



EDITORIAL

Dear partners and friends of BIW,

The future also always means focusing on new applications and markets and meeting challenges with technical solutions based on the know-how acquired over the years. We have not only dealt with the classic applications of silicone in contact with food using the example of milking hoses, but also with new technologies in the field of light. At the leading trade fair Light + Building, new silicon-based solutions for LED technology were presented, which have been met with great interest.

Our R&D team and the Prototype Construction and Sampling departments are working on your products and applications of tomorrow and the day after tomorrow. Additionally our Controlling department permanently evaluates the KPIs to ensure proper performance both in production and throughout the entire process chain.

Ralf Stoffels

Dr. Markus Wiethoff

Lutz Stoffels



BIW RECEIVES THE 26TH SOUTH WESTPHALIAN MARKETING AWARD

AWARD FOR SUCCESSFUL B2B MARKETING AT BIW

The 26th South Westphalian Marketing Award ("Südwestfälischer Marketingpreis") goes to BIW Isolierstoffe GmbH from Ennepetal. The Marketing Club Südwestfalen with over 280 members presented the prize to the managing partner Ralf Stoffels at the 30th anniversary event in the Iserlohn Parktheater.

BIW is thus honoured for a very continuous and effective marketing work, which is part of a successful company development. Over the past decades, the company has become the world market leader with more than 160,000 individual silicone products. More than 5,000 customers from all over the world use the developments from Ennepetal to solve various technical challenges in almost all industrial sectors. Mostly the silicone parts are hidden. No wonder that BIW was described as a classic hidden champion, i.e. as a secret winner or unknown world market leader. BIW decided about five years ago to leave this status and in its external communication displays its relevance strikingly and with confidence. Whether it is the A380 aircraft, the popular Thermomix or important medical supply devices, BIW shows the importance for the end customer and gives the products a face. The jury was impressed by the approach and consistency and found BIW's marketing work to be worthy of the award. The transparency created in this way, the trends taken up as well as the team spirit based on tradition in the constantly growing team were finally able to convince the specialists from the Marketing Club. BIW presented the company's expertise at a stage show. Ralf Stoffels used a metaphor and appeared in his son's dynamic blue sneakers. Lutz Stoffels follows in the footsteps of grandfather and



father and secures the third generation of the company. During the stage show Ralf Stoffels revealed his little secret recipe to the guests: Marketing is a marathon, not a sprint. Furthermore it's not just about hip pictures. The simultaneous development of products, prices, distribution channels and communication is the secret of his marketing success. Actually an old hat, but in the current time more relevant than ever.

__lessingtiede

A NEW STEP TOWARDS THE FUTURE WITH BIW LIGHTING SOLUTIONS:

BIW BREAKS NEW GROUND AND DEVELOPS EXTRUSION PRODUCTS FOR LED APPLICATIONS

BIW presented new materials and products for lighting and LED technology at this year's leading international trade fair for lighting and building technology Light + Building in March 2018. This year's highlights at the BIW stand were above all the new developments for LED applications and coloured LED strips.

Silicone is one of the optimum materials for use in the lighting technology and lighting industry. The future will see increased use of silicones in the lighting sector, because their advantages and positive properties outweigh those of materials such as PS and PMMA used today.

The excellent mechanical properties such as tear resistance, temperature stability, flexibility, UV stability and solvent stability are reinforced by numerous arguments which today offer the customer better assembly and increased durability of the products.

The new developments include extrusion products for LED lighting systems, whereby BIW develops special mixtures to achieve a translucent or diffuse function. The aim is to achieve a particularly precise placement of light.



Straight Profil

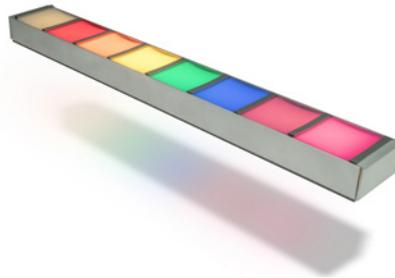
The new intelligent BIW systems LED Profile Straight and Edge are dust-proof and space-saving and allow the user multiple mounting options. On the one hand, the LEDs can be equipped with a self-adhesive device (SK), on the other hand, the extension with a clamping profile is also possible.



Edge Profil

Profiles with SK do not require any further components such as an aluminium support profile and are therefore also very easy to position as well as elastically flexible. Wave-like constructions or radii are easy to design using the BIW profiles. The light cone can be distributed either centrally or laterally by the two variants.

The profiles are a very good alternative to today's casting applications, since you can replace the LED strips in the BIW system and thus the subject of maintenance / service takes on a new meaning.



The new solution approaches of BIW can of course be customised in close cooperation with the Development department and the newly established Sampling team. We would be happy to develop the optimum solution for your application. BIW is well positioned for the future and there are further new, innovative possibilities to implement customer projects.

In preparation for Light + Building, it was possible to implement the objectives quickly and successfully within a very tight timeframe. Within a few weeks, BIW's own developments were presented professionally as samples at Light + Building.

In addition to the diffuse and translucent special mixtures, 3D moulded parts with highly transparent, crystal-clear LSR silicones can of course also be produced. These impressive materials offer perfect transmission values and a good refractive index. Precise light conduction via high refractive silicones is also possible. Please do not hesitate to contact us.

__Sven Braatz



The BIW-LED Straight profile was developed with the focus on the largest possible light emission area and high degree of flexibility at the same time.

BIW offers the LED Edge profile for applications with very small bending radii. This even makes it possible to transfer the profile into a waveform. Depending on the LED light strips, even bending radii below 20 mm can be realised.

Both profiles also combine the following properties and advantages:

- The degree of light scattering and colouring can be adapted to customer requirements
- LCOF surface treatment for a low coefficient of friction possible
- Multiple mounting options such as self-adhesive and clamping edges are possible
- LED light strips replaceable, as they are not encapsulated
- Space-saving installation is possible
- Temperature-flexible, elastic behaviour
- Very good UV stability
- Very good chemical resistance

__Dr. Daniel Siebler





BIW MANUFACTURES SILICONE HOSES FOR AGRICULTURAL MILKING TECHNOLOGY



Who doesn't know the image? Cows used to be milked by hand. Today, however, milking takes place mechanically in a milking parlour or by means of an automatic milking system (milking robot).

Since milk is a sensitive foodstuff, great attention must be paid to cleanliness during mechanical milking. Materials that come into contact with milk must therefore be regularly cleaned, disinfected and tested in accordance with food regulations. Strict quality requirements apply in particular to hose assemblies.

BIW has developed a silicone quality for the application of automatic milking systems, which is excellently suited for this and has the following properties:

- High flexibility: soft, flexible, elastic
- Notch resistant at high and low temperatures
- Tasteless and odourless
- Long service life, high durability
- Resistant to ageing, ozone and UV, no embrittlement

- Resistance to acid and alkaline cleaning solutions
- Resistance to chlorine based disinfectants
- Resistance to milk fat
- Compliance with the requirements of 3-A Sanitary
- Material complies with BfR XV, FDA § 177.2600 and Regulation (EC) 1935/2004

Worth Knowing:

An 'experienced' cow gives an average of 20 litres of milk a day. With automatic milking systems / milking robots, cows can decide for themselves when they want to be milked. When a cow enters such a milking box, it is registered via a chip in the collar and the milking robot decides whether it may or may not be milked, as several hours must pass between milking times. If the cow is not yet ready, it may continue eating comfortably.

But what happens when a cow is not yet experienced? A 500 kg cow that is milked for the first time can react under stress, make uncontrolled movements and trample around.

Therefore, this notch-resistant silicone quality of BIW is excellently suited for milk hoses because it also resists many hoof kicks.

Result:

Food-safe, chemically neutral silicone hoses from BIW can be used not only in agriculture, but wherever liquids are conveyed.

Please contact us if you, too, face the challenge of 'getting the cow off the ice', e.g., for special requirements and compliance with international standards and specifications.

—Karolina Onyszczyk

EMPLOYEE PORTRAIT MR. FRESE:

**20 YEARS OF BIW
FROM THE POINT
OF VIEW OF
CONTROLLING**

In a family business in its third generation, such as BIW, there are some employees who already have a long history in the company. So does Mr. Frese, who has been working in the BIW team for 20 years. "You can't tell how time flies. However, when you look back, you can see what progress has been made in terms of the constant change, the range of BIW articles and the size of the company." With the employment of Mr. Frese (officially on 01.05.1998) turnover compared to today was approx. a quarter. "The number of records, the totals and the dimensions are completely different today. What has not changed is the precision with which the tasks have to be completed. Every deviation in the chain leads to additional expenditure in financial accounting. My predecessor came from a time without a computer when it was still possible to make corrections quickly; today this is no longer so easy given the complexity."

Mr. Frese has always been involved in the change and with his experience of more than 20 years of BIW he is a valuable asset for the team and a precious resource in dealing with the questions that arise daily for controlling or financial accounting. "I see myself in the position of controller and financial accountant or somewhere in between."

Mr. Frese looks forward to future change, but also to the challenges, and BIW thanks a long-standing and good employee.

__Lutz Stoffels

**FAREWELL TO
MRS WALTRAUD SCHNEIDER**

After 14 years with BIW, we have said goodbye to Waltraud Schneider who has earned her well-deserved retirement. We are grateful for her long-standing commitment to the company and wish her a pleasant and peaceful retirement.

__ANJA LANGNER

**MATTHIAS FRESE
INTRODUCES HIMSELF**



NAME Matthias Frese

POSITION Head of Controlling

TITEL Dipl.-Kfm.

TRAINING

Business studies with a focus on corporate accounting and controlling, corporate management and taxes

INTERESTS

Literature, film, music, badminton, golf, board games

FAVOURITE TEAM HSV

OBJECTIVES AT BIW

Optimisation of financial accounting and related commercial processes



**TRADE FAIR REVIEW
LIGHT + BUILDING**

Great results following BIW's appearance at Light + Building 2018 from 18 to 23 March 2018

At the leading international trade fair for lighting and building technology, BIW presented numerous new silicone applications for hoses, profiles and 3D moulded parts in Hall 4.0.

For several years now, BIW has once again presented itself as an exhibitor at the leading trade fair in Frankfurt am Main and set new, innovative impulses. Special highlights included translucent profiles, coloured light profiles and silicone optics made of highly transparent LSR materials.

Many existing BIW customers and potential prospects were very impressed by the new possibilities in the field of silicone.

Thanks to the exhibition team for the great support!

__Sven Braatz

light+building

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IMPRINT

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**When it comes
to competence**