

verbinder

The staff and customer magazine of the binder group



Interview

'We can be proud of it'

Anniversary

Sixty years of binder

Innovation

Sensor technology in
a new dimension

Covid-19

Crisis management
at binder

The pillars of the company

binder is celebrating 60 years. It's an anniversary of which we as a company can be proud! It was his courage and entrepreneurial spirit that helped Franz Binder lay the foundation stone. He exemplified values like respect, trust and appreciation that are still firmly anchored in the company today.

Markus Binder has been driving forward internationalisation efforts with his foresight and responsible decisions and at the same time strengthening the Neckarsulm location since 2014.

But what would binder be without its employees? Not a thing! With passion and dedication, our employees ensure the vibrancy of the company and that it continually develops. This issue of verbinder places the focus on the employees. But they should be more than just a face, like we see on the cover; the employees should also have their say; they should have a voice. Which is why we interviewed some of them. The result is great conversations with exciting stories – and a few personal ones as well.

On that note!
Marketing

The verbinder is also online

Missed the last issue of the verbinder? No problem – the digital edition brings the magazine's topics to your smartphone, tablet or PC.

[www.binder-connector.com/de/
news-presse/kundenmagazin-verbinder](http://www.binder-connector.com/de/news-presse/kundenmagazin-verbinder)

YOUR OPINION COUNTS

We are open to suggestions, ideas and every form of criticism – both positive and negative – because it is only by keeping a dialogue going that the verbinder will keep its dynamic quality.

So be brave and tell us what you think of the verbinder:

marketing@binder-connector.de
Tel.: +49 7132 325-302

Photo Steffen Walter Studios

Together

Dear readers,

Covid-19 has changed the world in the past few months. The current global situation also presents our company with new challenges every day. As the virus is still present, we will continue to consistently uphold the existing protective measures and rules governing hygiene.

Franz Binder GmbH & Co. KG is also feeling the economic effects of the global pandemic in the meantime. As a consequence, Germany's short-time work scheme will continue until the end of the year. This measure is necessary in order to achieve our goal of securing the future of all employees in the company.

We will continue on our path as planned despite the coronavirus restrictions. The first grouping of departments will move into the new building at the beginning of October 2020. The move will be completed in December 2020 when the new warehouse system is put into operation.

We continue our reading series on historical product developments in this issue of verbinder. As well, we give you an update on our plans for trade fair appearances and inform you about the latest developments in our affiliated companies.

In addition, we present the most important milestones in our company on the occasion of our 60th anniversary – which we unfortunately cannot celebrate as we had originally been keen on doing.

The most important thing in times of crisis is to pull together and stick together.

Happy reading!
Kindest regards,



Markus Binder
General Manager



Content

Issue 49

- 6 60 years**
binder anniversary
- 9 Interview**
Markus Binder
- 12 Founding years**
Milestones of the binder group
- 14 Covid-19**
Crisis management at binder
- 16 Trade fairs**
Cancelation of all appearances
- 18 M8 D-coded**
Product news
- 20 M16 X-coded**
Product news
- 21 Historical product developments**
Our reading series
- 24 Single-pair Ethernet**
The disagreement

CONTENT



CONTENT



- 28 Interview**
Alfred Schraudolf
- 32 Process optimisation**
Digital detailed order scheduling
- 34 binder process**
Sensors in a new dimension
- 38 New website**
More than a new design



- 40 Interview**
Markus Mannuss & Cem Cengiz
- 44 binder China**
A new type of Spring Festival
- 46 binder electronic solutions**
Joining forces
- 48 Interview**
Catherine Mitchell
- 52 Devotion, loyalty and pragmatism**
Gerald Enderle
- 55 Interview**
Anita Schäfer & Cornelia Lederer

- 2 Comment**
- 3 Editorial**
- 59 Abbinder**
- 59 Credits**

60 YEARS OF BINDER. THIS MEANS TO ME, ON THE ONE HAND, BEING **PROUD** OF THE OUTSTANDING **ACHIEVEMENTS** IN THE PAST, AND ON THE OTHER HAND, I FEEL THE OBLIGATION TO SHAPE THE **FUTURE** OF OUR COMPANY WITH **COURAGE** AND **FORESIGHT**.

MARKUS BINDER

5

Photo © Vollack Gruppe GmbH & Co. KG

**binder celebrates
60 years
in business**

Franz Binder founded Franz Binder GmbH & Co. Elektrische Bauelemente KG on 1 January 1960. Sixty years later, binder is now a market-leading manufacturer of circular connectors in automation technology. Let's take a look back – and into the future.

Text The Editorial team

‘It makes me proud when I look at how our company has developed. I would like to extend a special thanks to our employees, customers and business partners who have made this development possible,’ says Markus Binder, General Manager of the binder group. Franz Binder laid the foundation stone that eventually transformed the family-run company into a successful business. After an apprenticeship as a

lathe operator and completing his master craftsman’s examination, Franz Binder started his own business on 1 January 1960. He exemplified values like respect, trust and appreciation that are still firmly anchored in the company today. In its early years as a workshop for mechanics and turned parts, binder started production of circular connectors in 1968. ▶

Regional company

binder is a traditional, family-run company driven by values – one that places great value on regional ties. Franz Binder felt it was immensely important to cultivate long-term business relationships and foster programmes of social cooperation, such as with the Astrid-Lindgren School in Neckarsulm. This tradition continues with Markus Binder: 'My father wanted to do good by everyone. He was always very concerned about interpersonal relations. We will consistently continue on this path, in which we place people at the fore of our actions.' binder has succeeded in establishing itself as an attractive employer in the region thanks to its respectful, family-oriented approach.



Franz Binder and
Markus Binder,
2009.

**New building**

Building work on the Rötelstrasse building in Neckarsulm began last year. The new building is 125 metres long, 68 metres wide and 26 metres high and is being constructed in two stages, with completion slated for 2023. The first grouping of departments will move into the new building in October of this year after completion of the first building phase. 'The new building is our means of securing the long-term future of binder and ensuring that we will continue to meet the needs of our customers and the market in the future. However, we are above all focusing even more strongly on the well-being of our employees and creating future-oriented structures,' states Markus Binder with confidence.

Internationalisation

Internationalisation plays an important role for binder, in addition to the strengthening of the Neckarsulm location. The first branch was founded in China in 2001. Other affiliated companies are located in Germany, Sweden, China, Singapore, the US, Austria, France, the UK, the Netherlands, Switzerland and Hungary. The company now works with 45 distribution partners on five continents and employs 1,800 people worldwide. The binder group is comprised of the binder headquarters, 16 affiliated companies, an Innovation & Technology Centre as well as two systems providers.

Looking ahead

'Our top priority is first and foremost to successfully manage the Covid-19 crisis,' as Markus Binder points out, being well-apprised of the current situation. However, he continues to look optimistically into the future: 'binder is optimally equipped for the future with its unique combination of tradition, pragmatism, family-run business, the excellent quality of its products and its high vertical integration.'

Photos: Franz Binder GmbH & Co. Elektrische Bauelemente KG

I strongly believe in the strategy of high added value'

Corinna Puhlmann-Hespen, from *Markt & Technik*, an independent weekly newspaper for the electronics trade, spoke to Markus Binder, General Manager of the binder group, in an interview about the binder group strategy and its clear focus.

Mr Binder, your company's internationalisation efforts are in full swing and building work on the new production and logistics centre at the corporate headquarters is progressing well. There seems to be a lot going on in your company lately.

Yes, that's true. We recently founded binder Swiss, our new sales office in Switzerland. In addition, enormous progress has been made on our building project, which can be seen not only in the new building, but also in the second administration building. We were able to offer some of our employees a great deal of relief, especially in terms of space, with the move to the new administration building at the end of last year.

Last year, you also took over the insolvent companies of the Eucrea Group, including the surface finishing specialist FMB Technik GmbH. What was the precursor to taking this step?

I strongly believe in the strategy of high added value and vertical integration. And the takeover was an ideal opportunity to bring into our group one of the final manufacturing technologies we had not implemented yet. The bottom line is that we can now offer everything for the production of connectors, with the exception of cables. In addition, we want to offer electroplating services, which was the former business of the Eucrea Group, on the open market. ▶

For a long time, electroplating was the undesired component of the connector industry. And even today, not every connector manufacturer is also a specialist for electroplated surfaces.

Do you see your know-how in this area as a competitive advantage?

It's not only electroplating, but also all other value added areas for connectors, such as die-cast parts, turned parts, stamped parts, etc., that have shown us, for example, in 2017 and 2018, that we can react flexibly in this regard and are not dependent on third-party suppliers. We still have additional suppliers for each area, as our own subsidiaries cannot provide all this capacity. Electroplating itself is a very special field, as we have had delivery times of 60 to 70 weeks in those years, which we can now influence ourselves.

You not only took over Eucrea, but, as we just mentioned, you founded binder Swiss in 2019. What was decisive for this step?

The experiences we gained with our eight own sales offices, starting with China in 2001 and continuing with the other locations in the U.S., France, United Kingdom, Sweden, the Netherlands, Singapore and Austria, have shown us that good customer service is also a considerable competitive advantage. You do not have direct access to customers when you work with a third-party distributor, and we expect market growth, especially in Switzerland with special projects. Apart from Italy, Switzerland was the last country where we had a very strong position without having had our own sales office. We are further strengthening this market by founding binder Swiss. Our strategy is to think globally. Our vision is to seize opportunities and to be able to supply our entire portfolio of circular connectors.

Despite your global orientation, do you see yourself as a sort of niche supplier in the connector market?

No, we don't see ourselves as a niche supplier. The product strategy is: We make circular connectors and we do it with heart and soul. We aren't moving into other market segments such as consumer, telecom or automotive – along the lines of 'Cobbler, stick to your trade'.

So your focus is clearly on industrial and automation technology and the circular connector itself. Do you also offer other products?

The binder group includes a company called binder solutions, which emerged from our activities in the automotive industry over the years. I made a decision in 2009 to leave the automotive industry, which, in retrospect, was the right one. We are now developing mechatronic systems for the industry with binder solutions, making our value added system available to the plastics, metal and electronics sectors.

In which direction do you intend to develop your connector range in the next few years?

We have two major product groups: one is the general industrial connector range and the other is automation technology. The past has shown that the number of products in automation technology is almost infinite if you look at the codes from A, B, D to X. This is where we work together with our customers to develop the ready-made versions of the overmoulded cables. We see ourselves as market leaders in this segment. In the field of industrial connectors, we want to increasingly act as a solution provider, for example, in agricultural machinery or food and beverages.

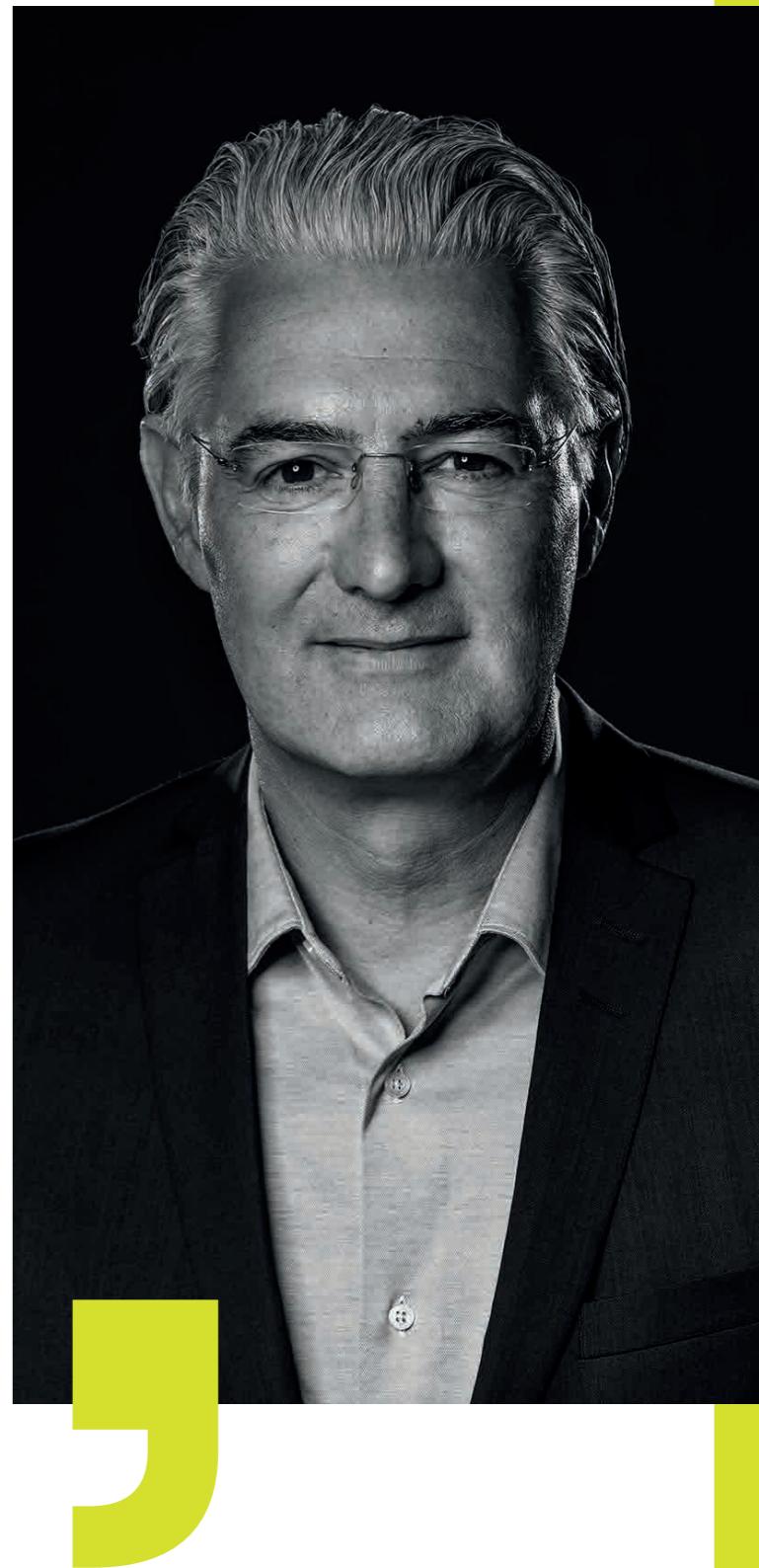
Is there a product or product group that will be strategically particularly important for your company in 2020?

Let me put it this way: We have our traditional products and we will continue to move with the times. In other words, we offer the products that the market wants. We have our finger on the pulse of the market and are in close contact with our customers.

Finally, a question to the circular connector specialist: In your opinion what is the advantage of circular connectors compared to the other versions on the market?

There are no advantages. However, as a company and manufacturer of circular connectors, you must have a USP that sets you apart from all the others. ■

Photo Fotostudio M



Milestones of the binder group

1960

binder Neckarsulm

1974

MPE-Garry

1979

binder precision parts

2010

Macrocast

2011

binder Sweden

2012

binder Netherlands

1995

binder cable assemblies

1995

binder electronic
manufacturing
services

2001

binder China

2013

binder South East Asia

2015

binder Austria

2016

binder ITZ

2005

binder USA

2008

binder France

2009

binder UK

2020

binder Swiss

2020

binder electronic solutions

1.800

Employees

16

Affiliated companies

2

System providers

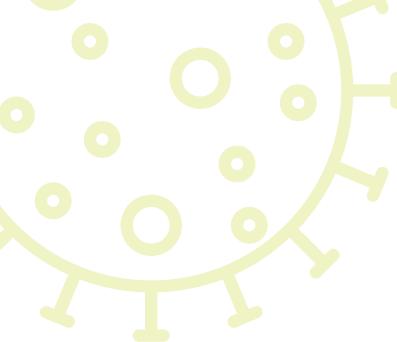
1

Headquarters

1

Innovation & Technology Centre





Mastering the challenges

The binder group during the Covid-19 pandemic

Covid-19 did not spare the binder group, but the entire company was determined to meet the new challenges. No effort was spared to protect the employees and to ensure continuation of the work processes.

Text Michael Dorner

When holidaymakers returned to Germany from their winter holidays, the first cases of Covid-19 also started to appear. The management immediately decided to start taking precautions within the company. Numerous company departments were equipped with hygiene stations, disinfectants and masks. State and federal governments had not even published the first set of recommendations for the creation of a hygiene concept when binder had already started implementing measures to counteract the potential spread of viruses. All cleaning service providers were required to update their cleaning schedules as per instruction of the

management. Every door handle was cleaned twice a day with surface disinfectant to kill bacteria and viruses.

Character reveals itself in a crisis

Not only was toilet paper suddenly in short supply, but the demand for disinfectants used in hygiene stations also increased so rapidly that it was difficult to ensure proper supplies. There were procurement bottlenecks, causing many suppliers to see their websites, online shops and order hotlines collapse under the onslaught. Fortunately, binder can rely on good long-term relationships with business partners and was able to make at least part of

the inquiries to initiate urgently needed orders. But there were some setbacks when it came to procurement. Face masks ordered from abroad were getting stuck at the Turkish border for weeks on end and only reached their destination with considerable delay. But there were also positive things to report: A Heilbronn, Germany catering company affected by the lockdown made its entire stock of hygiene products available to binder. Immediately after it was possible to import the coveted hygiene products into Germany, binder started to ship face masks to the international affiliated companies to ensure the protection of the workforce at all locations.

Illustration: abcmedien GmbH

Photo: Fotoatelier M

Keeping the big picture

binder has also had exciting experience in the procurement of visors. Demand rose so much in such a short time that suppliers were no longer able to update the information on their websites and online shops. On several occasions, the procurement team was asked by suppliers to cancel orders they had already placed. The solution turned out to be: 'do it yourself'. Protective helmets and visors were ordered separately and assembled quickly and precisely by our apprentices.

The situation returns to normal

Hygiene products and protective masks are now available in normal quantities, although visors are still in great demand and not always available in sufficient quantities. The entire workforce has sufficient stocks of surface disinfectants and cleaning cloths

to ensure maximum hygiene in all areas of the company. Cloth masks for private use can be purchased through the works council.

Summary

In retrospect, it can be said that all corporate departments were quickly and adequately equipped, despite many hurdles in procurement. We succeeded in maintaining business operations smoothly throughout the entire period of the pandemic by having joined forces. ■

Hygiene and prevention products procured

- 15 hygiene stations
- 25.000 masks
- 250 visors
- 900 litres of disinfectants
- 500 bottles of surface disinfectants
- 308.000 cleaning cloths

ABOUT THE AUTHOR:



Michael Dorner completed his apprenticeship as an industrial sales representative and has been with binder since 1995. Today, he works team lead for indirect materials in the strategic purchasing department.

Trade fair appearances cancelled

All national and international trade fairs have been cancelled until September 2020. It is a severe setback that – in combination with other significant factors – has now led to a corresponding decision.

Text Klaudia Lovric

Trade fairs are, in our sector, the electrical industry, one of the most important communication tools. We use our appearances at trade fairs to pursue our goal of presenting our products, promoting our brand and chatting with our customers and visitors in a pleasant and relaxed atmosphere. Personal contact is a major aspect of this.

A survey of exhibitors by the Association of the German Trade Fair Industry AUMA confirms this assessment: 'There was a representative survey of exhibitors published in 2019, in which nearly all exhibitors cited personal contact as a key advantage of a trade fair. The products no longer take central stage and less and less of the

booth is being devoted to showcasing these. Space for communication and interaction is being added instead.'

What does attending a trade fair mean for binder? We stand for a high-quality presentation of our products. In addition, our trade fair booths convey an unmistakable brand message that sets us apart from our competitors.

However, the use of communication areas is only possible to a very limited extent or not at all, obviously, due to Covid-19 outbreak and the associated measures and regulations regarding hygiene and physical distancing. The global economic situation and the financial situation at binder have led

Photos Franz Binder GmbH & Co. Elektrische Bauelemente KG



us to the difficult but intrepid decision to cancel for the entire binder group all appearances at any national and international trade fair we had planned to attend in 2020.

We do not wish to engage in a virtual exhibition booth as an alternative to a physical appearance. ■



M8 D-coded connector for the latest miniature sensor applications

The newly developed 818 Series includes M8 connectors with D-coding. These will interest engineers who need to connect miniature sensors to Ethernet networks across applications that use the latest automation technology.

Text The Editorial team

Photos Franz Binder GmbH & Co. Elektrische Bauelemente KG



These M8 D-Code connectors are specifically designed to support the high data bandwidths that are becoming common in smart factories as well as protecting from the variety of demanding environments often found in industry. When mated and locked they protect to IP67.

The 818 Series connectors are around 30 percent smaller than conventional M12 connectors and yet is capable of enabling high-performance Ethernet connections of up to 100 Mbit/s Cat. 5e according to IEEE 802.3. Because the M8 connectors are Power over Ethernet (PoE+) compatible, they can supply both, data and power to the sensor simultaneously.

With 4 gold-plated brass contacts which are symmetrically arranged and a Nickel-plated threaded ring, the connectors have a rated current of 4A and rated voltage of 63V DC. Termination is by screw clamp and wires from 0.14 to 0.5mm² can be accommodated.

Operating temperature range is wide at -25°C to +85°C and binder has designed the 818 Series to be capable of more than 100 mating cycles. ■

M16 connector

binder announces an M16 X-coded connector capable of handling the data speeds demanded by today's sensor-based automated production facilities. Data transmission figures are an impressive 10Gbits/s.

Text The Editorial team

With the benefits of rugged design and excellent environmental resistance, M16 connectors have become widely used for sensors for both indoor and outdoor use where there is a need for a higher pin count than is offered by M8 and M12 connectors.

The binder 415 Series includes a male/female cable connector along with a panel mounted female connector which

is designed to be front fastened. When mated, they are rated to IP67. 415 Series connectors have 8 gold (Au) plated contacts.

These are rated to 0.5A at 50V AC, 60V DC and can accommodate cables ranging from 5.5 to 9mm diameter. ■

**binder's latest
M16 X-coded connectors
handle up to 10Gbits/s**

SPACE, THE FINAL FRONTIER ... AND BINDER IS IN THE MIDDLE OF THINGS

Let's travel back in time to the mid-1980s: binder was asked to develop a 40-pin glass-to-metal feedthrough for a gyrocompass that was to be used in a satellite. What was needed was a hermetically sealed product, thus requiring a great deal of creativity and know-how.

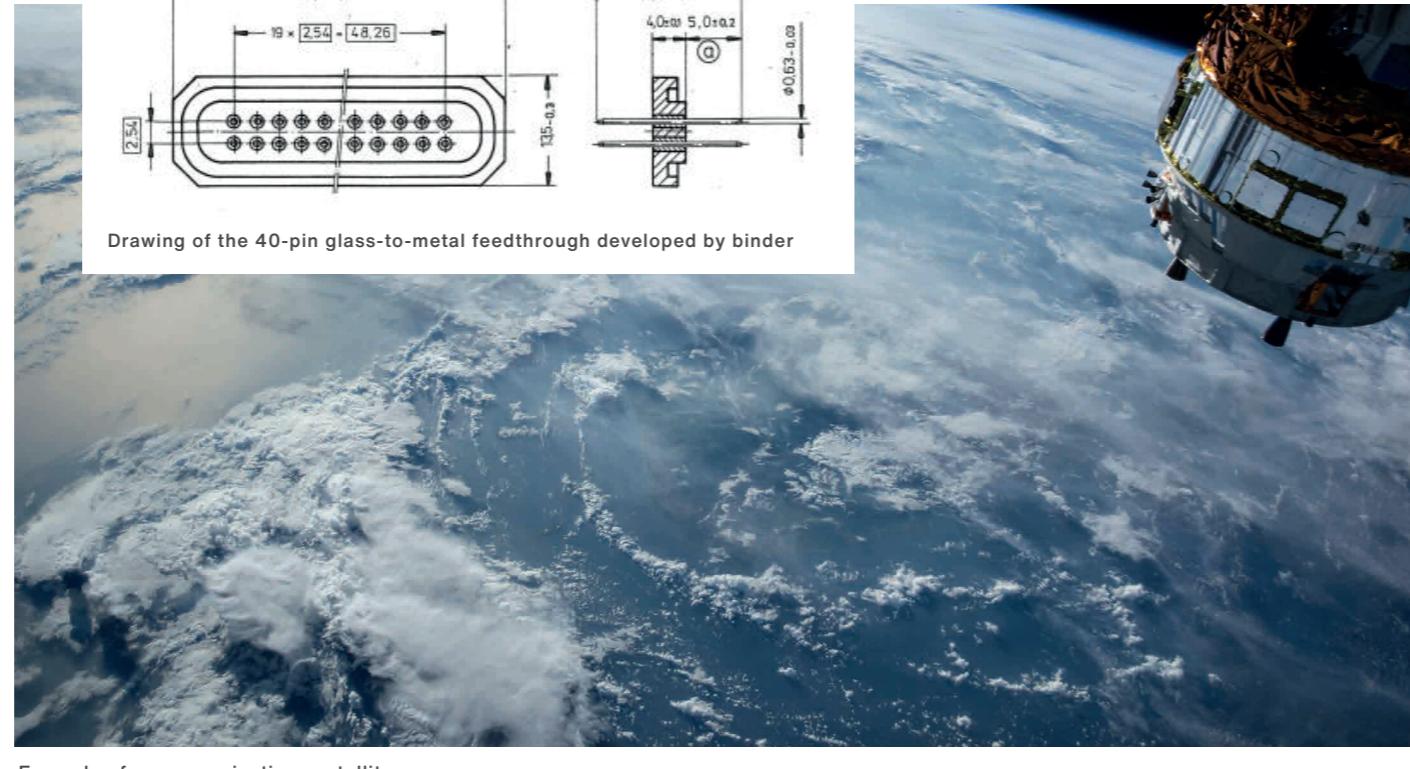
Text Dieter Fink

Illustration abcmedien GmbH



A brief history of Bodenseewerk

- Beginning of the 1940s: The company that would later become Bodenseewerk is a defence and technology company headquartered in Überlingen, Germany
- 1968: Rebranding as Bodenseewerk Gerätetechnik GmbH (BGT)
- 1989: The Diehl Group from Nuremberg – a family-owned international technology company – takes over 80 percent of the shares of Bodenseewerk Gerätetechnik GmbH. The French Aérospatiale-Matra became a minority shareholder with 20 percent.
- Today: Diehl Defence, headquartered in Überlingen, Germany, is mainly active in the design of missile sensors and the program management of guided missiles.



Example of a communications satellite

We were already considered a highly qualified, reliable manufacturer of special connectors when the R&D department of Bodenseewerk approached binder in 1985 with this very special task. The special requirement in this case was that the connector had to act as an interface between the vacuum of space and the interior of the gyrocompass.

The helium dilemma ...

The gyrocompass housing was flooded with helium to protect it. Helium, as an inert noble gas, does not form compounds and is therefore often used to create a protective atmosphere – as in this application. However, this meant that the connector to be developed also had to be hermetically sealed. At that time, we very quickly realised that we would not be able to solve this quandary with our know-how, because a plastic

Photos © NASA | Franz Binder GmbH & Co. Elektrische Bauelemente KG

insulating body is not hermetically sealed. So we had to look for an alternative material to plastic that also had good insulating properties as well as being gastight.

... and the solution

We quickly came across glass as an alternative to plastic during our research and began development on a 40-pin glass-to-metal feedthrough. This was completely uncharted territory for us. On top of it, it is a very complex technology, so

‘We quickly came across glass as an alternative to plastic during our research [...]’

Glass-to-metal feedthrough

A glass-to-metal feedthrough is a vacuum-tight seal connecting glass to metal for the insulating feedthrough of electrical conductors in hermetically sealed housings. The fused glass acts as an insulator. In the typical glass-to-metal feedthrough, a sintered glass preform is fused to an outer metal component (stainless steel, for example) and an inner conductor is fused to it. The glass-to-metal feedthrough is designed with a concentric compression load on the glass so that it is safe to use in a specific temperature range and the required seal is achieved. This process leverages the different coefficients of thermal expansion of metal and glass. The permeability is measured in terms of the leak rate: the measure of the volume or mass units exiting a body.

ABOUT THE AUTHOR:

Dieter Fink joined binder in 1977 as a development designer and was responsible for the design and development department (T-KB) for more than 37 years from 1980 onwards. He retired in 2018.

Single-pair Ethernet – The disagreement

There will always be competing standards in technology. First you had diverging opinions whether Betamax or VHS was the better video recording system. Then you had disagreements on whether the USB-C or

Lightning interface will charge a smartphone faster.

Text The Editorial team

The industry is currently waiting with bated breath when it comes to SPE (single-pair Ethernet). The lightweight and compact new cables enable you to rapidly transmit data with little installation effort, while offering many application possibilities in the industrial environment. SPE is the fast lane that Industry 4.0 urgently needs. However, the question of which connector is the 'most suitable' for this new cable standard has so far not been suitably answered. The verbinder editorial team asked Dieter Sandula about his ideas on

SPE is steadily gaining traction in the industry. It opens up new opportunities and possibilities within the framework of Industry 4.0 and IIoT.

this topic. After all, the product manager at binder is considered a qualified expert. However, one thing quickly becomes clear: Even experts sometimes have mixed feelings.

Expert opinion: Dieter Sandula on SPE (single-pair Ethernet)

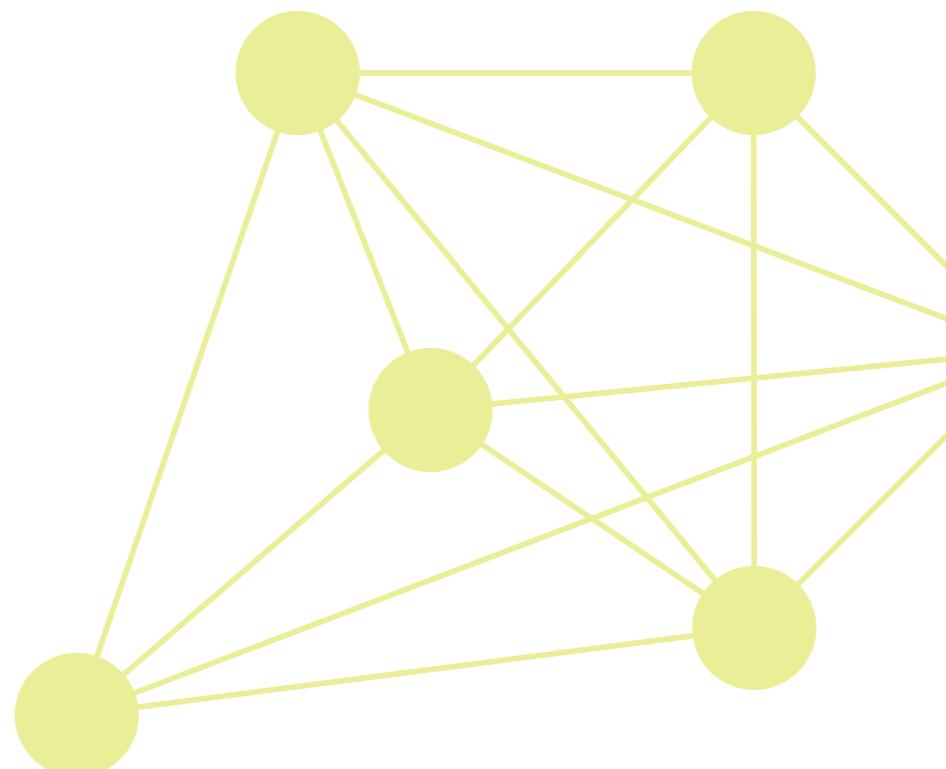
SPE is steadily gaining traction in the industry. It opens up new opportunities and possibilities within the framework of Industry 4.0 and IIoT (Industrial Internet of Things). As a company, we at

binder have mixed feelings about the discussions involving the two interfaces currently. On the one hand, it is pleasing to know that SPE communication can be achieved in different ways. This allows customers to lay cables in a cost effective manner and to optimise their infrastructure for the data volumes they use. On the other hand, this situation makes it more difficult for customers to decide on the right connector for them. It would be nice to make it as easy as possible for customers – after

all, this is one of the goals of standardisation. In the end, the market will decide which of the two solutions at play here will more likely prevail. So far, binder has been following the debate on SPE without voicing its opinion; yet that does not mean we are not interested. As a member of the Profinet user organisation, the topic of SPE is regularly addressed, of course. Based on our history and in keeping with our philosophy, we will advocate a solution that not only fits our products, but also

satisfies customer requirements while enabling great flexibility. The multitude of applications will certainly mean that the different connectors will be able to exist side by side. The goal of binder is to take into account, for example, sensor manufacturers who often use connection points with M8 locking. ■

Illustration: abomedien GmbH







‘My door is always open to everyone’

Interview The Editorial team

Photo Steffen Walter Studios

Mr Schraudolf, how are you personally doing in this challenging situation with regard to Covid-19?

Personally, I'm doing quite fine. It is certainly a bit stressful at the moment because of the current situation and there are new challenges every day. Plans we make today often fall through within a day or two, but on the whole everything is fine.

What short-term and long-term measures have you implemented with regard to production and logistics at binder?

We mainly rely on long-term strategies, primarily in terms of products, production, logistics and purchasing. However, many short-term decisions, which we have always made face-to-face with the relevant departments and employees, have also been left open recently due to the pandemic. At the beginning of the Covid-19 outbreak, almost every day was different; the situation has been changing constantly.

As a supplier to the medical industry, binder is an essential company. What do you think are the factors enabling production to continue at binder?

It was essential that the employees, especially in the production and production-related departments, have always been very flexible. That's why we were able to convert production to operations that were compliant with the Covid-19 measures within a few days. For example, the shifts were separated, workspaces were created in meeting rooms and many other measures were implemented. The impetus for this often came from the

The Covid-19 pandemic. New building. 60th anniversary. Alfred Schraudolf is responsible for the areas of production and logistics at binder as a member of the senior management team – and he has lots to contribute on several topics.

workforce. The employees were, and still are, very helpful. Our high vertical integration in manufacturing and the high added value at our affiliated companies were two other important points.

You have been at binder for 32 years. While in a position of responsibility, you also experienced the global economic crisis in 2009 and had to make far-reaching decisions. Does this experience help you with regard to the current situation?

Yes, definitely. We are a family-run business with flat hierarchies and the special features that these offer. I have always been able to rely on the fact that, because we are a family-run business, decisions are always taken with the employees in mind. That was like that back then and it is still the case today.▶

How do the two crises differ from each other, and where do you think there are similarities in overcoming problems?

One thing they have in common is that the global economic crisis in 2009 and the coronavirus crisis now have far-reaching consequences. But we are talking about completely different situations that are difficult to compare. Back then, it was really only the economy that was affected; this time round it is also public life. This means that the current watershed is taking on a much greater dimension for people.

‘The employees were, and still are, very helpful.’

Regardless of the current situation with the pandemic: How would you describe your management style?

First and foremost, I would say that my management style is focused on working together – like I’m another good colleague. It’s actually quite simple: It doesn’t matter whether someone is an employee or department manager, everyone is a specialist in their field and has more specific knowledge than I do. I don’t think along the lines of ‘par ordre du mufti’ [editor’s note: an order from above based on authority]. I benefit from the knowledge of my employees and try to ensure a good working relationship. My door is open to everyone, regardless of their position. I regularly talk to employees from production to address their problems and needs. A big advantage – from my point of view – is that I have known the company and its people very well for many years.

What advantages does the new building in Rötelstrasse in Neckarsulm, Germany, which is slated for completion in 2023, mean for production and logistics at binder?

The first building phase will initially provide motivation for the employees in my departments [editor’s note: Production & Logistics]. There will be bright, friendly and nicely designed new workplaces in a great environment. That motivates people and makes them proud. The fundamental added value, which affects the processes in production, essentially only arises after

completion of the second construction phase. It will only then be possible for all factories to be integrated and all processes to be interconnected. We all know the upcoming move will be challenging, especially the new fully automated high-bay warehouse is an unprecedented challenge. With this knowledge comes the necessary placement of a focus, and that is crucial.

One of the topics in this issue of verbinden is the 60th anniversary of binder. What does this anniversary mean for you personally?

It means a great deal to me. After all I have been with the company for 32 of those 60 years. For me, it means continuing on the family-oriented path I have embarked on, starting with Franz Binder and now with Markus Binder. It’s great to see what is possible without a lot of ‘ballyhoo’, but simply through honest cooperation and integration of the employees. I was at Audi before, and when I came to binder, I noticed: People have a completely different attitude; they put more heart and soul into their work. 60 years of binder makes me proud.

Finally, I would like to ask: What do you wish for the second half of 2020?

Personally, I would like to see health for all employees and that we are spared from Covid-19 as much as possible. I would also like to see things calm down in economic terms. Initially, the last four years brought rapid growth. Then the economic situation

‘60 years of binder makes me proud.’

became somewhat more difficult last year, and then ‘Enter Covid-19’. The challenge for the workforce could not have been greater. I would therefore like to see us as a company regain a foothold in the second half of the year and have enjoyable, continuous growth without major fluctuations for the coming years. That would be ideal. ■

Meeting the move head-on with process optimisation

The necessary basis for the move needs to be created in the software before the automated high-bay warehouse of our new building can be put into operation. An important step along the way is the introduction of digital detailed order scheduling (SAP-ZDSC). It is a prerequisite for the introduction of the electronic warehouse management system (SAP-EWM), which is required to directly manage the warehouse. Manual picking will soon be a thing of the past.

Text Kevin Frobin

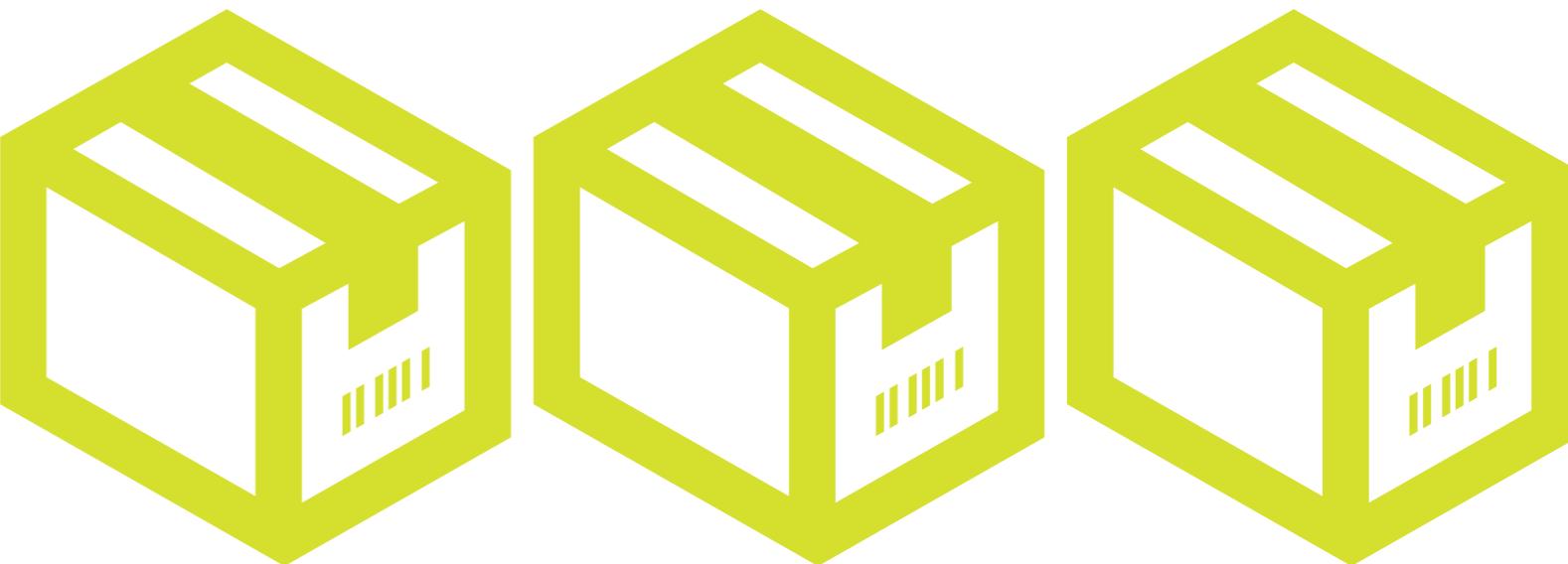
From now on, digital detailed order scheduling will be used in displaying production orders on monitors at the workplace. This means that manual sequencing based on printed production orders is no longer necessary and the production department can initiate the release instead of the production supervisors. However, the production supervisors continue to be responsible for material and capacity requirements planning and for processing preallocated stock.

As soon as a production order is released, the logistics department now receives an electronic picking request in the warehouse in real time. This enables the warehouse system to provide the required material in an optimised way for setup before it is made available for production via the tugger train.

Increasing efficiency

The above procedure has advantages over the previous process. Only the material that is needed is actually transported to the

workplace when the production order and picking request are linked. The effect on the stocks in production is positive, and at the same time, it results in the limited space available being used more efficiently. The picking request for each order is now made electronically, which saves paper – the previous format. As a result, the intermediate steps, such as transporting the printout from production to logistics, are no longer necessary. It leads to both production and logistics saving working time and walking



distances, which in turn increases efficiency. In addition to displaying production orders in an ideal manner for production, detailed order scheduling offers a detailed and clear presentation of large quantities of product information, which can be used in evaluations for numerical data analyses. This includes, for example, designs, connector types and cable information. A prerequisite for this is the creation of a partial classification of the affected material numbers.

Keeping the goal in everyone's sights

Currently, detailed order scheduling is already used at binder cable assemblies in Hungary as well as in Factory 2. Initial experiences have been very positive in Factory 2 in particular. In the future, Factory 3 will also work with this detailed order scheduling. At the same time, the tugger train will be used to supply materials for production. Experts from the processes and organisation, industrial engineering and production and logistics departments are working closely together to drive the project forward. ■

ABOUT THE AUTHOR:

Kevin Frobin has worked as a project manager in the value stream design department (P-IE-WS) since June 2019.

The picking request for each order is now made electronically, which saves paper – the previous format.

SENSOR TECHNOLOGY IN A NEW DIMENSION



Photo: Franz Binder GmbH & Co. Elektrische Bauelemente KG

The binder Innovation & Technology Center (ITZ) has developed a new direct printing technique that allows the application of functional electronic layers directly on a component.

Text: Dr. Stefan Ernst

As digitalization increases, so does the demand for new sensor technologies. Smart systems are revolutionizing the communication between applications and their users. First of all, a balance between more and more complex sensor networks with data processing and simpler, more user friendly operator support is necessary. The trend toward miniaturization makes it difficult to equip parts having only a limited amount of space with conventional sensors. The binder ITC has, for this reason, developed a new direct printing technique – the binder method – that can overcome all these challenges. The advantages are obvious: The printed electronics need less space, are more flexible in application and more cost-efficient.

The binder method

The area of printed electronics has been a research topic for binder since 2009. In 2016, the newly founded Innovation & Technology Center started operation. With the help of a recently developed transfer printing technique, binder was able, for the first time, to apply planar functional electronic layers with a thickness of maximum precision to textured, three-dimensional surfaces in only one printing pass. In this way, circuit traces,

sensors and displays, for example, can be printed. Foils or other substrate materials are completely unnecessary with this technique – an active contribution to environmental protection. The highest demands with regard to environmental conditions and safety can still be met by overprinting a protective layer. Specially developed nano pastes for printing provide stable parameters for the printing process.

Suitable for the most varied applications

With the synthesis of the knowledge and experience of binder from the areas of electronics, printing technology, physics and chemistry, the new printing technique has great application potential in any number of industrial areas. The possibilities of printing extend from flexible circuit traces and heating elements up to sophisticated sensors. By printing capacitive sensor elements, for example, touch displays of almost any shape can be implemented on three-dimensional and/or textured surfaces. The same approach can also be used for an intuitive gesture control system. ▶



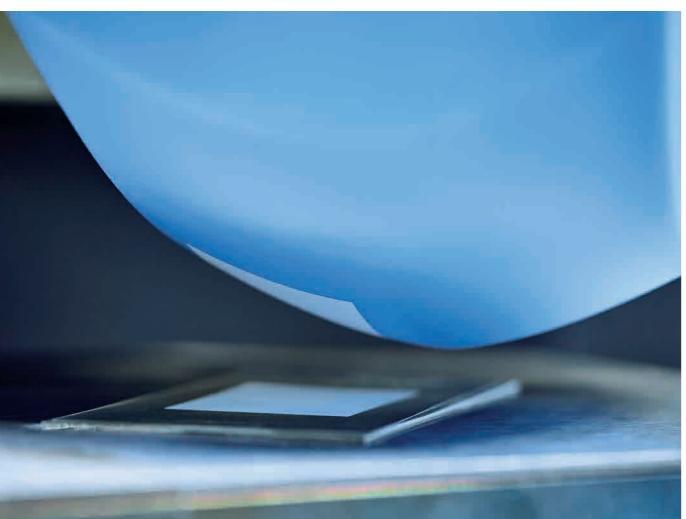
Printed sensor on a textured 3-D surface

Temperature sensors or strain gauges can be implemented by measuring the change in the resistance values of the printed functional layers. With the flexible printing technique, the entire sensor can be quickly adapted to the application-specific task at hand. As a result, this solution approach is an interesting alternative, also in financial terms, to conventional SMDs.

Custom-made solutions

However, the products and services offered by binder do not just end with the printing of the desired functional layers. The customer can make full use of all the experience and skills of the binder group. The newly created binder electronic solutions group provides custom-made solutions for connectors, contacts, circuit layout and automatic placement. From design and prototype to series production, the customer gets the best result from a single source. ■

Pad printing for printed electronics components



ABOUT THE AUTHOR:



Dr Stefan Ernst has worked as team lead in electronics at binder ITZ since June 2015.

Photos: Franz Binder GmbH & Co. Elektrische Bauelemente KG

M16-X

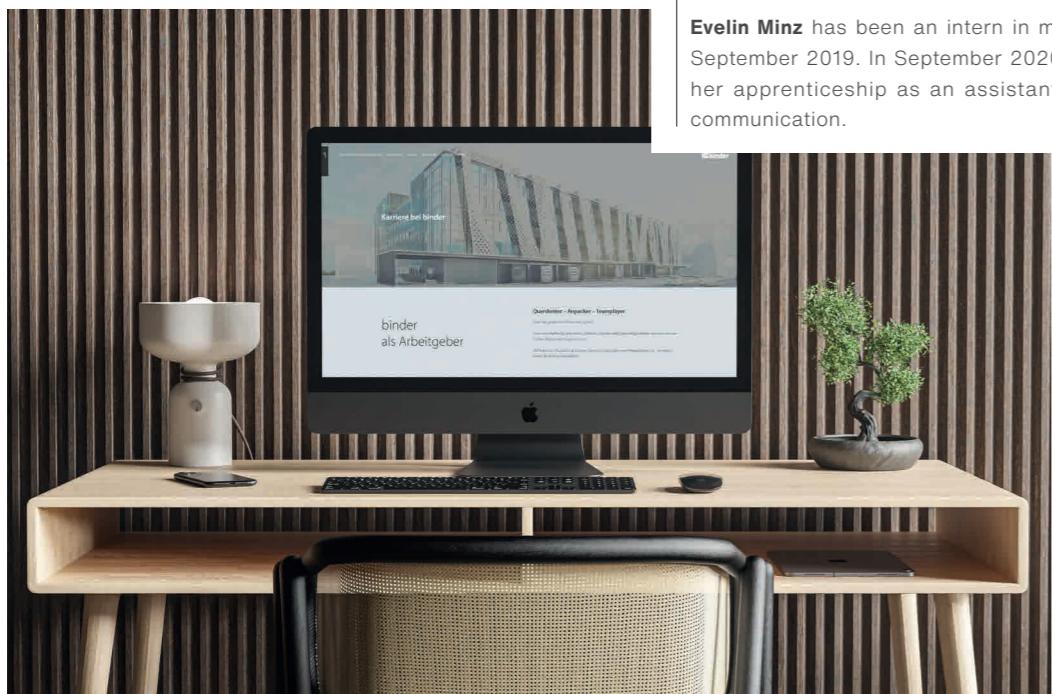
- M16 thread with X-coding
- Data transmission up to 10 GBit/s
- Female panel mount connector, front fastened, with dip solder contacts
- Cable outlet 5.5 - 9 mm
- Thread diameter 16 mm
- 8 contacts
- IP67 in mated condition



Relaunch of the binder website

MORE THAN A NEW DESIGN

Modern, stylish and progressive



ABOUT THE AUTHOR:

Evelin Minz has been an intern in marketing since September 2019. In September 2020 she will start her apprenticeship as an assistant in marketing communication.

Photo: acmедин GmbH

Relaunching the binder website was one of the goals for the marketing department in 2020 – which was successfully completed in April already. The new website now offers a number of new advantages, and not just visual highlights.

Text Evelin Minz

Nowadays, digitisation is becoming more and more important. Therefore, as a company, it is crucial to never stand still and to constantly develop. The goal for online marketing in 2020 was: to keep the high technological standard of the binder websites as well as to set visual trends in our industry. On the path to achieving these goals, work on the technical migration and the visual concept had to be started last year.

New concept

The goal for the new website was that it should be modern, stylish and progressive. Some page areas were extensively revised in terms of the graphics concept, including the areas on the company and career options. To ensure better performance and usability, all areas had to be made more user-friendly. However, we did not only change the appearance. We also changed the underlying technology. Some of the technological changes are: improvements to image and program library loading, animations to support the user interface and the technical modification of the

backend system (migration to TYPO3). The database, which is maintained using the PIM system, was also an important building block in the process of creating the new website. binder has 5,368 different product variants online, and they have to be regularly updated. The updates range from spelling mistake corrections to the publication of complete series and data delivery to distributors. More than 300 enquiries about the PIM system have been processed since the beginning of the year. ■

Employer Branding

‘We can only be successful in the future if our employees are motivated.’ This guiding principle has set the tone for our planning of the career options area. It was clear from the very beginning that this is where the most changes need to take place. We needed to develop a completely new and autonomous site. And the results look promising, because: The career options page stands out from the other areas through its dynamism, interactivity and personal touch through the use of photos of the employees. These features increase the employees’ identification with the company and the website. What’s more, job applicants get a positive first impression.

Point your browser to www.binder-connector.de and have a look at our new website.

‘We’re a part of the whole’



binder galvanic surfaces, one of the technology leaders in the field of surface finishing, has been part of the binder group since 1 June 2019. In an interview, Markus Mannuss (Head of Administration and Technology) and Cem Cengiz (Internal Sales) talked about what has happened in the Pforzheim-based company since that date and what are the prospects for the future.

Interview The Editorial team

Illustration: abcmedien GmbH



For a year now, binder galvanic surfaces has been a member of the binder group. What has changed at the company since the takeover?

MM: We had four locations before the takeover. These have now been bundled and merged into one location in Pforzheim, Germany. A new organisational and management structure was developed and established with the help of Johannes Gaus [editor's note: Head of Strategic Projects of the binder group]. Due to the constellation in the binder group with very many different areas of expertise, we have gained a wealth of new opportunities. Furthermore, we benefit enormously from the cooperation with the binder headquarters in Neckarsulm and the other affiliated companies.

What expertise does binder galvanic surfaces bring to the binder group in this context?

CC: We have decades of know-how in surface finishing and are one of the technology leaders in this field. In addition, we can offer the coating of almost all base materials and have our own plant engineering in the company. We can guarantee our customers high quality standards thanks to in-process quality monitoring from goods receipt to dispatch. ▶

What projects are there currently and which ones are planned?

CC: We are currently building a plant for the further development of selective electroplating, which, from a sales point of view, is the future. In addition, selective plating is becoming more and more interesting due to the rising precious metal prices. Furthermore, we are currently dealing with the question to what extent and how trade fairs can be held this year. We want to be prepared for all scenarios in the best possible way. There are plans for us to attend the Stanztec in Pforzheim in September as exhibitors.

MM: A very important project is the new certification according to ISO 9001 and ISO 14001, which will be completed in the next few weeks. We will make the latest technologies ready for series production in the field of selective electroplating. In the medium term, binder intends to expand the Pforzheim location and open up new areas. Among other things, we are also thinking here of setting up a strip electroplating plant. But we are thinking long-term even during the Covid-19 pandemic, because we are also currently looking for further specialists, such as surface coaters or quality inspectors.

Touching on the pandemic: For several months now, Covid-19 has been changing more than just our social lives around the world, it has also changed operational processes. What measures have been taken at binder galvanic surfaces as a result of the pandemic and what restrictions have been implemented?

CC: We still have some restrictions in sales due to the Covid-19 outbreak, and it particularly affects the sales representatives. In the beginning, our sales reps were no longer able to plan and carry out visits to customers. In the meantime, these meetings are now taking place again, albeit infrequently and in compliance with the applicable hygiene regulations. In the meantime, however, we have of course switched over to digital technologies for communication with our customers and all others.

MM: We have formed a crisis management team and developed a pandemic plan. The support we received from the headquarters in Neckarsulm was highly valuable. We implemented all hygiene standards and specifications within the company. Initially we had a slightly higher level of people reporting illness. However, this was foreseeable, as we advised our employees not to come to work even if they had mild cold-like symptoms.



Photos Franz Binder GmbH & Co. Elektrische Bauelemente KG



Markus Mannuss (left) and Cem Cengiz

What role does the Pforzheim location play for binder galvanic surfaces?

MM: We feel very linked to Pforzheim and the region. We contribute to the economic power of the region with 95 employees, most of whom work in production under Bernhard Metzger. In the course of restructuring last year, we received excellent support in various areas from Pforzheim, its local authorities and the business and city marketing departments. They always had an open ear for our concerns. We are also in talks with Pforzheim University about a possible cooperation.

What do you see as the greatest advantage for binder galvanic surfaces in the future?

MM: The binder group is a family-run business, in which Markus Binder pursues the successful further development of the entire group of companies with vision and a long-term strategy. There are short decision-making processes and the company has a very stable foundation and high investment power, which of course also benefits us. We want to leverage this power and make our contribution to the company's success with our expertise in surface finishing.

CC: The biggest advantage for binder galvanic surfaces is certainly the affiliation to a family-run business and to the entire group of companies, as Mr Mannuss just pointed out. We are no longer only suppliers of electroplated surfaces. We are able to offer system solutions that are the result of the different types of expertise within the binder group in cooperation with the system service provider binder solutions. ■

GLOBAL

A NEW TYPE OF SPRING FESTIVAL



The Spring Festival is the most important festival for Chinese people. But this year, the Covid-19 pandemic changed everyone's lives as well as the celebrations surrounding the Spring Festival.

Text Quan Wang

Journalists broke the news of a strange pneumonia just before China's Spring Festival holidays at the beginning of the year. No one suspected at that point that this year's Spring Festival would be such a special and long one. People were urged to stay at home during the holidays, and even afterwards, in order to protect themselves from getting infected by a yet undefined virus. The employees of binder China only returned to work 31 days later – wearing masks and using hand sanitizer, of course.

Prevention and control

The top priority from the very beginning was to protect the health of employees. To this end, we took many precautions in cooperation with binder headquarters. The aim was to act in a preventive and controlled manner and to implement emergency measures quickly. Before employees started returning to the company, we procured sufficient quantities of masks, disinfectants, gloves and other aids. In addition, an emergency plan was developed for this exceptional situation. Employees are expected to adhere to the plan. Temperatures are measured, masks

Photo Franz Binder GmbH & Co. Elektrische Bauelemente KG | abomedien GmbH

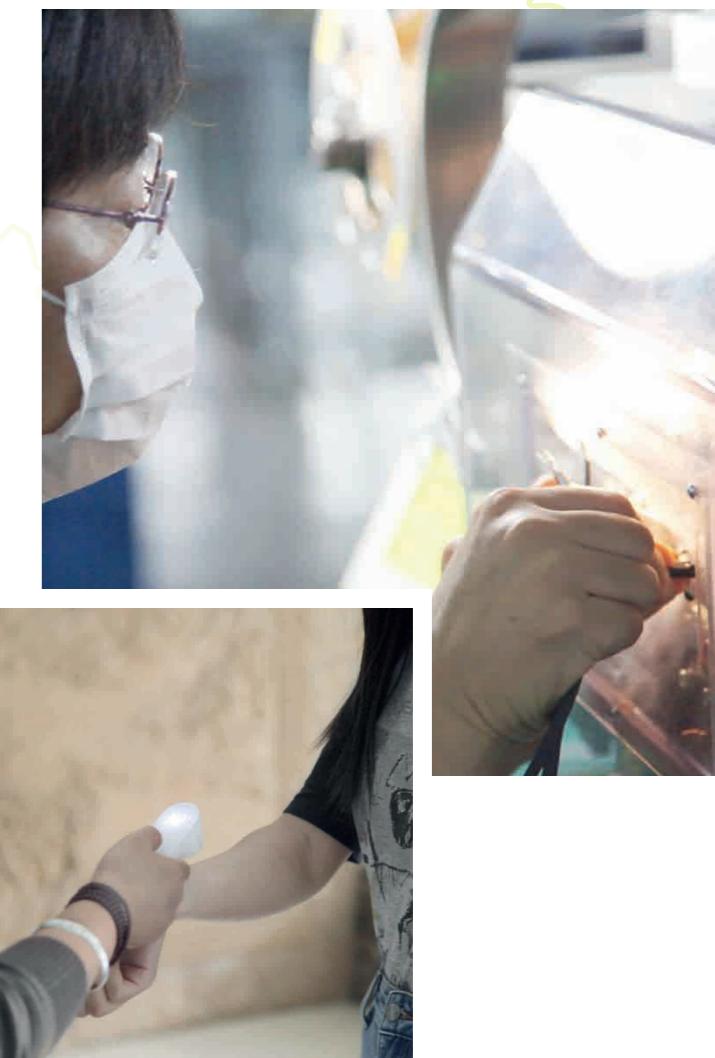
GLOBAL

The top priority from the very beginning was to protect the health of employees.

are changed and workplaces are disinfected every day. Furthermore, the break times are staggered and visitors must register on arrival to the company. All regulations are strictly adhered to. So far these have kept all employees of binder China healthy, even though they come from different parts of the country.

Mutual support

The situation in China is gradually moving towards a controllable and orderly restoration of everyday life. People are now able to move around outside their own homes again and pursue normal activities. For binder China it is still important to remain vigilant and to protect the health of its employees. As a symbol of the family corporate culture and mutual support in difficult times, binder China sent masks to the company headquarters in Neckarsulm, Germany. ■

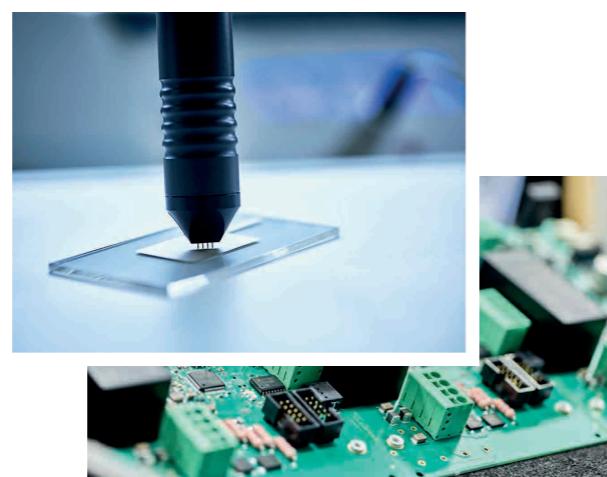


Joining forces: binder electronic solutions

Text The Editorial team

Export ban, supply problems, broken supply chains – the challenges of the past few months have taught companies a lot. The motto at binder now is: It's better to rely on your own strengths. The merger of binder ems, binder introbest and binder ITZ to form binder electronic solutions has created a full-service provider that offers customers unique opportunities.

binder ems has become a supplier of outstanding end-to-end solutions through the expertise in developing circuit designs and planning of series production. In combination with the innovative strength of binder ITZ in the field of printed electronics and sensor technology, the industry now has a strong partner that understands the challenges of IoT (Internet of Things) and paves the way to the future. Thanks to the logistical expertise of binder introbest, products can be integrated reliably, economically and directly into the customer's value added chain. binder electronic solutions offers all goods and services in excellent quality from a single source: from the idea to product development, from samples and series production to smooth delivery.



Photos Franz Binder GmbH & Co. Elektrische Bauelemente KG

Showing innovative strength

A highly qualified 'jack of all trades' has been created with binder electronic solutions, cleverly leveraging synergy effects to offer integrated solutions and outstanding service. According to Thomas Lacker (plant manager at binder ems and binder introbest), this development is only logical: 'All-rounders are in demand, especially in times of crisis – companies that can offer everything from a single source, from development to the sample and release phase, right through to continuous series delivery.' Customers of binder electronic solutions are supported along the entire value added chain. The entire innovative strength of binder ITZ is required to make this possible. Elisabeth Warsitz, director at binder ITZ, is also pleased about the bundling of expertise and sees great opportunities in doing so: 'Together we make mechanics smart, because it meets electronics here and thus transformed for Industry 4.0.' The newly created partnership achieves a USP through the two production locations near Ingolstadt and Stuttgart in Germany. binder electronic solutions is able to offer a high degree of customer service in Europe and can produce and deliver quickly and flexibly at favourable conditions. Markus Binder (General Manager of the binder group) is also completely confident: 'There is immense potential for growth and development in this principle, as it enables us to significantly reduce the dependence of customers on suppliers from the Asia.'



A highly qualified 'jack of all trades' has been created with binder electronic solutions, cleverly leveraging synergy effects to offer integrated solutions and outstanding service.

Bundling expertise

Obvious solutions are sometimes the best ones. The merger of binder ems, binder introbest and binder ITZ creates a system service provider that fully exploits the synergy effects of the affiliated companies. binder electronic solutions is a reliable partner that bundles expertise, offers integrated solutions, demonstrates a high degree of customer service and guarantees fast, flexible and on-time deliveries. Both customers and the entire binder group benefit from this joining of forces. ■

Au revoir*

Catherine Mitchell will have worked with and at binder for almost 30 years when she retires on 31 January 2021. She talks here about her experiences, the importance of binder as a family business to her – and what she hopes for in her retirement.

Interview The Editorial team

Ms Mitchell, how did your career at binder begin almost thirty years ago?

I started working for ISC-Distrel, which used to be the former distributor of binder in France, on 2 September 1991. Back then I was head of the connectors and cables department. Before long I found out about binder's products. It was a real pleasure for me to sell them in France.

How did it eventually come about that you took over the management of binder France?

When I joined ISC-Distrel, I could not imagine that I would one day be working for binder. However, things did not go according to plan after ISC-Distrel was sold in July 2004. The new management was not up to the task and the situation became increasingly difficult. Markus Binder asked to meet me in private on 17 September 2007. At first I thought that he would ask me about the difficulties taking place at ISC-Distrel. But to my surprise, the binder

family had decided to open a sales office in France. I was asked to manage it! It was such an honour.

What do you think were the key factors that made binder France a success story?

2008 was just the right year for opening a sales office. I knew the French market and customers very well, and they trusted and followed my lead. But of course the success is also due to the team and our high-quality product range. It was a huge challenge for me in the last stage of my career, but the decision was definitely the right one. It was a great pleasure for me to promote our connectors, because we are one of the leading companies in this field globally.

Photo Franz Binder GmbH & Co. Elektrische Bauelemente KG



What was your best experience during your professional career?

There have been many great experiences. But the best experience was definitely the foundation and opening of the sales office in France. It was a lot of work to find the premises, set up the offices and open the doors to the first employees. I will never forget the support of my colleagues in Neckarsulm. From afar, they helped me on a wide variety of issues every single day. I felt the same enthusiasm when the location was expanded last year, but it wasn't without a certain nostalgia. I am proud of this last step. The whole team was thrilled.

What is so special about binder?

binder has remained a family-run company that is always willing to listen to its employees, despite its growth and success. As binder France, we also have a certain amount of freedom; it's not always the case for companies in France. Markus Binder has placed his trust in me by handing over the keys to a great company, so to speak. The feeling of belonging to a family is very pleasant and provides us all with motivation. You can feel that we are all belong to the same family, for example, at the annual international sales and management meeting.

How would you describe the company in one sentence?

I can think of many positive things to say about binder. But I would say that there is one major point. Despite its development, binder has managed to remain a company that conveys certain values to its employees and places people at the centre of its actions. ▶

How would you describe yourself and your management style in regard to the company and its employees?

I think I have led binder France with an iron fist in a velvet glove. I have tried to pass on my passion and love for the company to my employees. In doing so, I have instilled in them a work ethic that will lead them to help this great company grow and develop. My employees have a great, inspiring team spirit.

What do you wish binder for the future?

I wish binder France every success in the years to come under the leadership of Sylvain Bruno, in whom I have every confidence. We've been working together for eight years now. He knows the French market for connector technology very well. We've been regularly exchanging views on strategic decisions for the future of binder France for around two years now. Last year we hired two new employees to strengthen the team. I wish binder France that they will continue to receive the support they need. But of course I wish the whole binder group only the best. I admire the binder family, starting with Franz Binder, whose outstanding work laid the foundation for the position the company holds today. The foresight with which Markus Binder made many important decisions is also extraordinary.

And to wrap things up, a personal question: What plans do you have for your retirement, Ms Mitchell?

At the moment I'm still in the middle of worklife. But we have decided to focus on handing over operations to Sylvain Bruno in the second half of 2020. Once I finally retire, I'm looking forward to golf, my grandchildren and time with my family. But I'm already certain that I'll miss binder. ■

Catherine Mitchell (left) and Sylvain Bruno



Photo: Franz Binder GmbH & Co. Elektrische Bauelemente KG



Devotion, loyalty and pragmatism

In our fast-moving times, something like this is very rare – in the same company happily from apprenticeship to retirement. Gerald Enderle is one of these special employees. He has been employed by binder for 46 years and is resolutely heading towards the company's golden anniversary.

Text The Editorial team

The year is 1974, and Helmut Schmidt was elected chancellor of Germany, the country won the FIFA World Cup for the second time, and what did 15-year-old Gerald Enderle do? Exactly! He started his apprenticeship as a lathe operator at binder on the recommendation of a friend of Franz Binder. The world was a completely different place, even at binder, a quarter of a century before the advent the new millennium. The computer as we know it today had not yet been invented and colour television was barely five years old at the time. Gerald Enderle still

remembers the time well. 'Back then, as a supplier to the company Kolbenschmidt, we produced ring carriers and piston rings on the lathe, as well as gears for a company in Ludwigsburg.' Enderle spent the first ten years of his career at the lathe in the main factory in Neckarsulm.

'After about ten years working for the company, in 1985, I switched to Factory 3. I had to start working with electronics and cables.' Just as binder always adapts to the conditions and requirements of the new age, Gerald

Photo: Franz Binder GmbH & Co. Elektrische Bauelemente KG



Enderle has always shown his flexible side. The key to this special partnership is to maintain one's curiosity, to learn new things with interest and to apply the expertise gained and the many years of experience in new contexts. Since 2017 Gerald Enderle has worked in Factory 5 and has also turned to new fields as he moves on in years. 'Now I do everything that related to logistics here at the factory: goods receipt, goods inspection, digitally capturing the goods.'

At binder, well-deserving employees are always particularly valuable partners to include in the dialogue. Anyone who has lived through the aftermath of the oil crisis, the worries after Chernobyl, the shock of 9/11 and the effects of the global financial crisis is also a good seismograph during the Covid-19 outbreak. The rampant pandemic is certainly no reason for Gerald Enderle to lose sleep at night. 'Markus Binder stands by his company and his staff; he has already proven this in many difficult situations.' ▶

46 years binder

The company has mastered all the challenges of the past decades in an outstanding manner and it will also manage this time – of that I am absolutely certain.'

Gerald Enderle has taken note of the rules and regulations regarding physical distancing and hygiene and implemented them unworried. He arrives at work on time, as he does every day – even during the current crisis – powers up his computer at 7 am and accurately assembles what is needed in Factory 3 on that day. A little later, the trucks start arriving at Factory 5 bringing granulate or cables. They are unloaded, registered and properly stored without wasting any time. If there is a short break between deliveries, then it is usually used for facility management activities. 'We make sure that everything in the warehouse is always perfectly clean and tidy.'

With so much zeal for his job, the question arises as to how Gerald Enderle has managed to maintain this daily motivation for nearly half a century. The answer is as simple as it is convincing: 'I simply enjoy my work' as the soon-to-be retiree admits with charming honesty. He adds: 'I enjoy logistics and my colleagues are just right. Everyone helps everyone else here and I like getting up in the morning for that. You simply notice that everyone who works here does their part to make sure the company is doing well.' The longer you listen to Gerald Enderle's anecdotes, the clearer it becomes: For this man, binder is not just an employer,

but rather a home. More precisely, it is his company – maybe not on paper, but clearly in his heart. And so it is not surprising that Gerald Enderle is also thinking about the future of the company after his retirement.

'I hope that binder will remain a company that keeps the 'people' component in the foreground. The binder family has always supported me, whether I had a professional concern or a private one. The pragmatic, honest and open conversation culture should last forever, because it characterises binder as a true family-run business where the boss is always ready to listen to the concerns of his employees. If the interpersonal communication works and mutual respect is a given, then you enjoy your work and will do so for many, many years to come.'

The connection to a company can hardly be put into words more beautifully than in the words of Gerald Enderle. It goes without saying that binder will remain the reliable companion and partner of its employees for open dialogue in the future. And just maybe – although it does not seem to fit into the modern age – the apprentices of today will choose very similar words when they look back on their careers in 2066; for binder is home in the midst of a globalised world. ■

**46 years
at binder**

Photo: Franz Binder GmbH & Co. Elektrische Bauelemente KG

'We can be proud of it'

The two line spokespersons Anita Schäfer and Cornelia Lederer talk about the changes in production, their experiences with the Covid-19 crisis and the changes in the company. They look back on their time at binder and provide exciting insights into their everyday work.

Interview Klaudia Lovric

binder is a family-run business and it is proud of its employees. Some have even been with the company for several decades. How long have you been working at binder and how did you hear about the company?

AS: I've worked at binder since 21 July 1994 – in other words, for 26 years. I had heard from the German employment office that binder was looking for new employees. I've been here ever since.

CL: I've also worked at binder for 26 years. I heard about the company through the grapevine, so to speak.

You are both employed as line spokespersons in Factory 3. How can we visualize your work?

AS: We are responsible for cable production. We sort the orders by date and priority. We make sure that all parts are produced on time. More and more tasks have been added over the years; we have now also taken on responsibility for staff, for example. ►



Cornelia Lederer (left) and Anita Schäfer

What has changed in production over the past 26 years during which you have both worked at binder?

CL: Cable production began after we had been working here for half a year or so. We were in manual production: you could say it is where we got started. Today, the individual stations work hand in hand – something that has developed over the years. In any case, the processes have improved.

binder was faced with many challenges through the Covid-19 crisis. What measures were implemented in Factory 3 to protect employees?

CL: Right at the beginning of the coronavirus crisis, we separated the workplaces a little. This move enabled us to maintain a physical distance of at least 1.5 metres. We used to sit much closer together. We maintain the physical distancing at the workplace, and at peak times and breaks we also wear face masks.



AS: There were still lathes and milling machines, separated from each other by partitions and were loud, in our factory in the beginning. Then more and more machines were dismantled, which allowed us to expand our cable production.

binder has developed considerably in recent years. In particular, the number of affiliated companies has increased. What is your assessment of the company's development?

CL: Absolutely positive. Our product portfolio is very broad. We are manufacturing products for many industries. This large range of products enables us to have a very varied working day.

AS: Of course, the development is excellent. Nobody would have expected this 26 years ago when we started here. binder is a pragmatic, family-run business that is also active on the global market. I can identify with that very well.

ABOUT THE AUTHOR:



Klaudia Lovric joined binder in 2017. She has worked in marketing since February 2019 and is responsible for trade fairs and events.

Photos Franz Binder GmbH & Co. Elektrische Bauelemente KG

'I enjoy coming to work and I'm always in a good mood.'

What is special about binder?

AS: I have always been fascinated by the fact that you can see the manufactured product at the end. Together with my colleagues I make a cable that is attached to the connector; and it works. I think it's great to see the result and the variety. We can be proud of that. And binder also offers us a good working environment in other respects. We get free water, can participate in company sports and there are fun company parties. I didn't have that in the companies I worked for previously.

CL: I can only confirm that. I think it's also the attitude toward social causes that should be emphasized and it can't be taken for granted.

What drives you to come to work every day?

CL: I enjoy coming to work and I'm always in a good mood. I still find it difficult to work the early shift [laughs] – at least in the first hour. The variety that you get from shift work also has a certain appeal.

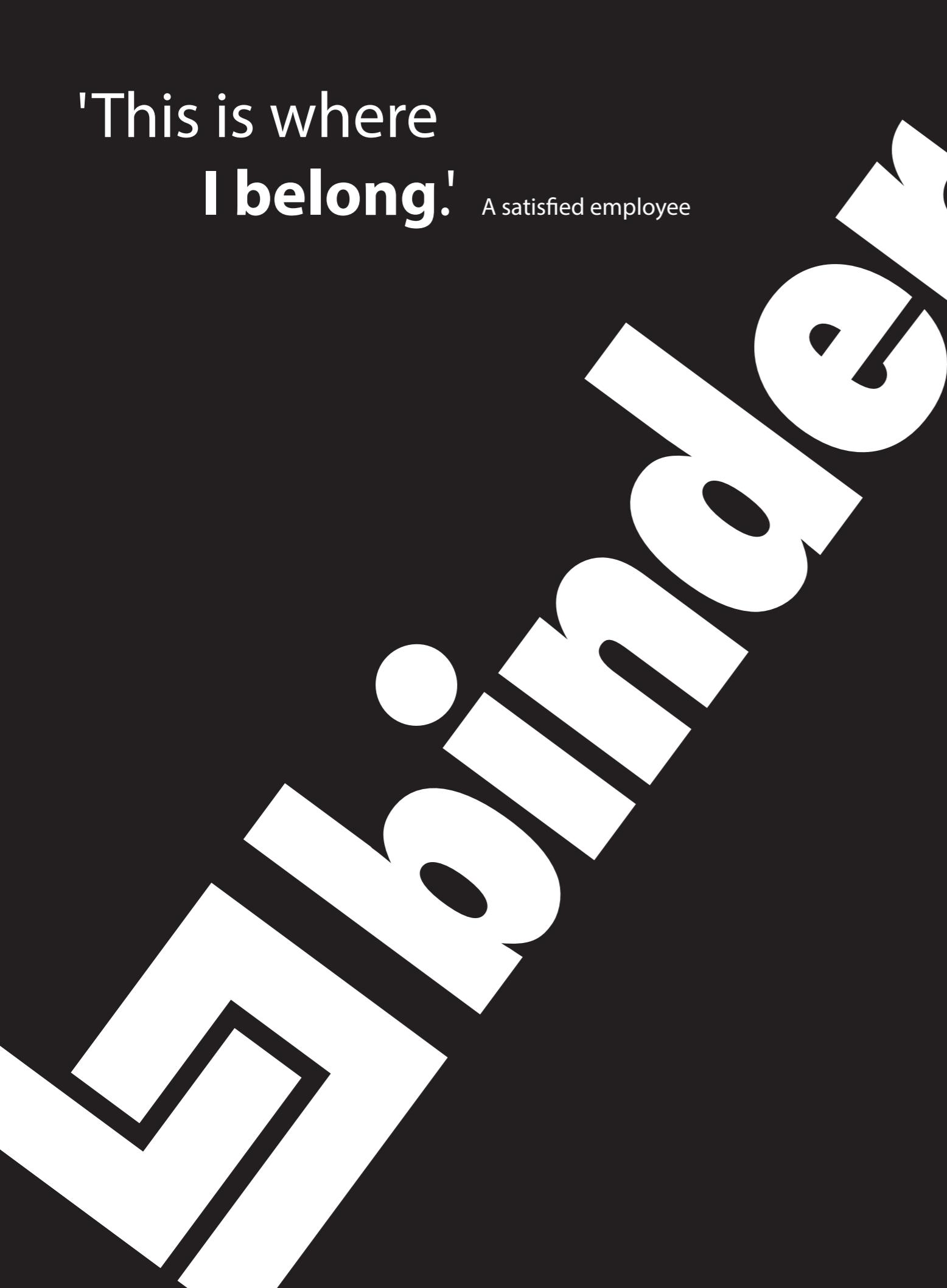
AS: It is fun to work here. That's a great advantage. You can't complain about the company. I think it's great to work in a family-run business like binder.

Ms Schäfer, even the best times come to an end. You will be going into a well-deserved retirement in August. What will you take with you from your time at binder?

AS: The friendships that have with some of my colleagues. There are so many wonderful memories. I often think of the fun we have together. I also think of the many company parties that I have attended. All of which were wonderful. Of course, I'm also looking forward to retirement, because it means I'm embarking on a new phase in life. ■

'This is where I belong.'

A satisfied employee



ABBINDER

Overshot the goal?

... maybe just a little. We were actually looking for a more modern, a slightly younger and a bit more attractive design compared to the last verbinder. You remember, the black one with lots of pink. Hmm ... It was just a bit too much of everything. We would like to give you back a piece of 'normalcy' with the current issue of verbinder. Whether you think that we've nailed it, that it's a stroke of genius or that it's simply an even-handed achievement, I leave it up to you.

Athletic greetings to you,

Timo Pulkowski



A warm thank you to everyone who has
written articles for this issue!

It is only through you that a magazine can come into being, only through you that ideas are generated, only through you that the verbinder comes to life. Feel like writing something? Then please send in your idea for an article – the moment one issue of the verbinder is finished, it's time to start the next one!

The Editorial team

Credits

Responsible according to

German press law

Markus Binder

Editorial office

Rötelstraße 27,
74172 Neckarsulm, Germany
Tel. +49 (0) 71 32 325-293,
Fax +49 (0) 71 32 325-150,
marketing@binder-connector.de

Published by

Franz Binder GmbH & Co.
Elektrische Bauelemente KG,
Rötelstraße 27,
74172 Neckarsulm, Germany,
Tel. +49 (0) 71 32 325-0,
Fax +49 (0) 71 32 325-150,
info@binder-connector.de,
www.binder-connector.de

General Manager

Markus Binder

Editors

Patrick Heckler, Timo Pulkowski

Translation

Milengo GmbH
Wilhelmine-Gemberg-Weg 5-7
10179 Berlin, Germany
Tel. +49 (30) 23 25 77 80
Fax +49 (30) 2 32 57 78 19
contact@milengo.com

Art direction

abcmedien GmbH,
Julian Metzger, Bastian Münch,
Waldfhofer Str. 19,
69123 Heidelberg,
info@abcmedien.de,
www.abcmedien.de

Printing

CBS Offsetdruck GmbH,
Obere Au 1, 74847 Obrigheim,
Tel. +49 (0) 62 61 637-0,
Fax +49 (0) 62 61 637-55,
info@cbs-group.de,
www.cbs-offsetdruck.de

All rights reserved.

Reprinting, inclusion in online
services and reproduction on data
storage media only with the
permission of the publisher.

