

# mybelt



## Firmly in the Saddle

50 years of OPTIBELT in Scandinavia

/ STARTING ON PAGE 14



### THE VALUE OF A STRONG BRAND

One step ahead of the competition – a discussion with experts on the unique market strengths of OPTIBELT.

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### DEEP IN THE FOREST

Plant tour with the technical manager at "Södra Cell", the largest paper pulp manufacturer in Northern Europe.

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COMPANY

# 10 THE VALUE OF A STRONG BRAND – TALKING TO THE EXPERTS



## THE JOURNEY CONTINUES

We wanted to once again tell stories and share experiences. Because there's always something happening somewhere in the world – and so it is with our customers as well. They experience the economy's ebb and flow, their customers' requests for products that solve a problem and/or offer a new perspective, or the search for advice and support in a difficult situation. And in their challenges, we see our aspiration: to always be at your side with the knowledge of our employees, with all of our competencies in consulting and service, with our varied and high-quality products, and with our ideas and new product developments. This is both a challenge and an obligation for us, but also brings self-awareness and fun to our work. Simply put, passion meets precision.

Reinhold Mühlbeyer,  
Chairman of the Executive Board

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Aron Beberstedt, marketing employee with OPTIBELT, on the road in Sweden



TYPICAL OPTIBELT

# FORTY TONS OF SENSITIVITY



Highway construction sites provoke little enthusiasm. The asphalt specialists from ABS Nord-West know that. So for asphalt repair, they rely on the highest efficiency, superior equipment, and perfect teamwork.





# ALWAYS ON TRACK

**43**  
TONS  
OPERATING WEIGHT

**5**  
KM/H  
MAX. SPEED

**188**  
CHISELS ON THE  
MILLING DRUM

It's a cool September morning on the A31, right before the Rhede interchange. The sun is only just rising, but Detlev Westermann and René Kuncke were ready to start some time ago. The tanks on their Wirtgen W 250 i large milling machine have already been filled with a good 1.000 litres of diesel fuel and more than that of water. With a deafening din, the 43-ton monster starts to move and eats through the roadway with seemingly little effort. This morning, Westermann is in the cockpit, while Kuncke controls the milling track and the height regulator on the outside of the milling machine. The two switch tasks at regular intervals. "We are a well-established team – we both know how to do everything," says the Mecklenburg native. He has worked on the large milling machine for five years. Today it is going well, with some help from cooperative weather. It is sunny and dry, which is not a given in the far north at this time of year.

## CROSSING THROUGH GERMANY

A total of about 10 kilometres of complete road reconstruction lie ahead of them on the A31. A good three weeks are estimated for this. Then comes the next large construction site, somewhere else in Germany. The job pays well, but it is demanding. The milling professionals spend many evenings in a hotel room. "During the season, we are practically married to the machine," says Kuncke with a grin. This is really not much of an exaggeration. The Wirtgen W 250 i has complemented the machinery available to the

ABS Nord-West company in Paderborn for the last six months. And it has already logged more than 1.000 operating hours. An investment which will immediately benefit from the least possible downtime and service intervals.

## WALKING SPEED AND RECORD PACE

Repairing an asphalt surface is a real logistical masterpiece. "Today we are first taking out four centimetres," says Westermann, as he directs the outbound dump truck with the horn. The rest of the layer will be taken up in a second pass. The milling machine can go about forty centimetres deep with its 2.2 meter-wide milling head, if needed. Communication on the machine is not exactly easy. At the rear, about 1.000 HP work hard to propel over forty tons of machine and milling drum with 188 rotating chisels down the road.

Ear protection is an absolute must. But this is not a problem for the two "helmsmen". They are in control of their machine.



Detlev Westermann manoeuvres with the joystick and his own judgement



Eating kilometres with 188 teeth





**EXACT CHOREOGRAPHY**

While the W 250 i is pushing ahead at about 28 meters per minute and leaving an exactly milled track behind it, dump trucks and supply vehicles are circling around it. The abraded material is moved by conveyor belt to the dump truck driving in front. The drivers communicate by horn – braking over and again, driving, braking again, until the racer is loaded again in just a few minutes. “In extreme cases, even in only 48 seconds,” says Westermann with a grin. “That’s my personal record. But only when the bottom base layer is very sandy,” he adds. In the quick changeover, the next dump truck merges in front of the large milling machine.

Old asphalt can be re-used for new asphalt mixtures. Up to 60% comes from recycling.

**PERFECT DRIVE FOR PERFECT TECHNOLOGY**

Two motors provide sufficient power reserves, and four chain drives provide propulsion. OPTIBELT Kraftbands with profile 5V KB are hard at work in both drive assemblies. They consist of an unsheathed single V-belt and are connected by a cover plate. Their impact resistance and beneficial vibration behaviour predestines them for extreme operating requirements. “No one can risk downtime here,” says Kuncke. Numerous assistance and monitoring systems also ensure an absolute overview. They also need serious skills to run the cold milling machine economically by selecting and controlling the right milling depth and



Precise to the centimetre



OPTIBELT 5V KB Kraftbands drive both motors forward



From road surface to fine granulate

speed. This is a task Kuncke and Westermann can complete with their hands tied.

**SENSITIVE AND FORCEFUL**

Suddenly the machine comes to a standstill. Some chisels are defective and need to be replaced. “You could tell because the machine had a different vibration,” says Westermann. So many sensations in the midst of all that brute force? This comes from years of experience. Both colleagues slip behind the milling drum in no time at all. With a few hand motions, they have identified and replaced the defective chisel. Tools and reserve materials are installed within reach on the W 250 i. The short break is used to once again fill up the cold water tank. A complete chisel set is replaced in about an hour, but this time only a few teeth are defective. After just a few minutes, it continues with full bite. Kilometre by kilometre. Construction site by construction site. Until next winter. Then the people and the machine take a break – because the next season is around the corner.

Gratefully supported by: Lower Saxony Regional Authority for Road Construction and Traffic (Osnabrück Division), JOHANN BUNTE Bauunternehmung GmbH & Co. KG and ABS Nord-West GmbH



In his free time, he prefers to be going where there is no asphalt: motocross rider René Kuncke



Every step has to be correct when changing the chisels



Worn down in the service of asphalt repair



COMPANY

# THE VALUE OF A STRONG BRAND

One step ahead of the competition



## A DISCUSSION WITH:

### **WOLFGANG KOSUBEK**

Head of Marketing, Arntz OPTIBELT Group

### **GESA LISCHKA**

Managing Director, Kochstrasse™ Agentur für Marken GmbH

### **DR. BERND WEBER**

Neuroscientist, head of LIFE & BRAIN GmbH



**GESA LISCHKA** Congratulations, Mr. Kosubek: OPTIBELT is on the road to becoming a strong industrial brand. This is not necessarily a given in the B2B area – the decision is made first and foremost on price and quality, as the saying goes.

**WOLFGANG KOSUBEK** In fact, OPTIBELT is doing quite a bit for long-term market leadership. Especially in markets with apparently technically homogenous products, a strong brand offers great potential for differentiation that pays off as sales. We see around the world that soft factors like brand strengths and brand value have high relevance for many buyers and users.

**GESA LISCHKA** Trust is the keyword here. Those who trust an industrial brand expect minimization of risk, consistency and service quality.

**WOLFGANG KOSUBEK** This trust correlates with the willingness to pay good prices for premium service. Because credibility, a sense of responsibility, a partnership approach, and expertise are very crucial in the B2B sector, the OPTIBELT brand functions as an anchor for customers. A strong brand does not function without a strong basis.



Gesa Lischka, managing director, Kochstrasse™ Agentur für Marken GmbH

**WOLFGANG KOSUBEK** You experience a strong brand's values when you talk to customers, and understand it later in the price negotiations. They don't just grind to a halt, simply because the buyer really knows and trusts us. The B2B business involves many people, including managers, technicians, sales people. The long-term brand management supports our sales by presenting the OPTIBELT company around the world with consistency and uniformity.

**DR. BERND WEBER** This can even be neuroscientifically verified. Strong brands trigger strong activity in the brain's reward centre. Just like sex, chocolate and all the other things that we think are good. We are happy to pay somewhat more for something that signals well-being to our brain. It's clear that a strong brand can be sold more easily and more quickly and keeps the competition in check.

**GESA LISCHKA** The keyword is "price". Many people assume that there will only be a handful of large global brands left in the foreseeable future – along with a huge army of cheap suppliers. China plays a very significant role here.



Dr. Bernd Weber, neuroscientist, head of LIFE & BRAIN GmbH

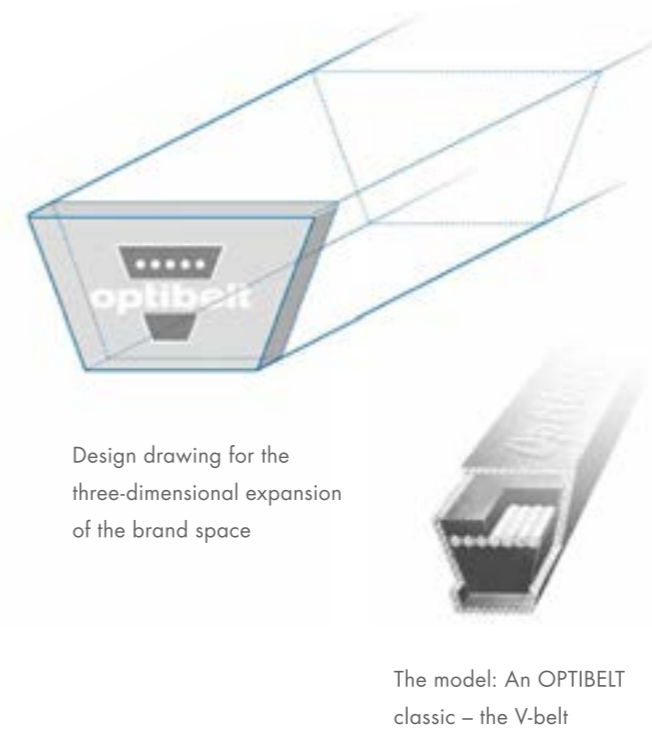


Wolfgang Kosubek, head of marketing, Arnitz OPTIBELT Group

**GESA LISCHKA** Deficits in function, quality, price, or service cannot be concealed even with the best marketing. A strong brand does not suggest, but instead emphasizes strengths. It's about identification and focus.

**WOLFGANG KOSUBEK** There's no replacement for expertise and know-how. And we use this actively in order to more sharply differentiate our strengths from our competition. OPTIBELT has a firm foundation, with a strong tradition and innovative German workmanship. Our family company is economically reliable and solidly positioned, better than many listed companies. This is precisely why the marketing for OPTIBELT doesn't have to invent anything or do any polishing – it builds on our longstanding tradition and depicts these values in an up-to-date manner.

**GESA LISCHKA** Although products age, a strong brand demonstrates timeless values. It simplifies decision-making processes and ensures price stability.



Design drawing for the three-dimensional expansion of the brand space

The model: An OPTIBELT classic – the V-belt

**WOLFGANG KOSUBEK** We have been seeing this trend for some time now, and it is one of the reasons for the focus and positioning of our marketing. We are a knowledgeable partner for retail and original equipment for technologically sophisticated sustainable drive solutions, we have global positioning and we want to let the world know.

**DR. BERND WEBER** In the image of a strong brand, the specific product appears in a different, more positive light and seems worth the money. And the neurological effects of good marketing are the same all around the world. Brands influence human perception, regardless of cultural or language barriers, and this is the case anywhere in the world.

**WOLFGANG KOSUBEK** Therefore OPTIBELT is now starting the next phase. After launching the new corporate design and the new focus on the brand, we will be globally perceived. The assets are there. Now we just have to use them to grow.



50

YEARS OPTIBELT IN  
SKANDINÁVIA

OPTIBELT AROUND THE WORLD

# FIRMLY IN THE SADDLE: FINDING SUCCESS WITH SWEDISH SERENITY

50 years of OPTIBELT in Scandinavia





At lunchtime, Fredrik invites his guests to the sports bar in the belly of the soccer arena.

## FREDRIK HAGESÄTER - A FAN OF MALMÖ FF. HIS WHOLE LIFE LONG.

Even as a small child, he and his brother went to the stadium with his father. Today the 39-year-old has season tickets for all the home games. Therefore it is no surprise that Fredrik's first stop on his tour for visitors to Malmö is not the famous Öresund bridge or the picturesque harbour, but instead the stadium of the reigning Swedish champions. Malmö FF is a soccer club, and superstar Zlatan Ibrahimović started his career here. This is important to mention in ice hockey-crazy Sweden. His passion for the round leather ball has brought Fredrik no end of teasing – especially from his colleagues. Of course, he just laughs when the subject comes up. The managing director of OPTIBELT Skandinaviska AB can live with some needling and fun at his expense.

” Here in Sweden we use the informal “you”.  
Fredrik Hagesäter

“Here in Sweden we use the informal “you,” explains the playmaker even as we first greet each other. There is also a formal way to refer to people but that’s only used to address the king. Fredrik would come across as very odd if he were to address his teammates with the formal “you”. The stereotype of the “aggressive leader” has been out of favour here for some time. Even traditional business attire with a suit and tie are likely to be met with confusion: “a suit is worn at the most in a restaurant at night, but during the day you dress casually, even the management.” With a wink of his eye, he explains that the uniform is the surest way to identify a German businessman. In Sweden, suits are rarely worn in the office.

At lunchtime, Fredrik invites his guests to the sports bar in the belly of the soccer arena. Here there are tasty Swedish meatballs with lingonberries and fried potatoes on the buffet, and the Champions League qualifier from last night is replayed on the TV screens.

Malmö FF was successful, and with a win against Salzburg they reached the group phase for the first time.

For this reason alone, Fredrik is in an excellent mood and talks about his early days with OPTIBELT Skandinaviska AB. “In 1994, I joined OPTIBELT as a trainee after completing my studies. I was looking for an office job, but I had never heard the name OPTIBELT before.” The dedication of the ball boy Hagesäter made a good impression on the scouts from



# 1983

FREDRIK IS A FAN OF MALMÖ FF

# 1994

FREDRIK STARTS HIS JOB AT OPTIBELT

# 2002

FREDRIK MOVES TO SALES

# 2011

FREDRIK HEADS UP THE MANAGEMENT

# 2012

FREDRIK IS GIVEN OVERALL RESPONSIBILITY FOR SALES IN NORTHERN EUROPE AND FINLAND



OPTIBELT. After a few months and finishing his military service in the meantime, the young hopeful was hired on and started in sales support. It was a time when OPTIBELT still maintained a large materials warehouse in Malmö. The responsibility for this also fell in his area until the warehouse was closed for logistical reasons in 2002, and since then Scandinavia has been supplied from the European central warehouse in Höxter. Fredrik switched to sales without a transfer fee and dribbled through all of southern Sweden.

Halftime at the soccer game re-broadcast. During the break, ads run for online poker. “I really like that too!” Fredrik says, pointing at the screen. But he means real poker, not the virtual kind in the Internet. Once when he took a vacation in New York he took a bus to Atlantic City and spent two days there. Alone, unaccompanied, just to play poker. What did his wife have to say about that? “We didn’t know each other back then. Luckily, or else I would have definitely had major problems.” Fredrik laughs.

**At the end of June, they celebrated the Midsommar festival with each other for the first time.**

Along the southern coast of Sweden, they drove to the area near Ystad where friends had a summer house not 10 metres from the water. Following tradition, they met at lunchtime to share a meal of herring, then the women braided their wreaths of flowers. “Then it is actually the custom for everyone from the area to meet around the midsommarstång (maypole), which is a tree trunk that has been festively decorated. The people then dance around the tree. “But on this day, of all days, there was heavy rain so only three of us went out. The rest stayed in the summer house and celebrated there in comfort.”



” Midsommar is always the biggest holiday in Sweden, after Christmas.

Fredrik Hagesäter

Team spirit is generally given great emphasis in Sweden. After lunch, which is really called “lunch” (using the English word) here, Fredrik drives back to the offices of OPTIBELT Skandinaviska AB which are located only a few minutes by car from the centre of Malmö. The rooms are spacious and bright. The atmosphere is excellent and there are also good reasons for this. For



Friends’ summerhouse

one, there’s Maya, the 9-month-old dog belonging to the employee named Ewa and team gadfly who gushes effusively over every visitor. For another, today there is a special guest: honorary president Walter Freyling, Fredrik’s predecessor in the executive management position and now a man of independent means, is stopping by for a short visit. Both men greet each other warmly.

**Walter was impressed from the very beginning with the abilities of the young player and supported Fredrik in his career.**

“At the same time, the kid had yet to speak a word of German. But that was always characteristic of the employees here. Within two years, at the latest, everyone was fluent in the language, basically because they were motivated and wanted to communicate with the people at the OPTIBELT head office in Höxter. Regardless of whether by fax, telephone, or later by e-mail, at that time everything was done in German.” When it



## FACTS ABOUT MIDSOMMAR IN SWEDEN

**2<sup>ND</sup>**  
LARGEST HOLIDAY  
AFTER CHRISTMAS

**1952**  
MIDSOMMAR WAS  
CELEBRATED FOR  
THE FIRST TIME

**19-25**  
JUNE – IN THIS FRAME  
MIDSOMMARAFTON  
(MIDSUMMER EVENING)  
ALWAYS TAKES PLACE  
ON A FRIDAY

**3.5**  
MILLION CANS OF SOUSED  
HERRING ARE SOLD BY  
A SEAFOOD PRODUCER  
FROM SWEDEN

**7**  
WILDFLOWERS ARE PLACED  
UNDER THE BEDPILLOW  
BY SWEDISH WOMEN  
ON MIDSOMMAR WHY?  
SO THAT THEY CAN MEET  
THEIR PRINCE CHARMING  
IN THEIR DREAMS





The OPTIBELT warehouse in Malmö



Walter Freyling (1981)



Then, as today: customer service is important to us

comes to the history of the club and its scores in Scandinavia, Walter Freyling is a walking encyclopaedia. In 1972 he came to Sweden as an engineering manager for the north. Two years later he was managing director and expanded the clubhouse, including offices and warehouse, first to a suburb of Stockholm.

” One of the big differences between Sweden and Germany is the flat hierarchy. I never come across as more important than my employees. I found this relaxed environment very agreeable, right from the start. The door to my office was always open. Once, when colleagues from Höxter were visiting, they were quite amazed to hear the secretary address me as Walter.

Walter Freyling

Fredrik has the same unpretentious manner as his predecessor, Walter Freyling. After all, the two have passed the ball for the past 13 years (with only a short interruption) and have helped to make OPTIBELT part of the elite in the Champions League of belt manufacturers. During this time, much was passed on in experience and tradition. On this balmy August evening, both men sit together in the evening in a cafe on the Lilla Torg, a pleasant square in the centre of Malmö surrounded by small alleys and old half-timbered houses. Music rings out in the background from the annual Malmö festival, luring the locals to the centre of town.

Walter Freyling is 69 years old today, but he certainly doesn't look it. The former international looks more like he's in his mid-50's. The work has always kept him young, he explains. Among former teammates and even with many customers here in Sweden, he's had a nickname for many years:

Walter is Mr. RED POWER.

He was the one who made a significant contribution to the breakthrough of the OPTIBELT Red Power V-belt. “The cooperation with LKAB was crucial,” he explains. LKAB is a mining company that operates one of the largest iron ore mines in Europe in Kiruna, in the far northern part of the country. In the 1990s, LKAB had not only tested the Red Power V-belts, which were new at the time, it had also made the results available. The findings from the tests showed not only that the service life for the Red Power was much longer than the conventional belts, but also that energy consumption could even be reduced with it. The reference from this

## RECIPE TIP “HIMMELSBLÅ\* KÖTTBULLAR”

\* The soccer club “Malmö FF” is also called “Himmelsblå”.

Astrid Lindgren made “Köttbullar” a literary monument as the favourite dish of the character “Karlson on the Roof”.

# KÖTTBULLAR

### INGREDIENTS

600 g potatoes  
1 kg minced beef  
4 onions  
1 bunch of parsley  
4 eggs  
200 ml whipping cream  
to taste breadcrumbs  
butter for frying  
pepper  
salt

### TIME

50 minutes

### SERVINGS

For 6 servings

### SUGGESTION

Garnish with lingonberry jam to taste

### PREPARATION

- 1 Peel and cook the potatoes. Sauté the chopped onion until it is brown.
- 2 Mash the cooked potatoes (with a ricer or a potato masher) and let them cool.
- 3 Now place all ingredients in a large bowl and mix together well. Add salt and pepper to taste. Form small balls from the mixture. Let the balls cool for 1 hour. Then fry them until golden brown. Best when served warm.





state-run company that is an absolute heavyweight in Sweden's economy, signified a breakthrough:

All dealers wanted the belts which had only been thought of as problem-solvers and were suddenly considered standard.

Even before it was put to use in Germany and the rest of the world, the Red Power was a huge success in Scandinavia.

Walter and Fredrik have anecdotes like this galore.

Before Walter leaves the next morning, the captain and his successor take an excursion to the bridge.

The almost 8 kilometre long link between Denmark and Sweden is the symbol of modern Malmö, multicultural and one of the most important economic locations in the country. In the distance, you can see the huge wheels from a wind power park

The almost 8 kilometre long link between Denmark and Sweden is the symbol of modern Malmö.



towering over the water of the Öresund and you notice immediately that these wheels could not be strategically located in a better place: the force with which the wind from the ocean hits the coast can knock down even grown men like Fredrik and Walter. Not far from here, the Turning Torso towers over the waterfront, another city landmark. The residential and office building opened in 2005 is the highest skyscraper in Scandinavia at 190 metres. In order to withstand the forces of nature that are constantly at work here, a steel skeleton was constructed so that its highest point would yield only by 30 centimetres, even in high winds. Inside the building, the people hardly notice a thing.

Fredrik lives right near the Turning Torso. He likes the winding architecture of the colossus, but for himself personally the star player for OPTIBELT Skandinaviska AB prefers a very different residential area. In 2011, he took over company management from Walter Freyling, and since 2012 he has been the head of sales for northern Europe and Finland.

“ I like the company's style, as well as the trust that Höxter has placed in us. We are of course not entirely independent, but we keep a good balance between support and guidance.

Fredrik Hagesäter



Two men. One passion. OPTIBELT.

He would like to fill the position of playmaker for a long time. In the beginning of September, the first big anniversary celebration was held to honour 50 years of OPTIBELT in Scandinavia. All colleagues and sales employees from the individual regions came to join the celebration. Suits and ties were not worn that night.



Harbour attraction: the bathhouse from 1898



# NEWS & FACES

NEWS



## AUTOMOTIVE BRAND NEWS EDITION 2 / 2014

Do you have your copy? The new AUTOMOTIVE BRAND NEWS is ready to go. As always, with the latest OPTIBELT info from the automotive industry.



NEWS



## OPTIBELT ON THE ROAD

Our customer Pausean is now driving a fresh new OPTIBELT design through the streets of Singapore. The company's trucks were completely branded – on the driver's side with motifs on the topic of industrial solutions, on the passenger side with the topic of automotive technology. This looks great and drives the business forward!

## TECHNICAL SUPPORT

OPTIBELT sees itself as more than a supplier of high-quality drive solutions. We are also a tried and trusted partner with great development expertise for innovative drives. Technical support for our customers is a must, and therefore OPTIBELT is all over the world and available to you at all times.

NEWS



FACES



## AWARDED BY JOHN DEERE

For the second time, OPTIBELT was honoured by John Deere with the "John Deere Achieving Excellence" award. This is the highest award that the agricultural technology specialist can bestow on its proven supplier partners. OPTIBELT received this award for the second time, and is the only drive belt supplier to do so. Various categories were evaluated, such as quality, cost management and technical support. The awards was presented on February 18, 2014, as part of a solemn

ceremony in Davenport, Iowa (USA). Karl Asendorf, managing director of sales in North and South America, thanked above all the teams from production, research and development, logistics and customer service. "We are very pleased to receive this award from John Deere because it shows that our products meet the requirements of the high quality standards of leading companies. And we are once again convincing our customers with expert advice and fast delivery times.

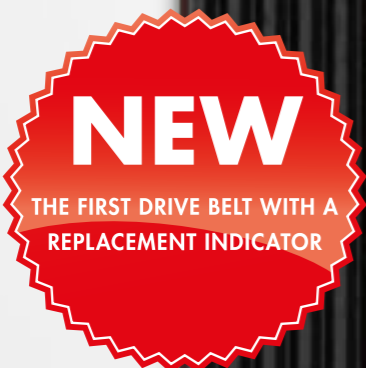


NEWS



**SECURED CHANGE CONTROL – THE FIRST DRIVE BELT WITH CHANGE INDICATOR**

Marvelled at as a study in innovation at Automechanika in Frankfurt – already available to the trade in the autumn: OPTIBELT presents the world's first drive belt with a change indicator. The SECURED CHANGE CONTROL system clearly indicates whether replacement or maintenance is necessary. A red mark on the inside of the belt will be visible. This way, even commercial vehicle fleet service intervals can be significantly improved and the appropriate economic benefits achieved.



NEWS

**BETTER SELLING**

Customer service is at the top of the list at OPTIBELT. For the ideal presentation and sales support in retail and workshops, we offer an extensive portfolio of POS materials in the latest OPTIBELT look, including posters, catalogues, displays, and various stand-up displays for floor or counter. In the current compact catalogue, you'll find a showroom that illustrates which design options are possible. Definitely worth seeing – and copying!

**NEW IMAGE BROCHURE**

The new image brochure for the Arntz OPTIBELT Group is here! Learn more about the company and the umbrella brand on 24 select pages. The high quality design follows the relaunch of our design and visually conveys the brand values that OPTIBELT has embodied for over 140 years. In addition, the range of services of our four divisions, AUTOMOTIVE TECHNOLOGY, MATERIAL HANDLING, POWER TRANSMISSION, and ELASTOMER SOLUTIONS are addressed.

NEWS



**BLUE VISION**

OPTIBELT is committed to acting sustainably. This starts with the purchase of raw materials and follows through the entire value chain to the finished end product. We are aware of our responsibility to the coming generations and do everything we can to leave behind a liveable world. Therefore, our environmental protection goals are ambitious and certified according to DIN ISO 140001. They are closely monitored every year as part of an audit.



NEWS





**NEW BUSINESS:  
INTELLIGRATED RELIES  
ON OPTIBELT**

The success of Amazon, Zalando, and many other shopping portals has triggered a real boom in logistics centres. INTELLIGRATED and DEMATIC, two of the largest system providers of fully automated conveyor systems, palletisers, and sorters for various materials, are testing a range of maintenance-free high-performance belts, special toothed belts and special ribbed belts from OPTIBELT. The products have already been proven time and again, and they impress with perfect transfer of power, low acquisition costs and reduced maintenance efforts. This is what INTELLIGRATED has to say: Many thanks for the first large order!

NEWS



NEWS

**FITNESS & ACTION  
AT FIBO**

OPTIBELT really let loose at FIBO 2014, the international trade fair for fitness, wellness and health. Five times daily, the new training trends of BOSU, Flowin, and special circuit training were presented. In so doing, we made former German Olympic high jump champion Heike Henkel really break a sweat at FIBO 2014. Our new brand ambassador for the ARTZT vitality premium brand demonstrated how efficient training with ELASTOMIT bands for fitness and conditioning can be.

**GREEN GARDEN**

Ambitious hobby gardeners and gardening professionals place high demands on their tools. Thus the phrase “Only the toughest get in the garden”. It implies nothing other than this: garden devices have to perform properly. And reliably. All year long. In any weather, on any subsoil, and with little maintenance. Because ear-piercing lawnmowers or piercingly loud mulching machines don't seem very modern in this age of high-tech gardening equipment, there are low-wear, quiet-running high performance belts from OPTIBELT even for the gardening sector. As a separate product line in wear-free OE quality, OPTIBELT GREEN GARDEN ensures optimal operating characteristics with low noise levels and long service lives. The product range is easily identified with the green label and profitable for the replacement parts business!

NEWS



NEWS

**NEW BRAND,  
CONCENTRATED STRENGTHS**

The OPTIBELT division MATERIAL HANDLING develops and produces an endless variety of unique products, like custom drive solutions for transporting and conveyor technology that set industry-wide standards. The need for individual drive solutions is constantly growing, and OPTIBELT Material Handling is growing with it. In winter 2014, the operation will move from Bad Blankenburg to the new, large area at the OPTIBELT head office in Rinteln. All production and finishing know-how will then be concentrated in an area of more than 3,400 sq m. This means more space and capacity for even more innovations.





NEWS



**RELAUNCH OF THE AUTOMOTIVE WEBSITE**

Panta rei – everything flows, everything changes. The ancient Greeks knew this already. Continuing development is one of the company values that we also experience every day at OPTIBELT. After the successful renovation of our corporate design in the print area and at trade shows, the OPTIBELT website is next. Freshly overhauled, it is now on the Internet with content that is clearly separated by industry. And because, as always, we place value on high-quality solutions, you can view the website at its best not only on the computer, but on tablets and smart phones, too.

**RETAILER MEETING AT HOTEL HELIOPARK**

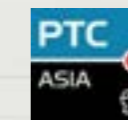
At the Heliopark Country Resort Hotel approximately 20 km north of the city of Dmitrov, the sales meeting took place from 4 – 6 June 2014 with OPTIBELT distribution partners for the Russian market. In rural seclusion, far away from the turmoil of the day's politics, there were intense discussions and presentations – and above all, active team building was practised. “Our goal was not just to introduce the current OPTIBELT products and the company’s strategy, but also for both sides to get to know each other better on a human level,” said Alexander Riemer, Sales Manager East Europe at OPTIBELT. “The goal here was fully achieved. We are all very pleased.” The event ended with a gala at which different prizes were awarded, for example for the largest order volume, for periodic training, for active marketing or for long-term business relationships.



FACES

# TRADE SHOWS

**2014**



PTC ASIA SHANGHAI  
27.10.2014 – 30.10.2014

ELMIA SUBCONTRACTOR SWEDEN  
11.11.2014 – 14.11.2014

**automechanika**  
SHANGHAI  
AUTOMECHANIKA SHANGHAI  
09.12.2014 – 12.12.2014

**2015**

WIN METAL WORKING ISTANBUL  
12.02.2015 – 15.02.2015

**motortec automechanika**  
IBÉRICA  
MOTORTEC MADRID  
11.03.2015 – 14.03.2015

ANUGAFOODTEC COLOGNE  
24.03.2015 – 27.03.2015



HANNOVER MESSE HANOVER  
13.04.2015 – 17.04.2015



EQUIP AUTO PARIS  
13.10.2015 – 17.10.2015

**WE LOOK FORWARD TO YOUR VISIT!**



OPTIBELT AROUND THE WORLD

# WORKING WHERE OTHERS



# TAKE A HOLIDAY.

Programme of contrasts in Gotland







The limestone and sandstone quarry on Gotland

## HE WHO WANTS PEACE AND QUIET FINDS HIMSELF ON GOTLAND

Perhaps not in the middle of summer break, because tourists from Sweden and from abroad take over the island by the hundreds. For camping, bike riding or even just to have a party, they come here and change the sleepy main town of Visby into a type of Ibiza of the north. When this horror has ended, by the end of August at the latest, Gotland quickly falls back into its beauty sleep and the locals can breathe again until next year.



Gotland, about 90 km from Sweden's coast and at about 3,000 sq m is the largest island in the Baltic.

Twice a day, the ferries travel back and forth to Oskarshamn, which takes about three hours. Those who go by land to the port of Visby feel like they've taken a step back in time to the Middle Ages. The historic old town, which you can reach directly from the ferry landing, is bordered by a fully preserved three and a half kilometre long city wall. Because the location was made a protected site at the start of the 19th century, there are a half dozen church ruins strung together in the heart of the city, connected by a small, narrow cobblestone alley with flowers and grass growing wild along the edges. From this romantic, almost imaginary-seeming idyll on the west coast of Gotland, you need to drive 37 kilometres for half an hour to cross the island. Past farmhouses, through unspoiled landscapes in which wheat fields and meadows full of poppies line the road, until you reach Slite on the eastern side.

Slite is a complete contrast to the medieval city of Visby. It is an



Örjan Lindberg

industrial location with just 1,500 residents and the hometown of Cementa, one of the most modern cement plants in Europe. When you drive up to the plant via Landstrasse, you can already see the huge limestone quarry off in the distance from where rocks have been taken for decades. The limestone and sandstone deposits on Gotland are large; even the city wall and the churches with ruins that jut out over Visby were erected with this material. With about 260 employees, Cementa (a subsidiary of the Heidelberg Cement Group) is one of the largest employers on the island. The centrepiece of the operation is a single axle, 25 ton heavy mammoth crusher, a monster of a stone crusher that reduces stone blocks supplied by the quarry using 112 hammers, each weighing 135 kg, with an ear-splitting commotion.

**The engine output of the crusher is 2,800 kilowatts; there is only one other machine like this in all of Europe.**

The man that runs it is named Örjan Lindberg. The 59-year-old was there when the crusher was installed in 1978 and put into operation one year later. The large handlebar moustache, with offshoots that reach to his chin, is his trademark, and usually a cigarette sticks out of his greying facial hair. His hands are covered with calluses, and when Örjan takes off his sunglasses he looks like he wants to get on a motorcycle and drive off to a biker gathering. Instead, he puts on his work jacket and hardhat. "We need to get going," he says tersely. Men like him don't talk much. No question about it – Örjan fits in here like a hand in a glove or the OPTIBELT belt in the crusher.

Örjan trained as an electrician before he came to Cementa in 1974. He had earned money as a truck driver. In the meantime, he has been responsible for the crusher for almost 30 years, and instructs the younger employees on how to operate it. Little is said while it is operating because the commotion that the crusher makes when performing its job is too tremendous. "Doesn't matter," growls Örjan. "The young guys pay attention to my hand signals." Each day a routine test is performed in which a check is generally only made to see if everything is working properly. Once a year there is big maintenance check during which all of the machines at the plant are examined. This can take four to five weeks and up to 300 additional workers are called in.

In Örjan's crusher, the belts are put through their paces and the tension and guidance have to match. In 1993 OPTIBELT belts were installed for the first time, and the managing director of OPTIBELT at the time, Walter Freyling, came to Gotland



personally for this occasion. For 20 years, these belts fulfilled their duties and were replaced for the first time in 2013.

Today the rock crusher runs with 64 unsheathed SK V-belts from OPTIBELT.

As you go through the plant with Örjan, you see a layer of dust, centimetres deep, from the crushed, powdered and heated stone. Just like a carpet, the workers walk on it and the dust whirls again into new patterns. The massive power that ema-



nates from the crusher and the fine particles of dirt that settle on everything – these are the extreme conditions in which the OPTIBELT belts must consistently function flawlessly. 12,000 tonnes of stone are processed by the crusher in one shift, and 24,000 tonnes in one day. The machine's capacities could handle even more, but at some point the dump trucks that carry the raw material from the quarry reach their limits. And that much stone is not always needed by the production area. The success story of CEMENTA is also the success story of OPTIBELT.

The crusher is just the highlight. OPTIBELT belts are used practically everywhere today, and most are from the Red Power series.

The plant tower is about 100 metres tall. Here, where huge chimneys tower to the heavens, is the highest lookout point for many kilometres. There's an excellent view of the forests of



**76,800**  
KÖTTBULLAR MEATBALLS  
FIT IN THE ROCK CRUSHER

**135**    
KILOGRAMS IS THE WEIGHT  
OF EACH HAMMER USED  
TO CRUSH STONE WITH  
A DEAFENING DIN

**1993**  
OPTIBELT BELTS  
INSTALLED AT GOTLAND  
FOR THE FIRST TIME



**300**   
ADDITIONAL WORKERS  
ARE TAKEN ON EACH  
YEAR FOR THE MAJOR  
MAINTENANCE CHECK

Gotland on the one side, and the small archipelago with the open sea behind it on the other. Sweden is not exactly lacking in marinas, and the company-owned harbour is one the country's most frequented harbours. After the cement has run through all

the production phases, from the mixer to the oven, the cooler and the ball mill, it is shipped from here to points all over the world. CEMENTA products are used primarily in the construction industry by concrete manufacturers and construction companies. The company has fourteen ships in its fleet. Örjan has never felt the need to leave his island with one of these ships, or any other. "I had an offer from Greenland once, but I didn't take it," says the man who otherwise says hardly anything. Greenland would be the only place where Örjan would find even more solitude after work than he would here in the wilds of Gotland. When he is not working on the crusher, he works nearby as a sheep farmer. He owns about 200

animals. When Örjan talks about his wife, his two children and the sheep, he smiles and really thaws out. He expects that someday he'll only want to take care of the animals. This is a perfect match for Gotland, where sheep farming has a long tradition. The contrast to the work at the cement plant could hardly be greater. But contrasts are somehow also typical of Gotland.



# DEEP IN THE FOREST

OPTIBELT AROUND THE WORLD

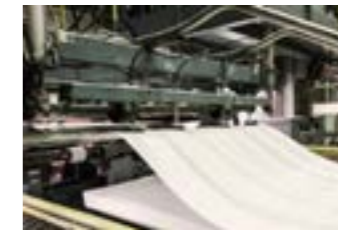
Factory tour at the largest paper pulp manufacturer in Northern Europe



Most raw materials for paper pulp come from forests in southern Sweden



Leif Karlsson



“That is the turpentine that results from boiling the wood.” Leif Karlsson breathes the scent in deeply and laughs. For those not familiar with the plant, the smell that wafts through the building seems strange, irritating and almost unpleasant. For the technical manager at Södra Cell, it is as liberating as the fresh sea breeze is for other people. Here is where he feels at home. The smell is typical for this part of the production area, as is the heat and the deafening sound made by the machines. None of the men and women who work here enter the building without earplugs. They are considered standard equipment, just like the yellow safety vest and the hardhat. Leif has spent 40 years of his life here. When he talks, he talks quietly. His voice is sonorous and friendly, yet firm.

**Leif exudes the serenity of a man who knows every pipe and every valve in his workplace and is familiar with all the machines.**

In the past, he knew the names of each and every colleague and even today there is hardly anyone who does not greet him and exchange a few words with him as he makes his way through the

vast premises. With 400 employees, Södra Cell Mönsterås is not only one of the largest employers in the region, it is also one of the largest paper pulp manufacturers in the world. And one can hardly imagine a better location for a wood pulp factory – the sheer endless expanse of Swedish forests offers an unfettered supply of raw material. The plant is in Mönsterås, on the south-eastern coast of Sweden, just off the island of Öland. It is the same distance from Sweden’s northern capital city, Stockholm, as it is from the Danish capital of Copenhagen.

**And yet, on the way to Mönsterås you feel a bit abandoned, lost somewhere in the middle of nowhere.**

The area is sparsely populated, and you only see other cars on the country road every couple of kilometres; often they are Germans on holiday. Mostly you are alone with yourself, the forests and the usual signs along the roadside warning you that a moose could cross the road. Though it seems extremely solitary to visitors, Leif doesn’t see it this way at all. It only takes him half an hour to drive to Kalmar, the closest larger city. And



More than 50,000 forest owners supply Södra Cell with trees



532 

EURO (APPROX. SEK 5,000) IS THE COST TO REPLACE A STOLEN MOOSE SIGN

48 

PAGES OF "LESSEBO SMOOTH BRIGHT" PAPER: IT IS MADE OF PAPER PULP FROM SÖDRA CELL AND IS ENVIRONMENTALLY CERTIFIED WITH FSC AND PEFC LABELS



besides, a lot of industry is located out here. Year after year, Södra plants 40 million seedlings that will be felled 60 to 90 years later as large, full-grown trees. More than 50,000 forest owners supply Södra Cell with trees. Just this year, the company received the renewal of its FSC certification which recognises companies that practice ecologically sustainable forestry. The Södra Timber sawmill, which was built right next to the plant in 1999, processes four hundred thousand cubic metres of wood per year. Not even 24 hours after the tree trunk is brought into the plant, the wood pulp is already cut, packaged and ready for delivery to paper factories around the world for further processing.

**OPTIBELT belts are used in every area of production, currently on about 80 percent of all machines.**

They primarily use high performance narrow belts, like the SPC 5600. The remaining 20 percent are expected to be equipped with OPTIBELT at the next inspections. "If you want to become the best, you have to use the best", states Cristian Lupascu of OPTIBELT Skandinaviska AB. They have been working with OPTIBELT in Mönsterås since 2012. Lupascu, a representative

from the retailer and the Södra Cell Mönsterås managers who work with Leif Karlsson met back then and analysed how the equipment and process could be optimized. Before OPTIBELT and Södra Cell Mönsterås joined forces, the equipment at the facility was shut down each year for up to two weeks, because after 12 months the belts were worn out. And for the overall production of 750,000 tonnes of wood pulp per year, a shutdown means a loss of up to 200,000 Swedish kroner, or about EUR 22,000. Not per day, but per hour! No wonder that the relationship with OPTIBELT quickly became a love match and the savings that Södra Cell has already gained after one year are enormous. "Ultimately, our high-quality was quite convincing," explains Cristian Lupascu. After refitting with OPTIBELT, the machines have now been running for more than two years without interruption. "And Cristian has made a bet with us that the OPTIBELT belts will last at least three years. The machines keep whirring, so he seems to be winning," says Leif with a wink.

Södra Cell was founded at the end of the 1950s. Soon afterward, a Karlsson came on board and helped to expand the business – Leif's father worked on the drying machine. The son joined the company in 1974, and this year he celebrates his 40 year anniversary there. "But we won't make a big fuss," he explains. Only after 25 years of employment with the company was there a small celebration. He doesn't look as old as his years. Since



2009, he has been the technical manager, responsible for the smooth operation of the entire process in which the machines run non-stop, 24 hours a day. He still rides his bicycle to work every day, from April to September, no matter the wind or weather. The work has changed over the years; he used to climb into the machines himself. "In the meantime, everything has become automated. The computer can tell you exactly what happened and why a motor is no longer working." He does miss the old times a bit. In his position as technical manager, Leif is rarely on the front lines anymore; he mainly delegates and monitors now. Only now and then, with bigger projects or implementations, does he get involved himself and pass his experience on to his younger colleagues.

**Products that are made of wood pulp from Södra Cell might one day be used by practically everyone in Sweden, from the daily paper to the coffee filter to the milk carton.**



And now, right at this moment, you are holding a piece of the Swedish forest in your hands as you read mybelt because this edition was printed on FSC-certified Lessebo paper for which the wood pulp was processed at Mönsterås. Can you feel the difference? The workers at Södra Cell, in the meantime, have no idea exactly when and where their certification will be evaluated. This doesn't bother Leif either. For him, the turbines, pumps and boilers in his company are the focus. In five years he can retire. But it doesn't seem as if retiring would appeal to him. "In Sweden, you have the option of adding on another two years, to work up until the age of 67," he says. The man has great endurance. In the end, it could be that he stays as long as the OPTIBELT belts run in the plant without needing to be changed. Both have the experience and the quality required.



# AMERICAN TASTE

OPTIBELT IN AMERICA

Success with the right ingredients



**EXTRA QUALITY**

You have to be very tough to extract oil and gas. The extraction facilities are usually located far away from any sign of civilization, so long-term performance is a requirement, even under a full load and in spite of the raw environmental conditions. The failure of a conveyor system can cost millions of dollars in a very short time. For this reason, the maintenance-free OPTIBELT drive belts are specially designed for the highest demands and harshest production conditions.



**SHORT PATHS**

Strategically beneficial warehouse locations ensure short distances for logistics and customer proximity. In addition to the new offices in Carol Stream, Illinois, OPTIBELT USA operates five warehouse buildings in South Carolina, Texas, California and Canada (Toronto and Montreal). In addition, they have service and sales offices in Canada, Colombia (Bogota), Mexico (Queretaro) and Brazil (Hortolandia).



America values OPTIBELT quality – since 1977. The country of unlimited possibilities has been served with a local product range that is customised especially for the American market.



**UNLIMITED VARIETY**

OPTIBELT engineers keep the key industries in USA in motion. The most important pillars of the US market, including not only oil and gas extraction but also in mining, food and packaging, the garden device industry and ventilation and climate control technology as well.



The OPTIBELT USA team

**INDIVIDUAL GUSTO**

Each of the American OPTIBELT locations is able to produce custom drive belts on short notice. The analyses and concepts from the OPTIBELT engineers for optimizing newly developed drive solutions are also often in demand in America. OPTIBELT USA is therefore a leader in the development of custom solutions.

**HOT AND MADE TO LAST**

America has much more to offer than the hamburger. Chicago for example is known around the world for hot dogs – and the hot dogs at the Portillo’s restaurant chain are the best. The chain has multiple locations and one of the buildings has serious problems with the ventilation: the fan was installed too close to the kitchen heat outlet. For this reason GT Mechanics, their service provider, was replacing the newly installed drive belts on a regular basis at very close intervals – sometimes even after four or five weeks. Huge amounts of time and money were being spent. After numerous unsuccessful attempts with a number of different belt alternatives, GT Mechanics finally tested the new OPTIBELT HVAC POWER drive belts. Its special composition makes it especially durable and maintenance-free. The basic material is an especially flexible yet heat-resistant rubber mixture that hugs the smallest pulley diameter thanks to a special exclusive OPTIBELT coating. The test is impressive: the first HVAC POWER drive belt installed at Portillo’s has lasted more than 10 times longer than all other tested alternatives!



**HVAC?! WHAT’S GOING ON HERE? FANS AND COMPRESSORS**

Previously available only in the USA, now available in Europe as well. OPTIBELT HVAC – Special drive for climate control and compressor technology.



# DID YOU KNOW THAT ...

... MORE PEOPLE DIE EACH YEAR BY FALLING OFF A DONKEY THAN IN PLANE CRASHES?



... 20% OF ALL CAR CRASHES IN SWEDEN ARE CAUSED BY MOOSE?

There is a fine of about EUR 500 for stealing one of the famous moose signs.



... THE BASE OF THE STATUE OF LIBERTY IN NEW YORK IS MADE OF WESER SANDSTONE FROM THE WESER HILLS IN GERMANY?



... THE TERM "MOOSE TEST" WAS COINED BY THE PRESS IN THE END OF 1997?

... THAT YOU ARE HOLDING PAPER FROM THE SWEDISH FOREST IN YOUR HAND?

The Lessebo paper is processed by our customer Södra Cell and is PEFC certified. Wood and wood products with the PEFC seal come from ecologically, economically and socially sustainable forestry. More info: [www.pefc.de](http://www.pefc.de)



... THAT THE LARGEST SHOPPING CENTRE IN SCANDINAVIA IS LOCATED IN GÖTEBORG, SWEDEN?

The Nordstan shopping mall has 180 business and 150 offices.

... DISC PARKING IN GERMANY IS SUBJECT TO REGULATIONS?

As per the German Road Traffic Act (StVO), parking discs must always be blue and have dimensions of 150 x 110 mm. Also, you may only round up to the next half hour. If you park your car at 12:05, you may set the clock hands to 12:30.



Aron Beberstedt, Marketing employee at OPTIBELT, on the road in Sweden



# JUST BETWEEN US ...

**HELLO MR BEBERSTEDT, YOU'RE JUST BACK FROM SWEDEN. OTHER THAN THE CUSTOMARY MEATBALLS – AND THE MOOSE CLICHES – WHAT IS TYPICALLY SWEDISH TO YOU?** Let's address everybody by their first names! That is not only less formal, that is typically Swedish.

**SURE! HOW DID YOU COME TO BE WITH OPTIBELT?** After I completed my Bachelor's degree in Marketing, Sales and Human Resources, I worked at the advertising agency Huxaria, a subsidiary of OPTIBELT. I have always found marketing operations in an active international company to be very exciting. I've been with the marketing department at OPTIBELT for a bit more than a year.

**BRIEFLY DESCRIBE YOUR AREAS OF RESPONSIBILITY.** I act as the interface between the marketing employees at OPTIBELT USA and Asia. At the same time, there are the creation and expansion of special industry solutions, such as oil and

gas, the paper industry or gardening technology. The special thing about OPTIBELT: unlike most of the competition, we think and act with a focus on the industry as a whole.

## FROM HÖXTER TO MALMÖ – HOW DID YOU END UP ON THIS DETOUR?

The main task was to find an exciting title story for the next edition of mybelt! The first edition had been very well received and we wanted to be sure to maintain this quality. The 50th anniversary of OPTIBELT Skandinaviska AB in Malmö and two side trips to key customers from the paper and cement industries promised a wealth of exciting reading material! It was my first visit to Sweden. I really enjoyed experiencing the casual and relaxed lifestyle firsthand. Whether on-site in Malmö or at the customer site at the rock quarry, everyone was very pleasant, casual and confident with each other.

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