

# HENNECKE PRESS RELEASE

## **Information. Motivation. Communication.**

### **Sales Representative Conference to boost team spirit**

For 28 and 29 March 2007, the Hennecke management had invited to a Sales Representative Conference that was held at the premises of the Cologne SAS Radisson hotel and at Hennecke GmbH's headquarters in Sankt Augustin. The complete Hennecke sales team attended the meeting, including agents and representatives from 25 countries.

The conference members were welcomed by the Managing Director, Mr. Rudolf Brumund. In his address, Rudolf Brumund informed the participants about the current state of the sale of Hennecke GmbH, the general market and competition situation and Hennecke's strategic orientation.

Hennecke, said Mr. Brumund, is and continues to be the specialist with the largest portfolio of PU processing machinery and equipment. The focus of development is on mixhead and metering technologies including the PUR-CSM spray technology. Hennecke will go ahead to offer new applications to the automotive industry while consolidating and extending its leadership position in the slabstock sector.

As to rigid foam applications for the building and refrigerating appliance industry, the company will continue to rely on the respective product lines.

Other major items on the agenda of the two-day conference were the reports given by the product line and regional sales managers. The papers presented by the product line managers focused on the latest innovations and machine technologies including the newly developed MultiFlex-Basic slabstock plant and the BaseLine high-pressure foaming machine with PPT 8 concept for processing pentane. In addition, the PUR-CSM spray technology was presented and highlighted once more.

The regional sales managers of the Asia Pacific (APAC), Eastern Europe, Middle East, Africa (EEMEA), Western Europe and North American Free Trade Agreement (NAFTA) regions reported on the development and sales activities in the individual countries and on plans and projects for the forthcoming years. Among the regional sales managers attending the conference were Igor Croiset, General Manager of Hennecke-Maruka Shanghai and responsible for the APAC region as well as Don Folajtar, General Manager of Hennecke Machinery, who is in charge of the NAFTA region.

Sufficient breaks were allowed between the individual presentations and reports to enable participants to have one-on-one discussions, get to know each other in person, establish

contacts, discuss projects and exchange opinions. This opportunity was extensively taken advantage of by the attendees. In the evening, a steamboat trip on the Rhine and a joint dinner had been arranged.

The afternoon of the second conference day was fully dedicated to small round-table meetings on the metering, slabstock, moulded foam, PUR-CSM, sandwich and refrigerator product lines. For each of them, a separate room had been made available at the company's headquarters in Sankt Augustin. Various issues including specific projects, the general situation in the countries and participations in forthcoming trade fairs were discussed. During the roundtables, each sales staff member took the opportunity to exchange information about current and anticipated projects with the colleagues from the region.

Representing all participants, Ercihan Kurt, sales manager slabstock, draws a positive conclusion of the Sales Representative Conference: „We feel reassured that we can resort to an extremely motivated and committed field staff team. The discussions were very constructive, giving everybody a valuable input to his work. An important ingredient for our future success will be to apply the experience acquired.

The conference has motivated us even more while bringing us closer together. We are all working towards the common goal of selling to our customers plant technology at its best.“

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