EDITORIAL

THE DIGITAL CHANGE.

Who would have thought a few years ago, that big and small fashion houses would disappear one after the other? Did these individual companies or even corporations do something wrong? Was their assortment not tailored to the requirements of the customers?

Most likely not. Or not necessarily. Who would have imagined ten years ago, that one would be able to order clothes and other paraphernalia conveniently from home via the internet and that the order would be delivered by courier on the following day. Not only clothes shops are affected by this technological transformation. There are hundreds of platforms on which almost all everyday products are advertised for sale and purchase.

The digital transformation affects not only the entire society, but also industrial companies like us. A clearly visible example is the new website of the Daetwyler Group, which was created according to innovative technologies, specifications and requirements such as Google? Furthermore, we are working on new web pages for the divisions and subsidiaries.

We certainly have to think about where and how much digitization is appropriate or necessary; however, we should not shut ourselves off to it.

We wish you a pleasant autumn.

AN ANECDOTE FROM 75 YEARS OF DAETWYLER

LITERALLY WORKED DAY AND NIGHT.

It started with the logo, which will be followed by the date of the anniversary celebration (December 7th, 2018!) the next fixed point in the 75-year countdown. Various anecdotes that are currently being polished up, illustrate how this three-quarter of a century old Daetwyler emerged. We would like to share with you one of these stories in short form.

After the company moved from Dietikon ZH to Bleienbach BE in 1951, Max Dätwyler planned to set up a workshop at the Aero Club hangar on the airfield, as the «Piper» machines were booming at that time and one worked day and night, because initially only this one hangar was available as a «workplace».

During this time, Max Dätwyler (only when starting in the USA did the company name «Dätwyler» change to its current name «Daetwyler») lived with his wife Helen, his four-year-old son Peter and one-year-old daughter Heidi, in the house that was located next to the hangar. So it did not take long for him to get to «his empire», but on the way he had to hazard everything was in order. When he saw that it was really the nocturnal noise that bothered his boss, or rather it was the «Bückner» machine had to be checked and revised, and because it was scheduled for the following Saturday, Lütolf wanted to do this actually routine work later that same night. No sooner said than done. Shortly after 11 p.m. he finished his work and was just about to stamp and sign the logbook, when he realized with shock that a tightness test had to be performed. For this purpose, he had to keep the plane engine running, which of course would then rattle and clatter and which could be heard far and wide at this late hour. However, Lütolf was not aware of this and did not think to consider the Dätwyler family who were sleeping in the neighboring house.

Not much time passed before Max Dätwyler appeared at the side door of the hangar and wanted - of course already in pajamas - to check that everything was in order. When he saw Werner Lütolf and realized that he was still working, he immediately slammed the door behind him and disappeared into the house without saying a word. To date, Werner Lütolf is not sure whether it was really the nocturnal noise that bothered his boss, or rather the fact that someone was still working while he was already resting...

The airfield Bleienbach with the old hangar, around 1950

...told by Werner Lütolf, edited by Jeannette Dietz
The new group website was adapted to innovative technology and design specifications. As soon as you get started, a video will show the diversity of the Daetwyler Group and visitors can directly switch to the website of the desired division. For those who would like to stay on the group website, they are more than welcome to explore not only the history of the Daetwyler Group, but also the latest job advertisements, the popular employee magazine LIFE, and much more.

The use of the One-Page-Approach (a single page) offers the viewer of the website everything at a glance. User statistics have shown that clicking is «out» and scrolling is «in». The One-Page-Approach will therefore display all topics staggered one below the other and not grouped together in one menu. The goal is that the user never comes to an end, but always comes across new and exciting information.

We decided to collaborate with «business4you» to create the new landing page. The agency based in Biel already programmed the current Website with «Rotoflex» and helped enormously with the design. As recognition and corporate identity take high priority in the Daetwyler Group, this ideal opportunity arose and the new websites are now in the same style.

In addition to the new landing page, the new Website of the SwissTec division is on the final straights and will go live in early autumn. The new website concept enables us to easily design the websites of our subsidiaries and thus to harmonize the look and feel of the website worldwide. Read more about this topic in one of the following LIFE editions.

Mélanie Enz
Head of Marketing Support

Interview with Mr. Christian Steeb, CEO Rotoflex AG:

Congratulations on the new homepage. Why was the website completely revamped?
The previous website was a little old-fashioned and overloaded with information which was not always oriented towards our target audience and their requirements.

What was the primary objective of this new online presence?
Less is more. The primary objective was and is that interested visitors find the information relevant to them as quickly as possible.

How was this implemented? What is new?
Our principle is «3 clicks». This means that the visitor only requires a maximum of three steps to get from the overview to the information he is looking for. Furthermore, the new homepage is consistently application-oriented.

Were the goals achieved i.e. how did the market react?
Technically speaking, we cannot evaluate how attractive we are on the web until approximately 6 months following the relaunch. However, spontaneous feedback has confirmed that our new online presence is refreshing and «something different».

In retrospect, what would you do differently today? Or do you already have new ideas?
We can certainly be satisfied with the result; it was worth the effort. In addition to German and English, we also intend to translate the website into Russian and Turkish.

What do the background colors of the employees symbolize - is cyan your favorite color?
The background color of the team members at «Rotoflex» is pure coincidence! Funnily enough, however, this very detail has triggered the utmost discussions internally.

Richard Büchi
Head of Finance & Human Resources
Rotoflex AG
Mägerle was founded in 1929 by the brothers Karl and Max Mägerle. In addition to grinding machines, Mägerle developed and built 1950 diesel engines and even printing machines for the graphics industry. Having recently been part of the Deutsche Schleifring Group, one of the world’s largest suppliers of grinding machines, Mägerle is now a member of a Swiss investor group.

In addition, Daetwyler Ursenbach is delighted that the companies Fritz Stüder, Schaudt Mikrosa for external and internal cylindrical grinding, and Ewag for tool processing, are amongst its customers.

The very interesting and challenging cooperation with the Mägerle company will be constantly expanded and covers the entire value chain of Daetwyler Ursenbach and Estonia, ranging i.e., from welding, annealing, high-precision machining and grinding to painting.

In order to ensure that the conditions for a successful cooperation with Mägerle are met, Daetwyler Estonia was audited by Mägerle on December 19th, 2017 by Rolf Grünenfelder, Head of Purchasing, and Andreas Gugel, Head of Quality Management, on-site in advance. The initial audit was passed successfully.

At Daetwyler Estonia, the production of the Mägerle machine parts commences from the raw steel sheet to the fully welded and stress-free annealed machine stand before the precision work will be subsequently finalized in Ursenbach.

The optimization of processes, especially with regard to processing, precision and costs, is discussed, recorded and implemented at regular meetings between Mägerle and Daetwyler.

The employees of Daetwyler Estonia and Ursenbach are proud to be able to produce precision parts for companies with very high quality standard requirements.
Daetwyler benefits from many years of experience in the filling of machine beds for the high-precision machine industry. As early as 1974, the first machine bed was filled with polymer concrete for the Polishmaster, the world’s most accurate cylinder processing machine. Later, it was filled with the new and optimized product Daetwynol. So far, about 1,000 machine beds have been successfully filled by Daetwyler.

**Geometry**
The geometry of the machine beds is usually specified by the customer’s STEP file. Adjustments for the modeling of the FEM program (structural analysis by using the finite element method) are made if necessary.

**Grouting Daetwynol**
Welded machine beds are stiffened by being filled with the cement-bonded Daetwynol, which significantly improves the cushioning. Likewise, the natural frequency is specifically influenced.

For example, the vertical stands of our guideways and surface grinding machine Waldrich in Ursenbach have been additionally casted out. Thus, together with the unique machine foundation, the cast-out machine stands and the air-conditioned room, we achieve unique, high-precision grinding results.

**Anchoring**
Example of an anchoring, as proposed for a complex machine bed to the customer. The anchoring should, inter alia, firmly connect the steel sheets of the outer wall with the Daetwynol filling compound.

**Advantages: Everything from one single source**
When using Daetwynol, the customer can rely on recognized calculation and assessment methods. Engineering services can be requested. The filling takes place in-house and is subject to process-controlled monitoring. It is important to maintain the curing time, so that no subsequent mass changes occur during processing.

The customer can procure everything from a welded construction to a high-precision finishing from a single source.

**Hans Jörg Brudermann**
Deputy CEO Division Industries
It is precisely for this reason that employees of Daetwyler SwissTec travelled to Turkey in August 2017. The objective was to discuss the setting up a subsidiary. Several meetings and countless signatures later, nothing stood in the way of this project.

At the beginning of 2018, the first own subsidiary was established under the company name Daetwyler SwissTec Etıma Ticaret A.Ş. in Turkey. The city of Izmir was selected for the subsidiary, which is located approximately 400 km southwest of Istanbul on the Turkish west coast. The subsidiary strives to sell not only its own products but also those of our Rotoflex subsidiary. Third party products are additionally sold, i.e. Zecher Rasterwalzen, Schmid Ryhner Paints and Innova Tapes are included in the portfolio. This site is managed by Robert Hayim. Some of you will be familiar with this name as he already worked for MDC Max Daetwyler AG in previous years. He receives administrative support by Özge Kamaya and sales support by Çağlar Üstüner.

We are convinced that Turkey is a significant location and this country offers great potential. In addition, we have a competent team on site, who knows how to master future challenges.

It is precisely for this reason that besides beautiful beaches, Turkey also offers a large printing market. Very few people know that in addition to its beautiful beaches, Turkey also offers a large printing market.
PRINT4ALL TRADE FAIR IN MILANO.

At the end of May, the four-day trade fair «Print4All» took place for the first time in Milano, Italy.

The «Print4All» was initiated by the association of the organizers of the former three small trade fairs Converflex, In-Printing and Grafitalia. The goal was to counteract the negative trend in visitor numbers by merging. The numbers speak for the decision: over 150,000 visitors from 87 different countries took part in this year’s Print4All.

We were also allowed to be present together with our sales partner Neografa at a booth. The participation enabled us to maintain important existing customer contacts and establish new contacts with potential customers. The organizers, the exhibitors and visitors can look forward to the positive response.

Carina Engel
Sales Project Manager
Fabrizio Fezzuoglio
Sales & PM Doctor Blades

TRUCKS FROM NIEDERHAUSER TRANSPORT AG WEARING A DAETWYLER OUTFIT

DAETWYLER – NOW ALSO PRESENT ON THE ROAD.

The transport company Niederhauser Transport AG in Langenthal bought a new truck at the beginning of the new year. Since Daetwyler Ursenbach carries out transports with Niederhauser almost on a daily basis, the idea of cooperation emerged very quickly: The tarpaulin for the new truck will feature the Daetwyler logo and give the truck an individual MDC design. This good idea was implemented by Melanie Enz, Head of Marketing Support at Daetwyler SwissTec. Since mid-March 2018, the new truck is now traveling in the Daetwyler outfit.

Hans Jörg Brudermann
Deputy CEO Division Industries

POWDER BUNDLING IN COLOR TRANSMISSION TECHNOLOGY

DAETWYLER – ZECHER.

On May 7th and May 8th, Daetwyler USA and Zecher participated in the InfoFlex 2018. This was their first joint trade fair as US partners.

Since January 2018, Daetwyler has been the official distribution center for Zecher in North America. We could immediately notice a great deal of customer interest in Zecher’s technology. Since both Daetwyler and Zecher are market leaders in their respective fields, it is an exciting project for both companies to enter the largest flexo market.

While Daetwyler has maintained close relationships with American printers for over 40 years, Zecher has been the world leader outside of the USA for more than 65 years, producing around 12,000 anilox rolls per year and possessing 17 laser engraving units.

Due to Daetwyler USA’s strong relationship with printing companies and its comprehensive print and sales expertise, combined with Zecher’s proven and unique technology, the North American flexo market now has access to sophisticated anilox products with strong technical support.

With 2,000 attendees and over 240 exhibiting companies, the InfoFlex 2018 was an ideal platform to promote the new partnership and to draw attention to our common plans for the US market.

In addition to Daetwyler and Zecher, Rotoflex was also present at the trade fair to get to know the American flexo market and to maintain contacts with key customers.

Marty Cansler
National Sales Manager
WELCOME TO THE DAETWYLER GROUP

NEW EMPLOYEES.

MARCH 2018
• Raffael Indergrand
  Design Engineer
  with Project Leader Functions
  Daetwyler Industries AG Zurich

APRIL 2018
• Konrad Bachem
  Technical Support Assistant
  MDC Max Daetwyler AG
• Andreas Hirschi
  Application Technician
  MDC Max Daetwyler AG
• Cemalettin Tepe
  Production Employee
  Daetwyler Industries AG Zurich
• Oliver Graser
  Head of production
  MDC Max Daetwyler AG

MAY 2018
• Miodrag Mitrovic
  Production Employee
  Daetwyler Industries AG Zurich
• Marc-Peter Weiss
  Head of Research
  MDC Max Daetwyler AG

JUNE 2018
• Roland Lemp
  Deputy Had of Dep. Infrastructures
  Daetwyler Management AG
• Kevin Lüthi
  Spindle Fitter
  MDC Max Daetwyler AG

JULY 2018
• Matthias Boldt
  CNC Mill Operator
  MDC Max Daetwyler AG Ursenbach
• Elias Durmis
  Color & Paint Production Employee
  Rotoflex AG

ALL THE BEST ON THE PATH YOU SHARE

WEDDINGS.

MAY 9, 2018
• Stefanie and Patrick Kiener
  MDC Max Daetwyler AG

SINCERE THANKS FOR THE SERVICES PROVIDED

ANNIVERSARIES.

5 YEARS
• Elena Nieweler
  April 1, 2018
  QM/Compliance | Rotoflex AG
• Mourad Mizouri
  May 13, 2018
  Color & Paint Production | Rotoflex AG

10 YEARS
• Marcel Bücheler
  June 1, 2018
  Service | MDC Max Daetwyler AG
• René Grossenbacher
  June 2, 2018
  E-Projects | MDC Max Daetwyler AG
• Mélanie Enz
  August 4, 2018
  Marketing & Sales | Daetwyler SwissTec AG

15 YEARS
• Marc Bächtold
  May 1, 2018
  Tooling Orders | Daetwyler Industries AG Zurich
• Simon Ryser
  August 5, 2018
  Production | MDC Max Daetwyler AG Ursenbach
• Jürgen Kröger
  May 7, 2018
  Sales | Rotoflex AG
• Sabri Kiziltoprak
  July 21, 2018
  Color & Paint Production | Rotoflex AG

ENJOY YOUR RETIREMENT

RETIREMENTS.

20 YEARS
• Zvonimir Nikolajevic
  July 27, 2018
  Production | Daetwyler SwissTec AG

25 YEARS
• Josef Steffen
  April 1, 2018
  Assembling | MDC Max Daetwyler AG

40 YEARS
• Kurt Zwahlen
  July 1, 2018
  Work Scheduling | Daetwyler Industries AG Zurich

HUMAN RESOURCES
PROSPECTS, TRADE FAIRS AND UPCOMING DATES

AGENDA 2018.

September 25 – 26, 2018
Bobst Roadshow
Istanbul, Turkey
Division SwissTec

October 4, 2018
Bobst Roadshow
Birmingham, England
Division SwissTec

October 16, 2018
Bobst Roadshow
Alger, Algeria
Division SwissTec

October 24 – 28, 2018
All in Print China 2018
Shanghai, China
Division SwissTec

October 31 - November 3, 2018
EURASIA Packaging 2018
Istanbul, Turkey
Division SwissTec

December 7, 2018
Anniversary Party
Daetwyler Switzerland