



A PRODUCT OF THE BUHLMANN GROUP

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B GLOBAL

- > **NEW MANAGING DIRECTOR: DR. CHRISTIAN BAUM**
- > NEW POSITIONING: TECHNICAL SERVICES
- > NEW FINDINGS: GROUP MANAGEMENT MEETING
- > AND MUCH MORE



NEW FOR YOU:
OUR CUSTOMER MAGAZINE

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EDITORIAL

A FRESH BREEZE AT BUHLMANN



LADIES AND GENTLEMEN,

Here it is: our new **B GLOBAL** customer magazine. Our Corporate Communications department has been working intensively on this project and we are proud to present the final product to you. We hope you enjoy the modern design and the new presentation formats. Our website, which we have also given a new look, has been shining in new splendour for the past two months. In addition, content design is clearer and user-friendliness has been increased. Take a look for yourself: www.buhlmann-group.com

Dr. Christian Baum, previously Director of the Technical Business Division, now also enriches our senior management team as Chief Technical Officer. He has extensive expertise and many years of experience in the technical business field. In our first issue of **B GLOBAL**, we would like to tell you more about Dr. Christian Baum. We would also like to introduce the new Managing Director of BUHLMANN Russia, Sergey Naugolny, as well as Stefan Schwandt, who was appointed Managing Director of BUHLMANN Singapore Pte. Ltd. Another fresh face is Jürgen Neuhoff as Director of the Domestic Business Division. Find out more about the background, plans and goals of the three executives in this issue.

Unfortunately, BUHLMANN GROUP has also reported sad news in recent months: My grandmother, our company founder and partner, Mathilde Buhlmann, died on 9th February at the age of 95 years. We will all miss her and cherish her memory. You can read Mathilde Buhlmann's obituary on the following pages.

Yours sincerely,

Jan-Oliver Buhlmann





With Wolfgang Huhn in Singapore



Opening ceremony in Bangkok with her sons Bernhard (left) and Karl



Mathilde Buhlmann in discussion

WE MOURN MATHILDE BUHLMANN

A personality with a good-hearted nature, forward-looking and with the gift of turning visions into action. This is how BUHLMANN GROUP employees will remember the company founder and shareholder Mathilde Buhlmann. Her entrepreneurial energy will continue to serve as their role model in the future.

On 7th November 1945, in the early turmoil of the post-war months, Mathilde Buhlmann founded the company with her husband Karl August, who died in 1989. In doing so, they thus demonstrated foresight, optimism and a spirit of enterprise and led the company, which was initially active in the market under the name Bremer Röhrenhandel, with these same values. Mathilde Buhlmann and her husband laid the foundations for the evolution of a regional North German dealer into a global trading house for steel pipes and pipe connecting elements. Together they became role models for living a family culture in the corporate landscape. Mathilde Buhlmann remained part of the day-to-day business with the company for a long time and subsequently stayed at BUHLMANN GROUP's side as a shareholder. She died on 9th February 2019 at the age of 95.

GREATER FOCUS ON TECHNOLOGY AND QUALITY



BUHLMANN GROUP strengthened its technical business field on 1st March when Dr. Christian Baum, a Chief Technical Officer with extensive expertise and many years of experience, was appointed additional Managing Director. We would like to tell you more about Dr. Christian Baum and how he incorporates his versatile theoretical and practical knowledge into his new role.

After completing his A-levels, Dr. Christian Baum first trained as a technical draughtsman before fulfilling his wish to study mechanical engineering. Immediately after graduating as an engineer from the University of Duisburg in 2000, he began working as a research assistant at the Department of Materials Engineering with the goal of completing a doctorate. He spent four years researching and working on his dissertation before moving to the private sector in 2005. As an authorised signatory for a materials testing service provider focused pri-

marily on the steel trade, he gained the relevant experience during the following years. In 2006, Dr. Christian Baum completed his doctorate with a disputation.

In 2008, he was appointed Managing Director of the materials testing service provider and, together with his managing director colleagues, he subsequently expanded the company's business fields, for example into industrial computer tomography and digital radiography. The world of steel, which he came to know and appreciate over the years, never let go of him again. "Generally, you might think the steel industry is somewhat dusty. However, it is extremely versatile and complex and therefore never boring in terms of products, materials and applications. Moreover, our industry resembles a small world of its own, in which you can feel very comfortable", says Dr. Christian Baum, explaining his passion for the world of steel. He also remembers his current employer: "BUHLMANN was one of our largest customers back then. I had therefore already gained numerous points of contact and witnessed good cooperation. I also saw that BUHLMANN is a company that is not only growing globally and with a long-term strategy, but which also stands for professionalism and quality".

First impressions of BUHLMANN

This is when it became clear to Dr. Christian Baum that he only wanted to remain in the steel industry with BUHLMANN, joining the group as Technical Director in early 2011. "There were no separate fields in the beginning and we were a relatively small group with the Quality Assurance, and Quality, Environment, and Health and Safety departments," he says. However, his departments, and thus his responsibilities, quickly grew. Over time, other departments such as Logistics, Warehouse or Technical Services were placed under him. The latter field, in particular, has been strengthened and expanded over the years. "Here, the relatively flat and agile corporate structure has helped me a lot. And if you are prepared to take responsibility and propose ideas on your own initiative at BUHLMANN, you have the trust placed in you to implement them," says Dr. Christian Baum. With the introduction of the new divisional structure, he became Director.



B GLOBAL // Dr. Baum, congratulations on your new role as Chief Technical Officer. What are your objectives and plans for the future in this position?

Dr. Christian Baum // *Many thanks. First of all, I think it is very important, or even essential, to continue to drive the digitalisation and automation of BUHLMANN GROUP in order to consolidate and expand our market leadership. This, of course, also means that we cannot cease to take our customers' needs into consideration. From my previous role as Director, which I continue to exercise in personal union, I take part in the open and interdisciplinary teamwork in order to provide our internal and external customers with the support they need.*

What influence will your professional background have on management?

Our management is very well positioned in the area of Sales and Finance. With my presence, we are also focussing even more closely on the topics of technology and quality. We aim to sharpen our profile both internally and externally in order to be even better perceived as a modern and future-oriented company and to take into account the most diverse customer requirements.

What are the future benefits of your new function to our customers?

It sends a clear signal to our customers that BUHLMANN, as a premium trading company, has a technical managing director. The development shows that quality and technology, modern supply chain concepts, and individual storage and logistics solutions, have become increasingly important. We will focus more on this in the future. It will be more visible to our customers than ever before. After all, they should benefit from our top products and their outstanding quality.

Dr. Baum, thank you very much for this interview.





From left to right: Andreas Gutjahr (Senior Team Manager), Yulia Yaroslavtseva (Sales Manager BUHLMANN RUS), Christian Dörner (Director International Sales Division), Sergey Naugolny (General Manager BUHLMANN RUS), Aleksandr Mironov (Project Manager BUHLMANN RUS)

NEW MANAGING DIRECTOR IN RUSSIA

Sergey Naugolny has been the new Managing Director at BUHLMANN Russia since 1st March. He is no stranger to the Russian steel industry. He plans to use his experience and the support of an almost completely new team to drive the BUHLMANN GROUP subsidiary forward again.

More than anything else, Sergey Naugolny's expertise lies in his knowledge of the steel tube industry. He did not achieve this by accident: In the past he worked as Commercial Director for the Italian fittings manufacturer O.M.R., which has always been an important supplier to BUHLMANN Russia. "I already know the BUHLMANN GROUP very well through my work at O.M.R. and I have always been tempted to work for a premium stockist," explains Sergey Naugolny. "In addition, I can use my international industry experience and exploit it to the full. A warehouse of this size enables us to be very flexible and present in the market." Sergey Naugolny's strengths as Managing Director are therefore clear: international experience and knowledge of both the industry and manufacturers.

A QUICK INTERVIEW WITH ...

SERGEY NAUGOLNY

I decided to work in the steel industry, because ...

... I had already been introduced to the industry through my studies as an engineer and physicist with a focus on robotics.

My team is ...

... a good complement to my skills, meaning we have a very broad range of knowledge.

In my new position, I am most looking forward to ...

... the new team. It is a great pleasure to be able to put together my own team. I am convinced that we will do a great job.

My plans for the future at BUHLMANN Russia ...

... are realistic. I want to increase turnover and take customer satisfaction to the next level.

FROM APPRENTICE TO MANAGING DIRECTOR

We not only have news from BUHLMANN Russia (see left), a new route has been taken in Singapore, too. After 18 years in the company, Stefan Schwandt has been the new Managing Director of BUHLMANN Singapore since 1st March.

His career with BUHLMANN GROUP began in 2001 with an apprenticeship as a wholesale, export and import merchant in Bremen. After a brief sojourn in Export, he moved to Bangkok in January 2006 in order to further promote the Asian market. Two years later, Stefan Schwandt set up the Singapore office together with Beate Huhn, today Senior Manager Reporting & Controlling, and Wolfgang Huhn, today Chief Operations Officer. The focus was on BUHLMANN GROUP's presence, with a local warehouse. Stefan Schwandt assumed the role of Managing Director of BUHLMANN Thailand Ltd. in February 2018. In addition, he is now responsible for BUHLMANN Singapore. "We cover 15 different countries with these two locations which, in turn, could not be more different in their cultures and economic strengths and weaknesses. Singapore provides a good starting point, because the metropolis unites Asia and the West," explains Stefan Schwandt.

The native of Rostock, Germany, has lived in Singapore for eleven years. "Singapore is a harmonious and multicultural nation, which makes all aspects of life exciting and varied. Moreover, the country also combines many facets of the Asian cultures with a relatively western-inspired environment," says Stefan Schwandt enthusiastically. Like the country itself, the team at BUHLMANN Singapore consists of colleagues from a wide range of cultures, religions and languages.

Success through cooperation

BUHLMANN has been cooperating with C. Melchers GmbH & Co. KG for the last two years in order to facilitate a presence in more countries. A collaboration was agreed for those countries in which BUHLMANN had not been represented to date, but where C. Melchers already has an existing infrastructure. Vietnam, Myanmar, Cambodia and Sri Lanka were first defined as target markets. "Melchers maintains an exceptionally large network and is also active in many countries as an agent for valves and other products in our industry. We can use this access to major customers to create a one-stop solution for our own customers with our pipes, fittings and flanges," explains Stefan Schwandt. The collaboration is extremely important to BUHLMANN, because the Asian market relies heavily on personal contacts, making a constant presence with the customer almost mandatory. With C. Melchers, BUHLMANN Singapore can use the existing network to gain even closer access to the customer in the future.

A QUICK INTERVIEW WITH ...

STEFAN SCHWANDT

I decided to work in the steel industry, because ...

... BUHLMANN offered me the most interesting apprenticeship opportunity at that time.

My team is ...

... really important to me, because we can only be successful together.

In my new position, I am most looking forward to ...

... the new challenges.

My plans for the future at BUHLMANN Singapore ...

... are ambitious 😊

The BUHLMANN Singapore team around Stefan Schwandt (back row, third from right)



RESETTING THE SAILS



We've been breaking new ground for some weeks now in the Technical Services department. Anil Dagdeviren has been part of Technical Services since 1st December, 2018, and Christoph Eyl since 1st February, and they are both supporting Axel Willauschus until his retirement in July.

"BUHLMANN GROUP and I are extremely grateful to Dr. Axel Willauschus for his work and the years of loyalty to the company. We are pleased that he will be working for us as a consultant on a freelance basis after leaving the company. Now that Anil Dagdeviren and Christoph Eyl have joined us, we continue to have a team on-board that works to the highest standards," says Dr. Christian Baum, Director Technical Business Division and new Chief Technical Officer. Here, we would like to tell you more about these three managers, what they do at BUHLMANN GROUP and why Technical Services are so important.



WHAT DOES TECHNICAL SERVICES ACTUALLY DO?

Technical Services is at the Sales department's side for all technical questions and also supports in managing a variety of projects. In addition, it reviews customers specifications and summarises all stock material demands according to supplier orders. The colleagues from Technical Services are on hand in the warehouses and at the manufacturers for acceptance inspections by inspection companies. As a result, so-called non-conformities can be found and improved prior to delivery. During a project's planning phase, Technical Service assists the salespeople and the customer, and revises the order specifications in advance. For example, unrealistic specifications can be ruled out of the official technical tendering process in this way.



ANIL DAGDEVIREN

Manager Technical Services

Anil Dagdeviren brings an additional breath of fresh air to the team. The 26-year-old graduated in April 2018 with a master's degree in mechanical engineering and a focus on product engineering. Steel products and their industrial uses have fascinated the native of Duisburg since he began his studies. Anil Dagdeviren was able to get to know BUHLMANN for the first time as part of an internship at TÜV Nord Material Testing GmbH (today: MT Laboratories). "I am looking forward to monitoring and supporting some of the technically challenging tasks and projects. BUHLMANN's technical expertise is very impressive in this context," explains Anil Dagdeviren. He hopes that in the future he will be able to monitor and drive forward topics such as the digitalisation of work processes and the protection and provision of company-specific knowledge.



CHRISTOPH EYL

Senior Manager Technical Services

Christoph Eyl has been at home in the steel industry for more than 25 years. He started his career in the quality control department of a manufacturer of vessel components. Following this, he filled both technical and commercial roles with various project dealers. The majority of companies focused on chemical and petrochemical plant and power station construction. "BUHLMANN GROUP projects are technically very demanding and offer me responsibilities to which I have always aspired. This always gives me the opportunity to further develop my personal knowledge. I like to pass on my own experience in the steel trade and especially in the project business. I hope for a lively exchange with my colleagues," says Christoph Eyl, explaining his decision to work for BUHLMANN.

DR. AXEL WILLAUSCHUS

Senior Manager Technical Services

Dr. Axel Willauschus started at BUHLMANN GROUP in 2006; in June 2019 his time in the company ends. We talked to him and asked him to look back on his years together with BUHLMANN.

My greatest success

The main task during the past six years has been to establish and expand the Technical Services department. With the increase in project business at BUHLMANN, broader technical sales and customer support have become increasingly important.

My plans for retirement

I have prepared myself thoroughly for this. I still feel too fit to just sit in a corner. I will be working as a self-employed consultant addressing technical problems relating



to pipes and will continue to work for BUHLMANN. At the same time, I am writing a third technical book comparing PED and ASME code regulations. This should be published by the time of the 2020 Power Station Congress in Dresden. In addition, I will host a seminar for prospective specialists in the 2020/2021 winter semester at the Dresden Technical University. My goal is to prepare them better for everyday working life.

My wishes for the future of the BUHLMANN GROUP

I wish the company the ability to recognise changes in the markets in the near future and to always realign their priorities quickly enough. Here, the company should always play a role as a trendsetter.

DOMESTIC SALES UNDER NEW LEADERSHIP



Jürgen Neuhoff has been new Director Domestic Sales since 1st February. The Cologne native can already look back on 26 years of experience in the steel industry. In an interview with us, Jürgen Neuhoff reveals what he was doing in Moscow for many years, why he opted for BUHLMANN GROUP as employer and what plans and goals he has in his new position.

GLOBAL // Mr Neuhoff, explain to us how you began in the steel industry?

Jürgen Neuhoff // *I spent the early years after studying Russian at a trading company in the Düsseldorf area, which exported steel pipes and steel products to the countries of the former Soviet Union. I've spend the last twelve years at Vallourec, the first five of which a was based in Moscow. I set up the Vallourec sales office there. Certainly the most exciting time of my career.*

Why did you choose BUHLMANN GROUP as an employer?

My first contact with BUHLMANN was in 2015 when I took over sales management for Vallourec's European customers. I was the key account manager for BUHLMANN GROUP at that time. During this period, I was able to get to know the premium trading company and some of my current colleagues. This experience, and the opportunity to switch from a crisis-ridden group to a dynamic family-owned company, made it relatively easy for me to choose BUHLMANN.

What can you identify with most at BUHLMANN?

In the first few days I was presented with the company's guiding principles. The very first guiding principle: "Mutual trust forms the basis for our success", really appealed to me, because it also encompasses the principle of open, direct and sincere communication.

As the new Director Domestic Sales, your duties are manifold. What are you looking forward to most in this position and what challenges do you face?

I am looking forward to the many new things that await me at BUHLMANN. Above all, the people, for example the new circle of colleagues, but also the contacts on the customer and supplier side. I need to learn the BUHLMANN language as quickly as possible. That means submerging myself in new matter: who's who, who does what, where do the challenges and potentials lie, thus allowing me to move into a more active role as soon as possible.

What aims and plans do you have for Domestic Sales?

Domestic Sales is one of the entire Group's most important areas, and had a highly successful last fiscal year. Together with my teams, I would like to defend and expand this position. I hope that we will continue to be the number one problem-solver for our customers, through continuous improvement and innovation.

1

GLOBAL NETWORK

There has never been a direct exchange on such a grand scale between all global executives. Many participants met in person for the first time at the Group Management Meeting. This forms closer ties and helps to identify global solutions and exploit synergies.

2

OPENNESS AND CRITICAL EXCHANGE

BUHLMANN communicates openly both internally and externally. This maxim also emerged in numerous constructive dialogues at the Group Management Meeting. In addition, all participants were open to the varied presentations and followed them with great interest.

GROUP MANAGEMENT MEETING

THE TOP 5 IMPULSES

All BUHLMANN GROUP executives in one room: This was the scenario in late January in Düsseldorf's Van der Valk Airport Hotel, when more than 40 people met for the first time in the first Group Management Meeting in BUHLMANN's history. CEOs, Directors, "Heads of" or subsidiary company directors: They all exchanged views on a variety of different topics over three work-intensive days. What did the participants take away, in addition to the content of the presentations? We show you the five most important impulses from our first executive Group Management Meeting:

3

BETTER UNDERSTANDING

In both large and small sessions, it became clear where, why and how actions are taken, whether due to legislation or as typical national customs, for example. The meeting helped everyone involved to see things from different perspectives.

4

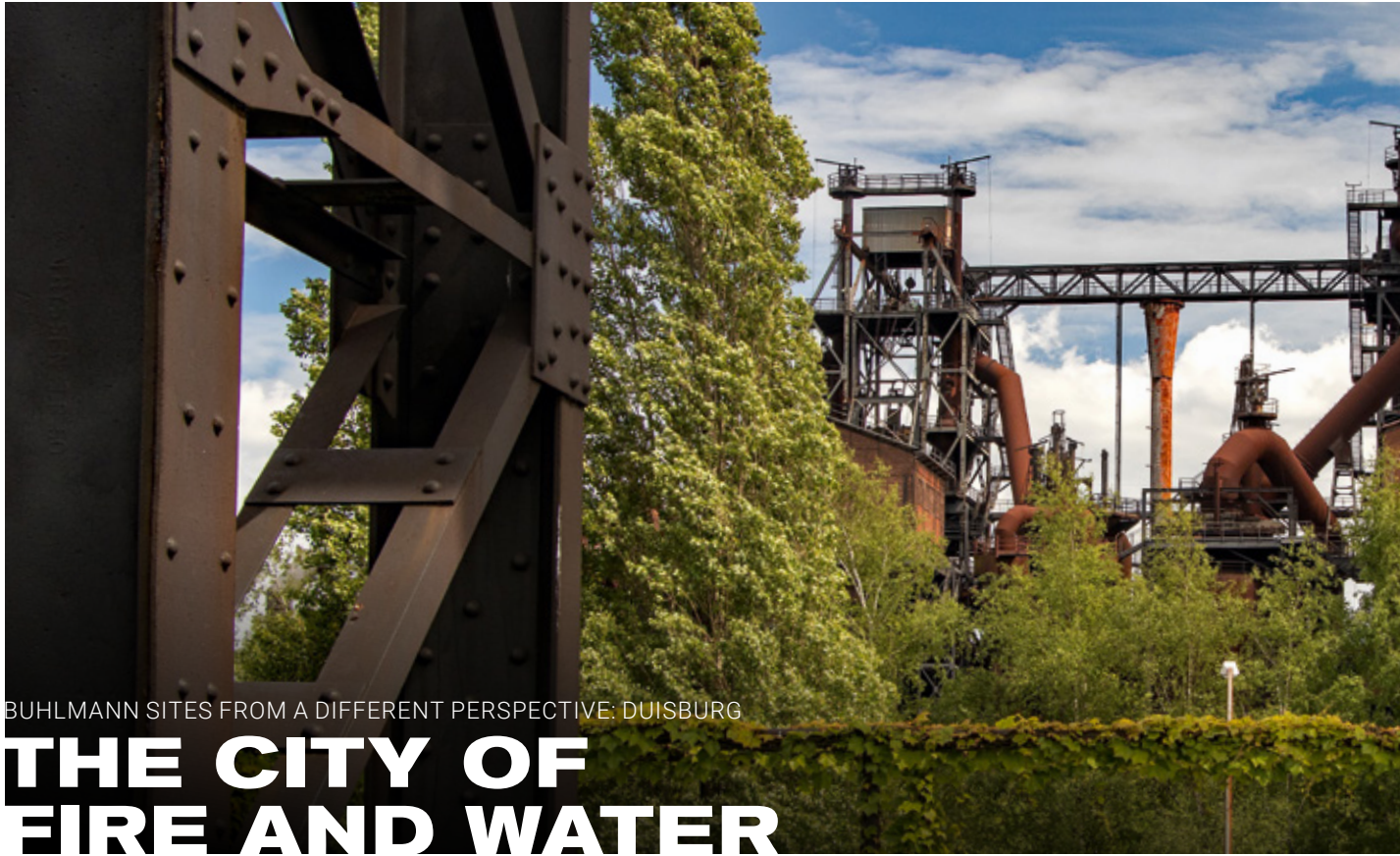
THE "US" FEELING

Whether at lectures, eating together or at the bowling alley: The intensive and personal exchanges allowed all participants to grow closer together. This once again demonstrated BUHLMANN GROUP's global strength to many delegates.

5

VAST EXPERIENCE

Presentations ranging across all fields made it clear that BUHLMANN hosts an extremely broad range of expertise. Bundled, it allows the Group to be strong and versatile. In the end, this also benefits the customer.



BUHLMANN SITES FROM A DIFFERENT PERSPECTIVE: DUISBURG

THE CITY OF FIRE AND WATER

Fire and water – the two elements that have always characterised Duisburg. Shipping and steelworking have made their impression on the town and continue to do so: This is where Europe's largest inland port is located and one of its most important steel-making sites. It is not without reason that BUHLMANN GROUP also maintains its largest warehouse site here. Numerous other departments also have their home there, making a closer look at the town on the Rhine and Ruhr well overdue.

Saturday morning, logport I logistics centre in the Rheinhausen district: The sun is shining and is reflected by the numerous sheds. Right in the centre of it all, on the BUHLMANN site, we meet with Marc Wolligandt, Quality Assurance Coordinator, who wants to show us his home town. He immediately explains what makes the company's location special: "Krupp steelworks,

which kept 16,000 people in work at its peak, was once located where logport I is now. It is as large as 371 football pitches. Some traces of the works can still be seen today, such as the executive mansions in Bliersheim, or the old factory gate," he explains. His interest in the industrial history of his town is tangible, as well as the special connection to the site: "My grandfather worked for Krupp for more than 30 years as a lathe turner. That is, on exactly the same site as where I have been working for almost 13 years. That makes me a little bit proud".

Partial renaturalisation

We continue to one of the town's visitor highlights. We cross the Rhine, the city and the Ruhr before finally reaching Landschaftspark Duisburg-Nord. Horst-Uwe Tröger, Procurement Manager, is already waiting for us here. Together with him and Marc Wolligandt, we explore the 180-hectare area sur-

rounding a decommissioned iron-works. The park was opened in 1994, nine years after the works were decommissioned. It has won numerous prizes since then and, according to The Guardian newspaper, is one of the ten best urban parks. "The basic idea of the park was to preserve existing industrial buildings and incorporate them into the park concept," explains Horst-Uwe Tröger. Now, every year, one million people practice diving in the gasometer, filled with 20,000 cubic metres of water, try different levels of difficulty in the alpine climbing garden in the ore bunker complex or enjoy the view from 70 metres elevation from Blast Furnace 5. "However, the park is also suitable for hiking, cycling or enjoying nature, which has recovered here again," says Horst-Uwe Tröger. There are also numerous cultural offerings such as summer open-air cinemas or theatrical performances. We enjoy the last hours of sunshine and



In the Landschaftspark, many traces of days gone by can be found



Offers a great view at sunset: Tiger and Turtle

the light installations that transform the mill into a fascinating sea of light and colour at dusk.

After following in the footsteps of the element of fire on the first day, our gaze now turns to water. We meet with Ramona Jama, Central Office Coordinator and Instructor at the BUHLMANN site. Together, we climb aboard one of the excursion boats at Schwanentor and explore the large inland port during a port cruise. Across ten square kilometres and in 22 docks, we see impressive ships, enormous warehouses and monumental port facilities. Back at the departure point, Ramona Jama takes us to the inner port, which is only a few metres away. Where masses of bulk grain were once handled, there are now impressive museums, modern architecture, a marina and, in-between them, swans and cormorants. "The surrounding restaurants and bars invite you to linger and enjoy their culi-

nary delights. The Restaurant Faktorei, where we held our Christmas party last year, is also located here," she explains.

Walk-on roller coaster

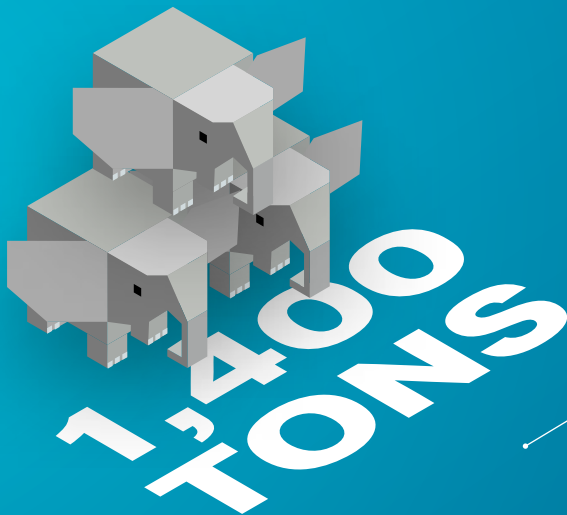
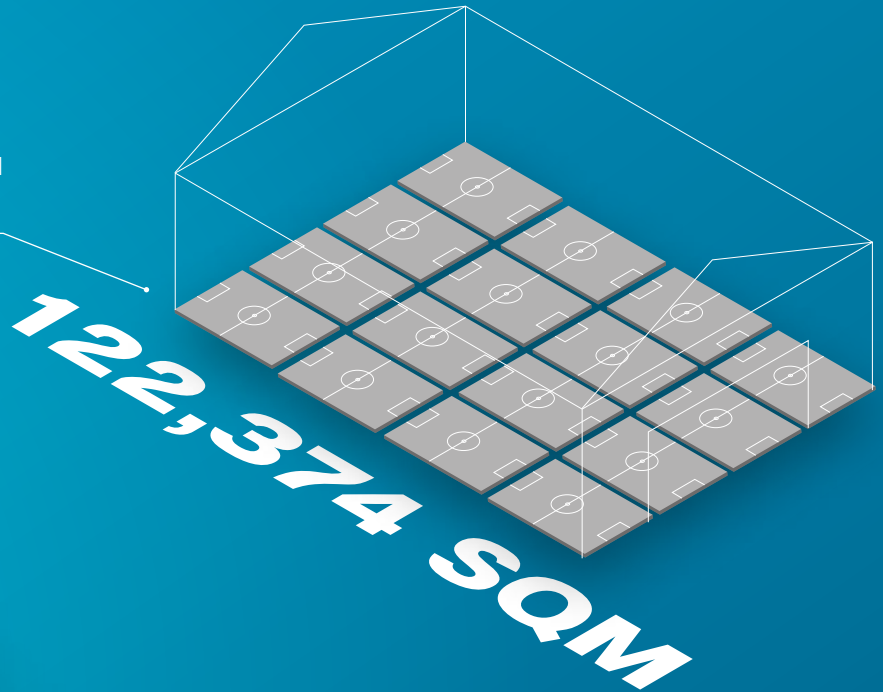
After a relaxing lunch break immediately adjacent to the port basin, Ramona Jama heads to the southern districts of the town, where we have an appointment with Marc Wolligandt at Sechs-Seen-Platte. This popular recreational area covers 283 hectares and is home to numerous recreational opportunities in addition to the six lakes that give it its name: a swimming pool, riding trails, playgrounds and 25 kilometres of footpaths. If you are looking for a break from city life, this is the right place to come. "Active sportspeople can go running or cycling, fishing, diving or sailing," says Marc Wolligandt. If anybody wants to see this natural paradise in its entirety, they should dare to take in the view from the 22-metre-high observation tower. But we want to go to a

different viewing platform, so our new destination is: Tiger and Turtle – Magic Mountain. "The large sculpture stands on a former zinc smelter slag heap and is modelled on a roller coaster," Ramona Jama explains. The sculpture is now one of the most photographed motifs in the town and has thus developed into a new landmark. With the exception of the loop, it is possible to walk right through the sculpture. We climb to the highest possible point and look across the Rhine towards the west. Here, we get a fantastic view of the sunset and can see the starting point of our excursion: the BUHLMANN site in the Rheinhausen district.

THE BUHLMANN GROUP HAS NINE WAREHOUSE LOCATIONS WORLDWIDE

WE WILL SHOW YOU THESE IN A DIFFERENT WAY:

Almost 17 football pitches: The total area of all our nine warehouse.



350 Asian elephant cows: They represent approximately the weight that our automated small parts storage system in Duisburg can store on material.

From Oslo (Norway) to Cape Town (South Africa): This is the linear distance that our seven autonomous robots have so far covered together in the automated small parts storage system.

