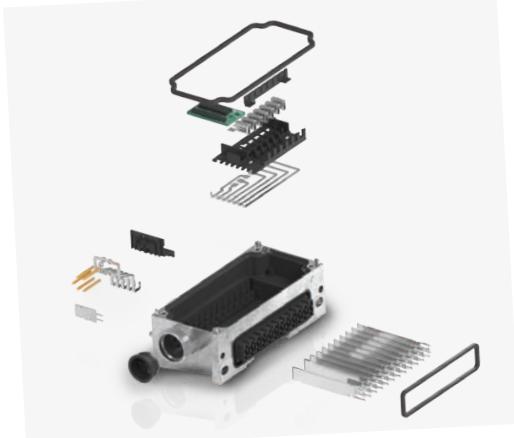


verbinder

The magazine of the binder group



Len Binder Interview

binder solutions Added Value

binder cable assemblies Anniversary

Try things out instead of waiting

It is easy to always see many things in a negative light and blame others for the problems.

The aim should actually be to find solutions.

We don't know whether these will work.

We should at least try them out.

On that note!

binder Marketing

The verbinder is also online

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[www.binder-connector.com/en/
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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:

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A new beginning

Dear Reader,

The European Football Championship ended nearly four weeks ago. As well as the sporting highlights, we've seen how important it is to have a well-functioning team, clear decisions, significant changes and new ideas to ensure success.

Unfortunately, the overall economic situation did not change in the second quarter of 2024 either. The order backlog remains stable at a respectable level. The decline in production output remains cautious. No further deterioration of the current situation is expected, but neither is any noticeable recovery in the coming weeks.

We are determined to use this current challenging period to position ourselves optimally for the upcoming challenges.

In this issue, we present an interview with Len Binder, the current sales situation, and the added value of binder solutions.

Summer also means holiday time. I wish you and your families a pleasant and relaxing time.

Happy reading!

Kind regards,



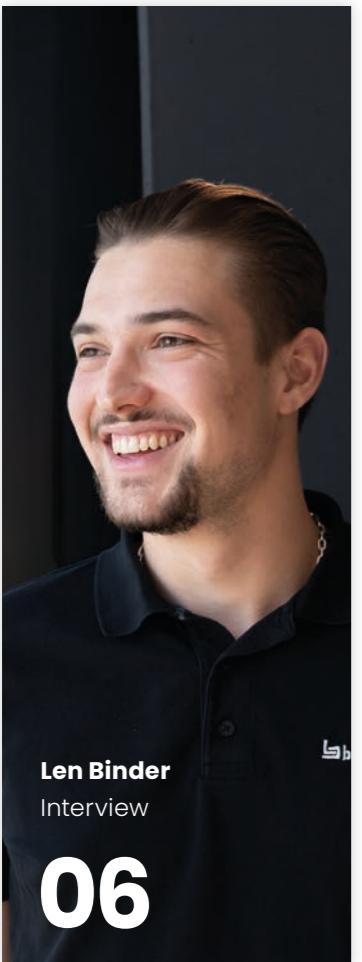
Markus Binder

CEO of the binder group



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Len Binder

Make People Count

For the past three months, Len Binder has been actively involved in the company, engaging in numerous conversations and gaining insights into many areas. With fresh impressions and new perspectives, he is deeply involved in examining the current situation of the company and actively contributing to its further development. In this interview, Len Binder shares his experiences, impressions, and goals for the future of binder.

**You have been actively involved in the company for 3 months now. What is your impression?**

My impression is very positive. The employees, in particular, have left a positive impression. Teamwork is crucial for our success and significantly shapes our corporate culture. Additionally, I see great potential within the company. We already have a solid foundation to build on, but there are, of course, areas with room for improvement. I want to focus on these areas to further develop our strengths and make the most of the opportunities available.

After your grandfather Franz Binder and your father Markus Binder, you are now the third generation in the company. What does that mean for you?

I am extremely happy about this and feel very proud. I am especially grateful to my father for giving me the chance to follow in his footsteps and contribute to the further development of the company.

What makes binder strong?

binder is a company characterized by values, tradition, and a strong grounding as a family business—and it will always remain so. These principles guide our actions, give us strength, and make us successful. The employees are the key to our success. Without their commitment and loyalty, binder would not be what it is today. The hard work and dedication of our employees are our strength. Together, we shape the future. At binder, people work with full commitment. These people enable us to achieve new milestones as a team and meet the challenges of the future. Through this cohesion, we not only ensure the success of our company but also sustainable and future-oriented development.

What does a family business mean to you? What is the difference to a group?

A family business has a very special meaning to me. It differs significantly from a large corporation, both in its structure and its corporate culture. A major difference lies in the relationship with the employees. In a family business, employees are seen as people and

friends. There is a closeness to the employees that is often not present in a corporation. In large corporations, it is easy to feel like a number, a small part of a vast system where individual contributions are less recognized. Additionally, a family business is characterized by a living tradition passed down from generation to generation. My grandfather raised my father, and my father raised me. This tradition is not just a story of the past but an active part of daily business life. It shapes how the company is run and strengthens the sense of togetherness and shared heritage. Another crucial aspect is the values that play a central role in a family business. These values are deeply embedded in the company's philosophy and influence all decisions and actions. In a corporation, however, values are often less present or play a minor role in daily operations. Financial goals and growth are usually the focus. Overall, a family business means a closer, more human, and value-oriented working environment to me. It offers a unique combination of tradition, personal connection, and communal values that are hard to find in a large corporation.

binder stands for values such as down-to-earthness, integrity, but also respect and reliability. What do values mean to you?

Down-to-earth: For us, being down-to-earth means staying grounded despite our growth and success. We are not a large corporation but a company characterized by honesty and closeness to people. We always strive to act pragmatically and realistically. Honesty: Honesty is a central value at binder. This means we also talk about unpleasant things—whether in everyday life or in the company. This way, we can openly discuss everything and identify problems early on. This allows us to find solutions together. In a world where secrecy is often the norm, we rely on openness and direct communication. Respect: Respect means for us that it is not about titles and hierarchies. We treat all people equally and fairly, regardless of their position. This attitude ensures a good working atmosphere and promotes team spirit. At binder, we meet each other at eye level and value everyone's contributions. Reliability: Reliability is essential when it comes to trust. We stand by our word and keep our promises. This also means

that we remain honest and take responsibility despite mistakes. This reliability creates security and strengthens our relationships with partners and customers. ►

A new vibe, a breath of fresh air – what do you mean by that? What are your goals?

To me, „new vibe” and „fresh wind” mean doing things differently than before and moving away from the mindset of „we’ve always done it this way.” It’s not that established practices are inherently bad, but rather that we should always remain open to changes and innovations. This naturally requires the courage to step out of our comfort zone and pursue new goals. My goal is to use this new energy and lead by example to ensure

that everyone identifies with the company. I want to create an atmosphere where we work together, inspire, and support each other. We want to be open to change and question the status quo. This way, we can succeed as a team and as a unit that identifies with the company’s values and goals.

You are the future CEO of binder – do you see this as a burden or a joy?

As the future CEO, I definitely see this position as a joy and not a burden. I am already looking forward to being part

of this company. I find it truly impressive how the company has already developed today. I want to continue and expand this success story. Above all, I want to inspire people—both within the company and beyond. I bring passion and commitment to this role.

What do you see as your most important task?

It is important to me to create a good atmosphere for our employees so that they enjoy working and feel comfortable. Motivated employees are not only more productive but also happier and more engaged. I want to provide direction and ensure that we all work towards the same goals. As a team, we can drive improvements and set clear objectives for the future. Another important goal is to strengthen collaboration and foster a sense of unity. When we work together as a team and support each other, we can achieve the organization’s goals much better. This is not only good for short-term success but also for a sustainable and successful future.



What should we change?

In today’s fast-paced world, it is crucial to constantly adapt and change. One of the biggest challenges is often the mindset of doing things a certain way just because they have always been done that way. This mindset needs to change. The world around us is constantly changing—we must change too. It is important to be open to new ideas and perspectives. Only then can we ensure that we keep up with changes and seize the opportunities that arise. Instead of resisting changes, we should see them as an opportunity to develop and improve. By being open and willing to evolve, we can grow not only personally but also as an organization or community. It is about being flexible and not relying on rigid traditions that may no longer be timely.

What characterises you?

I am a down-to-earth person who easily connects with people, approaches them, and stays grounded. Honesty is important to me, as is being able to rely on others. I also get along well with people and can quickly start conversations with them. Additionally, I quickly understand different people, their needs, and perspectives. Whether it is about creating a good atmosphere in informal conversations or communicating effectively in professional contexts—I bring a natural openness and empathy. I firmly believe that honest and open communication is the basis for trust and successful collaboration. ▶

Five terms that best describe you

Down-to-earth
loyalty
hunger
empathy
foresight

How would your parents/friends describe you?

My parents and friends would probably describe me as a calm person who is easy to talk to. I take the time to listen and always try to understand others' perspectives. They would also describe me as reliable and loyal. When I promise something or decide on something, I stick to it. You can count on me to take responsibility.

What makes you angry?

It makes me angry when discussions are not possible, and there is no insight. It is particularly frustrating when someone is resistant to advice and cannot accept other opinions. This attitude hinders exchange and prevents us from finding solutions together or learning from each other. It is important to be open to different perspectives and be willing to look beyond one's own standpoint.

Boilerplate

Thank you, Len Binder, for the open and inspiring interview. We look forward to realizing your vision, goals, and thoughts together with you. Your passion and commitment promise a successful future and further development. ■

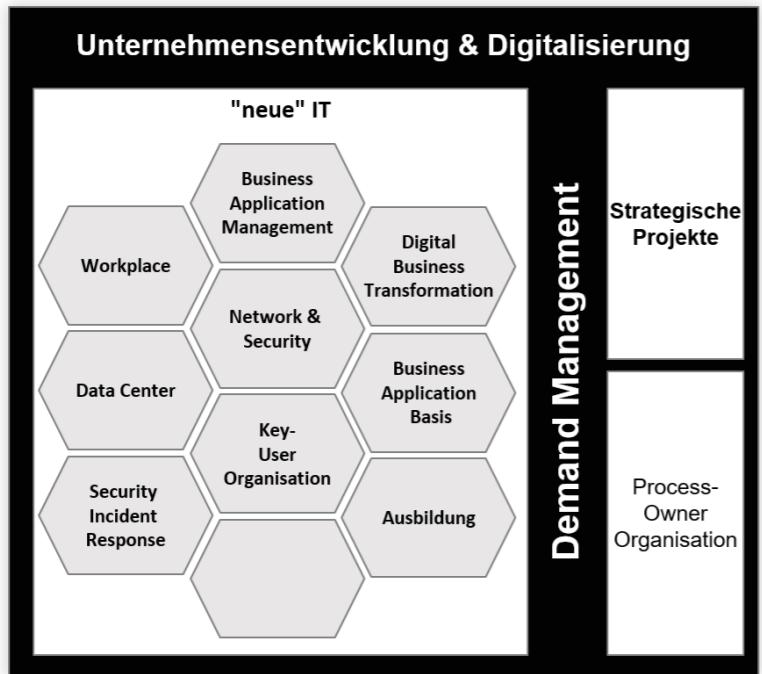
What can you laugh about?

I love to laugh a lot, especially at comedy and spending time with my friends. I find comedy to be a great art form. I enjoy clever humor and the ability to shed light on everyday situations in a way that makes us laugh. But most of all, I laugh when I spend time with my friends. There is nothing better than spending time together. Laughter connects and strengthens friendships.

HEC



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Corporate development & digitalisation

The strategic development of the binder family business is a top priority. Insights have already been provided in issues 58 and 59 of „verbinder“. One of the central statements of the strategy update published in 2024 is „Digitalisation of our core processes“.

Text Editorial

Digitalisation is a major topic in every company these days. At binder, we have also been focusing on digital transformation for some time now. In this regard, the extensive process

landscape has already been digitalised in many areas and a distinctive software application landscape including the corresponding personnel resources has been created.

The term „digitalisation of our core processes“ covers a number of key details.

Digitalisation:

What does digitalisation mean for us? It's not just about scanning and digitally managing documents. Only when business processes are streamlined, accelerated and optimised by digital solutions do we speak of true digitalisation. It helps to correlate data and recognise correlations more clearly, which makes decisions easier, increases efficiency and enables targeted marketing. Digitalisation also promotes collaboration across locations, borders, time zones and languages and drives our business forward.

Core processes:

From a business perspective, the priorities for digitalisation are the core processes – those business processes that generate competitive advantages when they are optimally designed and digitalised. These processes are often interdisciplinary and involve various companies in the binder Group as well as our customers, for example in development projects.

Expertise:

The further digitalisation of our core processes requires comprehensive expert knowledge. It is necessary to understand the processes holistically, to master the software applications used, to evaluate modern digitalisation options and to be able to implement projects. In addition, strong IT security with a high level of user-friendliness is essential.

binder has this expertise and is now pooling it. The decision was made to merge the corresponding structures and responsibilities. This bundling will take place in the new „Corporate Development & Digitalisation“ department, which will be headed by Mr Johannes Gaus. Mr Gaus has many years of experience within and outside the binder Group, which makes him ideally qualified for this task. Together with the managers in the newly formed division, he will develop the necessary structures and align them with the company's requirements.

Goal:

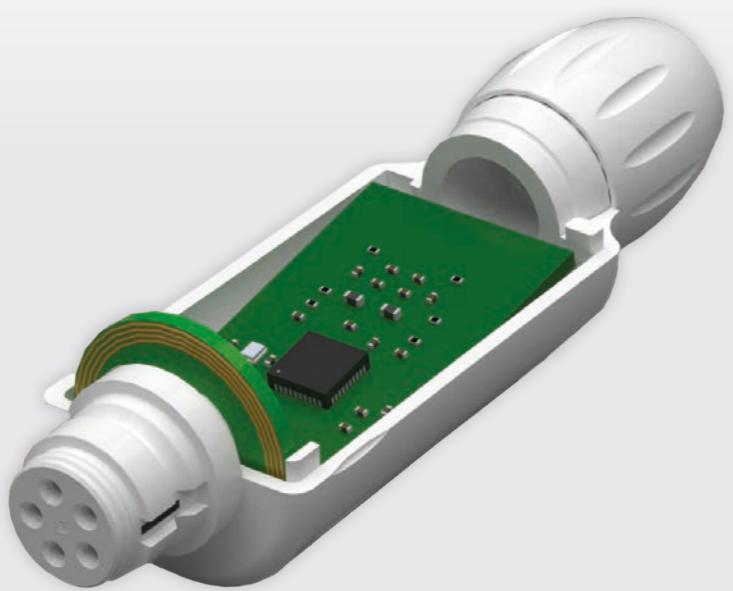
“We are pooling our strengths in the new Corporate Development & Digitalisation department. It is very important to me that we make the best possible use of the opportunities offered by further digitalisation for the binder Group,” says Len Binder, who has been with the company as assistant to the management and designated successor since the beginning of 2024.

He continues:

“By joining forces, we will be able to shape the digitalisation roadmap within the framework of demand management in such a way that it can be implemented in a targeted manner. Both the requirements of the process owners from the specialist departments and the strategic corporate goals are taken into account.

A clear signal:

By implementing the Corporate Development & Digitalisation department, the management is sending out a clear signal. Resources are being pooled and the conditions created to make the important contribution of digitalisation to the company's development even better. ■



NeaCo² – intelligent connectors at binder

Electronic components with a future

In April 2024, binder electronic manufacturing services (short: b-ems), binder introbest and the binder Innovation & Technology Centre (short: ITZ) were brought together under joint management. The binder electronic solutions (short: b-es) business unit offers customer-specific electronic solutions from a single source. The aim is to develop new products and services that will continue to meet the ever-growing demand for electronic system components in the future.

Text Dr Stefan Ernst

Electronics is the foundation of our modern digital society. Electronic components are playing an increasingly important role everywhere –

from medical technology to mechanical engineering and agriculture. Requirements on performance and functionality are rising all the time, while

development periods are becoming ever shorter.

The binder group has three specialist electronics compa-

nies: binder ems in Vohburg, binder introbest in Fellbach near Stuttgart and binder ITZ in Bad Rappenau. They offer comprehensive solutions extending from development to series production. binder ems and binder introbest have been part of the binder group since 1995 and 2017 respectively, while the ITZ began its work in 2016.

In order to address the growing demands of our customers, binder ems, binder introbest and the ITZ were combined under joint management in April 2024 to form the new binder electronic solutions (b-es) business unit. This unit comprises three locations and around 80 employees. Sales in 2023 were around €8 million.

New leadership

Thomas Lacker, former managing director of binder ems and binder introbest, entered well-earned retirement on 22 March 2024. We would like to take this opportunity to thank Mr Lacker again for his tireless work. He made a significant contribution to the strategic direction and expansion of electronics manufacturing at binder.

His retirement prompted the suggestion of a new management structure at binder in

two subsidiaries, binder ems and introbest.

Customer benefits

The restructuring unlocks a better service for our customers: from prototype development to series production, there will now be a specific contact person for customer projects. At the ITZ, layout and production data are created according to the FED standard and optimally tailored to the production machines at ems and introbest. This keeps unnecessary waiting times and assembly errors to a minimum. The ITZ also supports electronics production with rapid prototyping, enabling test or programming adapters to be customised quickly. ▶



Printed electronics at ITZ

The group has also invested in the latest SMD assembly technology for series production. THT production will likewise continue. Reflow and vapour phase processes can be included in the soldering process. A modern electronics laboratory and AOI systems round off the portfolio.

Besides the technical aspects, the merger also generates synergy effects in the procurement of electronic components and in the reliability of production. Series can be produced in either Vohburg or Fellbach.

Innovative technology at the ITZ

In addition to classic electronics, the ITZ continues to offer customer-specific solutions in printed electronics. Specially developed printing processes allow the electronic functionalisation of surfaces. This manufacturing technology extends the product range, especially for sensors (temperature, touch and force sensors). Printed components require only a little installation space, offer a high degree of freedom in design and are suitable for single-use products such as electrodes for test strips.

Smart connectivity

Electronic components are also set to play a larger role in binder's classic circular connector product portfolio. Circular connectors with additional functions are being developed as part of the vision of 'smart connectivity'. These enable the number of plug-in cycles, the current and the temperature to be measured or controlled with ease. An initial demonstrator was presented at last year's Productronica fair in Munich.

The NeaCo² connector was specially developed for the requirements of modern charging infrastructure for cargo bikes (light electric vehicles). By pioneering these innovative approaches and embracing a new structural focus, binder electronic solutions is rising to the challenges of the future. ■

At a glance

Customer-specific solutions from prototype to series production:

Development

- Creation of layout and production data
- Rapid prototyping: 3D printing & adapter construction
- Printed electronics/sensors
- Analysis laboratory

Manufacture

- SMD assembly up to 0201 and µBGA
- SMD/THT mixed assembly – automated or manual
- SEHO + SMT Reflow
- Vapour phase
- AOI
- Solder wave
- Selective soldering system
- MTQ/TECAP test system/ICT

About the author



Dr Stefan Ernst a head of department at binder electronic solutions, has been with the company since June 2015.

M8-D



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product management

What does a product manager do at binder?

Product management assumes responsibility for a product throughout its entire life cycle: from brainstorming and development to launch and the market phase. The main objective is to offer solutions that meet customer needs and provide added value. The product manager acts as an entrepreneurial force within the company and is responsible for the products that contribute to the company's revenue generation.

Text Editorial

Tasks of a product manager at binder

Market analysis and competitor research:

Carrying out market analyses to identify market trends, customer needs and competitors.

Identification of market opportunities and risks.

Planning the product portfolio and defining new products:

Developing a clear product strategy and vision that aligns with corporate goals.

Definition of the product roadmap and prioritization of features and improvements.

Define and launch new development projects:

Gathering and documenting requirements (e.g. product idea, definition, creation of requirements specification).

Collaboration with the development team to implement the product requirements.

Coordination of the market launch:

Planning and implementation of go-to-market strategies.

Coordination of marketing

materials (e.g. website, sales documents, sample boxes).

Support of the active product portfolio:

Monitoring product performance and gathering customer feedback.

Implementation of price adjustments and product changes based on market analysis and feedback.

Discontinuation of old products:

Decision to discontinue products and plan the market exit.

Communication of the discontinuation to all relevant stakeholders and customers.

Market-driven pricing:

Develop and adjust pricing strategies to ensure competitiveness and profitability.

Review and monitor manufacturing costs by coordinating supplier and process analyses

Lively dialogue with customers on new products:

Close contact with customers

to understand their specific requirements and develop suitable connectors.

Strong involvement in day-to-day business:

Daily interaction with various departments and teams to ensure that all processes run smoothly.

Participation in meetings and decisions concerning the product life cycle.

Advise on various topics based on his extensive knowledge:

Supporting other departments by providing expert knowledge in areas beyond the typical responsibilities of a product manager.

Answering questions and solving problems arising from daily business.

A product manager at binder contributes significantly to the success of the company by ensuring that the products meet market requirements and that the company's goals are achieved. This task requires the support of all departments and effective co-operation within the company.



Jana Wagner is responsible for medical applications, subminiature, power, automation technology and miniature at binder.

Jana Wagner

Special features in the job

The tasks in this position of product manager are varied and versatile. You are responsible for the entire product life cycle, from the initial idea to the cancellation of an item. This means that you are responsible for the development, introduction, maintenance and finally the discontinuation of products. In the course of these processes, you have contact with almost every department in the company. In addition, when working with customised items, there is also direct contact with customers, which allows you to get to know their requirements and wishes first-hand.

Job in the future:

The reorganisation in the area of product management opens up the opportunity to act more strategically and proactively in the future. Customer support, which was previously the responsibility of product management at major OEMs, will in future be provided by Customer Service and Key Account Management. A strategic orientation allows a stronger focus on market and competition analyses. Committee work and networking are also essential in order to recognise trends and requirements at an early stage.

Challenges on the job:

Customised items are a significant challenge in my area of expertise. In contrast to the standard series, the 955/970 series, for example, includes connectors that we have developed especially for customers. As a result, the 955/970 series consists of a large number of very small series, as it combines a large number of connectors of different designs, numbers of contacts, etc.

Application areas:

The products for which I am responsible are used in a wide range of applications. They can be used in the fields of measurement and control technology, for example in the context of measuring devices and signalling technology. The product is also used in power and voltage supply components. The products are also used in medical technology and on cosmetic treatment beds. The product range also includes water dispensers, dosing pumps, data loggers and LED lighting, for example in greenhouses, and is therefore used in other areas of application.

Products of the future:

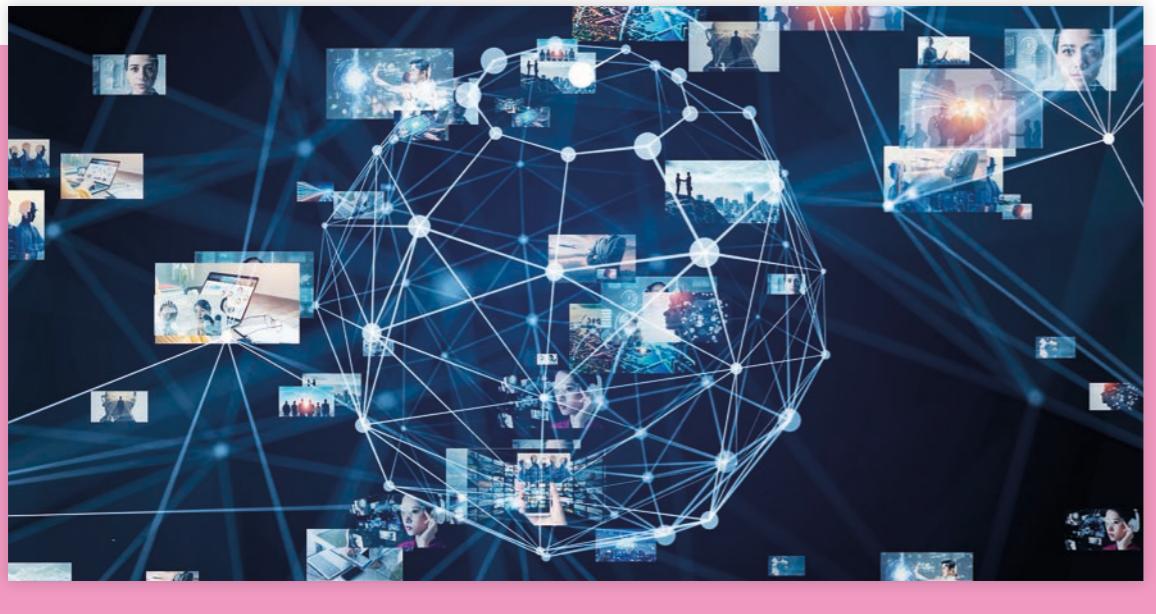
Power, signals and data will still need to be transmitted in the future. However, we will see more and more connectors that combine several functions („hybrid“ connectors) in order to reduce cabling. I also see potential for „intelligent“ connectors - by integrating electrical components, additional functions can be integrated into the connector. The NeaCo² product study serves as an example here.

Specialities of our product managers:

What makes me special is my ability to master complex challenges with a clear, strategic approach while always keeping the big picture in mind. My loyal and honest nature creates an environment of trust and openness in which innovative ideas can emerge and grow. I am also characterised by my high sense of responsibility, which ensures that I always work in a reliable and goal-oriented manner. My passion for continuous improvement and my commitment to customer satisfaction drive me to always give my best and always be one step ahead.

Conclusion

For me, being a product manager at binder means... playing a key role in the development and optimisation of our products and ensuring that they meet the highest standards. I am passionate about the needs of our customers and always strive to find innovative solutions that promote the success and growth of our company. ■



Technological progress has a significant impact on the modernisation of production processes.

Sales report

general situation

The current situation is characterised by far-reaching changes affecting a large number of industries as a result of technological innovation, geopolitical tensions and global economic fluctuations. We examine the current situation below, focusing on market trends, challenges and opportunities.

Text Jörg Thomas

Market trends

The global industrial economy is showing moderate growth, although the extent of this growth varies from region to region. Industrial heavyweights such as the USA, China and

the EU are recording different growth rates and adapting to the new market conditions with varying strategies. Technological progress, particularly in the areas of automation and artificial intelligence, is having a significant impact on the

modernisation of production processes. These technologies pave the way for greater efficiency and productivity, but they are challenging traditional business models – including ours.

Challenges

The industry, including our company, is facing several significant challenges:

1. Supply chain disruptions

The global pandemic and geopolitical conflicts have led to a significant disruption of supply chains. This has resulted in shortages of raw materials and intermediate products, which has limited production capacities and contributed to an increase in costs.

2. Sustainability and climate change:

The pressure to develop and implement more environmentally-friendly production methods is increasing. Regulations and societal expectations are compelling companies to invest in sustainable technologies, which involves high initial investment.

3. Customer focus:

It is crucial to adapt sales strategies to the needs and preferences of customers. The customer is the focus of our efforts.

Opportunities

Despite the various challenges, the current situation also offers multiple opportunities:

1. Digital transformation:

The increasing digitalisation and networking of production facilities, known as Industry 4.0, is opening up new opportunities to increase efficiency and reduce costs. Companies that invest in these technologies at an early stage can achieve significant competitive advantages.

2. New markets and business models:

Globalisation and the development of new markets, especially in emerging countries, are creating opportunities for companies to increase their sales and expand their market presence. Innovative business models also open up additional sources of income.

3. Collaboration and partnerships:

Strategic alliances and partnerships, both within the industry and with research institu-

tions, can boost innovation and accelerate the development of new technologies.

4. Self-reflection:

Internal and external stimuli can promote development, as we recently explored in a workshop with Professor Dirk Zupancic. ►



binder is already actively responding to the wide and varied requirements of the new market and its customers with additional pillars such as binder solutions, which offers bespoke, customer-specific solutions beyond classic circular connectors, binder electronic manufacturing services for PCB assembly and the encapsulation of electronic assemblies, and the binder Innovation and Technology Centre for electronics development and printed circuits. These areas are the subject of intense focus with a view to further expansion and consolidation. Despite the drive to expand, direct customer contact remains of key importance to binder.

Summary

We find ourselves in a transitional phase that presents not only significant challenges, but also considerable opportunities. Companies that are able to respond to these changes with flexibility and innovation will be successful in the long term. The key to success lies in the ability to keep on adapting and integrating new technologies and business models. As such, long-term strategies based on sustainability, digitalisation and innovation are becoming increasingly important.

Through forward-looking planning and a willingness to invest in new technologies, players in the industry can rise to meet the current challenges and emerge stronger from the transformation phase.

In addition, newly defined key performance indicators (KPIs) in sales will be crucial to measuring and controlling the success and efficiency of sales activities and deriving strategic decisions from them. ■

About the author



Jörg Thomas has been working as Key Account Manager (North) at binder since October 2007 and took over the role of Sales Director National in November 2023.

The customer

- Customers are the most important people in a company.
- They are not dependent on us; we are dependent on them.
- They don't interrupt our work; they are the point of it.
- They are not outsiders to our business, but a living part of it.
- They are not to be argued with, because no one will ever win an argument with a customer.
- Customers are there to be satisfied.

A maxim from business life by Hans-Heinrich Path, German art writer (1934–1984)

M12-Power



www.binder-connector.de



While cardboard boxes have long been the norm for packaging, KLT5 interchangeable containers are a progressive alternative.

Innovative and sustainable KLT5 reusable containers in focus

The current situation is marked by the search for efficient, cost-effective and environmentally-friendly solutions. Companies are often faced with having to choose between tradition and innovation. While cardboard boxes have long been the norm for packaging, KLT5 swap containers (bito's EQ folding box series) are an advanced alternative that offers numerous benefits.

Text Kevin Comann

Increased product protection and efficiency

In terms of weather protection, the robust materials of KLT5 containers are more resistant to moisture and temperature fluctuations than conventional cardboard boxes.

Their modular design allows for flexible adaptation to the respective requirements. KLT5 containers are manufactured in standardised dimensions, which enables efficient stacking and storage. This results in optimised use of transport vehicles and helps to reduce transport costs.

Warehouse management can be optimised by folding the KLT5. This allows for space-saving storage when not in use, which improves storage capacity (volume saving ratio: 1:4).

Pros:

- Ergonomic design
- Range of labelling options
- Durability
- Reduced waste
- No filling material
- Environmentally-friendly materials

Circular economy and cost savings

One key advantage of the KLT5 containers is their contribution to the circular economy: at the end of their service life, they can be fully recycled and returned to the production cycle. Returning the containers not only offers companies cleanliness and hygiene without filling materials, but also unlocks significant cost savings by eliminating the cost of getting rid of disposable packaging.

Future-proofing and customer satisfaction

The switch to KLT5 swap containers helps to make supply chains more efficient and environmentally friendly, leading to a long-term increase in customer satisfaction.

Supplying our customer Börsig

The delivery of products in KLT5 containers offers a number of benefits for both the shipping company and the customer. Börsig has already switched to delivery with KLT5 containers.

Cleanliness and hygiene

No contamination from filling materials: Filling materials no longer need to be used, so packaging remains cleaner and more hygienic overall.

Easy cleaning: Thanks to their design, KLT5 containers can be easily cleaned and disinfected if necessary, increasing their reusability in sensitive areas.

Easy return

Long-term profitability: Although the purchase cost of KLT5 containers can be higher than for disposable cardboard boxes, these costs can be offset against their longer service life and savings in packaging materials.

Reduced disposal costs: The reusability of the containers leads to a reduction in the cost of getting rid of disposable packaging, resulting in reduced overall costs. ■

About the author



Kevin Comann has been at binder since 2016 and is responsible for processes in the logistics (P-LOG).



The 'PG-Twin 2' automatic screwdriver is designed for the production of 23 different coupling sleeve assemblies.

Introducing the new screwdriver system

June 2024 saw the roll-out of a new assembly machine in Plant 2, expanding the plant's range of production machinery. The state-of-the-art machine, known internally as PG-Twin 2, is the third screwdriver system, following on from the PG-Twin 1 and Gerima 2, to produce coupling sleeve assemblies for M12-assembled connectors in the automation segment.

Text Marcel Sandrisser

Technical specifications and performance

The PG-Twin 2 screwdriver system is designed for the production of 23 different coupling sleeve assemblies. It can process sizes for the PG7, PG9 and PG11 models in both angled and straight versions. Cable outlet variants range from 4.0 to 10.0 mm. In total, the machine processes 17 different coupling and angle sleeves, four sealing rings, three clamping baskets and six pressure screws. Such

versatility allows for flexible production without time-consuming changeover processes.

Increasing the level of automation and exceeding specifications

The integration of the PG-Twin 2 has significantly increased the level of automation. The assembly of five coupling sleeve assemblies, which was previously carried out manually, is now fully automated. It became clear even during the preliminary and final acceptance and the first production runs that the required cycle time specifications had been significantly exceeded. The machine runs with a cycle time of between 3 and 4 seconds, making it significantly faster than the specified 4.26 seconds. It also boasts superb results in terms of technical availability, efficiency and quality, which make up the overall equipment effectiveness (OEE).

The project team and their challenges

The project team consisted of the P-BM, P-FE, T-KE, P-SE, V-PM, T-QPL, P-AP, K-CO and P-WSP departments. One of the biggest challenges was processing the different sizes of the coupling sleeves without the need for lengthy set-up operations. This was achieved by mounting the applicators for all sizes on a large number of electric axes. The electrical

processes essentially set themselves up, depending on the item in question. Only feeder bowls, linear sections and individual workpiece carriers have to be changed manually, but this is done efficiently using the quick-change system.

Another problem stemmed from using the clamping basket, whose geometrical dimensions and instability proved a major source of disruption. This problem was safely solved with a new concept. Thanks to a revised sorting and feeding system and adapted handling units, the clamping basket is securely enclosed, gripped and centred with the sealing ring in the joining operation. This means that both parts are precisely aligned with each other before and during the joining process.

Innovative technology and user-friendliness

Height is measured using an image-based height comparison sensor which measures the total height with the pressure screw applied and also visually checks whether all relevant parts have been installed correctly. An RFID reader for user authorisation was also implemented for the first time. Machine operators and service personnel can use this

PRODUCTION AND LOGISTICS

to log in, with different functions enabled according to the authorisation level. Since no ready-made smart solution was available on the market, the necessary function and data blocks were developed and programmed internally. This code can be used as standard for other machines in the future. ■

About the author



Marcel Sandrisser has been working at binder since September 2005 and is the team leader responsible for equipment and sample organisation.



binder develops customised connection solutions together with customers and according to their ideas.

Innovations beyond the standard

Although standard products from the binder portfolio suit most applications, they do not fit all of them. In such cases, the Neckarsulm-based manufacturer's solution expertise comes into play: namely in the form of exclusive connectors that are perfectly tailored to the application. Customers benefit from binder's exceptional vertical integration as well as six decades of experience in design and engineering. Examples of customer-specific developments can be found for instance in the medical-device and plant engineering sectors.

Text Editorial

binder, a leading supplier of industrial circular connectors, develops and manufactures specialized connectivity solu-

tions according to customer requirements. The focus is on use cases with special demands that exceed the typical scope,

so that none of the binder catalog products meet all the criteria. Such applications can be reliably implemented with

customized solutions from the Neckarsulm-based specialist. binder has extensive know-how and more than 60 years of experience in the design and development of connectors – and has been creating individual connectivity solutions together with customers and according to their ideas for just as long.

Vertical integration and quality expertise

For the benefit of its customers, binder offers design, tooling, manufacturing, assembly, and automation from a single source. Through its affiliated companies, the manufacturer has additional expertise in stamped, turned, and cast parts as well as in galvanics, PCB design, and component assembly. Furthermore, binder's customized products are qualified in the company's own laboratory.

With the help of Failure Mode and Effects Analyses (FMEA), critical design and production challenges are identified at an early stage. Sample assemblies and preliminary tests in the binder lab support the optimization and quality assurance of custom products as well as the monitoring and approval of pilot series production by the quality project managers. ISO 9001:2015, ISO 14001:2015 and

TECHNOLOGY

EN ISO 13485:2016 + AC:2018 + A11:2021 certifications underline binder's competencies in terms of quality and environmental management.

Applications – medical and more

The target markets for binder's tailor-made products are as diverse as the company's customers. Examples of applications can be found in sanitary and medical device technology, industrial automation, as well as metrology and controls.

A typical requirement in medical device engineering, for example, is that connectors must not be identical. An interface has to be unique to prevent mismatching. In addition, resistance to certain liquids can already be considered during the design phase when selecting the components' materials.

Potential medical applications include respiratory and dialysis equipment, instruments for ultrasound and electrotherapy, as well as infusion pumps and contrast agent injectors.

Examples from medical-device

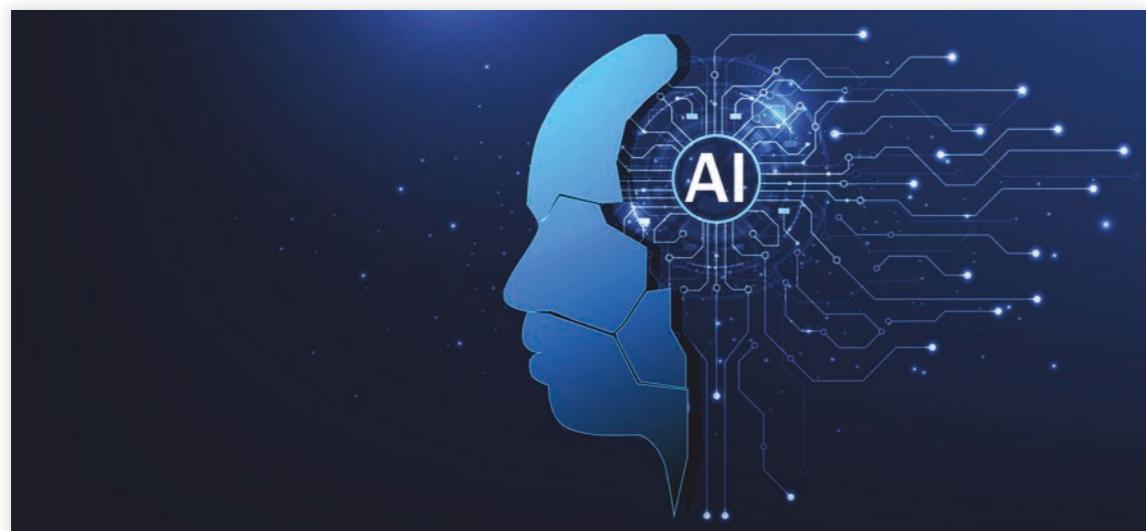
For applications in patient monitoring, binder has developed a modular 12-pin connector system consisting of a panel mount plug and eight panel

mount sockets (970 series).

Reliability was the key design criterion. While the sockets were integrated into the housing of the patient monitor, the plugs were part of the pluggable parameter modules. Concentric arrangement of the contacts ensured the plug connection was centered automatically when mating – without the need of removing the protective cap.

Conclusion: High-quality, reliable ... and highly individual

When realizing customer-specific development projects, all binder corporate divisions involved operate in a flexible and extremely customer-oriented manner. Thanks to their outstanding experience and technological capabilities, binder is able to develop and manufacture highly individualized connectors for different target markets according to customer specifications – providing excellent supply reliability and at the highest level of quality. ■



Artificial intelligence refers to machines that are able to perform tasks that require intelligence.

Artificial intelligence

promising technology of the future with great potential

The term artificial intelligence (AI) refers to an area of computer science that seeks to develop machines capable of human-like intelligence. This includes learning, problem-solving, speech recognition and decision-making. AI systems use algorithms and statistical models to learn from data and perform tasks that normally require human intelligence.

Text Editorial

What is artificial intelligence?

Artificial intelligence, or AI for short, refers to machines that are capable of performing tasks requiring intelligence. AI systems can perform tasks such as understanding natural language, recognising images,

making decisions and playing games. A distinction is drawn between two main kinds of AI: weak AI and strong AI. Weak AI specialises in performing specific tasks, such as voice assistants or recommendation algorithms. Strong AI, on the other hand, aims to achieve

human-like awareness and understanding, but is still largely theoretical.

How does artificial intelligence work?

AI systems are based on processing large amounts of data and applying algorithms that recognise patterns and make predictions. A key method is machine learning (ML), where computers learn from sample data. ML models are 'fed' training data and optimise their algorithms to better perform tasks. One specific area of machine learning is deep learning, which uses artificial neural networks to recognise complex patterns in data. These networks are inspired by the structure of the human brain and consist of layers of nodes that process and convey data.

Why do we need artificial intelligence?

The need for AI arises from its potential to optimise a large number of aspects of our lives and work. In the field of medicine, for instance, AI can help diagnose diseases earlier and develop the associated bespoke treatments. In business, AI algorithms are used to optimise production processes, improve logistics and analyse customer data. In everyday technology, AI-controlled voice assistants such as Siri or Alexa enable more convenient interaction with devices. Overall, AI leads to

increased efficiency, reduced costs and the development of new solutions to complex problems.

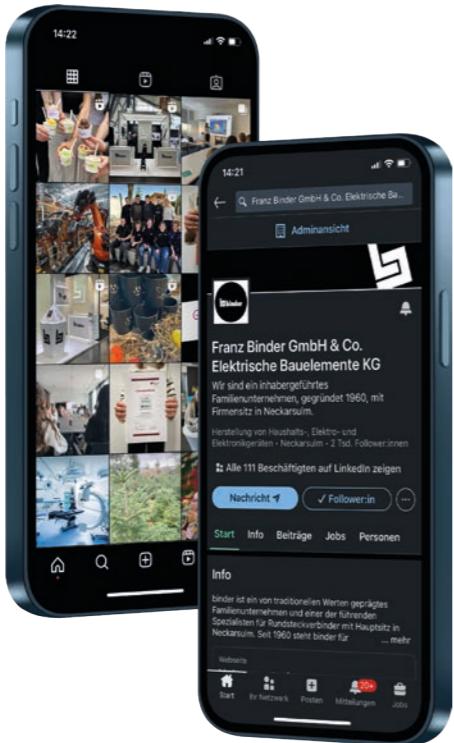
The opportunities of artificial intelligence

The ability of AI systems to perform tasks faster and more accurately increases efficiency and leads to significant increases in productivity. Companies can use AI to reduce their operating costs and increase their competitiveness, while optimised production processes and accelerated logistics improve the value chain.

Another advantage is the reduction of errors, especially in areas where precision is critical, such as manufacturing and data analysis. AI systems can operate without interruption, resulting in continuous operations and better customer experience. Customers receive fast, personalised support, which boosts satisfaction and loyalty.

Personalised recommendations based on individual preferences hone marketing strategies and strengthen customer loyalty. Through responsible use and continuous research, AI offers transformative opportunities and potential for the future. ■





Social media the BIG PICTURE

Social media plays a huge role in our society today. There are now 5.04 billion social media users worldwide – three times as many as just a decade ago (see Statista Research Department 2024, n.p.). Social media influences our everyday lives, regardless of whether or not we ourselves are active on the platforms.

Text Ines Menning

The power of social media has been evident in 2024, a significant election year. The European Parliament's official election video for the

#EP2024 European elections, for instance, reached over 11 million viewers on Facebook and YouTube (see European Parliament 2024). This kind of

reach and influence would be inconceivable without social media.

Move with the times or get left behind

In a world that is become ever more digital, a strong presence on social media is crucial for companies. Platforms such as Facebook, Instagram, LinkedIn and YouTube play a hugely influential role in this. No less than 98% of the top 500 companies now use the LinkedIn business platform (see IHK Karlsruhe). These days, social media is a cornerstone of corporate communication, especially for large and medium-sized companies. It's an absolute must for us, too!

binder's social media transition

The publication of our first Facebook post on 31 March 2011 marked the start of social media at binder. A lot has happened since then:

TIMELINE social media channels

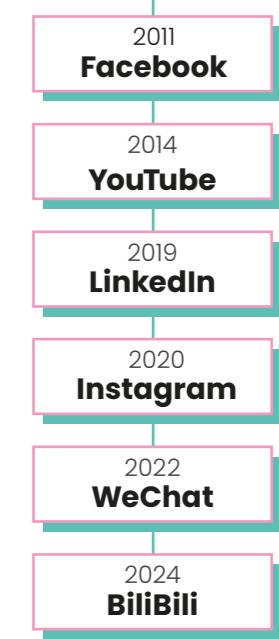
With channels on Instagram, Facebook, YouTube, LinkedIn and even special accounts for the Chinese market such as WeChat and bilibili, the binder group is continuously active on over 15 social media channels internationally.

As social media is a very fast-moving area that thrives on trends, the quality and quantity of our social media communication has also changed significantly. Since Instagram was launched, for instance, we have published 173 posts, 35 videos and 671 stories, increasingly adapted to our corporate branding. The organic reach that was once achieved through classic image posts is now surpassed many times over by short videos.

In light of the flood of content on platforms such as LinkedIn and Instagram, we also use paid advertisements to attract the attention of our target groups. But the influence of artificial intelligence, which is becoming increasingly prevalent in the social media sector, is a particularly promising development.

Social media is vitally important to binder in its efforts to increase brand awareness, maintain customer relationships and attract new talent. It is clear that this area will continue to grow and remain dynamic, because social media thrives on innovative ideas and new impetus. ■

TIMELINE social media channels



About the author



Ines Menning has been working in Marketing at binder since June 2023 and is responsible for social media (GL-MA).



In addition to expanding the product range, the company's development also focused on optimising warehouse processes.

binder Swiss marks its fifth anniversary progress and successes

In the first five years of its existence, binder Swiss has made significant progress in a number of areas and successfully established itself on the Swiss market. The company has focused on expanding its product range, consolidating sales and optimising warehouse processes. The original three-person team that set up the company at the end of 2019 has now grown to seven employees, including part-time positions and an apprentice.

Text Nicola Morrone

Expansion of the product range and diversity

binder Swiss offers its customers in Switzerland both the entire standard range from

binder and custom-made cable assemblies. Close collaboration with binder solutions and binder electronic solutions has already led to successful follow-through on several in-

quiries and the commissioning of some initial projects. And there are some other highly promising projects in the pipeline, too.

binder Swiss also acts as MPE's representative on the Swiss market, thereby strengthening the market presence of both companies. The collaboration with MPE has made a significant contribution to sales. Expanding the product range opens up a wide range of options for combining products for everyday use. For instance, plugs from different manufacturers can be replaced with alternative products from MPE – an especially appealing prospect for end customers working on price-sensitive projects.

The sheer range of products and the close collaboration with various areas of the binder group and external partners make a significant contribution to success and open up additional business opportunities.

Boosting sales

In 2023, binder Swiss's sales force was strengthened with the recruitment of a field sales representative, tasked with not only selling binder's standard products, but also promoting its additional services on the Swiss market. Following intensive training, the sales representative acts as a key contact for Swiss customers, thus strengthening our proximity to customers and helping

to increase customer loyalty.

Through these measures, binder Swiss can consolidate its market position and increase brand awareness. The sales representative plays a crucial role in understanding the needs of local customers and offering tailor-made solutions, which in turn strengthens customers' trust in the company.

Optimising warehouse processes

The warehouses at binder Swiss have been adapted to meet the strategic direction of the company and accommodate the expanded range. As part of the restructuring, binder Standard products, cable assemblies and MPE products were physically separated. This structural change has greatly improved organisation and efficiency. A modern scanner system was also recently integrated in order to optimise the warehouse processes. Enabling precise and rapid recording of stock has significantly increased the efficiency of the system.

The introduction of the scanner system has optimised the accuracy and speed of warehouse management, which is reflected in shorter delivery times and higher customer satisfaction.

Summary

The development of binder Swiss is evident in its dynamic growth and the successful implementation of numerous projects. By expanding the product range, boosting sales and optimising warehouse processes, the company has positioned itself ideally in the Swiss market and is well prepared for future challenges. binder Swiss continues to concentrate on quality assurance and customer focus in order to be a strong partner for its customers and business partners.

Over the past five years, binder Swiss has demonstrated that ongoing optimisation and adaptability are key factors for success in a highly competitive market. The solid foundation that was created in this initial period forms the basis for future growth and innovation. Collaboration with partners such as MPE and effective integration into the binder group not only strengthen its market position, but also open up new opportunities to respond to the constantly changing needs of customers. ■

About the author



Nicola Morrone has been working at binder Swiss as a Key Account and Marketing Manager in Sales since November 2019.



The cooperation with binder solutions and binder electronic solutions enables successful projects; binder Swiss also strengthens the market presence in Switzerland as an mpe representative.

NCC



www.binder-connector.de



The one-year anniversary marks a milestone and the determination and commitment of the employees in Pécs.

Successful start in Pécs: One year of binder in Hungary

A year has passed since binder opened its doors in Pécs, and the first milestones have been reached. What began as an ambitious expansion project for the binder Group quickly developed into a success and an integral part of the company's vision.

Text Rozalia Felfödi

A strategic step for the binder Group

The year 2022 marked a decisive moment for binder when the management decided to expand the Group with a new production site as part of the 2022 steering committee

meeting. After intensive negotiations and careful analysis, the choice fell on the southern Hungarian region, specifically Pécs, as the ideal location for a new subsidiary. The management of binder HQ commissioned binder cable assemblies to search for a suitable location

for the planned expansion. The aim was to establish the production of manual connector assemblies. The search began with the definition of clear criteria for the building to be found.

From planning to realisation

After a thorough market analysis and support from local institutions, such as the local Chamber of Commerce and Industry, binder signed the lease agreement for an optimally located building in Pécs at the end of March 2023. Another aspect that played a role in the choice of location was good accessibility by goods transport and access to the labour force. The company was also looking for a building in which conditions for binder production could be created in a relatively short space of time. Months of intensive planning and preparation followed in order to relocate production in several phases. This included setting up production lines for different product types and integrating a new team that was equipped with great commitment and expertise.

■ **Step 1:** Summer 2023 – relocation of contract labour production

■ **Step 2:** November 2023 – relocation of mpe production

■ **Step 3:** January 2024 – relocation of food print M12 production

In collaboration with the IE department, the tasks to be completed were defined in regular meetings with the responsible parties and deadlines. The tasks included designing the layout, finding various service providers and labour on site, the logistics, production planning and production, finance and quality assurance processes as well as specific relocation work and the induction of new employees.

A year full of challenges and successes

The past year was characterised by extensive adjustments and expansions at the Pécs site. In addition to redesigning the infrastructure, car parks, including offices and storage areas, the focus was on integrating a new team. Thanks to the hard work of our colleagues from Jánosomorja and the training courses we organised, we can now proudly announce that we have put together a 60-strong team that is in line with the Binder culture and is fully operational. The one-year anniversary celebrations on 31 May 2024 reflected the success binder has achieved together with its employees and external partners.

Outlook and future prospects

With the first year in Pécs as a foundation, binder is aiming for further growth. The regional expansion not only provides access to qualified labour, but also strengthens the company's position on the European market. For the future, binder plans to further expand capacity at the Pécs site and integrate new production lines to meet growing demands.

A strong team for a successful future

The one-year anniversary not only marks a milestone in the history of binder, but also the determination and commitment of its employees in Pécs. With a clear commitment to quality and innovation, binder continues on its course for success in the years to come. ■

About the author



Rozalia Felfödi – with the company since September 2000, is Head of Human Resources at binder cable assemblies.

Added value for the German-speaking region: creating added value, strengthening customer relationships

Text Michael Schroers

Added value: a key term

In a highly competitive market such as the European connector industry, it is crucial to stand out from the competition by offering added value. Added value plays a key role and goes far beyond the mere provision of a product to include additional services that offer customers tangible benefits.

Such services include:

- Technical consulting and expertise: Early support and advice before the customer product is precisely defined.
- Custom solutions: Tailor-made solutions that often go beyond the pure plug connector.
- Flexible availability: More breathing space for customers through advanced logistics concepts and supply chain management.
- Flexible availability: More breathing space for customers through advanced logistics concepts and supply chain management.
- Sustainability: Environmentally-conscious production processes and sustainable materials are hugely important to many customers.

binder solutions: more than just a product

These five points form the basis of the ongoing success of binder solutions. Our customers can only be successful in the long term if they work with efficient suppliers. As our customers become more successful, their expectations of us increase. We're happy to take on this challenge.

What does this mean for our customers?

binder solutions will continue to systematically create added value in order to help our customers achieve success. We are continuously improving our offering and adapting our processes to changing market requirements. As we do so, we are continually opening up new areas in which we can support our customers. Our success is inextricably linked to the success of our customers.

What does this mean for binder solutions?

binder solutions has grown by an average of more than 20% year on year over the past decade. This trend has continued even under difficult market conditions, as the added value for our customers is growing faster than the market itself.

binder solutions is 100% focused on its customers and will continue to expand its activities in all customer segments. The connector remains centre-stage, with all of our products and processes revolving around it.

Leading manufacturers from various industries already put their trust in our concept. Step by step, we are winning over more customers with our approach to joint market success.

Focus on the German-speaking region

The German-speaking region (Germany, Austria, Switzerland – DACH) continues to play a crucial role as an innovation driver in many industries, including mechanical engineering, medical technology, automation, measurement technology and sensor technology. This is where ground-breaking developments are initiated and carried from the DACH region into the wider world.

its ability to drive technological development. binder solutions recognises these advantages and leverages them to offer added value to our customers in the region and worldwide.

We look forward to every new challenge and will continue to work on strengthening our position as a trustworthy partner and innovative solution provider in the DACH region and beyond.

The DACH region remains a key market for our further developments and innovations. We would like to thank all our customers and partners for their trust. We look forward to further shared successes in the future. ■

About the author



Michael Schroers has worked for binder since 2013 and is responsible for sales and logistics at binder solutions.



binder galvanic surfaces GmbH & MPE-Garry GmbH at the 7th Stanztec in Pforzheim

After a six-year hiatus, the seventh Stanztec trade fair, a prestigious event in the punching technology industry, took place at the CongressCentrum in Pforzheim from 25 to 27 June 2024. The proximity to binder galvanic and the reputation of the trade fair made the decision to attend an easy one. binder had a joint stand with its two subsidiaries, binder galvanic surfaces GmbH and MPE-Garry GmbH.

Text Raoul Thome

GLOBAL

Innovation in punching, bending and forming technology

With 138 specialist exhibitors and around 3,750 trade visitors from 27 countries, the trade fair offered a superb platform for presenting state-of-the-art solutions in punching, bending and forming technology. Surface technology was especially prominent.

The binder galvanic trade fair team informed the many visitors about the myriad possibilities for finishing punched, bent and formed parts. Demand ranged from full coatings in bulk material (gold, silver, nickel, phosphorus, nickel, tin and copper) and in the structure (chemical nickel) to selected coatings in bulk material. Depending on customer requirements, binder galvanic offers solutions such as selective gold coatings on one or both sides, selective gold coatings on the plug-in side and selective tin coatings on the soldering/crimping side.

Innovative developments and investment

binder galvanic surfaces GmbH is an innovative partner in the industry, particularly in the selective coating of bulk material with specially developed

systems. Thanks to targeted investment in the automation of additional process steps, the company's systems are now more efficient and ensure even greater quality and safety. The company continuously invests in forward-focused selective surface technologies in order to offer its customers innovative, cost-saving and resource-saving solutions.

Stanztec was also a major success for the MPE team. The possibilities of producing sophisticated punched and bent parts were discussed in numerous consultations with interested business partners. MPE specialises in plug-in systems and punched parts, which are custom-made according to customer specifications. MPE supports its customers from the initial idea to the finished series product, with particular emphasis on the production and development of contact elements for electronics along with punched and bent parts of all kinds. ■



The product portfolio of binder galvanic surfaces ranges from full coatings in the bulk material and in the rack to selective coatings in the bulk material.

Summary: strengthening our market position

Overall, attendance at Stanztec was a complete success for binder galvanic surfaces GmbH and MPE-Garry GmbH, underlining the position of both companies as innovative and reliable partners in the industry. ■

About the author



Raoul Thome has been working as Key Account Manager at binder galvanic surfaces GmbH since 2023.



The software helps to create greater transparency with regard to the product portfolio and to make well-founded decisions regarding the discontinuation of products.

binder optimises Product portfolio with Soley

binder has seen continuous growth in its product portfolio since the production of circular connectors began in 1968. The resulting variety of items – on the customer and supplier side and in the production process itself – significantly increases the degree of complexity. It is almost impossible to manually identify and evaluate all of the dependencies in the value chain.

Text Editorial

Challenge: overcoming complexity

In late 2023, binder's management decided to tackle this

issue properly by introducing a solution to address the growing complexity. binder ultimately opted for the Soley product mining software. The aim of

implementing the software was to create more transparency around the product portfolio and enable informed decisions to be made about the

discontinuation of products. At the same time, discontinuing products with low or sporadic requirements also means focusing on common variants and standard products. The implementation of the software led to significant findings and successes during the test phase itself.

Soley GmbH was founded in 2015 as a spin-off from the chair of Product Development at the Technical University of Munich (TUM). Today, the software company is one of the market leaders in the field of product mining, helping organisations make better decisions quickly in an environment of complex product diversity.

Maintaining an effective overview

In many industrial companies, phasing out products is difficult to complete due to a lack of transparency surrounding the dependencies and interdependencies in the value chain. "The binder group's vast connector portfolio consists of both standard and customer-specific connectors, old and new versions, bestsellers and versions with smaller requirements," says Markus Binder, managing partner at binder. "In the context of an increasingly difficult procurement situation (supply

chain), it is essential to tackle the complexity in the portfolio and concentrate on the essentials. Soley's product mining is founded on solid data, which enables us to act and make good, strategic decisions. We focus on the important markets and the right products and ensure rapid availability."

Product mining with Soley: early successes quickly apparent

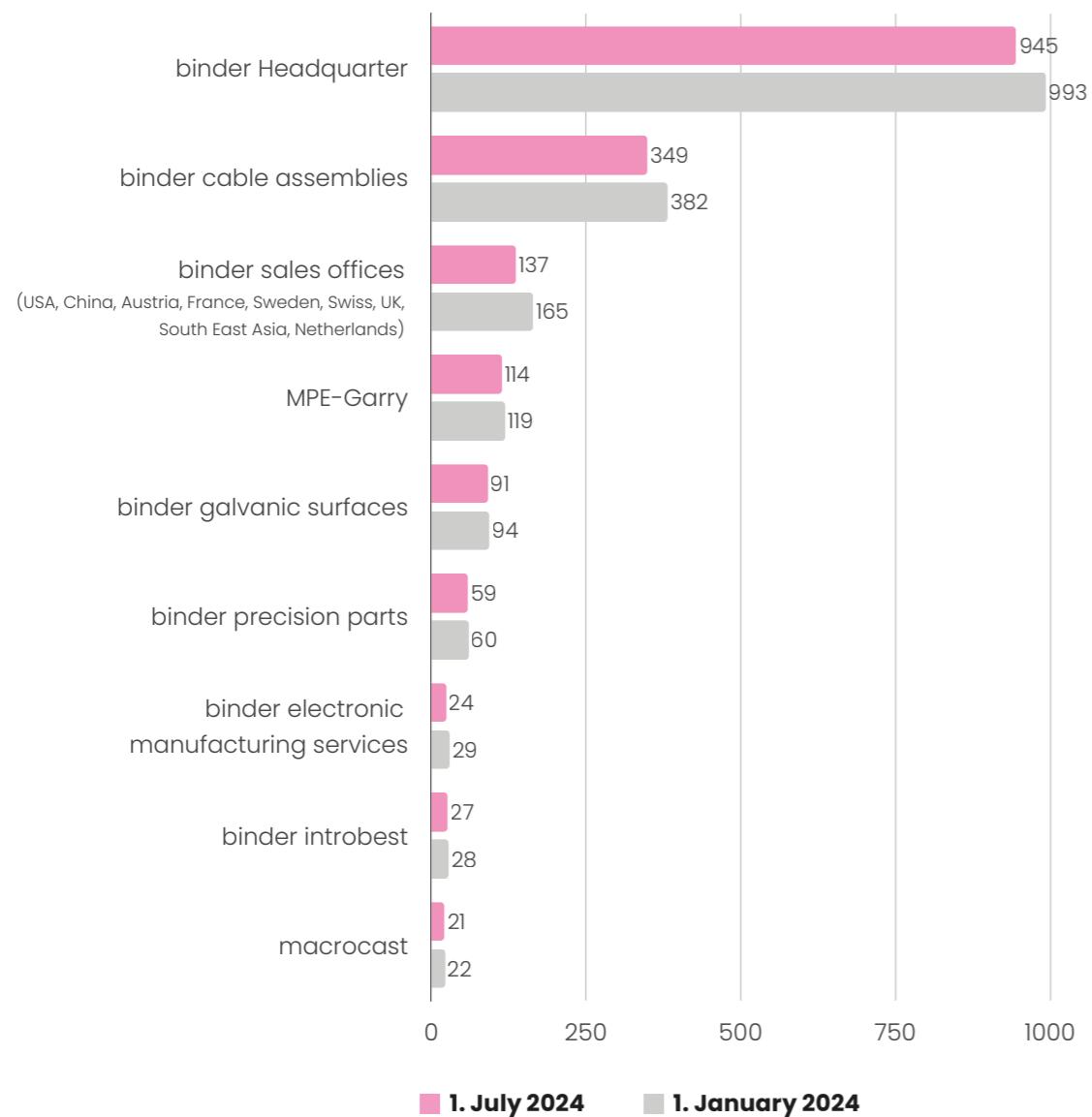
The product mining software from Soley enables the collection of all product-relevant data right along the value chain. It also maps all links, from the product and customers through to components and suppliers. Managers at binder can see at the touch of a button which products are contributing to the company's success, in which quantities and values, and how often. It also reveals those that are not contributing.

"In the implementation phase, we could already see that everything was happening at unparalleled speed," says Alfred Shraudolf, a member of the management team with responsibility for production and logistics at binder. "With minimal effort on our part, Soley gives us answers about our product portfolio in the shortest possible time."

Soley's product mining solution has already been fully implemented and has been in productive use at binder's headquarters since April 2024. The roll-out took place at record speed, not least thanks to the expert input of Moritz Trippel from the SAP team. Jana Wagner, product manager and project manager for Soley at binder, has taken on the role of process owner for the product phasing-out process. Soley provides transparency and serves as the starting point. Other departments such as Sales, Design, Production Planning and Procurement are involved in the process, along with the leading ERP and engineering applications. As the process owner, Jana Wagner ensures that the process runs consistently and is constantly optimised. Everyone involved rates the outcome as positive. binder and Soley are laying the foundation for a successful long-term collaboration. ■

binder in figures

Staff deployment within the binder group



As of **1. July 2024**, the binder group employed **1.767 members of staff**.
At **1. Januar 2024** – six months earlier – it employed **1.892 members of staff**.



November fairs 2024

11. – 14.11.2024

Compamed in Düsseldorf

12. – 14.11.2024

SPS in Nuremberg

12. – 15.11.2024

Electronica in Munich

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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Markus Binder

Editorial office
Rötelstraße 27
74172 Neckarsulm (GER)
Tel. +49 (0) 71 32 325-302
Fax +49 (0) 71 32 325-150
marketing@binder-connector.de

Published by
Franz Binder GmbH & Co.
Elektrische Bauelemente KG
Rötelstraße 27
74172 Neckarsulm (GER)
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
Pascal Kobia, Timo Pulkowski

Art Direction
venice branding GmbH
An der Bachmühle 6
74821 Mosbach (GER)
hello@venicebranding.de
www.venicebranding.de

Printing
AC medienhaus GmbH
Ostring 13
65205 Wiesbaden-Nordenstadt (GER)

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