

verbinder

The magazine of the binder group



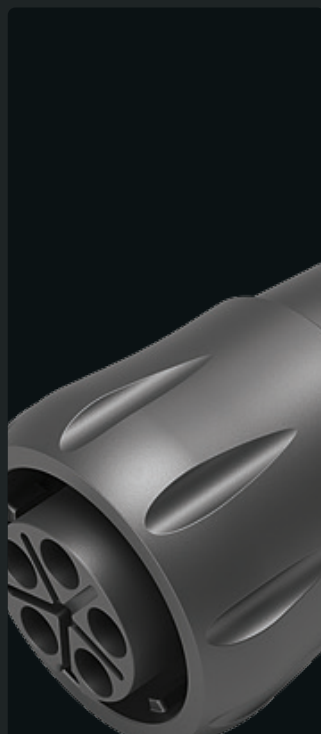
ELC



NCC



M8-D



HEC

Strategy

Sales Meeting 2022

Products

Waterproof connectors

Employer branding

binder USA

Time to leave our comfort zone

The current situation – both around the world and specifically at binder – requires us to be as flexible as we can and to respond to changes quickly.

We can only put ourselves in the best position to react to this if we are prepared to continue developing and be successful. That means we need a functioning team, a clear strategy, a clear goal, a high level of quality, a bold marketing strategy and unrelenting determination.

BUT:

We will need to leave our comfort zone to achieve this.

On that note!

binder 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/en/news-press/our-magazine

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 (0) 71 32 325-448

Hot times

Dear reader,

We've left behind an extraordinary summer. Temperatures have been extremely high at times over the past months and difficult to bear. I would like to express my sincerest gratitude to all staff members for their commitment and perseverance.

Covid-19 is neither over nor has it been defeated. Constraints and restrictions are to be expected again over the coming months. We all need to deal responsibly with this situation and take preventive action.

Our intake of orders was above target in large parts of the first half of the year. This means we are now within the range of our target figures. The fact is that the demand for connectors remains high.

Besides introducing our current trainers and study supervisors, this issue of verbinder focuses on our decades-long partnership with the Therapeutikum Heilbronn in Germany. We also report on the numerous events that took place in the last few weeks – including the Heilbronn company run and the visit of the binder retired community.

Happy reading!

Kindest regards,



Markus Binder

General Manager of the binder group



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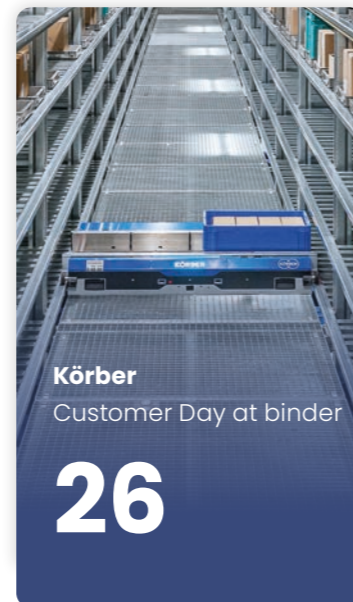
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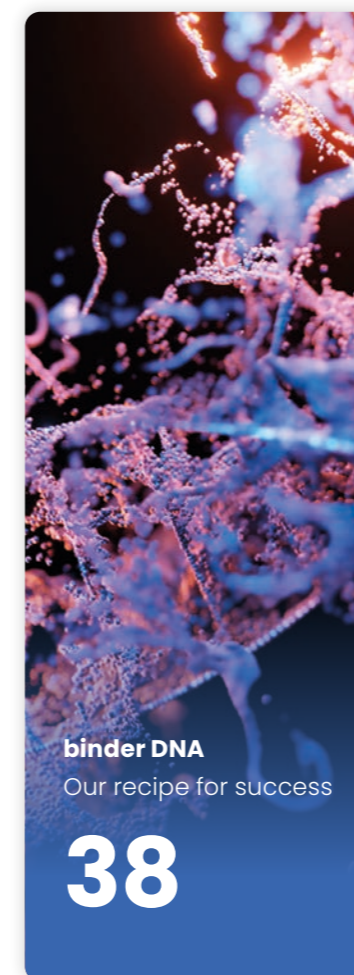
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Group photo with the participants at the Sales Meeting 2022

Sales Meeting 2022

Just be better

After a break of more than two years due to Covid-19, our binder Sales Meeting was able to take place again this year in person. The site managers and sales managers of our nine international sales offices met with our national sales team from 27 to 29 June 2022 at the binder headquarters in Neckarsulm, Germany. Numerous forward-looking topics were on the agenda – here is an overview.

Text Editorial team

‘This Sales Meeting is ground-breaking and, in my opinion, a critical factor for determining the future orientation of our company.’ These were the words that Markus Binder, General Manager of the binder group, used to introduce this year’s Sales Meeting. The goal of the event was clearly defined from the outset – to readjust the future course of the family business, especially in terms of its sales strategy.

Strengthening our sales offices

To position binder as a global player, the potential of the market needs to be anticipated even better and the role of our international sales offices has to be strengthened. The in-person interactions that took place at the binder headquarters were vitally important for this, as David Phillips, International Sales Director of the binder group since 1 January 2022, emphasises: ‘The Sales Meeting was hugely important as it gave us the opportunity to develop our global sales strategy together. The highlight for me was being able to work with an excellent and visionary team on the future direction of binder.’



Numerous workshops were held to work on the future direction of binder

Our international sales offices have been appreciated much more in recent months since our new sales structure integrated them more closely into our decision-making processes. Martin Grabler, Site Manager at binder Austria, stresses: ‘We are a dynamic family business with flat hierarchies and communicate with each other on an equal basis. I feel completely confident about the strategic adjustments and the new developments that have been planned.’

Pushing customer orientation

It is our customers, in particular, who will benefit from the valuable ideas and trend-setting decisions of the Sales Meeting as, by focusing on specific sectors and industries, their needs are pushed more to the fore (read more about this from page 10). When it comes to developing new products, it is essential to conduct market research and identify trends. The efficient synergy of product (what), marketing (how) and market (where) also plays a decisive role here. ►

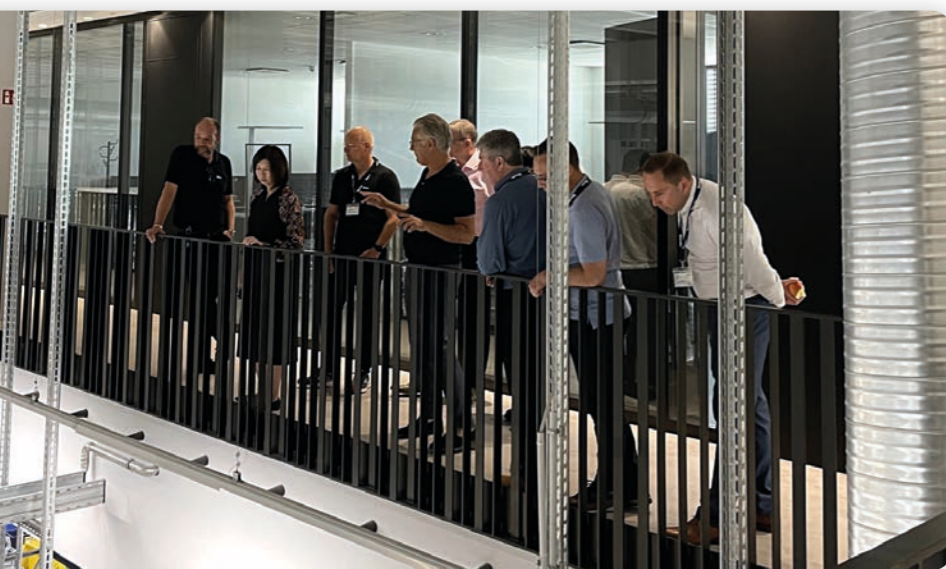
Maciek Czerwinski, Sales Director of binder USA, sums up the spirit of the Sales Meeting: 'The central message – just be better – is absolutely correct. Of course, it's important to stick to your roots. But we also have to keep moving forward and take the next step. We have to

guided tour of the binder production and logistics centre in Neckarsulm and a factory tour of our affiliated company, binder galvanic surfaces, in Pforzheim, Germany. However, the accompanying programme related to these topics was also highly promising.

setting created a very special and informal atmosphere. It was ideal for getting us all in the right mood for facing the challenges that lie ahead.'

Achieving our goals

The Sales Meeting has shown that there is no substitute for face-to-face meetings. All the participants had the opportunity to cultivate new and existing relationships, engage in exciting discussions and, above all, develop creative energy. We need to harness this energy to achieve our ambitious goals. Markus Binder believes the stage has already been set for this: 'We can be proud of how our company has developed and are on the right track when it comes to pushing ahead with internationalisation and developing binder into a global player and a strong brand.' ■



The guided tour of the binder production and logistics centre provided exciting insights into ongoing operations

be ready to think and act like a true global company. It's simple: We have to be ready to become a global player.'

Enjoying the accompanying programme

The agenda of the Sales Meeting was dominated by numerous workshops, presentations and discussions as well as a

A special highlight took place right on the first evening: The members of our sales offices were invited by the Binder family to the Landgasthof Haigern restaurant. On the second evening, all those participating in the Sales Meeting got together for a barbecue on the roof terrace of the binder production and logistics centre. For Product Manager Philipp Zuber, it was the perfect programme: 'This

Comments on the Sales Meeting 2022



David Phillips
International Sales
Director of the
binder group

'We will make clear decisions about the what, the where and the how. We have already initiated the measures necessary to improve the organisational structure and introduce the right business systems.'

'Being able to meet in person for the first time in more than two years and share experiences from the different markets was hugely significant. It is very important for all of us to think outside the box, leave our comfort zone and be brave with our actions.'



Maciek Czerwinski
Sales Director
of binder USA

'Having worked for binder USA for over 13 years, it was very special for me to get to know our global sales team in person. It was also a privilege for me to take part in the tour of the new production and logistics centre that was led by Markus Binder.'



Martin Grabler
Site Manager
at binder Austria

'Meeting colleagues from all over the world and sharing information, thoughts and ideas on how binder can continue to develop was a great experience. I felt that the Sales Meeting was defined by a very special spirit, and it showed me that everyone is ready to make binder better and take the next step towards becoming a global company.'



Philipp Zuber
Product Manager
at binder

Target markets lead to the right solution



Every company serves certain sectors and industries and these usually result from the company's strategic orientation and product portfolio. binder has also taken on the challenge of defining target markets to provide its customers with a quick overview of the company's product portfolio and make it easier to search for products.

Text Paul Pulkowski

Defining target markets is an effective way for companies to sharpen their own profile and specify their target group. At binder, however, this is anything but easy: On the one hand, our connectors can be used very flexibly, which is why it is difficult to narrow down their area of application. On the other hand, our products are components that are often first processed in an assembly and not directly in an end application. Nevertheless, we set ourselves the task of defining uniform target markets for the entire binder group.

Excellent teamwork

This year's Sales Meeting offered the ideal setting for determining our target markets: A workshop was held on this topic together with the national sales team – consisting of Customer Service, Key Account Management and Product Management – as well as participants from our international sales offices. The workshop was led and moderated by David Phillips, International Sales Director of the binder group.

The different sectors and industries, in which our connectors are used, were identified and analysed in three separate groups. Important aspects included product requirements, trends and the potential for growth. Despite the fact that international markets sometimes differ greatly, there was a large overlap between the three groups. Eleven target markets were finally determined in a final vote. ►

Our sectors and industries



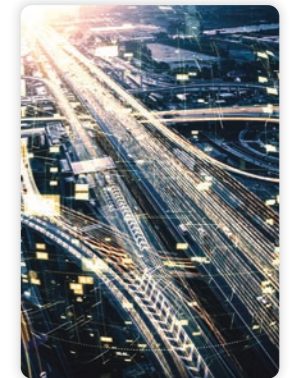
Automation



Energy & Renewables



Food & Beverage



Lighting



Medical



Test & Measurement



Robotics



Heavy Machinery



Security



Smart
Communication



Transportation

Clear set of requirements

For each of the eleven target markets, there are specific requirements that our connectors must fulfil. The protection class and size, for example, or specific standards and certifications play an important role. A connector is considered to be compatible if its technical properties match the requirements of the respective sector.

The assignment of suitable key products from our extensive product portfolio to the eleven sectors and industries underlines how diverse the areas of application of our connectors are. However, the categorisation of a product only serves as a guide and does not imply that it can only be used in the defined target market.

Many advantages

The aim of the 'Sectors and Industries' project is to reach the right markets and push customer orientation – because the market determines the product and not the other way round. Assigning our products precisely to their respective target markets allows us to offer existing and potential customers a better and faster overview of our product

portfolio and also make it easier for them to search for products. It also takes our visibility on the web to the next level.

But this is not the only reason why the 'Sectors and Industries' project plays such an important role: Clearly communicating our target markets helps our customers to better understand the importance of our connectors and it also increases identification with our company. Furthermore, this topic will have a lasting impact on binder's future sales strategy, assist us in developing new products and help us to identify industry trends. ■

About the author

Paul Pulkowski joined binder USA as Marketing Manager in February 2021.

The market determines the product and not the other way round.



TRANSPORT



Product launch: M12 panel mount connectors
with L-coding and dip solder contacts

Compact, standardized connectivity for power supply

For industrial automation, binder offers M12-sized L-coded panel mount connectors. The standardized products are equipped with dip solder contacts. Soldered onto printed circuit boards, they support the trend towards decentralization and serve to supply devices with 63 V and 16 A.

Text Editorial team

binder, a leading supplier of industrial circular connectors, has expanded its M12 portfolio to include panel mount connectors with L-coding and dip solder contacts. The 823-series products are suitable for hand soldering, wave

soldering, and in particular reflow soldering on printed circuit boards (PCBs) in automation applications that are typically subject to installation restrictions. There, they serve as electromechanical interfaces in the power supply of industrial

devices up to 63 V(DC) and 16 A – for example in Industrial Ethernet applications in the Profinet environment.

SALES

Compact alternative to 7/8-inch

With the trend towards decentralized automation, miniaturization is also advancing: field devices such as sensors, actuators, controllers or industrial computers are shrinking; on the other hand, their functionality is increasing, and thus their power requirements are growing. The devices are thus becoming more densely packed with interfaces, which drives the user demand for compact connectors. L-coded M12 connectors are a space-saving alternative here to the 7/8-inch connection technology established in power supply.

Two-piece flange connector

The 823 series includes two-piece male and female panel mount connectors – each consisting of a mounting body and a socket housing, which are not permanently connected to each other. Compared to the use of single-piece components, assembly and disassembly of the PCB are simplified. Whereas the mounting body is soldered to the board during assembly, the socket housing has to be attached directly to the device. As a decisive advantage, the soldering can be done without the

housing; moreover, the solder connections are not subjected to torques due to the housing assembly. Thus, the stress load on both components is significantly reduced, which helps the user to eliminate failure sources.

The IP68-protected (when mated) connectors are suitable for both front and rear panel mounting. It should be pointed out that the PCB is not possible to be fixed to the user housing by means of the two-part dip solder panel mount components. Instead, it is important to mount the board separately to the housing. This is a significant difference from single-piece versions, which in the case of very small PCBs can be used to attach these to the device housing.

Special features of the 823 Series include a buried and captive O-ring with metallic blocking, and an O-ring between the socket housing and contact body that prevents sealing compound from leaking out when the user's housing is being sealed. A seal to the cable part is provided on the socket housing, and it is ensured that the latter is accurately guided even in the case of thin-walled mounting flanges.

M12 background: standardization, resilience and specific aspects

M12 circular connectors stand for compact and flexible field device connectivity in factory and process automation. Here they are well-established components; thanks to international standardization, the products are generally compatible across manufacturers. This interchangeability reduces dependence on one or a few suppliers. Customers in automation technology thus become more resilient to fluctuations on supplier markets, and they can more easily bypass supply bottlenecks. The basis for this resilience is the DIN EN IEC 61076-2 standard relevant for M12 connectors.

The advantages of standardization are one reason for the broad acceptance and market success of M12 connection technology. Panel mount connectors with dip solder contacts are likewise standardized and tested products. However, they are subject to the particularity that direct interchangeability of products is only guaranteed here if they correspond to the PCB layout of the application as well as the distance between the board and the housing. ■



In the world of process technology, the protection of electromechanical connections against humidity and water is an essential requirement

Waterproof industrial connectors

Technology basics and selection guidance

Protecting electromechanical interfaces against liquids is one of the basic requirements for industrial electronics in automation and process technology. However, the term ‚waterproof‘ is a matter of interpretation. Depending on the respective application, for electrical connection technology, different degrees of resistance to liquids are required.

Text Editorial team

Waterproof: the colloquial term suggests the total resistance of an object to the effects of humidity – for example in the form of fog or rain – and to immersion in liquids. However, it is already known from everyday experience that there is usually only relative protection, for example of a watch, a camera or a smartphone, whose specifications only permit submersion to a limited depth or a maximum hydrostatic pressure. For users of industrial electrical connectivity products, it is obvious to transfer this experience to the application scenarios for connectors, for example in process technology. Protection of the interfaces against liquids is an essential requirement here, both from a functional and a safety point of view.

In order to ensure the tightness of the overall electromechanical system, connectors are of particular importance in industrial electronics. On the one hand, they must be able to be plugged and unplugged several times; on the other hand, depending on the particular application, the connection must reliably prevent the ingress of liquid media when plugged in.

The degree of resistance re-

quired – and thus the correct interpretation of the attribute ‚waterproof‘ – is inseparably linked to the circumstances of the application in question: While connectors are not in direct contact with humidity in many automation tasks, there are special applications where they are exposed to splash water or even have to withstand temporary submersion. Particularly in hygienically demanding environments, connectors may be treated under high pressure for cleaning purposes. In such cases, special design considerations are essential to ensure reliable signal and power transmission.

Standardized labelling: protection degree and IP code

The degree of resistance to humidity and liquids is indicated in the product data sheets of the connector manufacturers. The relevant technical specification refers to the so-called protection degree; it determines under which environmental influences – physical touch as well as ingress of particles and water – the respective connector can be used. In accordance with the DIN EN 60529 and ISO 20653 standards, the protection degree is specified by means of an IP code (International Protection), which for connectors is gene-

rally valid only when these are mated. The above examples therefore correspond to the protection degrees IP67 – protection against temporary immersion – and IP68/69K – protection against permanent immersion or exposure to high pressure. Since the standards do not define criteria such as ‚temporary‘ or ‚permanent‘ in a clear and mandatory manner, it is advisable for manufacturers to provide more precise information in practice.

In practice, insufficient knowledge of DIN EN 60529 or ISO 20653 often results in the misleading assumption a high number in the IP code necessarily means better protection. It is therefore important to know that the first digit of the code refers to the ingress of solid particles, such as dust, while the second digit indicates protection against humidity and water. Thus, a product rated IP64 cannot be considered ‚better protected‘ in general compared to an IP55 product. The former may be more exposed to particles, i.e. it is dustproof. However, it can only withstand splashing water, while the second can be exposed to jet water from any angle. ►

The two digits for particles and humidity/water can be followed by code letters in the third and fourth positions to indicate the protection degree more precisely. For example, a K (as in IP69K) stands for road vehicle equipment; a B for access to hazardous active parts with a finger.

in the so-called protection class, which is not the subject of this article.

degree of miniaturization – and consequently the design of a connector – are general selection criteria. Beyond this, however, it is necessary to evaluate the special features of the respective application environment. Is the interface exposed to mechanical loads such as shocks or vibrations? Are precautions to be taken against the influences of adjacent high-frequency electronic assemblies, against the risk of fire or explosion? Or does a connection that has to be mated and unmated frequently require special design considerations in order to endure many mating cycles? The answers to these and similar questions lead the user to product features such as locking system, electromagnetic shielding and contact materials, which necessarily influence the purchase decision.

The fact that connectors must – in an initially undefined manner – withstand the ingress of particles and humidity or liquids is a standard requirement in the industry. But as explained above, the necessary protection degree depends on the details of the application. As these range from interfaces in measurement and control in factory automation, through the Food & Beverage industry, to clinical use of medical inst-

Waterproof in an industrial context

In addition to electrical parameters such as rated current and voltage, surge voltage or contact resistance, installation-relevant parameters such as integration density and

It is important to emphasize that the IP protection degree refers to the protection of equipment and its components only. It does not make any statement about the protection of persons who interact with this equipment. Measures for the safety of users are defined

Figure 1: The M12 design is widely used in the field level of automation, for example for sensor-actuator cabling; field-wireable male and female connectors provide flexibility during installation



Figure 2: Not Connected Closed – thanks to a spring-loaded plastic cover, the NCC connectors of the 770 series are protected from particles and splash water even when unplugged

rummentation, the requirements for 'waterproof' connectors can vary considerably. Especially in the latter two areas, the products are exposed to a particular humidity load resulting from the cleaning and sterilization processes required here.

Product examples featuring IP67 and IP68/69K

All M12 connectors from binder are resistant to moisture and water in accordance with

IP67 standards, and many are also resistant to IP68/69K. Corrosion-resistant variants are equipped with stainless-steel or plastic threaded rings (Figure 1). While IP67 ensures application safety in occasional humidity – without higher requirements – the more resistant products, depending on the protection degree and material, can also withstand weather conditions in outdoor use as well as immersion in greater depths, high-pressure water jets and aggressive cleaning agents.

The IP67 portfolio also includes M12 plugs and sockets that can be assembled. Connection technology with IP67 protection, such as the binder NCC (Not Connected Closed) series 770 (Figure 2), are recommended, for example, for use in handheld terminals, medical equipment and LED lighting assemblies. Equipped with a bayonet lock

and designed for more than 5,000 mating cycles, these products are characterized by a special design feature. A spring-loaded plastic cover inside their housing encloses the contacts – when unmated – so that they are safe from accidental touch. They are thus protected against particles and splash water, and are also protected against mechanical impact from the outside.

The so-called subminiature and miniature series 620 and 720 – when mated – also meet the IP67 criteria (Figure 3). For this purpose, they are equipped with an O-ring on the female end as well as with a seal in the clamping area. Despite their sensitive snap-in elements, the connectors withstand more than 1,000 mating cycles. They are also suitable for medical equipment; other possible applications include metrology equipment, industrial lighting or the seat heaters in sports stadiums.

All molded cable connectors of the 763 series (Figure 4) featuring signal and sensor cables as well as threaded rings made of media-resistant and temperature-resistant plastic are waterproof to protection degree IP68 when mated. Protection to IP68/IP69K is achieved by the ►

Figure 3: Miniaturized and waterproof to IP67: The 620 and 720 series with O-ring on the female side and seal in the clamping area





Figure 4: IP68-compliant 763-series cable connectors in different versions

outdoor connectors with bayonet quick locking of the HEC series (Figure 5). Application examples include tunnel lighting for very humid environments, underwater metering probes and supply lines for submersible pumps. HEC connectors are also widely used in agricultural machinery and in portable handheld welders. The outdoor and stainless-steel versions of the 713 series (Figure 6) also comply with protection degree IP68/69K. The outdoor versions are made of plastic suitable for this purpose and are equipped with protective caps that preserve the signal connectors from the effects of weather in outdoor use. The stainless steel products are particularly resistant to aggressive agents.

Particular Food & Beverage versions of the binder 763 series and the stainless steel variants of the 713 series are protected to IP69K. The M12 connectors are suitable, for example, to connect sensors that monitor process parameters in bottling plants. In general, they are intended to be installed in machines and systems that are cleaned with high-pressure cleaners and aggressive cleaning agents.

Conclusion: application determines the degree of protection

Protecting electromechanical interfaces against the effects of liquids is a fundamental requirement in industry. The degree of resistance required always depends on the specific environmental conditions of the respective application. In the product documentation of the component manufacturers, it is represented by the protection degrees or IP codes. binder offers connection technology



Figure 5: HEC series of outdoor connectors according to IP68/IP69K



Figure 6: 713 series, IP68 – protective caps keep the contacts safe from the weather in outdoor applications

in accordance with IP40 to IP68/69K, with a large part of the connector portfolio meeting the requirements of IP67 and above. The binder products are thus recommended, for example, for use in the fields of automation, building, agricultural, food and medical equipment technology. ■

Waterproof connectivity solutions from binder: special features

The circular connector specialist binder from Neckarsulm, Germany, offers waterproof connectors for harsh environmental conditions that have been developed for protection degrees IP67 to IP69K. UV- and temperature-resistant material is used in selected products, and some of the connection technology is suitable for demanding hygiene requirements. In detail, the design has been optimized to prevent dirt deposits on the housings; IP69K connectors can be cleaned with high-pressure jets, special stainless steel variants are resistant to aggressive cleaning agents, and overmolded connectors for the Food & Beverage market segment are also certified according to the specifications of the test service provider Ecolab. A selection of different locking systems and materials is available for various application scenarios – such as M12 threaded rings made of plastic or stainless steel, or bayonet or snap-in mechanisms optimized for applications that require fast and frequent mating. The balance of function and design in product development is worth highlighting. Thanks to special coloring, the connectors meet typical market design specifications, for example for the Food & Beverage segment or for medical technology.



THERAPEUTIKUM

Enthusiastically social with energy for people

binder has been working with the Therapeutikum Heilbronn in Germany for more than 40 years. The centre offers a holistic rehabilitation programme to help people with mental illnesses prepare to live their own self-directed everyday life. This also includes regular work – for binder, among others.

Text Editorial team

The institution was founded as the first aftercare facility for mentally ill people in the Heilbronn-Franconia region in 1971. binder has also been on board as a partner for almost as long. The Therapeutikum's rehabilitation concept is based on the pillars of vocational rehabilitation, training, work and living. The centre has a total of four workshops in which rehabilitation patients can practise their profession or acquire a new qualification. Many well-known customers purchase the items produced

here – these include Audi and Porsche, in addition to binder. The Therapeutikum is therefore, at the same time, industrial service provider, rehabilitation provider and a source of inspiration for dealing openly with mental illness.

Starting afresh without the pressure to perform

In essence, the main role of the Therapeutikum is to prepare rehabilitation patients for everyday life, explains Marco

Sacher. A regular working life is particularly important; however, it is different from what the patients are used to. Nine to five with 40 hours per week and tightly scheduled targets from the boss? This would have exactly the opposite effect of what the Therapeutikum aims to achieve. 'Our rehabilitation patients are in a protected environment and have no pressure to perform at a certain level,' explains Daniel Obhof, Group Leader in Industrial Assembly.

Working 36 hours a week, the idea is that the people in his care learn to find their way back into their lives. But that's not all: 'The Therapeutikum covers the three areas of living, work and qualification. This allows us to offer our rehabilitation patients optimal care and development opportunities that meet their needs,' says Christiane Paroch. She is the General Manager of Work Technology and so mainly responsible for the network of industry and therapy that the Therapeutikum has built up in the region and beyond.

Partnership with added value

The Therapeutikum is a true jack-of-all-trades as a service provider. Companies can order services and products from the areas of industrial assembly, packaging, metal-working, component production, logistics, office services and laundry. The Therapeutikum is engaged in traditional contract work for binder in the field of connectors. Quality is expected here – and delivered: 'The Therapeutikum is an extremely important and reliable partner for us whose work results are always outstanding,' says Fabian Götz, Deputy Team Leader for Scheduling/Production Control at binder.



Daniel Obhof, Christiane Paroch and Marco Sacher from Therapeutikum Heilbronn (from left to right)

As the largest facility of its kind, the Therapeutikum currently cares for 450 people. And quite a few of them are closely connected to binder. 'I recently found out that one of our rehabilitation patients has been working for binder in the Therapeutikum since 1983 – that's really impressive,' says Group Leader Daniel Obhof.

The long history shared by binder, the Therapeutikum and many employees underlines the special approach with which the institution was founded in 1971: Patients were previously left to their own devices after receiving hospital treatment. This resulted in numerous relapses and new hospital stays. Chronically ill people sometimes spent decades in hospitals – without any prospects, purpose or opportunities for personal

development. The Therapeutikum has changed all this.

This new interleaving of rehabilitation and industry was anything but a sure-fire success at the beginning. The founders of the Therapeutikum and the first rehabilitation patients had to do a lot of convincing and prove that the products and services they provided were equal to those of other service providers. binder had a pioneering role in this: 'Our partnership with binder has grown over decades and is of high quality and characterised by mutual trust,' explains Christiane Paroch, General Manager of Work Technology. No other customer has been with us for so long. ►



PRODUCTION AND LOGISTICS

people with and without disabilities swap jobs for a day.

So employees of binder and the Therapeutikum exchanged their workplaces for one day on 22 September 2022. The change of perspective left a deep impression. The professionals from binder were able to gain first-hand experience of the quality and variety of products offered by the Therapeutikum workshop. Conversely, by visiting binder, the rehabilitation patients were able to look around an innovative family business and develop a sense of the general labour market.

These types of activities and events are particularly important. They encourage us to think about inclusion in a completely new way and talk about mental illness differently. And this is urgently needed – the Therapeutikum and binder agree on this and have shared the same opinion for more than 40 years. ■

'S(ch)ichtwechsel' (change of shift/perspective) action day

Images full of clichés emerge in the minds of most people at the first mention of a 'sheltered workshop'. These images trivialise the value of the work and offer a skewed picture of the processes that take place. This degree of stigmatisation also contributes significantly to the separation of people working in these workshops from the rest of society.

In order to change this, the German Federal Association of Sheltered Workshops has been organising the nationwide 'S(ch)ichtwechsel' action day for several years now, where

Therapeutikum Heilbronn

- Founded in 1971 by the Paritätische Wohlfahrtsverband (German Parity Welfare Association) in cooperation with today's Centre for Psychiatry Weinsberg
- Differentiated rehabilitation services for mentally ill people outside psychiatric hospitals
- Largest rehabilitation facility of its kind with 20 locations in the Heilbronn-Franconia region
- Operation of workshops, vocational training centres, residential homes
- Partnership with binder for over 40 years
- To find out more about the work of the Therapeutikum, visit www.therapeutikum-heilbronn.de





The processes in the binder production and logistics centre are optimally coordinated with each other thanks to the new conveyor technology as well

was led by Daniel Pfeil, Head of Processes and Organisation.

Growth requires agility and flexibility

The number one rule of modern logistics is to choose an integrated, easy-to-use and lean system that enables the highest possible throughput with optimally utilised capacity.

The twelve shuttles, which are in use on several levels in the shuttle warehouse, serve as the best symbol of this. They are also an important lever for ensuring the future viability of the production and logistics centre. Andreas Ebert, CEO of Automation in the Körber Supply Chain Business Unit, sums it up: 'The number of shuttle vehicles allows the capacity of the plant to grow in line with demand.'

But why make all this effort and why invest in this new building? 'Our previous static storage system could no longer keep up with our growth. ▶

When around 40 logistics experts from companies in the surrounding area get together in binder's production and logistics centre in Neckarsulm, Germany, a lot of questions get asked. Such questions were more than welcome at the Körber Customer Day, which binder organised together with representatives of Körber Supply Chain Automation GmbH from Leingarten, Germany.

The exclusive event, which took place on 14 July 2022, was a mixture of demonstration hour, sales talk, networking event and expert panel. Körber was responsible for building our production and logistics centre together with TKS Unternehmensberatung

und Industrieplanung from Esslingen, Germany. The idea was for customers and interested parties from Körber to visit binder to see for themselves how their own logistics centres could one day function.

Not only did they take a closer look at the pallet and shuttle warehouse; they also learned all about details such as the SAP warehouse management software, warehouse depth, double cycles and capacities per hour.

The tour took place in two groups to ensure that all participants could ask their questions: One half followed Bernd Mager, who is Head of Logistics at binder and the other half

Siegbert Vollert during his introductory speech at the Körber Customer Day



Automated logistics at your fingertips

Readiness for the future? That's no problem for binder. Thanks to our state-of-the-art production and logistics centre, whose high-bay warehouse was planned and built by the technology group Körber, we are on course for growth and are leading the way in automation. Several representatives of companies from the region were able to see this for themselves at the Körber Customer Day in July.

Text Editorial team

PRODUCTION AND LOGISTICS

We are now much faster and more flexible,' Bernd Mager explained to the audience while visiting the site.

This growth is the result of a development that has surprised many industries. Automated business processes have gained momentum – at least since the beginning of the Covid-19 pandemic. Customers demand great speed and a high degree of responsiveness from suppliers and partners.

binder anticipated this development and put the new construction of the production and logistics centre out to tender as early as 2018. When the pandemic hit, completion was delayed – but we were still faster than others.

Nothing works without people

Automation is not an end in itself and logistics won't run by itself. Greater space, more

technology and new storage space may speed up supply chains, however, in the end, it is the employees who play a crucial role in operations and are key to the success of a company.

Siegbert Vollert, Chief Financial Officer at binder, also emphasised this in his introductory speech at the Körber Customer Day: 'Without our employees from the Logistics and Supply Chain departments, we wouldn't have been able to implement our high-bay warehouse.'

After all, they know best what speeds up or hinders their work, where binder logistics were previously flawed, how an optimally organised warehouse needs to function and which trends the industry can expect in the short and medium term.

And what did the participants say at the end of this look behind the scenes? They were clearly impressed. It was evi-

dent that many were already considering and planning in their head how to update their own logistics. So the Körber Customer Day at binder was a complete success – not only in this respect. ■

The binder production and logistics centre in figures

- An automated pallet warehouse (APW) with double-deep storage and a capacity of 1,500 storage spaces
- A four-fold deep shuttle warehouse for containers
- Four dynamic shuttles per aisle in the shuttle warehouse with a capacity of 450 double cycles per hour – three times as much capacity
- 54,000 container storage spaces in three aisles on 58 levels including a fully automatic storage and retrieval machine in the APW with a capacity of 35 double capacity per hour

Twelve shuttles ensure speed and a high degree of flexibility in the binder shuttle warehouse



COMMUNICATION



The 2022 edition of the 'Creative minds' school competitions in the Neckarsulm area ended with the winners receiving their prizes at the binder company headquarters in Neckarsulm

'Creative Minds'

award ceremony at binder

The 'Creative Minds' school competition took place for the seventh time in the Neckarsulm area in Germany – this time in the canteen of our production and logistics centre. However, we were not only hosts, but also supporters of a successful project.

Text Evelin Minz

'Creative Minds' once again gave young people in the Neckarsulm area the chance to be creative without limit. After being held under difficult conditions in 2020 because of the global pandemic, this year's competition took place within the usual framework –

and with great success. Twenty-three students cooperated with companies and realised eleven innovative ideas.

From idea to prototype

'Creative Minds' aims to get young people excited about

technology and computer science and offer them a platform for innovative ideas. The sponsors support all participants technically and financially so that they are able to implement their projects. The experts from the supervising companies accom-

pany the students during the implementation phase and also provide valuable tips and general assistance. This allows the participants to turn their design into a functional prototype.



Elisabeth and Maria Kopetzki were presented with the first overall prize by Neckarsulm Mayor Steffen Hertwig

binder also supported a project again, because 'as a family business, the focus on up-and-coming talent and high-quality training is fundamental,' says Markus Binder, General Manager of the binder group.

Commitment that pays off

This year, too, the binder experts Julian Oster and Kevin

Kirchner (both from the Equipment unit) were particularly active and committed: Together with the two sisters Elisabeth and Maria Kopetzki from the Albert Schweitzer Grammar School, they developed the 'Smartview' glasses to make everyday life easier for blind or visually impaired people. The Smartview glasses emit a vibration signal as soon as the wearer of the glasses approaches an obstacle at a certain distance.

Thanks to this innovative idea, the two students were able to win the first overall prize in cooperation with binder. Everyone involved is very proud of this achievement. 'Co-thinkers, people with a can-do attitude and team players, combined with passion, commitment and identification with our company, are essential for helping us develop further and progress,' says Markus Binder.

A successful conclusion

The impressive competition came to a dignified end with the award ceremony that was held on 12 July 2022 at our premises. First, the excellent students received their well-deserved prizes. Afterwards, guests and participants had the opportunity to admire

the results at the display of the exhibits on our roof terrace while being offered cold drinks and delicious food.

'It was an honour for us to be able to host the 'Creative Minds' competition. We see the promotion of young people's creativity as an essential contribution to motivating up-and-coming talent,' says Markus Binder, summarising the positive impressions.

We hope all guests and participants had a great evening. We're already looking forward to many new and creative ideas in the coming year! ■

About the author



Evelin Minz has been with the company since September 2019. After successfully completing her apprenticeship in marketing communications, she has been responsible for binder's social media channels in the Marketing department since July 2022.

Idea management at binder

Focus on employee ideas



Good ideas deserve to be implemented. This is the idea behind the cloud-based ideas portal 'MitarbeiterIdeen für binder' (Employee Ideas for binder), or M.I.B. for short, which is the central contact point for every promising flash of inspiration in the company. Regular employees at the binder headquarters and the binder Innovation and Technology Centre, as well as trainees and students with a contract of at least three months, can easily submit their ideas online.

Text Lina Richter

Idea management at binder is being continuously developed, as reported in issue 53 of ver-binder in December 2021. But what has happened since then?

Ideas portal updated and evaluators trained

The ideas portal was upgraded to the updated version right at the beginning of the year. The portal is also much more user-friendly, as explanatory help texts are now available in the editing areas, in addition to various visual improvements.

This makes it easier for everyone involved to submit and edit new ideas. In addition, the first evaluator training took place in June thanks to the active support of Personnel Development. In a workshop lasting one and a half hours, 15 participants learned more about the benefits of idea management as well as the tasks they need to perform to prepare an evaluation.

These tasks include:

- Establishing a deputy
- Creating subtasks
- Requesting an extension of the deadline
- Calculating premiums
- Preparing the evaluation

Thus, we are constantly working to further improve idea management – so that the best employee ideas can be implemented in the best possible way.

Numerous ideas submitted via the cloud

We are very pleased that so many new suggestions for improvement are constantly being submitted via the ideas portal. A total of 23 ideas from 14 departments have reached the Idea Management team via the cloud since January. Nine of these are currently still being worked on (as of 18 July 2022). Although 13 of the ideas that were proposed unfortunately had to be rejected, one idea was met with enthusiasm and is actually already in the process of being implemented.

Several ideas from previous years are also still in progress. These include two ideas submitted in 2018, three ideas from 2019, eleven ideas from 2020 and seven ideas from 2021. Our newly trained evaluators can now help to ensure that these open proposals are examined carefully and quickly.

Example of an idea in action: carrying aids

A clever idea, submitted via the ideas portal, can quickly help to make the day-to-day work of employees easier. This is also the case in this example. In the new production building in Neckarsulm, Germany, employees used SLC-1 boxes for their

personal belongings, which they had to carry from the second to the fourth floor awkwardly through various locked doors. A colleague then came up with the following brilliant idea, which was implemented in July after discussions with Production Management, the Works Council and Marketing: the employees were given cloth bags that make it easier for them to transport their belongings and even provide space for a drinking bottle. This idea, which has helped to make the day-to-day work of employees easier, could only be implemented thanks to idea management. ■

About the author



Lina Richter has been at binder since 2014 and has been working in the Value Stream Design Projects department (P-IE-WSP) since October 2020. Together with Jörg Wohlbach, she is also responsible for the further development of idea management (M.I.B.).

Do you also have a good idea?

Ideas can be submitted online at <https://binder.ideas.cloud> or conveniently via your smartphone:



Do you have any other questions about M.I.B.?

Please feel free to contact:
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No training without trainers

When people talk about the need for skilled workers and promoting young talent, everyone always talks about the trainees. The trainers often remain invisible. Yet they are the ones who guide young people on their professional path and lay the important foundations for their career. How do they do it? And what challenges do trainers and supervisors at binder have to face? We asked.

Text JAV

Being a trainer is not a job – it is a vocation. Or more precisely: an honorary post. Those who decide to train and guide young people in a particular subject area invest time and demonstrate personal commitment.

Because it is not only about professional qualification; trainers take on a much more far-reaching task. 'We teach our trainees to recognise and

develop their individual potential,' says Alexia Efthymiadou, Trainer for Specialist IT. To achieve this, you have to have an eye and a knack for getting fully involved with the young people. This part of the job is difficult to learn. For other parts of the job, the young promoters themselves have to go back to school.

Training for the trainers

In addition to demonstrating interest, knowledge, performance and an approachable personality, every trainer must pass a so-called AEVO (German Ordinance on Trainer Aptitude) examination. This consists of two parts: a multiple-choice test assesses theoretical knowledge. In a practical part, the prospective supervisor has to present



binder's trainers and study supervisors: Claus Burger, Peter Ebert, Sina Motz, Daniel Pfeil, Norbert Zumbil, Bernd Mager, Timo Behrendt, Joachim Frank, Rudolf Shmidt, Michael Finke, Julian Oster, Luisa Weik, Alexia Efthymiadou and Steffen Frölich (from left to right)

their ideas on modern training and excel in a training situation by conducting an expert discussion. Only then does the prospective supervisor receive the TtT certificate for the nationally recognised and standardised 'Train the Trainer' qualification.

Officially, the responsibility to be borne by the honorary trainer sounds rather dry. They must ensure that 'trainees are provided with the vocational skills necessary to achieve the training objective'. Julian Oster, a trainer for industrial mechanics and mechatronics, can explain his position much

better: 'Working with young people is interesting and varied. I find it particularly exciting to observe how the trainees develop professionally and personally during the course of their training.'

Fine-tuning the future together

Working with young people and shaping the next generation of professionals are the focus of many trainers – however, this is not entirely without benefit to the trainers as well. Time and again we hear from supervisor circles about how trainers and trainees enrich each other.

'This position also gives me the opportunity to develop myself because the young people always bring creativity and new ideas with them,' says IT Specialist Alexia Efthymiadou. Her colleague, Antonio Provvido, trainer for tool mechanics, describes something similar. 'Each year I'm delighted by working with these creative minds,' he confirms.

More than a teacher

However, all these rewarding elements should not obscure the fact that the post is extremely challenging and demands a lot of energy – ►

ORGANISATION

not only from a professional perspective. After all, it is also part of the trainer's job to be there for their protégés when things are not going so well.

The supervisors are the first point of contact if trainees have difficulties at the vocational school or training centre, or if other issues arise. This requires a relationship based on trust and empathy; you have to be able to engage with the concerns of the trainees and come up with solutions.

This is not the only reason why you should think carefully about taking this step. Luisa Weik has been working as a trainer for industrial clerks since March 2022 and she is already sure that she has chosen the right path: 'I like the relaxed interaction with the trainees and the feeling of being able to support them. Some processes and topics are not yet that familiar to me but I have great colleagues at my side who are experienced enough to be able to help me.'

Training connects

The trainers are committed and the trainees are hardworking. So is the stage set for a future with plenty of young skilled workers? binder believes it is

on an excellent path, but does not ignore the challenges either. Because by far the most difficult part at the moment is getting young people excited about the industry and enthusiastic about having a future in it. The rest almost comes naturally thanks to a well-rounded training concept at binder.

We at JAV would like to thank all our trainers and supervisors for their great commitment and for putting their heart and soul into the job. Thank you very much! ■

About the authors

The **JAV** (Youth and Apprentice Council) at binder consists of **Lucca Stoppani** (Chairperson), **Andrea Messer** (Deputy Chairperson), **Vincent Kühnle** (Secretary) and **Janina Fischer** (Backup Member). These four dedicated young professionals were elected to the board for two years on 22 October 2020.

**Those who decide to train
and guide young people
in a particular subject area
invest time and
demonstrate personal
commitment.**



MEDICAL



The binder DNA

binder is a down-to-earth family business that has grown sustainably and evolved steadily. But what is so special about it? What makes binder successful? Is there a recipe for success that is responsible for the company's continuity and growth?

Text Editorial team

At binder, it isn't only facts and figures that count. Instead, our actions are governed by

passion, commitment and a down-to-earth attitude. The following key concepts shape

the philosophy of our family business and together make up the DNA of binder.

1. EMPLOYEES

binder would not be where we are as a company today without the passion, commitment, reliability and identification of our employees. We maintain open, honest, respectful and appreciative communication with each other on an equal basis. The well-being and satisfaction of our employees are the basis on which we continue to develop our company and make up the foundation of our binder DNA.

2. CUSTOMERS

Our strengths lie in the individual development, design and automated production of connectors according to customer specifications. This is what we focus on to ensure maximum customer satisfaction. Numerous decades-long customer relationships confirm and motivate us in our day-to-day activities.

3. PRODUCT QUALITY

In order to fulfil our commitment to offer and develop the best customer-specific solutions for circular connectors, we attach great importance to outstanding product quality.

4. BRAND

binder is a brand. Our brand identity is bold, emotional, polarising and modern. This is how we get binder to stand out from the crowd.

5. TALENT

The junior employees who are trained in-house – co-thinkers, people with a can-do attitude and team players – play a key role for binder, as they are specifically prepared for their future tasks. In order to retain our trainees and students in the long term, we focus on sustainable structures, agility and family values.

6. TRADITION

Founded in 1960 as a sole proprietorship, we are now one of the market leaders in the field of circular connectors with around 2,000 employees worldwide. We are proud of our company history that spans over 60 years and was only made possible by the courage, diligence and entrepreneurial spirit of our company founder Franz Binder.

7. GLOBAL PLAYER

Our goal is to become a global player. A global player is an internationally operating company that is characterised by the high quality of its products, is a leader in its industry and at the same time stands for a unique and unmistakable identity. As a specialist for circular connectors, we are keen to shape the future with our customer-specific products, smart innovations as well as our international orientation.

8. FUTURE

Besides cultivating traditional values, it is vitally important for us to be brave in our actions, dare to innovate and continue to develop. To meet the changes in the market and fulfil the individual wishes of our customers, we research innovative solutions for the future in our own Innovation and Technology Centre.

9. SUSTAINABILITY

It is our corporate responsibility to protect the environment and ensure resources are used carefully. We pursue this throughout the entire product life cycle – from development to disposal.

10. FAMILY BUSINESS

binder is a family business and will always remain a family business.

Empathy, a down-to-earth attitude, passion, identification and appreciation combined with an emphasis on the key concepts mentioned above are what make binder special. ■



Employer branding at binder USA

binder is attracting more and more international attention. Motivated employees worldwide also speak for the success of the binder group, in addition to satisfied customers. Internationally, the number of binder employees is increasing despite strong employer competition. This should remain the case in the future. Read about the BBQ held at binder USA during the Independence Day weekend to find out how this can be achieved.

Text Paul Pulkowski

Employer branding has played a key role at binder for years because a company is only as successful as the people it employs. This makes it all the more important to be an attractive employer for job-seekers as well as employees. This was recognised early on at the binder headquarters. This is why employer branding

has been promoted nationally for years.

The binder group is growing

binder is also an attractive employer internationally. For example, binder USA has recorded a 46 per cent increase in employees since 2020 (as of 1 January 2020: 79 employees

and temporary workers). Currently, 115 binder employees and temporary workers work in three shifts in Camarillo, California, US. International employer branding will take on an even more important role from now on in order to cope with the welcome growth that is occurring in the US and worldwide.

BBQ ribs and cornhole

binder USA has already made a start by hosting a staff event in July. A summer party was held for all 115 full and temporary employees on 1 July as part of international employer branding. The occasion was the start of the 'Fourth of July' weekend (US Independence Day).

In keeping with the spirit of this weekend, BBQ ribs, BBQ chicken, mac and cheese and other side dishes were served. After a successful working week, the employees started the long weekend together – outdoors on the company grounds and in perfect weather. They played American garden games such as cornhole and horseshoes (games of hand and eye coordination) and tried their luck in a raffle to win an outdoor grill, deck chairs or a set of garden furniture. All in all, the event was a complete success and a great start to the long weekend for everyone.

A good reputation

A successful employee event can help ensure a good reputation as an employer, as employees like to talk about pleasant experiences in their free time. International em-

ployer branding must therefore fit the employees. Each country has different labour markets and therefore the difficulty lies in analysing these requirements, identifying the specific features and using the communication channels correctly. For example, team events can be very important in one country but play a minor role in another country.

binder USA has launched the International Employer Branding campaign. Other countries will follow suit and push ahead with this. Qualified and reliable employees are pivotal for binder: nationally as well as internationally. ■

About the author



Paul Pulkowski joined binder USA as Marketing Manager in February 2021.

A company is only as successful as the people it employs.



An insight into the Chinese market

From digital transformation to the latest COVID-19 regulations and top-selling products, we take a look at the current market context in China.

Text Rocky Rui

Digitalisation has boomed in China over the past decade. Online shopping reached a record EUR 1,75 trillion in 2021, and country-wide 4G coverage is at 99.9 per cent. It's safe to say that digital services have become integral to the everyday lives of most of the Chinese population.

Rapid technological advances have simplified many everyday tasks. No need to worry

about cash, tickets or keys when you leave the house – they can all be accessed via your smartphone. Everything from entertainment to communication, banking and ride-hailing can be done digitally. Even education has moved online, with remote learning taking over when pupils and students were unable to attend classes during the pandemic.

Digitalisation dominates every sphere of life, and has become central to the functioning of Chinese society. As a result, digital communication is a must for any company operating in China today.

COVID-19: the current situation

The COVID-19 pandemic remains a global public health challenge, and it continues to

be taken very seriously in China. After a long period of lockdown in Shanghai, the situation is now under control. The market is starting to recover, although it will take time for it to return to pre-pandemic levels.

China currently pursues a 'zero-COVID' policy, meaning that as soon as a single case is detected, the government takes action to prevent further transmission. There is a '7+3' quarantine policy in place for inbound passengers, i.e. seven days of centralised quarantine followed by three days of home quarantine. Unfortunately, this prevented the personal exchange on site between us and the binder headquarters.

What are the most successful binder products in China?

M12 and M16 are our most popular products in China. They are mainly used in the automation industry, e.g. in sensors, encoders, actuators and fieldbuses. Automation has always been a key industry for our products.

Series 713, including our self-production parts and shielded version, has proved highly popular with customers. We sold more than 120,000 Series 713 cable connectors in

the first half of 2022. We also launched two successful projects involving our M16 products: Series 423/723 and Series 682. Over 180,000 connectors have been ordered by customers in the wind energy and automation industries so far in 2022.

Based on these sought-after series, we are also offering successful harness-making products to relevant customers, which has further boosted sales of our cables.

Which products sell best, and why?

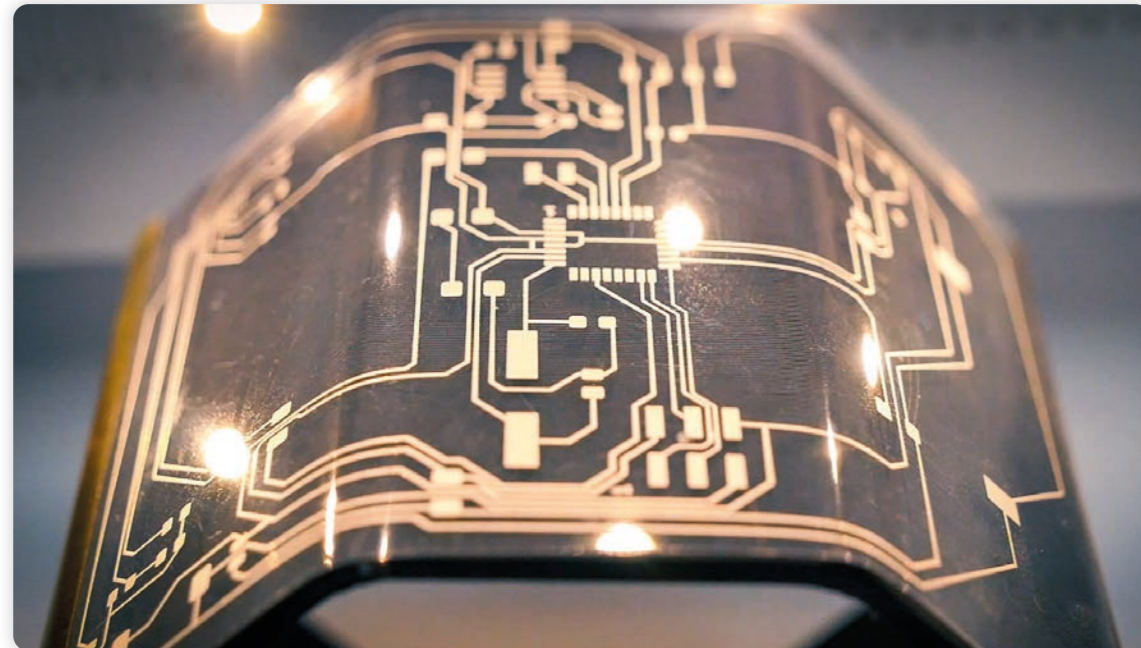
Based on the sales figures from the first half of 2022, our best-sellers are currently our miniature and subminiature connectors. The subminiature connectors are used in temperature and humidity sensors, among others. In addition to a compact design, the high product quality and our brand reputation are decisive success factors.

The miniature connectors are used in wind direction sensors, among others. Also here we benefit from the high quality of our products as well as the good reputation of our brand. In addition, we can impress our customers with our local service and competitive prices. ■

About the author



Rocky Rui, who has been with the company since June 2019, is Sales Manager at binder China.



Flexible printed copper conductor paths on 3D surface

Copper instead of silver

New generation of pastes for printed electronics

Conventional electronics have always relied on copper as a conductive, adaptable and cost-effective material. However, it has so far not been an option for printed electronics and the necessary printing pastes – in small particle sizes, copper oxidises too quickly and loses its conductivity. Silver is a good alternative, but by no means the best. In future, the binder ITZ will rely on new pastes that can be printed and soldered.

Text Dr Stefan Ernst

Conventional and printed electronics may have many things in common and are based on similar principles; however, their manufacturing processes each pose their own challenges for

the materials used. While copper has demonstrated numerous advantages in classically produced electronics for many decades, the results in printing processes have so far been

less convincing. The minimal copper particle size in the printing pastes inevitably leads to rapid oxidation and therefore to extremely low conductivity. Although silver can get around

these problems, it also costs much more – and so makes it difficult for the industry to develop further.

Printed functional layers can now be soldered

The binder ITZ is currently conducting promising trials with copper pastes for electronics printing. Chemical additives remove oxygen, prevent copper oxidation during the drying process and so maintain the conductivity of the print results. The prototypes of the new generation of pastes already reduce the use of materials by 30 per cent, and series production could achieve savings of up to 90 per cent.

This opens up completely new possibilities: copper pastes can now also be used for pad printing and do not require any complex etching or sintering processes. A silicone pad transfers the copper structures from the printing plate directly onto the component to be printed. The functionalised component then only needs to be thermally dried.

This results in significantly more resilient functional layers on which it is even possible to solder. Cables, stranded wires or connectors (for example, LIF or ZIF) can be easily attached

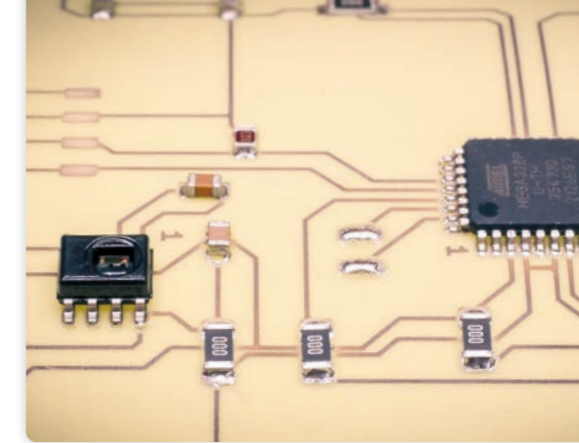
to printed contact points, and even the application of printed copper conductor paths to SMD components no longer presents a challenge.

These results are likely to help significantly increase the acceptance of printed components once again. Above all, nothing more stands in the way of the hybrid fusion of conventional and printed components thanks to this new generation of pastes.

The best of two worlds

The mix of conventional and printed components offers enormous potential for savings and innovation. Printed elements impress with their low weight, high flexibility, low overall height and virtually infinite freedom of design. As sensors for force or temperature measurement, they are ideally suited for use with board-based measurement technology.

The price advantage of copper pastes is also increasingly paying off in single-use products, which are indispensable in healthcare or logistics, for example. Printed sensors, copper antennas and SMD NFC chips turn medicine packaging or efficacy test strips into smart and cost-effective sources of



Soldered SMD components on printed copper conductor paths

information that conveniently output and store values on storage temperature, the type of active ingredient or the time of administration via mobile phone.

The first results of the binder ITZ's innovative printing tests for the new generation of pastes have already been presented at this year's TechnologyMountains Innovation Forum in Donaueschingen, Germany. ■

About the author



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



Snapshots from the 2022 Stimme company run

Lots of team spirit at the 2022 Stimme company run

After a two-year break, the Stimme company run finally took place again this year – as always in Heilbronn, Germany. The starting signal for the twelfth company run was given on 28 July 2022 at 7 pm. binder was also represented in large numbers.

Text Evelin Minz



The event has lost none of its appeal despite the Covid-related break: around 6,000 runners started on Thursday evening and another 6,000 spectators cheered them on from the roadside – in temperatures just below the 30-degree Celsius mark. The route through Heilbronn's city centre covered around 5.7 kilometres.

binder was also represented again this year with 20 teams and therefore around 60 runners. Cool drinks as well as bananas and muesli bars were waiting for our athletes in the binder lounge before and after the run. It was quite clear

that team spirit was of primary importance – as always.

Sports shirts were naturally produced for our participants again to ensure a uniform appearance. The white shirts were particularly eye-catching at the back, as our signet – the unmistakable 'b' of the binder logo – was emblazoned almost across the entire back and was therefore impossible to miss.

Thank you very much for your tremendous effort! We hope everyone had a great evening and a successful run. We are already looking forward to next year. ■

About the author



Evelin Minz has been with the company since September 2019. After successfully completing her apprenticeship in marketing communications, she has been responsible for binder's social media channels in the Marketing department since July 2022.



Members of the binder retired community during their visit to the new building

What's new from the binder retired community

Up until now, we had only been able to admire the new binder production and logistics centre from afar. But now we know what it looks like on the inside as well. An exclusive tour gave us the opportunity to see binder's newest building for ourselves.

Text Christa Speidel

In mid-May, the wait was finally over: 32 members of the binder retirement community were invited to visit the new building – and were given the royal treatment. First things first, it was off to the most important part of the building: the canteen. It looks incredible and a delicious lunch was waiting for us along with a welcome from Mr Pulkowski.

We were then split into two groups so that we could get an in-depth look at each area of the centre. Mr Braun took us through the production area, which has not really changed that much. The processes the company uses now are still the ones most of us were familiar with from back in the day. 'I could go and do that right now,' one of us joked.

To everyone's delight, we also met quite a few of our former colleagues during the tour and had the chance to chat about the past and the present.

Mr Mager showed us the new high-bay warehouse and the dispatch area. A lot of progress is being made here – how amazing it is stopped us in our tracks. The rooms have incredibly high ceilings, and the logistics are state of the art. We had a great view from the gallery and saw how smoothly

the products were assembled and made ready for dispatch. However, if we were to go and try to do that right now...? 'I think I'd have a tough time getting up to speed with all of this in my old age,' said one of our group, looking at the hustle and bustle below. Many nodded in agreement.

As former binder employees, we are impressed by the new production and logistics centre. We are also proud to have played a small part in making the company what it is today. After all, some of us can look back on up to 40 years of service.

Once the tour of the impressive centre came to an end, we thanked them for their time and for taking us behind the scenes – and we even went home with a few gifts. We are still thrilled that Mr Binder and his Marketing team arranged this special visit for us.

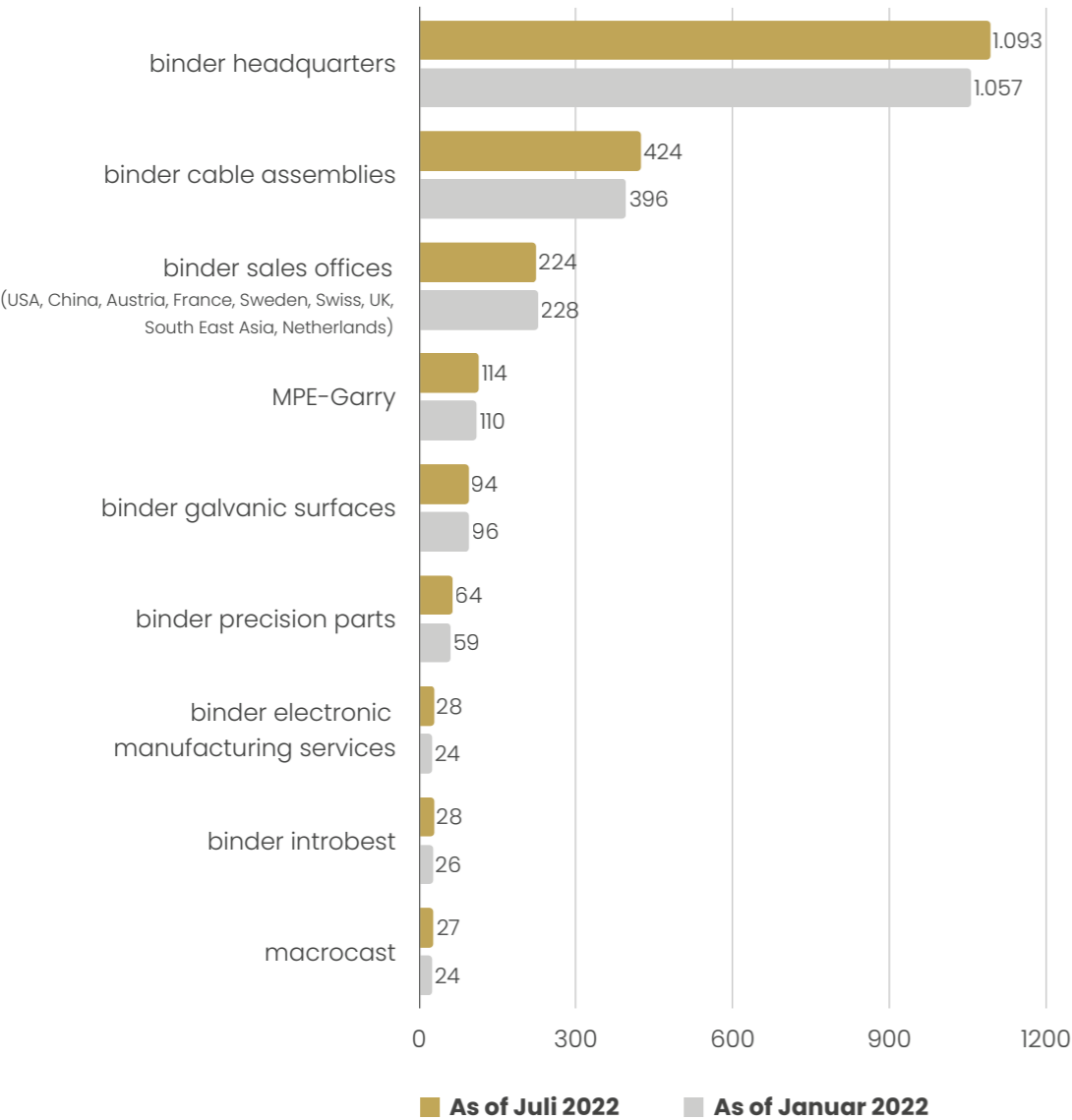
We sincerely thank Mr Binder for his continued commitment to letting us members of the binder retired community take part in current company events. Thank you for your support. ■

About the author

Christa Speidel worked at binder from 1996 to 2016. In the Finance department (K-FI), she was responsible for accounts operations of all varieties for over 20 years, primarily in the accounts receivable department. Today, she is a committed and enthusiastic member of the binder retired community.

binder in figures

Staff deployment within the binder group



As of **1 July 2022**, the binder group employed **2,096 members of staff**.
On **1 January 2022** – six months earlier – it employed **2,020 members of staff**.



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!

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