

mybelt

The Asian Connection

The food courts of Singapore and the finest East Asian recipes
/ PAGE 14 ONWARDS



The Kings of the Combine Harvester

Carpenters Bernd and Gerhard Wolter have an unusual hobby: using their four giant combine harvesters, they run a contract harvesting service in their spare time.

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In Pole Position in Singapore

A Formula 1® circuit runs straight through the Southeast Asian city-state, offering the perfect route for a tour of discovery with Maurice Sartorio of OPTIBELT ASIA PACIFIC.

/ PAGE 26 ONWARDS

CLASSIC OPTIBELT

95 YEARS OF PASSION

Every summer, GERHARD and BERND WOLTER dust off their FOUR GIANT COMBINE HARVESTERS and gather crops for local farmers.

/ FIND OUT MORE ON PAGE 04.

OPTIBELT ALL OVER THE WORLD

POLE POSITION IN SINGAPORE

A FORMULA 1® CIRCUIT runs straight through the Southeast Asian city-state.

/ FIND OUT MORE ON PAGE 26.

A FRESH START. OUR NEW MAGAZINE HAS FINALLY ARRIVED!

Back at HANNOVER MESSE in April 2013, we unveiled a fresh, new design. This change is far more than just cosmetic, as OPTIBELT has also repositioned and restructured itself on the inside, and our four divisions – Power Transmission, Automotive Technology, Material Handling, and Elastomer Solutions – have embraced a new era with tremendous verve.

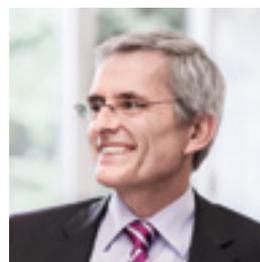
These changes are also reflected in our customer magazine: we have employed a variety of journalistic styles, created new sections (and cancelled others), and, of course, adapted the layout in line with our new design. It's not only become more modern, but now also has a more personal touch. I hope you like it!

OPTIBELT develops sophisticated drive solutions for customers all over the world – and meets the highest-possible technological and quality standards. While this sounds at first like it's all about technology and cold hard engineering, a closer look reveals a more human dimension. That's because there are real people behind each and every drive solution – people who research, develop, and, whenever necessary, give their all to achieve the smallest improvements. With their hearts, minds, and even their bare hands. And anyone who does what they love will always have something to say, because there's a story behind every idea, every vision, and every challenge.

Anyone who does what they love will always have something to say.

For the past 140 years, OPTIBELT has been at home all over the world – and for the last 15 years in East Asia. I never fail to be amazed by the number of exciting, amusing, and fascinating things that have happened in this period. And as so many of these encounters with people and cultures are well worth hearing, we want to share them with you, hence all the images and stories that recount our partnerships with suppliers, OEMs, and specialty retailers all over the world in such an enthralling and entertaining way.

It's what drives us and I'm delighted that you're joining us on our journey. ■



Reinhold Mühlbeyer,
CEO

*Have you eaten yet?

THE ASIAN CONNECTION

Chī bǎole ma?*

On the hunt for great East Asian recipes
at LAU PA SAT FESTIVAL MARKET.

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from ketchup to rock crushers.

CLASSIC OPTIBELT

95 YEARS PASSION



OF

In summer, when the sun shines high above the golden fields and the wheat stalks sway gently in the warm breeze, Gerhard and Bernd Wolter dust off their four giant combine harvesters and gather crops for local farmers.





The Wolters' collection even features a true classic. In some countries, combine harvesters are even known as »Dominators«.

As in days past, everyone sits down together for a hearty breakfast before a long day's harvesting.



ON HARVEST MORNINGS, THEY SIT AROUND THE LITTLE TABLE IN THE BARN.

The smell of hay and motor oil hangs in the air; dust dances in the sunlight that shines through the open doors. They're sitting right in the middle of the four combine harvesters, which stand motionless like giant beasts in their stalls, looking over the men's shoulders as though they too would like a bite to eat. »Breakfast is the most important meal at harvest time, as you hardly get a chance to eat for the rest of the day,« explains Gerhard Wolter. »Before we get a chance to eat breakfast here in the barn, we've usually spent a couple of hours working on the combines: lubricating bearings, checking the cutter bar, replacing blades, inspecting the belt tension, and filling the tank. On a long day, our combine harvesters use up to **800 liters of diesel**. It takes a good two hours to get them fully fueled again.«

From the outside, it doesn't look as though the barn is large enough to hold four gigantic **combine harvesters**. The machines, which measure up to 6.50 meters in width, therefore have their own garages. A hole has been sawn into one of the doors and a long green trailer coupler peeps out. The long machines are taken from the garages using the small 1954 Kramer tractor. Bernd Wolter, the son, then stands on the seat in order to get a better view of the extra long vehicle while maneuvering it onto the main road. »This year, the harvest began late. March was very frosty. Normally, everything starts at the beginning of July,« says Gerhard Wolter. He keeps a precise record of the dates of the first threshing each year, and two photo albums document the duo's passion for heavy-duty agricultural machinery. Ever since Gerhard Wolter bought his first combine harvester back in 1960, many pictures have been taken that, together,

How do such massive machines fit inside such a small barn?

All it takes is a little ingenuity.

make it possible to chart the machine's history. These days, they are so big that the Wolters always have to consider whether any new purchase will fit inside their little barn. One time, they even dug the ground deeper so that one particular giant machine would fit through the door and beneath the beams.

In terms of size, combine harvesters have reached the point where they can't get any larger without being unable to drive normally on public roads. Nonetheless, there is still demand for ever more powerful drive systems and far more technology to be fitted inside.



It's hard to imagine how the Wolters' newest and largest combine can fit through the barn door.

The latest model acquired by the Wolters is a **Claas Lexion Montana**, which has been fitted with special hydraulics to enable mowing on hillsides. It always takes a little while to get it started, as it has to be booted up a little like a computer. It was a challenge for the manufacturers to cram so much technology and performance into such a small space and thus a specialty of OPTIBELT.

In terms of their fleet, the Wolters have shown unwavering brand loyalty. Even their first threshing machine back in 1919 featured a press made by **Claas**, a company based in the German town of Harsewinkel. Last year, the company has been celebrating its 100th anniversary and is an OEM partner of OPTIBELT. In 1960, the Wolters acquired their first Claas combine harvester. Numbers 14, 15, 16, and 17 now stand in their stalls and, every summer, are put through their paces in the fields surrounding the village of Uchtdorf. Each season, the Wolters and their fleet harvest an area the size of 900 soccer fields, with the largest of their combine harvesters using its mower to cut widths of six meters. It can therefore harvest one to two hectares an hour.



In their photo album, the Wolters have almost completely documented the history of combine harvesting.

The crops used to come to the Wolters. Now the Wolters go out to the crops.

Up until 1970, the barn that currently houses the combine harvesters

was home to a single threshing machine. Local farmers would bring their harvest in handcarts in order to have the crops threshed by the Wolters. This went on year after year, ever since Gerhard Wolter's grandfather, Fritz, founded the business in 1919.

Nowadays, they drive out to the farmers' fields; on average, the massive machines are active for six weeks a year and, during that time, they harvest as many hectares as they possibly can. »In this peak phase, we work day and night, but you only really use a combine harvester for about three weeks,« points out Gerhard Wolter. »So for a farmer with just a few hectares, it's not really financially feasible to purchase a combine, which is why they come to us.« During this period, the Wolters' carpentry business is usually closed for vacation. The father is delighted that his son has not only taken over the family wood-working company, but that he also shares his passion for harvesting.

Even as a kid, Bernd Wolter used to sit on the seat of the combine harvester: »During summer vacation, I preferred helping the local farmers to sunbathing at the outdoor swimming pool or playing with the other kids,« he says, recounting his childhood in Uchtdorf and his early fascination with his father's hobby. »I used to go along to the

»I used to go along to the threshing almost before I could walk.«

Bernd Wolter

threshing almost before I could walk.« His grandparents would complain when he returned home filthy from all the dust, bearing in mind that combine harvesters were still open in those days. They didn't have a



cabin and the machine would blow up the dry summer dust. »Even while he was still in kindergarten, he'd come along to the fields for a few hours in the afternoon,« adds his father. At 15, Bernd Wolter then obtained special dispensation to get the driver's license he needed to finally jump behind the wheel himself.

17 
FATHER AND SON JUST CAN'T STOP. THEY HAVE BOUGHT NO LESS THAN 17 COMBINE HARVESTERS SINCE 1960.

900 
REACHING THEIR GOALS. THE WOLTERS AND THEIR FLEET HARVEST AN AREA THE SIZE OF 900 SOCCER FIELDS EACH SEASON.





At just 15, Bernd Wolter got the driver's license he needed to jump behind the wheel himself.

The Wolters spend their vacations and free time with their machines: harvesting in the summer, and care and maintenance the rest of the year.

Following the fall harvest, the combine harvesters are first of all cleaned before being returned to the barn for the long wait for early summer, as they won't be needed again until June.

The duo look forward to harvest time with much excitement, and Gerhard Wolter knows his combine harvesters part for part: »I've already disassembled each and every one of them myself,« he says with pride. The next stage is then to carefully check everything that needs to be checked: »Chains need to be lubricated, but fortunately belts are impervious to external conditions. It's amazing what they can withstand,« explains Bernd Wolter. As the drive system is the linchpin of the machine, it's absolutely crucial to go for quality here. In this drive system is a raw-edge variable speed belt with internal cogs from OPTIBELT. »A belt like this normally lasts for the entire lifetime of the combine harvester,« explains Bernd Wolter. Elsewhere in the large **Lexion Montana**, the threshing system and corn tank emptying mechanism get the power they need from **wrapped OPTIBELT V-belts** and **aramid cord V-belts**.



Nonetheless, there's always a chance that something will break down at harvest time and the Wolters will need to source replacement parts. It's therefore good to have a reliable service partner on your side. After all, when the Wolters are busy harvesting fields, they don't have the time for laborious repair work. »Once, the service technician was out here until 3 a.m., repairing by the light of a generator, so that we would still have time to bring in the harvest before

Eight hours of sleep a night is a real luxury.

the next downpour. If the harvested crops have to be dried because they've been rained on, this costs

the farmer money and it reflects badly on us.«

Just like Bernd and Gerhard Wolter, all those behind the wheel of a combine do it out of passion. They come together for a few weeks each year and, working flat out, mow hectare upon hectare, often getting very little sleep. **The work starts at 10 a.m. and sometimes doesn't stop until 3 or 4 a.m. the following morning.** And the combine harvesters have to be serviced before they can be sent out, so eight hours of sleep a night is a real luxury: »If we're lucky, we get that amount of sleep once a week,« explains Bernd Wolter.

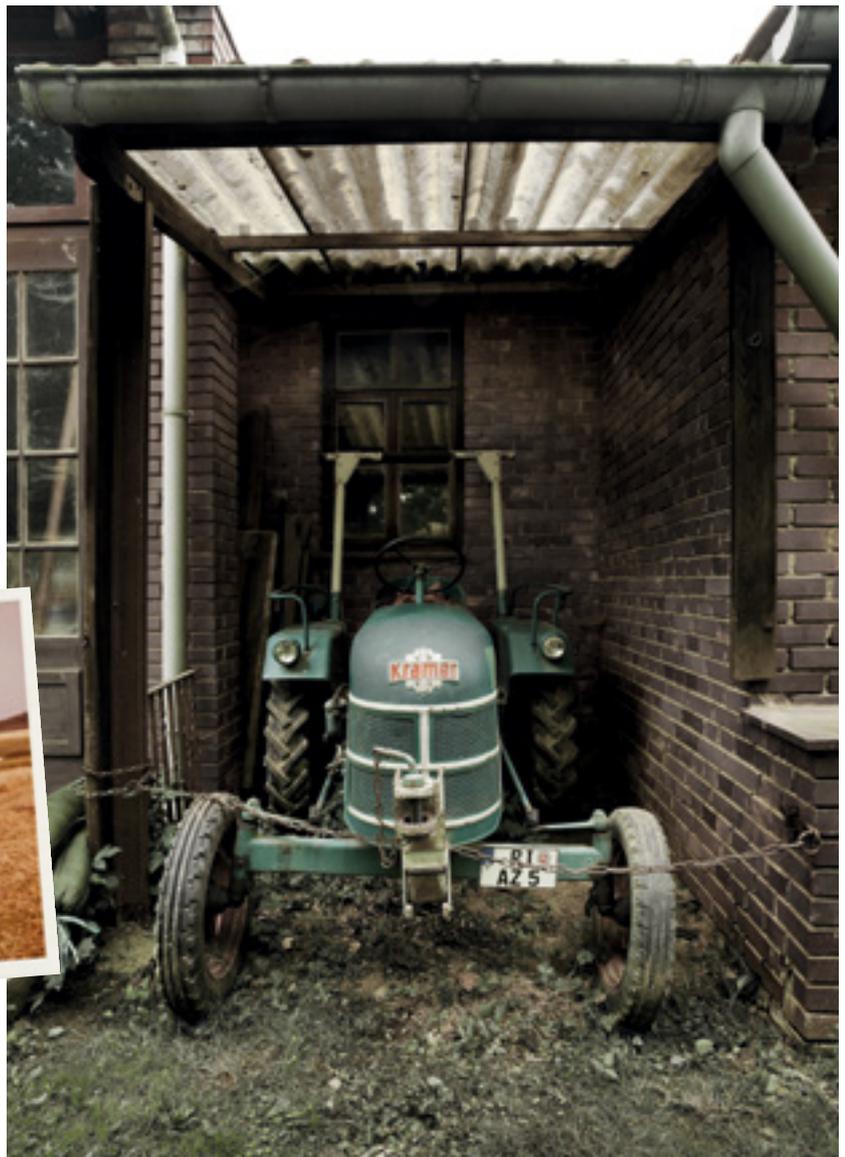
The agricultural service provider G. Wolter will soon be celebrating its **hundredth anniversary**, and by then, it will no doubt have acquired the very latest combine harvester – even if it means once again converting the barn. After all, Bernd and Gerhard Wolter's passion and fascination for these heavy-duty machines always prevail. ■



Their **old 1954 Kramer** is still used to transport the harvesters.



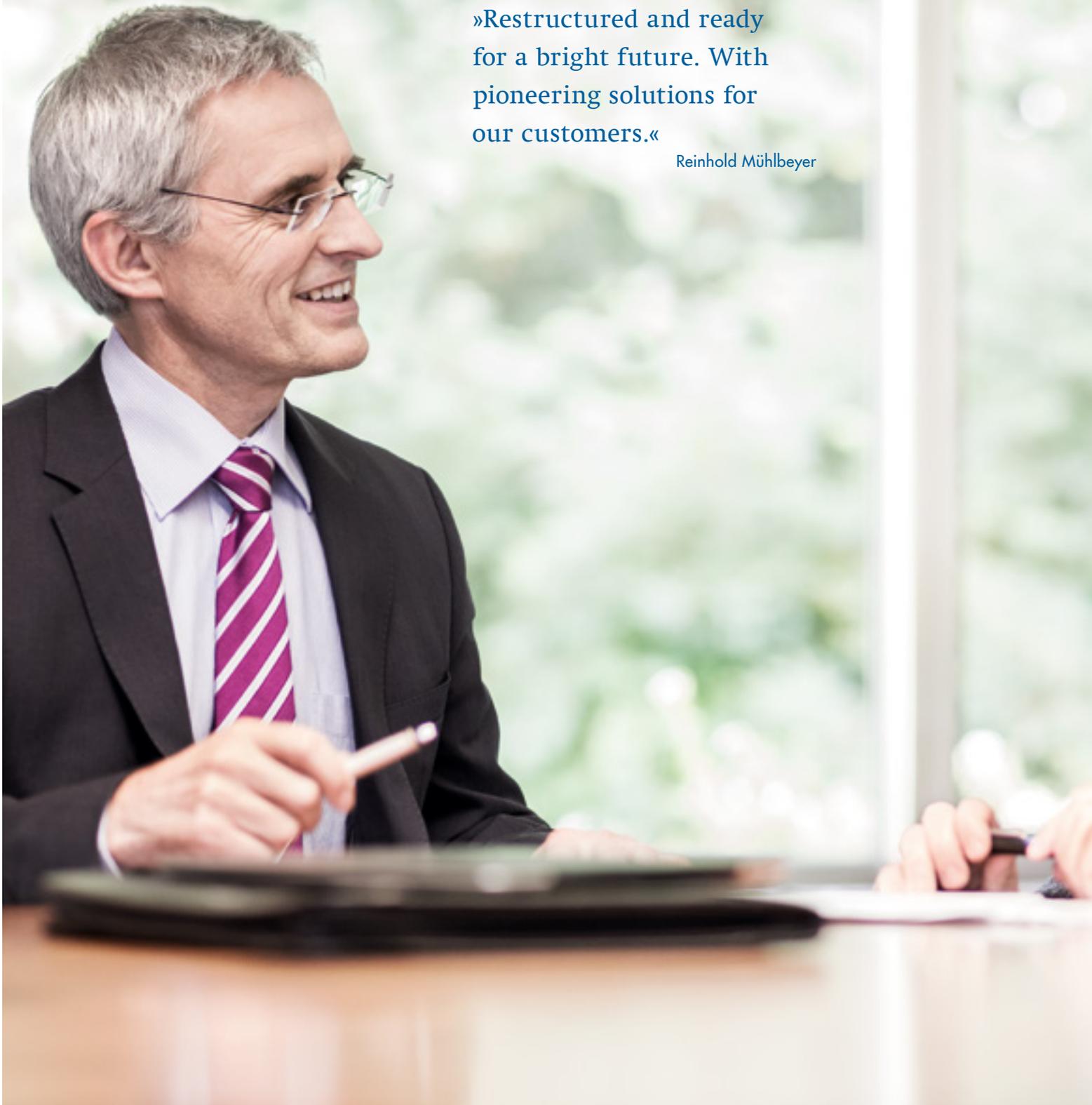
Just like the fascination for agricultural machinery, technical expertise is passed down from generation to generation.



LOOKING FORWARD

»Restructured and ready
for a bright future. With
pioneering solutions for
our customers.«

Reinhold Mühlbeyer





WARD

FOUR GUARANTEES OF FUTURE SUCCESS

During the course of a company history that goes back more than 140 years, the range of products and services offered by OPTIBELT has dramatically increased. There is hardly any area of application or sector – anywhere in the world – in which OPTIBELT drive solutions are not used.

To make sure things stay that way, OPTIBELT has been divided into four distinct divisions for a good year now: **Power Transmission, Automotive Technology, Material Handling, and Elastomer Solutions** offer innovative products, systems, and applications for clearly defined fields under the banner of a single company. »This realignment makes it easy for our customers to navigate our portfolio,« says Reinhard Mühlbeyer, OPTIBELT CEO.

At all of our sites, our work is guided by a passion for perfection and peerless quality.

»Additional benefits include a clear focus, a straightforward approach, and optimized processes. Furthermore, the new structure opens up additional scope for the development of strategic ideas away from day-to-day business.«

»We have long been viewed as reliable, quality-oriented, and rigorously focused on individual customer solutions,« points out Konrad Ummen, Chairmen of the Management Board at OPTIBELT. With an eye on the future, he adds: »This passion for technically sophisticated engineering is not something you can learn. It has to come straight from the heart. Nevertheless, you can put structures in place that foster and strengthen these qualities.«

The complex and ever-changing requirements of the markets served by OPTIBELT require both technical creativity and the ability to ensure maximum quality standards – all over the globe. Regardless of whether a drive solution is manufactured in Asia, the US, or at our original plant in

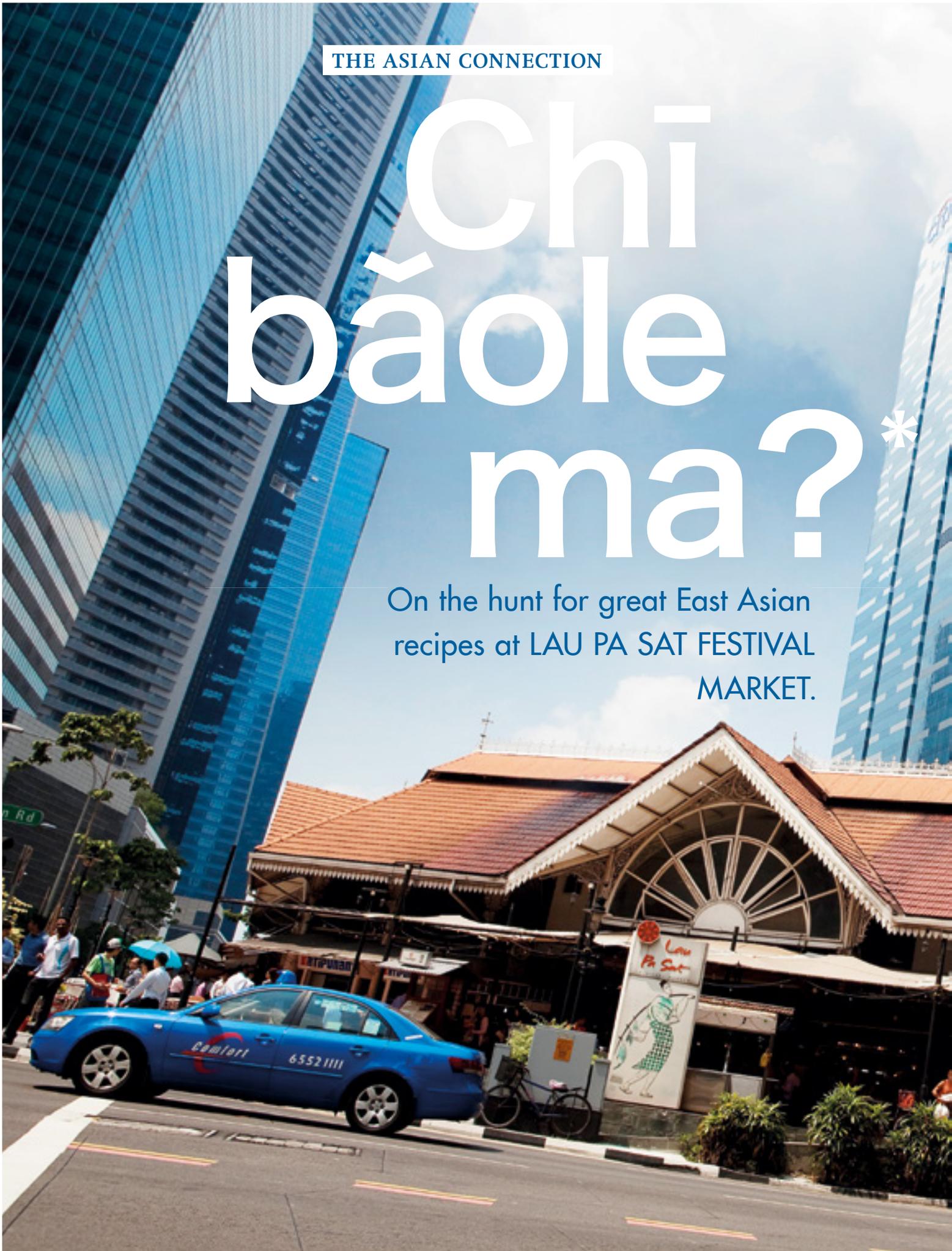
»Any competitive edge is based on expertise and quality. At OPTIBELT, we possess these strengths four times over.« Konrad Ummen

Höxter, each OPTIBELT production facility adheres to unwaveringly high German quality standards – and these apply from the initial idea to the finished belt. ■

THE ASIAN CONNECTION

Chī bǎo le ma? *

On the hunt for great East Asian
recipes at LAU PA SAT FESTIVAL
MARKET.





*Have you eaten yet?

LAU PA SAT FESTIVAL MARKET is one of Singapore's landmarks and boasts a Victorian iron construction imported from Scotland in 1894.



»HAVE YOU EATEN YET?« IS A COMMON GREETING IN CHINESE.

»This question demonstrates the importance of food in daily life here,« explains Thomas Tegethoff. 16 years ago, he moved from Hörter to Singapore in order to expand OPTIBELT's Asian operations — and has been a fan of the region's cuisine ever since. He loves the simple yet delicious fare that is served up at the local **food courts**; these are cafeteria-like restaurants that share tables and cutlery.

As OPTIBELT's Asia Pacific Director, Thomas Tegethoff runs the company's Southeast Asian operations and lived in Singapore for 13 years. Since 2012, he's been looking after the various markets from China and, on this occasion, is in town for a week. He uses lunch at **Lau Pa Sat** to meet a German businessman and friend.

Lau Pa Sat festival market is a landmark of Singapore and boasts an iron construction that was shipped from Glasgow to Singapore in 1894.

The single-story **food court** is located in the city's financial district, and surrounded by towering skyscrapers. Every lunchtime, at the stroke of noon, hundreds of office workers pour into the market. While long-sleeved shirts are mandatory in spite of the tropical heat, many companies don't insist that their employees wear ties.

At **Lau Pa Sat festival market**, dozens of small stands offer local specialties: **Hainanese chicken rice**, **curry laksa**, **roti prata**, and **hokkien mee** (rice noodles with seafood, which is a real delicacy in Singapore). Every single seat in the open hall is taken, so the two Germans have to search for somewhere to sit outside. On account of the hot sun, a tem-

The choice is impressive, and the volume loud.

perature of 35 °C and high humidity, spots in the shade are highly sought after too. They order **dumplings** and **hokkien mee**. »Wherever I am, I try whatever the locals recommend,« explains Thomas Tegethoff. »So far, so good. I now even eat stinky tofu. The first time I came across a **stinky tofu** stand, I thought there was a problem with the sewers — that's how strong the smell was. It's tasty though.«

Thomas Tegethoff's love of Asian food helps him in his professional life, as business and food are inextricably linked in this part of the world.



Thomas Tegethoff (right) likes meeting people for a bite to eat at LAU PA SAT FESTIVAL MARKET. He even tries things that are unfamiliar to the European palate, such as stinky tofu.



Counter presentation is a little different than in Europe.



16

OPTIBELT HAS BEEN OPERATING IN ASIA FOR 16 YEARS. THOMAS TEGETHOFF, WHO IS IN CHARGE OF THE ASIA-PACIFIC REGION, HAS BEEN THERE ALMOST FROM THE START. HE SPENT 13 YEARS IN SINGAPORE AND IS NOW BASED IN CHINA.

»A hundred miles from home,
the lifestyle is different.
A thousand miles from home,
the customs are different.
Ten thousand miles from home,
the food is different.«

Asian proverb

»Without an understanding of the gastronomic culture, it is harder to be successful in business,« clarifies Thomas Tegethoff. »If I drive to a customer, for instance, they will generally invite me to lunch. As a German, I naturally always turn up an hour earlier at the customer's office in order to clear up any outstanding questions. However, the major decisions are often made during the meal itself.«

Business and food are inextricably linked.

In Asia, business meals are subject to certain long-established rules and it is well worth knowing them. The table is always round, with the highest-ranking guests sitting right next to the host. An assortment of dishes is placed on a revolving plate in the center, everything is shared, and numerous toasts to the fruitful partnership accompany the meal. If the host gets up, the meal is over – and it's universally accepted that they pick up the bill.

A chef at **Lau Pa Sat festival market** dips a sieve full of noodles in a huge pan with boiling fish soup. A minute later, he takes out the noodles and, in a sweeping gesture, pours them into an oversized wok before adding fresh shrimps and squid. He then stirs the ingredients over a hot gas flame and, 30 seconds later, the local specialty **hokkien mee** is ready. On the plate, the chef garnishes the dish with two small limes and a dab of chili sauce.

Even after so many years in Asia, Thomas Tegethoff has not lost his appetite for the region's cuisine. »In the early days, I would only ever eat at these little food stands, but then I started going more and more to proper restaurants that serve up a **fusion** of western and Asian cuisine. But I think it's more confusion than fusion, and I'm once again happiest eating at the **food courts**.« These too offer **fusion cuisine** – but with a difference: previous generations of Chinese, Indian, and Malayan migrants brought their own regional recipes, melded them with what they encountered in their new home – limes, coconut milk, and tamarind – and developed completely new dishes.



A delicious dish
that's ready in no time:
HOKKIEN MEE is as popular
in Singapore
as currywurst and fries
in Germany.

DIM SUM – STEAMED CHINESE DUMPLINGS IN RICE PAPER

1 pack of rice paper sheets, diameter approx. 18 cm, frozen

FOR THE FILLING

500 g ground pork

½ cup of finely chopped cabbage, boiled until soft and with the juice squeezed out

½ cup of canned water chestnuts, finely chopped

4 finely chopped spring onions

1 cup of finely chopped celery

FOR THE SPICE MIX

2 tsp. salt

¼ tsp. white pepper

2 tsp. sugar

2 tsp. soy sauce (light)

½ tsp. oil

2 tbsp. cornmeal

1 tbsp. oil

1.



Thoroughly knead all the ingredients required for the filling. Leave to stand for 30 minutes in the fridge. Moisten the sheets of rice paper, and fill each sheet with a teaspoon of ground pork. Keep the remaining sheets moist between two clean cloths.

2.



Carefully fold the sides of the moist sheets into a half-moon shape.

3.



Refold on both sides. Then place the dim sums in a lightly oiled wok or pan with steamer basket for approx. 20 minutes.



In 1973, the popular FOOD COURT was declared a national monument in Singapore.

Almost every meal is served with chili sauce, but this version has nothing to do with the chili sauce that comes out of a bottle. Instead, it's a homemade mix of chili pods, fresh onions, ginger, and garlic — the exact ingredients and their quantities are a secret of whoever makes the sauce, with recipes handed down from generation to generation. »The many different chili, garlic, and soy sauces that accompany the dishes are what make Asian cuisine so special for me,« explains Thomas Tegethoff.

Long-standing customers often invite him for meals at their houses, where he enjoys traditional Asian cooking and gets to know their families — not to mention the more in-depth insights he gains into Asian life. A short time ago, he was able to return the compliment when retailers from Singapore and Southeast Asia visited HANNOVER MESSE. He then invited them for dinner in Höxter, but instead of taking them to a restaurant as they'd expected, they went over to his mother's house. On the menu was traditional local fare against the backdrop of a traditional wall cabinet, with guests then retiring to enjoy a drop of German beer on the couch — a day his customers still wax lyrical about. ■

Returning the favor at mom's house.



DIM SUM – also known as dumplings – comes in countless variations.



NEWS & FACES



NEWS

Get ready – the newly designed corporate image brochure will be available soon.

NEW CORPORATE BROCHURE

Everything you need to know about OPTIBELT in a single publication. As part of the gradual overhaul of our corporate identity, our corporate brochure is currently being comprehensively revised with a view to introducing the four divisions: **Power Transmission, Automotive Technology, Material Handling, and Elastomer Solutions**. For two years now, our updated design has been ensuring recognizability among business partners and customers alike. Therefore, it is high time that this building block also be brought up to date in terms of our external image.

The new corporate brochure will be made available in summer 2014. ■



FACES

EAST ASIAN TEAM

During a private trip to Shanghai, Jenni Spielau, Head of Department at Rala in Ludwigshafen, visited OPTIBELT in Taicang, where **Thomas Tegethoff, Director of OPTIBELT Asia Pacific Pte. Ltd.**, invited her for a tour of the site.

At the **Taicang plant**, which covers an area of approximately 60,000 m² and is only about 50 km from the port city of Shanghai, 180 OPTIBELT employees have been making **raw-edge V-belts and ribbed belts**, specifically for the Asian automobile industry, since 2007.

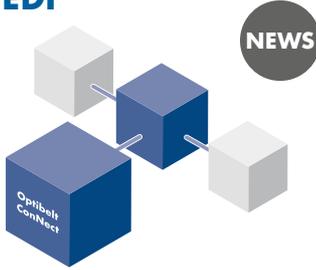
Alongside the obligatory looks behind the scenes of the production facility, Tegethoff,

who has been living and working in Asia for more than 15 years, talked about his personal experiences, and explained the big differences that exist between European and Asian mindsets and work practices.

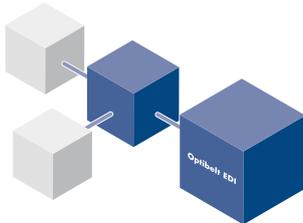
Jenni Spielau also showed great interest in the unique structures of technological wholesalers in China, with extremely long distances and correspondingly long delivery times playing a considerable role. Here too, Thomas Tegethoff had plenty to say and was able to impart valuable tips from his long career. ■



DIGITAL DATA EXCHANGE WITH OPTIBELT CONNECT AND EDI

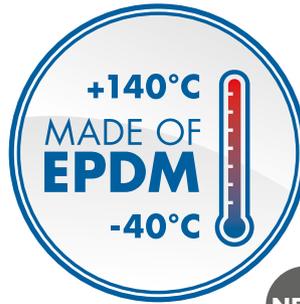


For OPTIBELT, customer service always has top priority, which is why we work just as hard on fostering groundbreaking dialogue with our customers as we do on further developing our drive solutions. A prime example of this is the **OPTIBELT ConNect** data exchange system. This automates and accelerates all aspects of order logistics and ensures optimal cooperation with our customers all over the world. The system allows orders to be placed and processed on demand. And as everything is paperless, orders are far easier to process and the kinds of mistakes often found in manual data entry can be avoided.



OPTIBELT ConNect gives users two options when it comes to exchanging data: the Web-based XML format and the somewhat simpler and easier-to-create CSV format, which merely entails the straightforward installation of an additional software program. With both formats, order confirmations and invoices can be sent directly to the customer's inventory control system.

Electronic Data Interchange, or EDI for short, also facilitates the smooth movement of goods. It manages orders in real time while automating processes and lending them structure. This tried-and-tested system has been in place for over 20 years at OPTIBELT. ■



OMEGA HP EPDM: A HOT PRODUCT THAT'S COOL UNDER PRESSURE

The **optibelt HP EPDM** is the product of an innovative material and belt construction.

Built to deliver top performance at temperatures of -40°C to $+140^{\circ}\text{C}$, it offers a significant edge on standard EPDM belts – up to **20 % more performance** in fact. It can therefore even be used in regions with an extreme climate and demanding conditions. The **HP EPDM** also boasts a host of other impressive characteristics: it's low-maintenance, quiet, and electrically conductive in line with ISO 1813.

This gives rise to new possibilities, for instance when engineering more efficient drive solutions or increasing the productivity of existing systems. In other words, the **HP EPDM** delivers exceptional performance. ■

SEMINARS

SPECIALIST SEMINAR S1

BELT TRANSMISSIONS IN ACTION

Specialist knowledge of force-fit and interlocking drive belts

DATE:

September 22–24, 2014
(Höxter)

SPECIALIST SEMINAR S2

TIMING BELTS

Specialist knowledge of interlocking drive belts

DATE:

June 23–25, 2014
(Bad Blankenburg)

SPECIALIST SEMINAR S4

ASSEMBLY AND MAINTENANCE

Detecting causes and correcting faults quickly

DATE:

November 10–11, 2014
(Höxter)

For more information, please visit

www.optibelt.com/veranstaltungen



NEWS

YouTube

CHANNELING SUCCESS – OPTIBELT ON YOUTUBE

Always cutting-edge, always OPTIBELT. Informative clips can now be viewed on the company’s **YouTube channel**. Alongside general information and a series of short videos, the channel also features many useful, illustrative **tips on the assembly and maintenance** of all our products. And because work is followed by play, you can also see how passersby and workshop professionals responded to the question: »What does NASS-SCHLUPFOPTIMIERT mean?« ■



FACES

EXPANSION IN NORTH AND SOUTH AMERICA

The Arntz OPTIBELT Group is pushing forward with its expansion strategy and extending its North and South American logistics and sales structures.

In August 2013, a new warehouse facility was opened in **Hortolândia, São Paulo, Brazil**, and, in North America, a larger and more modern facility was inaugurated in Chicago. In North and South America, the Arntz OPTIBELT Group currently has eight sites, with 10,000 m² of storage space in total.

»Since we opened our first site in Chicago, we’ve been able to deliver across the US,« says Reinhold Mühlbeyer, CEO of the Arntz OPTIBELT Group. »Large geographical distances and high customer demands made a strategic expansion inevitable. By opening these two new facilities in North and South America, we are able to meet rising customer demand and reduce delivery times even further.«

OPTIBELT drive belts are used pretty much all over North and South America – particularly in the oil and gas industry and agriculture, but also in pulp and paper production. In Canada and Mexico, our products are used in the mining and oil industries. ■

OPTIBELT RECEIVES SUPPLIER AWARD

At the 2013 **Suppliers’ Day** in WODENN-WOHL, OPTIBELT India, which is managed by Vernon Rego, was honored by Indian household appliance manufacturer IFB for excellent service.

Out of almost 200 direct suppliers, OPTIBELT achieved **fifth place for quality and service** and was the only German producer to make the rankings.



FACES

The partnership with IFB started in 2008. It came about because OPTIBELT – in line with a customized drive design – recommended reducing the number of ribs.

For IFB, this was less costly than the previous solution offered by OPTIBELT’s main competitor. Follow-up projects cemented the strong partnership between IFB and OPTIBELT, giving rise, for example, to comprehensive joint studies such as »The Pros and Cons of Direct Drive Mechanisms«. ■



WET-SLIP OFFENSIVE

The best advertising is thought-provoking, amusing, and has something truly novel to promote – as was the case with the wet-slip-optimized **optibelt RBK** belt.

As a result, we played on a single word that speaks volumes. Instead of rational engineering expertise, our campaign put the personal dimension center stage in order to showcase the technological benefits of the **RBK** in an entertaining manner.

The recognizability of the campaign is good news for both distribution and retail partners, as well as for professional workshops.



A CLEAR, MULTIMEDIA CAMPAIGN

All print ads are linked to multimedia content online. Using a so-called **AR tracker**, which can be scanned with a smartphone, users can access a microsite with detailed 3D animations that illustrate the performance and benefits of the **RBK**. These animations can also be used as videos (e.g. on an iPad) at trade fairs* and other events.



ONLINE AND AS AN E-CARD

Detailed information can also be obtained online or in our newsletter. Also produced was an **e-card** aimed specifically at retail decision-makers: this comprises a mailing with an integrated mini display, on which the user can watch four short videos – without the need for an Internet connection or tablet. ■

*TRADE FAIRS

AUTOMECHANIKA

FRANKFURT

September 16–20,
2014

Specialist automotive fair

MEDICA

DÜSSELDORF

November 12–15,
2014

Medical trade fair

AUTOMECHANIKA

SHANGHAI,

CHINA

December 10–13,
2014

Specialist automotive fair



OPTIBELT ALL OVER THE WORLD

POLE POSITION IN SINGAPORE



RE



ARAB QUARTER



VIVOCITY



MARINA BAY SANDS



START



CHINA TOWN



Jörg Marquard and Maurice Sartorio follow in the tire tracks of Formula 1® in Singapore.

THE FINAL CURVE BEFORE THE PIT LANE

The rain-lashed streets still bear the skid marks of previous races. Since 2008, the **Marina Bay Street Circuit** has been home to the Singapore Grand Prix, with seventy percent of the five-kilometer-long circuit made up of public roads. In the »walk-through« area, spectators are no more than two meters from the barriers — a real experience for any Formula 1® fan. On the roadside, workers are already erecting the 1,485 floodlights required for the next night race, the **Porsche Carrera Cup**. And OPTIBELT will be right up there on the starting grid: with **special ribbed V-belts** that facilitate the breathtaking performance of the 450 hp **Porsche 911 GT3 Cup**.

Maurice Sartorio, an Australian, is a die-hard Formula 1® fan. A year ago, he became Chief Executive of OPTIBELT Asia Pacific, and runs the company's Australian operations from his office in Melbourne. In his view,

Singapore is the most modern and efficient Southeast Asian metropolis, and this is reflected on the racetrack. The final hundred meters before the pit lane provide a spectacular view of the city's avant-garde landmark — the futuristic **Marina Bay Sands** hotel. Linking its three towers is a 200-meter-long bridge adorned with 260 trees. At the edge of the 57th floor swimming pool, you can look out over Singapore and gaze down 200 meters.

Singapore features all kinds of modern architecture in a small space.

On the other side of **Marina Bay** is the city's newest landmark, the **Gardens by the Bay**. The two greenhouses, whose form is reminiscent of fish emerging from the water,

cover an area of 20,000 m². The highlights of the 100-hectare park are foliage-bedecked steel and concrete trees that tower up to 50 meters in the air. Such original architecture underlines Singapore's claim to be the most modern metropolis in Southeast Asia, a place whose economic strength is based on political stability, an excellent infrastructure, an educated English-speaking population, and its geographical location.

In logistical terms, Singapore is at the heart of Southeast Asia. By plane, Sydney is eight hours away, and Beijing and Tokyo only six to seven — and the time differences are minimal. For OPTIBELT, this unique location was the decisive factor behind the decision to go into Singapore. »Presence on the ground is pivotal,« explains Maurice Sartorio. »Our competitors in Japan don't have to cover long distances.«





Unmistakable: the Singapore skyline.

»We have to be able to compete. Previously, if a retailer called from Australia, the time difference meant that they might have had to wait twelve hours before hearing back from Germany.«

In a globalized world, time differences are no longer an issue.

At the height of the Asian financial crisis in 1997, multinational companies were downsizing or closing their offices in Singapore. OPTIBELT, on the other hand, opened its first branch in Southeast Asia. Due to the region's economic woes, office and warehouse space was affordable and suitable employees easy to find. This countercyclical, continuity-oriented strategy is now paying dividends: »The share of our business that comes from Southeast Asia now stands at 15%, and is rising all the time,« comments Maurice Sartorio. From its base in Singapore, OPTIBELT now delivers to 14 countries, from Australia and China to India and Japan.

The taxi carrying Maurice Sartorio follows the route of the Formula 1® circuit. Hong Lee, the taxi driver, has a pragmatic take on Formula 1®, in that he is in favor of any event that brings in more customers. He says that business is best during the summer clearance sales in August, as tourists primarily come to Singapore to shop.

Chinatown begins directly beneath the shadows of the financial district's skyscrapers, and is characterized by two-story houses, many of which are brightly colored. After sundown, red lamps illuminate the alleyways around the night market for the benefit of tourists. Despite the large numbers of visitors, the area still has a distinctly Chinese feel. From early morning to late evening, old men meet behind the Chinese temple to play chess, washing is hung out on long lines outside windows, and small restaurants offer good-value Chinese specialties.





Not a single skyscraper in sight: in the **Arab Quarter**, the hectic pace of the big city feels far away. Maurice Sartorio is happy here.

With a population in excess of five million, public transportation is a hot-button issue.

On **South Bridge Road**, in the heart of **Chinatown**, you can see places of worship belonging to three major world religions. They pay testament to the climate of interfaith harmony found in Singapore. The **Jamae Mosque** was built by southern Indian Muslims in 1842 and stands just a hundred meters away from the colorful **Sri Mariamman Temple**, which is glistening in the sunlight and is one of the city's oldest and most important Hindu temples. Two streets away, large statues keep watch on a Buddhist temple.

South Bridge Road is also the cradle of public transportation in Singapore, with steam-powered streetcars in operation as early as 1885. Today, the city's affordable and efficient public transportation system is one of its hallmarks. »Singapore's residents are both proud and critical when it comes to the system's reliability,« explains Maurice Sartorio. »Every train cancellation is published on the front page of the newspapers and then discussed for days.«

The government makes driving, on the other hand, an extremely expensive option: among other things, drivers require a license that costs more than 40,000 dollars for ten years. As a result, traffic flows more freely than in other megacities in the region, such as **Bangkok** and **Kuala Lumpur**.

These days, the automotive industry accounts for 30% of business. OPTIBELT products can be found in the safety doors of metro stations, as well as in the drive and air conditioning systems of buses and taxis. »OPTIBELT is present in all areas of transportation in Singapore,« explains Maurice Sartorio with a tinge of pride. »Our products are in use wherever people need top-quality solutions that can withstand the demands of a tropical climate.«

70% of business can be attributed to mechanical and systems engineering. At Changi Airport, OPTIBELT products keep the baggage conveyors moving and help the air conditioners keep passengers cool. Over at the port, the container cranes would be standing idle if not for OPTIBELT. In Australia, Malaysia, and Indonesia, the mining industry has long been a major OPTIBELT customer. »With these kinds of machines, the price of components plays a relatively minor role,« points out Maurice. »If a heavy-duty mining conveyor belt breaks down, we can be talking about costs of 16,000 dollars an hour. The only things that count are reliability and flawless quality.«

He leaves the racetrack by bus to fit in a little detour for lunch. He travels along the port until he reaches the **HarbourFront** district. His destination is **VivoCity** – the city's largest shopping mall.



From the rooftop terrace, you can see the container port, the second most important in the world, and the island of Sentosa. Once a British military base, this is now where the locals go to relax and it attracts more than five million tourists a year. **Food Republic** is a reinterpretation of the **food court** concept here in Singapore. Modeled on a Chinese village in the early 20th century, it is home to 27 small kitchens in which food is cooked, steamed, and fried for up to 900 diners. And it forms a stark contrast to the colorful, gaudy stores outside. Having eaten a portion of **hokkien mee**, Maurice Sartorio takes the metro back toward the **Marina Bay Street Circuit**.

He travels frequently within Singapore and across South-east Asia. For him, »We come to you — not vice versa« isn't just marketing talk, but day-to-day life. »We've realized that many customers want advice on how to use our products correctly, including the way they interact with other machinery,« explains the executive. »This advice is a core part of our work and distinguishes us from those competitors who don't offer this service.«

On one of his visits to retailers in Singapore, he stumbled on the **Arab Quarter**, which is named for **Arab Street** and is his favorite neighborhood in the city. Here, the hectic pace of Chinatown and the financial district with its skyscrapers seems a million miles away, and the narrow streets with their two-story houses exude a relaxed, tranquil atmosphere, with the golden domes of the **Sultan Mosque** towering above the whole district. Seated at a Turkish cafe in the pedestrian area, you could be forgiven for forgetting that you're currently in one of the world's most modern metropolises, and a place that's in constant change.

Within the space of a single generation, Singapore has developed from an emerging nation to one of the world's

Singapore has joined the ranks of the global Champions League.

wealthiest countries, where the standard of living is now higher than in western Europe.

Maurice Sartorio has big ambitions: »We want to be number one in the Southeast Asian high performance drive belt market,« he asserts.

OPTIBELT Asia Pacific is growing all the time. A new warehouse facility will be completed in Thailand before the end of the year, and new markets are being tapped into, with political reforms in the resource-rich state of Myanmar opening up another potential market. A local employee has been looking into OPTIBELT's chances there since 2012, and the company is also active in Bangladesh and Pakistan. So one thing is clear: for OPTIBELT, Southeast Asia will continue to be a market with significant growth potential. ■



**A monk enjoying the view:
different worlds come together
in Singapore.**

... THAT A **PAIR OF KESTRELS**
NESTS IN A WALL CAVITY
OF THE OPTIBELT FACTORY
BUILDING EVERY SUMMER?

... THAT **THE SCREWDRIVER**
WAS INVENTED BEFORE THE SCREW?

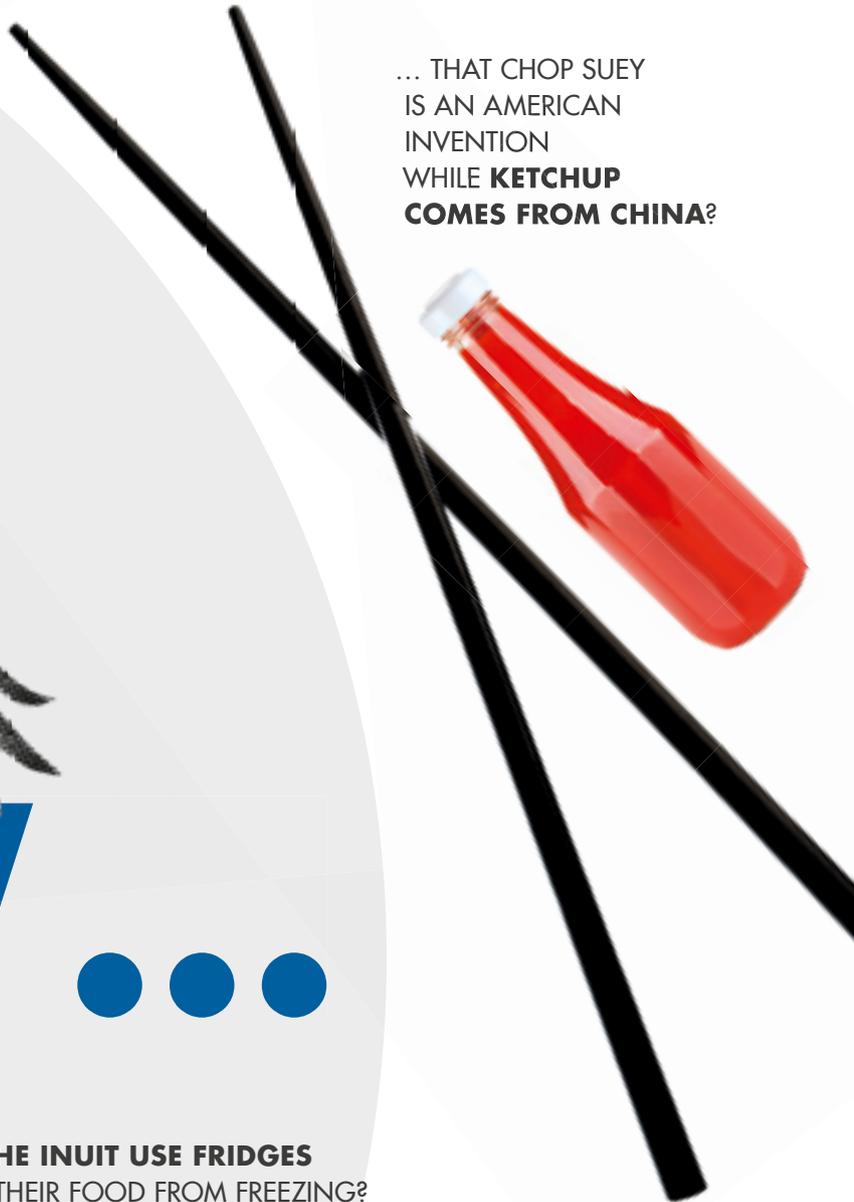
DID YOU KNOW

... **THE WORLD'S**
BIGGEST ROCK
CRUSHER IS
LOCATED AT A
QUARRY ON THE
SWEDISH ISLAND OF
GOTLAND, AND IS
OPERATED BY
64 SEPARATE BELTS?





... THAT CHOP SUEY
IS AN AMERICAN
INVENTION
WHILE **KETCHUP**
COMES FROM CHINA?



NOW ...

... THAT **THE INUIT USE FRIDGES**
TO STOP THEIR FOOD FROM FREEZING?



... THAT **AUGUST HEINRICH
HOFFMANN VON FALLERSLEBEN,**
THE POET WHO WROTE THE LYRICS
TO THE GERMAN NATIONAL ANTHEM,
WROTE A POEM FOR OPTIBELT FOUNDER
EMIL ARNTZ THAT NOW HANGS
IN THE ENTRANCE HALL
OF THE HÖXTER SITE?

THE NEXT ISSUE IS COMING OUT IN FALL 2014



PROBING

Sweden's largest ore mine relies on drive belts from OPTIBELT.



RELENTLESS

Large construction sites are full of tight schedules, heavy machinery – and OPTIBELT drive belts.



INCORRUPTIBLE

OPTIBELT is also at home at airports. Customs officials have to be on their guard, day in, day out ...

Masthead

mybelt issue 01/2014

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Corveyer Allee 15
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Marketing/Wolfgang Kosubek (responsible in the meaning of the German Media Act)
marketing@optibelt.com

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Kochstrasse™ – Agentur für Marken
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POWER TRANSMISSION

optibelt **OMEGA HP EPDM**

HOT FOR EXTREMES, COOL IN ACTION.

EPDM high-performance belts from OPTIBELT withstand extreme conditions.



+140°C
MADE OF
EPDM
-40°C

A circular graphic containing a thermometer icon and the text "+140°C MADE OF EPDM -40°C".

OPTIBELT GmbH

Corveyer Allee 15

37671 Hörter

GERMANY

T +49 (0) 5271-621

F +49 (0) 5271-97 6200

E marketing@optibelt.com



www.optibelt.com