

mybelt

Stacking Success

Minor details add up to great solutions



CARRY ON THROUGH

In the flow with Optibelt conveyor solutions.

/ PAGE 04



MORE THAN MEETS THE EYE

With unstoppable drive – Optibelt in Russia.

/ PAGE 12

04

TYPICAL OPTIBELT

CARRY ON THROUGH

In the flow with Optibelt conveyor solutions.

COMPANY

08

ON-SITE AND ON THE SPOT

ORU and customer proximity.

OPTIBELT IN THE WORLD

12

MORE THAN MEETS THE EYE

Optibelt succeeds with cooperation and quality.

14 DAY 1 MOSCOW

16 DAY 2 DMITROV

19 DAY 3 BRYANSK

22 DAY 4 JOURNEY THROUGH RUSSIA

23 DAY 5 ROSTOV-ON-DON

NEWS & FACES

26

Everything new from around the worlds.

DID YOU KNOW...

28

Truly indispensable small talk facts.



DAY 1 MOSCOW



WITH UNSTOPPABLE DRIVE – OPTIBELT IN RUSSIA



ПОЯЕ ТНДН MEETS THE EYE



DAY 5
ROSTOV-ON-DON



EDITORIAL

CLOSELY CONNECTED – COMMON COMMITMENT

Dear readers,

Watching the news requires nerves of steel, doesn't it? Sometimes even the weather forecast makes you shiver. For instance, last summer almost all agriculture parched all over Europe. This winter, on the other hand, the American economy froze with low temperatures on a Siberian scale. No doubt about it: extreme weather phenomena, digital disruption and new political constellations are changing the game for many branches.

Optibelt's strategic answer during this phase of compressed change is obvious: we believe in close and confident cooperation. We are convinced that the best way to discover and develop working solutions for the challenges of our times is through partnership and collaboration. Corporate R&D partnerships are the foundation for leveraging synergies and for heading into new business segments. Our visit to Russian bicycle producer Stels is a great example: thanks to cooperation with Optibelt, Stels is now a global frontrunner in the snowmobile market.

Large or small, regional or overseas, corporations need good business to grow and thrive. That's why we at Optibelt see ourselves as an 'idea provider' for new business models – and as a specialist for short-development cycles. We take the time to develop the broader view, to talk about details, to experiment, and to reflect – always aiming to find the most convincing economic solution for your next idea.

Yours sincerely,

Reinhold Mühlbeyer,
Chairman of the
Executive Board



TYPICAL OPTIBELT

CARRY ON THROUGH

Optibelt Conveyor Power keeps your business in the flow

Precise and trouble-free conveyor technology is the secret behind incoming goods that seamlessly turn into outgoing goods. Maldistribution, delayed separation or unplanned stops all cost time and money – that's why high-quality solutions by Optibelt simply pay off!

The round belts from earlier days have become obsolete. They just no longer meet today's requirements. That's why modern roller tracks rely on elastic V-ribbed belts. These can cope with higher transportation weights and allow for a faster flow path.

ON SH



optibelt CONVEYOR POWER ERB

- Elastic-ribbed belt
- Designed for roller conveyors
- Optimised for curved tracks
- Suitable for start and stop cycles
- Up to 97% efficiency
- Transport weight from 1 kg – 1,200 kg
- Good damping performance
- Maintenance free



optibelt OMEGA HP

- High-performance timing belts for HTD and RPP pulleys
- Fibreglass cord
- For high loads at various speeds
- Abrasion-resistant fabric with low friction and shear-resistant teeth



optibelt CONVEYOR POWER VB S=C Plus

- Components matched to Optibelt nominal capacity PN
- Surpasses DIN 2218 specifications
- Delivers higher operational safety in existing drives
- Avoids overload



optibelt RR / RR Plus / HRR

- Welding on the spot, including for the **optibelt RR Plus** version
- No disassembly of the drive/shafts
- Quick rectification of breakdowns
- Fast assembly due to **optibelt HRR** connection system

●●● **ROLLER CONVEYOR**

Linear feeding – Optibelt offers powerful toothed belts, round belts, V-belts, flat belts and timing belts.



TRANSFER ELEMENTS

Ready for handover – timing belts and ribbed belts transfer goods to neighbouring roller conveyors.



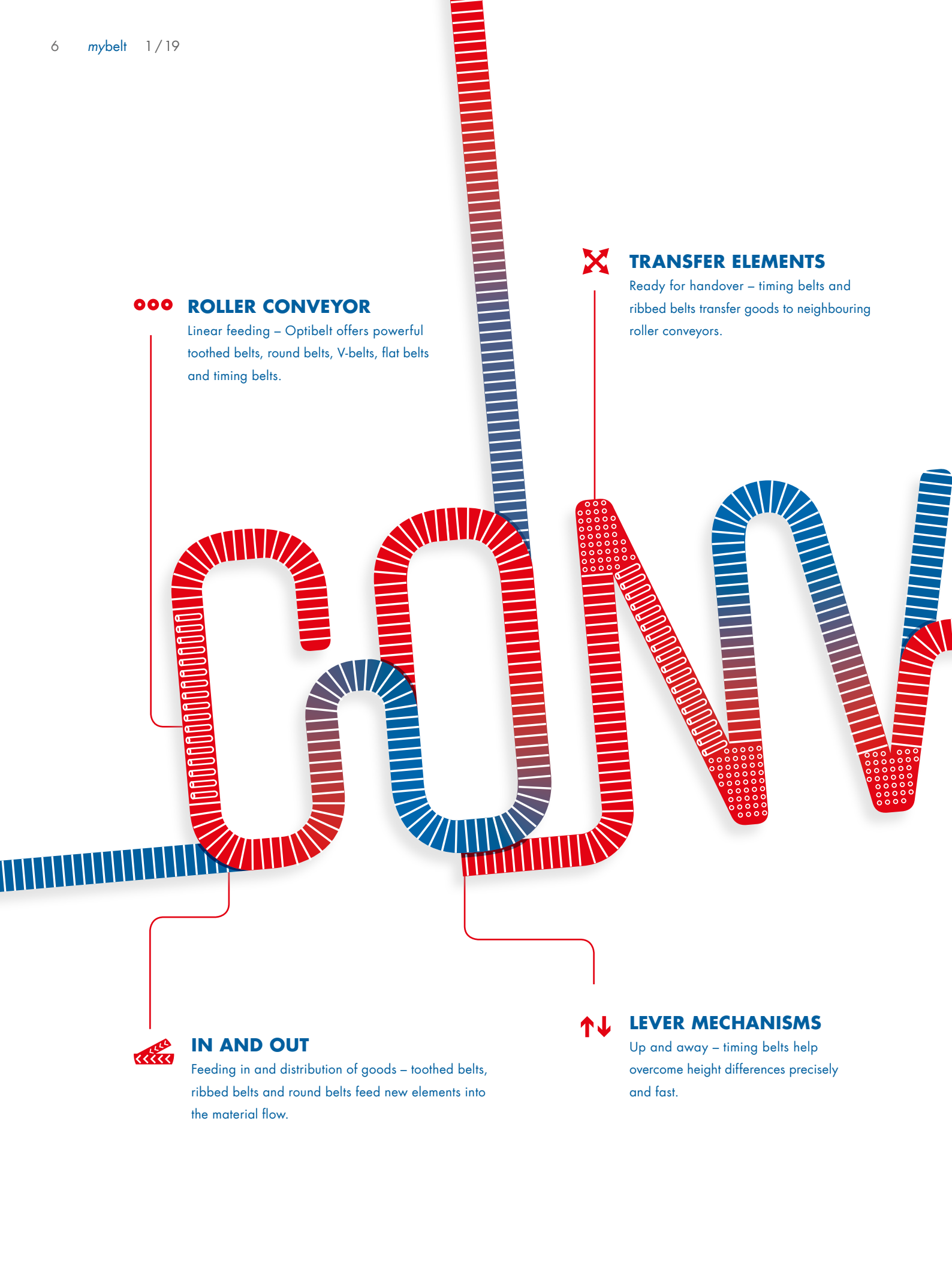
IN AND OUT

Feeding in and distribution of goods – toothed belts, ribbed belts and round belts feed new elements into the material flow.



LEVER MECHANISMS

Up and away – timing belts help overcome height differences precisely and fast.





DRIVES

Progress is being made – Optibelt drive engines with toothed belts deliver power to different transportation stages.



LOWERING GATE CONVEYOR

Tooth belts, rounded belts and ribbed belts – whenever a passageway is needed.



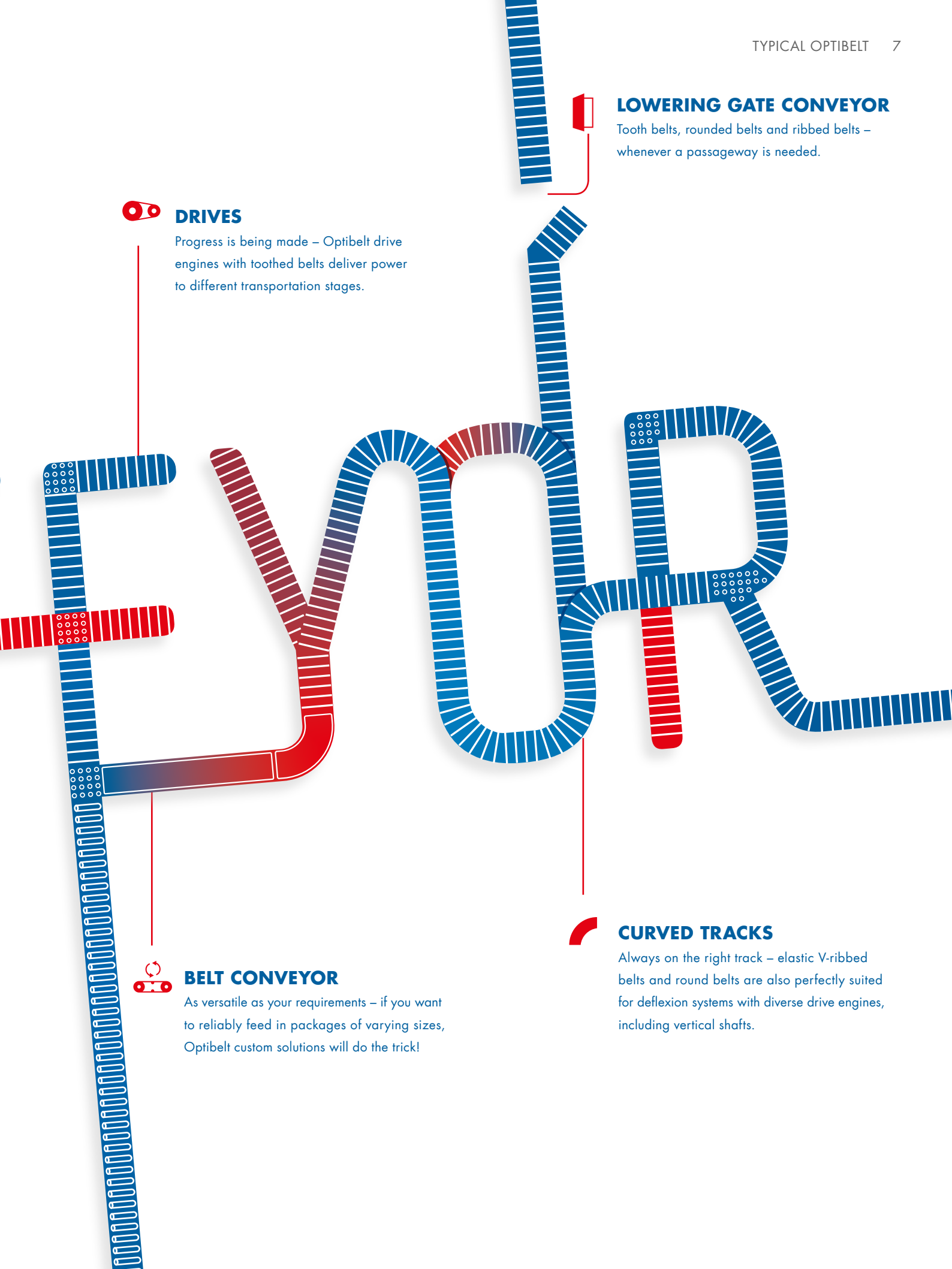
BELT CONVEYOR

As versatile as your requirements – if you want to reliably feed in packages of varying sizes, Optibelt custom solutions will do the trick!



CURVED TRACKS

Always on the right track – elastic V-ribbed belts and round belts are also perfectly suited for deflexion systems with diverse drive engines, including vertical shafts.





COMPANY

LOCAL PRESENCE, LONG-TERM DRIVE



Russia is simply gigantic – geographically as well as economically. It's a huge market with a staggering potential, rich resources and its very own soul. Optibelt Russia Managing Directors Thomas Gnoth (TG) and Alexander Riemer (AR) tell us more...

Mr Gnoth, Mr Riemer, thank you for being here. Let's start right away: In 2006, Optibelt opened a Russian distribution company, ORU. Tell us, what sparked this decision in the first place?

TG: Being globally present has literally been one of Optibelt's strengths for generations. Initial contacts with Russia had already been established during the Soviet Union era, and, in the years following the system change of the 1990s, Optibelt quickly found new partners in the developing private industry. At this time of change, the foundation was set for our further development. With an ever-growing revenue from Russia and CIS countries, we finally decided to establish Optibelt Russia in 2006.

” Growing sales favoured the permanent establishment of ORU in 2006.

Thomas Gnoth, Managing Director

Once we were through the foundation phase (which wasn't always an easy process), we developed our network of distribution partners and improved our industrial service range, especially in regard to product availability and technical support. As our understanding of the country and the diverse industries grew, so grew, step by step, our product and service portfolio.

AR: Customer focus is key. And our success proves us right. Straight from the beginning, we achieved strong results in a number of key industries, for example agricultural machines, the wood sector, the oil industry and mechanical engineering.

What qualities do you need to successfully enter the Russian markets?

TG: First of all, what works in the West will not automatically work as well in Russia too. Bureaucracy in Russia, for instance, is much more extensive than over here in Germany, especially when it comes to employment legislation. You have to take this into account, just like the different culture. You really have to earn their trust or you won't get far with Russian partners and customers. I was born in Poland and personally experienced the Soviet times for 17 years, which helped a lot. It's easy to understand why networking among trusted partners is so important in Russia...

AR: By the way, in Russia you'll find an enormous dynamic: in the World Bank's tables for 'Ease of Doing Business', Russia ranks 35th, rising five places within a year. Then there's around 140 million inhabitants which of course offers great potential. However, it's not enough to simply translate your product information into the Russian language to succeed. It won't work without the willingness to engage with different mentalities and unfamiliar statutory provisions. It took real effort for years on our side to really get into the Russian market.

The Russian economy often is characterised in extremes – with huge corporate groups on one side and small businesses working with minimal means on the other. Is this a stereotype or the reality?

AR: Indeed, the huge concern groups are a legacy of the former Soviet Union. These are really huge entities. It takes a lot of perseverance to even identify the decision makers. Then again, this is

not a specifically Russian phenomenon — it's just larger due to the sheer size of these corporations.

TG: These gigantic concern groups are the main employer for certain industries and in some regions. But of course, there's a totally different dynamic to be found within the Russian small and medium-sized enterprises. This makes sense because their business perspective has to be much more long term. A concern group manager who has to justify budgets for the next six months is less likely to buy expensive components, especially if this investment might only pay off in the year after next. It takes perseverance and long-term communication to build trust here.

AR: At the same time, it's only reasonable that midsize enterprises and family corporations employ a broader, more long-term perspective. Investing in quality components makes sense for them because, in the long run, this ensures the future of the whole business.

In 2013, Optibelt established a second site in Yekaterinburg. What's the difference between these two sites?

AR: Of course, Moscow is the capital and still the most central logistics hub for all the former Soviet Union states. Yekaterinburg on the other hand is found in the Ural region, where most of Russia's heavy industries are located. What counts here is a high-quality product and availability. By the way, the distance between Yekaterinburg and Moscow is just as far as Hörter to Moscow!

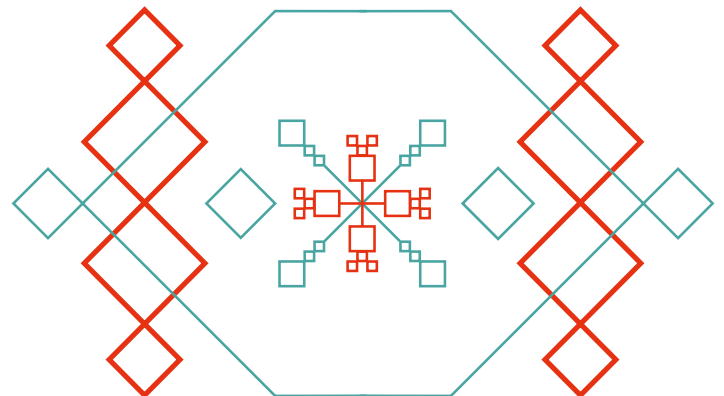
Mr Riemer, you have resided in Germany since 2013. How do you manage the ORU business from there?

AR: The reason I am in Hörter quite regularly is simply due to the fact I am also Managing Director for Eastern Europe. Fortunately, with Thomas Gnoth, ORU is in the best hands — and besides, I have a visa for a year, so I can jump right on a plane whenever necessary... Living in Russia with the whole family really is something special. At the risk of repeating myself, the Russian soul is indeed warm and cordial...

” For comparison, the distance between Yekaterinburg and Moscow is just as far as Hörter to Moscow.

Alexander Riemer, Managing Director

TG: I would like to mention that this is also the reason why we have been cooperating with some of our network of distributors for decades. For our customers, Optibelt is synonymous with quality and genuine trustworthiness. And these characteristics are due to specific people!





How do you assess the Russian economy right now? And what are your future expectations?

AR: No doubt about it: planning security is substantially poorer than usual. But isn't that a fundamental sign of our times anyway? If you look at global politics today, literally no one can realistically forecast the economic and geopolitical situation for the next four weeks...

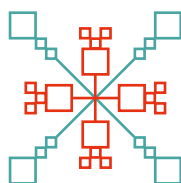
TG: Germany still is the largest exporter and investor in Russia – this in itself proves that a certain level of unpredictability is manageable. You simply have to adapt and search for new solutions. Having said that, we expect a rather tense economic policy situation. Luckily, Optibelt products are not affected by sanctions.

AR: Entrepreneurship equals risk, simple as that. The first to jump in carries the highest risk and reaps the highest reward. Optibelt has been benefiting from its early entry into the Russian market so far.

Moscow's public image is of a boundless metropole with ten-lane urban highways filled with luxury SUVs in an unending traffic jam. Is this accurate?

AR: First of all, Moscow is not Russia! But it's true, in recent years the city has developed at an enormous rate and has become a bit more 'European'. Which also goes for the number of car parks by the way!

TG: One thing I find remarkable is that, even in huge cities, ties are much closer than in Germany. Friends and family are far more important and close personal rapport is key. Mutual appreciation, trust and respect can't be bought. You have to earn it. That's why Optibelt is an ideal technology partner for Russia. You'll come across industry projects here that you won't find anywhere else!



○
SITE
HÖXTER

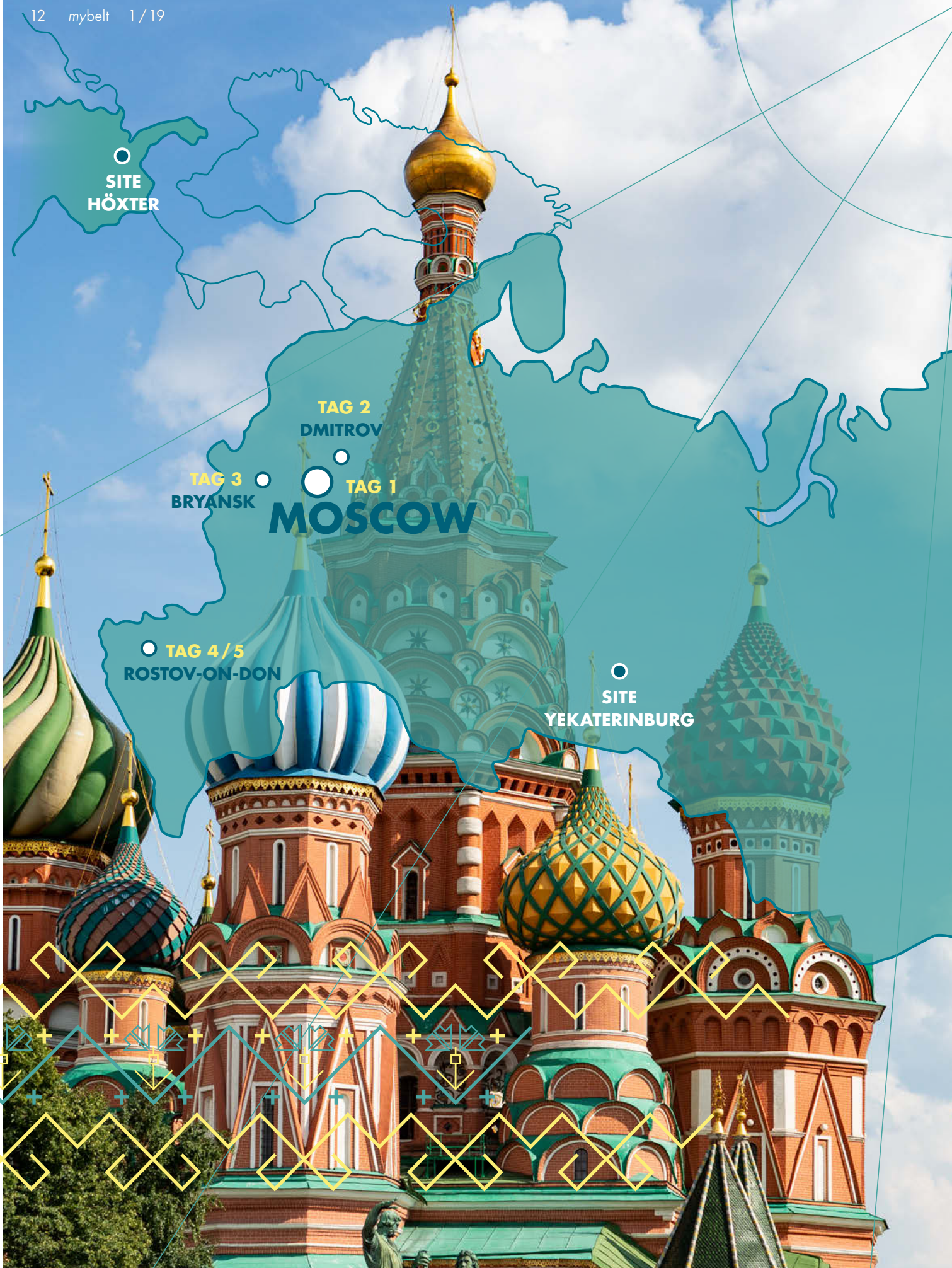
TAG 2
DMITROV

○ TAG 3
BRYANSK

○ TAG 1
MOSCOW

○ TAG 4/5
ROSTOV-ON-DON

○
SITE
YEKATERINBURG



OPTIBELT IN THE WORLD

ПОЯЕ ТНДН MEETS THE EYE

WITH UNSTOPPABLE DRIVE
OPTIBELT IN RUSSIA

We arrive in Moscow on a very special day: it's the 15th July and the final match of the FIFA Football World Cup 2018. Although Team Russia didn't make it to the finals, this year's World Cup has been a remarkable ride that sent millions of people dreaming right across Russia's 11 time zones. But we didn't come here to watch football – we will spend the next five days visiting Optibelt Russia and taking a look at long-standing local Optibelt customers...

LARGER THAN LIFE

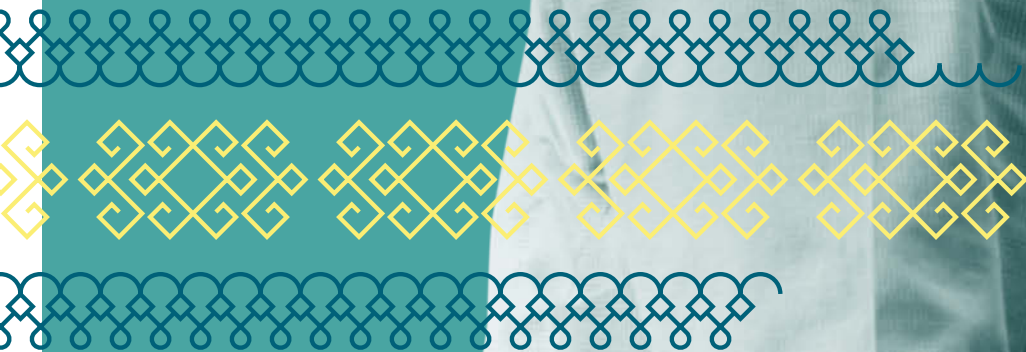
Of course, the idea of catching any more of Russia than a tiny, tiny glimpse would be presumptuous: the sheer size of the land and its moving history are truly monumental. It is the largest country on Earth with around 140 million people and a prominent geopolitical status. To put things in perspective: Optibelt Russia's two distribution centres in Dmitrov and Yekaterinburg are 1,800 kilometres apart...

ALWAYS PULLING THROUGH

The country's vast natural resources, most prominently oil and gas, supply large shares of Europe's energy needs. Russia's economy is now growing at last, and unemployment rates are low. Besides, aren't Russians famous for their drive throughout history to stoically overcome any hardships fate threw their way? Which, by the way, is a mindset not too far from Optibelt's entrepreneurial spirit!



ДRIVING IN MOSCOW



Russia's skies are busy with planes: the city of Moscow and its 12.4 million inhabitants are served by three major international airports. We land at Moscow Sheremetyevo International Airport. After the usual border procedures, we grab our luggage and get picked up by Dmitry Lomukhin, the Managing Director in Dmitrov. Dmitry will be our tour guide for the next five days, and he takes us by car north to our hotel.



DAY 1

MOSCOW

We're quite lucky not to be travelling in the other direction: the motorways towards the city of Moscow are jam packed for miles on end. Dimitry stays completely relaxed, "That's business as usual after the weekend. Life in Moscow is expensive, very expensive," he smiles, "Busy streets, long working days, tiny apartments – it's only normal that at the weekend, everyone tries to get out to their dacha." In fact, according to a Mercer study, living in Moscow is even more expensive than in Dubai or London!

PELMENI IN DMITROV

We arrive at our hotel in Dmitrov later that evening. The town is the administrative centre of the Dmitrovsky District in Moscow Oblast. But tonight the streets are empty – just as one would expect on World Cup final night. There's not much for us to do but to check in at the hotel and, of course, taste the famous national Russian dish: pelmeni.



Although Russia is home to more than 100 different nationalities (with a wide variety of exotic culinary customs), the one dish that's available everywhere is pelmeni. They're made of flour dough, water, salt and, in most cases, a meat filling, but each Russian region has its own recipes. We enjoy some small Siberian pelmeni with beef and pork, but depending on the regional recipe, they're also available in different sizes, shapes or fillings, e.g. lamb or fish.





DAY 2
DMITROW



УРБАЛ СФПТРАСТS

Dimitry picks us up at the hotel at 8.30 am. Time to get busy and visit the Optibelt Russia headquarters. It's just a short ride through the town, but Dimitry notices our fascination: all along the main roads we pass huge old skyscrapers, seemingly remnants from Soviet times, but still in active use. Their blocky, decaying charm is sharply contrasted by the brand new, quite expensive-looking apartment blocks.

OPTIBELT RUSSIA

The Optibelt Russia headquarters are directly located on one of Dimitrov's main roads and rather unimposing from the outside. "We focus on our work here rather than on our appearance," says

”

We focus on our work here rather than on our appearance.

Dimitry Lomukhin, Managing Director in Dmitrov

Dimitry confidently. It's a shared building with other companies and we have to undergo a passport check to enter. We head upstairs to the second floor, rush over linoleum floors and sneak through a very quiet corridor. Finally, we are there. Dimitry invites us into his Managing Director's office. It's a very small room — but with everything he needs to succeed...

SMALL OFFICE. GREAT POTENTIAL.

Two flags crown Dimity's desk. "The Russian and German flags symbolise our corporate culture!" he says and shows us a map of Russia to explain which regions Optibelt actively serves at the moment. "I started at Optibelt six years ago as an engineer," he smiles, "and step by step things developed. At the moment, we are have a team of 17 employees here. Five are sales managers and each one is responsible for a specific region, staying in close contact with clients." Dimity tells his story with verve and pride, "Working at Optibelt just feels like a second family to me, but I also love the exchange with colleagues from different countries." We're also warmly welcomed by the rest of the team – in English and with some mimicry, since our Russian language skills are a little lacking...

WAREHOUSE WARRIORS

Dimity accompanies us out of the office building, across the yard and past a few functional warehouse buildings. He wants us to take a look into the warehouse, which is well stocked in order to keep delivery times as short as possible. Also, there's equipment at hand to provide specific custom cut-to-size solutions. "In Russia, you need to be able to deliver. Period," he states. "Functionality, quality and speedy delivery are the most important factors.



Everyone's very rational about their purchases and investments." Next, he introduces us to Vitalij. "He's the one in charge in the warehouse!" We enter the warehouse, and indeed, it is packed with a broad portfolio. But something is different: a small wooden garden shed in the corner of the warehouse catches our attention – isn't that quite unusual for an industrial warehouse? Dimity smiles and sends us in. Inside we find Vitalij working on a computer, keeping track of the latest orders. He is quite busy but offers to give us a quick tour of the two-storey warehouse, which is in tip-top shape. From here, Optibelt delivers to all Russian regions. No wonder that belts packages are constantly flying on and off the shelves.

LONG DISTANCE. TRUE DEDICATION.

Back in the office building, we watch Dimity and his team discussing new information. Soon, the long travelling distances in Russia come up. And Dimity agrees, "You can't have a business trip without detailed planning. More than one meeting a day simply isn't manageable if you have to travel hundreds (or even thousands) of kilometres." Factor in a Siberian cold front and you might find yourself stuck in snow and stranded in the middle of nowhere. "No way can you get through, believe me."



During our ride, still far from the city gates, we are again fascinated by countless skyscrapers and apartment blocks. “Actually, the flats in these huge blocks are quite small,” Dimitry explains. “During the week, many Muscovites only sleep there before returning to the city the next morning.” No wonder then that, as soon as the lane looks clear, most Muscovite drivers really seem to have no time to waste...

RELIGIOUS REBUILD

We also have only a little time to spare, so a few hours of sightseeing in the heart of Moscow will have to do. We start at the Cathedral of Christ the Saviour, with an overall height of 103 metres, this is the tallest Orthodox Christian church in the world. The current church was built between 1995 and 2000 and is a modern replica of the original building, which was destroyed in 1931 to make way for a colossal “Palace of the Soviets”. These plans however halted, and in 1958, it was finally transformed into “Moskva Pool” — the world’s largest swimming pool. Inside the cathedral, we marvel at the spectacular detail and icon-rich interior, and enjoy the view from the church tower.

We are heading towards the Red Square, Moscow’s true jewel and tourist sightseeing hub. Surrounded by such architectural marvels as the Kremlin, the State History Museum, the Cathedral of St. Basil the Blessed and the GUM shopping mall, it is an imposing sight. And also a great place to try some tasty traditional Russian ice cream...

FREE-FLOATING IDEAS

Dimitry takes us to one of Moscow’s newest attractions: Zaryadye Park, a 35-acre park right next to the Kremlin. It beautifully samples Russia’s four distinct regional landscapes, from steppes to tundra, and wetlands to forests. We’re fascinated by this spot with its mixture of nature and very contemporary architecture, which also includes e.g. a 70-metre-high “floating” bridge over the Moskva River with an unrivalled view over the skyline. It’s amazing to find “not just another luxury mall” right here in the city centre, but a fascinating green oasis free-for-all instead!

The hours fly by, and, as we grow hungry, Dimitry takes us to the Matryoshka restaurant for a traditional Russian supper of borscht, salad and salted vegetables — and of course, pelmeni and shashlik as main dish.

Optibelt has been active in Russia for over 20 years now. Among their customers we find large companies from diverse branches of industry. And every day, Dimitry and his team are looking for new promising business contacts, as he explains, “To gain a competitive edge, we work hard to always present an offer at the right value for each and every contact.” In the case of Stels, the company we will be visiting tomorrow, Optibelt’s offer resulted in a development partnership for snowmobile drives. But first things first, we are heading back to Moscow for an afternoon of compressed sightseeing...

BACK TO MOSCOW

Travelling to Moscow can take some time as we’ve already seen. Unfortunately, today, we are driving in the jammed direction. More often than not, this means we are just at a standstill. Although 50 km (the distance between Optibelt Russia’s office and the Moscow city centre) is just a stone’s throw by Russian standards, the ride will take us almost two hours. Dimitry explains that a new Muscovite motorway ring road is under construction, but at the moment, all vehicles and trucks have to pass right through the city centre.



DAY 3

BRYANSK



Day 3 starts early but promising, as we enjoy a sweet breakfast of blini pancakes. A good foundation is needed because we are planning a six-hour ride to the city of Bryansk where we have an appointment with Stels, Russia's largest bicycle manufacturer. With Optibelt as development partner for the drive system, Stels is manufacturing snowmobiles and ATVs that are highly successful in markets worldwide. And for Dimitry, Stels is an important and very special customer, as he explains, "Optibelt has been involved in the development for three years now. As an engineer I first co-developed the drive solution, then later, as Managing Director, I was able to close the idea."



THE TOUGHER IT GETS

No traffic jams this time, and gradually the traffic gets less heavy. After driving for a few hours we see only a small number of cars or lorries going to Bryansk. From time to time, we pass a toll station. Still, gradually but undeniably, the streets get bumpier and rockier the further we go. Once we are well into rural areas, the roads become cobbled, and our ride gets a little more adventurous the further away we are from a city. Dimitry throws in a Russian proverb, "The tougher the road gets, the faster you go." And there's probably some truth in this: our best bet would be to simply fly over the cracks, potholes and gravel.

URAL RUSSIA

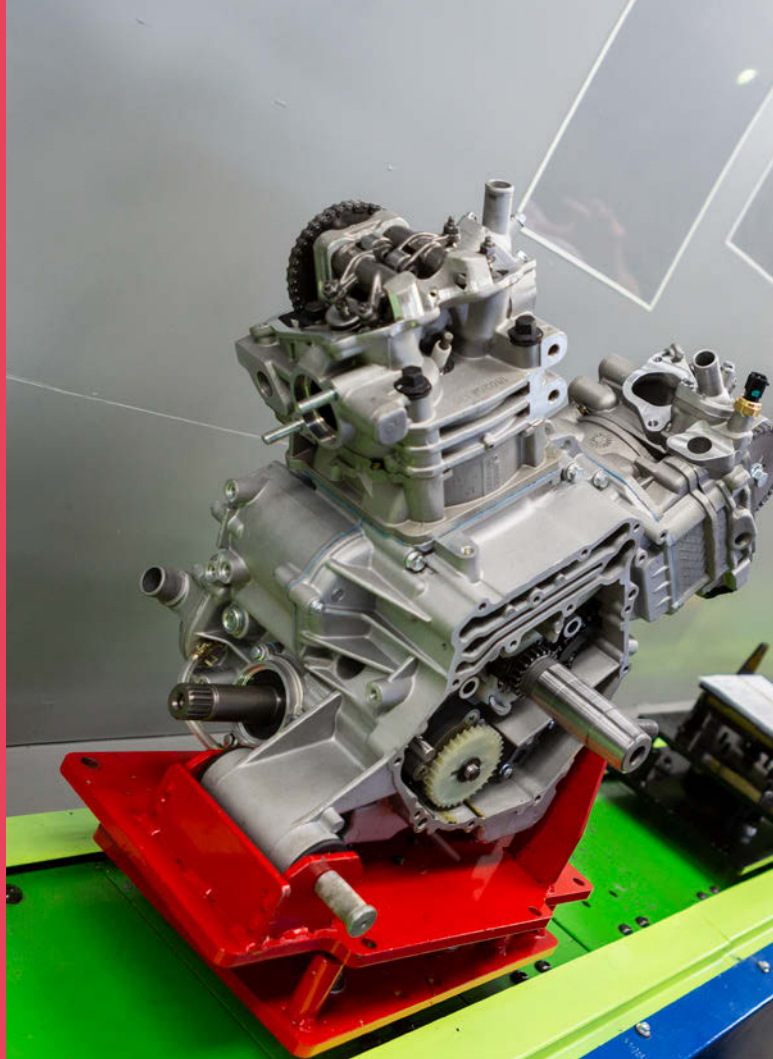
From time to time, we pass small rural villages that somehow seem abandoned. But the occasional cow in front of one of the small shacks indicates that someone lives there. As colourful as the house walls and roofs are painted, it seems as if life out here completely follows its own slow and steady tempo. Thanks to the rocky road conditions we have no time for a stopover, however. Suffice to say from our point of view, laying and repairing roads could be the next big thing in Russia!



SUBTROPICAL CLIMATE AND SNOWMOBILES

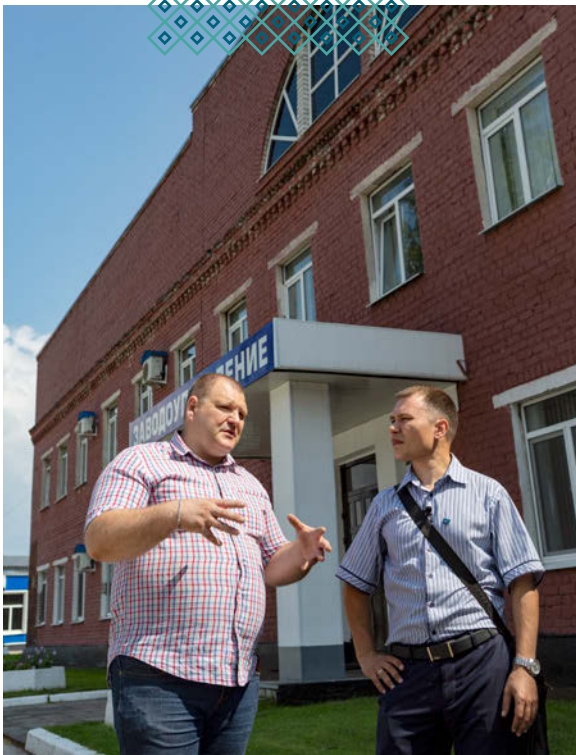
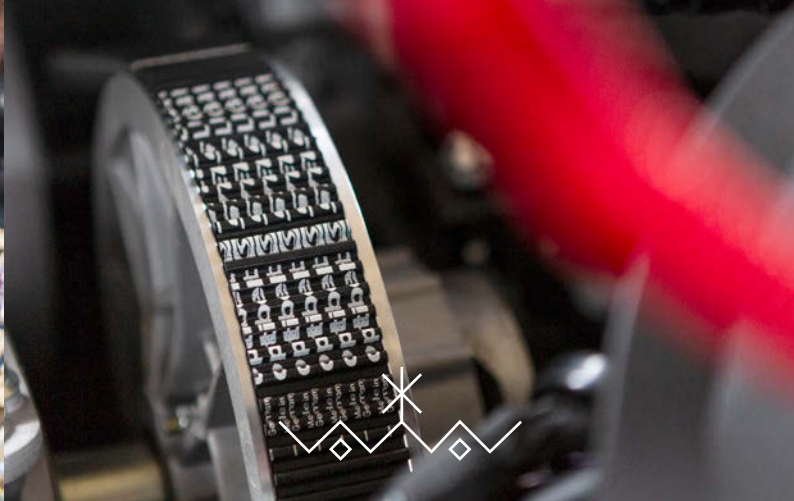
We finally arrive in the city of Zhukovka in the Bryanskaya region, shortly after heavy rainfall has flooded parts of the street. Out here there is no drainage system whatsoever, so the puddles turn to lakes in minutes. With the temperature at some 30°C outside, the setting reminds us of a subtropical climate anyway. Luckily, just a few minutes later we've reached our destination: Stels, Europe's largest manufacturer of ATVs, bicycles and snowmobiles.

The Stels site is just as huge as one would expect. It consists of various production halls in the characteristic Stels blue tone. From a distance, we see a big, strong man blazing a zig-zag trail around huge rain puddles that stretch across the whole production site. It is Vasilij, Quality Manager at Stels, who greets us and takes us around the site. Apart from one old red-brick house, which is the administrative building, the whole site is completely new with up-to-date production facilities. Over 2,000 bikes are built here every day – from metalwork to welding and varnishing. As fate would have it, we have a Russian edition of mybelt magazine 2017 with us. This issue tells the story of Bernds Bikes who picked Optibelt for his belt-driven foldable bike models. Some of the Stels engineers are fascinated by the folding mechanism as well as by the belt drive. Optibelt Delta Chain Carbon provides clear advantages to other systems. Because, just like Bernds Bikes, Stels bikes are mostly handmade too. Before we get into the bicycles too much, Vasilij finally brings us to the most important place on our trip: the snowmobile production site – it is here that Stels and Optibelt combine their strengths to create a convincing result.



WELL-TESTED

Regular quality control is taken really seriously in Russia. And since Snowmobiles are Stels' youngest enterprise and a completely 'self-developed' business – from development to engineering and manufacturing – it is no wonder that regular quality control is taken so seriously, and each component has to undergo rigorous quality and stability tests. That's exactly why the driving belts are provided by Optibelt. Vasilij takes us to the most important place for his job: the testing stand. Here's where Optibelt belts have to undergo rigorous quality and stability tests. "If the motor is the heart of every snowmobile, then the driving belt is its main artery, right?" asks Vasilij, before adding, "It has to withstand extreme temperature differences, so we don't compromise on components. That's why we put our trust in Optibelt." These rigorous tests help Stels to avoid problems and identify discrepancies long before problems arise. "You see, the Stels brand is positioned in a medium-price segment. But when it comes to quality, we are definitely premium and Optibelt helps us achieve that," Vasilij stresses.



TEST TO BE BEST

The cooperation between Stels and Optibelt has been going strong for three years now, and more projects for the future are in the planning. Alexander, one of the development engineers says, „Optibelt’s support is always great. The crew offers expert advice and is very supportive whenever problems arise.” Vasily throws in, “Indeed, at the moment, we are running into some problems with one of our belt applications. But that is something we discuss professionally, in a trusting and confidential setting.” We continue to talk about the opening of Optibelt’s new test centre in Höxter, Germany, but finally our time at Stels is up. What an inspiring ride!





DAY 4

TRAVEL THROUGH RUSSIA



BAD SURPRISE IN ROSTOV-ON-DON

We're leaving the city of Zhukovka the next morning, heading north back to Moscow to fly on to Rostov-on-Don. The city is located in the south of the European part of Russia and is part of the Southern Federal district. It is the gateway to the Northern Caucasus region and the historical hotbed of the Cossack culture. Luckily, this time the long journey takes us along well-developed, modern motorways. Just six hours later, we pass the Moscow suburbs with their impressive skyscrapers, huge apartment blocks and jam-packed streets. We arrive in Rostov by plane in the late afternoon. Unfortunately, one of our suitcases is missing, so, instead of a short stroll along the idyllic Don promenade, we have

to fill out countless forms and lost-luggage reports for the next two and a half hours. More bad news follows soon after: the next day we were due to meet at Rostselmash, Russia's biggest agricultural machinery manufacturer. But our meeting had to be cancelled because of a ministerial visit at short notice. This is understandable, since agricultural products have become Russia's most prominent export goods, but unfortunate for us.

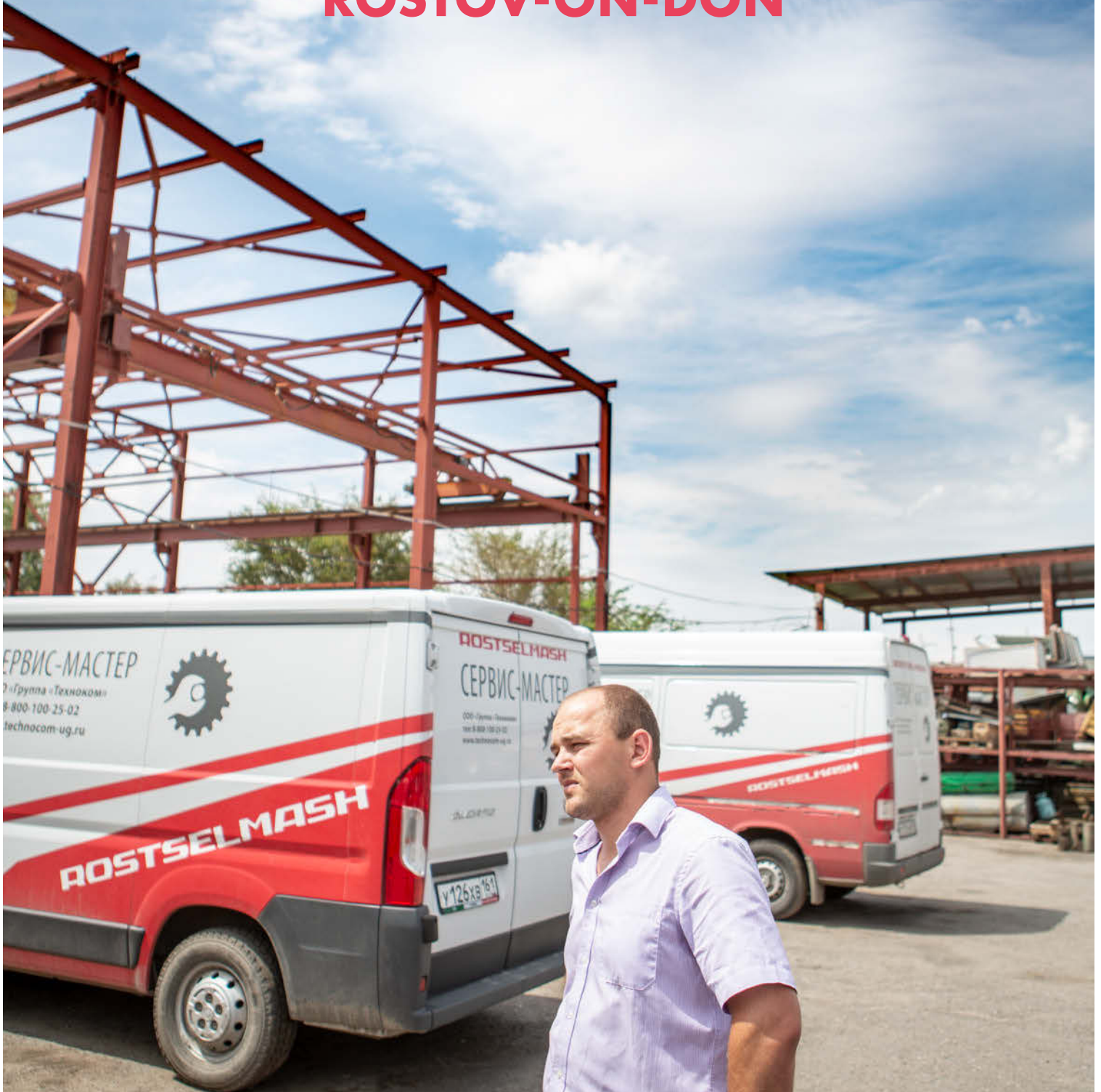
ALTERNATIVES, ANYONE?

Now it really is time to improvise. Dimitry and one of his distribution managers immediately try to work out an appropriate solution and switch into problem-solving mode. Unfortunately, the harvest has already been done a few days before – so a harvest reportage is out of the question. Still, we have no doubts that the two will work out a solution. Folk wisdom has it that a typical feature of the 'Russian soul' is the skill of solving problems rather quickly and in savvy, ingenious or inventive ways. In Russian folktales, the good guys always win with their problem solving 'smekalka', so why shouldn't we?



DAY 5

ROSTOV-ON-DON



SOIL AND SERVICE



Short sleep, leisurely breakfast, great news: we have an interesting Optibelt customer to talk to. Vitalij, Distribution Manager for the Rostov region, picks us up in his X6. We are heading to the city suburbs to one of Rostselmash's distribution and aftermarket service partners, the LLC Group 'Technokom'. We are about to meet Juri, a leading operating services manager controlling a team of 20 service wagons. His job is to support farmers across the whole region. During the harvesting period, all Rostselmash service partners practically operate in 24/7. Juri explains that, in most cases, driver error is at the root of most technical problems, "Acros is Rostselmash's bestselling combine harvester. 30 different types of belts are built in, and if these are set to the wrong operation mode, the power will destroy the belts in no time." And that's where Optibelt comes into play: Technokom replacement new belts, produced by Optibelt, in place of the broken ones.





Photo: Rostselmash



Since no other agricultural manufacturer offers such a big portfolio of machines, Rostselmash has to be accustomed to a lot of machines. “That’s why all our service specialists are trained directly at Rostselmash, from mechanical adjustment to hydraulics, from electronics adjustment to spare parts replacement,” Juri adds. He himself obtained his engineering degree directly at Rostselmash’s private university and has loved those “really big toys” since childhood.

During the season, there is a lot to do. The longer the days are, the more often the Technokom teams are requested. “My phone doesn’t stop ringing,” Juri says, “And later at night, I figure out the service routes that make the most sense and quickly get the gear up and running.” Missing parts can lead to idle equipment, directly impacting farmers’ revenues. Juri knows the workers in the fields need fast, reliable support — and he’s right here when needed!



On our return from our short stay in Russia, we find ourselves fascinated by the economic realities and the enormous contrasts between urban and rural areas. Plus, it seems that in Russia you can only gain a competitive advantage if what you offer provides real value. Not only when a product is presented but over and over again, and in real life. In-between those big opportunities and considerable economic contrasts, we found something that really felt like Optibelt: people with the drive to ALWAYS work towards a better solution.

NEWS & FACES



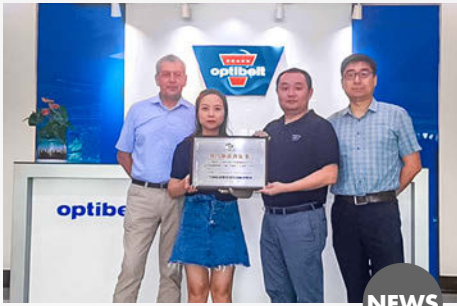
optibelt OMEGA HP IN EPDM

Faster, stronger, more compact – the new **optibelt OMEGA HP EPDM** meets the highest demands and goes to extremes. It has been specially developed for heavily loaded high speed drives, is UV and ozone-resistant and performs reliably in temperatures from -40°C to $+140^{\circ}\text{C}$.



VOCATIONAL TRAINING AT ARNTZ OPTIBELT GROUP

We welcome new commercial trainees, apprentices and dual students at Optibelt. Since last August, Optibelt has been offering two new future-focused training schemes: Electronics Engineer for Operating Technology (m/f/d) and also a dual study programme for Business Informatics". This year, the range of education offered by Optibelt will be extended once more, especially for trainees and dual students.



NEWS

OPTIBELT AND WUXI DIESEL: A SUSTAINED PARTNERSHIP GOING STRONG

Optibelt has once again earned recognition as a Strategic Partner of Wuxi Diesel – for the 16th consecutive year in a row. The annual evaluation Wuxi Diesel's Central Purchasing Unit was based on the key performance categories of quality, cost management, delivery and technical support.

Optibelt has been chosen to receive this honour due to its dedication to providing products and services of outstanding quality, in addition to its commitment to continuous improvement. Mr Thomas Tegethoff, Asia Pacific Director, and Mr Bing Wu, Head of Automotive OE China, accepted the honour on behalf of Optibelt.

FAW Jiefang Automotive Co., Ltd, Wuxi Diesel, is an enterprise wholly owned by the Chinese FAW Group. Wuxi Diesel is one of the largest diesel engine producers in China, with an annual production capacity of 600,000 diesel engines. The product range covers displacement volumes from 2 – 13 l, and power capacities from 40 – 500 horse power. Wuxi Diesel engines are widely used in trucks, passenger cars and off-road vehicles, and sold in China and more than 40 countries worldwide.

The Optibelt brand has been synonymous with trust, quality, performance and reliability for more than 145 years. During this time, Optibelt has been constantly

innovating high-performance drive solutions for industrial, automotive and material handling market segments.

Its long-standing experience and technological competence has made Optibelt a truly proactive partner in its cooperation with Wuxi Diesel. This covers all phases of the project, from initial designs to testing and improvement. Furthermore, Optibelt's commitment to creating the most reliable drive solutions for the customer is unstoppable; with new local production facilities in China, Optibelt is demonstrating its ongoing commitment to Wuxi Diesel's future designs and projects.



NEWS



INDUSTRIEPREIS 2018 for optibelt SUPER XE-POWER PRO M=S

Arntz Optibelt Group was awarded with a INDUSTRIEPREIS Best Of in the Drive & Hydraulic Engineering category.

Compared to conventional driving belts, **optibelt SUPER XE-POWER PRO M=S** delivers maintenance-free efficiency and extreme power.



NEWS

BIKE POWER AT OPTIBELT

Pedal hard is the (not so new) motto here at Optibelt: since March 2018, all employees have been offered a great selection of bicycles and e-bikes for professional use. HR Manager Christina Kassis, says, "By autumn, already 117 employees had taken the opportunity to rent a bicycle."

SCHOLARSHIP PROGRAMMES IN COOPERATION WITH HS OWL

Together with Hochschule Ostwestfalen-Lippe we are setting up a scholarship programme. High-performing students from the Production Engineering and Business Engineering programmes will be funded from the third semester onwards. In addition to monetary support, the programme also offers a comprehensive insight into the interaction of the various departments within a globally active group of companies.

NEWS



DID YOU KNOW THAT

...
**THE FIRST PASSENGER
AIRCRAFT WAS DESIGNED
IN RUSSIA CA. 1913 BY
IGOR SIKORSKY.**

...
**DMITRI MENDELEEV
DESIGNED THE FIRST
PERIODIC TABLE
IN 1869??**

...
**RUSSIA IS THE LARGEST
COUNTRY IN THE WOLRD
SPANNING 17,098,240 KM²?**

...
THE ICONIC VIDEO GAME
"TETRIS" WAS CREATED
IN 1985 BY RUSSIAN
PROGRAMMER ALEXEY
PAZHITNOV?

...
RUSSIA'S COLDEST SPOT
REACHES TEMPERATURES
OF $-71,2^{\circ}\text{C}??$

...
THERE ARE ABOUT
11 MILLION MORE
WOMEN THAN
MEN IN RUSSIA?

...
THERE ARE 11 DIFFERENT
TIME ZONES IN RUSSIA??



optibelt **SUPER XE-POWER PRO M=S**

INNOVATIO

ONCE AGAIN,
OPTIBELT DEMONSTRATES
HOW TO PUSH
PERFORMANCE LIMITS.



Imprint

mybelt edition 01/2019

Publisher

Optibelt GmbH, Corveyer Allee 15

37671 Hörter/GERMANY

Tel. +49 5271-621, Fax -976200

www.optibelt.com

Editing

Marketing/Wolfgang Kosubek
(responsible according to press law)
marketing@optibelt.com

Photos

Kochstrasse™ – Daniel M.G. Weiß

Photo credits @gettyimages.com

Aleksa_D, akinbostanci, ClaudioVentrella,
Elen11, Lenar Musin, SerjioLe

Photo credits @stock.adobe.com

mmphoto, worac



ON DRIVER



Design & concept

Kochstrasse™ Agentur für Marken GmbH
Plaza de Rosalia 3, D-30449 Hannover
Tel. +49 511-22877-0
www.kochstrasse.de

All rights reserved

This document is copyright protected. Any usage beyond that allowed by copyright law without the consent of Optibelt GmbH is prohibited and liable to prosecution. This applies in particular to copies, translations, microfilms and storage, and processing in electronic systems.

© 2019 OPTIBELT GMBH, GERMANY

Optibelt GmbH

Corveyer Allee 15
37671 Hörter
GERMANY

T +49 5271-621

F +49 5271-976200

E marketing@optibelt.com



www.optibelt.com