

Magazine for customers, employees and partners



Innovation Day 2013: Action, Inspiration and Culinarium

At our third Innovation Day, everything revolves around the innovative development and production of components made from polyurethane (PUR) and fibre-plastic composites. The "Action" part of the exhibition will offer "hands-on" technology. BBG will be demonstrating

the new BFT-PV7 mould carrier system, enabling visitors to try out MCS_Assistance, the newly developed development environment for control programs, for the first time.

TECNOMAGNETE from Langen will provide comprehensive insight into the magnetic clamping technology used in the BFT-PV7 mould carrier system.

Light instead of acid

The engraving and laser welding centre Reichle GmbH from Bissingen/Teck will be showcasing examples of its extensive portfolio. In his presentation, Volker Reichle will also be explaining how light is able to replace conventional production methods, such as those used in the manufacture of surface graining.

The "pmd-rim Navigator" will be unveiled by Peter Dörries from pmd managing in Wolfsburg, a tool that uses the Six Sigma method as a means of facilitating causal analysis and error elimination for sustainable process monitoring.

Virtual moulding

Dr. Marco Thornagel from Sigma Engineering GmbH in Aachen will be detailing the possibilities offered by the virtual moulding of compact PUR applications. He will demonstrate how defects can be identified and successfully avoided in component development. Depending on the application, optical or tactile measuring systems can offer more or fewer advantages, explains Erik Hemmerle, branch manager of topometric

GmbH in Munich. In his presentation, he clarifies which measuring system is best for which measuring task, and he will also be happy to offer further advice at the topometric stand.

The presentations will be held in the "Inspiration" events area. André Coreman from BASF will also be reporting there on the latest developments in window spray technology, while Berthold Schimmelfennig, representing the machinery and plant manufacturer Hennecke from St. Augustin, will be talking about innovations in the field of polyurethane technology.

Importance of structural simulation

Prof. Ralf Cuntze will emphasise the importance of structural simulation in the development of components made from composite fibre plastic. The specialist in fibre-plastic composites has worked at the former MAN Technologie AG in Munich and was involved in the development of the Ariane rocket series, satellite components, ATV Jules Verne and solar and wind energy, and is currently employed by Carbon Composites e.V.

Step back in time to the Middle Ages

In the evening, we will be organising a trip back in time to the Middle Ages for our guests. The Culinarium, which will provide tasty regional treats for our guests throughout the day, will be transformed into a hostelry typical of the Middle Ages, where guests feast and drink in true Middle Ages style.

Dear Readers,

Customers and staff are a company's most important assets. And so we are putting together a very special day for them.

We are inviting our customers, partners and an interested trade public to our BBG Innovation Day on Friday, 21 June 2013 to learn more about our expertise and service as a manufacturer of tools, machinery and equipment, and to join us in celebrating the market launch of two new developments.

In concert with various partner companies, all of which are experts in their respective fields, we have put together a fascinating programme of theoretical and practical elements. I'm already looking forward to the many exciting conversations we'll be having in the relaxed settings of the BBG Innovation Day.

We'll be breaking new ground on Saturday, 22nd June 2013 with our Fitness Day for our families, friends and acquaintances. With a colourful mixture of information and shared experiences, we want to bring focus to our awareness of our own health and well-being, and communicate the fun of fitness. I'm really excited to see how the event goes.

At this point I'd like to express my warmest gratitude to everyone who is helping to ensure these two momentous days are a success.

Enjoy your reading.

Yours,
Hans
Brandner



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Innovation 1: "MCS_Assistance" assistance system

The new "MCS_Assistance" software assists programmers during all phases of the creation of a SPS program for customised systems control and serves exclusively as a human/machine interface on the system itself.

Switching off sources of error

Developers have paid considerable attention to the reduction of potential sources of error. Consequently, specifications and framework conditions, once defined, do not need to be passed on manually from one developer to another, but instead are transferred in an error-free manner in the form of tamper-proof, machine-readable data sets. A simulation mode also pre-emptly any foreseeable errors.

Integration of people involved in the process

Sub-programs can be approved on a step-by-step basis for mould carrier equipment, various tools and their associated process parameters. It is also possible to integrate various groups of individuals and grant them varying access permissions for individual program steps and software sub-sections. This gradual release process means that experts can be involved in their particular stage of the process. Each machine is supplied with the SPS programming area that relates to the

control of the mould carrier system. All of the parameters necessary for the smooth and collision-free operation of the mould carrier system are defined and protected against inadvertent modification.

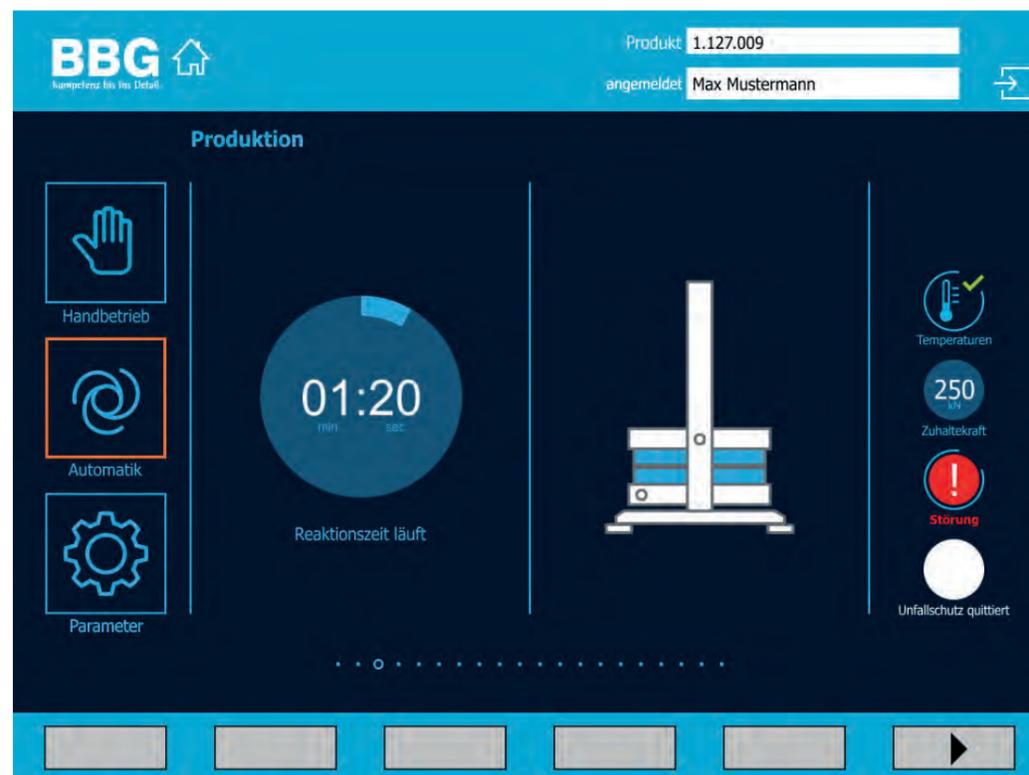
Permissions to design the "tool development" sub-section can be defined on a general or a user-related basis for various individuals. These individuals can define specifications for tools and tool groups, as well as the requirement movement sequences. This enables you to specify the framework in which process visualisers and technologists are able to define specific conditions such as temperature and step sequences and set up user guidance on a component-specific basis.

The released script is transferred to the system, where defined process parameters can be optimised further.

The clear definition of roles and permissions, together with consistent log file generation, ensure the traceability of quality-related changes during component production.

Clear visualisation

All of the system states are visualised clearly on a large screen. Thanks to a clear structure and representation, sys-



User guidance and process parameters clearly in view.

Graphic: BBG

tem operators or maintenance engineers are able to navigate their way almost intuitively through the menus. "MCS_Assistance" also makes maintenance and service easier, since the assistance system logs any errors that

occur, making the analysis of causes easier and contributing towards the rapid remedying of the situation. The software will be available in October and can be reinstalled on existing systems without any problems.

Man-Woman-Person: Talking an equal language

PC and gender-neutral are the way forward on Germany's roads since the new Road Traffic Act came into force on 1st April. The wording of the act has been adapted to "the need for the linguistic equality of men and women", as 'Spiegel online' quoted gleefully under the headline "Clumsy German on the Roads". So there no "cyclists" any more - instead the term "cycle riders" are used, or even: "persons riding a bicycle".

Language, when used successfully, can generate images in people's minds. This is also influenced by the manner in which they are spoken about. On the occasion of the debate around the amendments to the law and its wording, the editors of BBG idea have taken a look at what efforts are being made elsewhere to bring about linguistic equality. We ourselves refer to readers, employees, engineers and students in

the male form. In the interests of better legibility for our readers, we have so far avoided using linguistic acrobatics when it comes to making gender-equal references, and we're keen to continue doing so.



Stick figures

Graphic: BBG

If you'd like us to change this, you're welcome to suggest it in our reader survey.

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Innovation 2: BFT-P V7 15 x 11

Clear and compact in its design is the BFT-P V7 15 x 11, which is on show for the first time at the Innovation Day. It complements BBG's broad range of electrical mould carrier systems with a fifth option. It comes equipped with mould carrier plates measuring 1,500 mm x 1,100 mm - or 1,700 mm x 1,100 mm - and designed for tools with overall masses of up to 3,700 kg that can be clamped using magnetic clamping plates.

The quick-clamping technology on display in the exhibition, coupled with the short closing and opening times, contributes towards high levels of productivity. Clamping technology is used from Tecnomagnete, which is also represented as a partner with its own stand on Innovation Day.

Excellent energy profile

Advantages include not only harmonious and quiet movement sequences, but also the excellent energy profile and low maintenance requirements. Another bonus is the top mould carrying plate, which

is mounted on plain bearings, allowing even closure of the mould carrier with compressed air cushions. The closing force can be adjusted up to a maximum of 400 kN. The ideal application for this highly compact carrier system is the encapsulation of car windows.



On display for the first time on Innovation Day: the new BFT-P V7 15x11
Photo: BBG GmbH & Co. KG

Fitness Day at BBG: Between burn-out and Iron Man

What can I do to help me stay relaxed instead of stressed? How can I maintain my health and physical well-being as I grow older? How can back pain be avoided, and most importantly: What do I do if I'm already suffering from it? Practical answers and ideas for these and a range of other questions relating to the subject of "health and well-being" will be provided by the first BBG Fitness Day on Saturday, 22nd June.



The number one source of stress: deadlines and performance pressure

Why have a fitness day at BBG? A good third of employees find constant tight deadlines and pressure to perform a source of stress. These are the findings of the "2012 Stress Report" organised by the German Institution of Health & Safety in the Workplace and Occupa-



tional Medicine. In second place are interruptions to work and disruptions, which a quarter of the around 20,000 representative respondents cited as a stress factor. Multi-tasking, cited by 17 per cent, came in third, followed by monotony with nine per cent of the vote. The survey specifically highlights the fact that mental stress is perceived by more than half of employees in the commercial sector as being a source of stress and that the notion of associating



stress with physical exertion is incorrect. Although burnout appears on the one hand to be becoming the new on-trend

illness, the hard-to-achieve ideal image of youth, beauty and health appears to be the other side of the coin. Plastic surgery on minors, the excessive cult of anti-ageing and extreme types of recreational sports such as "iron man" are just some expressions of this.

The golden mean

Faced with these shimmering paragons, many throw in the towel, true to the maxim "sport is murder". The right path, however, is to find the golden mean, as with many things. Often, it's just the getting started part that is the hardest.

With a colourful mixture of information and experiences, the managers of BBG are keen to give all of their employees and their families, friends and acquaintances ideas on how to achieve a healthy balance. "We want to provide the starting point and make people aware of their own health. After all, healthy lifestyles and adequate exercise produce fitness, bring enjoyment and can - with a little imagination - be integrated into our everyday lives," says the tool, machinery and systems manufacturer's authorised signatory. Everyone can do something to benefit their mind and body, says Barton: "The event is intended to kick off the drive to design our everyday lives to ensure we maintain our fitness and ability to perform over the long term and make sure we always feel on top form."

Dance workshops, "lively" presentations and mixing on a bike

Barton and her team have put together a varied programme of activities on this subject. They include, for example, salsa and merengue dance workshops led by Petra Koch and Andreas Schmidt from the "Salsa de la passion" dance school, as well as a "lively" presentation on getting involved with exercises for a healthy back. There will also be tips on how to handle stress, a parcours for the senses and healthy snacks and nibbles from the local region. Anyone can come along and use the bike at the fruit juice bar to power the mixer for their smoothie. The Fitness Day begins at 10:00 a.m. and ends at around 4:00 p.m.

Reader survey: Your opinion counts

BBG idea is now in its ninth year of publication. So the editors are very keen to find out what readers think of the magazine, and what we can do to make sure you remain loyal readers in the future too. We would be delighted if you could return the completed questionnaire to the editorial team by 20th July 2013.

You can drop off the completed questionnaire in the opinions box located at the info desk on the Innovation Day or the Fitness Day.

You can also pop the questionnaire in the idea box in the break room or send it to us by fax on 08261.763350. Your feedback will reach us safely. As a small thank-you for your efforts, we will be putting all of the questionnaires in a hat and giving away amazon vouchers worth Euro 50 each to five lucky winners drawn. So don't forget to put your name and address on the questionnaire!

1st question

How much of BBG idea do you read?

- I read pretty much all of the articles
- I read about half of the articles
- I only read certain contributions
- I don't read BBG idea at all

2nd question

How often, in general, do you pick up a copy of BBG idea to flick through or read?

- Once
- Twice
- Three to four times
- More than four times

3rd question

Generally speaking, does anyone else other than yourself read BBG idea?

- Nobody else
- One other person
- Two other people
- More than two other people

4th question

How much do you like BBG idea overall? Please give us your marks.

1	2	3	4	5	6
Excel- lent					Unsatis- factory
<input type="checkbox"/>					

5th question

What do you think of the content and reporting in BBG idea? Please give us your marks.

The subjects are interesting.

1	2	3	4	5	6
Com- pletely agree					Com- pletely disagree
<input type="checkbox"/>					

The variety of topics is wide.

<input type="checkbox"/>					
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The topics are informative.

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The texts are written in an easy-to-understand way.

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The texts are an interesting read.

<input type="checkbox"/>					
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BBG idea is a credible magazine.

<input type="checkbox"/>					
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6th question

How do you think topics are represented in BBG idea? What do you think we should change?

More	No change	less	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Staff / Teams
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Training and Further Development
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Technical Developments Products and Services from BBG
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Area of Expertise Mechanical engineering
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Area of Expertise Tool engineering
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Commercial Development at BBG
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Specific projects and orders at BBG
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Foreign markets on which BBG operates
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Articles about P-PEQ
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Quality and the Environment
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Statements from the Management Team, e.g. Editorial

7th question

What subjects do you think BBG idea is lacking?

8th question

Should our articles be longer or shorter?

- Longer Just as they are Shorter

9th question

What do you think of the design / layout of the magazine? Please give us your marks.

Cover page

1	2	3	4	5	6
Excel- lent					Unsatis- factory
<input type="checkbox"/>					

Font size

<input type="checkbox"/>					
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Clear layout of the pages

<input type="checkbox"/>					
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Photos and graphics

<input type="checkbox"/>					
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10th question

What have you always wanted to say to BBG idea? (Comments, praise, criticism, suggestions, etc.)

11th question

Can you envisage yourself contributing articles? If so, what about?

I'd like to be entered into the draw

First name, surname, company if necessary

Address

Address

In demand: systematic staff development?

In the 2/2012 issue, we reported on how our training opportunities for students and school pupils are set to be increased and a programme of systematic staff development is being put in place. The aim is to counter the effects of demographic change and the increasingly acute shortage of specialists. Martina Barton, as the person in charge of human resources matters, has initiated this measure. A year after it was first announced, BBG idea is now asking what specifically has happened over the last twelve months.



Martina Barton

Photo: Rhode

of BBG as a company. In regard to integration too, I believe we are already well prepared. New employees are given a friendly welcome, introduced to their colleagues and integrated in a systematic manner. And they each have a mentor who helps them integrate and makes starting out with us easier for them.

Question: What new things have you done in 2012?

Last year, we turned the spotlight particularly on training. In light of the definitely noticeable shortfall of specialists in the region, we are extending the quantity and quality of our training opportunities in order to be able to in future replace specialists and managers who are leaving with suitably-qualified younger employees from within the organisation.

In addition to the existing training opportunities we have, which are primarily aimed at school leavers from secondary schools, we have also put in place a number of attractive offers for high school graduates and students. These include internships for school pupils and students, prospective employees, practice-based topics for Bachelor's, diploma and Master's theses, and of course the opportunity to complete a dual course of study comprising on-the-job learning and conventional study with our support.

nal structures: they affect procedures and processes and shape the way colleagues interact, the way materials and operational resources are handled and also the way we use energy and impact on the environment.

I believe that everyone is happy to contribute his or her creativity and skills if the environment is a good one: if employees feel happy, are well trained to do their jobs and do them carefully and with enjoyment, and if the place they work and the way they are treated suits them, and if they have prospects for professional development.

Respect through open communication

Question: How are the influencing factors created?

One important point is open communication. We've introduced staff appraisals as an additional tool for the mutual alignment of employees' and managers' expectations. Staff appraisals that are carried out on a regular and cooperative basis contribute towards a corporate culture that is open and based on mutual respect. They strengthen the team spirit and help ensure that everyone can be deployed and encouraged as far as possible in accordance with their knowledge, abilities and wishes.

worried about it. This is why I think it is important that managers are always well informed, so that they can act as points of reference and orientation for their staff.

Question: How is the flow of information assured?

One tool that we use for this is regular working meetings between departmental managers and sectional staff. The aim of the working meetings is to make managers aware of the key processes, major events and projects going on within the company and enable each side to help the other move forward. In this case, everyone benefits from each other.

Question: Are only managers given this support?

No, the growing demands on managers represents only one level of the staff development programmes we have. Managers need to create a staffing and financial bedrock and work with managers to create an atmosphere in which good, challenging work is done and enjoyed, in which people are able to perceive opportunities and develop as employees with the company. We call this improving management quality. Other levels of staff development



Areas of action in staff development

Graphic: BBG

Question: How does staff development fit in with BBG's corporate strategy?

The aim of staff development is to ensure that the company always has the right woman or right man in the right place at the right time. After all, as with any other company, BBG's economic success depends on its ability to adapt to the constantly changing conditions on its markets. By formulating our vision for 2020, we have set ourselves ambitious goals for the company's future development. We can only achieve these goals if we put suitable measures in place to ensure that we are always able to call on adequately qualified and motivated staff to serve as specialists and managers.

Question: What does the term "staff development" actually entail?

At BBG, staff development is a comprehensive concept. It starts with the recruitment of employees and continues right through until the point at which they leave the company. This concept is broken down into five key areas of action, namely: Recruitment, Integration, Training, Development and Knowledge Retention. Different tools are used, according to each area of action. The areas of action themselves are intermeshed with each other.

Tried-and-tested instruments for recruitment and integration.

Question: What does that mean specifically?

We've been using tried-and-tested instruments in the recruitment of employees for years: our press and public relations activities help to ensure that prospective employees find out about us and the general public has a positive perception

Finally, we have also create a special new role of "Metals Training Master", which will support trainees following commercial careers.

Knowledge mustn't retire.

Question: Why is a long-term approach important?

Our employees, with their skills, abilities and knowledge, are one of the core factors of BBG's commercial success. However some of our most important holders of knowledge and experience will be entering their well-earned retirements in a few years' time. Even though contact will not be completely severed, all of the expertise that has been acquired over decades and which is extremely important to us will no longer be constantly available. For this reason, we need to find ways of keeping our wealth of knowledge and experience within the company, even when our experts leave or retire. We feel a long-term approach is the best way to do this.

Question: You say that employees are important success factors for BBG. That's quite a general statement ...

... which is why I'm citing two examples: Employees have a considerable influence on whether a customer is happy or not with the product or service they have purchased. Do employees come across as being friendly, competent, obliging, dependable - even with an appealing smile? These factors can influence, among other things, whether the customer pays his bill promptly, buys products and services from us again in the future, and whether or not he recommends us to others.

Just as important as this "external effect", shall we call it, however, is the role that employees play in a company's inter-

Question: How does this impact on BBG's growth?

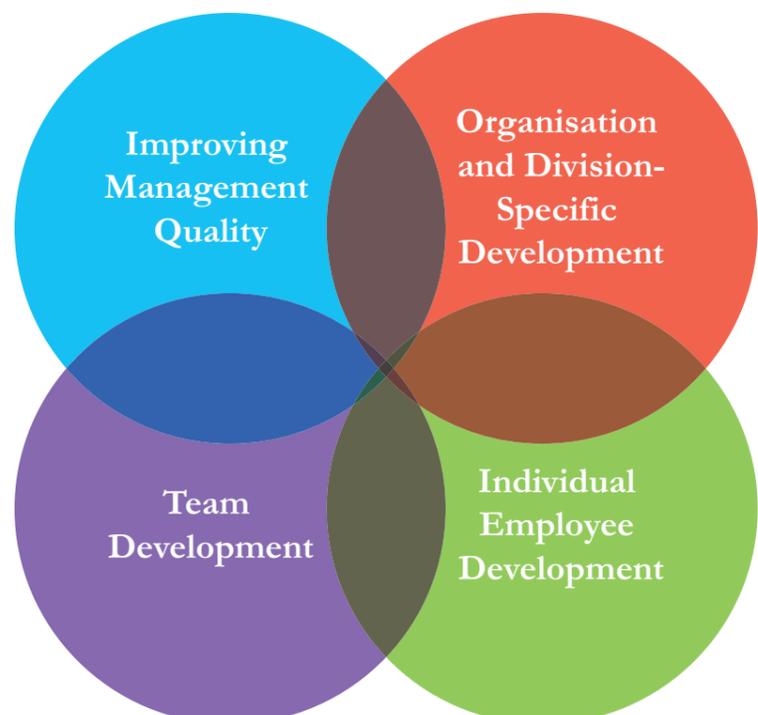
Growth, which we hope will continue, brings with it special challenges for managers, such as the fact that the number of employees that each manager is responsible for is constantly growing. To cope with these challenges, managers need to be prepared accordingly and constantly expand their management skills.

At the same time, not everyone is able to handle the constant process changes within the company that growth brings in quite the same way. Not everyone perceives the constant state of flux as a positive change, and some people understandably get concerned and

include organisation and division-specific measures, team development and individual employee development. We focus on all four of the levels I have just mentioned.

Question: What expectations do you have of employees?

Staff development is all about give and take. I want our employees to take up the professional and personal development opportunities that BBG offers them with enjoyment and commitment. Then our company as a whole can also achieve long-term benefits from the further development of its individual employees.



Four levels of staff development

Graphic: BBG