

OBO Blick Winter 2020 Edition

# Blick

## Lead theme

Think globally. Act together. Master the coronavirus crisis.

## Inside

Growth despite crisis – investment volume at record levels

## The product makes the difference

Highlights in systems that maintain the electrical function, housing construction and strain relief



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OBO Blick  
Winter 2020 edition



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# Think globally. Act together.

## Master the coronavirus crisis.

Trucks were already at the gates of Frankfurt's exhibition grounds waiting to unload in March 2020, when Light + Building was cancelled for the first time ever, due to the threat of the coronavirus pandemic. At that time, nobody could have guessed the extent of the pandemic and how long it would last. It is still with us now, and a lot has changed since its beginning – with plenty of industries and companies struggling to survive.

OBO Bettermann acted quickly and survived the crisis well. "So far, we've come through the pandemic well as a business," says company boss Ulrich Bettermann, appraising the situation towards the end of the year. "It's partly because we have become more internationalised, and also a result of significant changes in our organisation – and because of our motivated employees, who have made a significant contribution to this year's success.

The company has grown over the previous year, despite the pandemic. One component of this growth was our acquisition of the cable routing division of the Rehau Group at the beginning of the year, a move approved by the German Federal Cartel Office. Their antitrust review was important in view of OBO Bettermann's market relevance.

For OBO Bettermann, a leading manufacturer of installation systems for the electrotechnical equipping of buildings and plants, the purchase – and the production facilities that came with it – represent a major expansion of our important cable routing systems product unit.

"This acquisition expands our product range, especially in important international growth markets. It strengthens OBO's core competence and market significance," says company chief Ulrich Bettermann. Both sides have agreed not to disclose the purchase price.

*"We survived  
the pandemic  
well."*



Ulrich Bettermann has seen his business grow in 2020 over the previous year, despite the pandemic.

## Hungary overcame European division

On the occasion of the 30th anniversary of German unity this year, OBO chief Ulrich Bettermann met Hungary's Foreign Minister Péter Szijjártó at the Budapest government headquarters and thanked the country for its historic commitment. "In Hungary, Europe was the land of hope and promise thirty years ago. The Iron Curtain collapsed when the Hungarians opened their border with Austria," said Bettermann. "It was the beginning of the end of the division of Germany and Europe. We should never forget what the Hungarians did."

Events three decades ago were, in Bettermann's view, "a milestone for peaceful coexistence in Europe". The entrepreneur was later highly honoured in Hungary, Austria and Germany for his commitment to overcoming the division of Europe.

Today, OBO's factory in Bugyi, near Budapest, is one of OBO Bettermann's most important and advanced production and logistics locations anywhere in the world. In talks with the Foreign Minister, Bettermann showed that his commitment to Hungary has not abated, three decades on. He told Péter Szijjártó that OBO Bettermann would be investing a further €60 million in the Bugyi plant over the next two years. The money will go into research and development and the production of OBO electrical installation equipment.

Ulrich Bettermann's commitment to the European project is legendary. In 1993 he hosted the "Mendener Forum", marking the beginning of a new era 30 years ago by bringing Mikhail



Ulrich Bettermann with Hungary's Foreign Minister Péter Szijjártó

Gorbachev, Henry Kissinger and Hans-Dietrich Genscher on stage. Bettermann follows developments in the European Union attentively, and they worry him.

### It's blackmail

It bothers him that the EU Commission repeatedly accuses the EU member Hungary of governing with a lack of the rule of law. "This seems strange to me in a community of states which has never accused its members Cyprus and Malta of allowing citizenship to be bought by the highest bidder," says Bettermann. "In those EU countries, all you have to do is pay enough and you can become a Cypriot or Maltese and enter the EU. Hungary and Poland are finding out what the EU Commission is really about: not values, but the blackmailing of countries that don't follow the majority line in matters like migration and the family," says Bettermann.

Nobody talks about the fact that Hungary has over a million Gypsy migrants and doesn't need any more people whose cultures don't align with Europe.

Hungary's Justice Minister Judit Varga gave a remarkable interview in the *Frankfurter Allgemeine Zeitung*

(FAZ) in mid-November, from which Bettermann quotes. She said that the reports of the EU Commission are not objective and are based mainly on the opinions of non-governmental organisations that vehemently oppose the policies of the Hungarian government.

It is way out of order to exert such pressure and divide people just for the sake of ideological debate, while the pandemic rages and when the country's reconstruction package and multi-annual financial framework are so urgently needed. "Hungary is governed by the rule of law," says Bettermann. "Compare the independence of its public prosecutor's office with other states, and you'll see." Unfortunately, the EU Commission omitted to point out in its Rule of Law Report that in countries like Germany and Austria, the public prosecutor's office is beholden to instructions from the ministers of justice.

Allegations of a lack of media freedom are based on the number of complaints made by journalists to the Council of Europe, as evidence of the absence of the rule of law. In the case of another country with exactly the same number of complaints, the EU Commission concluded that they were relatively few. "The Hungarian Minister of Justice therefore has evidence to support her statement that the accusations in the Rule of Law Report are based on discrimination and are nothing other than ideological blackmail," says Ulrich Bettermann.



## OBO first to pay tax-free coronavirus bonus

It wasn't a big corporation or a DAX company that first paid special bonuses to its employees for their services during the coronavirus crisis. It was an SME called OBO.

Until the end of December, companies from every sector had the opportunity to pay out up to €1,500 tax-free to their employees in what is known as the "Corona Bonus". At OBO, each employee received a €50 voucher back in

July for the Le Marron restaurant in Menden and "JU52" at Arnsberg-Menden airport, which belong to the OBO Group, as a thank-you for behaving responsibly during the pandemic. This was followed in September by the announcement that €1,450 would be paid out to every employee in their November wage packets. The Finance Committee of the German

Bundestag decided at the end of May that the payment would be tax-exempt.

Ulrich Bettermann was the first businessman to hand out the bonuses. "I would like to thank our entire workforce for behaving so responsibly during the coronavirus pandemic. Because of them,

*"I would like to thank our entire workforce for behaving so responsibly during the coronavirus pandemic."*

we had only a few infections in our family business." It was also important to Bettermann to send an encouraging signal to people who had to go into self-isolation if they were affected in their private lives, such as in a sporting environment. It was a matter of course for all OBO employees to wait for reliable test results and not to endanger their colleagues.

## Handelsblatt reports on Corona Bonus at OBO

The *Handelsblatt* also reported on the bonus payout at OBO at the beginning of November. In its article, the newspaper listed the companies that paid the Corona Bonus to their employees and how much they paid. It showed that SMEs have been the ones giving the bonus to their employees. Quote: "SMEs, whose recipe for success includes a high level of identification, flexibility and employee commitment, are the ones who are really making use of this instrument."

OBO headed the *Handelsblatt* list in two respects: it was the first company to pay bonuses as a thank-you to its employees and also the first to pay out the bonus in full.

# OBO *inside*

## Proven team at the top

### Fit for the Champions League:

*Our management team plays in the top division – and not only in comparison with other SMEs and family-run businesses.*



*Christoph Palausch*

*Michael Büenefeld*

*Ulrich Bettermann*

*Prof. Dr. Robert Gröning*

*Lajos Hernádi*

### Proven management team with newly allocated responsibilities

A proven management team is steering OBO through the coronavirus pandemic. On 1 May, Christoph Palausch joined the executive team consisting of Ulrich Bettermann, Michael Büenefeld, Professor Robert Gröning and Lajos Hernádi. Responsibilities for the various divisions were also reallocated, resulting in the following roles: Ulrich Bettermann, the managing shareholder, is supported at the top of the company by Michael Büenefeld, who is responsible for the marketing and sales areas, Professor Robert Gröning, who is responsible for controlling, finance, administration and law, Lajos Hernádi, who is responsible for human resources and production PM/R&D, and Christoph Palausch, who is responsible for logistics, procurement, inventory and order management, and IT.

The new OBO management configuration enjoys harmonious collaboration and a good atmosphere. "This line-up sets us up well going forward and places us, an SME,

*"This line-up sets us up well going forward and places us, an SME, in the Champions League."*

in the Champions League," says Ulrich Bettermann.

### Christoph Palausch joins OBO management

Christoph Palausch joined the OBO management board as Chief Operating Officer (COO) on 1 May 2020, where he is responsible for the areas of logistics, procurement, inventory and order management, and IT. He also continues to be responsible for managing the production business in Germany and OBTEC, and for providing commercial support to the production business in Russia.

He began his career in 1991 by apprenticing as an industrial clerk at Ackermann. He joined OBO at the beginning of 2006 as one of around 130 colleagues who came in as part of the acquisition of the Ackermann division.

He took over as head of procurement at OBO Germany in summer 2006. Two years later, he assumed commercial responsibility for the planning, construction and commissioning of the Metal Competence Centre at Menden. In 2014, he assumed com-

mercial responsibility for the planning, construction and commissioning of the production business in Russia, the building-up of commercial organisational structures, and the further expansion of the Lipetsk business.

He began to build up procurement within the OBO Holding in 2016. In 2019, he was part of the acquisition team that took over REHAU's cable management division, and he later assumed responsibility for its commercial areas as part of the integration process.



Christoph Palausch

### New CHALFANT management

New top management for our subsidiary in the USA: **Charles Labow** and **David Baumgardner** became the new managing directors at Chalfant in June. With the new management team, Chalfant can continue to strengthen its market position and achieve further growth in the market in a structured and sustainable manner.



Charles Labow



David Baumgardner

### New appointment to the management of OBO Russia

New appointment to the management of OBO Russia

There has also been a change in the management of our Russian sales company: **Mr Ilya Sokolov** took over the position of managing director of the OBO Bettermann sales company in Russia in September, and is now responsible for all of its activities.



Ilya Sokolov

# OBO *inside*

## Act entrepreneurially.



### Careers at OBO

Some of our employees took the opportunity again to develop their careers at the company in 2020. The success of young people at OBO is the best proof that it is especially them that can benefit from the great conditions OBO provides. Professional development happens when you show a high level of commitment and a willingness to take responsibility. There are many examples of people who have done this in their careers. Here are two such people.

#### Daniel Schauerte

Daniel Schauerte took up the position of commercial manager and authorised signatory for the German sales company at our Sümmer site on 1 August 2020.

Daniel Schauerte got to know OBO early on through internships and holiday work. In August 2006, he began an integrated degree course as a VWA business economist at OBO and wrote his final thesis in Controlling in 2009. This was followed by a position as sales controller and a part-time course of study in general management. In 2017, he became corporate controller in the Germany sales business with responsibility for the Sales Germany, Project and Systems Engineering and EMS Assembly businesses.



#### Oliver Steiner

Oliver Steiner took over as head of the procurement division within OBO Bettermann Holding in August 2020.

Steiner has been working successfully for OBO for almost five years. During this time, he also completed a bachelor's degree while working and is currently in the final phase of a master's degree specialising in purchasing and supply management.

Recently, Mr Steiner has been taking over more and more of Mr Palausch's areas and tasks from the holding company's procurement department and managing them on his own. He will continue to work closely with the procurement departments of the companies within the OBO Bettermann Group, in order to leverage and promote synergy effects across the companies, and also to provide support.





## New responsibility in HR

**Meliha Sejdic** and **Martin Iken** assumed responsibility in the HR department of OBO Bettermann Holding in August 2020. Meliha Sejdic is primarily responsible for Personnel Support and Development, while Martin Iken is in charge of the Payroll and Organisation area.



Meliha Sejdic has been working at OBO Bettermann for over four years, during which time she has successfully managed the human resources department of the German sales company.



Martin Iken can look back on eleven successful years at the OBO Bettermann Group, during which he has built up a very broad and well-founded knowledge base in the areas for which he is responsible.

## Show responsibility.

A day like any other could have become the darkest in the history of OBO Bettermann if employees had not acted with presence of mind.

At 11.56 a.m. on 23 July 2020, a fire in the intermediate hall in Lendringsen triggered an alarm. Immediately and without hesitation, evacuation helpers got the whole workforce safely out of the building.

Other employees successfully used fire extinguishers to prevent the fire from spreading. Pallets of burning cardboard boxes were even carried outside by forklift, where they were extinguished when the fire brigade arrived.

The speed of people's response and their courage to place themselves at the service of the community and the company despite the danger are evidence of an unprecedented sense of responsibility and a strong attachment

to the company. Afterwards, employees had to be taken to nearby hospitals in Hemer, Menden and Iserlohn for examination. Fortunately, there were no major injuries.

The cause of the fire was a pipe from the sprinkler system's emergency power generator which had become too hot. A small fault – but one which could have had a devastating effect.



# OBO *inside*

## International sales

### Interview with Frederico Ferreira, Director of International Sales at OBO

As Director of International Sales at OBO, Frederico Ferreira is responsible for International Sales, Technical Office International (TOI) and Global Accounts. The International Sales team has re-aligned itself and intensified its cooperation with TOI and Global Accounts. In an interview with OBO Blick, Frederico Ferreira provided insights into the work of the teams, reported on how they work together and spoke about how the coronavirus pandemic was handled at OBO.

**OBO Blick:** Mr Ferreira, International Sales has been reorganised and restructured. How did this reorientation come about and what has changed?

**F.F.:** “We have become more outwardly proactive by focusing more on the markets and their needs. We have downsized the country clusters for which each head of sales (HOS) is responsible and built them up regionally in a logical way. They were more diversified before. We rethought this in order to bring sales closer to the subsidiaries and to better understand the markets.

This will include a stronger presence at customers – as soon as the pandemic allows. We will then be better able to convey the market’s needs to the holding company in order to strengthen our overall position. Having more presence with customers also makes it easier for us to win project business. And that

builds a bridge to the Global Accounts team.”

**OBO Blick:** You are also responsible for Global Accounts. What are its responsibilities?

**F.F.:** “The Global Account Managers are a dynamic team who serve a large number of international clients. They negotiate global contracts and cooperation agreements, generate demand and turnover in the markets, and clearly define target industries and customers.

An example is our contract with BMW for the supply of our BKRS walkable cable tray system. The sales department and the head of sales are in constant communication with the Global Account Managers. A team meeting is held regularly, at which we all discuss everything. And of course, the Technical Office International team is always at those meetings too.”

**OBO Blick:** What are the responsibilities of your colleagues at Technical Office International?

**F.F.:** “Technical Office International (TOI) implements special project requirements that go beyond our standard products. They also conduct training courses as part of the OBO Academy – both internally and externally for partners and customers.

These external training courses often produce multipliers – OBO advocates



Frederico Ferreira

outside OBO, so to speak. People who advertise for us. Every customer who has been trained by our TOI, and who knows the installation methods and advantages of our products, tends to tell the world about it. TOI knows the requirements and peculiarities of the various markets very well. Inside the company, their work could be described as “training the trainer”. They also support customers by producing things like construction drawings. TOI is an example of why we should believe in our strengths and carry them out into the world.”

**OBO Blick:** The main theme of this issue of OBO Blick is the coronavirus pandemic. How did you deal with it as a team and what effects has the pandemic had on your work?

**FF:** “The pandemic has presented us all with major challenges. In sales, we quickly adapted to the situation by using Skype conferences to maintain contact with customers, instead of the usual face-to-face meetings. Relationships with customers and personal interaction are especially important to us. We aim for secure, long-lasting and sustainable customer relationships. As a quality manufacturer, it’s the only way to go. Our relationship management and local presence sets us apart from the competition.

The pandemic made us rethink. But what I would like to state very clearly is that our local sales reps at our various locations have done an exceptional job. And not only them. The whole OBO workforce, at every location, across all departments.

**OBO Blick:** Unlike other companies, OBO survived the pandemic well. What do you think is the reason for that?

**FF:** “You only have to look at production and logistics. We increased our stocks, unlike other companies who reduced them. That allowed us to remain a reliable and loyal supplier to the electrical wholesale trade. OBO is highly valued as a dependable partner to wholesalers, and we consolidated that position.

Despite a serious pandemic that is still ongoing, the electrical wholesale trade was able to generate profits with OBO products, which was not necessarily the case with other brands. It’s amazing what we achieved as a team. And not just as a sales team, but across divisions with support from marketing, logistics,

product management and production. Thanks to this phenomenal cooperation, we survived the pandemic well.

**OBO Blick:** How do you feel about the pandemic personally and how did you deal with it?

**FF:** “It doesn’t just have an economic effect, of course. It has a human effect. Personally, I’m proud and grateful for the way we at OBO dealt with it – management, sales team, each and every one of us. Some OBO employees were personally affected and fell ill. The response was quick and exemplary.

The number of employees in divisions and departments working at the same time was reduced, so the company was never at risk of a full lockdown. I’d also like to pay a huge compliment to all those colleagues who regularly provided us with information on how to deal with the pandemic. This was – and remains – extremely important. Why? Because none of us had any experience of a crisis like this. We all grew closer and I hope we will continue to remain close going forward – and maintain that respect and appreciation for each other.”

**OBO Blick:** What themes and goals are particularly important to you and the new international sales team for the coming year?

**FF:** “From a sales point of view, our goal is to reach a billion euros of sales by 2025. I believe that we can achieve that if we work together in a structured, sustainable and networked way, and also more across departmental boundaries – for example, by collaborating more with

marketing and product management. We will also need to take supporting measures to achieve our 2025 target. We have a roadmap that we want to make clear for neighbouring departments, so that everyone can see what we want to achieve and by what means.

This will create a fundamental tool for the sustainable achievement of our objectives. Finally, my personal goal is that I would like to be able to attend on-site meetings with customers and subsidiaries again. The pandemic stopped all that, sadly. One final remark: I hope for all of us at OBO that we continue to ride the pandemic as well as we have done and that we emerge from it even stronger than before. With the way we are positioned, I have no doubt that we will succeed in doing that.”

## New recruits



**Alexander Biggeleben**

Alexander Biggeleben is 30 years old and on 1 June 2020 he became head of sales for the Central

Europe country cluster, which includes the Czech Republic, Austria, Switzerland, Slovakia and Poland markets.



**Alessandro Mazarese**

Alessandro Mazarese, 35 years old, became head of sales on 1 September 2020 for the Benelux,

South Europe country cluster that consists of the Belgium, Luxembourg, Netherlands, France and Italy markets.



**Matthew Wise**

Matthew Wise is 48 years old and joined OBO in March 2020. Born in Australia, he is managing director

of OBO Sweden and, as head of sales, is responsible for the Scandinavia country cluster.

# OBO *inside*

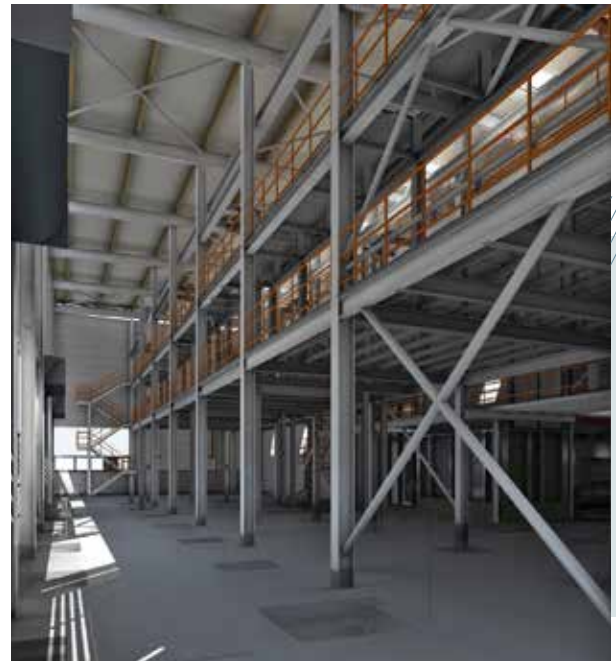
## Growth despite crisis



### Location expansion: OBO Hungary

The premises of OBO Hungary will be extended by 10.5 hectares at the beginning of 2021, with the support of the Hungarian government. The total industrial area will then amount to 36 hectares – and things will continue to move quickly after that. Over the next three years, a further 40,000 square metres of production and logistics halls will be built. Of this, 5,700 square metres will be used for the new electroplating facility, 17,600 square metres for production and 16,700 square metres for logistics.

The hot galvanising plant will also be doubled in size in 2021 and a new galvanising plant will be built in 2023. Furthermore, some ultramodern production facilities will be installed to expand OBO Hungary's machine park. These will include punching laser machines, an assembly line for underfloor ducts, automatic assembly and packaging machines, and a new punching machine.



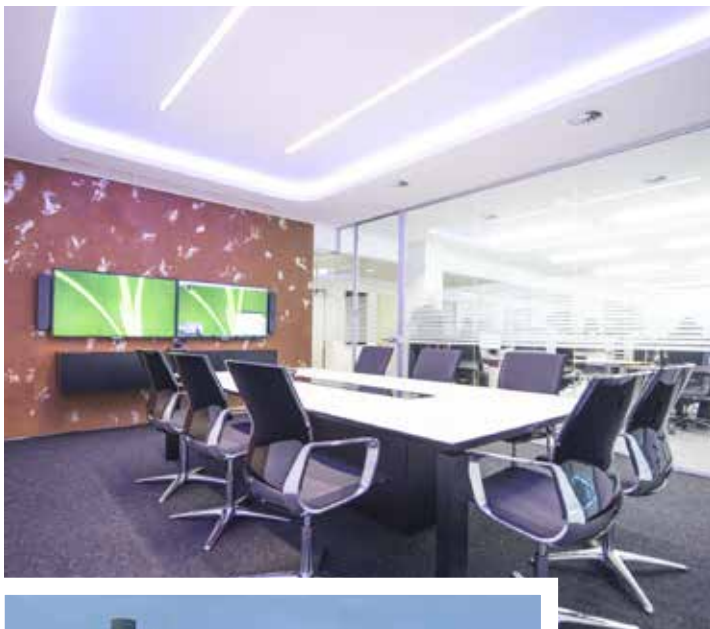


## New logistics centre for OBO Russia

OBO is expanding its location in Russia to include a new logistics centre and an associated office building on the PNK Park Valishchevo industrial estate, around 23 kilometres from Moscow. The complex will have a total area of 12,500 square metres, which means that just the logistics area of OBO Russia will grow from 4,000 to 10,000 square metres.

One particularly efficient new feature is a special side-tipping ramp for unloading large-capacity vans, allowing items to be brought directly into the warehouses. This is done through a high-speed door measuring 7 x 4.5 m.

As well as the logistics area, a three-storey office building with a total area of 2,000 square metres is to be built. It too is currently under construction. Our logistics centre is located not far from OBO's Russian production site and is easily accessible, so that OBO's partners and suppliers can receive the best possible support.



## New location for OBO Austria in Gramatneusiedl

In the course of 2021, OBO Bettermann Austria GmbH will relocate to Gramatneusiedl, near to the Austrian capital, Vienna.

On a 31,000 m<sup>2</sup> plot, there will then be approximately 6,000 m<sup>2</sup> of storage space and 1,200 m<sup>2</sup> of office space. There will also be a ground-breaking OBO forum with adjoining training rooms, a permanent exhibition and a training workshop.

The new premises are right next to the railway station and a short distance away from Vienna's Schwechat airport and the A4 and S1 motorways. This means that OBO Austria's office and warehouse will be optimally networked and logistically easily accessible.

Digitisation will play a key role in the new OBO building. Customers will be able to immerse themselves in the virtual world of OBO, assisted by the latest technologies. Presenting OBO's product worlds in a completely new digital dimension is very much part of how we will be thinking and acting in times to come.

One thing is certain: The new OBO building will capture the zeitgeist and point to the future. Prepare to be surprised...

## REHAU Cable Management Components moves to Bösperde

OBO took over the Cable Management division of REHAU last year. As a result, OBO's existing product portfolio has grown by more than 2,000 new items, which are being sold under the REHAU Cable Management by OBO brand. Around 600 of these are produced in-house. Manufacturing this number of items involved relocating more than 250 tools for different product sizes, including extrusion tools, injection moulding tools, film wrapping equipment and punching tools.

As well as the tools, plant components are also being relocated from REHAU to the OBO site in Bösperde. This is happening in two stages, in cooperation with an industrial relocater. Six extrusion lines, a wiring trunking punch and an injection moulding machine for accessories will be integrated. An independent, state-of-the-art production facility has been set up to house the plant components, for which 30 trained workers have been hired. This brings the total number of employees at the Bösperde site to around 130. Twenty-three extrusion lines (17 OBO, 6 REHAU) currently produce a total of almost 30 million metres of cable duct and trunking each year in Bösperde.



This capacity will be expanded to 26 extrusion lines by the end of 2021. Also in 2021, the site will be extended to include an additional logistics warehouse with around 1,500 square metres of storage space.

The following peripheral facilities were set up for the integration of the Cable Management division:

- A state-of-the-art mixing plant that weighs and prepares materials fully automatically. This involves an annual quantity of 12,000 tonnes of PVC dry blend. This 12,000 tonnes of PVC is for OBO and REHAU formulations.
- Six day-silos, which temporarily store the ready-mixed PVC dry blend. A maturing process takes place in them.
- Conveyor technology that feeds the extrusion lines fully automatically with the dry-blend stored in the day-silos.
- A cooling system for the extrusion water.
- Crane systems for installing the extrusion dies in their lines.
- A system for extracting extrusion fumes to protect employees.
- An additional transformer station to upgrade the energy supply.

# GROWTH AND CONFIDENCE FOR 2021

Challenging times have shown just how important the continuous expansion of international markets is to OBO. The company has always been well equipped for times of crisis, but a year like this one is far from a normal stress test. That is why our global results are so gratifying. While countries like France, Italy, Spain, Portugal, India and South Africa laboured under heavy lockdowns for several weeks, others like Germany, Austria and Switzerland were able to increase their turnover from the previous year's figures, in some cases by

double digits, and in doing so compensate for setbacks in heavily affected nations. Scandinavian countries as well as the Netherlands, Slovakia and Romania also made a significant contribution to keeping OBO on track for success. That is why we would like to express our sincere gratitude to the other national companies for their tireless efforts under persistently difficult conditions. It is precisely this combination of commitment and mutual assistance that allows us to look ahead to next year with confidence – even if the pandemic stays with us.

# Arnsberg-Menden Airport

## Extension of the runway to mark 50th anniversary

The public airfield at Arnsberg-Menden began operations in 1970, exactly 50 years ago. The airport was run at first by what was then the Arnsberg district council and later by the Hochsauerland district council. It was taken over by a group of private investors at the turn of the millennium, then in 2006 the airfield site and its operating company passed fully into the ownership of the OBO Bettermann Group.

The runway was renewed and extended in time for the anniversary, because the top and base layers had aged. Extensive construction work was done to replace them, and the runway was widened from 20 to 25 metres in the process.

A total of around 12,500 tonnes of material and several kilometres of cable and drainage were installed. To finish off, an area the size of approximately four football pitches was asphalted seamlessly in just eight hours.

Propeller-driven aircraft and small jets up to a maximum weight of 5.7 tons can use Arnsberg-Menden Airport. Renewed and widened, the runway is now even safer to take off from and land on.

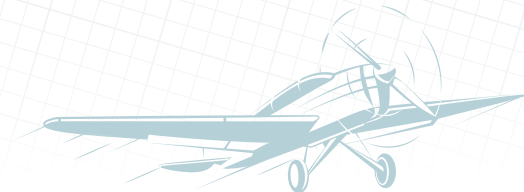


## Popular JU52 hotel, restaurant and café renovated

The anniversary year hasn't just meant a newly asphalted and widened runway at Arnsberg-Menden Airport. It also saw the renovation of the popular JU52 hotel and restaurant, which reopened unassisted in July.

Guests can look forward to stylishly furnished accommodation with single and double rooms, all in an aviator style, and one of the largest partially covered terraces in the Sauerland region.

A separate lounge area can be booked for private parties and corporate events. The airfield also offers an unforgettable experience with its Redbird full-motion flight simulator.



# The product makes the difference

## ASG 732 and ASL 733 spacer clips

### Streamlined range, more flexibility

Two new clip types replace OBO Bettermann's previous range of spacer clips: the ASG 732 and ASL 733 spacer clips offer a wide selection of materials and finishes, more usage options in more installation environments and an extended clip clamping range. This has allowed the number of versions to be reduced while retaining the same functionality.

### More finishes for more applications

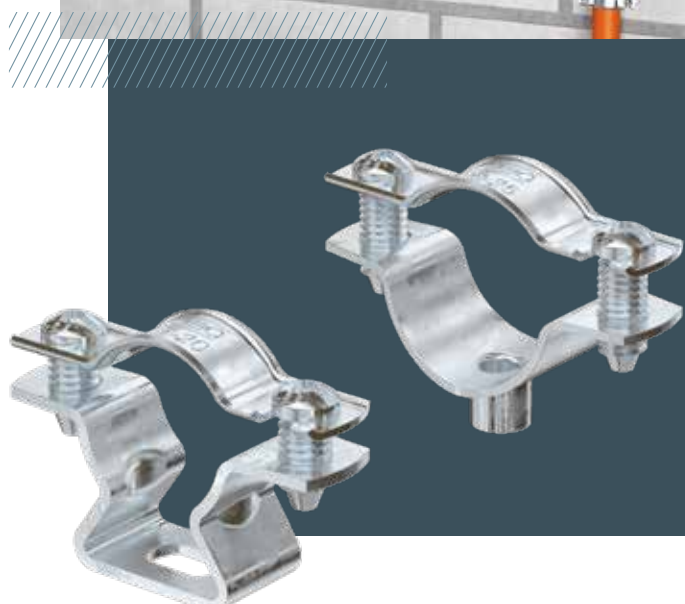
The new portfolio boasts a wide variety of materials: The ASG 732 is available in galvanised, hot-dip galvanised and A2 and A4 stainless steel versions. The type ASL 733 clips are manufactured with the same finishes, and in aluminium. These tougher materials mean the clips can be used more readily outdoors and in corrosive environments.

### Improved clip shape for different requirements

An optimised shape, in which the lower part of the clip has been made higher, now means an even wider clamping range. One clip can now accommodate a wider range of cable and pipe diameters. Which is good news when it comes to installation on construction sites.

### Intelligent product detail: little rib, big benefit

The OBO spacer clips are equipped with a self-locking upper section. An integrated rib ensures that the upper part of the clip cannot come loose – even if the connecting screw loosens due to mechanical forces.





## ZSE90 strain relief unit

### Effective support for vertical cable systems with integrated maintenance of electrical function

OBO is expanding the ZSE90 strain relief range to include new foam-filled variants – especially useful for accommodating lots of cables and featuring an unusual solution for effectively supporting suspended vertical routes.

In order to prevent cables that maintain the electrical function from tearing in the event of fire, DIN 4102 Part 12 requires effective support for the cables at maximum intervals of 3.5 metres. OBO's solution is the ZSE90. A housing made of non-flammable material is mounted directly over a row of clips; the filling keeps the row of clamps in the housing relatively cold and the cables remain clamped in place.

### More flexibility and easy installation

The new empty ZSE90 casings are filled with PYROPLUG® Block foam blocks and PYROSIT® NG fire protection foam instead of mineral wool. How much filling material is required in each case depends on what cables are accommodated. So the new versions allow you to choose flexibly how much is needed.

### Different housing versions for all installations

The ZSE90's new three-sided empty casing can be used for vertical routes on walls, vertical single clip installations and cable installations on profile rails. The four-sided version also offers the option of strain relief for suspended vertical routes in systems that maintain the electrical function.



## RAUDUO electric/heating duct



### 2 in 1 – the hazard-free renovation concept

The RAUDUO combined electrical and heating trunking is a renovation concept for the hazard-free, standard-compliant laying of electrical lines and heating pipes in shared skirting trunking.

A thermal buffer guarantees functional and tested heat insulation. A VDE test report demonstrates that even with high supply temperatures in the heating pipes, temperatures in the areas in which electrical cables and lines are installed remain below 30 °C, so there are no problems under normal current loads.

This 2-in-1 solution means that heating pipes and electrical cables are easy to lay in a shared trunking base. Device tanks can be installed at any point along the trunking, following a modular principle.

# Challenges in housing construction

Technology in flux – protecting living spaces in new builds and renovations

New brochure in the 1st quarter of 2021



## Latest technology

The host of multimedia technology that has moved into our homes can quickly overtax existing electrical installations. Many of these are no longer up to date technologically.

Core components of outdated infrastructure are getting increasingly overloaded and can become a serious risk to the safety of occupants. Damage to property, sparking, fires starting and spreading – the dangers have one thing in common: They can cause damage ranging from considerable to incalculable.

Electrical installations have never been renewed in **50%** of buildings over 35 years old.

Those responsible for a building are obliged to keep its technical facilities safe. In the case of rented buildings, that means the landlord and/or owner. Liability can be considerable in the event of non-compliance, which is why investing in the refurbishment of a technical system is not only a duty of care, but a wise financial and legal move.

**80%**

of construction projects are renovations; only 20% are new builds.

**Safe and modern residential installations offer solutions for every requirement**

Safe and modern residential installations offer solutions for every requirement

Electrical installations run through entire buildings. All the way along the electricity's path from where it enters the building in the basement, to sockets in the living area and PV systems on the roof, appropriate measures have to be taken to ensure the safety of occupants and protect electrical equipment.

**USE IN CELLARS**



**Earthing and equipotential bonding**

- In new buildings in Germany, DIN 18014 stipulates that a foundation earth electrode must be installed
- In existing buildings, earth rods are recommended

**Fire protection**

- Insulation to maintain fire sections, such as PYROSIT® NG fire protection foam
- Surge protection for telecommunication lines, SAT and photovoltaic systems, such as the DS-F coaxial protection device



**Fire protection**

- Insulation to maintain fire sections, such as PYROSIT® NG fire protection foam

**USE IN VERTICAL CABLE ROUTING**

**Maintenance of electrical function**

- In riser shafts, e.g. FireBox
- In stairwells, e.g. PYROLINE® Con BSK fire protection duct

**Riser shafts, and fire protection ducts and pipe installations in stairwells**

- PYROLINE® Rapid metal fire protection duct
- PYROLINE® Con concrete fire protection ductLINE® Con



**USE IN LIVING AREAS**

**Surge protection**

- In sub-distribution systems, such as V20 surge arresters
- For terminal devices, such as the FineController FC-D



**USE IN HORIZONTAL CABLE ROUTING**

**Escape route installations in corridors**

- In false ceilings, e.g. RKS Magic® cable tray
- Using fire protection ducts, such as PYROLINE® Rapid fire protection duct

**Duct and trunking systems**

- For variable, customised electrical supplies, such as the SL skirting trunking system
- For the hazard-free, standard-compliant routing of electrical and heating lines in a shared trunking, e.g. RAUDUO electrical/heating trunking



In the event of fire, escape and rescue routes become the lifelines of a building and absolutely must remain usable.



# References

International challenges – projects we enjoyed getting stuck into



**Coreum in Stockstadt**  
*Competence centre for innovation and technology*



Coreum in Stockstadt is a competence centre for innovation and technology. The name Coreum is derived from the words “core”, as in heart, and “um” from forum. Coreum, a training and further education centre with exhibition space, was set up on a 120,000 square metre factory site. Over 35 manufacturers can permanently present their products here. Large glass panes suggest transparency and provide a flowing transition from the inside to the outside.

OBO supplied cable support systems for Coreum and they were installed throughout the building. A special solution: In the exhibition area, the installation was done using visible trays.

## Industrial installations

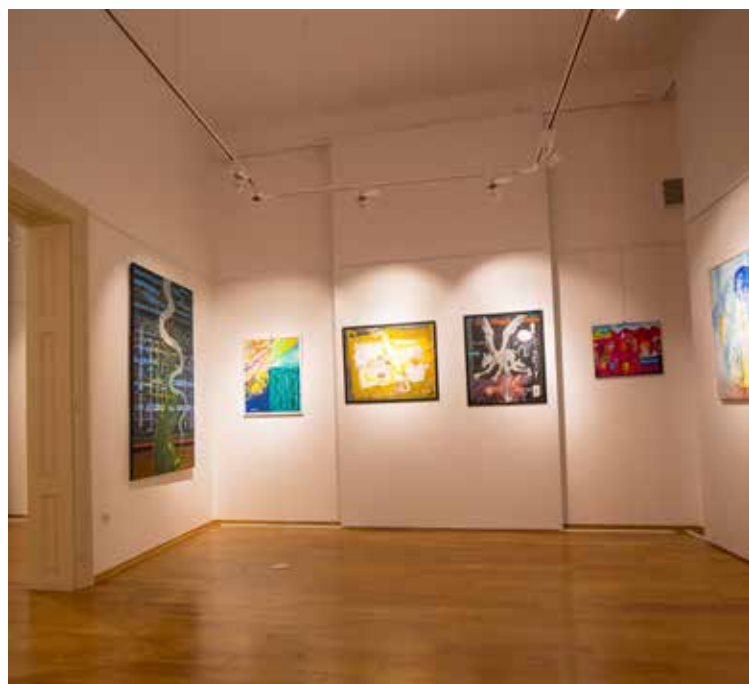


## Pejačević Castle in Virovitica

### Town museum

The Croatian town of Virovitica has its own museum, located in the late baroque Pejačević Castle. The building owes its name to Antun III, Count Pejačević of Virovitica, who had the castle built between 1800 and 1804. It remained in the family until 1841. In 1930 it was bought by the Virovitica municipality and altered, before becoming a town museum in 1953.

Pejačević Castle underwent extensive restoration between 2017 and 2019. This work included installing OBO's screed-covered EÜK duct system, height-adjustable cassettes and GES R2 floor sockets. The round floor sockets of the GES R2 series supply data and energy exactly where they are needed. They are especially suitable as an underfloor solution wherever discreet appearance and versatile functionality are key.



# Building installations

## Maastunnel in Rotterdam

*Deep beneath the ground*

The Maastunnel in Rotterdam was built in 1942 and is not only the oldest transport tunnel in the Netherlands, but also one of the most important links in the Rotterdam road network. A total of four tunnel tubes are used daily by cars, cyclists and pedestrians. Around 60,000 cars pass through it every day, and as many as 100,000 on particularly busy days.

The Maastunnel has been undergoing extensive renovation since 2017. Because it is a national monument, the tunnel needs not only to be renovated but also restored – the aim being to preserve as much of its original condition as possible.

In this project, most of the installed products must meet the requirements for maintaining of electrical function in the event of fire. OBO was able to supply numerous products that are certified for the maintenance of electrical function, which enabled the project's specifications to be met. This was an important factor in opting for OBO products.



# Safety and protection installations

## Burj Khalifa in Dubai

*The world's  
tallest building*



At 828 metres high and with 206 storeys, the Burj Khalifa is currently considered the tallest building in the world. On a clear day, the top of it can be seen from 100 kilometres away. Not immediately evident, but an indispensable feature of this megatower is its cable management, with systems and special solutions made by OBO. Underfloor systems for dry- and wet-cleaned floors were installed, as was a specially developed installation unit with a recess in the floor covering. This enables the installation of a switched socket, developed for the world's first Giorgio Armani hotel.



# Building installations

# There for you

## OBO Academy: webinars – the future of knowledge transfer

### Guidelines and training portal provide support

Webinars have been an integral part of the OBO Academy in Germany for around a year. They successfully complement our range of seminars and planner days. They have proven to be a very forward-looking way of conveying knowledge and news to OBO customers, especially in the current coronavirus situation. Participants can gain a digital knowledge advantage really quickly, regardless of where they are and what devices they are using.

Looking ahead, webinars will be rolled out gradually to the international OBO sales companies. A new webinar guide and the newly established training portal in the OBOX will help this to happen.

The webinar guide contains detailed information on the use of webinars and teaches webinar basics, as well as providing help with technology, equipment and the GoToWebinar software used at OBO, and advice on how to organise and host webinars.

The guide can be found in the newly created OBO Academy/Campus area

of the OBOX, alongside webinar recordings and training documents for the various application areas and product groups.

The aim is for this to become a platform for all the information and documents relating to the Academy. The seminar documents can be adapted and assembled as needed for any type of training. They will be added to as time goes on.

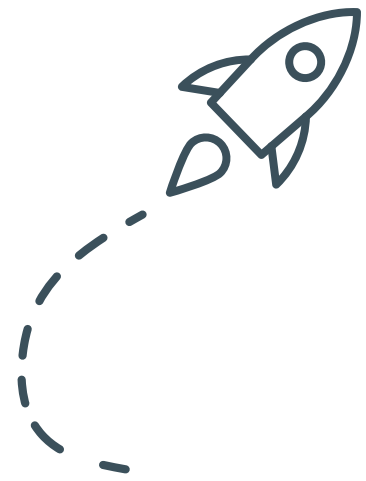


**OBO ACADEMY**  
Connect to knowledge



# Starting training in 2021:

OBO offers trainees a wide range of prospects – despite the coronavirus



The coronavirus pandemic is causing uncertainty among school leavers. Will any trainees be taken on at all next year? Can they apply for the apprenticeships they want, despite the coronavirus? At OBO, the answer to these questions is a very clear “yes”. In the 2021 recruitment year, 25 training places will continue to be offered in various areas of the company.



## Training 2021: here are the positions we will be filling

The range of apprenticeships on offer at OBO is as diverse as its products and services – whether in the trade, technical or commercial sector. We are looking for committed and motivated applicants for the following apprenticeships in the coming year:

- Industrial clerks
- Business economists
- Management assistants in wholesale and export
- Warehouse logistics specialists
- Industrial mechanics
- Machine and system operators
- Process mechanics
- Metal cutting mechanics
- Technical product designers
- IT specialists



## OBO also offers a wide range of options, even during the coronavirus

There was also good news for OBO apprentices set to finish their training in spring 2021. Despite the coronavirus, they will all be taken on by their employer and can continue the careers they have successfully started at OBO. Even in turbulent times, OBO fosters new talent.



# Time travel

Years ago...

## 110 years

.....

Born in 1879, **Franz Bettermann**, the founder of the company and a trained metal caster, laid the first foundations 110 years ago. He set up his own punching plant for fastening technology. Bonds with history are strong, and the company's headquarters remain in the very same place today.



**Amundsen** wins the race to the South Pole on 14 December 1911 and becomes the first person to arrive there, with his companions, after 99 days and 2,600 kilometres.

.....

## 60 years

.....

The "OBO Man" has aged remarkably well. This popular figure first appeared 60 years ago. The OBO Man is still a firm part of today's corporate marketing.



**John F. Kennedy** was elected American President 60 years ago. That election saw the first televised debate in the history of presidential campaigns.

.....

# 50 years

The OBO V-15 sets new standards in surge protection and is the beginning of numerous innovations in this area. Today, **OBO** is one of the world's most experienced manufacturers of lightning and surge protection systems.



The **World Economic Forum** was established in Davos as a non-profit foundation 50 years ago. As well as its founding member **Ulrich Bettermann**, leading international economic experts, politicians and academics meet annually to discuss current global issues.

# 45 years

## BET Test Centre

In 1975, cable trays were still being tested with weights, a plumb line and a tape measure, and the loads the systems could withstand were measured by hand. The tests were still a matter for the boss. Ernst Bettermann, then managing director and the father of Ulrich Bettermann, was often on-site to see the tests for himself.



Steve Jobs and Steve Wozniak wittily founded **Apple Computers** on April Fools' Day, 1976. To raise the 1,000 dollar starting capital they needed, Wozniak sold his programmable calculator for 500 dollars and Jobs used 500 dollars from the sale of his VW camper.

# 27 years

Mikhail S. Gorbachev (second from right), Hans-Dietrich Genscher (first from left) and Henry A. Kissinger (first from right) are the first guests at the **Mendener Forum** organised by Ulrich Bettermann (centre). The "Big Three" were contemplating a new Europe after its liberation from communism.



**Nelson Mandela** was awarded the Nobel Peace Prize in Oslo in 1993. He received numerous other awards, including United Nations honours, the Order of Merit from Queen Elizabeth II and the Presidential Medal of Freedom from American President George W. Bush. He was also awarded over 50 international honorary doctorates.

# DIGITALISATION BY OBO

## *OBO Construct: Successful update for our planning software*

OBO Construct has been supporting building planners, electrical fitters and tradesmen in the configuration and project planning of electrical installations for several years. The program has been available for some time as an app for mobile devices, a browser-based Web module and PC software. With the latest update, these various tools have been merged into a central platform so that projects can be opened, edited and configured at any time, from any location using any device.

### **Planning modules: turning two into four**

The number of planning modules has also increased from two to four. OBO Construct was already able to plan earthing systems and equip underfloor systems. Now, fire insulation can also be planned in line with standards and the laying of cables in support systems and underfloor ducts can be calculated.

### **Improved usability and free guest access**

But OBO Construct doesn't just have new functions. It has also been made easier to use. Registration, for example, is now even faster and simpler.

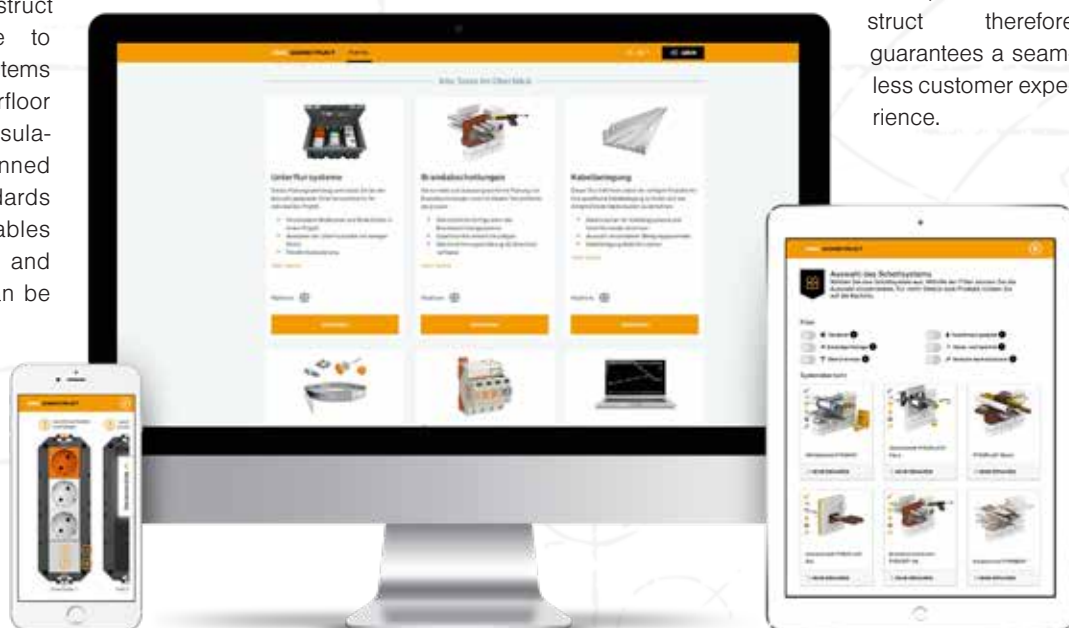
Registered users can save, edit and copy projects and plans. Projects and plans can be processed seamlessly by accessing them directly. Material parts lists and tender texts can be downloaded in just a few clicks. That saves time and helps keep things clear.

If you aren't yet familiar with OBO Construct, you can enjoy free guest access and get to know it without registering.

### **Seamless customer experience with Elbridge 2.0**

All of OBO Construct's product configurators are Elbridge-based, so they are linked directly to electrical wholesalers' online shops. Elbridge is the interface between manufacturers' configuration systems and online shops operated by electrical wholesalers. The latest version, Elbridge 2.0, includes a new user-friendly scenario: it is now possible to open the configurator straight from the OBO website, then seamlessly transfer configuration results to the wholesale shop of your choice. Configuration results are transferred anonymously to a central interface, where users select their preferred wholesaler and log into

its shop. OBO Construct therefore guarantees a seamless customer experience.



### Rising user numbers

The new OBO Construct portal has proven very successful – as a glance at the statistics shows. Since it went online in July 2020, around 1,000 order lists have been configured and over 2,000 users have been newly registered, bringing the total number of active OBO Construct users to over 5,000. With over 800 shopping baskets transferred to wholesalers, OBO is one of the first manufacturers in the electrical industry to have successfully implemented Elbridge 2.0.



## OBO live at the Gautzsch shop

OBO's own brand shop inside the **online shop** run by electrical wholesaler Gautzsch is now live. This is the first time OBO products have been presented in a shop-in-shop format. More brand shops are already being planned.

Gautzsch's online shop's brand world showcases the product ranges of various manufacturers, clearly presented with a focus on new products and special features.

The OBO brand shop follows a product structure familiar from the OBO website. This makes it recognisable, and products are easy to find. OBO presents itself as a company there, along with its three application areas of industrial installations, building installations, and safety and protection installations.



Featured products can be highlighted on the homepage of the OBO brand world using banners and links. This makes the brand shop an important digital tool in our sales marketing strategy.

# OBO SUPPORT & *contact*



***Got a  
problem?  
We've got the  
solution.***

OBO Bettermann is more than the sum of its products. We're a reliable partner at your side in every situation. Got a problem? We've got the solution.

It doesn't matter which sector our help is needed in – from

industrial and plant construction, to private, public and administrative buildings, to mobility and through to renewable

energies – we have the necessary expertise.

Not only does OBO supply every aspect of electrotechnical infrastructure with the best possible products. It supports you with sound specialist knowledge and over a century of experience, including in the planning and implementation of your projects. You can rely on our solutions, and you're always on the safe side with us.

You can reach our customer service on:

**+49 (0)2371 7899-2000**

**Monday to Thursday**  
7.30 a.m. to 5 p.m.

**Friday**  
7.30 a.m. to 3 p.m.

**info@obo.de**

## What is OBO Support?

Every OBO product comes with the kind of benefits only a branded product can offer. It is developed, manufactured and tested with the utmost expertise, from the initial idea right through to the final inspection. Furthermore, our experts are available to provide advice and give you support and training on any aspect of a product, at any time.

We can plan your project and select the right products with you, and we'll be available afterwards as well. From smooth logistics to practical information, we support you at every level. Certificates showing that our products conform with the most important standards and directives provide peace of mind.

We are as flexible as you are – because we know how tradespeople work and what they need. Benefit at every step – that's the idea behind OBO Support.



Training



Service



Handling



Certification

### Training at OBO

- Seminars and workshops
- On-site consulting and training
- Planner days
- Webinars

### Service – OBO helps

in every place and every phase of a project:

- Expert hotline
- Product and system information, digital or printed
- Selection and planning tools on the Web, as an app, as a CAD application or printed
- 2D and 3D product data for planning
- Sales representatives, branch offices and subsidiaries in 60 countries
- Engineering services for major projects

### Handling – OBO delivers reliably with optimised delivery processes:

- Dependable logistics
- Practical transport systems and packaging
- Loading equipment handling and disposal concepts

### Certification and guarantees

OBO provides security. Our products fulfil the most important national regulations:

- Conformity (e.g. IEC, VDE, CE, KEMA, KEUR, UL)
- Certification (e.g. DIN EN, DGNB)
- Five-year warranty on surge protection products
- Warranty management

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**Merry Christmas!**

**С Рождеством!** Joyeux Noël!

**Frohe Weihnachten!**

**Boldog Karácsonyt!**

**OBO**  
BETTERMANN