

impressive

ISSUE 3/2016

Customer Satisfaction in Focus

Heimbach starts a new survey

Achieve a Lot With Very Little

Paper Pete demonstrates how

Bye-Bye Plastic Bag

Managing Director Peter Michels comments

The Winners Are Confirmed

Winners in our Euro 2016 game are named

At the Forefront of Modern Shoe Press Belt Technology

Successful partnership with Yamauchi continues

Clean – Safe – Secoplan.V

Increase efficiency with our latest
dryer fabrics

Secoplan.V is the latest development for your dryer section: This dryer fabric distinguishes itself through outstanding cleaning results – whatever the operation.

You can read on page 4 why Secoplan.V has impressed even the most experienced paper makers.

Dear Paper makers,



Welcome to the autumn edition of impressive!

Among today's articles you'll find news on **Secoplan.V, the latest addition to our dryer fabric product range**, which offers you excellent possibilities to increase efficiency in the dryer section: Read in our product report just how well Secoplan.V works for paper makers.

Of course we want to prove ourselves not only with products but with everything we do. You can judge how well we do this – as our **latest customer satisfaction survey** will be issued during October. I am looking forward to your candid and honest opinion!

We were impressed with the high number of contestants who once again took part in our bi-annual football tipping game. The winners are presented to you on page 11.

In the centre part of the magazine you learn why the long-standing partnership between Heimbach and Yamauchi, the Japanese **shoe press belt specialist**, has been so successful and also benefits you, our customers.

Our diligent colleague Paper Pete reports on a case of **best practice from practical experience** that concerns correct machine configurations and resource-saving production.

Last but not least we present our **new product brochure** that deals with **packaging** and we talk about why we should give up on plastic sooner rather than later.

Have fun browsing!

Peter Michels
Managing Director

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Michael Keller back at home.

Halfway Around the World Michael Keller Returns to Düren

Having worked at Heimbach in a variety of positions since his days as an apprentice, Michael Keller is what you would call an authentic Heimbach man. After spending the last four years running our Asian sales operations from Singapore, he has now returned to the German head office.

“It all began in 1990”, recalls Michael Keller, who took over responsibility as Vice President Sales for our Paper Machine Clothing business on his return to Düren in mid-August this year. It was then that he began his training, which he completed successfully in 1992. Several years in the internal sales department at head office in Düren followed, together with an additional academic **qualification in Business Administration**, for which he studied alongside his work. Keller completed his studies in 1997 as a certified business manager.

Studying Processes in Manchester

In 1998 Keller worked in Manchester and studied administrative processes with our British colleagues: “A very interesting time, because I experienced how sales office activities are organised in England and how

they support their regional sales people in the field.” This experience certainly paid off later when Keller was able to bring his know-how in the field of process optimization to his work in Germany.

Expert in Sales and Customer Service

In 2005, Keller was promoted to the position of **Corporate Account Manager, Paper Machine Clothing**, negotiating and implementing contracts with key customers for the next seven years. Specific sales management responsibility for the Scandinavian/Finland markets was added from 2008 onwards, and from late 2010 Keller was also responsible for the United Kingdom market: “A very wide-ranging task”, he reports, “because each region has different characteristics which you need to know about and understand if you want to focus on your customers.”

Singapore: The Highlight So Far

After 22 years based at Heimbach Düren, Michael Keller moved to Singapore in May 2012 where he took on the role of Managing Director Asia. In this senior position he was able to use his **technical, sales, and administrative expertise** to the full and to make a significant contribution to Heimbach’s success in the region:

“Managing the Singapore office was very instructive and not just because of my stimulating job there, but also because Singapore is just an exciting, multi-cultural metropolis in which you can broaden your horizons very quickly.” Now Keller, together with his wife Elke and their children Susanne and Johan, is back in his old homeland: “I am looking forward to my new duties and will use all my energy to **improve Heimbach’s service and customer focus even further**. I also look forward to seeing many familiar faces again and, of course, to making new acquaintances.”

Secoplan.V

New Dryer Fabric: More Flexibility, Optimum Cleaning

The Secoplan family has a new addition! With the Secoplan.V dryer fabric Heimbach is presenting its latest development: Suitable for a wide range of applications and displaying improved papermaking characteristics, this novel design complements the well-known OXA product family. In this report we present Secoplan.V to you and explain the numerous product benefits from which paper makers can expect to benefit.

Many customers already appreciate the **reliability, efficiency and individuality** provided by dryer fabrics belonging to the OXA family: Paper makers benefit in particular from the wide variety of weave designs that can be customised to the individual requirements of the paper machine.

Benefits for the paper maker in focus
In practice the success of these dryer fabrics depends on the following: efficient processes, great economy and consistently good paper quality. This is achieved through an optimal ratio of contact **area** to contact **points** as well as the best

possible protection of the seam area and a weave structure that has a positive impact on three key criteria: **energy efficiency** (whether it is drive load or evaporation), **productivity** (no water carrying or sheet fluttering) and **durability** (wear resistance, easy cleaning). "Our priority is to provide tangible benefits for the paper maker with each dryer fabric that we make", says Yvonne Raschka, Strategic Product Manager Dryer Fabrics, who was involved in the development of Secoplan.V.

Custom-built for market requirements
"Continuously developing and improving is a way of life, which means that machine clothing must do the same", she explains, and adds: "If Heimbach dryer fabrics are to successfully respond to the forever increasing challenges, it makes sense to **review and clarify the starting point of every innovation.**" The focus areas for dryer fabrics are diverse: wear on both the paper and roll side, opening of the seam to the point of seam tears, inadequate air permeability due to contamination, etc. "This shows: **There is enough potential for making improvements!**", confirmed Raschka.

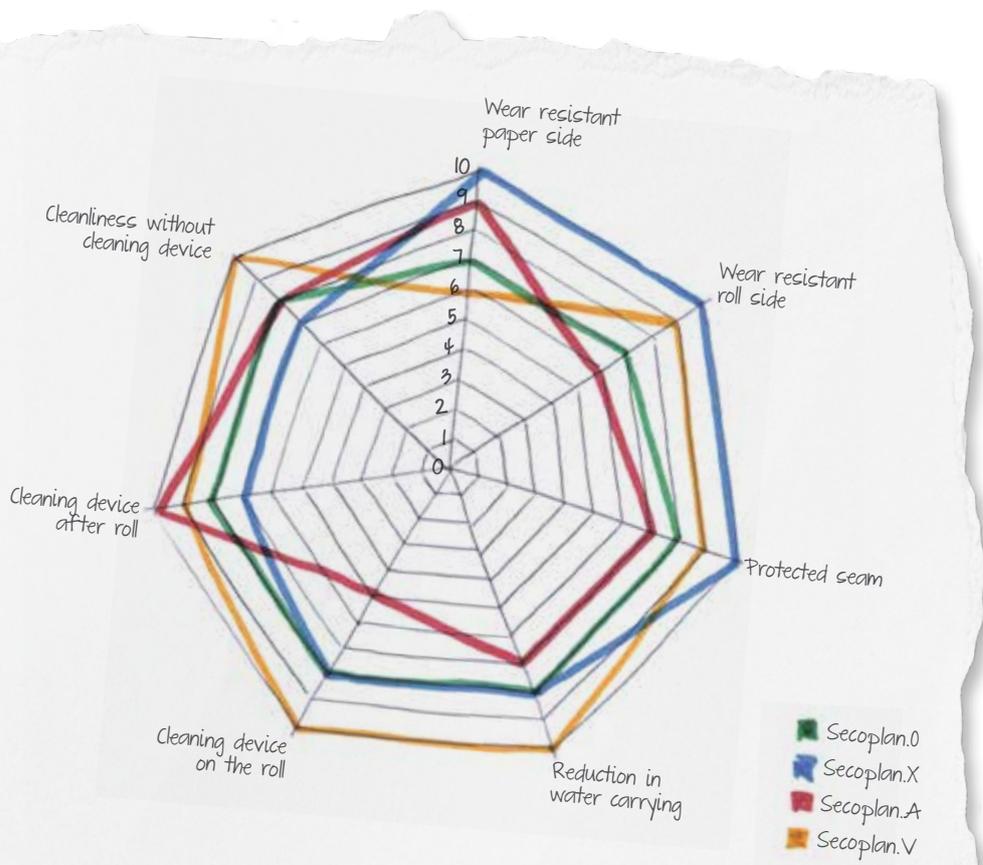


Fig. 1: All four fabrics of the **Secoplan family** in direct performance comparison.

Focus of innovation: more efficiency

During the innovation process the team around paper engineer Raschka focused on the topic of contamination/cleaning: "From the first meeting the aim became clear: We wanted to develop a fabric **that is both less susceptible to contamination and easy to clean** – no matter what cleaning method the customer uses." Prototype, numerous tests with the cleaning specialists Kadant Nordic AB (www.kadant.com) and trials on Heimbach's pilot machine followed.

Results feed motivation

"The test results were outstanding from the start", Raschka summarises. This led Heimbach to file a patent application for the weave design. Selected customers, who supported the development actively, promptly received the first fabrics for test purposes. **"May we take this opportunity to thank them sincerely!**" The performance of these initial installations surprised all of us from the start – in a positive way", added Raschka. At present Secoplan.V is being used in an air permeability range from 2,000-6,500 m³/m²/h, which covers both early and later dryer positions; denser varieties are also available on demand.

Diagram provides facts

You can find the results so far in the diagram opposite showing the **most important criteria for decisions** made by customers (see fig. 1, best value = 10): What specific requirements does the dryer fabric need to fulfill in a certain position? Are there problems with wear on the paper or roll side, or at the seam? Is water carrying a problem in this position? Is a cleaning agent installed? If yes, where? **"Secoplan.V impresses with its diversity"**, Raschka summarises succinctly.

Hard-wearing

"The wear resistance potential on the roll side is easily comparable to Secoplan.X, which is our only dryer fabric with high wear resistance on paper **and** roll side", Raschka confirms. A weave pattern in which the weft **is integrated into the surface structure** of the fabric makes Secoplan.X the most wear-resistant fabric of the OXA range. "Secoplan.V is able to keep up with this on the roll side, something that installations in critical positions have clearly proved", she adds.

Efficient cleaning

Besides abrasion resistance Secoplan.V excels when we take **a closer look at cleanliness**: "The primary aim was a marked increase in cleaning efficiency. After all, a dryer fabric must above all be clean in order to achieve optimum evaporation performance", Raschka explains. Optimum evaporation means optimum drying of the sheet: **"Cleanliness or cleanability is the basis for energy efficiency"**, she notes.

Clean – with or without cleaning agent

The figures in the diagram prove clearly that Secoplan.V is able to deliver top results – **independent of the cleaning method**: "Within the framework of our trial series we were positively surprised by Secoplan.V in this respect as well: Even in positions **without a cleaning installation the fabric remained amazingly clean** – air permeability was only minimally reduced over the life time", summarises Raschka and she adds: "Secoplan.V has been credible across the board because **the fabrics are and remain clean** – even in positions where there is no cleaning installation. This effect results from the "intelligent" weave structure that prevents dirt deposits."

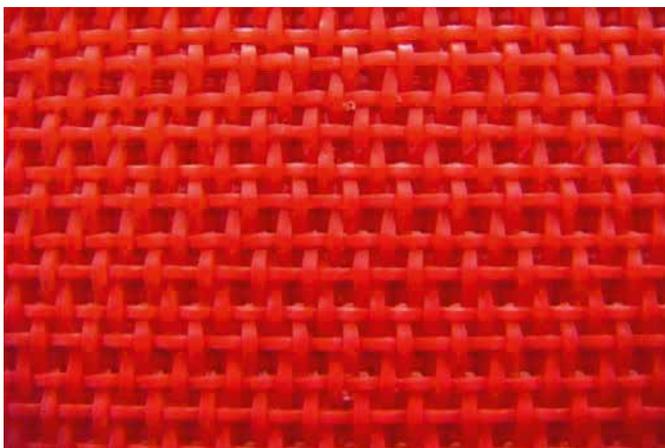


Fig. 2: Paper side – as little as possible available contact area for as little as possible dirt deposit.



Fig. 3: Roll side – extremely dense, so that dirt cannot penetrate.

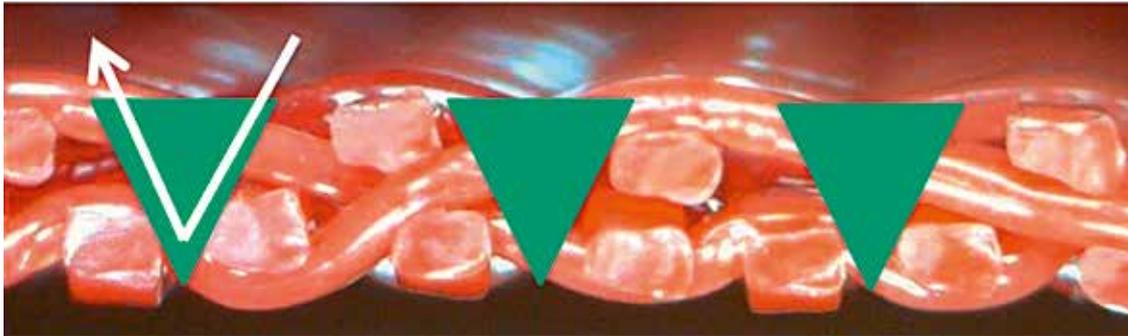


Fig. 4: Secoplan.V in cross-section – the vertical funnel structure makes easy cleaning deep into the fabric possible.

Roll-side cleaner

When customers use a cleaner on the roll (Fig. 5) Secoplan.V delivers the best results of all the fabrics used in the trial series.

The characteristic funnel-shaped weave structure (Fig. 4) enables easy and efficient cleaning on the paper side that in itself already allows only minimal dirt deposits on the yarns, since the **optimised ratio of contact points and contact area** means that there is only a small area where dirt can attach (pg. 5, Fig. 2). "Stickies" are easily loosened from the yarns by means of a high-pressure water spray. And **the dense roll side with its small channels** prevents dirt from being pressed through the fabric and deposited onto the roll (pg. 5, Fig. 3) – deposits that mean unnecessary contamination and excessive fabric wear on the roll side, which becomes preventable.

Cleaning after the roll

When the cleaner is situated on the roll, practically **no** dirt is allowed to permeate the fabric. However, when the cleaner is fitted **after** the roll only **some** of the loosened "stickies" are sucked out. With this method, therefore, a significant amount of dirt is **pressed through into the fabric** (Fig. 6). "In such a case a different fabric design should be chosen", Yvonne Raschka explains. The diagram shows that Secoplan.A (with "inverted

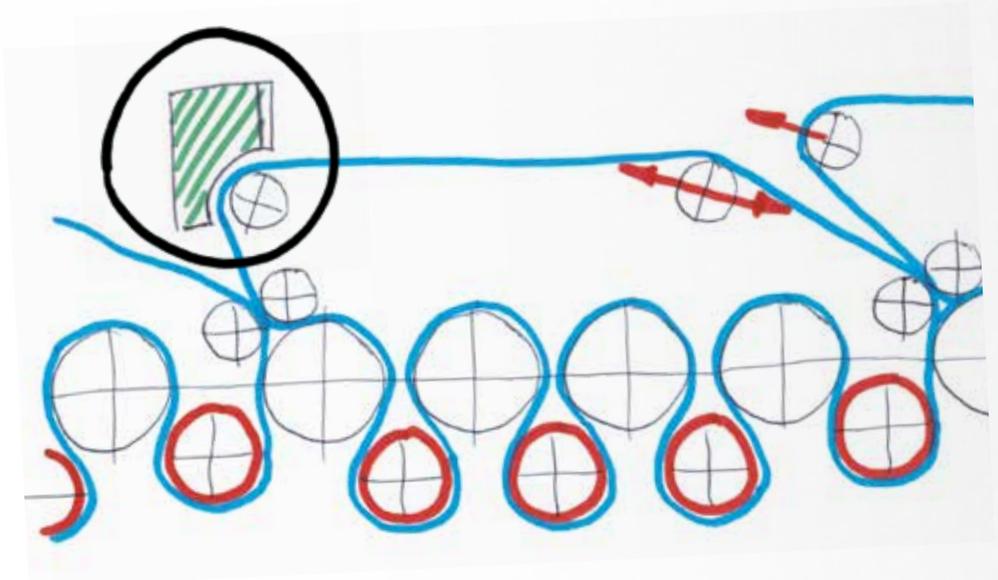


Fig. 5: Cleaner situated on the roll.

funnel shape") is the frontrunner in terms of this criterion: This Secoplan type offers direct channels towards the roll side so that **dirt can be easily pressed straight through the fabric**. In this way internal dirt deposits are prevented and the fabric returns to its original air permeability.

Water carrying no problem

Water carrying (moist stripes along the sheet) is a frequent issue for paper makers. In a test series with a variety of fabric types we analysed to what extent weave design has any impact on this. "Secoplan.V once again delivered impressive results – **the best of all, by a long way**", Raschka says. "Water carrying is practically non-existent!", she summarises in simple terms.

It all depends on the machine

Flexible design is vital since **machine configuration is of considerable importance in the choice of the most appropriate clothing**. One of the important questions (the method of cleaning) we have already discussed here, but other factors in terms of paper machine configuration are also of crucial importance: Thus **the specifics of a position should always be considered** before choosing the optimum dryer fabric since there is, for instance, a difference in the type of dirt deposit between earlier and later dryer groups.

Unique on the market

Last but by no means least, the **paper grade produced is of great relevance for the choice of machine clothing** because the amount of "stickies" varies

significantly and the individual sensitivity to marking of the end product differs. We are more than willing to assess your own machine on site in order **to achieve the best individual solution for each position**. Perhaps Secoplan.V will turn out to be the best choice for your dryer section and you will come to rely on this new specialist of the successful OXA family which can be used flexibly while delivering excellent performance.

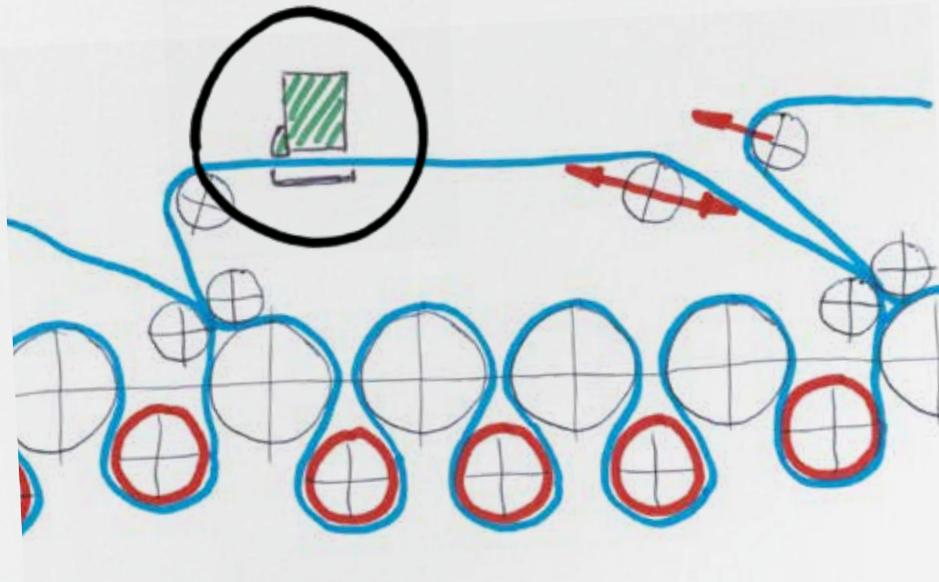


Fig. 6: Cleaner situated after the roll.



To Invest Means to Save Small Issues – Great Effects

Dear paper makers,

Not long ago my TASK colleagues and I sat around a table over lunch and asked ourselves the following question: Why should customers really engage with our department, what purpose do we serve for paper makers? In a lively discussion we quickly found a joint answer: TASK helps to make savings! And in order to prove this, my colleagues asked me to dig out some case studies; it didn't take very long.

So I went and pored over practical examples: I found several 'Savings Projects', which, unfortunately but understandably, I can't present to you all in one go due to their volume. Therefore we will initially concentrate on an **almost unbelievable example today**. Just a hint upfront: extremely small cause – massive effect ...

To Invest Means to Develop

Our customer's production manager explained his view – and that of his paper

makers – in a briefing meeting: The customer was (and is) expressly focused on "increasing **efficiency through process optimisation**". He has approached our department with this demand several times before, as 'old TASK hands' revealed to me. One colleague said for instance: "This customer is visionary indeed because they are virtually never interested in a search for the lowest prices, but rather have the goal of buying the best mix of excellent consumables and outstanding service." Another colleague confirmed

this by saying: "This customer has become known to us through the statement 'investing means developing'. He insists on this in order to emphasise the following: The best cost-benefit ratio prevails when **clothing and machine settings work towards superior runnability**." Quite right, as in the final analysis this is the prerequisite for higher economic efficiency of the paper machine. But now back to reality: So what precisely needed to be done?

'Paper Spikes' and Fabric Wear

The problem was spikes in the CD paper profiles: The difference in weight was up to 3.5 g/m². The problem was located in an area around 430-730 mm in from the operator-side edge. The phenomenon was observed **every time** a new fabric was installed once the paper machine (a twin-wire former) had been running at the speed required for the specific grade production for between 9-12 days. Altogether **six forming fabrics** from different manufacturers were affected (among them two Primobond fabrics from us). This problem deteriorated further to the point that by the time we intervened fabrics had to be changed **after just three weeks on the machine**. This could not be in either the customer's or our own interest. The customer declared their justifiable aim: "We need the fabrics to run for at least eight weeks!"



Heimbach TASK: Your partner for efficient paper production.

Establishing the Facts – Step One:

Fabric Analysis

“Let’s look at the wire”, my colleagues and I said. We detected no discernible wear either on the paper or the machine side of the fabric surface. Similarly measurements of the fabric thickness (during the operation it was only possible to measure up to 250 mm from the edge) did not show any anomaly. Furthermore we could not detect any creases and/or visible deformations of the fabrics, even though we did notice slight striation. Last but not least we measured the fabric tension: At the point of measuring this was > 7.5 kN – uniform across the total width. This meant: normal values everywhere.

Even More Facts – Step Two: Laboratory

As is so often the case, we consulted our colleagues at the lab in order to find the reason for the problem. This step always complements our TASK work very well, as the engineers in the laboratory are always able to come up with interesting facts. This additional insight enriches our TASK analyses of the paper machines and **provides the customer with clarity** – both quickly and effectively – in terms of the problem. In the aforementioned case we were able to determine “internal” damage resulting from extreme internal abrasion on warp and weft (Fig. 1). We knew immediately: Very high force must have been applied to the fabric, so that it was being “compressed” bit by

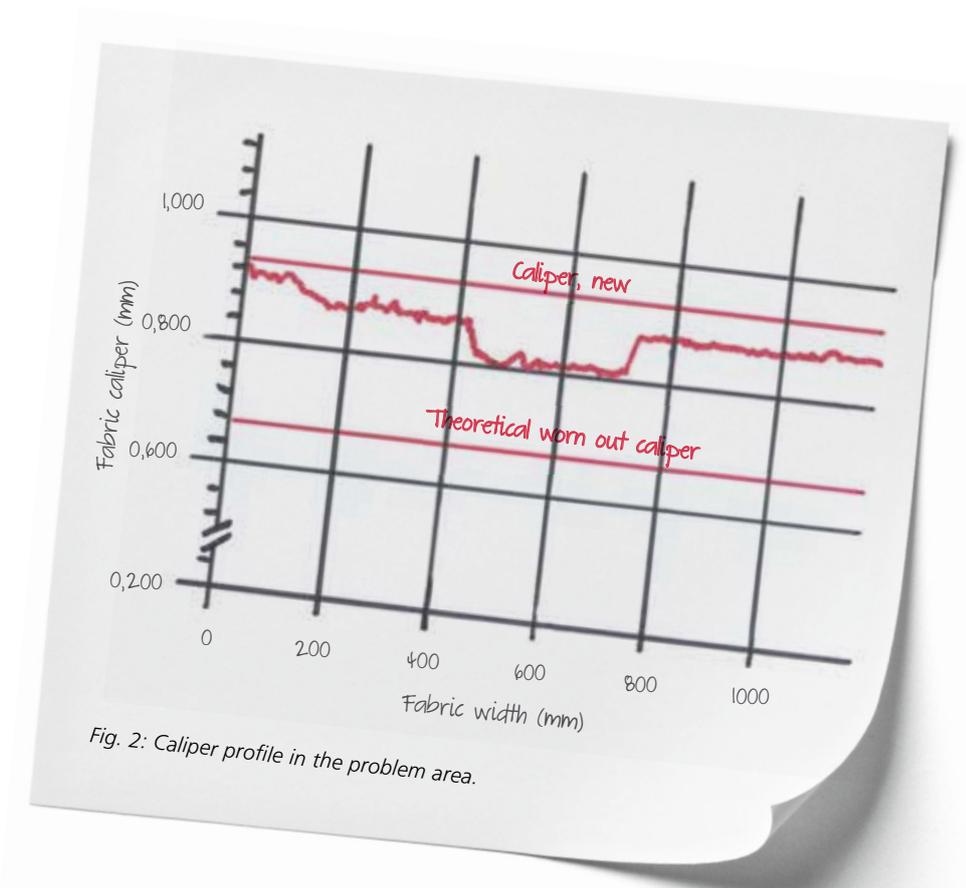


Fig. 2: Caliper profile in the problem area.

bit. Additional comparative caliper measurements confirmed the damaged area (Fig. 2). Therefore the first important discovery was: **The CD profile spikes in the paper resulted from obvious fabric damage.** Now the question to be tackled was what exactly was causing this damage to the clothing.

Inside the Machine: Analysing the Mechanics

What mechanism was responsible for compressing the fabric in these specific areas? My TASK colleagues and I visited the customer

again with the machine both stopped and when running in order to determine the cause of the damage. Intensive inspections followed on site and when we discovered the solution to the puzzle we were very surprised because it was indeed a very small cause that was responsible for the enormous effect, i.e.: **One single nozzle of the HD cleaning shower was damaged!**

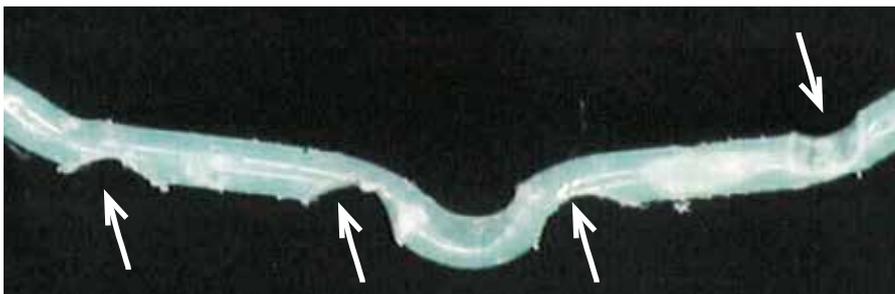


Fig. 1: Very clear: damaged warp.

Clarity for the Customer

The aforementioned nozzle generated an extremely turbulent water jet, which in turn caused strong pulsation. The water jet hitting the fabric had a “hammer” effect, and as a result the fabric was being “beaten up”: In addition to the “wrecking” mentioned earlier the fabrics within the problem area were obviously hardly cleaned at all, which meant an additional loss of efficiency. **The customer’s maintenance staff fixed the HD shower on advice of our TASK department** as there were many other nozzles that were not in optimal condition. When the shower was restored to optimal condition, with all nozzles working properly again, **forming fabric lifetimes were**

increased to 8 to 10 weeks in an instant – customer expectations exceeded! Furthermore paper makers at this mill can now expect – long-term – distinctly **more effective fabric cleaning and very even CD moisture profiles of the paper**. Their customers in turn will receive high-quality paper; the previous high rate of complaints is now a thing of the past.

Cost-Benefit-Ratio: Very Convincing
Our customer was happy knowing what it was that had caused their problems. As a small ‘thank you’ they gave their support in establishing an efficiency calculation that shows just how much our intervention has yielded: We are talking about a **saving of**

several hundred thousand Euros! As figure 3 shows graphically, clothing costs had increased dramatically. Furthermore unnecessary downtime was costing time and money as well as loss of production – let alone rejects and complaints from printers. All this is now in the past – and this is thanks to an investment that is hardly worth mentioning when compared to the result: **Our customer had to pay less than 3,000 Euros for materials and repair!**

Thus TASK does not only help save – TASK increases efficiency.

Till next time!

Your Paper Pete

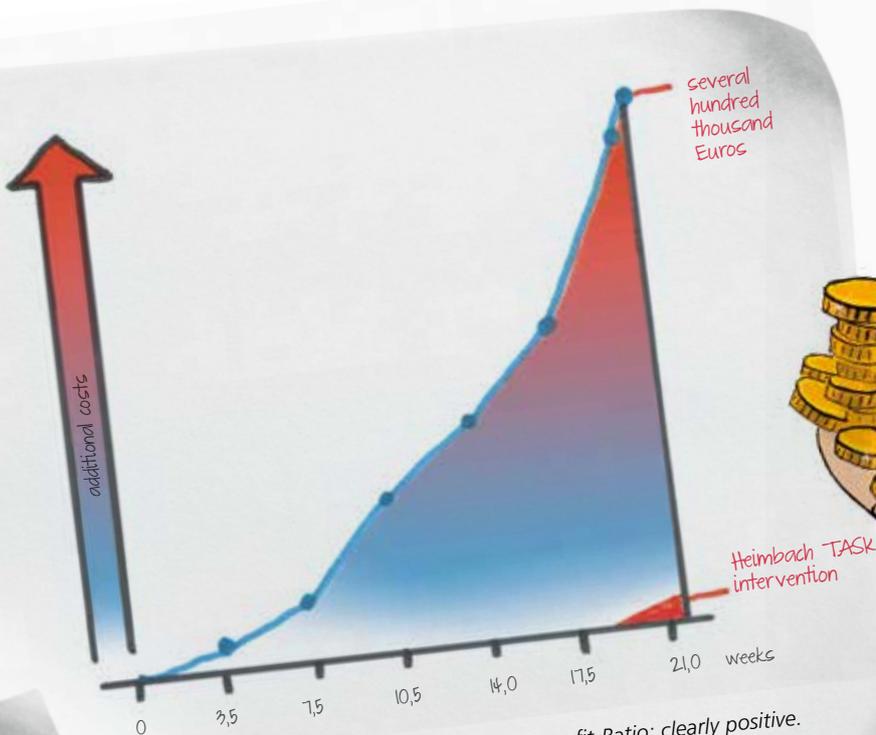


Fig. 3: Cost-Benefit-Ratio: clearly positive.





The winners of the team contest from UPM-Jämsänkoski/Finland: Mikko Vuori, Mikko Aho, Kimmo Finnilä und Juha Mentu (from left to right).



Delighted with his first place and 20 grams of gold: Individual winner Gez Williams.

Winners of Betting Pool Honoured Finnish Football Experts win Gold

Every second year, whenever the European or World football championships take place, there is lots of activity around Heimbach and our customers. Thus, this year as on previous occasions, customers were invited to provide their tips on the results and scores of all games played during the European Football Championships in France. Around 800 individual players and 150 teams altogether battled each other till the very end in exciting neck-and-neck contests. The lucky winners were rewarded with attractive prizes.



Team "Paupierre", Second in the team competition: Pierre Vanier and Pauline Delorme.

Finally, on 10 July the time came: The final between hosts France and the team from Portugal concluded the 15th European Football Championships which produced a **first-ever title for Portugal**. Just as the football match, which involved the drama of extra time, moved to its conclusion so the Heimbach tipping game entered the final round with everything at stake.

Jubilation in Finland

After the final whistle the team "JAMPM6" from UPM-Jämsänkoski, Finland, shouted loudest because the paper experts **Mikko Aho, Kimmo Finnilä, Juha Mentu and Mikko Vuori** won the team contest and were awarded ten grams of pure gold per player. The mixed team "Paupierre" from Norske Skog Golbey in France earned second place in the end result. Team members **Pierre Vanier and Pauline Delorme** were delighted with an exclusive coffee maker, while two third-place teams from Germany were awarded an original Championships football each.

Individual Winner from England

Even though the England team did not take the cup home, one participant from Chester, England, was able to enjoy a win, namely in the individual contest: **Gez Williams** who, under the pseudonym "Legless 11", competed for UPM-Shotton won 20 grams of gold and will now enter the next Euro betting pool as the defending champion. As Gez is a Welshman, he even had the extra pleasure of seeing his country reach the semi-finals. Second place went to **Kimmo Finnilä**, aka "Kimble", from UPM-Jämsänkoski who Heimbach provided with a state-of-the-art smartphone. Double winner "Kimble" – also victorious in the team contest (see above) – shares the silver medal with "LauTP" aka **Timo Pulli** of UPM-Kaukas, who can now also call a brand-new smartphone his own. These two Finnish football experts battled each other in an exciting race, which ended amicably in a draw.

We thank all of you who competed for your lively participation and are already looking forward to the World Cup in 2018, when we will again call for **submissions to bet and win with Heimbach!**



Tradition meets tradition: employees of Yamauchi and Heimbach.



Uwe Hentschel (Application Pressing/Belting) in conversation with Yamauchi.

Yamabelt – The Shoe Press Belt That Stands for Stable Operation

The invention of shoe press technology can be considered as a significant milestone for the paper industry. Introduced in the form of an open shoe press in the 1980's, within a few years a closed shoe press version became available which has become the most common shoe press layout today.

By 1983, Yamabelt shoe press belts were already participating in this new trend setting technology.

The fundamental principle of the shoe press is based on the product of pressure and nip dwell time which is called press impulse. Shoe press technology could significantly improve energy efficient dewatering at the press section. Starting with packaging papers shoe presses are today used across practically all paper grades.

Shoe presses on the advance

High sheet dryness at the press section is

an important key factor for increased machine speeds and efficiency. Furthermore some paper quality **parameters can be influenced by shoe press technology.** As one example, sheet bulk usually benefits from shoe press technology in comparison to classic roll presses.

The application of shoe presses is widespread. Press configurations include single and double felted shoe presses as well as press sections operated only using shoe press technology such as double shoe press machines as well as single nip shoe press machines.

Press felts for shoe presses

Shoe press technology has presented a new challenge for felt application as well. Heimbach has maintained its focus on **felt designs for maximum water handling capacity** and nip dewatering for shoe presses in particular. The majority of shoe presses are equipped with vented press belt designs like continuous grooved or interrupted grooved designs.

The right combination of felt and belt design can certainly **maximize the dewatering advantages of shoe presses.**

Paper quality requirements have to be satisfactory at all times, of course, which usually



leads to the application of advanced technology base press felts for shoe press positions. **The combination and interaction of felt and belt can be the key success factor** particularly when the efficiency of a paper machine is developed to a maximum.

Shoe press technology with one nip only

As one prime example of well-matched functional interaction of belt and felt, Heimbach and Yamauchi have made a major contribution to the long term viability and success of one of the latest shoe press concepts – single nip shoe press technology.

Compared to common multi nip press configurations single nip shoe press machines, with just one double felted shoe press, leave little scope to get dewatering, runnability and sheet quality right. In fact such press sections provide one single opportunity only.

Apart from dewatering, runnability and paper quality application considerations for shoe press belts have to take **the mechanical concept of the actual shoe press into account as well**, for example line loads applied, shoe dimensions & design.

Yamabelt presented

The yamabelt product range includes suitable options to meet the **specific requirements of the relevant shoe press technologies** involved. A comprehensive range of yamabelt designs containing different groove shapes in continuous and interrupted

groove designs is available. Furthermore the product line-up is available in different polyurethane combinations, emphasizing specific features like **high void volume retention or enhanced crack resistance**. High-precision manufacturing processes and decades of experience contribute to the consistently high quality of yamabelt too.

Tradition meets tradition

The first yamabelt was developed and marketed in 1983. At that time Yamauchi was already an expert in developing and manufacturing polyurethane coated products for the paper industry. The first polyurethane coated roll for the press section was **actually developed and marketed by Yamauchi in 1965**.

Heimbach started to develop and market press felts made of advanced technology bases in 1990. Those developments are still ongoing today as Heimbach keeps on developing its successful Atrocross and Atromaxx press felt product groups in addition to launching new design groups such as Atrojet – our latest press felt development.

Partnership strengthening

There is no question that shoe press technology was and is an important driving force behind Heimbachs activities in the further development of existing design groups respectively developing new press felt designs. In 2010 Yamauchi and Heimbach established their partnership concerning the yamabelt shoe press belt.

Since then the **partnership of these two privately-owned companies has been continually intensified and expanded**.

The cooperation even includes joint development projects as well as supplying components.

Our customers are paper makers who have individual needs that can vary for **many different reasons**. One of the main factors in explaining this would be the need for the efficiency of each section to fit into the process steps of the machine in order to **reach maximum efficiency levels**.

Efficiency determines

As a result of their cooperation Heimbach and Yamauchi have been able to significantly expand their knowledge of the **interaction between belt, felt and the shoe system itself**.

Design and development activities have **become joint activities** to provide the best possible results for our customers.

In cooperation with:



yamabelt.
JUDO

yamabelt.
KENDO



We are looking forward to your candid opinion: Stefan Merckens (left) and Michael Pelzer.



Customer Satisfaction Survey 2016

Your Feedback: How Are We Doing?

Every two years we seek out your opinion concerning what matters most to you, and how we perform on these issues, because continuous improvement is at the top of our list of priorities. Now the time has come round again: In October we plan to conduct another online survey, working with the renowned British market research company – The Leadership Factor (TLF).

You can give your opinions and ratings conveniently by means of a mouse click. Tell us what you like and where we need to improve. Let us know what matters to you, what you expect from us: candidly, critically, honestly. As usual the survey is anonymous, of course. **“The more we know about our customers and their requirements, the better”**, summarized Stefan Merckens, Vice President Quality.

Taking Feedback Seriously

From the 2014 survey, we were able to gain meaningful information: “Our customers reported particular satisfaction in respect of **fast response times, flexibility, product quality and service**”, Merckens recalls. “We hope to be able to hear a majority of satisfied customer voices in these areas once again”. There is, however, always plenty of room for improvement. “With this in mind

we have not only changed the **organization of our quality system**, but also modified our claims and complaint handling process to speed up response time.”

These major changes go hand in hand with an **enterprise-wide process improvement project**. “We have received **almost 1500 suggestions** from our employees”, added Merckens, “ which means

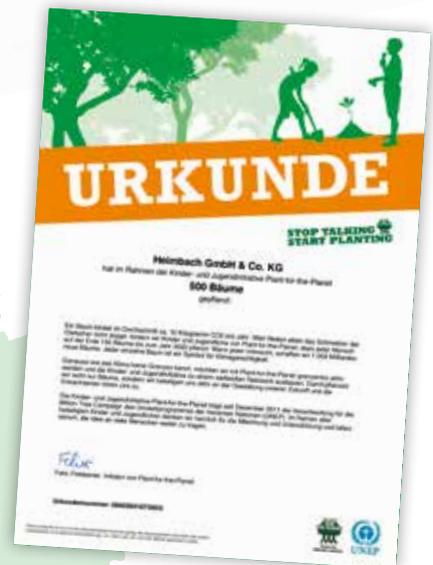
that on average every Heimbach employee comes up with a good improvement idea for our products or for our daily business every year”.

Ensuring Comparability

In order that you and we really know what has been accomplished it is crucial to deliver **comparable results**. Therefore Heimbach has deliberately chosen to work with the same partner as in 2014 and to ask predominantly the same questions: “It is important to use the same questions today that we asked yesterday, in order to get clear answers as to whether we have improved. That is true always and everywhere”, Michael Pelzer, responsible for claim management at Heimbach, puts it in a nutshell. “Our customers may wonder why we’re asking the same things again, but it **is exactly this that is crucial for interpretation and analysis of the results**”, Pelzer explains, “it’s a continuous process. We ask the questions, we measure against the previous record, we take relevant actions aimed at improving where necessary and we check during the next survey that these actions were successful.”

Commitment That Pays Off

We want to express our heartfelt thanks in advance for your participation. In responding to our survey, you are also contributing to environmental protection – because as in the past we will be supporting the project “Plant for the Planet”: This pupil initiative by Felix Finkbeiner, which has become known internationally, pledges to plant trees for climate protection worldwide (www.plant-for-the-planet.org). To date 14.2 billion (!) trees have been planted, and an awe-inspiring **1,000 billion are the declared target** of this organization that is now also being supported by the UN: “Subsequent to our latest customer poll many customers praised our commitment to this project. Therefore we will happily do the same this time”, reports Merckens. By the way, for each completed questionnaire we will now donate **not one, but two trees**.



Making a Start Plastic Bags Banished from Retailers

Everybody is aware of them – unfortunately: Plastic bags that cause great harm to the environment and also to humans. They represent a massive environmental problem; and the world's oceans are particularly affected. In our new column "Heimbach Comments" we intend to take a stand on topical issues. Managing Director Peter Michels is starting this off with his opinion on this important ecological issue. And at least there is good news.

Dear Paper makers,

It is news like this that gives us hope: This summer the German Federation of the Corrugated Cardboard Industry (VDW) published a press release in which Managing Director Dr Oliver Wolfrum welcomed the **ban on plastic bags in large German retailers**. This voluntary commitment is a direct consequence of the "Agreement on reducing the consumption of plastic carrier bags" that the Federal Ministry of the Environment reached with the Trading Association of Germany (HDE).

Rethinking is in process

Retail companies with a Germany-wide presence have already halted the sale of plastic carrier bags and have now introduced an **ecofriendly alternative – the corrugated cardboard box**. Naturally this development is good news for us in the paper industry, but this apart, **the concept makes all round sense**: Firstly cardboard carrier boxes are made from renewable materials, secondly they are themselves reusable, and thirdly, they are (in Germany) almost completely recyclable via waste paper recycling – **this means sustainability!**

Paper packaging instead of plastic

... instead of wretched plastic bags, the production of which requires the use of fossil fuels with a life cycle of up to 450 years! In one sentence: **We at Heimbach welcome this development in the retail sector**. And quite apart from ecological progress – nobody knows this better than you, dear paper makers –, cardboard boxes made from air and paper are not only stable, but also light and user friendly: This means that customers benefit in several ways and **paper wins!**



Marine litter.



Well done: Corrugated cardboard boxes instead of plastic.



Consumption of plastic bags in selected EU states
(Source: Federal Ministry of the Environment)

There is a shift

When plastic bags enter the recycling process professional disposal is assured. However, when they are thrown away carelessly they end up in the environment – and not in the incinerator. Herein lies the ecological core problem, because in 2010 **more than eight billion plastic bags were thrown away – in the EU alone!** Fortunately the EU took on the responsibility of counteracting this problem. This led to a change in the existing 'Directive 94/62/EG', which is known colloquially as 'packaging directive'. Brussels demands the reduction of the per-capita-consumption within the EU to a maximum of **40 plastic bags per year** by the end of 2025.

Just a start

This is significant change if you think back to 2010 when every EU citizen used on average close to 200 plastic bags (see: Info diagram). So for sure the EU has set a laudable and ambitious target. However, you might also take a critical stance towards the directive: Apart from the fact that the 'packaging directive' is a 'guideline' and therefore not legally binding, **the text itself regrettably excludes just those ultra-thin one-way bags** known to us all.

Unfortunately these are the very bags that make up a large part of environmental pollution.

Our duty is to act

In a brochure from 2013 the Federal Environment Agency published interesting facts that give us food for thought: Three quarters of the rubbish found in oceans consists of plastic and **136 marine species get tangled up in bits of rubbish on a regular basis**. Other sources report that a whopping **94 % of North Sea birds carry plastic in their bodies** and that the Danube already has more plastic than fish in it! But this rubbish does not only kill hundreds of thousands of birds and sea mammals per year, it can also be ingested by humans through the food chain. From this point onwards it is clear that this issue concerns us all.

Many good examples

The 'packaging directive' does not stipulate precisely how to lower consumption.

It is the member states that must decide on levies, taxes or bans. The latter has been criticised in the EU because the Italian ban that is already in force seems to be legally objectionable, according to legal experts. **Some countries outside the EU**

have done more: In Bangladesh, for instance, a ban has been in force since 2002. And even China, Rwanda and South Africa have already banned ultra-thin plastic bags.

Together for paper

Where bans do not work (or cannot work) taxes are preferable, as Denmark and Ireland prove where the **per-capita consumption of damaging plastic bags has fallen encouragingly**. And when governments want to stay out of it professional associations need to act – the main thing is that something happens, so that, hopefully in the not-too-distant future, we may say: **"Bye-bye plastic bag!"**

Peter Michels

Yours, Peter Michels

Power for Your Packaging New Competence Brochure at a Glance

The requirements for board and packaging papers have changed considerably in the last few years. Nowadays, packaging producers are no longer merely fulfilling a need, as demands on quality and the number of different end-uses have grown steadily. In the new competence brochure from Heimbach you can find clothing solutions that help you fulfill these demands.

On the one hand, modern packaging has to be sturdy, on the other it needs to be visually attractive and easy to print on. At the same time it should weigh as little as possible and production should be environmentally sound. This balancing act is not easy – **clever clothing concepts** are needed to support this.

For decades Heimbach has demonstrated first-class competence in the market and has long-term experience in the field of **board and packaging papers**. The result: Fabrics, felts and belts that together add up to a strong portfolio. This is complemented by detailed expertise in machine technology – developed over the years and further expanded in numerous recent conversion projects. With more than 20 pages the new brochure presents our packaging specialists to you and offers an initial orientation for you when selecting your individual machine clothing. Four index markers take you straight to the forming, press, and dryer sections and to the belts.

Have we raised your interest? Ask your Heimbach contact for your personal copy.



Tell Us What You Would Like to Read!

Your impressive – Your topics

As editors of impressive we always set ourselves the target of entertaining our readers through stimulating content. We provide up-to-date information from the world of Heimbach and also from our industry sector. You can read case studies and follow success stories, get to know customers and on-going projects. Paper Pete, who reports regularly on best practice from practical experience, also makes his contribution. In this issue we would like to scrutinise ourselves and ask your opinion: Are we covering the right topics? What content should we comment on more? In short: What would you like to read about?

Are you missing a particular column? Have you ever thought: Something else would interest me more? In this case we would like to invite you to share your wishes with us. This is, dear paper makers, because each impressive needs to be balanced and should contain material that is of interest to you. Take the opportunity and help shape your magazine! We eagerly await your suggestions.

Your Opinion Matters

Below you will find space for your com-

ments. We welcome every idea. As a small token we will have a prize draw of ten practical sports bags open to all contributors who reply by 31 October. Please don't forget to leave your address. If you wish to scan and **email** your comments, please sent to **heimbach-paper@heimbach.com** (Subject line: Idea for impressive).

Many thanks for your feedback!

Your impressive editors

impressive



Take part and win one of ten practical sports bags



Fax reply to +49 2421 8028245 Your impressive – Your topics

What would you like to read about?

First Name:

Name:

Company:

Address (for parcels):



Secoplan.V

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The intelligent weave structure of Secoplan.V guarantees a dryer fabric that is both easy to clean and that remains clean for longer. Your advantage: Permanently higher efficiency!

- **Increased energy efficiency:** constant good air permeability and thus constant evaporation performance
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- **Long lifetime:** abrasion-resistant and easy to clean due to funnel-shaped weave structure
- **Regular good paper quality:** avoids water carrying for even moisture cross profiles, protects rolls against corrosion and prevents abrasion on the roll