

BECHEM
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YEARS
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Realities are changing.

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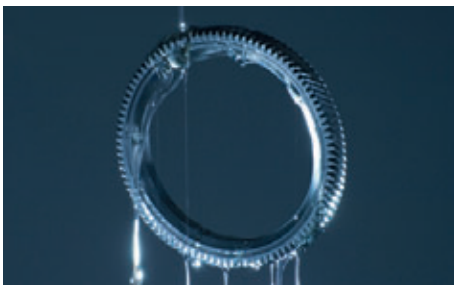
Changed availability of resources



Realities are changing – Water replaces mineral oil in the field of cooling lubricants

Environmental and climatic protection and thus the subjects sustainability and energy efficiency are of growing importance in our society, in politics and economy. Simultaneously the political as well as the cost pressure on industry is growing. This cost pressure is mainly due to the rising energy and raw material prices. The increasing awareness of finiteness initiates new developments.

Substitutes for limited raw materials are being searched under high pressure. Which technologies are sustainable? How can we replace mineral oil? Many questions and still only few answers.



Combines the positive properties of water and oil:
BERUFLUID

Mineral oil plays an important role in industrial production, e.g. in metal working. For demanding cutting and forming

processes up to now often mineral oil is used as an indispensable lubricant. For this application BECHEM has found an answer.

With the high-performance product BERUFLUID BECHEM virtually replaces mineral oil and mineral-oil containing coolants with water. BERUFLUID is a completely oil-free, water-based cooling lubricant which, thanks to the intelligent concept of additives, is suitable for various high-performance processes in metal cutting operations but also for forming technology.

BECHEM started the project with demanding grinding operations. In this application the product excels by material removal rates (Q'w 15) which cannot be achieved with grinding oils or with grinding solutions.

On the international metal working fair, METAV, BECHEM presented the product as a multi-dimensional problem solver for various machining processes (grinding, honing, deep drilling, forming).

Those in the metal working industry who are thinking about the change from oil to non mineral oil based lubricant systems at an early stage already will benefit twice: a) they are less dependent on unpredictable purchase price increases, b) they will profit from advanced know-how by applying the new technology.

Since the new product is very service-intensive, the marketing efforts for BERUFLUID are for the time being concentrated on Germany and the adjacent German speaking countries.

Changed environmental awareness

BECHEM at Campus Symposium

The fifth international economic conference, organised by the private academy "Business and Information Technology (BiTS)" in the Seilersee campus in Iserlohn in September 2009, took place under the banner of "Green Business".



The new event with 600 to 800 participants excelled with high-ranking guests from economy and politics. Besides many expert presentations from economy and science the speech of the former British Prime Minister and Special Envoy for the Middle East, Mr. Tony Blair, was one of the highlights.



On the Campus Symposium BECHEM participated with a small exhibition stand which demonstrated the "Green Business" from BECHEM in form of bio-lubricants and the mineral-oil free coolant concept BERUFLUID.

In addition, Hans-Otto Franz, Managing Director and Shareholder of CARL BECHEM GMBH took an active part in the 50 minute discussion "How much sustainability can the German economy afford in international competition".

BECHEM is already well prepared for the next symposium held in 2010 under the subject "Sustainability".

Changed ways of communication

Innovative marketing for innovative products

Examples of the marketing concept for BERUFLUID:



Photo card: advertising motives for the high-performance lubricant BERUFLUID



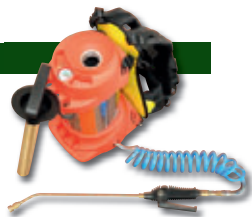
New methods in customer approach: BERUFLUID marketing is linked with the specially developed BERUFLUID microsite www.berufluid.de



Specialist interview with Dr. Dwuletzki of BECHEM, Kay Marschalkowski of ISF, Institut für Spanende Fertigung (Institute for Machining Operations), on BECHEM homepage and microsite and other websites.

Changed technology

New spray system



Whether we take the train, subway or tram, the worldwide rail traffic is becoming more and more fast, efficient and important.

In this context switch lubrication is of growing importance. Today customers have high requirements with regard to performance, serviceability and economic efficiency.

First choice is the dosing system as backpack of BECHEM. A new spray system, developed in cooperation between CARL BECHEM FRANCE and the company Mesto, does not only combine the requirements of the French railway company SNCF but also the desired characteristics of many other countries in one product.

The carrying device was optimised, stability was improved, and a special manual pump avoids that air is pumped into the lubricant. A new safety lock enables a quick assembly as well as the fast detachment of the 2 m long hose in case of danger.

Meanwhile CARL BECHEM FRANCE has established on the French core markets with a high-performance lubricant range and, in addition, often excelled by innovative products.



A well known long-time customer is the French National Railway SNCF. With switch and rail lubricants of the CERITOL and ECORAIL product families CARL BECHEM FRANCE is one of the main suppliers for the SNCF rail network and also the high-speed railway system for the TGV. CARL BECHEM FRANCE is also active in other countries. In those countries where French is the official language, the French BECHEM daughter is the estimated first contact for direct customers and trading partners.



The office team of CARL BECHEM FRANCE, from the left: Chantal Friedrich, Marlène Riebel, Rose-Marie Antoni (Managing Directress, Administration and Finances)

Changed sites

What is the latest news from CARL BECHEM FRANCE?

Since 2005 BECHEM is active in France with their 100 % daughter company CARL BECHEM FRANCE with a powerful sales team. The offices in the Rue Contades in Schiltigheim soon became too small. At the end of 2009 the company moved to new premises in the Avenue de l'Europe. The conveniently located commercial area in Schiltigheim, a suburb of Strasbourg, is the ideal site for a company committed to further growth.

Changed requirements



Non-ferrous forming technology meeting

In November last year BECHEM organised the 7th "Non-ferrous forming technology meeting".

The event with more than 140 participants, which is held every two years alternating with the WIRE trade fair in Düsseldorf, has meanwhile reached a remarkable format and is unique in this form in Germany. Almost the whole German wire and tube drawing industry including related sectors, e.g. machine, tool, filter and fleece producers, as well as BECHEM customers from Switzerland, Belgium and the Netherlands, met at the conference place in Herdecke. Main topics were the future developments in the field of non-ferrous wire drawing. Here the automotive sector played a decisive role.

During the event the presentation "The Future of the Automobile" by Dr. Peter Meintz, spokesman of the

ADAC Westfalen e.V. (see picture below), attracted great interest.

The programme was completed by a podium discussion with representatives of the leading drawing die manufacturers.



from left: Hans-Otto Franz, Dr. Martin Walter

Dear Readers,

We are experiencing difficult and simultaneously very exciting times. For companies the words "Green Business" and sustainability are not only slogans but a necessity and at the same time chances.

Everybody is eagerly looking for new energy sources, future-oriented technologies and substitutes for limited resources. The key sector automotive industry develops various new drive concepts. This will result in new markets, totally new structures and also manifold tribologic questions.

Realities are changing – BECHEM is meeting the various current challenges by active participation in symposia and working groups as well as intensive research and development.

One result of these efforts is for example the new cooling lubricant BERUFLUID. With this high-performance lubricant we give the first answers to questions regarding shortage in mineral oil. But BERUFLUID is only one example how we can be your partner in these days.

Together we meet new realities – we are there for you!!

Sincerely yours, your BECHEM Management

Changed tribology

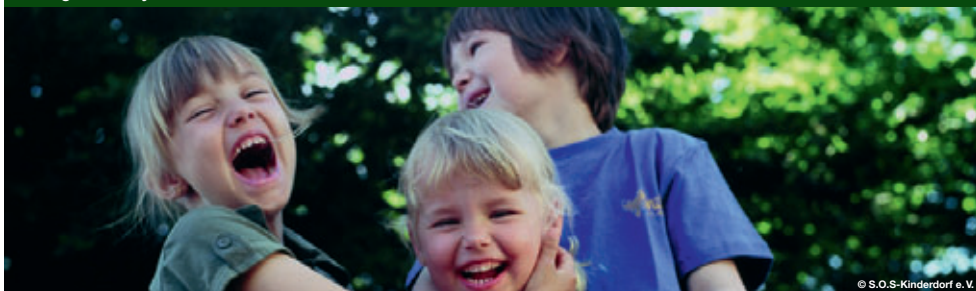
17. International Colloquium Tribology

The 17th "International Colloquium Tribology" of the Technical Academy in Esslingen, which was held from 19th to 21st January, belongs to the worldwide most renowned events in the field of tribology and lubrication technology. 650 guests from all over the world visited Ostfildern and could there listen to an extensive programme of presentations regarding the latest developments in tribology, participate in an international exchange of ideas or simply meet colleagues. This year BECHEM was represented with a total of four technical lectures.



Important subject in Esslingen:
The "green" automobile...

Changed survey methods



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Online market survey helps children

With a computer aided online market survey with regard to selected products and development projects the BECHEM Business Unit Special Lubricants has not only introduced new methods for the evaluation of market data, but also involved their customers in the product development process. This means that customers' requirements will be taken into account already in a very early stage of the development of new BECHEM products.

But not only the BECHEM customers and BECHEM company could benefit from this project. The participation of customers in the market survey were honoured with a charitable donation to the SOS Kinderdorf e.V. BECHEM would like to take the opportunity and thank their customers for their support and cooperation.

Events which change

The first quarter of 2010 for BECHEM in Hagen was characterized by the participation in many exhibitions, symposia and meetings. BECHEM was present on the important international metal working fairs METAV and GrindTec. Visitors were impressed by the coolant BERUFLUID as well as the new AVANTIN 426 (see separate report).

Besides BECHEM's participation in the International Colloquium Tribology Symposium (see separate report) the BECHEM plant in Hagen was an appreciated venue location for various working groups and meetings with partially up to 60 participants.



Hereafter the in-house events:

February 2010:

- Conference of the technical working group of the industrial association sheet forming (IBU)
- Technical committee tribology of the German iron and steel association (VDEh)

March 2010:

- Working group for development and research of cold heading, Förderkreis Umformtechnik e.V. (support group forming technology)

Changed markets



Food grade lubricants with HALAL-certificate

Products which, according to the Islamic regulations, are classified as halal ("clean") can be labelled with a Halal certificate. Halal-compliant products can be most different products – not only food – and services.

The Islamic dietary regulations are of major importance for Muslims not only for the food itself but also for the fabrication method. The food processing industry is taking the Islamic markets into consideration.

BECHEM, as technical supplier, also well complies with these tendencies in the market. In the new brochure "Special Lubricants for the Food Processing and Pharmaceutical Industry" all lubricants which are in compliance with Halal, i.e. which meet the Islamic regulations, are marked with the corresponding Halal-certificate.

Depending on the market requirement and purchase interest the product range with Halal-certificate will be extended.

Change brochures



Changed metal working

AVANTIN 426

Optimal, discoloration free surfaces in machining of demanding aluminium alloys

The material aluminium is of growing importance. For years it is indispensable in the aviation and automotive industry, and it is now increasingly used in other industries, e.g. electronic industry and ship construction.



Larger quantities of the material have to be processed in cutting operations. A high-performance coolant is absolutely necessary.

The new AVANTIN 426 shows best performance. The new cooling lubricant is a high-performance boron free product which has especially been developed for machining of sensitive aluminium alloys of the 5000, 6000 and 7000 series.

Based on well selected, novel raw materials it allows best machining results already at low service concentrations. The processed parts excel by best surface quality and do not show any discoloration.



High-performance products for processing of aluminium are indispensable not only in the aviation industry.



Imprint

That'Special – Information for Customers, Friends and Employees

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