

verbinder

The magazine of the binder group



binder solutions
Interview

Quality management
Insight

binder China and Swiss
Update

Role models

A role model is someone who sets an example, influences people on many levels and whose attitude makes an impression on us.

Role models are people we admire, but whose success does not appear too far out of reach. They work hard to be successful, but they are not perfect – they have their flaws and weaknesses.

Historical role models and their distinguishing characteristics:

- Leonardo da Vinci – creativity
- Mother Teresa – compassion
- Martin Luther King – justice
- Albert Einstein – intelligence
- Nelson Mandela – mental fortitude and perseverance

On that note!

binder Marketing

The verbinder is also online

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www.binder-connector.com/en/news-press/our-magazine

Your opinion counts

We are open to suggestions, ideas and every form of criticism – both positive and negative – because it is only by keeping a dialogue going that the verbinder will keep its dynamic quality. So be brave and tell us what you think of the verbinder:

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Future binder

Dear reader,

Labour shortages, interest rate hikes, the energy crisis, inflation, material supply issues and much more have burdened the economy in Germany and worldwide. Franz Binder GmbH & Co. Electrical Components KG is no exception.

Yet, thanks to our volume of orders and value creation within the binder group, we have achieved our sales targets for 2023. Our current capacity utilisation also gives us security for the coming months.

This issue of verbinder is about the future of binder: the future of our customer-specific products with binder solutions and the future of our Neckarsulm site, with an update on the second construction phase. In other words, future binder.

Summer and the holiday season are here. I hope you and your families have a wonderful and relaxing time.

Happy reading!

Kind regards,



Markus Binder

CEO of the binder group

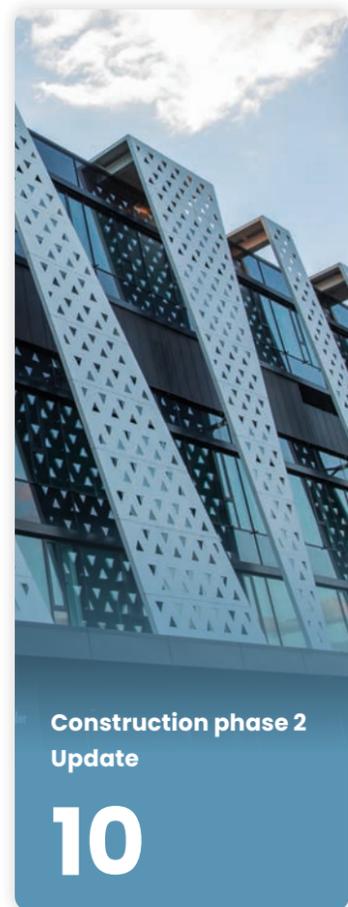


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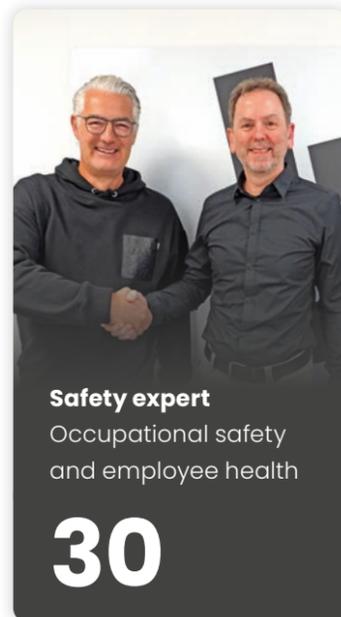
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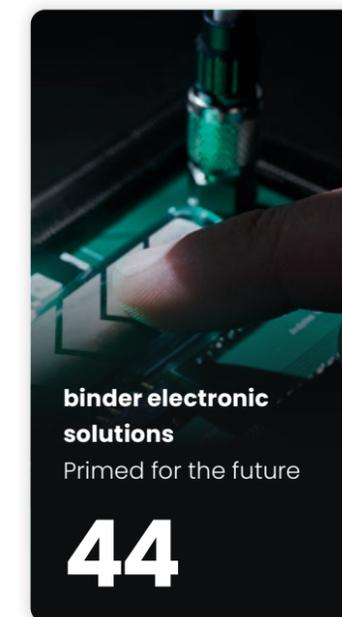
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'We start where the world of connectors ends'

The tenth anniversary of binder solutions made the perfect occasion to talk to Michael Schroers (Sales/Logistics) and Matthias Simbürger (Technology) about the development of the business unit, current challenges and future trends in customer-specific solutions.

Interview Editorial team

As a systems service provider, binder solutions has been an integral part of the binder group for a decade. What does this special business unit do, exactly?

Michael Schroers: Our team specialises in agile project structures and develops custom electromechanical solutions based on our customers' ideas. We start where the world of connectors ends. The range of options available to the binder group allows us to manufacture complete system assemblies and other customer-specific solutions that are not part of the standard binder portfolio. The fact that the demand for our skills is constantly growing suits us very well and encourages us to continue steadily along our chosen path.

What is behind the market trend towards complete system assemblies and custom solutions?

Matthias Simbürger: The reason for this is quite straightforward. Our customers are usually very keen to add value and want to concentrate on their core competencies. To get systems and projects ready for the market with as few delays as possible, they need individual components

from their suppliers, and ideally complete subsystems, too. This is precisely where binder solutions comes into play. We act as a solution-oriented interface and combine the requirements of our customers with the core expertise of the binder group. The fact that our group of companies can draw on a very wide range of competencies, from electronics development to cable assembly, surface finishing and printed electronics, offers us and, most importantly, our customers countless benefits.

Can you tell us about the competitive environment in which binder solutions is operating?

Michael Schroers: Our competitors include business units from other well-known connector manufacturers, but also development companies that operate in the IT, mobility or medical sectors. As we are gradually penetrating into areas that differ from binder's standard portfolio, we are going beyond our original customer base and opening up new market segments.

What do you consider to be the USP of binder solutions?

Matthias Simbürger: As a family business, we have the advantage of having flat hierarchies

and short distances between our locations. This makes us more agile than our competitors and allows us to respond quickly, competently and effectively to market dynamics. Our optimised communication channels speed up processes and help us find solutions.

Michael Schroers: binder solutions is the ideal partner for customer-specific solutions in the field of electromechanics. Many customers have already been won over by the sheer extent of our competencies, coupled with our modern methods of project implementation.

Creating bespoke solutions that are optimal for individual customers requires high quality standards and comes with enormous pressure to perform. How do you deal with the challenges that each new project brings?

Matthias Simbürger: I firmly believe that there is a solution for every problem, and that informs my thinking. As I see it, we've always succeeded in coming up with those solutions over the past ten years. What are your thoughts on this, Mike?





Michael Schroers is responsible for sales and logistics at binder solutions

Michael Schroers: That's how I see it, too. The agile project management approach implemented at binder solutions means that project managers can respond to new factors and changes quickly and constructively. We coordinate our activities on a regular basis, as nothing is more constant than change during a project. The teams can work more productively and achieve interim results faster than with rigid project structures. Nevertheless, when working with our customers, the most important thing is trust, which we build together through open and transparent communication.

How do projects typically get started? Can you give any examples relating to products from binder solutions?

Matthias Simbürger: We usually start with a concept study, and we discuss with the customer how to set about solving the problem as effectively as possible. At the outset, it's about collating the key general data and creating an initial concept on that basis. Due to the number of projects and customers that we handle, we often come up against the same or similar challenges time after time, so we can draw upon our wealth of experience. In certain sectors, however, we

encounter requirements and concepts that are new territory for us. One example was the DC Power Hybrid Connector, and other hybrid solutions, as an interface between the connector industry and new markets.

Mr Schroers, in verbinder 40 in March 2017 you said that in the medium term binder solutions could potentially generate 15–20% of our turnover at the binder headquarters. How close are you to that target?

Michael Schroers: We're at a high single-digit percentage already – a remarkable figure owing to sales growth at the binder headquarters since 2017. To put this in context, we started from scratch just ten years ago and completely rebuilt the business model with fantastic support from members of staff from across the binder group. Figures indicate that binder solutions will continue to grow in prominence.

'During a project, nothing is more constant than change.'

'By 2050, the biggest global megatrend will be smart energy networked with e-mobility and smart production – e-cars and balcony power units were just the beginning.'

Finally, let's take a look at the future. What market trends are currently emerging?

Michael Schroers: It's worth drawing distinctions between certain trends. For one thing, there's a politically motivated trend back towards Europe. These days, we get a lot of enquiries from customers who rely on products produced in Europe and want greater security following the problems arising from the Covid-19 pandemic and restricted supply chains. There are also a number of technology trends, such as plug and play. This enables the variable combination of plug-in systems of different designs. The compatibility and integration of various standards is increasing, as is the importance of the IoT (Internet of Things), which connects different systems with each other and is driving development in all branches of industry. By

2050, the biggest global megatrend will be smart energy networked with e-mobility and smart production – e-cars and balcony power units were just the beginning. ■



Matthias Simbürger leads the Technology department at binder solutions



The production and logistics centre at the Neckarsulm site

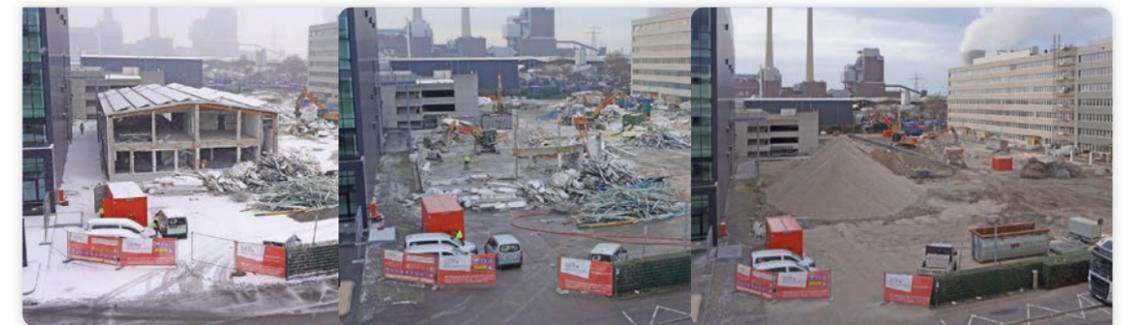
New build Update on the second construction phase

Following the laying of the foundation stone for the production and logistics centre at the Neckarsulm site in 2019 and the move into the first building section (BS 1) in 2021, Plant 2 was dismantled in 2023. We've outline binder's upcoming plans for the second building section (BS 2) below.

Text Editorial team



« before



after »



The work on BS 1 resulted in a 65.6 m-long, 68 m-wide and 26 m-high building with a gross floor area of 14,097 m² and a 27 m-tall high-bay warehouse with a shuttle system. The relocation to the production and logistics centre was completed by the end of the first half of 2021.

In addition to the architecturally sophisticated and modern design of the new building's outer façade, another noticeable development since the beginning of 2023 has been the creation of a car park on the site that was freed up by the demolition of Plant 2. Parking is available here until further notice.

Status quo

Several workshops have already been held on the future layout of BS 2, led by the Binder family. These involved representatives of the divisions that will move into the new building and those involved in planning and organisation. ►



The architecturally sophisticated, cutting-edge design of the exterior façade, with individual façade sails

BS 2 will become the new home for production facilities W1, W3 and W5, along with the tool shop.

A few changes have been made since the plans made as part of BS 1. Due to binder's enormous growth, some areas now have to be planned to be larger, so the amount of freely available space has been significantly reduced.

All those involved in the workshops worked together constructively and were able to come up with an allocation that meets the requirements of all divisions. Further workshops will address the details and feasibility studies.

CP 2 will result in the new home for production facilities W1, W3 and W5, along with the tool shop.

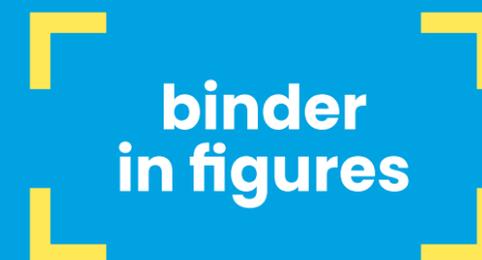
Facts and figures

As with BS 1, binder has partnered with Vollack, a reliable specialist in methodical building design from Karlsruhe. The new building, measuring 59.4 m long, 68 m wide and 26 m high, will have a gross floor area of 10,448 m² and will be similar in size to BS 1. Both building sections will be directly linked to one another via connecting corridors.

The state-of-the-art design, complete with custom-made façade sails on the transparent shell, also characterise the visual appearance of BS 2. Along with expanding the communal rooms, energy measures like a smart cooling and ventilation system and solar panels will also come into play in the new building section. The start of construction for BS 2 is planned for the second half of 2024. ■

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International sales partners





Group photo of binder employees who took part in the Neckarsulm spring clean Quote

Sustainability at binder

Markus Binder sums it up: 'Sustainability is a constant refrain in all areas of our lives.' So prevalent is it, in fact, that it can sound trite to our ears. But let's not forget the important concept behind it: that we need to take future generations into consideration when consuming raw materials and other precious natural resources. We shouldn't use more than can grow back.

Text Lena Lautenbach and Bernd Mager

At binder, we've long been working to make processes more sustainable and to raise awareness of the importance of sustainability in all areas of the company. Each and every one of us is responsible for treating resources and the environment in a mindful way. Even minor shifts in behaviour in everyday life can make a major difference over the long term.

This year, we'll be heightening our focus on sustainability at binder. In order to implement our goals successfully, we are looking to create a new position within the organisational structure by recruiting a sustainability management officer.

The following examples – the spring clean at Neckarsulm and disposing of cardboard

boxes – demonstrate that sustainability at binder is no empty buzzword, but a principle that is actively pursued throughout the company.

Neckarsulm spring clean

The Neckarsulm spring clean took place at the beginning of March. This rubbish collection campaign was initiated

NEWS

by Neckarsulm city council, with voluntary participation by companies, schools, associations and individual citizens. Some 25 binder employees also took part in the campaign, picking litter in the area around Rötelstrasse.

These voluntary rubbish collectors have done a good deed for the environment and the community, while also raising awareness of the issues caused by waste in our society. 'I'm noticing a lot more rubbish at the sides of roads these days. People litter without a care, and it's a real shame,' says Milica Ilic, who has been working at binder Marketing since December 2022. 'Once you start thinking about it, you can come up with lots of little tricks for generating less waste.'

Actions like the Neckarsulm spring clean encourage people to change their attitude, and we're keen to build on that. After all, making small changes in our day-to-day lives ultimately makes a big difference and can contribute towards long-term sustainable development.

Cardboard disposal

We have completely changed our cardboard disposal process and replaced it with a more cost-effective and environmentally responsible alternative. Previously, there was a rented pressed waste container for cardboard boxes in the yard. When it was full, the contents were disposed of by a local recycling company. Things are very different today: we have invested in our own recycling press for cardboard and film. The recyclables are pressed into bales and stored until the index is high. The materials – we produce one to two bales of cardboard a week – are sold at a good price to freely chosen buyers, which pays for the cost of the recycling press. This is a marked improvement in terms of both the environment and the company. ■

'What we do today determines what the world will look like tomorrow.'

Marie von Ebner-Eschenbach (1830–1916), Austrian writer

About the authors



Lena Lautenbach joined the company in September 2017. After successfully completing her integrated degree in business administration and service management with a focus on media, sales and communication, she has been in charge of employer marketing at binder since October 2022.

Bernd Mager has been with binder since June 2015 and is head of the Logistics department (P-LOG). He is committed to sustainability both in his work at binder and in his personal life, so he is also active in a number of voluntary roles.



SALES

SALES

The M12 panel mount connectors with L-coding are suitable for hand, wave and reflow soldering on printed circuit boards

Automation at the forefront of Industry 4.0

M12 product portfolio expanded

For signals, data, and electrical power: M12-type connectors have become indispensable interfaces for device connectivity. binder is supplementing its M12 lines with additional products that support users in automation technology to achieve efficient, flexible, and error-free installation.

Text Editorial team

binder, a leading supplier of industrial circular connectors, has expanded several M12 series for automation technology with various products. Applications range from basic sensor/actuator cabling to

industrial measurement and control technology as well as industrial Ethernet to autonomous robots or cobots. The product development was based on the requirements of the M12-relevant DIN EN IEC

61076-2 standard. It follows current trends with regard to miniaturization, variability in use and cost efficiency.

Like all M12 series from binder, these products meet at least

the IP67 protection degree. They are mechanically robust, durable, and designed to be user-safe thanks to coding. Several shielded or shieldable product versions are available with regard to application in electromagnetically loaded industrial environments.

For the current year, binder has announced further new developments in the field of push-pull locking and M12 one-cable solutions.

M12 basics: the backbone of networking in the IIoT

Originally used primarily in vehicle engineering, M12 has become established since the 1980s as an extremely robust, reliable, and compact, but also high-performance interface in automation technology. It is used in new machinery and systems as well as for modernizing existing infrastructure. The more the Industrial Internet of Things (IIoT) prevails in modern factory and process plants, the more the number of networking-capable automation components rises – and consequently the need for industrial interfaces of this kind.

Depending on the coding and design, M12 connectors can transmit signals, data, and, if required, electrical power

between field devices, such as sensors, controllers, or drives, and other network nodes. On the one hand, they are able to handle the high data rates of modern Ethernet networks. On the other hand, they can also supply components such as drives with high power levels. In order to make the best possible use of available installation space, it is advantageous to transmit data and electrical power via one and the same connector. Such hybrid solutions are becoming increasingly attractive, but are particularly demanding in their technical implementation.

The A coding (application area: sensors, DC power) is available with 3, 4, 5, 8, and 12 pins. The B (Profibus), D (100 Mbit Ethernet) and X (10 Gbit Ethernet) codings with 4 and 8 pins, respectively, are suitable for data transmission at different transfer rates.

In the case of power supply, for example for AC drives and frequency converters, S and K (up to 630 V(AC) at up to 16 A)

and, for example for DC drives or LED lighting, T and L (up to 63 V(DC) at up to 16 A) apply.

All M12 connectors provide minimum IP67 protection against dust and water ingress. Special variants are also available in IP68 and IP69K for hygienically demanding applications. Depending on the design, the M12 connectors are intended for different application scenarios: Versions with special termination such as crimping or wire clamp technology are suitable for applications with vibrations; others are suitable for outdoor use and, for example, resistant even to UV radiation. Depending on the application field, metal, plastic or stainless steel housings are used.

M12 innovations: optimized for the IIoT

As field devices increase in functionality, their power requirements grow. In addition, the density of interfaces increases, which requires particularly compact connectivity solutions. For device supply with ▶

M12 connectors are essential interfaces for device networking.

63 V(DC) at up to 16 A, binder has expanded its M12 portfolio by panel mount connectors with L-coding and dip solder contacts. The space-saving 823 series products are suitable for manual, wave, and reflow soldering on printed circuit boards. Protected to IP68 when mated, they are designed for both front and rear panel mounting, with their sophisticated two-piece design helping eliminate potential failure sources: Because the mounting body is soldered to the PCB but the flange housing is attached directly to the device, soldering can be done without the housing, which in turn can be mounted without disturbing the solder joints.

The time-consuming and error-prone single-core wiring is no longer necessary with ready-to-connect cables, such as those also offered by binder in the M12 segment. The pre-assembled, overmolded products, which have already been tested in accordance with DIN EN IEC 61076-2, significantly reduce the installation and cabling effort and help to implement cost-efficient plug&work concepts. The binder portfolio of ready-to-connect cables in the M12 segment includes a number of versions: Straight and angled products, as well as products molded on one or

SALES



Pre-assembled, overmolded, and tested M12 connectors (right) significantly reduce the installation effort

both sides, with various codings and in different cable qualities are available with 3 to 12 pins.

M12 outlook: single-cable solution and push-pull closure

binder is responding to the trend towards miniaturization and reduced installation effort with its own single-cable solution for the M12 segment. The M12 connector combines 7 signal contacts with 2 power contacts and thus enables power and signal supply in just one connector. Rated currents of 12 A and voltages of up to 63 V are possible for power supply, and 0.5 A and up to 12 V for signal transmission. In addition to the panel mount parts with THR or SMT contacts, there will also be those with wires, and variants with stainless steel and plastic housings will be available. The hybrid connectors are also designed for use in outdoor applications and thus expand the range of applications enormously.

Additionally, binder announces the development of M12 connectors with outer push-pull locking. This variant complements the M12-threaded products with push-pull locking in M12 design. Instead of screwing, here the cable side latches with the device side when the plug is pressed on. The product design follows DIN EN IEC 61076-2-010, ensures backwards compatibility with M12 screw locking on the device side and thus represents a particularly flexible and time-saving connection concept. ■



Sales partners worldwide



SALES



Angled versions of series 720 and 770 facilitate device connectivity where installation space is limited

Angled variants of the 720/770 series

Designed for tight installation spaces

Plastic angled connectors with snap-in locking are sensitive to faulty handling and thus challenging in design terms. For the 720 miniature series, binder has developed a safe and robust field-attachable angled version addressing applications with restricted installation conditions. An angled solution is now also available for the miniature NCC 770 series – featuring variable direction of the cable outlet.

Text Editorial team

SALES

binder, a leading supplier of industrial circular connectors, has complemented its 720 and 770 product series by field-attachable angled variants. Such compact angled connectors are used in device, building, and plant engineering: Particularly where secure electrical connections need to be established in confined spaces, the angled versions of the 720/770 series with snap-in or bayonet locking provide a reliable and space-saving alternative to the straight versions.

Background: operational safety as a design priority

In the case of the 720 snap-in series connectors, the electrical connection is fixed mechanically by snap hooks engaging in an appropriate slot, thus locking the interface. However, this type of locking is susceptible to incorrect handling: If the connector is pulled off at an angle to its axis rather than axially, this can destroy the plastic snap hooks, depending on the amount and direction of the pulling force. In order to prevent this application fault, the product developers at binder have inserted a threaded ring between the contact body and the angled housing. Even when force is applied at an angle to the connector axis, the snap hooks are thus protected against damage and the

connectors can withstand loads far in excess of the standard requirements.

By means of the additional threaded ring, two further design requirements could be met:

- The concept enables binder to also offer the 770 series as an angle variant using many identical parts.
- The contact body can be rotated in steps of 90° allowing the user for choosing the direction of cable outlet.

Cable routing is problematic for housings angled at 90° in general. As known from other product series, bending the cable by 90° is often difficult. Therefore, an angle of 100° was chosen for the new housings, which considerably simplifies cable assembly.

The angled connectors in detail

The new angled versions of the 720 snap-in series are used for example in lighting technology installations, greenhouse heating systems, and e-bikes. The series is specified for rated voltages from 60 V to 250 V, and currents from 2 A to 7 A. For the 3- to 12-pin interfaces, cable termination is achieved by soldering. They comply with protection degree IP67 (mated)

and can withstand more than 500 mating cycles.

NCC (Not Connected Closed) angled connectors of the 770 series with bayonet locking are used, for instance, in compact handheld control panels, in medical homecare devices, and in laboratory metering instruments that have to be installed in a particularly space-saving manner – for example, in the immediate vicinity of a wall. The 8-pin interfaces are also equipped with solder terminals; rated voltage and current are 175 V and 2 A, respectively. In addition to IP67 when mated, the female panel mount connectors also achieve IP67 protection when unmated thanks to binder's NCC technology. The connectors withstand more than 5,000 mating cycles.

In addition to black, the connectors of both the 720 and 770 series are available in red, green and blue colors as well as in white (RAL 9002), which is typical for medical applications. ■



One of the seven fully automatic assembly machines in the miniature segment

Presenting the miniature segment

The second floor of the new production and logistics centre in Neckarsulm is now home to the Production department, which was housed in the old Plant 2 before the move. Around 250 employees are currently working in this 2,000 m² space, spread over three levels. In this edition of *verbinder*, we present the miniature segment – one of binder’s four manufacturing areas.

Text Ewald Fleischer, Jamal Mahboubi and Simon Prang

With a production area of around 450 m², miniatures are the second-highest-selling segment in the new Plant 2 building. The 33 employees

in the segment work on seven fully automatic assembly machines, three semi-automatic assembly systems, five manual packaging machines and eight

manual workstations. Around 750,000 components of various binder products are produced here every month.



Miniature series 720 plug inserts

Packaging: the final act in production

The packaging process is essential in every segment. This is the last production process before the finished goods are picked up by Logistics, booked into the high-bay warehouse and finally delivered to the customer.

To make this manufacturing process as effective as possible, each segment is assigned a material planner. Among other things, this person is responsible for coordinating and planning the packaging orders. They assign the packaging orders to the machines and compile the individual components for the orders. This

cuts down on part of the set-up process for the employee at the packaging machines, which shortens machine downtimes.

Correct machine setup is crucial

When the order changes, the old components are removed, the system cleaned and the new components placed in the grab trays. After the machine has been set up for the new order, the operator carries out a self-assessment in accordance with the work and test plans. Only when this is completed can the processing of the order begin. The correct number of individual components to be packed must be picked from the grab tray or the small load carrier. These are then thrown into the film via the machine funnel. It is important to ensure that all of the parts slide into the film. The film is then sealed by operating the machine sensor.

Double check before storage

Finally, another person at the control packing table has the task of checking all the manufactured film strips again. Depending on the requirements, these are then placed in cardboard packaging or boxes and labelled before

being picked up by Logistics and transported to the high-bay warehouse. ■

About the authors



Ewald Fleischer (Team Spokesperson, joined binder in 2006) and **Jamal Mahboubi** (fitter W2, joined binder in 2022) are the segment managers of the Miniature segment. **Simon Prang** has been working as a production assistant binder’s Plant 2 (PW-2) since 2018.



A section of the production line for configurable M12 connectors for series 713 is duplicated at binder cable assemblies

Better safe than sorry

Reports of fires, explosions and other nightmare scenarios on company premises are thankfully rare. Yet such incidents cannot be completely ruled out. binder is keenly aware of this danger. As a result of risk management conducted at the company, we have set up a production line for configurable M12 connectors at our production site in Hungary over the past two years.

Text Bernd Lattke and Patrick Scheer

The configurable M12 connectors from the 713 range showcase binder's success like almost no other product. The wide range of designs and models meets almost all customer requirements. The high degree of automation in assembly ensures that the products are highly competitive on the mar-

ket, resulting in a large share of annual sales.

Value chain

Thanks to the high level of vertical integration within its group of companies, binder is not particularly dependent on external suppliers. For instance,

almost 100% of its plastic parts production takes place within the binder group. Contacts and die-cast or metal parts are also obtained from our affiliated companies. Only a few components are purchased from external suppliers.

It is a similar situation with the assembly and packaging of the configurable M12 connectors. Up until the end of last year, this was handled exclusively at the Neckarsulm site. A complete loss of production would have had serious consequences due to the unavoidable inability to deliver.

Risk management

Risks are mitigated by duplicating as much of the overall process chain as possible at binder cable assemblies in Hungary. Ultimately, the plastic production of the parts and the manufacturing and packaging of the end product will take place in Hungary. In the event of a risk arising, both locations are technically able to handle the entirety of the connector production.

Necessary planning/ changes

- Layout planning for workspaces, shelves, machines, utilities, etc.
- Calculating Kanban control loops
- Training courses on the operation, maintenance and repair of the machinery and on Kanban
- Relocating the Wellfeder 1 and Robi 5 assembly machines and two BiPack packaging machines

- Setting up the assembly of the coupling sleeve on site
- Approving manufacturing processes on site
- Warehouse stocking with quantities required for Kanban and the finished parts buffer
- Customer information and, if necessary, controlled changes to delivery

Conclusion

The entire planning and execution of the duplication was strongly affected by the Covid-19 pandemic. The situation has had a negative impact on the necessary travel activities and employee exchange for training and induction.

The disastrous flooding in the Ahr valley and the complex general situation on the procurement market have made the supply of materials a particular challenge, with a significant impact on the changeover date and the start of operations on site.

Nevertheless, we managed to supply our customers with M12 connectors that had been made in Hungary from 10 October 2022. This meant that we managed to complete the first phase of the duplication with a delay against our internal plan.

The task now is to relocate the tools for plastic injection moulding in order to get the value chain back to performing at its best.

We would like to thank the specialist departments involved and the team at binder cable assemblies for their support. Together we've made our workplace a little safer. ■

About the authors



Bernd Lattke (joined binder in April 2019) and **Patrick Scheer** (joined the company in August 2014) are project managers in the Industrial Engineering – Value Stream Projects department (P-WSP).



binder quality management uses numerous test devices and procedures to ensure high safety standards

Quality on the test bench

Quality management at binder

Quality management entails a great deal of responsibility at binder. When it comes to our products, quality means more than just ‘doesn’t shrink in a 60-degree wash’ – it means safety and attentiveness, right down to the last detail.

Text Torsten Hertwig

Whether it’s individual development or series production, nothing leaves the binder factory unless it has been extensively tested. In the laboratory, we devote a lot of expertise and care to testing whether our products have the right technical and legal certification and comply with the standard requirements, not to mention the requirements of our customers. The work of Quality Management starts with development and conti-

nues across all processes and departments, right up to the finished product and beyond.

As a way of organising the internal approval processes, we distinguish between four main categories in the test procedures.

Overall approvals

Overall approvals put the products through their paces. At the beginning, all test items

undergo an intensive incoming inspection, during which their structure and development status are examined. To be considered for overall approval, the test items must have reached the series standard and have been manufactured in production-line conditions.

Depending on the product type, up to six test groups may be processed.

- Test group AP: dynamic climatic tests
- Test group BP: mechanical durability
- Test group CP: the longest test in terms of time, as it includes the 1000-hour test (which alone takes 41 days without preparation and follow-up)
- Test group DP: chemical resistance
- Test group EP: crimping check
- Test group FP: review of data transfer requirements

The overall approval process generally takes about three months.

Tests during development

Quality management and development go hand in hand in terms of advice and when testing parts that still have sample or pre-series status. Among other things, the aim is to provide the Development department with assurance over their previous work. Tests during development are especially interesting, as at this point it may be uncertain how the test items will behave during the tests. Special customer requirements for existing products are also checked.

TECHNOLOGY

Tests during production

In the case of tests during production, Quality Management handles testing that cannot be carried out in Production itself for various reasons. Fast and transparent processing is crucial in providing the Production department with the necessary approvals as quickly as possible.

Technical complaints from customers

If any of our customers complain about technical errors, we conduct comprehensive analysis of the error pattern with the assistance of all departments and try to determine what is causing it. Replicating the error through process technology gives us the chance to find a solution quickly. In some cases, however, we rely on our customers to tell us exactly how and where our products are being used, so that we can replicate the error in the laboratory.

Guaranteeing safety

Quality Management is the final authority before the products are released for the market. We bear a high level of accountability, since we’re responsible for both the quality and the safety of our products.

Safety requirements are always the top priority. In addition to the test procedures, Quality Management can provide all departments with advice and suggest actions to ensure the necessary safety and quality assurance. ■

About the author



Torsten Hertwig has been with binder since March 2020 and is in charge of the Quality Management department (T-QM).

ideas management
with a lasting effect

binder employee Ideas in focus



Sustainability – a buzzword for a reason. For some time now, sustainability has been a pressing issue for the general public, policy makers and business alike.

Text Lina Richter

As early as 1998, guidelines for sustainable development made their way into the Treaty of the European Community. In fact, the origins of the term ‘sustainability’ can be traced back to 1713.

But what does this have to do with ideas management? It’s quite simple: achieving sustainability goals means coming up with and implementing the right ideas. 40% of companies don’t bother with ideas management when implementing their sustainability, human resources and innovation strategy, so there’s enormous potential in this area’ (source: <https://www.zentrum-ideenmanagement.de/report>).

For 2023, we are focusing on this megatrend with a theme of

‘More sustainability – with ideas management!’ In 2020, the Deutsches Institut für Ideen- und Innovationsmanagement (English: German Institute for Ideas and Innovation Management) published a reference book whose title translates as ‘Ideas Management and the 2030 Agenda for Sustainable Development’. This contains prompts and practical examples for businesspeople, ideas managers, sustainability managers and interested parties. In addition, this year the Ideas Management Centre is putting on a number of events related to the theme for 2023.

2030 Agenda for Sustainable Development – the 17 goals

The 2030 Agenda and its 17 Sustainable Development

Goals (SDGs) were adopted in September 2015 at the United Nations summit in New York. These goals are geared towards socially, economically and environmentally sustainable development. The German sustainability strategy

The key messages are:

1. focus on human dignity
2. protect the planet
3. promote prosperity for all
4. promote peace
5. build global partnerships

has been based on the global SDGs since 2016.

You can find more information about the 2030 Agenda and the SDGs at: <https://www.bmz.de/de> or <https://17ziele.de/>

Resource conservation series 768 and 825

Implementing Idea 2023-00006 could help us achieve several of the SDGs. The expected benefit can be assigned to the following goals.

- Goal 8: Humane work and economic growth
- Goal 9: Industry, innovation and infrastructure
- Goal 12: Responsible consumption and production
- Goal 13: Climate action
- Goal 14: Life underwater
- Goal 15: Life on land

The idea is currently (June 2023) in the process step ‘Preparing the report’. This means that the expected benefit is being checked and worked out. Experts issue a recommendation for implementing the idea and propose a one-off bonus. ■

About the author



Lina Richter has been at binder since 2014 and has been working in the Value Stream Mapping (P-IE-WSP) department since October 2020. She and Jörg Wohlbach are jointly responsible for the further development of the Idea Management (M.I.B.).



Agenda 2030 – the 17 goals



Caption: Markus Binder, Markus Grimm and Gerhard Vetter (left to right) at the official

New safety officer for binder

Occupational safety and employee health are serious and complex issues. That's why the expertise of a safety officer is so important and mandatory for every company, no matter how small. After more than 25 years in this role at binder, Gerhard Vetter is now handing over the position to Markus Grimm, who knows exactly what is important.

Text Editorial team

binder relies on its Senior Safety Officer to keep track of the requirements for occupational safety in the face of the large number of laws, guidelines, regulations and recommendations. Trained experts like Gerhard Vetter and Markus

Grimm provide management, department heads and all employees with advice on all matters relating to occupational safety. The Safety Officer also works closely with the binder company doctor, Dr Alexandra Keinert, to ensure

optimal safety in the workplace.

Handover at binder

For over 25 years, Gerhard Vetter was the most senior safety advisor at binder. Now that he has entered well-deserved

retirement, he is handing over the reins to the next generation. Markus Grimm, Team Lead in the Product Certification & Compliance (T-PC) department, has been responsible for employee health since the beginning of the year.

'I'm the kind of safety manager who keeps track of all the requirements and their implementation within the company,' says Grimm, explaining his job. He did a two-year traineeship at the professional association BG ETEM for that very purpose. His work in product compliance, which involves adhering to legal regulations and implementing the necessary, has also prepared him for this office.

Learning from experience

Theory is one thing; putting it into practice is quite another. Gerhard Vetter knows that better than most, which is why he is available on an on-call basis to advise new Senior Safety Officer Markus Grimm, his colleague Susanne Klett and the 13-strong binder Occupational Safety Committee. 'I benefit enormously from Gerhard's experience,' says Grimm happily. 'He has in-depth knowledge of the challenges that binder has had to overcome in terms of

occupational safety, along with the wishes and requirements of our employees.'

Security isn't always about coming up with new ideas and concepts; it's also about continuity. 'It's important to build a bridge between theoretical requirements and real needs,' says Vetter. 'Occupational safety is a highly complex field where many strands converge. That includes handing over the key roles without any interruption. As long as Markus needs me, I'm happy to support him.' Nonetheless, Grimm is keen to use the handover to review the way in which the company's occupational health and safety is structured, and to digitalise it with the appropriate software. This ensures a future-proof focus and readies binder for new challenges.

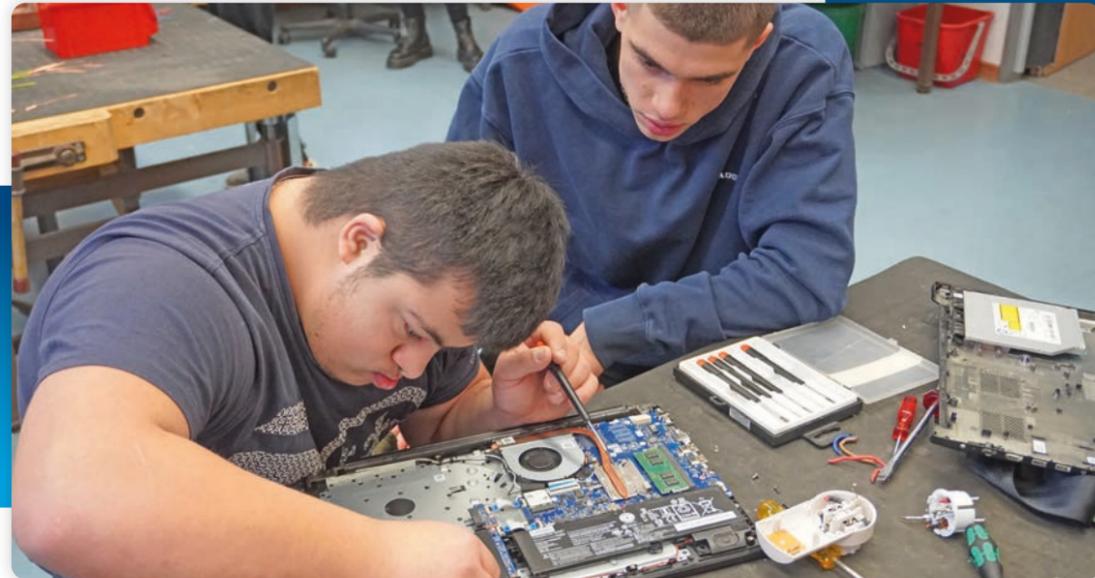
Communication about safety

Occupational safety officers do not have the authority to issue instructions – that rests with the company management team or the department heads. Their word does, however, carry a certain weight. Like Gerhard Vetter, Markus Grimm works closely with Markus Binder.

If new processes need to be integrated or existing procedures optimised, Grimm will check whether this is feasible from a safety point of view. If not, he comes up with solutions and devises measures. He also regularly trains all those responsible for matters of safety and security, provides advice on regulations and clears up any uncertainties as soon as they arise.

Markus Grimm will also remain head of the T-PC team and provide support in this department as required. A lot has changed in this team, with binder welcoming Angelika Diem and Soner Cakar to the department.

If you have any questions about occupational safety or employee health, please email sifa@binder-connector.de – Markus Grimm will be happy to assist. ■



As part of the social outreach project, binder's trainees and students gained an insight into various learning areas at ALS, including the workshop

Joint activities with Astrid Lindgren School

We are consolidating and stepping up our partnership with Astrid Lindgren School (ALS). Our trainees took part in a social outreach project in late January and early February, followed by a joint trip to Tripsdrill with our students and ALS pupils at the end of May.

Text Editorial team

As a long-established family business, binder attaches great importance to regional ties and maintaining longstanding business relationships and social outreach. Our relationship with Astrid Lindgren School in Neckarsulm is one example. This special education and support centre focuses on mental and physical development, and has been running for 55 years. Classes are made up of six to nine pupils, who attend the school for a total of 12 years. These 12 school years are divided into four years of primary schooling, five years of secondary education and three years of vocational school. A total of 154 students currently attend ALS.

Social outreach project and Tripsdrill excursion

The social outreach project took place on 31 January and 7 February. Trainees and students in the second or third year of their apprenticeship were allowed to spend a day with ALS pupils and take part in their lessons. After arriving at the school and being welcomed by the headmistress, Susanne Friedrich, the trainees split into groups of two and went to their assigned classes. Learning areas such as the school garden, the workshop and the utility area were opened up for this purpose.

While the students learned how to use basic tools in the workshop, the group watched an educational video about the sun in the school garden and made hearts out of cardboard together. Robin Edwell, a second-year process mechanic and the chair of our youth and trainee council, was particularly impressed by the personality and openness of the school pupils: 'They were really warm, funny people who experienced joy in the smallest things and welcomed us without hesitation.'

A special school trip to the Tripsdrill adventure park in Cleebornn took place on 24 May. Our trainees and students had an exciting and eventful day out with the ALS pupils, with the focus on team building and strengthening cohesion, but above all on having fun.

Conclusion

Both the social outreach project and the trip to Tripsdrill showed the value of our partnership with the Astrid Lindgren School as part of our training programme at binder. Our trainees and students were encouraged to leave their comfort zone, adopt a new perspective and deal with unfamiliar situations. Vincent Maurer, a second-year industrial management clerk, said: 'The joint activities with ALS

were beneficial for everyone involved. Personally, I was able to broaden my horizons and took a lot of positive things away with me. I hope we see the pupils again soon.' ■



The trip to Tripsdrill wildlife and theme park was a huge success for all participants

为自动化设备提供可靠的电源传输

Gongkong, China

Sensor connector features quick locking

Electronic Specifier, UK

Da binder un nuovo connettore per dispositivi medici

Elettronica Plus, Italien

Signaalconnectoren met vierkante flens

E-Totaal, Nederlande

Vorkonfektioniert, geprüft, anschlussbereit – M12-Steckverbinder von binder

Markt&Technik, Deutschland

Standardiseret M12 konnektor-løsning til automations-applikationer

Elek-Data, Dänemark

Why M8 connectors are the right solution for smart farming applications

Connector Supplier, USA

New standards in press relations

Our press relations work is aimed at ensuring that the binder brand, the history of the company and our high quality products are presented in local, national and international media, and that they reach the right audience. The objective is to strengthen the qualitative and quantitative visibility of binder and increase brand and company awareness.

Text: Editorial team

The binder group is constantly growing. The binder brand must grow with it, becoming more prominent and better known. Press relations, which is seen as the foremost communication tool, is essential for strengthening the brand and company awareness. Through targeted press relations, we endeavour to convey binder's values – a family business, quality-focused, long-established – and thus shape a positive image. Our overriding aim is for binder to be seen as a specialist for circular connectors at regional, national and international level.

How it works

In order to fulfil our goals, we publish a monthly product press release on new and existing products in our range. This is published on our website, on LinkedIn and via the PresseBox, a specialist press service for technology and industry. We also issue it to our national and international press mailing list, in some cases with the assistance of PR agencies. Along with our product press releases, we produce specialist articles, take part in market surveys and respond to interview requests. In short, our press relations work covers a wide range in terms of subject and genre.

Review and outlook

In 2022, we documented more than 650 press releases for the entire binder group. More than 200 of these were issued in Germany, with the remainder assigned to our international locations in Europe, Asia and the US.

Within Germany, key publications included specialist trade magazines such as A&D, Markt&Technik, mpk 4.0 and SPS-MAGAZIN. Heilbronner Stimme is also relevant as a regional medium for new developments relating to binder.

We are seeking to consolidate our press relations work by cementing our relationships with established media and expanding our national and international press mailing list. ■

Produkt-Product press releases 2023
(until 30.06.2023)

01/2023

M12 product portfolio automation in focus
for Industry 4.0

02/2023:

Sensor plug connector
In stainless steel full protection against corrosion

03/2023:

ELC x POY Award
Safety and resilience for medical devices

04/2023:

Plug&Play portfolio
Individual connection technology for mobile machinery

05/2023

Right-angle connector series 720/770
Designed for limited installation space

06/2023

Angled M5 flange
Parts small format, huge potential



The binder Swiss company building (Tagelswangen, Switzerland)

Lots of news at binder Swiss

This is a challenging time for all of us, so good news – no matter how small – is particularly welcome. Thankfully, binder Swiss has several positive developments to announce. Fresh ideas that strengthen our company and raise our profile on the Swiss market have also been successfully implemented.

Text Nicola Morrone

One of the most important positive developments at binder Swiss has been the appointment of a new sales representative to consolidate the team. Alessandro Natuzzi brings with him a wealth of

sales experience and is also a talented linguist, so binder Swiss can provide even better support to its customers in the trilingual regions. Since 1 May 2023, Alessandro has been actively supporting the

Sales team with customer care and winning new business. The entire binder Swiss team wishes Alessandro a great start to his binder journey!

A first for the company

The next piece of good news is a new first for the company. This year we will be taking part in SINDEX, Switzerland’s leading trade fair, in Bern for the first time. SINDEX is the leading industry forum for industrial automation and electronics. This trade fair brings German-speaking and French-speaking Switzerland together, as well as attracting international exhibitors and visitors. SINDEX serves as a bridge between the different regions and countries. binder Swiss is particularly looking forward to this event, which will take place on 5–7 September 2023.

Achieving success together

Another highlight at our site was the training of our distributor, Compona AG. The training focused on binder standard products and general technologies within the binder group. The topics discussed included the core competencies and services of our associated companies and system service providers, including binder electronic solutions, macrocast, MPE-Garry and binder ITZ. Compona is now in a position to provide even better advice to market customers and demonstrate the potential added value for their projects.

A fresh new look

Last but not least, binder Swiss has rolled out its new design, moving from green to black. The company continues to focus on modernisation and boasts a fresh look. ‘This step towards innovation underlines our commitment to quality and excellence,’ says Nunzio Tosto, Sales Manager and Site Manager at binder Swiss, about the new design.

All of these developments are testament to the fact that binder Swiss continues to do everything possible to strengthen its position on

the Swiss market and to serve customers with the best products and services. This progress will enable the team to respond even more effectively to customer needs and amplify binder’s presence in Switzerland. ■

About the author



Nicola Morrone has been working at binder Swiss as a key account and marketing manager in Sales since November 2019.



Alessandro Natuzzi, new sales representative at binder Swiss



Tackling the Chinese market in a post-pandemic economy

The pandemic may be well and truly over, but challenges remain for businesses around the world – and the Chinese market is no exception. The playing field has changed significantly in the past three years, which means binder China needs to change with it.

Text Rocky Rui

On December 7, 2022, the Chinese government relaxed its strict measures designed to prevent and control the spread of COVID-19, with temporary lockdowns being lifted, certificates no longer being checked, and PCR tests retreating from public view. This was a milestone both for businesses and society in general, and a move in the direction of normalcy. Since then, one key question has remained on the lips of all business leaders: what does the post-pandemic reality look like in China?

For binder China, we need to start by reassessing and redefining market demands. This is coupled with reviving stalled projects, resolving bottlenecks in internal and external supply chains, and generally seeing where we stand. After all, the consistent rise in the price of goods is perhaps the only factor we've been able to count on during the past three years. This calls for patience and understanding both from us and our customers, as there are sure to be challenges on the road ahead. At binder China, we will continue to place our trust in the traditional values that have served the German arm of the company so well for many years. This, combined with our strong brand reputation, excellent sales system and



After a three-year hiatus, binder China appeared at SIAF Guangzhou (1-3 March 2023) with a new stand concept

consistent customer support, stands us in good stead to weather the storm and post strong revenue figures.

A stable customer base in unstable times

Despite operating in an unstable market, binder China can rely on an extensive base of more than 1,000 returning customers – in 2022 alone we served 1,451, with the majority spending below EUR 10,000 each. Despite their relatively low trade turnover, we make sure to pay special attention to these customers through our inclusive sales system and direct selling model, both of which are unique. The benefits are clear: small-scale customers are responsible for 15 percent of our turnover, meaning we can rely on this as a buffer in the event of

cancellations or loss of key accounts due to a volatile market. In addition, the MOQ quotation system leads these smaller customers to generate a higher overall profit margin as they are less sensitive to price fluctuations. Finally, the adage “mighty oaks grow from acorns” applies here: small businesses occasionally blossom into large ones, resulting in even stronger turnover and the opportunity to introduce binder's products and services to new audiences and sectors in China. ▶



In addition to the communication areas, the ingenious stand concept also features various display options for our connectors

Unveiling the new trade fair design and posting strong figures

Following the postponement and cancellation of various trade fairs and events in the past three years, we were proud to attend the top-tier exhibition SIAF Guangzhou from March 1 to 3, 2023, where we unveiled our new booth design and cemented our status as a key global player. Over the three-day event, 169 groups of customers visited our booth, whose design allowed us to be more focused and concise in presenting our ideas and services.

Elsewhere, Taobao, our web store, experienced rapid growth in the first quarter of 2023. This is consistent with our strategy to boost online commerce in the local market: during the

sales meeting in Munich, we set a goal to increase revenue on Taobao by 20 percent by 2024. As for Taobao's turnover for 2022, we achieved 50.57 percent in the space of three months from January to March, with the number of customers rising significantly. We have since discussed the possibility of overhauling elements of the design, e.g. by adding videos to attract more page views.

Wind and PV projects on the rise

While we greatly value our smaller customers, large-scale projects are what fuel sales in a big way. Alongside the binder group's global customer base, binder China has been hard at work developing key local projects. These efforts have led us to make great strides in the energy industry in particular,

with strong partnerships established with leading Chinese manufacturers of photovoltaic cells and wind sensors. With annual purchase quantities expected to exceed 100,000 units per project, we are confident that the binder brand will become a known quantity to various segments of the Chinese market. This should pave the way for strong results based on quality products, effective performance and stellar service. ■

About the author



Rocky Rui, who has been with the company since June 2019, is a sales manager at binder China.

1960

Year of foundation





Nan Zhou, Jessica Daniel, Miriam Bergmann and Robert Stiehle (left-right) worked at the binder ITZ stand at LOPEC 2023

Printed electronics are ready for the market

binder ITZ announces positive outcomes from LOPEC 2023 in Munich

At this year's LOPEC, the leading trade fair for printed electronics, binder ITZ showcased a new stand design and customised, flexible sensor solutions. LOPEC made a successful return following a forced hiatus.

Text Dr. Stefan Ernst

Between 28 February and 2 March 2023, the Messe München exhibition centre was entirely given over to printed electronics, with suppliers, customers and scientists convening to exchange their views on the latest innovations and market trends. Following preliminary

development, products with printed functional layers are now ready for series production and making it out of the laboratory and onto the market.

The potential applications are manifold. From sensors for predictive maintenance in

mechanical engineering to display technology for smartphones and medical care at home, all manner of products can be manufactured using the printing process. These are primarily distinguished by their lightweight design and versatility.

This new development also has a bearing on the economic prospects for this year. According to OE-A (a professional association for printed electronics), this area is expected to buck the general trend with a significant 18% increase in sales.

New stand, new products

binder ITZ also presented innovative products at the new trade fair stand. This year, the focus was on measurement and sensor technology. A newly developed force-sensitive sensor (FSR) was exhibited for the first time. Interested visitors were able to try out these applications themselves at the newly designed stand.

In the printed electronics sector, binder also offers customer-specific solutions for touch, temperature and force sensors. These are printed directly onto three-dimensional and textured surfaces using a printing process specially developed by binder ITZ. In principle, cost-effective functional layers can be applied to myriad surfaces. This trend that was also reflected by the idea of 'function everywhere' – the buzzword at this year's trade fair.

Along with printed functional layers, there was increased demand for joining technologies. As a specialist in circular connectors, binder showcased its core competence in this area, as most applications in printed electronics are hybrid systems. Printed components are combined with conventional electronics. To safely combine the two worlds, binder offers special solutions for contacts and connectors, along with soldering, adhesive and crimping technology.

Innovation based on a great network

binder ITZ already uses printed conductive layers based on copper. These can be bonded directly using the standard soldering process. As is happening across the entire industry, binder ITZ pastes are also nearing readiness for series production. In light of this, LOPEC represented an excellent opportunity to maintain contact and discuss upcoming developments with key suppliers. Having put a lot of effort into networking within the industry, binder ITZ is continuing to come up with innovations that benefit our customers.

Have a great idea that we could help you with? Then get in touch! ■

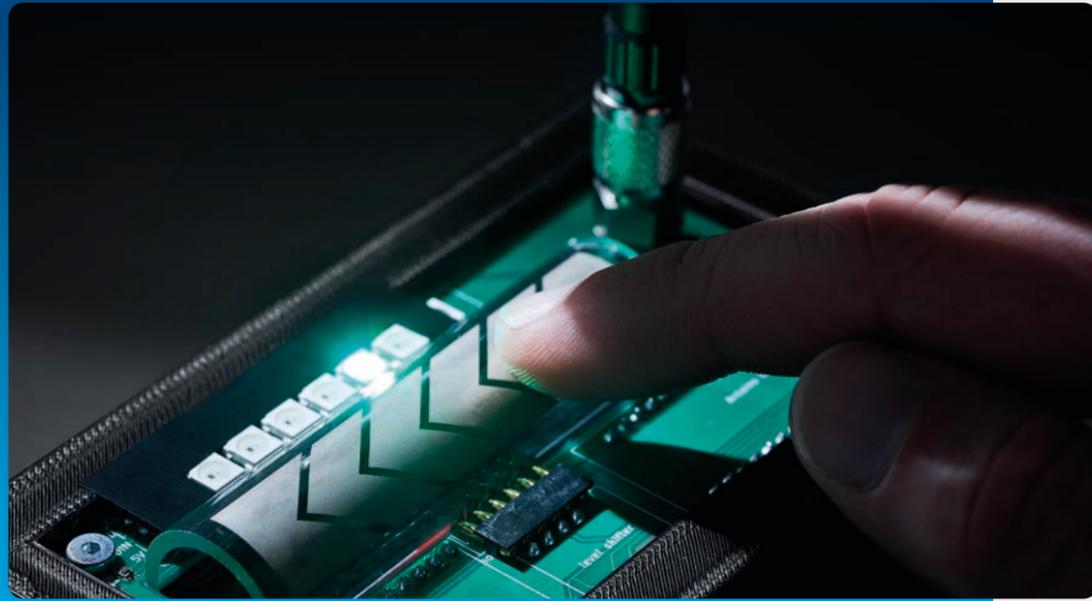
About LOPEC 2023

- The world's leading trade fair for printed electronics
- 168 exhibitors from 25 countries (62% from abroad)
- 2,300 visitors from 43 countries (57% from abroad)
- The top five visitor countries were Germany, France, Austria, UK and Finland.

About the author



Dr Stefan Ernst, a head of department at binder ITZ, has been with the company since June 2015.



Printed touch sensor for controlling a display element

binder electronic solutions

Primed and ready for the future

Electronics isn't everything – but nothing works without it. This is the whole ethos behind binder electronic solutions, as almost all of our products either have electronic components already or will have them soon. This development is both an opportunity and a necessity for binder.

Text Thomas Lacker

According to the concept of the Internet of Things (IoT), almost everything we use in our day-to-day lives will be on the internet in the future. This will allow us to determine their condition and even program what they do. Such

technology opens the way for groundbreaking, revolutionary functions aimed at facilitating our daily lives by making it smarter.

While the transition may be difficult for some, the be-

nefits are obvious: this is an important step towards using Earth's scarce resources more sparingly and setting new standards in work, leisure and health.

GLOBAL

When the time comes, the binder electronic solutions staff will be ready! This important and therefore necessary development opens up many new prospects for the binder group.

What is binder electronic solutions?

As a network of binder ems, binder introbest and the binder Innovation & Technology Centre (ITZ), binder electronic solutions deal with a range of locally-centred issues relating to electronics. These short channels allow it to act promptly when:

- implementing product ideas from customers
- developing new products
- producing prototypes for new products
- entering seamlessly into series production

Printed electronics and sensors from binder ITZ complete the range.

The key to customer success

Customers benefit from reliable supply chains and stable suppliers. The last two years have clearly shown how vulnerable global supply chains are at present. Even the

supposedly all-powerful car manufacturers have not been able to prevent many models from being delivered late or not at all due to missing chips.

There have also been transport delays due to the port closure in Shanghai, the short-term blockage of the Suez Canal and the lack of containers, not to mention the pandemic-related plant shutdowns and the far-reaching effects of the war in Ukraine.

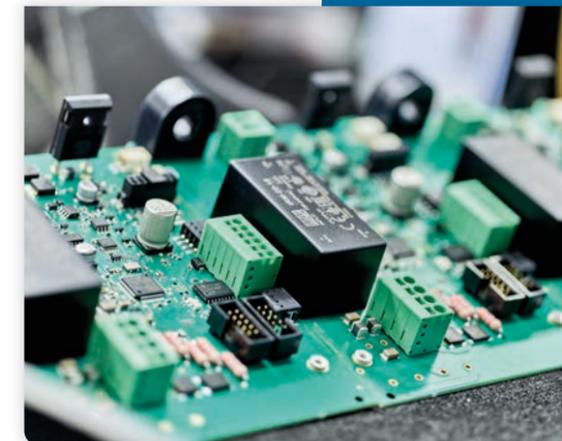
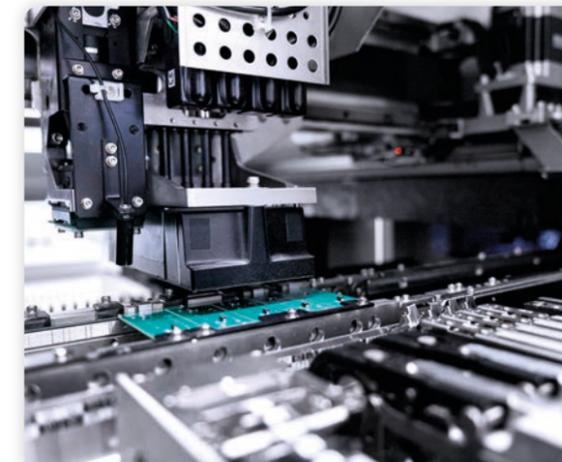
Concerns about too much dependence on China are spreading, too. While this issue will not resolve itself quickly, there are major efforts to reduce dependency on local resources. Although the early procurement and storage of at least one year's supply of all critical components is currently causing a shortage, this development is well under way. Having this material will allow local manufacturers to produce and deliver the required assemblies on demand – regionally, sustainably and quickly.

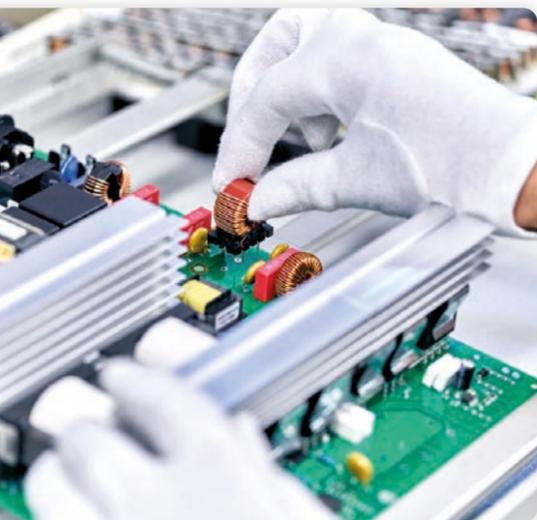
It may be a bit more expensive than mass production in the Far East, but nothing is more expensive than not being able to deliver at all. This means that binder introbest

and binder ems are optimally placed to cover demand, as attested by the high demand and overflowing order books.

EMS: more than assemblers

Which industry does binder electronic solutions belong to? Answering that question is far from easy, as we cannot speak of a separate electronics or assembly industry. ■





Placing and soldering components on a printed circuit board requires a deft touch

GLOBAL

simplest part of the job. Far more important are:

- Procurement logistics: purchasing and providing all parts on time and at a reasonable price
- Quality: guaranteeing traceability to ensure that all components and processes are up to standard at batch level
- Compliance: complying with all relevant rules and regulations
- Delivery: supplying the required material on time

The electronics of the assemblies produced by binder electronic solutions provide all sorts of projects with their core component. These include:

- Mechanical and systems engineering
- Fire protection
- Medical equipment
- Electric motors
- Measuring devices
- Crane controls
- Water treatment systems

Almost every product requires electronics. As such, the end product usually depends on binder electronic solutions as an invisible yet crucial supplier that is not easily replaceable.

The company is often described as an 'assembler', but that does not do it justice, because placing and soldering the components on the circuit board (the assembly process in question) is actually the smallest and

The Association of the Electrical and Digital Industry (ZVEI) has also decided to abandon the term 'assembler'. Instead, the ZVEI has renamed the relevant specialist group 'Electronic Manufacturing and Service' (EMS), which has caught on internationally.

Ready for a smart future

The 'electronification' of products is continuing apace and is set to accelerate. At the same time, the demands on manufacturing companies are increasing, with smaller companies are no longer able to meet them. As part of the binder group, binder electronic solutions is a strong partner for industrial companies looking for a dependable regional

supplier. With all that in mind, we look forward to taking on plenty of exciting challenges in the near future! ■

About the author



Thomas Lacker has worked for the binder group since January 2017 and is in charge of the two affiliated companies binder electronic manufacturing services and binder introbest. Together with binder ITZ, he also manages binder electronic solutions, a system service provider.

20000

employees worldwide





Because you matter

Psychological counselling services at binder

The search for a psychological counselling partner has finally come to an end. The BGM team is delighted to have secured a highly skilled partner in Anna Fetter, who will be able to provide stressed employees with quick help. As she is now an integral part of the binder team, it's time to get to know a bit more about Anna and the valuable work she does.

Text Thorsten Schwarz

In spring 2022, Dr Alexandra Keinert, our company doctor, noticed high levels of sick leave and increased incidence of mental stress during her consultations, so she recommended that we partner with a psychologist.

Nowadays, people often have to wait months to get an appointment with a registered

psychotherapist – all the more reason to be able to offer our employees rapid support.

Markus Binder is conscious of the immense importance of this issue and immediately approved the request. As he says, 'Efficient and resilient employees are the foundation for binder's success.'

How Anna Fetter is assisting binder

Following a lengthy selection process, the binder management team are confident that Anna is the right psychologist to partner with our company. She knows exactly how challenging deadline pressure, ongoing clashes within a team and other professional stresses can be.

Anna Fetter



Anna Fetter, binder's psychological service partner

We had some lively discussions with her as we set out our goals. The concept of regular counselling sessions quickly emerged, as a way of offering stressed colleagues an easy-access opportunity to talk. A support programme for trainees is also in the works.

Anna Fetter also provides extensive mental health training as part of the ELLA course, which addresses first aid in difficult circumstances at work, and is involved in 'Leading binder', the new management training course. These courses have been held regularly since autumn 2022 and February 2023 respectively.

A vital step

Over the past few months, Anna Fetter has become an integral part of our company's health management and personnel development efforts.

Speaking about her aspirations for binder employees, she says, 'As a psychologist, I rely on my scientifically founded expertise, but I am nevertheless open-minded and am curious to hear your personal perspective on things. I want to help you find your own way to solve any issues you may be having.'

She has already been involved in crisis intervention, conducted a number of one-on-one sessions and begun some long-term coaching. The fact that she is already fully booked shows clearly that this service has not only been well received, but is also urgently needed.

About Anna Fetter

Anna Fetter is a psychologist and licensed psychological psychotherapist with her own practice in an area of Eberstadt. She offers behavioural therapy, counselling and coaching.

In contrast to psychotherapy, coaching is aimed at 'healthy' people and addresses issues that arise in various areas of life, such as conflict between roles. Unlike a counselling session, coaching does not provide direct suggestions for solutions, but encourages and guides the employee to come up with their own solutions. ■

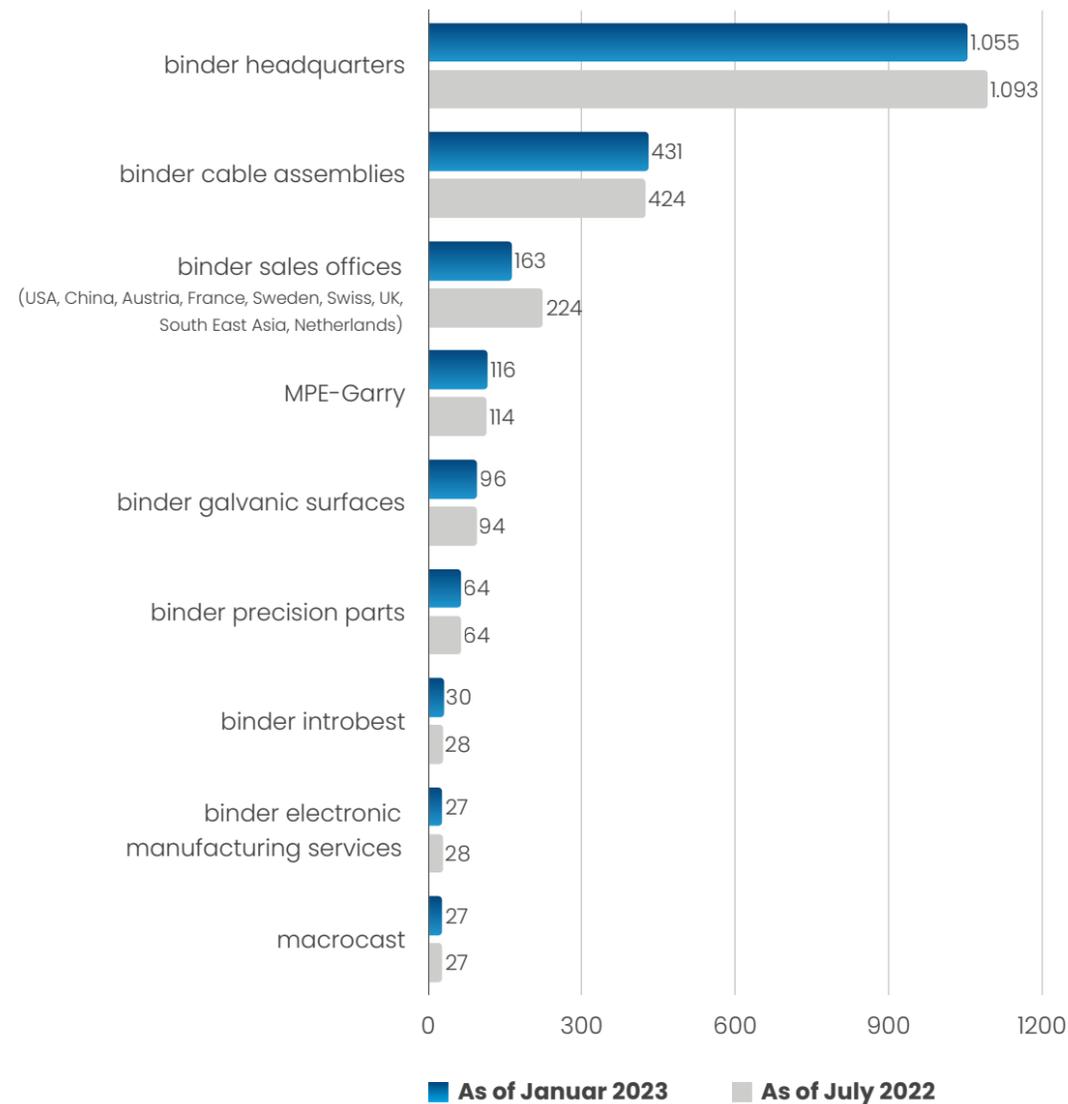
About the author



Thorsten Schwarz, who joined the company in 2001, works in the Human Resources (K-PE) department at binder. He is also involved as an OIM officer, spokesperson for the OHM regulatory group and fire safety aide.

binder in figures

Staff deployment within the binder group



As of **1 January 2023**, the binder group employed **2,009 members of staff**.
At **1 July 2022** – six months earlier – it employed **2,096 members of staff**.



Events in July 2023

12/07/2023 (Wed)

Works meeting

13/07/2023 (Thurs)

Health Day

27/07/2023 (Thurs)

Corporate run



A warm thank you

to everyone who has written articles for this issue!

It is only through you that a magazine can come into being, only through you that ideas are generated, only through you that the verbinder comes to life. Feel like writing something? Then please send in your idea for an article – the moment one issue of the verbinder is finished, it's time to start the next one!

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