

Blick

OBO Bettermann Group Magazine

1

2018

A Europe aware of its values

Promoting European unity in peace and freedom

Anniversary

OBO Bettermann's subsidiaries

Lightning protection

Optimised surge protection systems

OBTEC®

New brand – same high quality



Building Connections

OBO
BETTERMANN

A Europe aware of its values



They converged on Bugyi outside Budapest from all over Europe and from all around the world. We opened our new OBO Forum on our company premises in the presence of almost 500 guests this year. The facility is dedicated to Hans-Dietrich Genscher, a statesman admired throughout Germany, Europe and the world. His widow Barbara Genscher and Hungary's Prime Minister Viktor Orbán honoured us with their presence at the opening ceremony.

With 1,150 employees, Bugyi is one of OBO Bettermann's most important and advanced production and logistics locations. OBO Bettermann is present throughout the world with 40 subsidiaries and agencies in over 60 countries. OBO's product range encompasses 30,000 electrical infrastructure products, and with over 4,000 employees the Group generates an annual turnover of more than €550 million at its own factories in Germany, Hungary, Switzerland, the Netherlands, the UK, South Africa, India, the USA and Russia.

We are a medium-sized, family-owned business that is aware of its values and which was founded in Germany by my grandfather more than a hundred years ago. A company only lasts that long if it succeeds in staying at the cutting edge. That's what I have always tried to do as a businessman – industry experts and the public think I have not been entirely unsuccessful. But I have also been a political person for my whole life, without belonging to any party.

Hungary can be proud of what it has achieved. It has become a model nation despite certain naysayers in more westerly countries, and it enjoys an outstanding position in central-eastern Europe. Hungary offers political stability, sound state finances and a straightforward taxation system. It also operates an effective pro-family policy rather than haphazard immigration.

Sadly, people have short memories. This applies to the historic turning point of 1989 and 1990, which we celebrated at the Menden Forum at our German headquarters in 1993 by inviting Mikhail Gorbachev, Henry Kissinger and Hans-Dietrich Genscher onto the stage at OBO Bettermann. At that precise moment, a horrific European war was raging in what was then Yugoslavia.

It was the Hungarians who, metaphorically speaking, broke the first brick in the Berlin Wall in 1989. By opening the Hungarian-Austrian border, they forced a crack in the Iron Curtain which had divided Europe down the middle since 1945. Soon it had fallen altogether, and the Cold War came to an end in Europe. This gave Europe the opportunity to find its unity in freedom once again. It was in Hungary that the sun rose for Europe.

Hans-Dietrich Genscher's actions at the highest political and

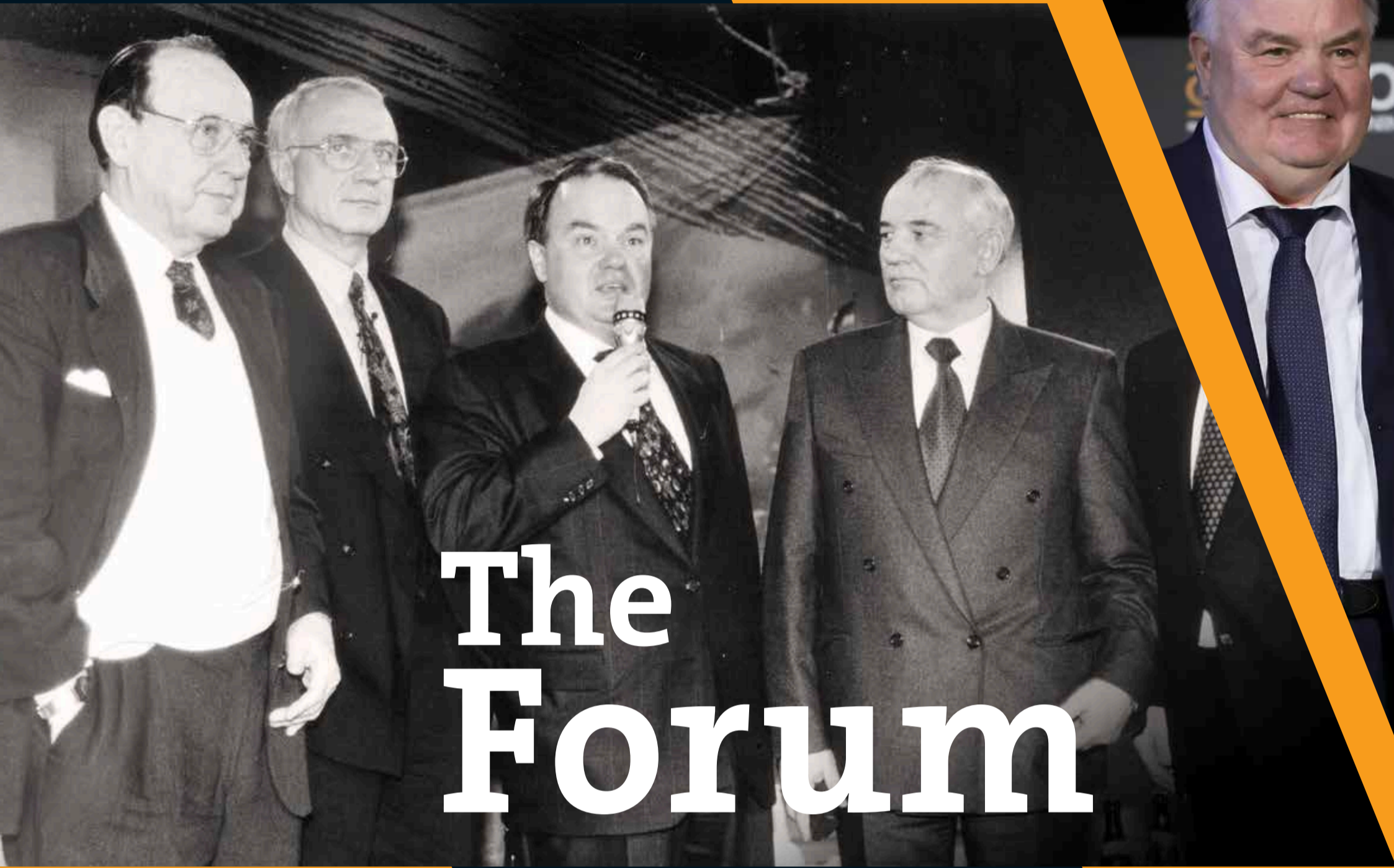
state level were of historic importance to the life of people, peoples and nations. He was an architect and executor in overcoming the division of Germany and Europe. Freedom, democracy and the rule of law, reconciliation and peace in the world were all milestones on his political journey.

When Europe was transformed in 1989/1990, some people believed we had arrived at eternal peace and the end of history. I considered that a fallacy from the outset. Today, we can see that Europe and the world still faces great challenges. Because I was born immediately after the Second World War, I belong to the generation that still remembers the devastation that hate, violence and war leave behind.

The OBO Forum in the Hans-Dietrich Genscher Building aims to help us talk with each other instead of talking about each other. It is intended as a place for people to meet and discuss their anxieties and needs, where they can shape their futures together in peace, freedom and prosperity. "No power in the world can permanently stop human dignity and freedom." It was with these words by Hans-Dietrich Genscher that I concluded my talk at the opening of the OBO Forum. And it is in that vein that we want to contribute towards the unity of Europe in peace and freedom.

Ulrich Bettermann





The Forum



Forum Menden 1993

The Menden Forum, held in December 1993, was a step that pointed to the future – and it sent a message which resonated strongly on the international stage.

By that time, it was already very well known that Ulrich Bettermann was a man of action, but the Menden Forum he organised was simply world class. During a period of change for Germany, shortly after the reunification of East and West, he invited the key greats of world politics to Menden for a dialogue in the context of the Forum.

The Menden Forum, with Mikhail Gorbachev, Henry A. Kissinger and Hans-Dietrich Genscher, reverberated far beyond the day and the year in which it was held. The international press, local newspapers and television channels throughout Germany reported on it. Ulrich Bettermann organised interpreters with world economic summit experience especially for the event, as well as experts from West German Broadcasting. The event was a major coup, not only because of its high-profile guests, but also because nothing of its kind had ever happened before in the Sauerland town of Menden. And it remains a unique event to this day.

For those two days, Ulrich Bettermann and his team created an event which gave the company an enormous amount of visibility and publicity. That is what he is known for: he takes matters in hand. Ulrich Bettermann's Menden Forum earned international recognition and fame along with competitive benefits both in Germany and abroad. It really was a step that pointed to the future...





2017 Hungary Forum



A German-Hungarian success story – made by OBO

Hungarian Prime Minister Viktor Orbán called OBO Bettermann’s operations a joint German-Hungarian success story. “Thanks to the Bettermann family and over a thousand Hungarian workers, what is being produced here is at the highest international competitive level,” said Orbán at the opening of the OBO Forum on the company premises in Bugyi outside Budapest.

To mark the occasion, Barbara Genscher unveiled a bust of her husband Hans-Dietrich Genscher, who died in 2016. OBO’s director, Ulrich Bettermann, was a close friend of the former German Foreign Minister and dedicated the €10 million building that houses the Forum to his life’s work. One of Genscher’s quotes is inscribed on the plinth of the bronze sculpture: “No power in the world can permanently stop human dignity and freedom.” The 80-centimetre-high sculpture enjoys a central and permanent position in the OBO Forum.

German-Hungarian musician Leslie Mandoki and OBO managing director Lajos Hernádi guided 400 guests from all over the world through a spirited opening ceremony, with talks by Prime Minister Orbán and Ulrich Bettermann and a concert by “Man Doki Soulmates”. Orbán paid tribute to Hans-Dietrich Genscher as a courageous statesman who never forgot Hungary’s importance in overcoming German and European division. The head of the Hungarian government called Ulrich Bettermann an “outstanding European businessman who holds Hungary’s flag high, not

only in private but everywhere he goes”. Before the opening ceremony, the second multi-day annual conference of international OBO managers was held in Budapest under the direction of CEO Andreas Bettermann. Management exchanged information and views, and combined the event with a guided tour of the new facilities at the works.

Bugyi, 25 kilometres south of the Hungarian capital, has around 1,150 employees, making it one of OBO Bettermann’s most important and modern production and logistics locations. The OBO Forum on the company premises has its own entrance and parking spaces, and is intended not only for OBO events. It is also available for external conferences and seminars. The Forum took 15 months to build, and offers 5,000 square metres of usable floor space. It can accommodate 400 guests in seminars, training courses and conferences.

Subsidiaries celebrating anniversaries

Now in its fourth generation, OBO Bettermann has always been a family-owned business known for its innovation and innovative ways of doing things. It was established by Franz Bettermann, whose vigour set the stage for today's multinational industrial electrical engineering business. The company headquarters are situated today exactly where the company began, over 100 years ago.

But OBO has expanded in that place – and even more so worldwide. The OBO Bettermann Group now has 40 subsidiaries and agencies in more than 60 countries, three of which are celebrating important anniversaries, as outlined below

Netherlands

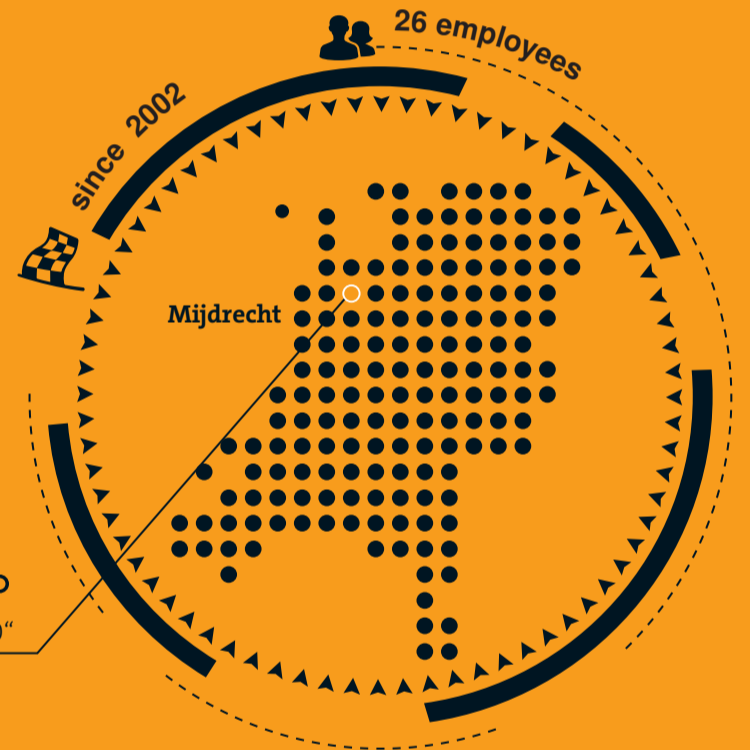


 15 years

15 years of OBO Netherlands

To mark the occasion, this subsidiary held various events aimed at customers throughout the anniversary year. There were discount promotions and vouchers for garden centres, and lots of wholesalers were given personalised cakes as gifts. Travelling with a group of particularly loyal customers, Gerrit Nagtegaal, the managing director of OBO Netherlands, visited the Hungarian factory in Bugyi, near Budapest, where they were taken on a guided tour.

OBO's Dutch success story began in 2002. Their original premises quickly became too small, as did their workforce – and today there are 26 men and women working there, selling seven product groups. "Our aim is to build up our contacts in the Dutch market with even more intensity, so that all of OBO Bettermann's products become better known," explains Gerrit Nagtegaal.



 20 years

Belgium



Anniversary at the Belgian subsidiary

OBO's Belgian subsidiary has been active since the beginning of 1997, and OBO is now represented there by 22 men and women. The Belgian market was initially opened by an independent agency. The company started business with eight employees at Aartselaar, in the province of Antwerp. Today, the site includes typical distribution departments, such as sales, a project office, marketing, accounting and a warehouse.

Our Belgian operations quickly racked up some considerable successes, which quickly led to the warehouse being extended. After that, capacity was increased by 40 per cent. "This boost was essential to enable us to develop the market quickly and reliably, as OBO Belgium had also taken over the handling and supplying of Luxembourg," says managing director Bart De Bruyne.



Anniversary website with OBO app game
www.20jaarobo.be

30 years

 **Austria**

30 years of OBO in Austria – a success to be proud of

OBO Bettermann Austria, based in Vienna, was founded in 1987. It was initially called NEUBO UNITECH, a name made up of NEUWA (“Neuwalzwerk” – new rolling mill) and OBO (“ohne Bohren” – no drilling), before changing its name to OBO Bettermann Austria GmbH in 2000.

The engineering graduate Heinz Haider has been there from the outset. As the managing director of today’s team of 25, he knows OBO like nobody else and has helped to build up the Austrian location. “Together, we have managed to generate an annual turnover of more than €17 million at OBO Austria, which is now firmly established in the Austrian market,” says Haider.

There were a series of special activities during the anniversary year – for the workforce as well as customers. The whole team was invited to the Hungarian OBO factory at Bugyi, outside Budapest. Also customers have enjoyed special discounts spanning different product areas.

Now a premium-brand partner of the e-Marke quality label



N48°
12' 30"

E16°
22' 19"



Lightning protection and facts



Lightning strikes Germany up to two million times a year, and that figure is rising. Strikes and discharges occur in rural as well as densely populated areas, endangering people, buildings and technical equipment.

Hundreds of millions of euros of damage is done each year, especially as a result of electrical surges. That is because so many electrical devices, some of which are extremely sensitive, are nowadays part of everyday life. Such equipment is especially vulnerable to voltage surges and needs protecting just as much as buildings do.



lightning strikes per second worldwide

Each year



> 1,000,000 lightning strikes in Germany



> 100,000,000 lightning strikes worldwide

More than...



incidents of damage caused by surges are reported to insurance companies each year.

The day with the most lightning strikes in Germany:
29 June 2005



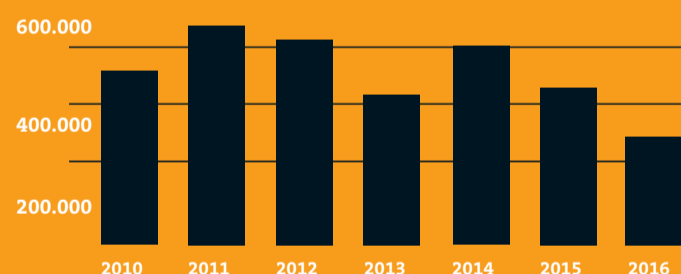
277.768

2016 The places in Germany with the most lightning

City/district	Area	Strikes	Density*
1 Wesel district	1041,00 km ²	4297	4,13
2 Aschaffenburg	62,00 km ²	238	3,82
3 Borken district	1419,00 km ²	5357	3,77

* Lightning strikes/km² in 2016

2010-2016 Lightning strikes in Germany



Celsius

Avg. lightning temperature

30.000°

31%



of all damage to electronics is caused by direct or indirect lightning strikes.

4

Beschützt

The “Protected to the power of four” principle: only when a protection system is coordinated does it offer real protection.

OBO Bettermann’s carefully balanced, safe and tested lightning protection systems protect people, buildings and assets. OBO offers the right choice of products for every application and protection level. Voltage surges pose a continuous threat to buildings and people. It’s only when surges are reduced step by step as part of a lightning protection zone concept that effective protection can be ensured. Our lightning and surge protection systems are ideally suited to one another and designed for the requirements of different zones – from arrester devices that have to conduct away the full energy of a lightning strike, all the way to fine network protection which eliminates the last voltage peaks right before a terminal device.

1

Air-termination and down conductor systems

Direct lightning strikes with energy levels of up to 200,000 A can be handled reliably by air-termination devices and conducted into an earthing system via the conductor system.

VDE 0185-305
+
LBO/MBO
demand lightning
protection

2

Earthing systems

If the conducted lightning current reaches the earthing system, then approximately 50 per cent of the energy is passed into the ground, while the other half is dispersed via the equipotential bonding system.

VDE 0185-305
+
DIN 18014
demand foundation
earth electrodes

3

Equipotential bonding systems

These form the interface between external and internal lightning protection. They ensure that dangerous potential differences do not occur in the building.

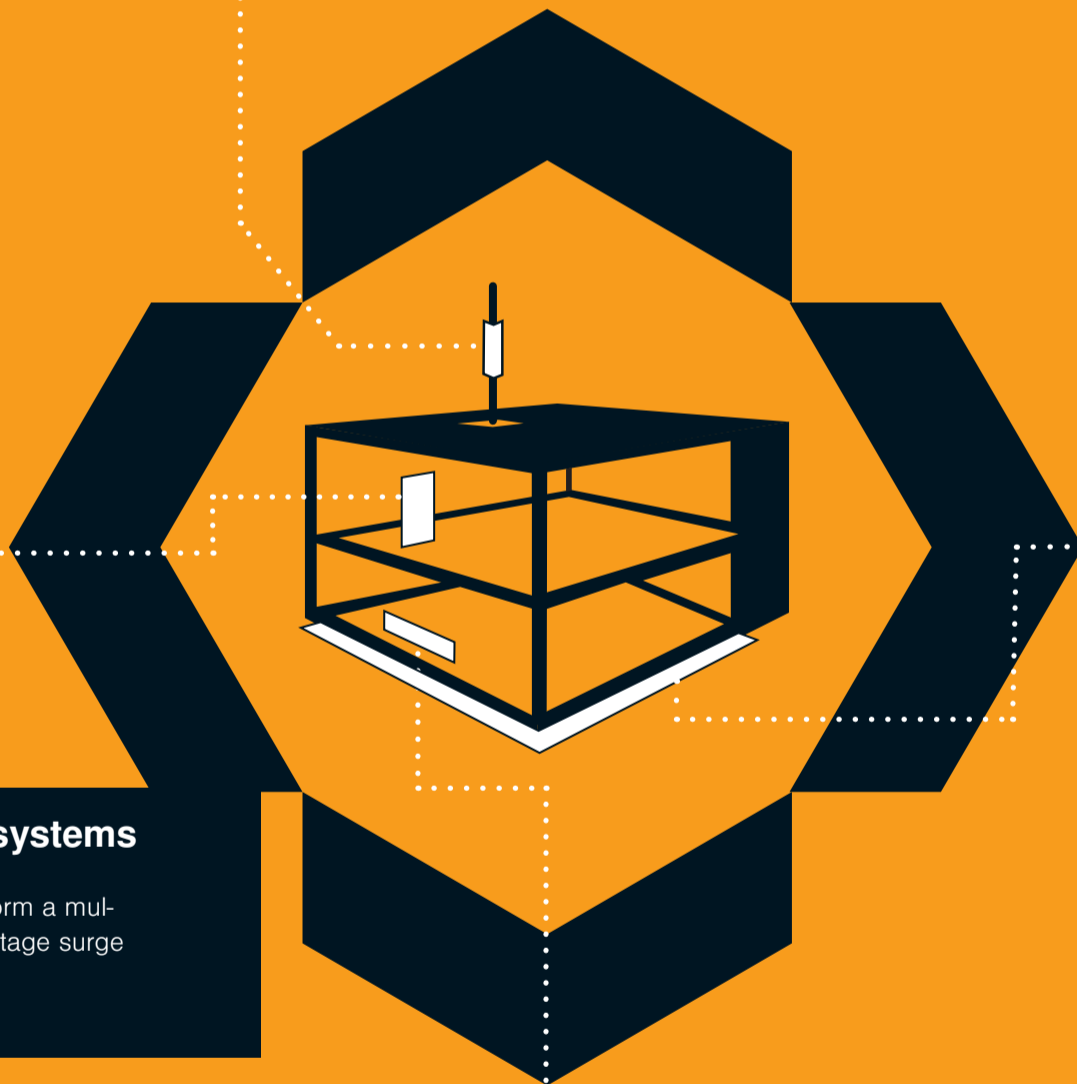
VDE 0100-100
demands protection
against electric
shock

4

Surge protection systems

Surge protection systems form a multi-stage barrier which no voltage surge can get around.

Surge protection is
mandatory according
to
VDE 0100-443
VDE 0100-534



Gemäß der neuen VDE Richtlinien

VDE 0100-443

VDE 0100-534

ist Überspannungsschutz
seit dem 01.10.2016 Pflicht



Strong guys

Surge protection devices

Surge protection devices (SPDs) increase safety levels and prevent dangerous surges from finding their way into buildings via electrical and telecommunication lines. SPDs also reduce voltage surges to a level that will not harm terminal equipment. They therefore prevent short circuits and the resulting fire risk caused by surges.

V20



- Type 2 SPD: $I_n = 20 \text{ kA (L-N) / 40 \text{ kA (N-PE)}$ and up to 60 kA per pin
- Protection level: $<1.3 \text{ kV}$, can be used in conjunction with type 3 SPDs
- Exceeds the more stringent requirements of VDE 0100-443
- Externally certified quality pursuant to EN 61643-11
- Universally usable in industry, offices, trades and residential buildings
- Snap-in with vibration protection
- Can be used without separate preliminary fuse for up to 160 A system protection
- Voltage variants: 75 V, 150 V, 280 V, 320 V, 385 V, 440 V, 550 V
- Optional remote signalling with potential-free changeover contact (FS)
- One- to four-pin versions available
- Operating instructions always available online via QR code

NEW:

- Can be used universally due to 90-degree labelling
- Green/red function indicator

V50



- Type 1 + 2 SPD: $I_{mp} = 12.5 \text{ kA}$ per pin and up to 50 kA total
- Can be used in buildings of lightning protection class 3 + 4
- Protection level: $<1.3 \text{ kV}$, can be used in conjunction with type 3 SPDs
- Externally certified quality pursuant to EN 61643-11
- Universally usable in offices, trades and residential buildings
- Can be used without separate preliminary fuse for up to 160 A system protection
- Snap-in with vibration protection
- Voltage variants: 150 V, 280 V, 320 V, 385 V
- Optional remote signalling with potential-free changeover contact (FS)
- One- to four-pin versions available
- Operating instructions always available online via QR code

NEW:

- Can be used universally due to 90-degree labelling
- Green/red function indicator



New version
2018



New version
2018



Insulated lightning protection

The success story of OBO isCon® lightning protection

Ever since our patented isCon® system was introduced, it has been used to protect important building projects all over the world against lightning arcing: Stephanpalis in Hamburg, Brandenburg Hospital, numerous historical buildings in Berlin (such as Altes Postfuhramt), the Vodafone Tower in Düsseldorf, various computer centres and chemical plants, and the latest airports in Ukraine, Germany and Turkey as well as numerous other facilities, especially public ones.

What makes OBO isCon® so special?

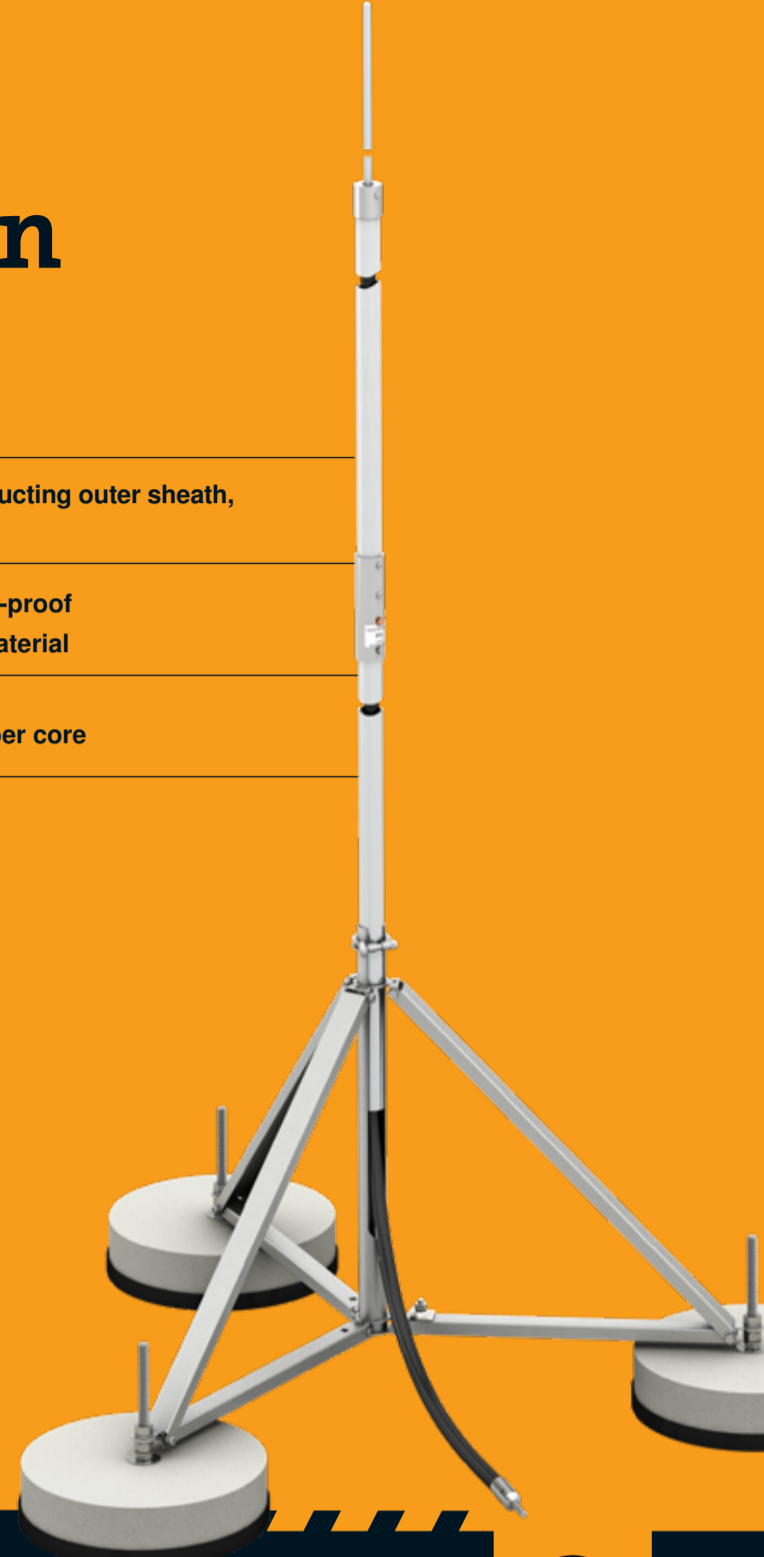
When lightning strikes and is intercepted by a regular air-termination rod on a roof or an outside wall, it can simply arc over onto electrical equipment (such as air conditioning and wiring) within a radius of up to 1.5 m. This lightning energy can then penetrate the building via electrical wiring and destroy electronics. Lightning intercepted by OBO isCon® rods is trapped in the insulating isCon® sheath and is safely conducted away to the earthing system. This system has, of course, been externally tested and approved.

OBO isCon®

- 1 Weakly conducting outer sheath, UV-resistant
- 2 High-voltage-proof insulating material
- 3 35 mm² copper core



Tested to IEC 62561-8



Compact

Surge protection for electronic equipment and LED street lighting

The new ÜSM series provides effective surge protection for 230/400 V networks in a very small space. The high performance level (type 2 + 3) of these devices makes them especially suitable for protecting outdoor equipment which requires extra protection.

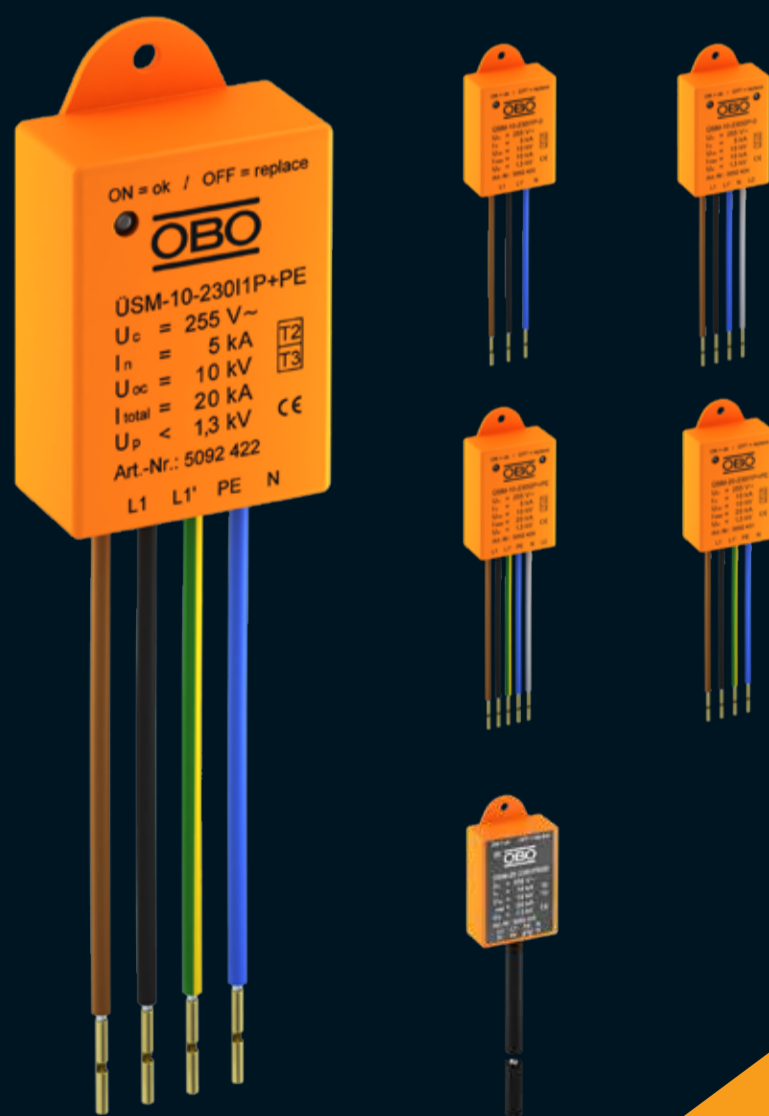
Uses:

- Shutter motors and controllers (5092426)
- Street and outdoor lighting (LED)
- Cable access boxes
- External gate motors and intercoms
- Junction boxes
- Cable ducts and underfloor systems
- Garage gate motors



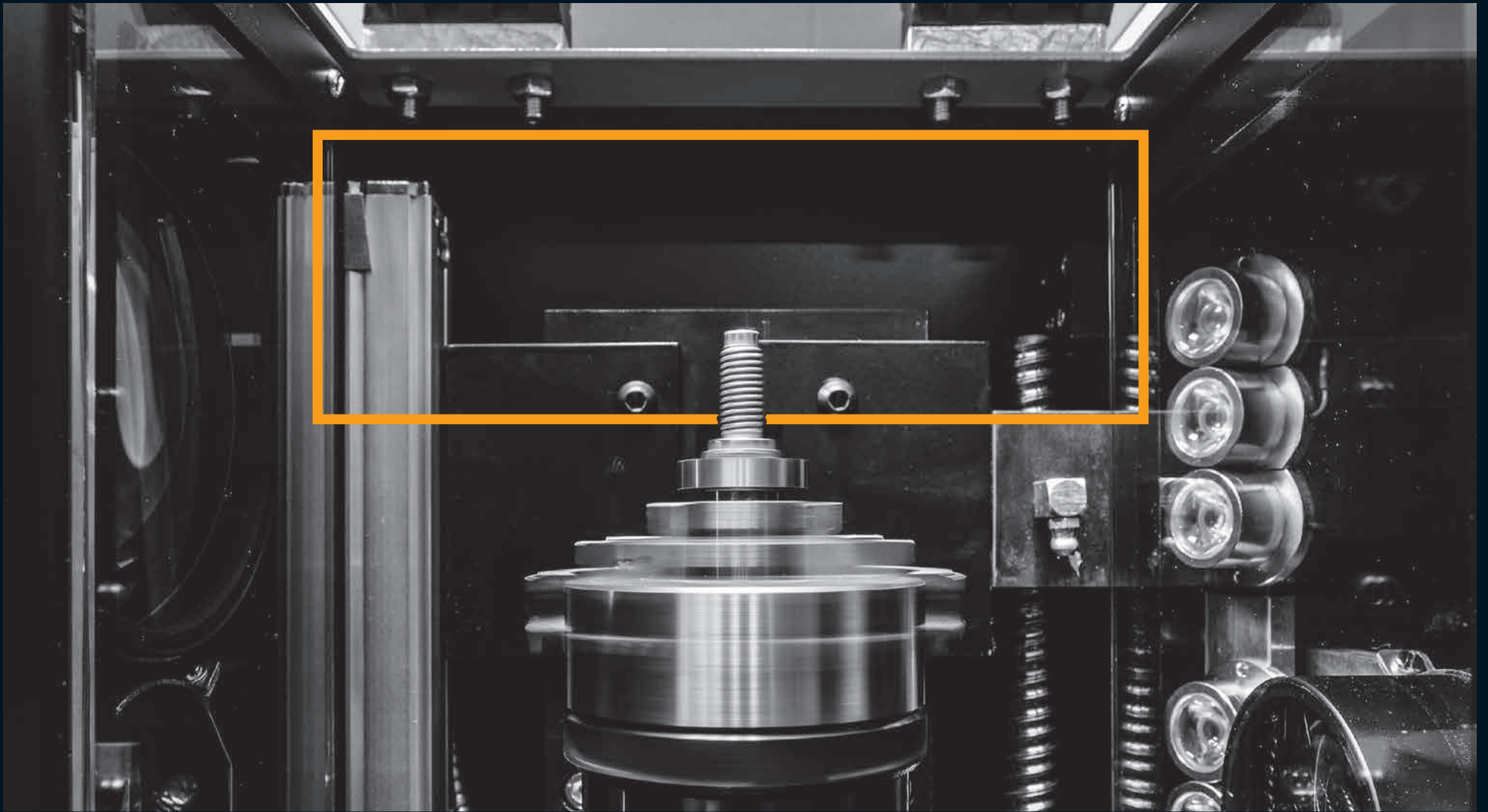
Type 2 + 3 surge protection equipment

- With functional indicator and load current circuit shut-off if the SPD fails
- Small dimensions for installation in cable connection boxes or before drivers
- Reduces surges to below 1,300 V (protection level)
- Optionally available in IP65 version



Surge protection module 5092426 type 2 + 3





OBTEC[®] Cold forming technology

Many people know that OBO Bettermann has manufactured installation systems for fitting electronics to buildings and plants since it was founded in 1911. But few know that shortly afterwards, in 1918, it began making attachment elements for electrical and plumbing installations, and that its expertise in this area has existed for so long.

OBO has always made the screws it needed for its own use. It also makes the welding studs that have been distributed by the “SBS – Weld Stud Systems” corporate area since the 1980s.

The production of extruded parts and special screws only began at the turn of the millennium. Special orders based on customer drawings can be produced from a quantity of 50,000 upwards. Application engineers ensure that cold forming is the appropriate solution for the component concerned. “This area is growing rapidly and we will be focusing

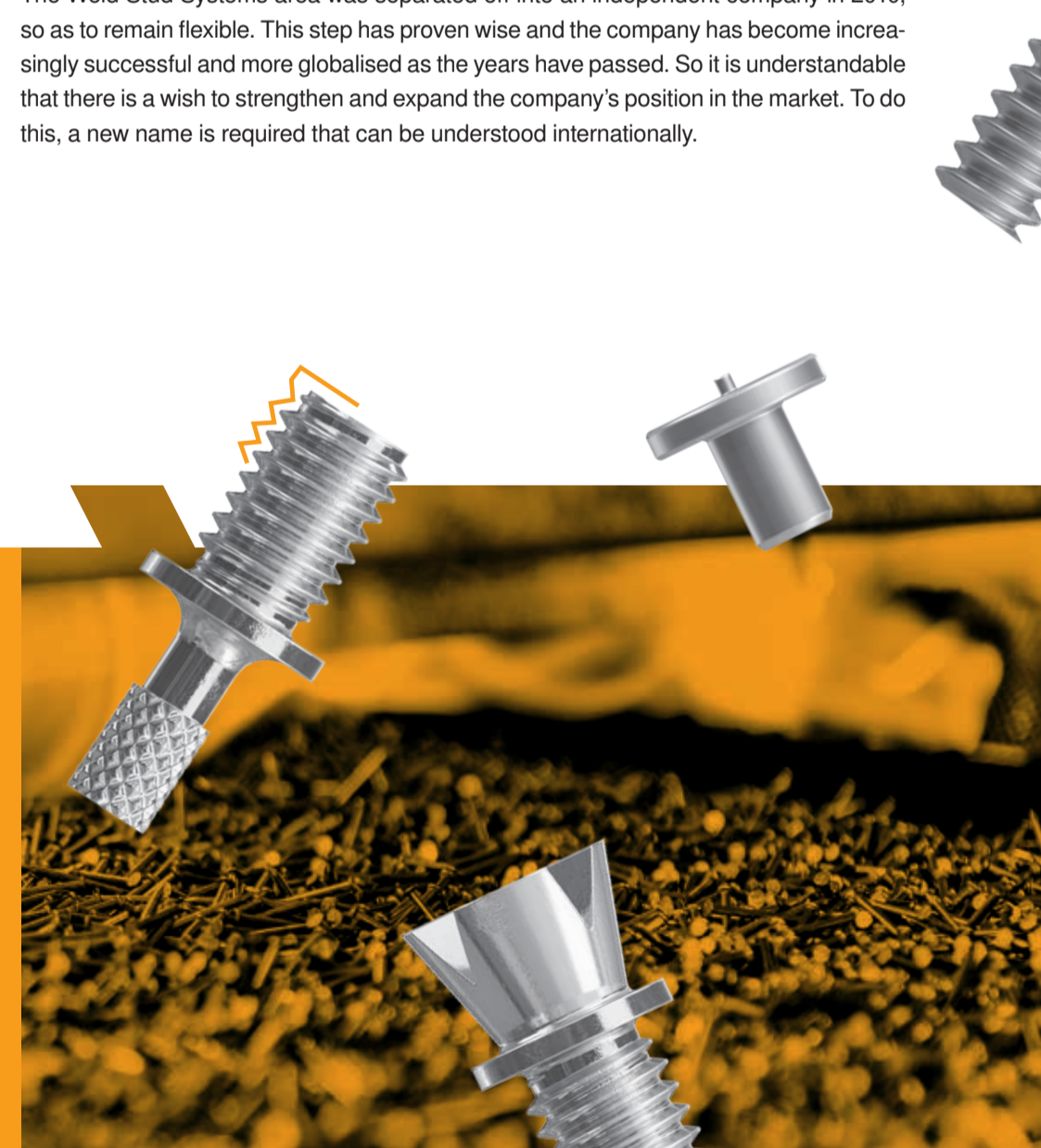
on it very carefully in the future,” explains sales director Stephan Wennrich.

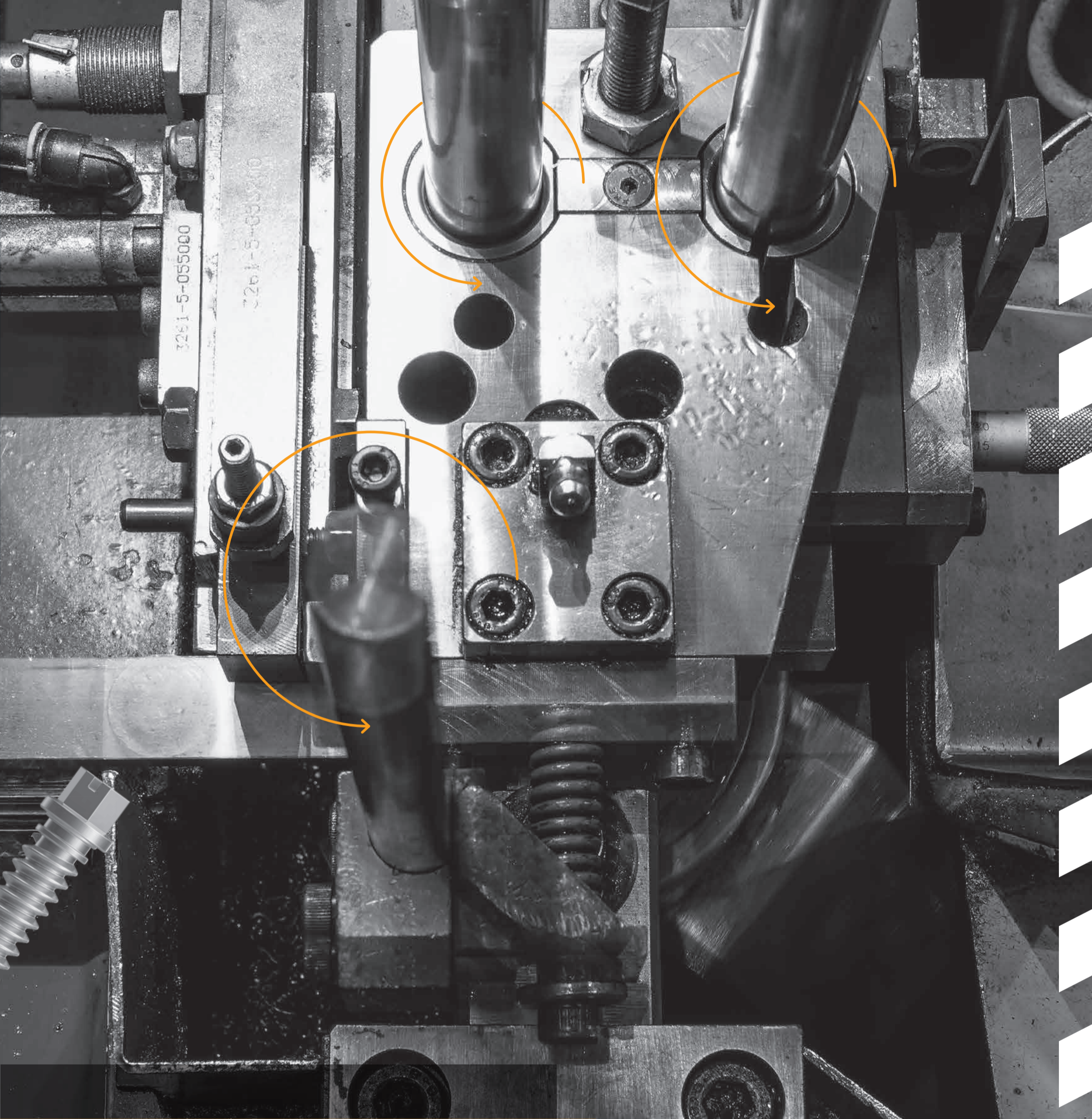
The Weld Stud Systems area was separated off into an independent company in 2010, so as to remain flexible. This step has proven wise and the company has become increasingly successful and more globalised as the years have passed. So it is understandable that there is a wish to strengthen and expand the company’s position in the market. To do this, a new name is required that can be understood internationally.

About OBTEC[®]

The company currently has 50 employees and has been an independent member of the globally active OBO Bettermann Group since 2010. As a manufacturer of cold extrusion parts such as welding studs, special screws, semi-tubular parts with and without internal threads, and all kinds of custom parts from 50,000 units upwards, it will be trading under its new name, OBTEC[®] – Cold forming technology, from January 2018 onwards.

OBTEC[®] – Cold forming technology.





“As we produce technological products, the company name has to sound technical. We realised that our customers were struggling with the old name, especially in English-speaking countries. That’s why we decided to find a new and more memorable name,” explains Andreas Bettermann, managing director of the OBO Bettermann Group.

The name OBTEC® is made up of “OBO and Technology”, which is precisely what the company is all about. With 50 employees, OBTEC® has a big advantage: speed combined with flexibility. “We’re excellently positioned, as we’re very flexible when it comes to quickly responding to customer enquiries, but at the same time we have the Group behind us – this makes us like a speed boat which moors in a safe harbour,” says Andreas Wiggerich, managing director of OBTEC®. The changing of our name was simply a logical step towards global orientation.

Good Mood

Ambassador

Family-owned businesses are special. They are socially very relevant because family-owned businesses are a stabilising factor, especially nowadays. In OBO Bettermann's case this is perhaps less surprising, as the Bettermann family takes responsibility not only for itself but for all of its workforce. And this is something you can sense. That explains why employees remain loyal to OBO Bettermann for decades and even generations.

Christoph Bettermann, Ulrich Bettermann's son, has been wheelchair-bound since undergoing an apparently harmless medical procedure. He plays a special role in this respect and is particularly concerned about maintaining a good working atmosphere. He has a genuine interest in discovering how the workforce feels. He takes time to talk, becomes aware of the details and likes to help wherever he can. Often this is in small, hidden ways, but sometimes on a large scale, both nationally and internationally. An example of the latter is a school named after him for disabled children in Uganda. Thanks to Christoph's generous support, the central Ugandan district of Mubende, with a population of 440,000, can offer 500 of its children school education. Christoph feels connected to them.

Another €50,000 of initial aid has enabled building to begin on another large school for disabled children. The name Christoph Bettermann has become a brand synonymous with "helpfulness".

"I know how important help is. Many people have helped me, and I would like to pass some of that on and help the poorest of the poor,"

sagt Christoph Bettermann.

His activities are based around the OBO Bettermann Group's Hungarian base at Bugyi, outside Budapest. With well over a thousand employees, it is one of OBO Bettermann's most important locations. Christoph is at the company every day. If he isn't sitting in his office, you can often find him at the central security entrance with his plant security colleagues. He demands cleanliness and order from his employees and he likes to ensure that fire alarm systems, burglar alarms, CCTV and fault indicators at the control room are all working perfectly.

Some of his most important work includes protecting the company against theft and criminal damage, access control and monitoring the transport of goods.

When you take a tour of the premises with Christoph, you can quickly see that good chemistry with others comes naturally to him. He knows every single employee and always has an open ear. "He's our Good Mood Ambassador," says his father Ulrich Bettermann. And everyone would agree with him. His social welfare activities extend to the town of Bugyi. In the run-up to Christmas, on 6 December each year, Christoph visits local kindergartens, dressed up as Father Christmas. Throughout the period of Advent, he and other OBO employees collect toys, books and clothing and package them up as Christmas gifts for the needy in the region. For the New Year, he sponsors a calendar which is designed by children at the primary school. Christoph Bettermann is the patron and driving force behind all these activities.



Steckbrief

Name: Christoph Bettermann
Alter: 32
Wohnort: Hungary
Hobby: Big collection of fire engines





OBO Bettermann points the way – new holding company structure introduced

OBO has grown both organically and by acquiring international entities over recent years. The OBO Group now has more than 40 subsidiaries and agencies in over 60 countries throughout the world. But it is very important to remain agile. Back at the start of 2017, the German sales organisation took on its own responsibilities and has been acting independently from its headquarters in Iserlohn-Sümmern ever since.

At the beginning of 2018, the German production units with factories in Hüingsen and Böisperde will become OBO Bettermann Produktion Deutschland GmbH & Co. KG.

This last step will mean that OBO Bettermann GmbH & Co. KG will now assume holding responsibilities and will be renamed OBO Bettermann Holding GmbH & Co. KG for the sake of consistency. This holding company will control the entire OBO Group, while beneath it, the various subsidiaries will be independently responsible for the various markets. This will give the international OBO Group more flexibility and agility. Employees have been kept up to date at all times and other stakeholders have been informed by press releases and bulletins. Existing contact persons will remain unchanged, of course, now that the holding structure has been successfully introduced.



Virtual reality

We can acquaint our customers with the complexity and scope of OBO products at the places where they are installed, but also at our headquarters in Menden. This is something we are doing to an increasing extent using virtual reality (VR) glasses, either on-site, in the comfort of our headquarters or at trade fairs.

VR provides an experience which clearly shows exactly how our products work. No matter where you are, if you put the glasses on you might find yourself standing in a warehouse, and experiencing our cable support systems up close. We use these videos to give our customers a closer look at our products. For us it represents a great opportunity to depict processes digitally and present our products in a tangible way.



Three nations on the Baltic – OBO Bettermann grows rapidly in the north

Sites in Latvia, Estonia and Lithuania: OBO's presence in the Baltic region started in the mid-nineties. It began with a sales partner operating from Tallinn, Estonia, and four years later we established a warehouse which would supply all three Baltic states with products from every one of our business areas. The markets then developed rapidly, allowing us soon afterwards to set up dedicated warehouses in Latvia and Lithuania.

There were several reasons to celebrate in 2017. First of all we opened a new warehouse in Riga, to which we invited numerous wholesalers and fitters. We also celebrated our tenth anniversary in the Latvian market. "This has been a remarkable success – we would like to thank all of our staff who have contributed towards it," explains Andreas Bettermann, managing director of the OBO Bettermann Group.



Left to right
Carlos Teles, General Manager of Rexel Portugal
Mário Rocha, Director Commercial / Sales Manager, OBO Bettermann Portugal,
Jorge Pereira, owner and General Manager of Globlec (a partner of the Fegime company network)

OBO Bettermann wins AGEFE Award as "Supplier of the year 2016"

This award for special customer relationships with wholesalers was awarded for the fourth time at l'havo, Portugal. This year, OBO won the award in the "Installation materials" category. What is remarkable about the award is that it is chosen by wholesalers that constitute more than 75 per cent of the electrical market in Portugal.

AGEFE (Business Association of the Electrical, Photographic and Electronic Sectors) represents the electrical sector in Portugal and is itself a member of the European Union of Electrical Wholesalers (EUEW). The latter was founded in 1955 and is an international organisation which represents the interests of electrical wholesalers.

Best employer 2017

According to the business magazine FOCUS, OBO Bettermann is once again one of Germany's best employers – for the third year in a row. This excellent result is based on ratings by its own employees, ratings by other employees from the industry and positive ratings from an online portal.

We are very pleased about this and we are continuing to work hard to be perceived as a positive employer from this point onwards.



save the date!

Light + Building 2018

Creating connections – both at Light + Building 2018, in Frankfurt am Main, and naturally with our products all around the world. Come and experience the perfect interplay between the very latest solutions for electrical installation, and those that really have stood the test of time. Find out about the latest developments. Ask us about whatever you like, and get answers that explain how you can connect up buildings and systems in the best possible way using OBO solutions.

We look forward to welcoming you there!

Bilddatei in EN wird benötigt!
Entweder über Field oder H. Hallmann selber machen!

Light + Building
18.-23. März 2018
Frankfurt/Main
Wir sehen uns!

Halle 80
Stand E90