For sure! Having a customer-oriented mind-set – which goes with a desire to offer papermakers as many benefits as possible – it is also good to spread expertise around our teams of experts. In addition to our sales specialists, who already offer expertise in forming, pressing and drying as part of their regular customer meetings, Heimbach customers are also supported by application specialists. These possess wide-ranging detailed knowledge, have strong integrative thinking skills, and **help customers with specific technical questions.** This benefits users insofar as collaboration between sales and application specialists often opens up far greater potential based on wide experience from global markets.

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The subject of experience exchange is also very important for papermakers, is not it?

Chris Kershaw

It certainly is. And on this point we are striving **to further expand** our regular customer events. The first "Dryers Club" was a step in this direction (see also the separate article in this issue of impressive). And the overwhelmingly positive response certainly shows that we are correct in our declaration that such experience exchanges are important. We want to provide the customer with a platform for dialogue and inspire the papermaker through a suitable choice of topics.

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What exactly do you mean?

Chris Kershaw

We know that users have the need to obtain **specific and subject-specific practical**

knowledge in detail. To this end we hold Heimbach seminars that are a mixture of lectures by recognized experts, live tests and practical workshops. In both group and individual dialogue practical know-how is effectively passed on to **provide real practical help to the papermaker.**



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So far so good, but how do you know what papermakers want?

Chris Kershaw

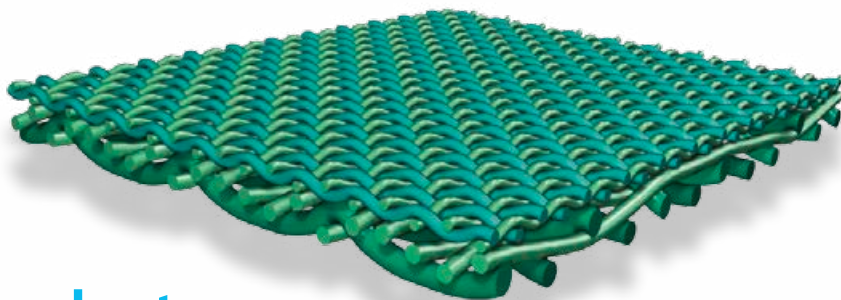
Quite simply by asking our customers. More precisely Heimbach periodically conducts customer satisfaction surveys. In this process it is important to seek our customers' honest opinions on various topics. This helps in assessing whether we have made significant improvement in recent years on issues such as product quality, delivery time, service, troubleshooting and to establish what further requirements papermakers have of Heimbach. Customer opinions are very important. After all, "customer orientation" is only "customer orientation" when we **really understand and meet the needs of the papermaker. And above all, act on them.**

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Thank you for the interview.

primoselect.

Versatile forming product



We introduced PRIMOSELECT – the forming fabric of the future that adapts to your needs – in the last issue of impressive. Meanwhile, after several months on the market, it is becoming the all-purpose tool in the forming fabric section.

Heimbach employees report: PRIMOSELECT – great result: Papermakers worldwide are already using this 24 shaft forming fabric and have shown great interest in using it in their forming section. Customers who already use this forming fabric are unanimous in their satisfaction with the product. So what are our customers so excited about?

The **outstanding flexibility** that makes PRIMOSELECT the number 1 in modern SSB fabrics: No matter what type of paper you want to produce! No matter what machine you are using! No matter which configuration you employ! There is a design of the **PRIMOSELECT that adapts to your needs** – tailor-made for the best paper!

Customer requirements and customer benefits – this is the benchmark!

Heimbach field staff say: The PRIMOSELECT slogan – "You choose – together we select" – could not be more appropriate. No matter what your requirements are. **Your benefit is in focus!** Working together with your Heimbach experts you determine how the specific design is chosen: If, for example, in the manufacture of packaging paper the focus is on run time, opting for **the maximum yarn size** on the running side will support a longer service life. For graphic

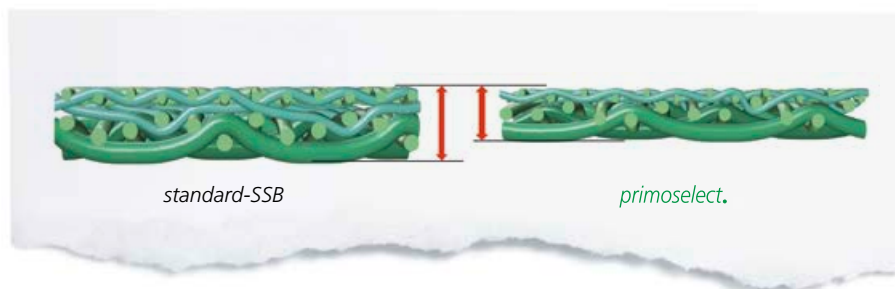
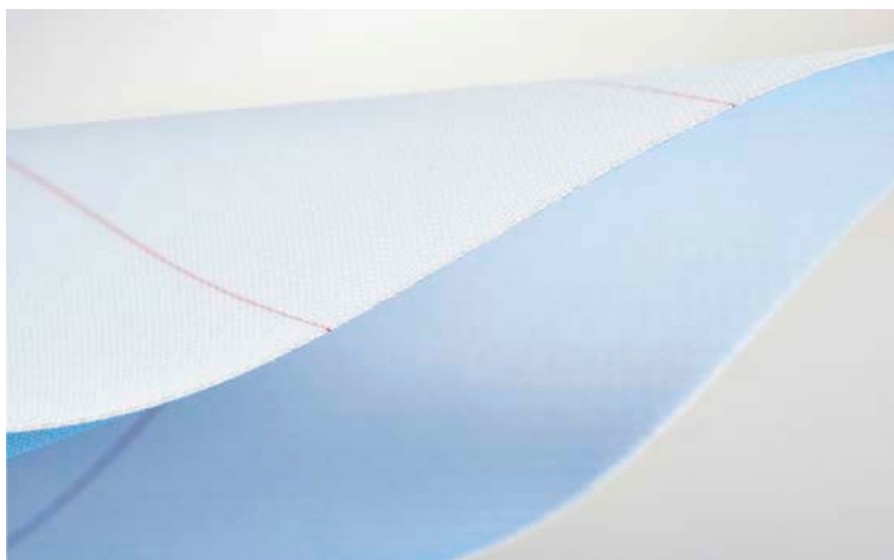
paper the paper quality is always the be all and end all, and this is ensured thanks to **ultra-modern construction and high sheet support**. If you are producing tissue paper, a thinner PRIMOSELECT is chosen, reducing water and fibre carry – **fine fabric thicknesses of up to 0.50 mm** are possible.

PRIMOSELECT – benefits discovered

Heimbach customers demand: maximum drainage – easy handling – reliable running performance – energy savings. Heimbach delivers: PRIMOSELECT. Here are the benefits at a glance:

- **Dry content:** very open structure and low thickness for optimum drainage.
- **Efficiency:** easy to clean, higher retention, less water carry.
- **Service lifetime:** robust machine side for longer useful life, stable structure.
- **Energy saving:** very open structure for best possible drainage, even at low vacuum.

Take a look for yourself: it'll be worth it! Your Heimbach specialist is looking forward to your call.



"Heimbach continuous expansion!" Klaus Huneke says goodbye to the Management Board.

Klaus Huneke, Chief Executive Officer of the Management Board, elected to retire at the end of last year. He said goodbye to "his Heimbachers" in a splendid ceremony and looked back on his many successful and extremely exciting years.

In total Klaus Huneke worked for the Heimbach Group for 24 years and occupied different functions in various fields. As part of the Management Board for 15 years he successfully steered Heimbach toward the future. In this position as "Head of Production and Technology" he was responsible for decisive technological development at Heimbach. Acquisitions in the "Technical Textiles" segment were initiated and successfully integrated by Klaus Huneke. The progressive internationalization at Heimbach bears his signature, especially in the Asian growth markets. "Above all, Klaus Huneke has played a significant part in the overall



success of our company through his foresight in continuously establishing Heimbach in other regions of the world. Thanks to the expansion in Asia the Düren site has now been

consolidated and secured as the largest in the Group", stated Peter Michels at Huneke's retirement.

Huneke himself acknowledged: "I have never experienced a global economic crisis the like of which we saw from 2008! After the crisis and the associated team effort I am glad that I am leaving the boat at a time when we are back in the black."

On behalf of the entire Heimbach workforce – impressive wishes Klaus Huneke – the best of health, happiness and contentment in his retirement.



Impressions of the "Dryers Club":



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