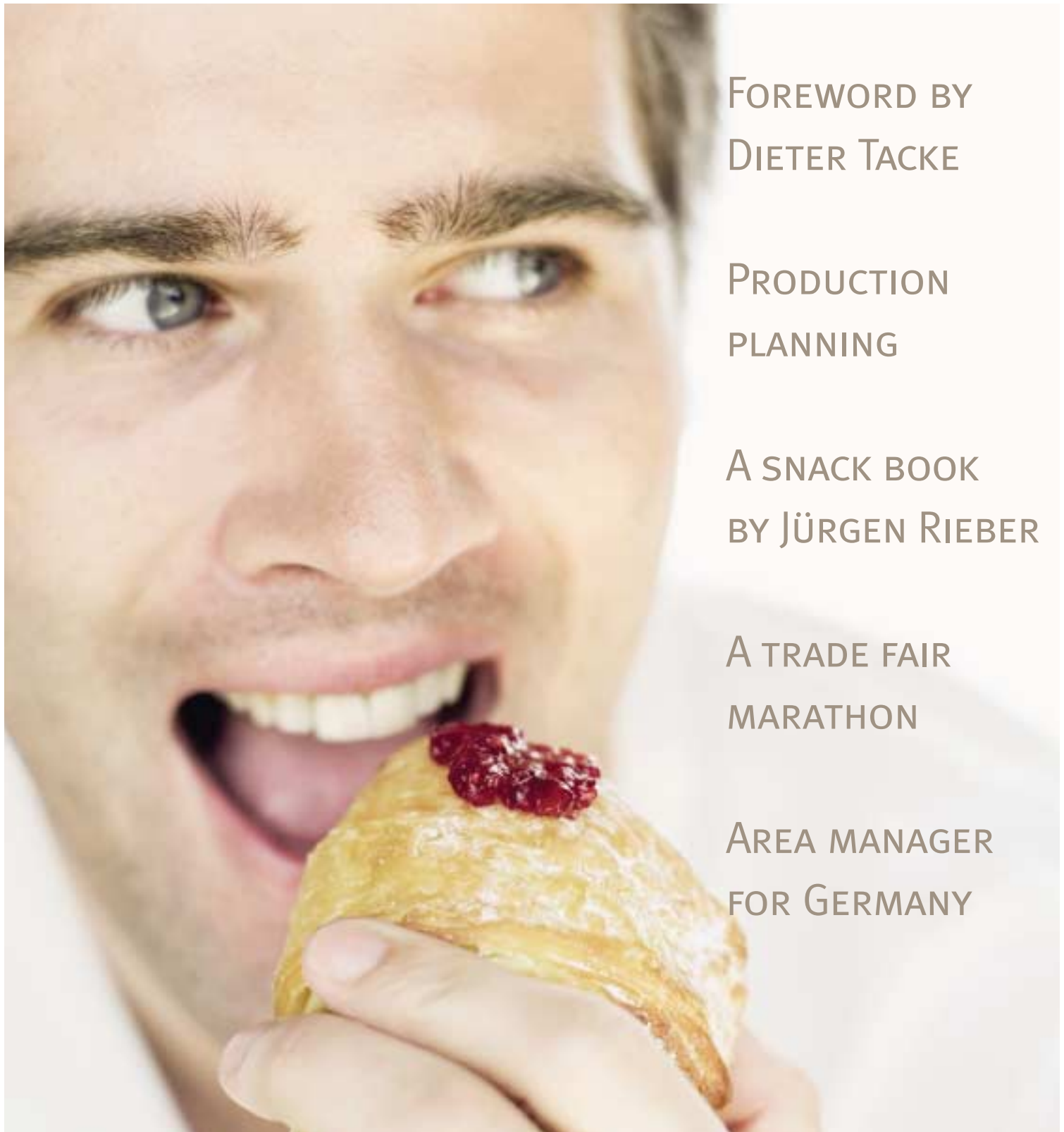


EDITION 2/2010



# WIESHEU NEWS

MAGAZINE FOR FRIENDS AND EMPLOYEES OF THE WIESHEU GROUP



FOREWORD BY  
DIETER TACKE

PRODUCTION  
PLANNING

A SNACK BOOK  
BY JÜRGEN RIEBER

A TRADE FAIR  
MARATHON

AREA MANAGER  
FOR GERMANY

# FOREWORD BY DIETER TACKE

## SEMINAR DATES

Dear Customers, Partners and Friends of WIESHEU, Dear Employees,

even if at the end of 2009 we were already cautiously optimistic about the prospects for 2010, after the first quarter of 2010 we are still surprised how clearly we have exceeded the previous year's figures and have exceeded our expected turnover. We have produced the best 1. quarter in the history of the company. The orders placed for the coming months are also very promising.

It is particularly gratifying here that these good results could be achieved both with new medium-sized customers as well as with a broad increase in the business activities of our long-standing customers. This is certainly a good economic signal.

Our branches in Poland and Turkey had a lot to do with this. Our friends and colleagues in the Polish branch are celebrating their second anniversary. In Turkey we can look back over a very successful year in building up the business. We are very grateful for the magnificent support from these two companies and we wish our colleagues there every success for the future, with all our heart.

The prerequisite for achieving increases in turnover like this was a detailed production plan and the maximum possible flexibility across all areas of the company and, above all, the very strong commitment shown by our colleagues. Many thanks to our works council, which was recently elected for another five

years, for its good work and for its cooperation in matters concerning human resources. Without their cooperation, the necessary flexibility would not have been possible.

In doing this, we have managed to keep a clear view, or at least that is what the TÜV certified during the renewed, very successful audit of our ISO 9001 certification in Affalterbach and Wolfen.

Many thanks to our customers, suppliers and colleagues who made this excellent quarterly result possible.

A functioning service network is also a basis for a successful relationship with customers. In March this year our service partners from all over Germany accepted an invitation to this year's service partner conference to discuss innovations in our products and procedures. For everyone involved, this was a successful and very fruitful event. At this point, I would like to thank our service partners for competently representing the WIESHEU brand at such a very high and sophisticated level.

Both sites and the branch offices are developing in the right direction as far as both turnover and procedures are concerned. The necessity to further slim down procedures and to again clearly increase efficiency results from an increasing concentration to do so on the



customers' side and from the increasing competitive pressure, especially in our international business, which is of ever increasing importance.

To secure and extend our competitive position, we are investing undiminished large sums at both sites in staff, machines and the continuing development of our products.

I hope that you enjoy reading this current issue, and I wish you lots of luck and success in everything you have to do.

Best regards, Dieter Tacke

### SEMINAR DATES

Dates in Affalterbach  
(near Stuttgart)

Wednesday, 27 October 2010

Thursday, 25 November 2010

Dates in Wolfen  
(near Leipzig)

Thursday, 4 November 2010

Registration and information:  
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# VISITS, SEMINARS INFORMATION EVENTS



Butchers' gastronomic seminar in Wolfen on 23.03.2010



REWE Group Austria visit



Spar Austria visit



Aspiag Bizerba visit



Hiestand Poland visit



Technician training course, Poland



One-day seminar in Affalterbach on 04.03.2010



Training course for service partners in France



Dallmeyers Backhus training course



Seminar in Bergholz-Rehbrücke



Snack seminar for master bakers, apprentices and sales staff at Berufl. Schule Elmshorn (Elmshorn Vocational School)

# PRODUCTION PLANNING

## INTERVIEW WITH DEPARTMENT HEAD WERNER DEEG AND HIS DEPUTY JENS AVERDUNG AND HIS DEPUTY JENS AVERDUNG



Back row: Ruben Hühnerbein, Werner Deeg, Jens Averdung, front row Sladjana Ancona, Edina Weinstein, Andrea Bott

**WIESHEU NEWS:** Is it correct that production planning takes a very central role at WIESHEU?

*Jens Averdung: It has a central role in the company as it represents the interface between all areas of the business. It's like the inner organs in a human body; we filter information, prepare it and distribute it to the locations where it is needed. The correct dose (quantity) and the correct time (start of order) are important as there may otherwise be a blockage and a back-up of the material flow – the system will not function optimally.*

*Production planning and the control of production are the basis of our work.*

**WN:** Can you give our readers an idea of what these technical terms mean?

*Werner Deeg: Production planning sets the conditions under which production occurs. This means what (which production item), how (with which production processes) and with what (on which machine and in which plant) items are to be produced.*

**WN:** What happens after that has been defined and where does the data then go?

*Werner Deeg: The manufacturing process defined in this way is documented on a step-by-step basis in the plan of work and this is then entered into the IT system. The planner then completes the plan of work with the values previously recorded for the time to set up the machines and machine cycle times. For the development of new products, the designer produces a parts list (a list of all the individual parts and materials to be assembled) and transfers this from the 3D design software into our IT system. After this, we then transfer the data to the production module.*

**WN:** What happens to the parts lists once they are in the production module? When does production control intervene in the process?

*Jens Averdung: We now prepare the parts lists considering the ideal manufacturing and assembly procedures (Kaizen) and specify the storage locations, thus defining where the individual parts come from and where they have to be delivered to. In contrast to production planning, production control deals with the procedures and processes which are repeated and which can be changed to suit the customers' orders. During this, we define how much, when, where and who is to manufacture. That is what control means.*

**WN:** Who continues to work with the data once your work is complete?

*Jens Averdung: The results of our work are not just relevant for production and assembly, but also for the advance calculation department. They take the costs required for labour and material from the data, and use that to determine the selling price. This is then the interface to the financial controlling and to sales departments. With the data from the plans of work and the sales projections (expected figures) we plan capacity. This means that we can see in good time whether the existing capacity will suffice. If our capacity is insufficient, then another interface is activated with the buying department.*

**WN:** What projects are planned for the future?

*Werner Deeg: Working together with our IT department, we are making meticulous preparations for the introduction of our new IT system. Maintaining the system is a fundamental requirement for the quality of the data and takes up a large part of our resources.*

**WN:** Thanks very much for talking to us.

Nicole Kindermann asked the questions  
Photo: Jan Hofmaier

# A SNACK BOOK BY JÜRGEN RIEBER

## RECIPE FOR STRAWBERRY AND RICE PUDDING



Discussion about photos

To start off with it was just a vision, an idea, and then it became reality.

Werner Kräling, editor-in-chief of the Allgemeine Bäckerzeitung, published by Matthaes Verlag, asked Jürgen Rieber what he thought of the idea of jointly producing a snack book and bringing it on to the market. Jürgen Rieber thought it was a great idea but quickly discovered how much work it involves.

It was in December of the same year that the contract was signed. It was a good start with Werner Kräling to look after the editing and Jürgen Rieber to produce the recipes.

Jürgen Rieber, master baker and industrial professional, who started work at WIESHEU in 1993 as an application engineer, looked forward to the challenge of creating new products, requiring quite a bit of creativity on his part.



Bruni Thiemeyer (Matthaes Verlag) and Jürgen Rieber

Recipes had to be worked out together with instructions and these have to then be professionally executed for a finished picture. Several days were then required for the photos to be taken. You shouldn't forget the effort required to style each dish and make it look delicious. Considerable photographic skills were required for that. In the end, over 3.000 pictures were taken and the best of these can now be seen in the snack book. Each step was photographed separately, almost every touch being documented from the preparation right through to the finished snack or small meal.

For anyone who is interested, the snack book is in the shops now. The book was published by Matthaes Verlag in Stuttgart.



The photographer in action



Jürgen Rieber making preparations

Jürgen Rieber / Werner Kräling  
Snacks – Chancen für die Bäckerei

This is a book of over 400 pages with recipe ideas, current trends, manufacturing tips, marketing concepts and tips for the take-away market.

Text, photo: Nicole Kindermann

### STRAWBERRY AND RICE PUDDING RECIPE FROM JÜRGEN RIEBER'S NEW SNACK BOOK



#### Ingredients:

150 g round grain rice	5 g vanilla-sugar
375 g unskimmed milk	50 g bread-crumbs
200 g cream	20 g butter
250 g egg (5 eggs)	900 g strawberries
150 g sugar	

#### Step by step

1. Cook the rice in the milk, cream and melted butter for 25 minutes, until soft and then allow to cool.

2. Separate the eggs, beat the yolks, sugar and vanilla sugar until fluffy, and then mix with the rice.
3. Whisk the egg whites until stiff and then fold in.
4. Butter a mould and sprinkle with breadcrumbs.
5. Pour the rice mixture in, cover with strawberries, then bake.

Baking time: 35 minutes

Convection oven: 160°C

Deck oven: Top heating 220°C

bottom heating 215°C

# A TRADE FAIR MARATHON



Europain, Paris



ibatech, Istanbul



Alimentaria, Barcelona



Internorga, Hamburg

## AT HOME A LOTS OF TRADE FAIRS

Once again, this spring WIESHEU was represented at a lot of national and international trade fairs to present their new baking ovens and to demonstrate their almost legendary hospitality.

The most important German fair this spring was certainly the annual Internorga fair in Hamburg, at which WIESHEU had a 144-sq-m stand, where, apart from the new Dibas, the new Ebo and the new Minimat, the focus was on the subject of saving energy.

Internationally, the trade fair year started with the Bakkerij Dagen in Amsterdam, where Marcel Verhaegen, our local representative, presented innovations to his customers and the sector in his own country.

The Europain in Paris was certainly a special fair, which is not just the most important French fair for WIESHEU in 2010, but at the same time also represents the official entry to the market with new staff and with new baking ovens specially developed for the French market.

The fairs taking place at the same time, Alimentaria in Barcelona and BIE in Birmingham, provided the starting shot for the introduction of the new equipment in Spain and Great Britain.

ibatech, the largest Turkish baking fair in Istanbul also turned out to be a great success for WIESHEU. Here, as at many other fairs too, the use of the ovens was presented live in the demonstration area and the visitors could directly see the advantages for themselves of the WIESHEU baking ovens and the perfect results that they produce.

In Wels, Austria, the Genuss trade fair took place at the end of April, where Michael Kipperer, our representative



Bakkerij Dagen, Amsterdam



BIE, Birmingham



die Genuss, Wels

in Austria, used the opportunity to show his customers all of the product innovations in their own country.

In May, this first six months of trade fairs was then concluded with Siab in Verona.

Text, photo: Jan Hofmaier

# A TRADE FAIR MARATHON

## EXHIBITION DATES

### NEW CRANES IN WOLFEN



Nordic Bakery, Stockholm. WIESHEU stand manager Patrik Hogh together with Sören Lindskog from our Swedish partner Myhrvold Nordic AB.



Nordic Bakery. Many representatives from retail food shops came to the WIESHEU stand and were very excited about what the baking ovens could do.

Text, photo: Lutz Adam

#### DESPITE THE CLOUD OF VOLCANIC ASH AT NORDIC BAKERY

From 20 to 23 April 2010, the gastronomic and baking trade fair GastroNord / Nordic Bakery took place in the Swedish capital, Stockholm. Travel to and from Stockholm was dominated by the cloud of ash produced by that unpronounceable volcano in Iceland, and WIESHEU's stand team, Patrik Hogh and Lutz Adam, had to change their plans at short notice to drive instead of fly, as did many other participants at the fair. After an 18-hour drive, they finally reached their goal of Stockholm.

At the fair, we were then energetically supported by colleagues from our Swedish dealer Myhrvold Nordic AB. On the compact 20-sq-m stand our new generation of Dibas, Ebo and Minimat ovens was presented. Especially the sliding door and self-cleaning functions, as well as the design and quality, convinced the numerous visitors at the fair, resulting in real 'aha' experiences for some visitors at the stand.

#### NEW CRANES IN WOLFEN FOR THE EBO AND MINIMAT SERIES



Three new pillar jib cranes have been installed at the same time at our production site in Bitterfeld-Wolfen.

The investment in these pillar jib cranes, equipped with suction plates, means that the handling of our Minimat and deck ovens is now both secure and cost-effective. Our staff can really feel the benefit of the burden lifted from their shoulders here. It is of additional benefit that they are very convenient and quite simple to operate. The time saved is also not insignificant.

Text, photo: Sylke Wussow

#### TRADE FAIR DATES IN THE SECOND SIX MONTHS OF 2010

Sachsenback, Dresden, Germany 11.09. - 13.09.	Belgian Bakery Event, Brussels, Belgium 26.09.- 29.09.
Intercool, Düsseldorf, Germany 12.09. - 15.09.	IBIE, Las Vegas, USA 26.09. - 29.09.
Polagra-Tech, Poznan, Poland 12.09. - 16.09.	Evenord, Nuremberg, Germany 09.10 - 10.10.
Equipmap, Paris, France 21.09. - 23.09.	südback, Stuttgart, Germany 16.10. - 19.10.
	AB Tech, Milan, Italy 23.10. - 27.10.

Visit us. We look forward to seeing you!

# WIESHEU ON TOUR: BRUSSELS/BELGIUM GERMAN BAKERS ACADEMY IN WEINHEIM



Manneken Pis

#### Number of inhabitants:

Brussels is the capital city of the European Union (EU) and the largest urban area in Belgium. The city counts approximately 1.050.000 inhabitants.

#### Best time to travel:

You can visit Brussels at any time of the year. Though, in winter it's cold and rainy.

#### The sights:

Belgium has a favorable geographic location, bordering the North Sea. The predominantly flat landscape, its many waterways and the location on the North Sea made the proper infrastructure possible.

2 airports are at your disposal in Belgium: Brussels Airport and Charleroi Airport. There are also five railway stations in Brussels.



The atomium

In Brussels you will find numerous museums, monuments, attractions and also walks with different themes.

#### For example:

Royal museum of the Army and Military History, the Atomium, European Parliament, Manneken Pis, the Royal Palace, Mini-Europe, the Grand Place, the Breadhouse, Brussels Town Hall and many more.

#### Highlights in Belgium:

Formula 1 race in Spa-Francorchamps and the Tour of Flanders (a week before Paris-Roubaix).

#### National specialties:

The famous steak with French fries is known by everyone, also chocolate is a specialty, Côte d'Or is the most famous brand. Also pralines, waffles, mussels and 'américain' with chips are very popular.

The largest and most important trade fair in Belgium is the HorecaExpo Gent (annual)

B&B Expo Brussels (every two years)

Broodway Kortrijk (every two years)

Snack In Go

#### Accommodation:

Brussels counts 179 hotels.

Historical: Hotel Amigo – Rocco Forte Collection near the Grand Place and Manneken Pis

Modern: The Dominican near the Grand Place

#### Bakers:

In every town in Belgium you will find one or more bakeries. There are also In-store bakeries in supermarkets.

Specialties/eating habits (baked products):

'Mattentaart': specialty from Geraardsbergen

Broodpudding or 'Bodding' made with scrap of bread

Speculoos: a biscuit made and eaten in Belgium



Vincent Boon,  
Area Sales Manager  
Belgium/Luxemburg

## CEREMONIAL INAUGURATION OF GERMAN BAKERS ACADEMY



With a speech from the head of the Baden-Württemberg government, Stefan Mappus, on 31 March 2010, the German Bakers Academy in Weinheim was ceremoniously inaugurated.

After extensive renovation, the academy now has space for up to 160 people with very advanced options for use with the most up-to-date seminar and conference technology. For training participants, amongst the ovens fitted there, there is also a WIESHEU Ebo 3/124 deck oven available.

Representing WIESHEU, general manager Volker Groos and Jürgen Rieber, a long-standing application engineer and presenter of seminars, attended as guests.

Text, photo: Inès Stritter

# SERVICE PARTNER CONFERENCE IN AFFALTERBACH TRAINEE EXCURSION TO THE PORSCHE MUSEUM



It was again the turn of Affalterbach to host this year's service partner conference, from 18 to 20 March 2010.

After the welcome from Volker Groos, he then offered a review and an outlook of WIESHEU's current situation in the market.

On Friday, the focus was on innovations in the commercial procedures between WIESHEU and the service partners.

Following a greeting from the head of service, Mr Knöll, and a look at the arrangement of the WIESHEU organisation, a day of hard work began.

Friday was then rounded off with a cosy evening in the Reiterstüble Degenhof, where the service department staff and the internal sales team, as well as staff from partner companies, had the opportunity to get to know each other in a relaxed atmosphere and swap experiences.

Saturday was given over to intensive and constructive discussions regarding the procedures for installation and maintenance at large customers and the market situation associated with that.

Mr Göllner provided information about innovations in working with petrol stations and supplied instructions to the service partners about safety rules.

There was a lively closing discussion and Mr Knöll again emphasised that WIESHEU has a very good and strong service organisation, and is well prepared to face the future.

The successful 2010 service partner conference was closed with the announcement of the next date for 2011.

Text, photo: Walter Hartmann

## TRAINEE EXCURSION TO THE PORSCHE MUSEUM

On 6 April 2010 the time had come. We, the WIESHEU GmbH trainees, set off, together with Lena Dröse and Christiane Mössmer, on our 2009 trainee excursion, to Zuffenhausen and the Porsche museum.

We met at 9.10 a.m. at Marbach station. Using public transport we got to our destination quickly and safely.

Even as we arrived at the Porsche museum, we were impressed by the architecture of the building, which was designed by two Viennese architects.

A member of staff guided us around the museum, which is built in the shape of a rising spiral, and she explained the course taken by Porsche.

We started with Ferdinand Porsche, who gave his name to Porsche, and his son Ferry, and covered racing cars, production vehicles, specials and birthday presents for Ferdinand Porsche going right through to present-day vehicles, the Cayenne and the Panamera.

At the end of the exhibition, there were audio examples of various engine models as well as the 60th-anniversary exhibition to be inspected.

Via the longest escalator in Stuttgart we hungrily left the museum and set off for Stuttgart's inner city for a meal together. In Vapiano, an Italian restaur-



ant, we enjoyed a good meal and a chat before we then set off in the direction of home. It was an interesting day full of experiences. We are already looking forward to the next trainee excursion together with all trainees and trainers.

Text, photo: A. Bestenlehner, M. Blessing, F. Straß, D. Wagner

# NEW EMPLOYEES, DONATION, CERTIFICATES, IMPRINT

On 1 March 2010 Andreas Christmann (39) took over the leadership of our human resources department.

Andreas Christmann was born in Stuttgart and grew up there. He did a course in technically oriented business studies and then worked for a French car supplier in a variety of functions in the area of human resources.

He is now introducing his professional experience into WIESHEU's human resources work.

In his leisure time, he likes to get around in an athletic way on a racing bike or a mountain bike.

Text: Inès Stritter, photo: Jan Hofmaier



Andreas Christmann

Luigino Orsi has been representing WIESHEU, the maker of baking ovens, since May in Italy.

Mr Orsi is 34 and lives close to Turin. He worked for several years in a company which offers solutions for the retail trade and will now support WIESHEU's international sales in Italy.

Luigino Orsi is very committed to social issues in his leisure time and likes to read books.

Text, photo: Nicole Kindermann



Luigino Orsi

## NEW EMPLOYEES

A warm welcome to our new employees.

In Affalterbach

Michael Brosch	Shift foreman
Andreas Christmann	Head of human resources

Luigino Orsi	Area sales manager for Italy
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Abdulkir Ulusal	Worker
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In Wolfen

Andreas Haferkorn	Worker
Klemens Heinze	Production planning

Iris Lorenz	Temporary worker
Sylke Wussow	Office worker

We wish them enjoyment and success in their work!



Thanks to the WIESHEU donation, the Apfelbach primary school in Affalterbach can buy some new toys.

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# ANNIVERSARIES, BIRTHS EXAMS BIRTHDAYS



Hans-Jörg Schuch, Rainer Brogle and Günter Braun celebrated ten years working for the company, Friedemann Steiger celebrated his 60th birthday (third from left)



Filippo Brighina, second from left (exam result 1.8), Marco Mastrangelo, second from right (exam result 1.4), successful practical exam as a construction mechanic, specialising in thin-sheet-metal engineering



Sven Göttgens celebrated ten years at the company



Nicola Schnorbus and Andreas Kraft celebrated five years at the company



Lucian Noel Kraft, born on 26 February 2010, 3,805 g, 52 cm



Anniversary: Przemyslaw Zapotoczny has represented WIESHEU in Poland for five years



Lenny-Paul, born on 14 February 2010, 3,600 g, 53 cm



Mathias Krause celebrated his 50th birthday

# AREA MANAGER FOR GERMANY



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