



SAXONY-ANHALT

# REPORT INVEST JANUARY 2012

## THE WORLD AT HOME IN SAXONY-ANHALT.

From Saxony-Anhalt all over the world! Within the past ten years Saxony-Anhalt has nearly **doubled its export performance**. Numerous products are manufactured in companies based here and delivered all over the world.

The Magdeburg-based company SCREEN RENT not only rents LED video screens throughout Germany, but also the Emirate of Dubai or the Sultanate of Oman. SCREEN RENT installed 250 LED monitors **Europe-wide** alone last year. Although the firm's beginnings were anything but easy.

Wittenberg-based Polymer-Technik Elbe GmbH (PTE) has **customers on all continents** except for Australia. However, the company is not only diligently exporting, but also expanding. Among other things, PTE has set up a production facility in the Chinese megalopolis Wuxi in which about 8,000 tonnes of rubber compounds are produced annually. The company assumes a pioneering role in this connection. PTE was the first firm from Saxony-Anhalt which set up a production facility in China.

We hope you enjoy reading our newsletter and look forward to receiving your suggestions, comments, press releases and news again this year. [invest@img-sachsen-anhalt.de](mailto:invest@img-sachsen-anhalt.de).



## INVESTMENT LOCATION OF SAXONY-ANHALT IN JANUARY 2012



### What has happened in the local economy? An overview of the important news items

Minister President Dr. Reiner Haseloff officially launched the new regional initiative „Electric mobility and lightweight construction“ in Magdeburg today. With this initiative, the regional government has got together with the economic and science sectors to concentrate and accelerate all existing activities in the area of electric mobility, as well as create new ones. The intention is for Saxony-Anhalt to become a leading production and research location for drive technology and energy carriers within five years. Officially, the regional initiative is known as „**Electric mobility, Light and Intelligent – an initiative for Saxony-Anhalt – ELISA**“.

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The „**BioEconomy**“ initiative in Saxony-Anhalt and Saxony is **one of the five winners in the third Leading-Edge Cluster Competition** run by the German Federal Ministry of Education and Research (BMBF). The project, which focuses on the **chemical use of biomass**, is therefore now to receive up to **40 million euros of funding** from the national German government over the next five years. Private industry will provide a matching sum.

[Please click here to obtain further information.](#)

The Saxony-Anhalt company **Mercateo** has been able to increase its turnover in comparison with the previous year from 79 million to nearly 111 million euros. Not only has the turnover of the B2B company increased by 40 per cent, the range of products in the shop area could be expanded from 5.4 million to over 7 million items. A total of more than five million order items were processed via Mercateo.

A giant furnace for incineration of large components has been put into operation by the annealing plant at **Glüherei Magdeburg GmbH**. In the future, components made of steel, cast iron or aluminium up to a diameter of 4.80 metres can be processed in Magdeburg in an oversized annealing furnace. The new facility with **80 high-speed burners** went into operation on Wednesday. It cost about 900,000 euros.



## **GARDELEGEN GLASS FACTORY IN FORWARD GEAR – HINDUSTHAN NATIONAL GLASS & INDUSTRIES LTD. INVESTS IN SUBSIDIARY**



**Construction machines have burrowed into the sandy soil at Gardelegen in the Altmark region. They create the prerequisites for the construction of a new warehouse for the HNG Global glassworks. In the future, bottles shall wait for their delivery on an area of 24,000 square metres. This corresponds to the size of three football fields. An eleven hectare large property has been purchased in order to be able to expand the glass factory's production capacities. After the corporate insolvency last year, all signals are green again. The process of restructuring the company is completed in its essential parts.**

Managing Director Josef F. Bockhorst is satisfied. "The location is beyond dispute. Our logistically excellent location in the vicinity of sand and soda deposits in Saxony-Anhalt has proven its worth and facilitated the rescue of the business operation," he says. Moreover, the nascent A14 motorway substantially improves the transport connection. Since August 2011, Hindusthan National Glass & Industries Ltd. (HNG) from India – which prevailed among 30 interested parties – has been the new owner of the former Agenda Glas AG Gardelegen. The Indian bidders signed the purchase agreement on 12 May. The course for the new start was already set twelve days after initiation of insolvency proceedings. All workers were retained. With investments amounting to more than ten million euros the production shall be expanded in the shortest period and the company will be guided into the profit zone. Agenda Glas AG had already invested a total of about 48 million euros in the premises and facilities. The production of container glass started in February 2010.

Since the start of production in Gardelegen the glass factory has had to struggle with initial difficulties, says Bockhorst. It was not possible to optimise all processes of the latest technology fast enough. Skilled personnel who control the sensitive process had been lacking. Despite an extensive training programme with training phases in an English glass factory and a Swedish training centre this alone was insufficient. The new owner came in at this point. Engineers and technicians from India were immediately sent to Saxony-Anhalt in order to make one of the world's most modern glass factories fit for the market. One still comes across them at every turn in the production process. With sure instinct they let their German colleagues in on the secret of glass production. The gloomy mood of the brief insolvency phase has long since been forgotten in the factory halls. "Not only have almost all employees



remained loyal to us, our customers also demonstrated trust, particularly since we have been able to continue delivery without interruption. The insolvency administrator immediately recognised the chances for the company's continued existence," reports the managing director.

Plans for the expansion of the factory will be implemented gradually. Capacities for the accommodation of finished products on the company premises can be concentrated with the construction of the warehouse. This helps to save expenses for rented warehouse facilities. Additional technology helps to produce less waste and thereby to produce more effectively. At this stage, 600,000 to 800,000 bottles a day are being produced. In addition, the preparations for developing future glasses in the so-called wide-neck sector are also underway. A second melting tank is also under discussion, reports Bockhorst. There is no time to look back. The forward gear has been set in motion. In the meantime, intensive negotiations with potential customers are underway. The firm would like to additionally serve them starting in the second half of the year. "Of course, the great experience of our Indian owners in the market and their contact with globally operating beverage manufacturers helps in this context," concludes the managing director. He also praises the massive support from the state and local political level as well as Nord/LB and the Saxony-Anhalt Investment Bank. Everybody supported the Gardelegen firm during the insolvency period.

The HNG Group with headquarters in Kolkata was established in 1946 by C. K. Somany. The company is listed on the Bombay Stock Exchange, National Stock Exchange and Calcutta Stock Exchange. The stock exchange value is 350 million euros. Production facilities are located in six centres in India. A total of 11 furnaces and 44 production lines are operated there. In India the group has a market share of 55 per cent with glass packaging.

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## WITTENBERG-BASED FIRM POLYMER-TECHNIK ELBE IS INVOLVED ON FOUR CONTINENTS



**Saxony-Anhalt has nearly doubled its export strength in the past decade. Its export ratio was only 15.7 per cent in 2000. This ratio describes the percentage of foreign turnover in the total turnover of the state's industrial enterprises. There is no definitive data available for 2011, but it may reach the 30 per cent mark, says Birgit Stodtko, International Managing Director of the Chamber of Industry and Commerce (IHK) Halle-Dessau.**

The offers of the two international departments of the IHKs in Magdeburg and Halle-Dessau may well have a share in the growth of the export strength that is not to be underestimated. Together they operate their subsidiary InterCom, the Foreign Trade Development Fund Association of the Chambers of Industry and Commerce in Saxony-Anhalt. They annually offer about 130 events which are aimed at approx. 40 countries, says Birgit Stodtko. The main emphases in the selection of events are always about hitting the nerve of entrepreneurs. The yardstick for this is the response of companies to the country-specific consultation days, workshops, trips for entrepreneurs and joint trade fair stands offered by InterCom, says Stodtko. The response to the offers increased last year. Stodtko attributes this not only to the attractive economic situation.

She says: "With saturated domestic markets companies are also forced to increasingly take part in foreign trade." In addition, Saxony-Anhalt's companies are still in a catching-up process. Whereas every third job depends on export in the German average, in Saxony-Anhalt it is every fourth. But many companies which do not themselves export are nevertheless indirectly involved as suppliers in the growth of export strength. After all, many firms also have to purchase cost-effectively on the international market if they intend to be competitive, adds Stodtko. She cites the expansion of economic relations with China as an example. Saxony-Anhalt's exports to the world's most populous country increased from 314 to 472 million euros between 2006 and 2010. Imports climbed by more than threefold from 280 to 945 million euros.

The Chambers of Industry and Commerce help to satisfy the growing information needs among entrepreneurs. Specific cooperative exchanges, trips for entrepreneurs and so-called delegation trips – in which state politicians are also on board to support the regional economy – are particularly helpful to enterprises, explains the graduate economist.



Günther Fuchs, Managing Director of OrganoSpezialChemie GmbH in Bitterfeld, has taken part in some of these trips for entrepreneurs. He was on the road quite a bit in Western Europe, but also in Egypt, with the Chambers. Business relations had been established as the result of such a trip years ago in France. To this day the relations are stable and are even currently being expanded, reports Fuchs.

For 2012 the IHK Halle-Dessau resolved to strengthen the individual support of companies. The more companies participate in the export market, the more differentiated the questions are. "They often cannot be answered at general events," concedes Stodtko. It is important to intensively advise and accompany firms in this connection, since the often small firms would be faced with a complex mountain of measures and regulations. "We introduce more transparency here," promises Stodtko.

She also refers to the "Fit for Export" project developed especially for smaller enterprises. Within the framework of this project it will be examined which prerequisites the company has, which potentials their product has, which markets are suitable for this purpose and which language skills are necessary. So-called internationalisation plans, which shall pave the way to foreign markets, are created on this basis. A total of 20 such plans have been created in the past year.

The extensive seminar programme also represents an emphasis in the year that has just started for Stodtko and her team. It is primarily aimed at employees in the companies in order to familiarise them with the continually more complicated and bureaucratic import and export regulations. In addition to Europe, says Stodtko, the country-specific consultation days on offer also increasingly deal with future markets in the so-called BRICS states consisting of Brazil, Russia, India, China and recently South Africa. At the same time, representatives from the German Chambers of Commerce Worldwide Network (AHK) come to Halle or Magdeburg. They individually provide information about market entry opportunities, economic and legal framework conditions as well as about chances of products in these markets.

The numerous country-specific consultation days scheduled this year range from A (as in Arab-speaking nations) to V (as in Vietnam). Trips for entrepreneurs in 2012 will lead to Belgium, Russia, Italy, China, Vietnam and Slovakia. Minister-President Reiner Haseloff will travel with a delegation to the USA in mid-May. Stodtko emphasises two examples among the 20 planned Central German joint trade fairs stands at home and abroad.

These are the joint trade fair stands at the "CHEMSPEC EUROPE" in Spain (Madrid) for the chemical industry as well as at the International Engineering Fair (MSV) in the Czech Republic (Brno).



## WE CAN HEAR WITH ULTRASOUND



**The Halle-based company SONOTEC delivers its products as far as South America or Korea – the most modern test engineering “Made in Saxony-Anhalt”. Dr. Santer zur Horst-Meyer and his partner Hans-Joachim Münch could not have dreamed of this success shortly after German reunification. The two physicists studied in the 1970s at the Martin Luther University of Halle-Wittenberg, which traditionally dealt with ultrasound in one focal point of research. Specialists at the Institute of Biophysics in Halle also sought solutions in the field of materials testing or medical technology.**

“We felt fit for the path to independence in 1990,” remembers Dr. Santer zur Horst-Meyer. Due to their many years of research work they “were acquainted with ultrasound” and wanted to apply this knowledge. The managing director reports with a grin about the start as an engineering office. The present-day firm SONOTEC started in a basement room. This entailed the courage to take risks, says Hans-Joachim Münch. From the very beginning there was a desire to develop and produce products. Initial prototypes and projects were realised. Ample bank loans were inconceivable and so the physicists relied on the federal government’s technology-oriented promotional programmes. The concept bore fruit. The first employees were hired after a short time. By the mid-1990s, now already functioning as a limited liability company (GmbH), the firm had 20 employees. Today there are 85.

“A total of 18 women and men work in development alone,” says Horst-Meyer. He attributes one reason for the success of SONOTEC to this factor. The average annual growth of five per cent has proven successful. Solidity counts more than snap decisions. Customer-specific applications make up over two-thirds of the entire production. Clients are accompanied from the first product idea up to start of production.

This clear orientation also includes close contact with universities and institutes of higher education. The scientific background plays an important role. Future graduates have the possibility to prepare final papers with great reference to practical experience. At the same time the company secures potential specialists in this way, trying to get them interested in employment with the firm already during their course of studies.



The permanent lack of specialists also affects Halle. Early countermeasures are important in this context. Six apprentices are also being trained. They are usually taken on as a rule.

Network Ultrasound (NetUs) connects 19 partners from the Central German region. It intends to bundle competencies and know-how from small and medium-sized enterprises. This includes coordination with regard to research and development topics as well as the implementation of top research results from the region's universities as well as in the field of piezoelectric materials, sound field simulation, sensor technology and the required measurement data processing.

SONOTEC has geared itself towards a series of applications. Solutions are developed and built for non-destructive materials testing. Mobile SONAPHONE testing instruments can even detect the smallest leaks and leakages in compressed air or gas pipelines as well as in vacuum systems. No matter whether it is compressed air, argon or nitrogen, all three are included among the very expensive forms of energy or products. Even the smallest losses add up in a short time and can be detected by means of precise analysis.

Wall thickness measurement is among the most frequent ultrasonic applications in non-destructive materials testing. Erosion and corrosion damage to ships, storage tanks, pipelines and cranes can be determined in this way.

Pipelines are regarded as the most modern and safest transport system for petroleum, liquefied petroleum gases and water. Systems must be regularly maintained and serviced to ensure smooth transport. Among other things, ultrasonic sensors are utilised in the detection of cleaning or testing 'pigs' as well as for product differentiation.

In the medical technology sector, SONOTEC instruments have proved to be successful in dialysis. For instance, they detect even the finest air bubbles which can be dangerous during human blood transfusion.

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## CAMEL RACES, CONCERTS AND CLEVER DECISIONS



**It is a textbook example of a corporate history: a student borrows money, buys a few screens, makes courageous decisions and becomes a successful entrepreneur. Nowadays the Magdeburg-based firm SCREEN RENT led by Dirk Roswandowicz rents LED video screens throughout Germany but also in the Emirate of Dubai or the Sultanate of Oman. Football matches, camel races or a Robbie Williams concert flicker on his giant screens. The ex-footballer plays in the premier league of video wall renters.**

Right next to the entrance door many small blue lamps light up on a map. Each one stands for a place where “Screen Rent” rents video walls. “This is not a good photo motif,” says Dirk Roswandowicz. “You can only see Germany here.” The perspective for the Magdeburg entrepreneur has long since expanded. The 38-year-old does not think in terms of national borders, he operates internationally. SCREEN RENT installed more than 250 LED screens Europe-wide alone last year. The Beach Volleyball World Championship in Rome, the reception honouring NBA superstar Dirk Nowitzki in Würzburg, world star Bon Jovi in Munich – the Magdeburg-based company turns up everywhere! The company boss slips on his sports jacket. He feels most comfortable wearing it. Dirk Roswandowicz is not a ‘necktie type’ who moves files around. He prefers to roll his sleeves up. He is a decision maker, a doer. “You have to be courageous in order to achieve something,” he says as he thinks back about how everything began.

As a business student he founded the firm “m&d Media” together with a fellow student in 1995. The students liked to make video films and were “a bit familiar with the technology”. The budding business economist Roswandowicz prepared presentations for regional firms. But that was not enough for him. “In Magdeburg we need areas where we can present,” he said. Everything started with three televisions bought on credit. The then 23-year-old sold door-to-door with many companies. The yield was meagre. A bit of advertising flickered across the monitors which were set up in a covered shopping arcade. The manager of the shopping centre stumbled across the brazenly set up advertising, took Dirk Roswandowicz aside and said: “You can gladly come back, but then with something right.” He returned and brought 24 monitors with him, all of them financed with credit. The first setback came when looking at the till. “The costs were not covered by far,” remembers Dirk Roswandowicz. Coincidence helped the young entrepreneur along. And a student involved with the Saxony-Anhalt Agricultural Marketing Company (AMG) whispered



that his company rents technology for trade fairs. So the television monitors with special housing landed in Berlin at the Green Week – a first at the trade fair.

Dirk Roswandowicz, who since 2010 is also president of SC Magdeburg, scrolls on his monitor through the digital folders which are chronologically provided with annual figures. The folders on the very top are clearly arranged and filled with photos, documents and concepts. The figures below are bulging with details the further 2011 approaches. Only 2009 – the year of the economic crisis – is out of the ordinary. “A difficult year,” remembers the entrepreneur. But “Screen Rent” keeps on running. As a family father and manager of ten permanent employees he now has a greater responsibility than back then. He tips on his monitor. Photos of massive screens can be seen there. Green Week is among the many mosaic pieces of his corporate history. The marketing agency of a radio station in Saxony-Anhalt became aware of the technology utilised in Berlin and rated the Magdeburg student as “really cool”. The call came only days later: “We would gladly like to meet with you.”

The Magdeburg-based company started to grow, and with it the space requirements for the student. Roswandowicz had rented three rooms in the student hostel: one for living, one as an office and one as a storage area for the screens. On his correspondence the student abbreviated the German word ‘Wohnheim’ (hostel) with “WH”. “That also could have stood for ‘Wohnhaus’ (residential house),” he says and laughs. It was a crazy time. He hardly had any time to study. He needed nine years to complete a degree. Today the diploma hangs in his office. Roswandowicz: “Fortunately I had nice fellow students who copied for me.” At that time his life seldom revolved around studies, but around many other things, such as playing football. In 1995 he decided against a career as a pro football player. His father had warned him beforehand: “Dirk, you can only concentrate on one thing.” But at that time he also was involved with student television, moved around the campus with a camera for the live broadcast and equipped all student hostels with monitors.

Dirk Roswandowicz leans back in his office chair: “I think we have to shorten the story, or else we will still be sitting here tomorrow morning.” The digital files on the monitor say much about the corporate history. The ECE Group which became aware of the former Magdeburg student appears here. Roswandowicz still equips their chain of shopping centres with screens today. He quickly noticed: hardly anybody wanted to advertise on a monitor wall, but even at that time many people wanted to rent them. The technology developed rapidly, and with it the company. Roswandowicz hit the bull’s eye with the Football World Cup in 1998. At the Market Square in Halle he set up a video wall which he had rented in Cologne. “We were the first who made public viewing,” remembers the SCREEN RENT boss. Since 2000 the company has had this name. His partner eventually bailed out as “it got hot”. Money was often scarce, but the idea remained great. Fashion shows, press conferences, presentations and election campaigns: the Magdeburg businessman repeatedly said “Yes, we can do that”. He rolled up his sleeves, set up and installed facilities himself and hired students who helped him. But he is by no means a “technology freak”. “I always fiddled around there successfully,” he says.

The telephone rings. “Yes, everything is all right with Oberhof,” he says into his mobile phone. “We are sending seven walls to the biathlon,” explains Dirk Roswandowicz briefly before he goes on the telephone once again to talk with Volksbank about finances.

Dirk Roswandowicz once again made the right decision as his studies were over and the 2002 Football World Cup was on the agenda. He wanted a modern, 17 square-metre LED wall that cost 350,000 euros. He queried the Sparkasse. “I could not believe my luck. They gave me money,” he remembers. His entrepreneurial concept was convincing and the state guarantee bank provided a guarantee. In 2007, the Magdeburg businessman rented out the large screens for the Robbie Williams concert in Dubai. As a result, he is approached over and over. But the concert for the Magdeburg businessman is also only one of many mosaic pieces of the corporate history.

“We always have to work hard to stay in the market,” says the company boss. Years ago it was the innovative ideas. At that time, hardly a company here in this part of the world had the courage and technology to rent out LED large screens. Nowadays 50 screens solely from Magdeburg can be found all over the world. But the market is getting tighter. Others have long since jumped on the bandwagon. “Now we must increasingly set ourselves apart from the others through quality and service,” says Dirk Roswandowicz. He stands up and smiles. Swiss business contacts are waiting outside. This is a good sign, because they are known for the fact that they appreciate good quality.

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## WITTENBERG-BASED FIRM POLYMER-TECHNIK ELBE IS INVOLVED ON FOUR CONTINENTS



**Wittenberg-based Polymer-Technik Elbe GmbH (PTE) has just completed its best year to date. They sold 37,000 tonnes of rubber compounds, more than ever before. New customers were acquired and innovative special compounds were developed. Turnover increased by 40 per cent. But PTE also has a good year ahead of it. Growth shall continue in 2012. The first of two new, additional production lines will be delivered in January. Production will start in the third quarter. The company is investing a total of 14 million euros in the expansion of the production facility, which also creates the possibility for another third production line. Managing Director Wolfgang Keil has announced that 40 new jobs would be created.**

According to statements by Wolfgang Keil, the order situation of the specialist for rubber compounds has developed quite well over the years. As the doctorate chemist came to PTE in the Lutherstadt Wittenberg in 2000, 23,000 tonnes of rubber compounds had been sold. Now the annual output is 37,000 tonnes. "In the perspective we want to sell 60,000 tonnes annually," says the 53-year-old, who has been involved in the rubber industry for 25 years. Demand is growing. Manufacturers from the automotive, tyre, aircraft and railway industries and the structural and civil engineering sector as well as the most varying customers not only require more and more rubber products, they also demand increasingly better qualities of the versatile, elastic material from suppliers. For instance, processed PTE rubber components are featured in the cars from VW, Audi, BMW, Opel and Mercedes as well as the Transrapid magnetic levitation train in Shanghai or machines from aircraft manufacturer Airbus, reports Keil. Among the customers are market-dominating tyre manufacturers such as Michelin, Continental and Goodyear.

PTE is optimally configured for the growing requirements. The company emerged in 1992 from the former "Gummiwerke Elbe" (Elbe Rubber Works), which was privatised in the course of the fundamental reconfiguration of the East German economic structure by the former "Treuhandanstalt" (Trust Agency). Since that time the shareholders have been the two family-owned enterprises Woco Franz-Josef-Wolf Holding GmbH (Hesse) and Vorwerk und Sohn GmbH & Co. KG (North Rhine-Westphalia). Under their direction the Wittenberg-based PTE with its 300 employees has become a parent plant of a growing international group of companies. In 2006, PTE set up a production facility in the East Chinese megalopolis Wuxi in which 110 employees



produce 8,000 tonnes of rubber compounds annually. PTE holds a share in SILCOMP Silikon-compounding GmbH in Osterode (Lower Saxony) and their French subsidiary SILCOMP France. Wittenberg-based Maschinen und Technik GmbH also belongs to the group of companies.

“The decision to go to China has also proved to be correct from the present-day point of view,” explains Keil. “We were the first firm from Saxony-Anhalt which set up a plant in China,” he says in remembrance of the pioneering role. It became clear to one of our shareholders which had already been involved in China in the 1990s what a large growth market China is. A company cannot be involved in global markets with a sole location in Germany, explains Keil. In addition, semi-finished rubber products would not tolerate any long transport routes because they are subject to a certain shelf life.

After the investments in the foreign subsidiaries, the question was posed regarding how things should proceed with the German location. The long-term decision to first add two and then three production lines to the six production lines in Wittenberg was made because Saxony-Anhalt is a good location for specialists dealing with rubber compounds. “The professional experience is available here, there are optimal developmental possibilities, the state funding possibilities are considerable and the growing Eastern European markets are located at reasonable delivery distances,” says Keil in enumerating factors which have led to the decision concerning the expansion of the main plant. This decision raises the company’s importance, whereas its competitive ability will be enhanced. Our position with regard to partners and suppliers will improve, says Keil. “Measured in terms of quantity, technical equipment and employee competence, among the European suppliers of compounds we are among the top five in the industry,” says Keil confidently.

Apart from Australia, PTE has customers on all continents. But the company also purchases on a worldwide basis. One half is natural rubber, whereas the other half is synthetically produced. According to Keil, compounding rubber in a multi-stage process is very elaborate: 1,000 different raw materials are utilised. In addition to chemicals, this also includes filler materials, softening agents, antioxidants and vulcanisation agents as well as carbon black, says Keil in naming some of the most important groups of rubber production components. Mixing can be accomplished according to 3,000 formulas. These formulas are partially from PTE, and partially also formulas provided by customers. At any rate, there is great secrecy surrounding them. Employees are sworn to secrecy in order to protect the know-how from competitors. Alone in Wittenberg, 25 employees take care of the testing and development of new, often special, compounds according to customer requests. And even the chemist Keil himself tries out one or another thing, concedes the managing director. An additional doctorate chemist was hired in order to exclusively take care of requirements which ensue from the EU regulation for chemicals for products from Wittenberg. This effort is also necessary so that the compound is always correct, says Keil.

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