

EDITION 1/2010



WIESHEU NEWS

MAGAZINE FOR FRIENDS AND EMPLOYEES OF THE WIESHEU GROUP

EXHIBITION DATES

ANNUAL REPORT
2009

ISTANBUL

END-OF-YEAR
PARTY 2009

INTERVIEW WITH THE
DISPATCH DEPARTMENT



FOREWORD BY VOLKER GROOS

PRESS RELEASE - ANNUAL REPORT 2009

Dear Colleagues and Friends,

2009 is now behind us and 2010 is already showing plenty of promise.

2009 was all about the iba trade fair, about which much has been said and written. Overall, we did very well and we did an outstanding job of presenting the company at Düsseldorf. The needs of our daily business are now at the forefront, and they are every bit as important, requiring a lot of hard work.

It was extremely difficult to plan for 2009, as none of us knew what to expect. Compared to the previous very strong year of 2008, we can be very satisfied with the increase that we achieved in 2009, the year of the economic crisis, when many other companies suffered from dramatic reductions in their turnover. This was helped by some great successes internationally, but above all it was due to our excellent results in Germany. We have done an enormous amount in Affalterbach, as well as in Wolfen, where we also produced very good results. Many thanks!



The outlook for 2010 is positive. Our order level is good – even when adjusted for special circumstances, it is better than in the previous year – and January has already produced good results. With the start of production of 200x units, we will also be strengthening the Kaizen process, with the focus here on new equipment. As well as these two major aspects, we will complete the conversion of our ERP system to BaaN LN.

The season for trade fairs starts in February this year with the first fairs outside of Germany. However, the most important fair will be INTERNORGA, which takes place in Hamburg in March. There will then be fairs in the Netherlands, France, Spain, Great Britain, Turkey (where last year we had a lot of success, and not just at trade fairs!), Sweden, Austria (an excellent result here, too), Belgium, Italy and the USA. We will report in the next issue about the fairs in the second half of the year, but we can say that the highlight will certainly be Südback, located at the well-recognised and really excellent site at Stuttgart airport. We are also looking forward to a ‘completely renewed’ Sachsenback, which will now be in Dresden instead of Leipzig.

So, there will be plenty of good opportunities to present some magnificent WIESHEU innovations from our new 200x range to our customers.

I would like to wish you and all of us a successful and happy 2010.



Volker Groos

PRESS RELEASE - ANNUAL REPORT 2009

Turnover increased in 2009 despite difficult circumstances

In 2009, an economically difficult year, WIESHEU GmbH was able to increase its turnover in comparison to the previous financial year by 2% to 53.5 million euros.

This is even more remarkable in light of the omnipresent difficult economic situation, when one considers that the company's results in the previous year recorded growth of 14%, which was the highest in the company's history.

New jobs and increased manufacturing capacity

In 2009, WIESHEU created 32 new jobs at the Affalterbach and Wolfen locations. Apart from new jobs in national and international sales, the focus here was on the areas of design and development. Six new jobs were created in this area alone.

Alongside the investment in new manufacturing technology, this attests to the company's aspirations to strengthen and extend its leadership in the market for baking ovens.

Manufacturing capacity was increased at both production locations in 2009.

Optimistic going forwards

General manager Volker Groos says, ‘We are expecting a difficult year in 2010 for the entire sector, but we are still reckoning with growth in terms of turnover, profitability and the number of employees.’

There are thus already plans to participate in 28 international trade fairs in 2010.

In the iba year of 2009, the company participated in 26 trade fairs.

Text: Jan Hofmaier

VISITS, SEMINARS INFORMATIONAL EVENTS SEMINAR DATES



Beko, Netherlands



Visit from Mr Schäffler (middle) from Müllerbrot



Visit from the Affalterbach parish council



A visit from the age group 1941



Training course for Glockenbrot



One-day seminar on 21 Jan 2010



A training course for Biebelhauser Mühle

SEMINAR DATES

Seminars for bakers, bistros, cafés, shops with baking areas, butchers, caterers and the food trade.

Enjoy an interesting day from 9 a.m. to 4 p.m. seeing our WIESHEU ovens in use.

The price per person for this seminar is Euro 80, which includes recipes, a certificate and refreshments.



Training course for Jibi supermarkets



A training course for Kamps

Dates in Affalterbach
(near Stuttgart)

Thursday, 4 March
Thursday, 22 April
Wednesday, 27 October
Thursday, 25 November

Dates in Wolfen
(near Leipzig)

Tuesday, 23 March
Thursday, 4 November

Please send your booking by fax to +49 (0)7144 303 111, or by post. Should you have any questions, please contact Inès Stritter on +49 (0)7144 303 101, or by email at: ines.stritter@wiesheu.de.

DISPATCH DEPARTMENT

INTERVIEW WITH FRANK THIEL



Michael Tsanacas at the lifting gear

WIESHEU NEWS: Can you give our readers an idea of what the dispatch department does? What are they responsible for?

They are responsible for collecting parts from stock, assembling complete oven stations, equipping them with customer-specific accessories, packaging ready for transport and producing all of the paperwork for orders such as delivery notes, labels and stickers. They are also responsible for collecting parts for orders for accessories, such as baking trays, cleaning materials and other small items.

WN: The readers will certainly be interested to know how the dispatch team is organised. Who are the people behind this, and what do they do?

Dispatch is organised so that one person deals with all of the electronic data processing, and one person assembles the ovens on top of one another, using lifting gear, and fits the extraction hood. Another person collects the accessories from stock and puts this together with the oven station. Someone else then packages and labels the oven. As required, one person looks after the high-rack storage area next to dispatch, which means putting material into, and taking it

out of storage for production, assembly and dispatch. This person also lends a helping hand wherever it is needed.

WN: How are the tasks assigned, and who does the jobs described above?

Mr Steiner and Mr Tsanacas deal with the entries in the electronic data-processing system. Mr Thiel and Mr Wagner 'share' the lifting gear. Ms Breznicki and Ms Zeiher ensure that the correct parts are put in the oven systems. Mr Heinz and Mr Hain get the 'bare' oven ready for dispatch, which means that they deal with the packaging and labelling of the items to be dispatched. Mr Zajzkowski looks after the transfer of materials into and out of the high-rack storage area on his shift.

WN: How do you ensure that sales orders are delivered punctually?

As assembly is done in advance, this guarantees that orders are manufactured in good time for the delivery date, and that dispatch can also be done in advance.

WN: What is the procedure if an item on the order does not arrive punctually at the dispatch department?

We then get in touch with the department that has to supply the dispatch department to make sure that every possible effort is made so that the order can be dispatched in time for the delivery date. If things get tight, then items from other, ready orders with a later delivery date may be used.

WN: What are the working hours in dispatch?

We currently work two shifts: early shift from 6 a.m. to 2 p.m., and late shift from 2 p.m. to 10 p.m.

WN: What are the most common difficulties you have to deal with in dispatch?



Igor Heinz at the wrapping machine

Our most frequent problems are sales orders not clearly specified and our suppliers not delivering all of the required parts. Transport companies can also be a problem as their vehicles are often too small and on occasion they arrive late.

WN: What does 'Packing in motion' mean?

This means that whatever the dispatch date, an order is taken directly after final inspection and is completely processed as far as the loading bay.

WN: Even the dispatch team is subject to the Kaizen process. What standards have been implemented?

Of course, standards are integrated into our entire procedures, in the area of packaging and in the production of performance figures. We are currently again recording times for our new packaging standard so as to be able to demonstrate our productivity with the correct figures. The departments will also be independently awarding their 'lemon of the week', taking a detailed look at a particular problem and aiming to take corrective measures.

'Packaging in motion' is our most important objective. As this depends on a lot of factors outside of our department (production, suppliers, hauliers, etc.), only partial implementation is possible, but we are constantly working on improvements.

WN: Thank you very much for your time

Lutz Adam asked the questions,
photo by Nicole Kindermann

LOGISTIC BUS, 10,000 EUROMAT DOORS EDGING PRESS IN WOLFEN „BERLINER“ DOUGHNUTS FROM OLAF MIETH



Newly introduced logistics bus with roll pallets

Our new bus resulted from a good Kaizen workshop.

It guarantees reliable transport starting from the basic manufacture and continuing to all assembly locations via predetermined stops. However, apart from that, transport should not be neglected as a vital factor for economic and efficient operations. It is not just time savings that result from this, but there are also important ergonomic benefits for our busy logistics staff.

From now on, our small nippy truck zooms through our buildings every 30 or 60 minutes, punctually and reliably supplying both our assembly area as well as the warehouse.

Photo and text: Sylke Wussow



10,000th Euromat door – congratulations! Volker Bieler and André Kinsky proudly present the 10,000th Euromat door, which have been produced since mid-2006 in Wolfen for the entire Euromat range.

EDGING PRESS



The photo shows the bending process with the special new edging tool for our Minimat ovens.

The point of this is to make the edging process safer, cleaner and more cost effective, while increasing the quality.



„BERLINER“ DOUGHNUTS RECIPE FROM OLAF MIETH



Recipe for approx. ten doughnuts

The yeast dough: 250 g wheat flour
30 g sugar
80 ml milk
15 g yeast
1 egg
1 egg yolk
Grated lemon peel
Filling: raspberry or cherry jam
Coating: icing sugar

Stir the yeast into the warm milk and leave to rest for approx. 30 minutes.

Combine all of the ingredients with a mixer for five minutes and then allow the dough to rest for 30 minutes. Knead again for a further three minutes and then again allow to rest for 30 minutes. Shape the dough into a roll and cut into ten pieces. Shape into balls and put in a warm place for about 90 minutes to rise. (Cover with a cloth.) Fry in hot cooking fat or oil at 170°C for about three minutes.

Once cooled, inject the jam with a syringe and decorate with icing sugar.

WIESHEU ON TOUR: ISTANBUL



Area Sales Manager Azim Küçükoba

Number of inhabitants:

Istanbul is the fifth-largest city in the world and the largest city in Turkey with approximately 14 million inhabitants.

Best time to travel:

Istanbul is interesting and worth seeing at any time of year.

July and August is only recommended for those who like it hot.

The sights:

Istanbul is the only city on two continents. The Bosphorus is the geographic border between the European and Asian parts of the city.

It was first established about 660 BC and is seen as one of the oldest continuously inhabited cities of the world.

It is the trading, financial, cultural and media centre for Turkey.

With two airports and three railway stations, it is the largest transportation hub in Turkey.

Numerous universities, theatres, museums, mosques and other age group monuments bear witness to the city's history and tradition that date back over 2000 years.



WIESHEU Showroom

For example:

The Blue Mosque, Dolmabahçe Saray, The Bosphorus bridge, The Galata tower, The Chora Church, The Golden Horn, The big bazaar and many more

Highlights in Istanbul:

There is an annual Bosphorus marathon and a Formula 1 race in Istanbul Park.

Bakers:

There are 30000 bakers and confectioners in Istanbul, with those of interest including: The UNO branch: Komsu Firin, In-store bakeries in supermarkets, Shops with baking areas such as Simit Sarayı, Mado Specialities/eating habits (baked goods)

'Pogaca': there are various types of this with different fillings for breakfast.

'Börek': in various shapes and with different fillings.

'Simit': traditional sesame ring from street vendors and bakers.

In the meantime, this is also made in various shapes and with different fillings, and is mostly eaten for breakfast.

National specialities:

One strong feature is the variety of appetisers. Olive oil, tomato purée and various oriental spices provide the foundation for Turkish dishes. Fish, lamb, beef and chicken are mostly grilled or stewed together with a variety of vegetables. Tripe and offal (kokorec) are other regional specialities.

The largest and most important trade fairs in the region are:

Ibatech (every two years) – WIESHEU has its own stand

Cafe Bar trade fair (annual)

Accommodation:

Historical: the Blue House next to the Blue Mosque in the European quarter

For the locals: Hotel Suadiye, in the Asian quarter, on the famous Bagdad Street

Modern: Titanic Hotel Bakırköy in the European quarter

Local WIESHEU addresses:

Showroom: Yeni Camlica Mah Baraj Yolu 9 Palandöken Sitesi A 1 Blok Atasehir Istanbul

Area sales manager: Azim Küçükoba

Service: Ferhan Kapucu

Text, photo: Azim Küçükoba

NEW FORUMS IN WOLFEN AND AFFALTERBACH

TRADE FAIR DATES IN THE FIRST MONTHS OF 2010

The WIESHEU forums at the Wolfen and Affalterbach locations have been equipped with the latest generation of equipment.

In this way, participants in our seminars and our visitors can be shown the perfect baking system with a demonstration.



The WIESHEU forum in Wolfen



The WIESHEU forum in Affalterbach

Text, photo: Nicole Kindermann

TRADE FAIR DATES IN THE FIRST SIX MONTHS OF 2010

In 2010 WIESHEU GmbH is looking forward to exciting first six months at trade fairs both nationally and internationally. The trade fair season started with Gulfood in Dubai, this is followed by Bakkerij Dagen in Amsterdam and then Europain in Paris. One day later, the 'spring classic' of Internorga takes place in Hamburg. At all of these fairs, WIESHEU is presenting its completely new range of products and the perfect oven system, which provides a tailor-made solution for each of our customers' requirements.

We will also be represented in Birmingham and Barcelona again with our innovations. The Ibatech takes place in April in Istanbul. This is a leading trade fair for bakers and confectioners, in which we first successfully participated two years ago. There are two other fairs in April: GastroNord in Stockholm and Genuss in Wels, Austria. The first half of the year then comes to an end with SIAB in Verona.

Come and see us at these national and international trade fairs. Experience the variety of innovations offered by our perfect oven system. Find out more and enjoy the delicious food available on our stands. We look forward to seeing you.

Gulfood, Dubai, VAE	21.02. – 24.02.
Bakkerij Dagen, Amsterdam, the Netherl.	28.02. – 02.03.
Europain, Paris, France.	06.03. – 10.03.
Internorga, Hamburg, Germany	12.03. – 17.03.
BIE, Birmingham, Great Britain	21.03. – 24.03.
Alimentaria, Barcelona, Spain	22.03. – 26.03.
Ibatech, Istanbul, Turkey	15.04. – 18.04.
GastroNord, Stockholm, Sweden	20.04. – 23.04.
die Genuss, Wels, Austria	24.04. – 7.04.
easyFairs Retail+, Brussels, Belgium	05.05. – 06.05.
FMI, Las Vegas, USA	01.05. – 13.05.
SIAB, Verona, Italy	22.05. – 26.05.

Text: Nicole Kindermann

SKIING EXCURSION TO SCHWARZENBERG IN THE EWS-ARENA TEAM ROSENTAL



We heard the call of the mountains this year, too ...

... and 40 WIESHEU staff, including service technicians, relatives, ex-colleagues and friends, boarded the rented WIESHEU coach on Friday afternoon.

After just a few kilometres, the atmosphere was great, helped by our fantastic coach driver, Peter.

We were well supplied with snacks and drinks, so we arrived at our hotel in Schwarzenberg in a fine mood.

Suitcases disappeared quickly into our rooms, and then the party continued until well after midnight.

The next morning everyone arrived punctually for breakfast, and then off we went with the bus to Mellau/Damüls to the ski slopes. Despite having poor weather on Saturday, we didn't let it spoil the fun. Almost everyone put skis on, and the few walkers set off through the deep snow along their route.

The agreed meeting point for everyone was the snow bar, where sooner or later everyone arrived.

Later on we enjoyed a cosy evening meal together at the hotel. This was followed by more celebration, dancing and laughter, which went on, just like the previous evening, until late into the night.

On Sunday it was unfortunately time to pack our suitcases again. The sun shined down on us for our last day on the slopes. Some fantastic fresh snow and sunshine even encouraged a few walkers from the previous day to buckle on their skis.

Full use was made of the lift pass right up to departure, and after the traditional group photo, we set off back to Affalterbach.

Detlef Tränkle earned special thanks here. He was a great tour guide, the best DJ, the wildest dancer, a fantastic organiser and maintained a great atmosphere for our amazing ski holiday.

Thanks also go to WIESHEU GmbH for providing the coach.

Text, photo: Nicole Kindermann

IN THE EWS-ARENA



From the left: Baker Rolf Weiß, an up-and-coming handball player, Jürgen Rieber

WIESHEU is now also in the strongest league in the world

The second great passion of master baker Rolf Weiß, our customer of many years from Uhingen, is handball. As well

as working as a referee, he is very involved with the Frisch-Auf-Göppingen team in the German league. Since the conversion of the Hohenstaufen hall in Göppingen to the EWS Arena, for home games he bakes oven-fresh pretzels there on site.

Jürgen Rieber, our specialist for baking ovens at WIESHEU and a league referee on the side, explained the deck oven to his referee colleague. WIESHEU hopes that the EWS Arena is always full, that the games are always exciting and entertaining and that there are always fresh pretzels.

Text, photo: Joachim Frey

TEAM ROSENTAL



Michael Kipperer (centre front), our man in Austria, and his team ESV Rosental were men's district curling champions in winter 2010.

YEAR-END CELEBRATION 2009



The Bells of Rome



Full house



The trainee whisk game



Angelika Ebel



The trainee dancing game

No year may end without a merry celebration after the year's hard work.

Happy and relaxed, the WIESHEU staff bustled around the fully occupied Lemberghalle, masterfully accompanied throughout the programme by the charming Bernd Kindermann. Cryptic and entertaining stories, songs and acts provided the highlights.

Angelika Ebel told the dramatic story of an explosion in a power station caused by the inhabitants of a village who had tried to outdo one another with their Christmas illuminations.

Marga Wiesheu then provided us with some confidential insights into the intimate diary entries made by her husband about the strenuous daily routine of being a pensioner.

With an exciting projector presentation, Aurelio da Silva took a look back at his

design and development department as the new oven system was started and developed.

Then four tight-lipped, sinister characters dressed in black leather took to the stage while 'Andrea Berg' (alias Lena Dröse) read out the 'Bells of Rome' in a beguiling voice, supported by four guys who danced amazingly with their rhythmically opening leather coats. That made everyone ache from laughing so much and made an encore quite unavoidable.

To cap it all off, our trainees divided up the management into three teams for a hunt, looking for various utensils from the kitchen and office as well as items of jewellery from the guests, the competition then being rounded off by some rock and roll. This was a



The victorious team

lot of fun, with some colleagues taking it very seriously, showing an unexpectedly smart and sporting attitude.

Music and dancing followed the official programme until way past midnight.

Text: Inès Stritter, photo: Nicole Kindermann

BIRTHDAYS ANNIVERSARIES, BIRTHDAYS NEW EMPLOYEES



Honouring those with five- and ten-year anniversaries during the year-end celebration



50th birthday of Bernd Steiner and Yasar Özkaya; Gert Vogel and Filippo Brighina, five years at WIESHEU



Sarah Julie, daughter of Harald Schrode, born on 16 December 2009.



Patrick Zientek and Friedemann Staiger, five years at WIESHEU



Dagmar Bodesheim, ten years; Werner Deeg, 20 years at WIESHEU

NEW EMPLOYEES

A warm welcome to our new employees.

In Affalterbach

Martin Eisenmann Service technician

In Wolfen

Christopher Wott Commercial clerk

We wish them enjoyment and success in their work!



Silvia Killinger celebrated her 50th birthday

ELECTION OF WORKS COUNCIL AT AFFALTERBACH

Voting for the works council for 2010 will take place

on 8 March 2010 from 11.30 a.m. to 1.30 p.m.

in the Ludwigsburg Room (area in front of the canteen).

Voting slips and envelopes will be issued to those entitled to vote in the above-mentioned room.

For field staff and for the night shift, the election committee has agreed to the use of votes in writing (§24 para. 1 WO).

The forms for voting in writing will be sent by the election committee.

We look forward to as many people as possible voting.

The Works Council

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DONATIONS

NEW TRAINING ROOM

BIRTHDAYS



From the left): Inès Stritter (WIESHEU), Mr Eitschberger, Mr Röslin (Marbach school), Ms Debreceni, Mr Althoff (Backnanger Tafel), Ms Rikker, Ms Krause, Ms Voges (Apfelbach school in Affalterbach), Uwe Burger (WIESHEU)

At the end of the year, WIESHEU traditionally makes a donation to local charities. This is accumulated over the year by ‘feeding the piggy bank’, which every WIESHEU employee is requested to do whenever they arrive late for internal meetings. In addition, the baked goods from baking trials are given to employees in exchange for a small contribution. This year we raised Euro 1,500, which was divided into lots of Euro 500 each for: the association to support the Apfelbach school in Affalterbach to buy toys and other useful things for the breaks; the school in Marbach to support two first-year classes in the ‘Klasse 2000’ project, which promotes health with prevention of addiction and violence; and the Backnanger Tafel to support inhabitants in need.

Text: Inès Stritter, photo: Nicole Kindermann

NEW TRAINING ROOM



As part of the alterations and building work in the SERVICE and construction departments, an innovative area was produced for training and education. We have equipped our new rooms with state-of-the-art tuition technology, flip charts and projectors to ensure the success of our training courses. Mike Göllner, head of training, is delighted that he can now welcome attendees to our new premises as part of our regular or customised training courses. For more information about current training dates and for any questions, please contact Silvia Killinger on +49 (0)7144 303 396.

Text: Frauke Rülke, photo: Nicole Kindermann

KICK-OFF - A SUCCESSFUL START TO 2010

Affalterbach. – From 7 to 8 January 2010, our national and international sales teams assembled for the traditional kick-off meeting in Affalterbach. General manager Volker Groos led the event with his usual aplomb. After a brief overview of the previous year from the heads of national and international sales, the sales team was then very professionally prepared for 2010 over these two days by representatives from individual departments in the company. The focus here was on the introduction of the new 200x generation of ovens. Volker Groos was very optimistic as the meeting concluded: 'With our highly motivated sales team, the new high-tech products and our great production team, I am not at all concerned about meeting our turnover targets for 2010, which have again been set very high.'

As part of the kick-off, there was also a ceremony to recognise special achievements of members of the sales team working for WIESHEU.

Text: Lutz Adam; Photo: Nicole Kindermann

