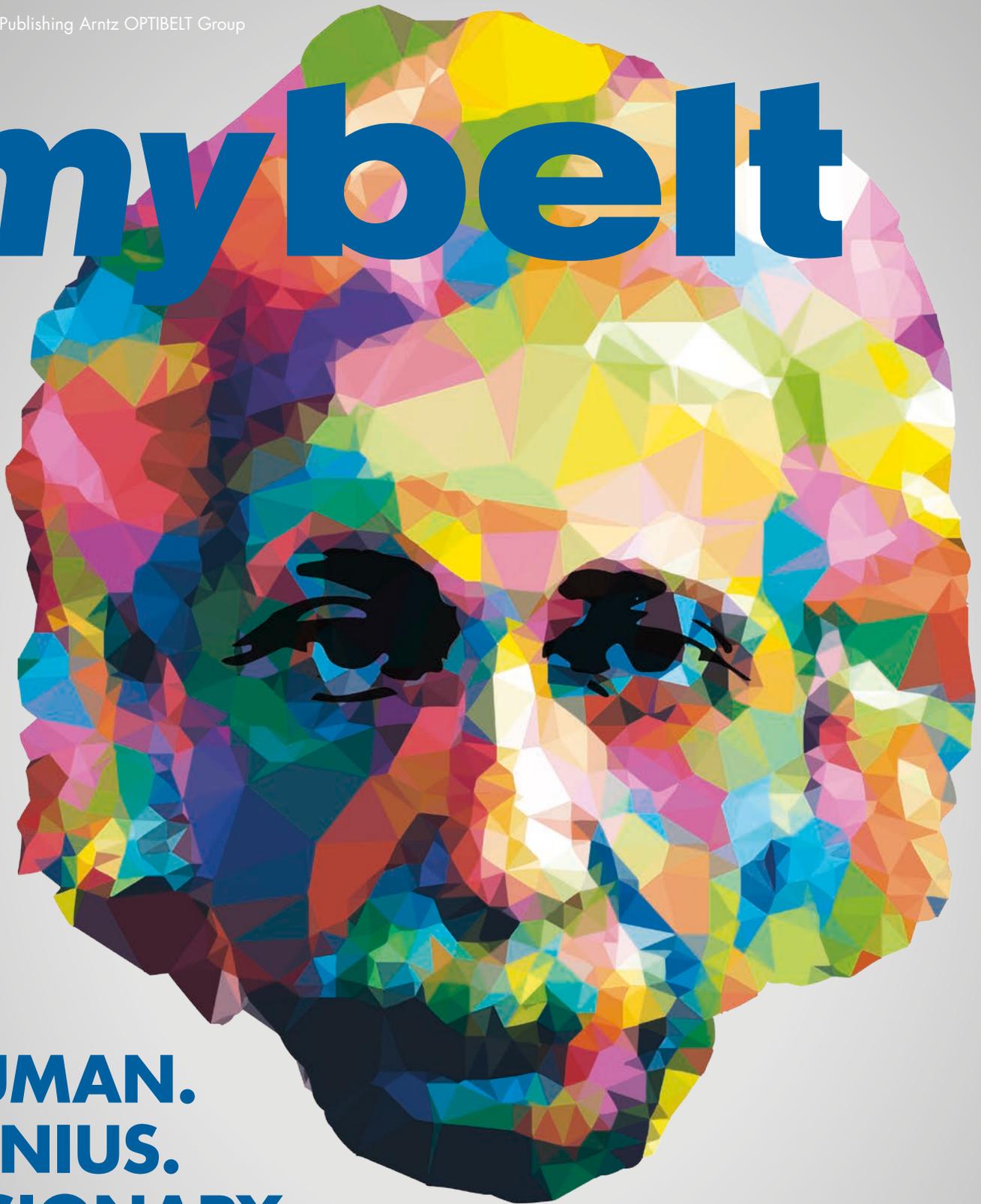


mybelt



**HUMAN.
GENIUS.
VISIONARY.**



ON THE TRAIL OF EINSTEIN

Einstein's life was extremely eventful. We paid a visit to some of the venues of his life.

/ FROM PAGE 8

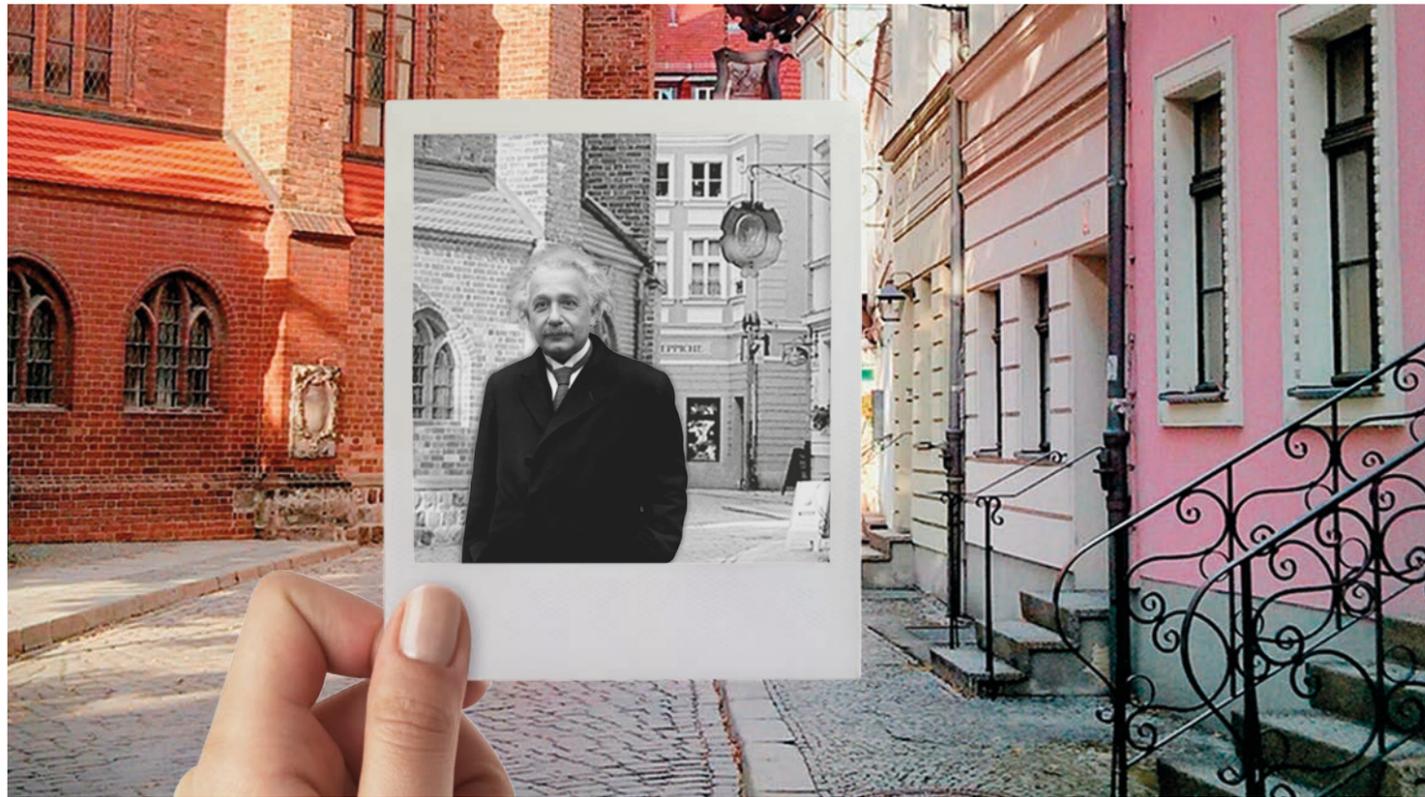


OPTIBELT WALK

A company shifting up a gear. We visit the gearing specialists in the Dutch town of Heijen.

/ FROM PAGE 20

EDITORIAL



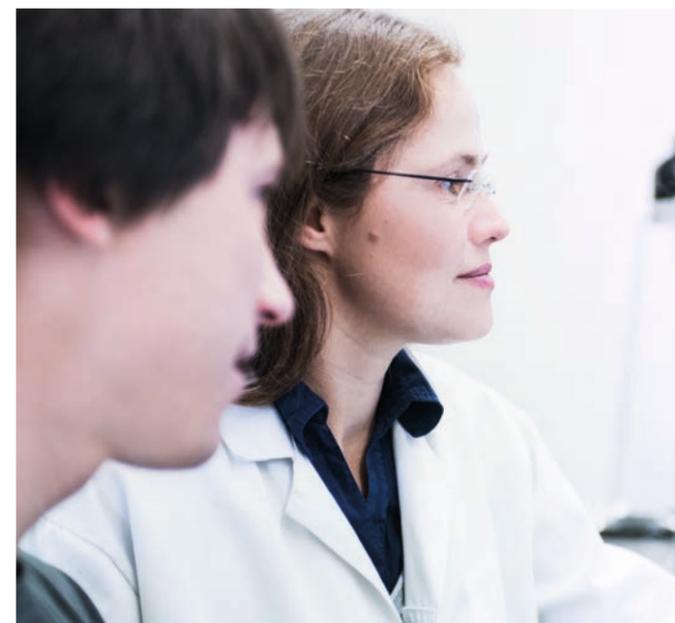
ON NEW PATHS

“I have no special gift. I am only passionately curious.” This quote stems from Albert Einstein. The man who has been the brand ambassador for OPTIBELT since April this year – and thus the figurehead for the first brand campaign in the more than 140-year history of our company. I am sure that there’s a heavy dose of understatement in the first part of the quote. But what is particularly interesting is the aspect of “passionate curiosity”: a virtue that we at OPTIBELT nurture as well. As only then, we believe, is it possible to really find new, individual solutions. You can’t reach new destinations, after all, on well-trodden paths. Find out which paths we are taking today, full of curiosity, passion and, of course, with Albert Einstein at our side, in this issue of mybelt.

I hope you enjoy reading it.

Reinhold Mühlbeyer,
Chairman of the Management Board

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BEHIND THE SCENES

Since April 2015, exceptional physicist and Nobel laureate Albert Einstein has been the international brand representative of the Arntz OPTIBELT Group. With this, the first international brand campaign in the more than 140-year company history was launched. Our peek behind the scenes shows how this came about.

A GENIUS DOES THE HONOURS.

In the middle of the night, he was sitting there with us at the table: Albert Einstein, in person. Grinning mischievously, he sat there, sucking on his pipe, and matter of factly unveiling the biggest mysteries of physics. We listened to him, entranced, and at the end we were convinced: we had found the perfect ambassador for the global brand campaign for our customer OPTIBELT.

That was in January 2014. For a full day, we withdrew from our everyday work and holed up in a Kochstrasse conference room to screen, sharpen and develop ideas for the OPTIBELT brand campaign. Tensions were running high, as were our customer's expectations. After all, the campaign would shape the entire global marketing strategy and worldwide distribution for the traditional company for the years to come. And thus also our work, as the lead agency.

PERFECT FIT FOR OPTIBELT.

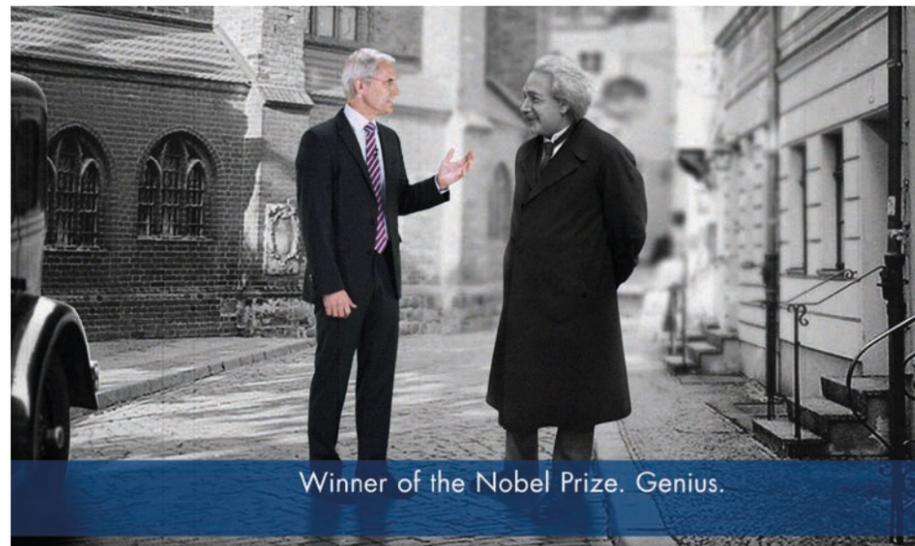
It was no accident that we chose Einstein: with his ground-breaking inventions, he symbolised the very creative power that is deeply anchored in OPTIBELT's DNA. After all, the family company from Höxter has been thinking on an individual level for its customers from day one – you won't find any cookie-cutter solutions in OPTIBELT's portfolio.



Brainstorming at the agency follows simple rules: anything goes.

ON A GREEN SCREEN

Scribble. Storyboarding. Set. For the board presentation of the global campaign roll-out, a sophisticated advertisement was produced. Using cutting-edge technology and broadcast around the world.



“ABSOLUTELY INGENIOUS!”

While all this was taking place, the OPTIBELT headquarters and Kochstrasse turned into bakeries for a while: the mission was to find the ideal recipe for “Einstein waffle pops”. These were to be handed out as snacks at the OPTIBELT stand at Hanover Trade Fair and needed not only to taste good, but also to look really unique. Therefore, special waffle irons that conjured up Einstein’s portrait on the waffles were produced for the fair. At the official presentation on 10 September 2015, it was clear that all of the effort and attention to even the tiniest detail was worth it: during the campaign presentation, a major customer let out an approving “absolutely ingenious!” We can’t really add anything more to that.

Going beyond this innovative spirit, Einstein, the winner of the Nobel Prize for Physics, was also found to be a perfect match for OPTIBELT’s other brand values – expertise, perseverance and precision – absolutely (and not only relatively) credibly. So we had found the ideal brand ambassador.

end of the line: Wolfgang Kosubek, Head of Marketing for the Arntz OPTIBELT Group. With the sentence “We would like to pursue the Einstein approach,” the starting shot was fired for a spectacular campaign that aimed to do justice to the OPTIBELT brand and its position as one of the leading manufacturers of transmission belts. But there was no time to celebrate: after all, the international launch was set to begin in spring 2015.

IMAGE RIGHTS AND MOVING MOMENTS.

One of the most pressing tasks: procuring the image rights for the photo and video material of Albert Einstein. Einstein had bequeathed these to the Hebrew University in Jerusalem, of which he had been a strong supporter while he was alive. In the negotiations about the use of the material, Wolfgang Kosubek did a great job: in countless phone calls and e-mails, he established an excellent connection to contact Kathrin Schael at Corbis, the marketer of the (moving) image material. This meant that the contractual agreement for the three-year, industry-exclusive right to use the Einstein photos and films was merely a formality. Before the campaign was launched at Hanover Trade Fair, these were presented to OPTIBELT employees, the sales organisations in the individual countries and major customers.

Of course, they were sworn to absolute secrecy. And a very special role was played by Albert Einstein – and Reinhold Mühlbeyer, the Chairman of the Management Board of the Arntz OPTIBELT Group: to overcome the limitations of time and space and present the campaign in 23 countries simultaneously, a special film was produced. This not only featured the OPTIBELT boss making his successful acting debut: thanks to green screen technology, the film saw a historical meeting of the company leader and the exceptional physicist.



Albert Einstein embodies the very values that Optibelt stands for.

Wolfgang Kosubek, Head of Marketing Arntz OPTIBELT Group

AN IDEA TAKES SHAPE.

Back at the agency, the Einstein campaign and two alternative ideas were fleshed out by the strategy, consulting and creative team. The last campaign images were still being completed the night before the presentation. Then it was time for us to present the campaign to the customer ... and a week of waiting tensely to find out which approach the management and an international team of marketing and sales specialists at the Arntz OPTIBELT Group had chosen.

On 14 April 2015, the telephone rang on the desk of Gesa Lischka, Management Strategy, at the agency Kochstrasse. On the other



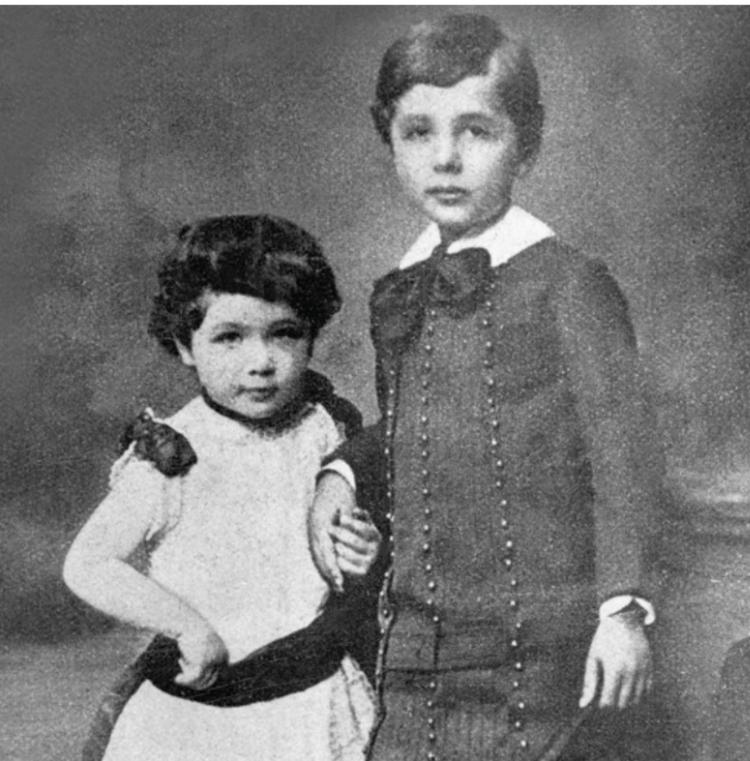
From USB sticks and bobblehead figures to starter kits – a wide range of communication media are used.

ON THE TRAIL OF EINSTEIN *

Who was the man who will be accompanying OPTIBELT as its brand ambassador in the years to come? We set out on the trail of Albert Einstein and will tell you all about the main milestones of his life and work.

* The cast-bronze sculpture by sculptor Jürgen Goertz on the grounds of the historical armoury was created in 1984 and pays homage to the city's most famous son.





Albert Einstein (right) aged around six, here in a photograph from the family album with his sister Maria. His characteristic frizzy mane is still tamed by pomade.

ULM: BIRTHPLACE OF A GENIUS

Ulm's most famous son was born on Friday 14 March 1879, as the first child of Hermann and Pauline (née Koch) Einstein. As was common in those days, the boy first saw the light of the world at home, which then was located at Bahnhofstraße 20, in the up-and-coming city with around 33,000 residents.

Einstein himself wrote about his birthplace in a letter to Carlos Erlanger, the son of the house owner at the time, in April 1929: "To be born in, the house is quite nice; after all, on this occasion one does not yet have major aesthetic needs, one cries at his loved ones without worrying much about the reasons and conditions." Today, only old photographs can tell whether and to what degree this veiled criticism on the appearance of the house was justified: the house itself was completely destroyed in a bombing raid in December 1944. Today, two items in Bahnhofstraße pay homage to the genius who spent the first 15 months of his young life here: a commemorative plaque featuring Einstein's portrait on the wall



"MUCH TOO FAT! MUCH TOO FAT!" THIS IS SAID TO HAVE BEEN EINSTEIN'S GRANDMOTHER'S REACTION WHEN SHE SAW HIM FOR THE FIRST TIME.

of number 20, and the Einstein monument by sculptor Max Bill. The founding principal of the former University of Design (Hochschule für Gestaltung - HfG) created this monument out of granite cuboids, twelve standing up and twelve lying down, which are said to symbolise the connection between time and space. The Einstein monument was inaugurated in 1982 and is located directly next to the square where the house Einstein was born in once stood. www.einstein.ulm.de

When the family moved to Munich in June 1880, Albert Einstein's time in Ulm came to an end. Whether or not he ever revisited the city of his birth is unclear: he most likely paid a fleeting visit to Ulm during a trip in 1920.



ENCOUNTERS AT EVERY TURN

Nevertheless, Einstein left behind a very clear imprint in the city and surrounding area. In 1920, the City of Ulm named a new street "Einsteinstraße" in his honour. In his thank you letter to the city, Einstein noted: "My most comforting thought was that I am not responsible for what happens in it." In addition to this, Ulm is home to the Einstein Fountain (see page 8/9) and the adult education centre named "EinsteinHouse", at whose foundation stone ceremony in January 1966 the Nobel laureates Max Born (1882–1970), Otto Hahn (1879–1968) and Werner Heisenberg (1901–1976) were present.

AT THE RACETRACK WITH EINSTEIN

Einstein is even present in places you would never expect. For example, at the racetrack – at least when the Einstein Motorsport project www.einstein-motorsport.com is in the starting blocks. This is the name under which the University of Ulm's official motorsport team competes in the "Formula Student Germany": a design competition (under the patronage of the Association of German Engineers - Verein Deutscher Ingenieure e. V.), where the winner is not decided by the best lap time, but by the best overall package of design, racing performance, financial planning and sales arguments.

This calls for innovative thinking – and a willingness to break new ground. It was for this very reason that the team was named after Einstein. In other words, for the same reasons that the physicist of the century was chosen to represent the values of OPTIBELT. After all, the philosophy of developing individual solutions to tackle its customers' specific challenges is one of the cornerstones of the OPTIBELT world.





THE EINSTEIN MUSEUM, BERN

The Einstein Museum is part of Bern Historical Museum and the ideal place to get really close to Einstein: it sheds light on his personal side and puts Einstein's biography in the context of the key events of the 20th century.



TIP:

2015 is also the International Year of Light. Around the world this year, events are taking place that focus on the importance of light for science and society. Find out more at: www.jahr-des-lichts.de



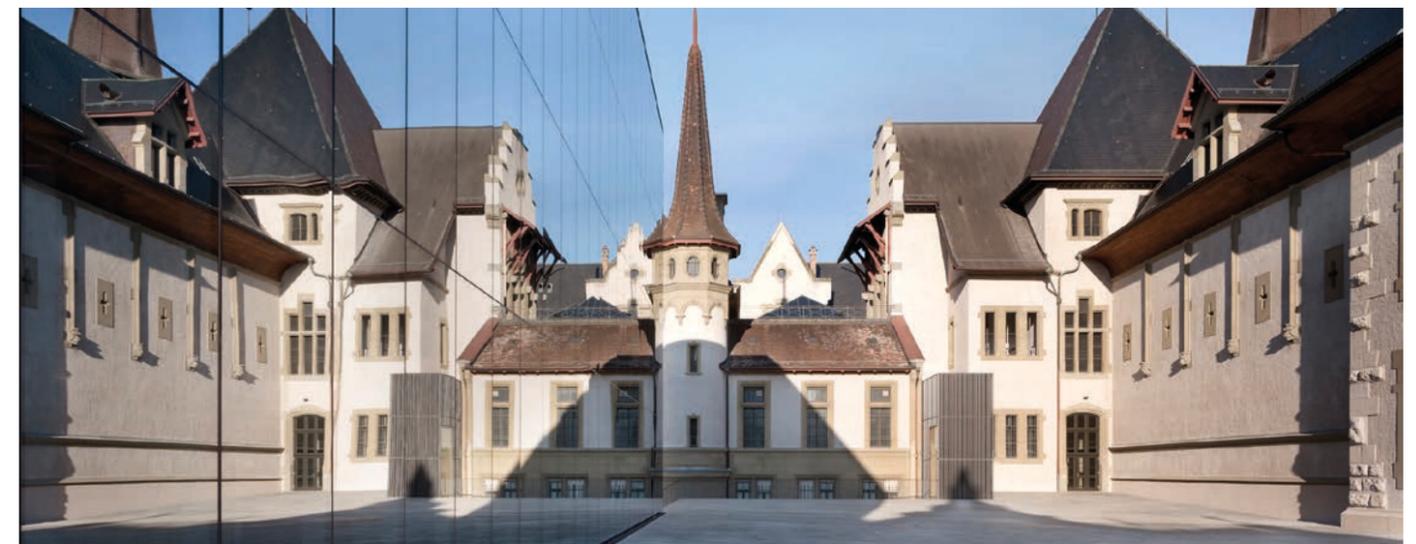
INTERNATIONAL
YEAR OF LIGHT
2015

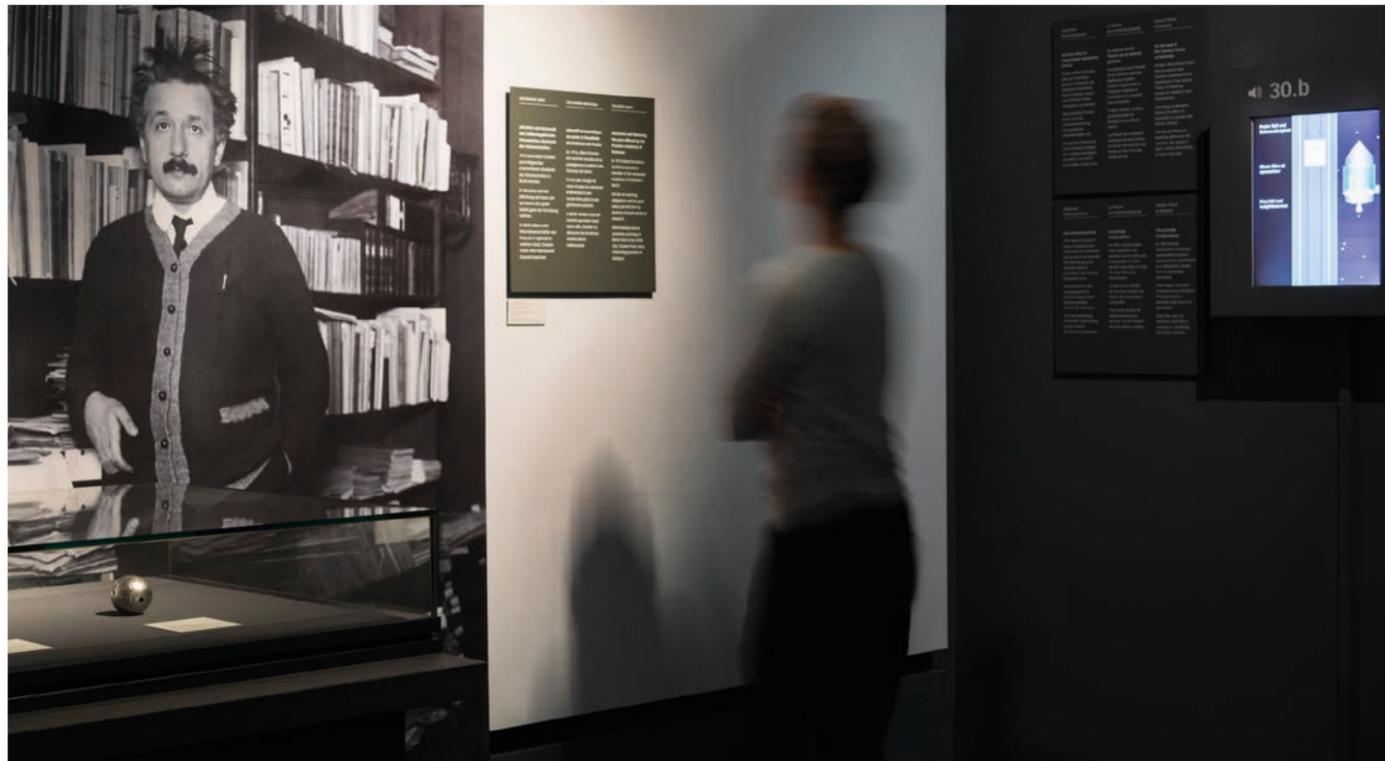
EINSTEIN UP CLOSE: OVER MORE THAN 1,000M²

The Einstein Museum is the perfect place to accompany Einstein along the path of his life and to get to know the exceptional scientist better – including the sides of him you never knew about before. Over a space of around 1,000m², a wealth of exciting information is waiting to be discovered by visitors, in some 550 original objects and reproductions, 70 films and a multitude of animations.

One very special highlight of the exhibition awaits in the mirrored stairwell as soon as visitors enter the museum. This shows the various milestones in the life of Albert Einstein and serves as a metaphor for time and space: the two parameters that Einstein redefined with his theory of relativity and put in a new context.

This installation perplexes visitors on the one hand – but above all impresses them beyond measure. A feeling that visitors will encounter many times in the following hours spent on Einstein's trail.





SEE, HEAR, BE AMAZED – AND UNDERSTAND.

The exhibition is structured chronologically and provides insights into the Nobel laureate’s biography. It illustrates aspects of his professional and private life, introduces his ground-breaking findings to a broad audience in an understandable way and puts the genius’ life and works in the context of his time. A selection of letters exhibited in the museum provides a unique insight into Einstein’s private and spiritual life – for instance correspondence between Einstein and his fellow student and mathematician Marcel Grossmann. Throughout his life, Einstein exchanged many letters with other scientists, authors, artists and statesmen. A passion that took up much of his time. He once referred to

himself as a “slave to replying to letters”. Nevertheless, he always made the effort to reply to letters from members of the public as well. For individual visitors to the Einstein Museum, there is an audio guide available in nine languages to guide them around the highlights of the exhibition with well-founded information. For group visitors to the museum, a professional team of guides with a historical and scientific background offers one-hour guided tours full of fascinating information and anecdotes. Whichever you choose – the Einstein Museum is a place where – in typical Einstein fashion – you will quickly forget time and space. www.bhm.ch/de/ausstellungen/einstein-museum



When you sit with a nice girl for two hours, you think it’s only a minute. But when you sit on a hot stove for a minute, you think it’s two hours – that’s relativity.

Einstein on his famous theory



Visitors to the Einstein Museum can also see and experience numerous exhibits and life-size photographs.



STILL LIFE.

The Einstein House shows the Bern apartment and takes visitors on an exciting journey through time.

**A VISIT TO EINSTEIN'S HOME**

A very special insight into Einstein's time in Bern is provided by the Einstein House, which is open to the public. The Einstein family (Mileva, Albert and son Hans Albert) rented the apartment on the second floor of the building at Kramgasse 49, from 1903 to 1905. It is operated today by the Albert Einstein Society, which opened the house to mark Einstein's 100th birthday, on 14 March 1979. Under the leadership of Director Jürg Rub, among other things the Einstein Society manages this memorial and awards the Albert Einstein Medal.

A stairway lead visitors to the apartment, which is decorated very much in the style of the early 20th century. Visitors get a feeling for the family's living space and for the environment in which Einstein's pioneering scientific work was born, especially in the "wonder year" 1905. Photos, copies of manuscripts and interesting documents are presented on the walls.

One of the most famous exhibits is Einstein's desk from Bern Patent Office. Otherwise, the apartment, which was renovated in 2005, has been left largely in its original condition or recreated with furniture from the period.

Kramgasse was where Einstein's hypothesis regarding light quanta arose, for which he later won the Nobel Prize, and the theory of special relativity, from which he derived his famous formula $E = mc^2$. This is thus where physics took a new direction in the 20th century. On the second and third floors, these impressions are complemented by a richly illustrated exhibition and film about the life and works of Albert Einstein, in which his scientific works are recognised and, in part, explained.

www.einstein-bern.ch





WORKPLACE OF A PIONEER

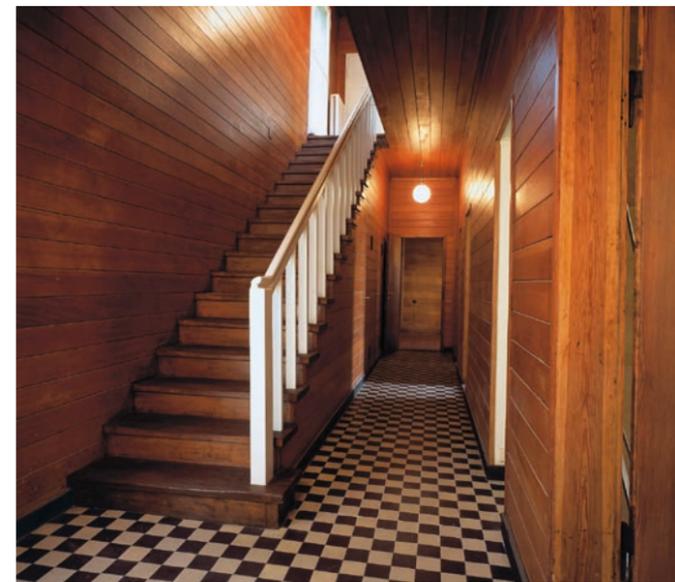
In 1902, Einstein got his first permanent job, not at a university, but at the Swiss Patent Office in Bern, as a “level three technical expert”. Here, the future Nobel laureate reviewed applications and examined patents: an extremely important job – OPTIBELT itself holds a number of patents worldwide that protect intellectual property and ground-breaking innovations from all fields of drive technology – but the job was not particularly challenging to Einstein.

Nonetheless, he himself was very satisfied with his role: “I enjoy my work at the office very much, for it is unusually diversified and there is much thinking to be done,” Einstein once wrote to his friend Hans Wohlwend. Thanks to his regular working hours and what seemed to be an inspiring environment for Einstein,

he was able to devote a great deal of his attention to his own research, which led to five stand-out works in 1905.

However, Einstein’s workplace cannot be visited: the “House of Cantons”, once the home of the Federal Telegraph and Patent Office, today houses various Swiss intercantonal governmental conferences and conferences of directors, as well as related institutions. This aims to create synergies to make the work of the individual authorities more efficient. Or, to put it in the words of OPTIBELT, to minimise frictional losses.

www.haus-der-kantone.ch/de



A SUMMER HOUSE AND MEETING PLACE

From 1914 onwards, Einstein lived and taught in Berlin. After his 50th birthday, he fulfilled his dream and created a refuge, his summer house in Caputh, southwest of Berlin, which was to gradually become the family’s main residence. Einstein himself was very involved in designing and building the house; he described the result as paradise: “a place where one can forget the world”. Thanks to its close proximity to the water, the keen sailor Einstein could pursue his passion on board the “Tümmeler” (porpoise), time permitting.

But the summer house was much more than just a place of retreat: it was a meeting place for the scientists and intellectuals who Einstein invited to visit him. Uninvited guests, on the

”

*Come and be a lazy lout,
put up your feet and lie about.
Come to Caputh and forget all the
rest, including your papa,
if you think it best.*

Invitation to Caputh from Einstein to his son Eduard



other hand, could encounter Einstein barefoot and shirtless. He said: “If they want to see me, here I am. If they want to see my clothes, I’ll open my closet.”

Even today, the summer house in Caputh is still a meeting place for distinguished personalities: since it reopened on 22 May 2005, the house has been used by the Einstein Forum, productively, in Einstein’s spirit, for workshops and seminars, and also as a meeting place for Nobel laureates and other great thinkers. During the summer months, the garden house is made available to young scientists, who can pursue projects here with the aid of a small stipend.

www.einsteinsommerhaus.de



TULIPS AREN'T HOLLAND'S ONLY TOP EXPORT

The family of the Arntz OPTIBELT Group is growing and growing: in January 2015, the Group took over Dutch company Walk Antriebstechnik B.V. OPTIBELT thus expanded its service spectrum once more and in the future will be able to offer even more highly customised solutions. In which fields and with which products? This is what we wanted to find out when we visited the new OPTIBELT Walk B.V. in Heijen. So we met someone who should know all about it: Gerrit Spreeuwenberg, Operations Manager at OPTIBELT Walk B.V., who has been with the company for some years already.

Hello Mr Spreeuwenberg, thank you for allowing us an insight into the day-to-day business of OPTIBELT Walk. When we Germans think of Holland's top exports, we first of all think Gouda, bicycles, and, of course, tulips. But OPTIBELT Walk has nothing to do with any of those.

WHAT EXACTLY DO YOU PRODUCE HERE, MR SPREEUWENBERG?

GS: Our expertise lies in high-quality, speciality products in the gearing segment. Bulk goods are imported from China. But when complex parts are called for, we come into play.

WHAT ADVANTAGES DOES THE CUSTOMER GET FROM THIS EXPANSION OF THE PRODUCT RANGE?

GS: We are committed to manufacturing the perfect product for the optimum drive system for our customers. In conjunction

with OPTIBELT, we can now produce even more highly customised solutions. Do you want to see how we do it?

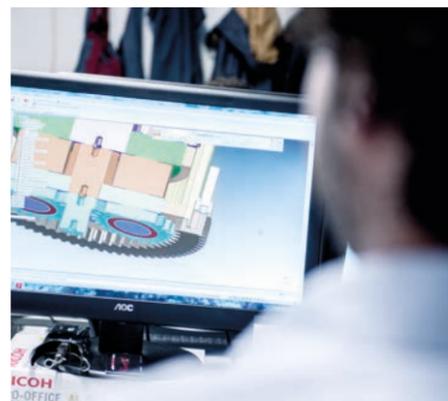
We do. A few moments later, we're standing amongst rotating workpieces, busy robot arms and no-less-industrious employees, who give us a friendly nod.

GS: Steel, stainless steel, brass, aluminium, plastic ... whatever the material: we can turn it into a geared product. We produce both interior and conical gearings from 20mm to 1,500mm. This is an exceptionally large spectrum. At the moment, we are currently processing 800 different products. Sometimes in series from one to 50 units, sometimes from 1,000 or 2,000 units – depending on what the customer needs. We produce parts for luggage handling at airports and container handling in ports, but also for packaging machines, for example, KHS, who supplies Coca-Cola.

At OPTIBELT Walk, almost anything is possible.

We move on through the Gearing and Milling Department, past machines that can mill and turn. We see toothed washers for OPTIBELT, machine parts for Phillips' X-ray machines, components for printing presses, electric buses and burger machines. With each step, our respect grows for what the team of 45 women and men achieves here.

GS: The crucial factor is quality control, which we carry out continuously, as early as the production stage. We are very proud that we hardly ever receive customer complaints. This is also because we try to put ourselves in our customers' position. We are equally proud of our workshop, where we have been manufacturing complete component assemblies for ten years. Nowadays, these account for more than 40% of our turnover.



HOW IS THE COLLABORATION BETWEEN THE GERMANS, WHO ARE KNOWN FOR THEIR RIGOROUSLY STRUCTURED WAY OF WORKING, AND THE MORE LAID-BACK DUTCH WORKERS GOING?

GS: We live close to the German border. I don't think the difference between us and the Germans is so great. Perhaps we are a little more laid-back, we don't have a very pronounced hierarchy in our company.

AND HOW HAS THE EINSTEIN CAMPAIGN BEEN RECEIVED IN HOLLAND?

GS: First of all I noticed that there's a striking resemblance between Mr Einstein and our company founder Mr Walk (laughs). We like the campaign very much, we believe that it reflects us very well. Einstein was a great scientist and we too are always trying to move forward, with the help of scientific methods and new ideas.

A glance at the clock. Unfortunately, our time with Gerrit Spreeuwenberg has come to an end. He says goodbye with a smile: "As you can see: in the OPTIBELT family, every gear wheel interlocks perfectly with the next one."

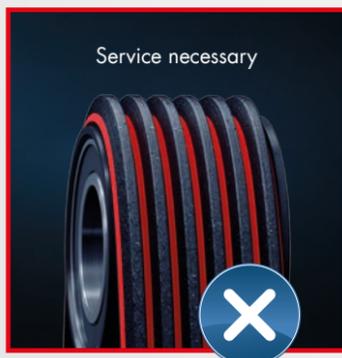
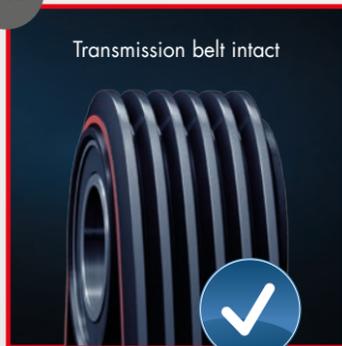
NEWS & FACES

INNOVATIVE PREMIERE: OPTIBELT ELASTOMIT

The very highest level of radiation safety: this is guaranteed by the innovative **optibelt ELASTOMIT** for X-ray inspection systems. This protective curtain material has been developed for use in food, freight and luggage detection. Its secret: even while production processes are running, a Hi-Scan X-ray inspection machine checks that the Pb equivalent of 0.35mm Pb is complied with. Other advantages of the **optibelt ELASTOMIT**: high level of flexibility, good gliding properties and excellent dynamic load capacity. Find out more at www.optibelt.com/elastomer-solutions



NEWS



FOR THE ULTIMATE IN PERFORMANCE

The **optibelt RBK SCC** change indicator allows for more precise belt inspection and prevents premature failures. Thanks to the world exclusive optibelt SECURED CHANGE CONTROL, maintenance work has never been easier. The innovative **optibelt RBK SCC** change indicator shows when the belt life is coming to an end: if a red colour appears on the inside of the belt, it is time to think about changing the belt. This inspection is performed with the naked eye – no special tools are required. This means that service intervals are optimised and belts are replaced before they wear out. Find out more at www.optibelt.com/scc



The **optibelt RBK SCC** was awarded the silver trophy for the "International Grands Prix for Automotive Innovation".

FACES



BRIDGING THE GAP

With the opening of its new site in Istanbul, OPTIBELT continued its path towards expansion in southeast Europe. Subsidiary OPTIBELT Güç Aktarma – OPTIBELT Power Transmission Turkey (OTR) already commenced its work at the new office and warehouse, with six members of staff, in June. The opening ceremony for the new branch took place in August. With its location between the continents, the new site ensures even closer proximity to customers and fulfils the constantly rising demand from this region.



NEW POWER FOR THE LOGISTICS SECTOR

With the new CONVEYOR POWER series, OPTIBELT is presenting new solutions specially designed for roller conveyor applications. The purpose of the **optibelt CONVEYOR POWER RB**, the **optibelt CONVEYOR POWER ERB** and also the **optibelt CONVEYOR POWER VB S=C Plus** is to improve logistical processes in distribution centres, for instance. They are far superior to conventional round belts, especially when used for curved tracks, and therefore represent an exceptionally cost-efficient alternative to a direct drive. Aside from the extremely good power transmission, they come with self-tensioning properties. This virtually dispenses with the need for maintenance altogether.



NEWS

NEWS



GERMAN DESIGN AWARD NOMINEE 2016

optibelt **DELTA CHAIN Carbon**
EXTREMELY THOUGHT THROUGH.
DOWN TO THE LAST DETAIL.



DESIGN-AWARD-WINNER TO-BE: optibelt DELTA CHAIN Carbon IS NOMINATED FOR THE GERMAN DESIGN AWARD 2016

With DELTA CHAIN Carbon, OPTIBELT has closed a gap and launched a maintenance-free, high-performance, low-noise alternative to chain drives on the market.

The launch of this innovative transmission belt was accompanied by a technologically sophisticated and visually high-quality product video with a tailor-made microsite, which showcases the design and advantages of the **optibelt DELTA CHAIN Carbon** in an exciting style. Extremely thought

through. Down to the tiniest detail. Now, the communication for our innovation has even been nominated for the German Design Award 2016 for its outstanding design quality. An honour we are delighted about.

The German Design Award is the international premium award from the German Design Council. It aims to discover, present and honour unique design trends. Every year, it rewards high-quality entries from the field of product and communication

design which, all in their own way, are ground-breaking in the international design landscape. The German Design Award, which was launched in 2012, is already one of the most respected design competitions in the world today and enjoys a high standing even beyond professional circles.

Take a look for yourself at: www.optibelt.com/delta-chain

NEWS



NEW ADDITION TO THE FAMILY IN IRELAND

The A&M Belting Company Ltd. has become Optibelt Urethane Belting Ltd. But aside from the name change and new company headquarters in Letterkenny, nothing has changed. The team continues to manufacture our transmission belts to the usual outstanding level of quality:

- **optibelt ALPHA POWER**
- **optibelt ALPHA TORQUE**
- **optibelt ALPHA SRP**
- **optibelt DELTA CHAIN Carbon**



NEWS

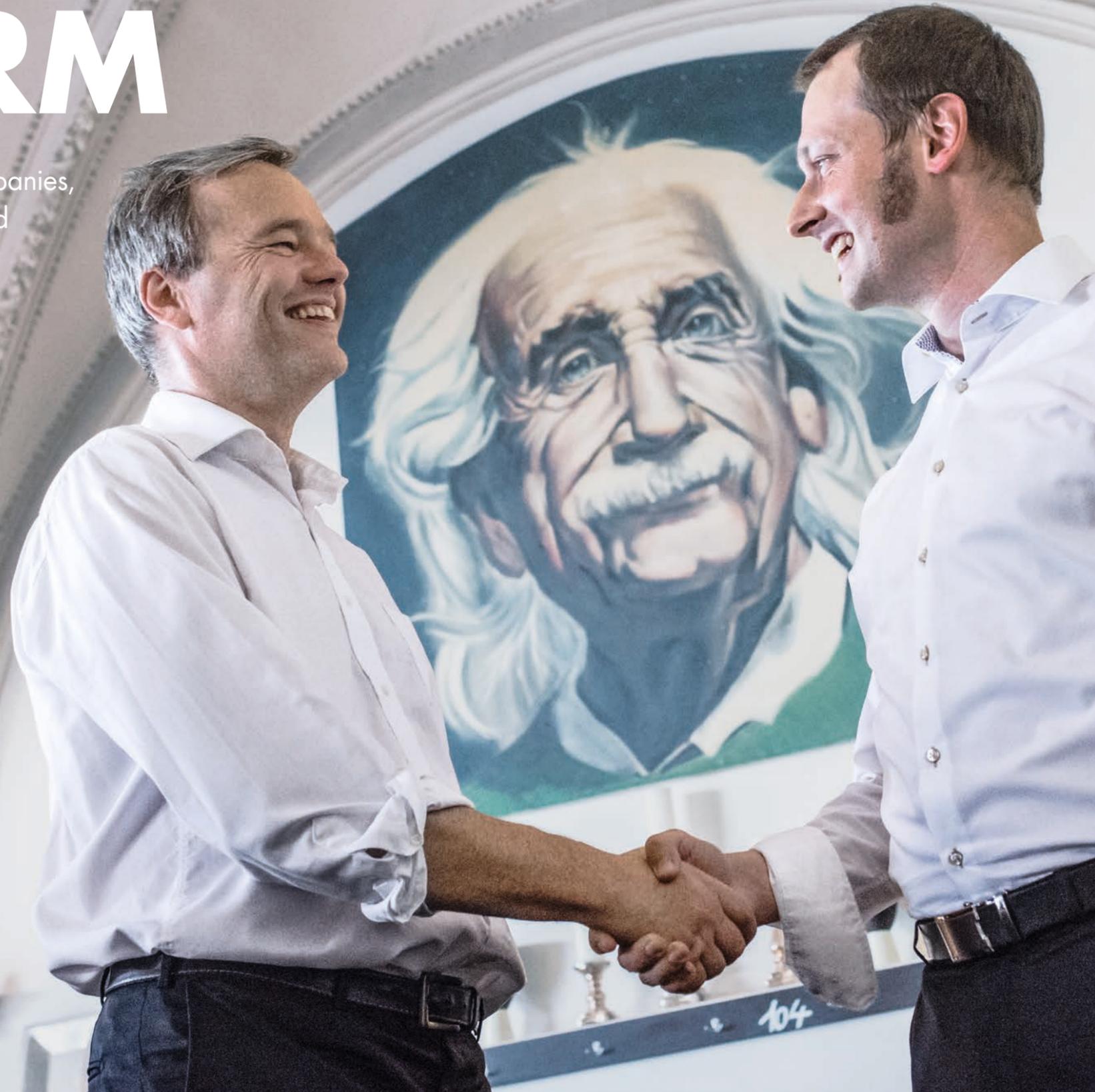


SUSTAINABLY STRONG

For the third time in a row, OPTIBELT's environmental management system has been successfully recertified. This means: the manufacturing processes and business operations at OPTIBELT are environmentally sustainable. The official environmental certificate to DIN EN ISO 14001, awarded for the first time in September 2005, applies to all of OPTIBELT's German business units.

VIENNESE CHARM

A dialogue about family companies,
trends in drive technology and
potential savings.



AN INTERVIEW WITH

ORTWIN KNAIPP

Managing Director of OPTIBELT Austria

ROBERT GREIFENSTEINER

Machine Elements Category Manager
for Haberkorn GmbH

9th of September 2015, Rathausplatz in Vienna.

My name is Ortwin Knaipp and I'm Managing Director of OPTIBELT Austria. Today, I have an appointment with Robert Greifensteiner: as Machine Elements Category Manager at Haberkorn GmbH, he is one of my most important business contacts for the Austrian market. We meet every now and again to discuss our collaboration, category policies and forecasts for the drive technology market. Today, we're chatting over lunch in Café Einstein in Vienna's city centre, around a 15-minute drive from Haberkorn's branch office in the capital. Our new advertising campaign is also going to be part of the conversation. So I'm intrigued: I know Mr Greifensteiner as someone who says what he honestly thinks.



ORTWIN KNAIPP (OK): Mr Greifensteiner, our two companies have been doing business together for more than 40 years. Why do you think that Haberkorn and OPTIBELT work so well together?

ROBERT GREIFENSTEINER (RG): This is no doubt because of the many synergies that exist: both are historical companies that represent a different philosophy to those companies that only focus on returns.



OK: And family-managed. You can tell that there is a family behind our company. This lends the company stability and an identity.

RG: Family companies have a fundamental philosophy that has a certain degree consistency. Managers in listed companies opt for changes of direction more often. The OPTIBELT and Haberkorn team stays true to its values. Even when there are problems or complaints, we work on a solution together, constructively. Both companies attach great importance to customer satisfaction, and customers value this very much.

OK: Part of this, of course, is having the right people. Haberkorn's field staff boast very strong technical skills. But, naturally, products are also a crucial factor: take, for example, our maintenance-free V-belts. I think that something like this shapes the market's perception for the long term.

RG: That's right. Because OPTIBELT offers first-class products, we can focus on our core competencies and services. For example field sales, technical consulting, logistics and added value.

OK: As you've mentioned added value and logistics, then we should include energy efficiency as well. We've already launched a joint project in this area.

RG: Precisely. For us, this issue isn't just all marketing posturing: we want to help our customers to save energy. The Research Society for the Energy Industry (FfE) has recently shown scientifically which parameters influence the efficiency of a belt-drive set.

OK: I immediately think of the key points "maintenance freedom" and "set-consistent belts".

RG: That's right. We can achieve major energy efficiency gains through precision, material selection and belt design. For example: for one customer, we retrofitted a 200kW engine, which runs around the clock, with the **optibelt RED POWER 3**. This increased its efficiency by a few percent. By reducing electricity consumption alone, savings of probably several thousand euros can be made every year. In addition, we increased the life span and gained space, as we reduced the number of belts during the retrofitting.

OK: What, in your opinion, are the further trends in drive technology?

RG: Firstly, there's downsizing. And of course, though many people are fed up of hearing about this already, Industry 4.0. This is the interaction between machine elements. Put simply: the belts tell the customer via an IT system "I'm not running very well anymore, I'm slowly wearing out, I need to be replaced or re-tensioned." The belts learn to talk, so to speak.

OK: That's interesting. With the **optibelt RBK SCC**, we've already brought out such a belt, but in the automotive segment. A so-called change indicator shows when a belt has to be replaced.

RG: Such innovations are important. Labour costs in central Europe are not getting any cheaper. We can only secure our locations through machine efficiency, production performance and permanent availability. No one can afford unplanned standstills.

OK: We want to express our innovative strength with the Einstein campaign as well. What do you think of this, Mr Greifensteiner?

RG: I think it works very well. Einstein is practically a brand himself. The name Einstein means something to most people. He represents many good things, the name definitely has positive connotations and, in my opinion, will also work globally and

across different cultures. In the engineering sector, marketing mostly focuses on product properties. I think it's great that this is now personified.

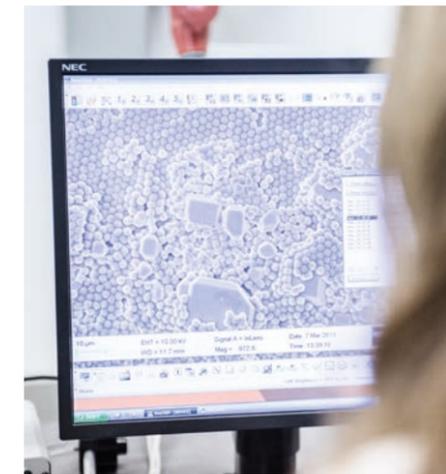
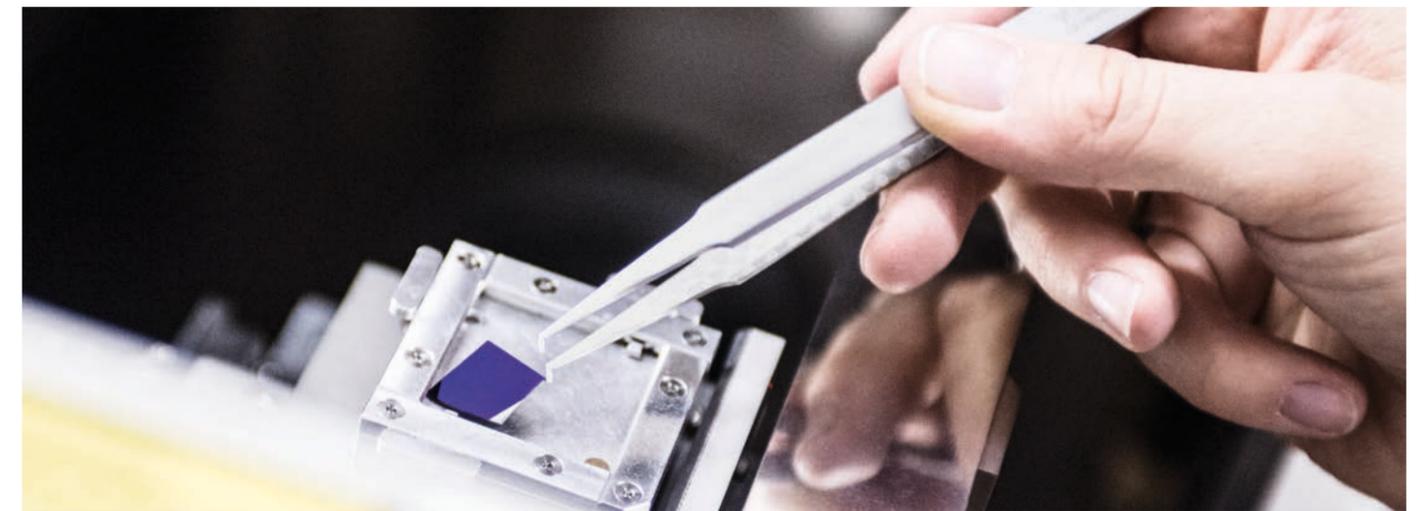


Brief portrait of Haberkorn GmbH

- Family company based in Wolfurt/Vorarlberg
- Founded in 1932
- More than 1,400 employees
- 16 sites in Austria, Eastern Europe and Switzerland
- Main sectors: industrial and construction companies
- Product range: products from the fields of occupational safety and lubricants, as well as technical products, such as transmission belts, machine elements and hydraulics
- Characteristics: innovative services, such as logistics services and e-business solutions, professional consultants with sector experience, intelligent product services and in-depth expertise of the procurement markets in all product categories

GENIUSES OF THE FUTURE

Aside from Einstein, there are ingenious masterminds and inventors today, who are changing our lives and are sure to keep doing so in the future. mybelt met some of them.



Picture top: Installation of a sample in the scanning electron microscope (SEM).

Picture left: Preparing a sample that is vaporised in a vacuum chamber to create a conductive surface.

Picture right: Quick SEM control of particle synthesis and functionalization.

Dr. Inga Ennen is proof positive that, even in the field of tiny things, there are huge challenges to tackle. In the Physics Faculty at Bielefeld University, she is researching ... well, what exactly?

DR. INGA ENNEN (IE): I work with magnetic nanoparticles. This is about both research in this area, and about finding and realising specific fields of application in which the particles can be used.

WHERE CAN WE ENCOUNTER YOUR WORK IN OUR EVERYDAY LIVES?

IE: At the moment, we're working on using the particles as magnetic markers in biosensors. To do this, the particles are joined to DNA strands, which only specific molecules can latch on to. These markers

can then be used to, for example, identify specific viruses. In another field of application, the particles are added to grease used for lift cables. This improves the cables' wear resistance and braking effect.

IT SOUNDS AS THOUGH YOUR WORK RELATES DIRECTLY TO EVERYDAY LIFE. EINSTEIN'S WORK WAS MORE ABSTRACT. BUT ARE THERE ANY SIMILARITIES BETWEEN YOUR WORK AND HIS?

IE: Actually there are, every day. The nanoparticles can only be viewed through an electron microscope, where elements of Einstein's theory of relativity come into play. Apart from this, all of us are always using Einstein's theories in our everyday life: for instance, the development of the laser was based on these – and lasers are

used in optical mice for PCs and many other objects. It is this very combination of theory and practice that makes physics so appealing to me, and is the reason why I chose this course of study.

ALBERT EINSTEIN WILL BE THE AMBASSADOR FOR THE COMPANY OPTIBELT IN THE YEARS TO COME. WHAT DO YOU THINK OF THIS CHOICE, AS A FELLOW SCIENTIST?

IE: Einstein was a visionary and mastermind who developed an incredible number of ideas. So I can definitely understand why the company chose him as its brand ambassador to illustrate its own commitment to the future. I think it's a good choice.

Thank you for talking to us!

For people with visual impairments, choosing outfits in colours that go well together is not possible, or only possible with assistance. Or at least, this used to be the case. The DressCoder from Miriam Löcke (ML, aged 17) and David Löcke (DL, aged 19) provides a remedy.

YOU INVENTED THE DRESSCODER: WHAT IS THIS?

DL: The DressCoder is a system that helps blind people to be aware of what clothes they choose. Normally, blind people identify their clothes using their sense of touch and then choose combinations that they wear over and over again. This, naturally, is restrictive in everyday life. With the DressCoder, we help these people put their outfits together.

HOW DOES IT WORK?

DL: The whole thing works via RFID (Radio Frequency Identification) tags, which are ironed on to clothing and are normally found, for instance, in merchandise management. The scanner* has a database in which all of the user's clothes are stored, with information about colour, etc. This only has to be input once, voice control is used to manage everything. The user can also store information about which colours go well with one another. By scanning the RFID tags, the DressCoder user finds out which item of clothing he or she is currently holding and in which colour, and can combine this with other items to make a harmonious outfit.

WHERE DID YOU GET THE IDEA FROM?

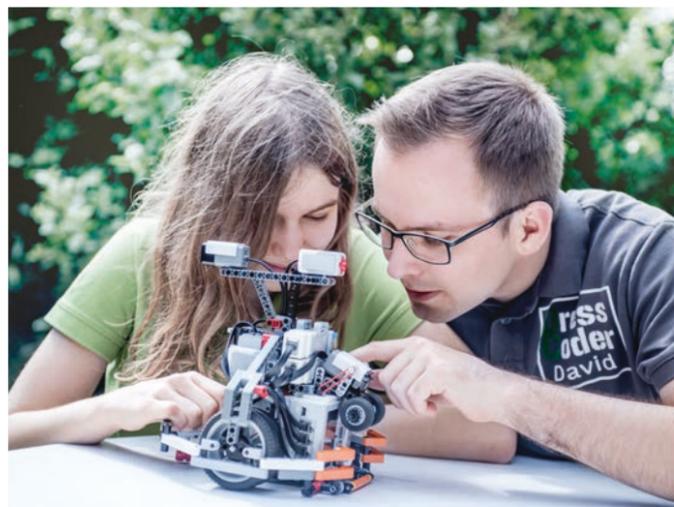
ML: From a friend of ours, who had a blind girl in her class. She always turned up to school with clothes that didn't match. She wasn't bullied, but her classmates did whisper and joke behind her back. So we thought: there must be something we can do. We built our first prototypes in Lego.

WHAT'S NEXT FOR THE DRESSCODER?

DL: At the moment, nothing at all. The software is complete in its essential functions, and the feedback from our blind test subjects has been very positive. But the system isn't sophisticated enough for us to market it yet. For example, we've only stored a few dozen colours. We don't feel confident with the marketing yet. We're happy to give the software to anyone who wants to use it at this stage. And they can simply buy the necessary scanner.

HAVE YOU INVENTED ANYTHING ELSE?

DL: At the moment, we're looking after lots of projects by other inventors, as coaches, so to speak. After the DressCoder, we also pursued a series of other projects ourselves. Like the "UnTremor": software programmed by us that helps people with a tremor in their hands to operate a computer mouse.



YOUNG AWARD-WINNERS.

In 2012, Miriam and David Löcke won the school contest "Einstein-OWL" for the team "Epunkt e.". The siblings are now starting their university studies.



ML: We also developed software that enables people to use the ten-finger typing system, although they are missing a finger or can't move a finger.

DO YOU HAVE ANY NEW PROJECTS AND IDEAS?

ML: We've designed football robots in Lego and we qualified for the world final, which is taking place in Qatar in November. It's extremely exciting, although I would never have believed it before. Unfortunately, we have to redesign our two team robots entirely, as there was a change to the rules at short notice. But we'll manage it – just like financing the trip, as this unfortunately isn't paid for for the qualifying teams.

THEN THANK YOU TO BOTH OF YOU FOR THIS TALK AND WE'LL CROSS OUR FINGERS FOR YOU IN THE TOURNAMENT IN QATAR!

You can find out more about the DressCoder at: www.dresscoder.eu

* The "Morphic" device was provided to the young inventors by the company Nordic ID free of charge.

DID YOU KNOW THAT...

...
ALBERT EINSTEIN HAD FOUR CITIZENSHIPS?

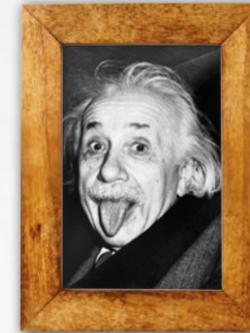
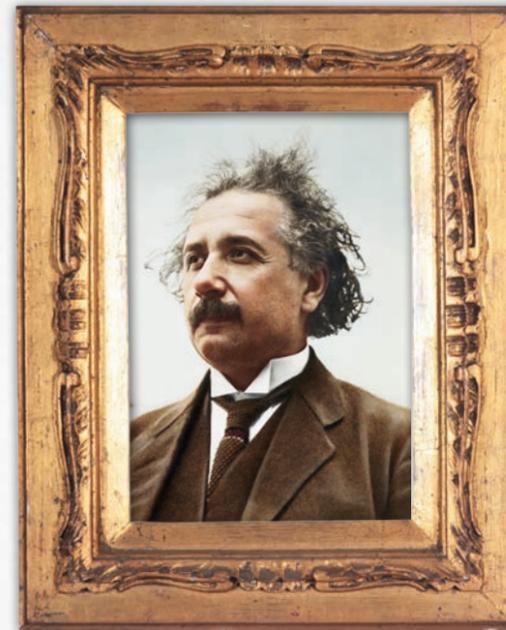
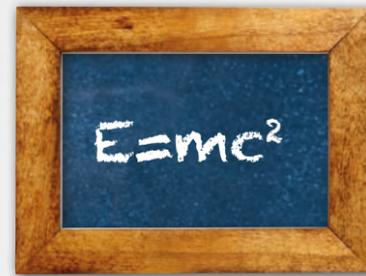
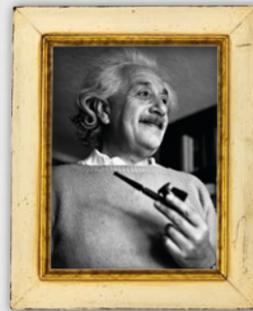


...
EINSTEIN COULD PLAY THE VIOLIN BEFORE HE STARTED TO SPEAK?

...
CONTRARY TO WHAT MANY BELIEVE, EINSTEIN WAS A GOOD STUDENT?

He got fives and sixes in his school report, which are poor grades in Germany, but excellent grades in the reverse Swiss system.

...
IN NOV. 1952, EINSTEIN WAS OFFERED THE POSITION OF PRESIDENT OF ISRAEL?

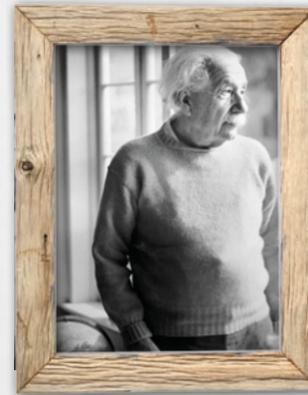


...
EINSTEIN DIED AT THE AGE OF 76 DUE TO A RUPTURED AORTIC ANEURYSM, WHICH HAD ALREADY BEEN OPERATED ON IN 1948?

His body was cremated and the ashes scattered in an unknown location after a simple funeral service.

...
THERE IS A LOGIC PUZZLE WHICH EINSTEIN CLAIMED ONLY 2% OF THE WORLD'S POPULATION COULD SOLVE?

If you want to know if you are one of them, follow this link:
www.raetselstunde.de/logical/einstein-raetsel.html



...
EINSTEIN'S WIFE ELSA WASN'T ALLOWED IN HIS STUDY, AS HE WANTED TO BE COMPLETELY UNINTERRUPTED?

They also had separate bedrooms because, according to his wife, Einstein snored very loudly.

...
AFTER HIS DEATH, EINSTEIN'S BRAIN WAS STOLEN BY A PATHOLOGIST?

Dr. Thomas Harvey was the name of the pathologist who conducted the autopsy on Einstein and removed his brain (and eyes) without permission. The theft was discovered a few days later. This cost Harvey his job and license, so he had to struggle along as a factory worker. It wasn't until 40 years later that he returned the brain (divided into 200 cubes) to Einstein's family.



...
ALBERT EINSTEIN WAS NOT A CUTE BABY?





BETWEEN US ...

HELLO, MS AND MR PITTELKOW. YOU WORK AS A FATHER AND DAUGHTER TEAM AT OPTIBELT.

HAND ON YOUR HEART: WHAT'S IT LIKE?

TILMAN PITTELKOW (TP): Well, I have to say, it works really well. But we don't come into contact very often, as we work in different departments. And as Sales Director for Europe, I'm on the road a lot as well.

KATRIN PITTELKOW (KP): We bring each other coffee or drive to work together. But after I completed my studies, I moved to Automotive Sales, where there will no doubt be more interfaces. So ask me again in a few months (laughs).

WE WILL. WHAT IS OPTIBELT LIKE AS AN EMPLOYER, FOR BOTH OF YOU?

KP: OPTIBELT is a family company in the best sense of the word. People know each

other, everyone greets each other. And the company invests heavily in young talent.

TP: I've been with OPTIBELT for 39 years. I think this speaks for itself. In addition, I was even able to fulfil one of my life's dreams here: I was able to spend some time living abroad, in England and Canada.

AS YOU'VE MENTIONED ABROAD: HOW DO YOU THINK THE BRAND AMBASSADOR EINSTEIN IS GOING TO CHANGE THE WORLD'S PERCEPTION OF OPTIBELT?

TP: Einstein has a positive image around the world and embodies the values that OPTIBELT stands for. Even our slogan "passion meets precision" could be the title of an Einstein biography. So I'm convinced that Einstein will significantly improve the level of recognition and the reputation of the OPTIBELT brand even further, around the world.

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marketing@optibelt.com

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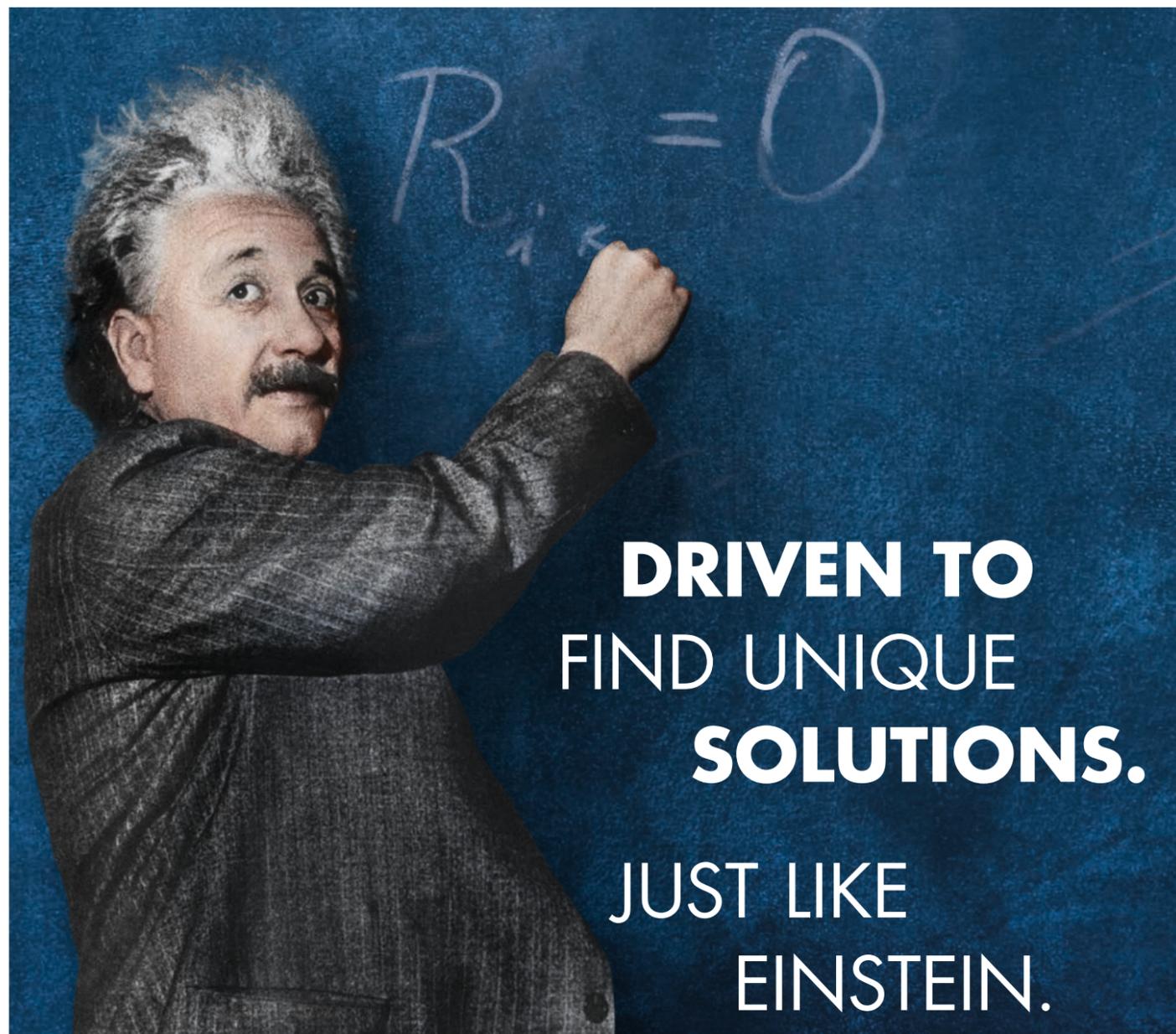
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OPTIBELT GmbH

Corveyer Allee 15
37671 Höxter
GERMANY

T +49 (0) 5271-621
F +49 (0) 5271-976200
E marketing@optibelt.com



www.optibelt.com/einstein