



Happy Birthday BUHLMANN Mexico

COMPANY

The first BUHLMANN site in Mexico was opened more than a year ago. On the occasion of this anniversary we spoke to Pablo Encinas Sanchez, Managing Director of BUHLMANN Mexico S. A. de C. V., and asked him how the first year went and what the future brings.

Congratulations on your first year in Mexico. What has BUHLMANN, what have you, achieved in the past year?

We have made a name for ourselves among potential customers in Mexico. It is not rare to receive enquiries from companies to whom we were recommended by other customers. During 2016 we handled a large project for a Mexican oil & gas engineering company, and this gives us a lot of credit when talking to smaller Mexican companies.

With regard to multinational or Spanish companies, all of them know now that we are actually present in Mexico (remember I come from BUHLMANN Spain, which used to serve the Mexican market directly), allowing us to know the field as well as a local company. For instance, Mexican import procedures for pipes and fittings can be specially tricky, and this is a critical issue for many customers.

Internally, the main change has come with the hiring of Sandra, who is



Pablo Encinas Sanchez and Sandra Alfaro, Assistant, at the BUHLMANN office Mexico

involved in helping with quotations, orders and administrative issues.

How is the current situation?

Commercially: we have built up good relationships with some key customers who purchase significant amounts of our products and trust us as long-term suppliers. However, this doesn't mean our work is complete: for example, after PEMEX's restructuring, the state-owned petroleum company, we plan to focus more on special materials with end customers who are more difficult to reach. We also see a great opportunity for medium size orders for equipment manufacturers: they have previously looked for their materials in the US, but with current exchange rates (and

the political situation between Mexico and the US), they are more and more interested in looking towards Europe.

Operationally: we are now starting to receive orders directly; up until now it was BUHLMANN Spain that received the orders and our work here in Mexico was more related to commercial activities and the corresponding project management. Now it is the other way round: we will get orders directly and our colleagues from Spain will help us with the back office, in particular. In any case, all of these changes are transitioning smoothly, and with a case-by-case analysis behind them.

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What do you expect from the future? What are your ambitions for BUHLMANN Mexico?

I think there is a relevant percentage of customers in Mexico that match with BUHLMANN GROUP's market positioning (quality, good service, long-term relationships, ...), and that's why I think we have room for growth in Mexico. I think we aspire to keep the office growing, along with the sales, until we have our own team for project management; the good point is that with the help of BUHLMANN Spain, we do not need to rush things, but can build the subsidiary little by little from the base up.

Thank you for the interview.

From Antwerp to the World

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A view in the Warehouse DYLAN uses in Antwerp

Utilising synergies and achieving great things together – an aim jointly followed by BUHLMANN and DYLAN. As of now and in the future, it will also be possible to use a warehouse in Antwerp, which DYLANBelgie bvba has used since 2004 and where they also employ their own personnel for supervision, for this purpose.

The warehouse, in Antwerp docks, is part of the Katoen Natie company site. That company has long been a close partner of DYLAN and is the largest European warehouse operator, with more than 14,000 employees at 180 sites in 35 countries.

DYLANBelgie customers profit from the large warehouse area and on-site personnel since many years. The location in the docks is a great advantage, because materials can be loaded directly into the containers immediately following inspection by the experienced DYLAN team.

All customer enquiries relating to inspections, (colour) identification or special packaging, as well as special hardness and PMI tests, are dealt with under the supervision of DYLAN employees. Deliveries for the sites in the Netherlands and Spain have already been dealt with by the warehouse, and this will be the case in the future for BUHLMANN France and the Project Department in Duisburg. To this end, a variety of BUHLMANN and DYLAN project managers have already inspected the site.



The Warehouse Manager Danny Malfait (left) and Rob Druart always keep an overview in Antwerp



New Contact for D2D and MRO Contracts

BUHLMANN Spain Expands

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Customers of the Spanish BUHLMANN site in Vitoria-Gasteiz have an important new contact: starting at the beginning of the year, Mitxel Perez is Head of D2D and Framework Contracts and takes care of developing Day-to-Day, or D2D, contracts, as well as framework agreements, the so-called Maintenance, Repair and Operations contracts, or MRO contracts.



Mitxel Perez

Mitxel Perez is therefore responsible for developing these areas in the Iberian market and has a clear plan: "We aim to expand further in the D2D field. In terms of framework agreements, we already have two established customers, but aim to solidify our position with further agreements", he explains. As the general aim, Mitxel Perez states a key position in the D2D market in Spain and Portugal. "To achieve this, we want to further expand our

warehouse stocks in Castellon and maintain our service at the high level at which we currently find ourselves here and across Europe", he explains. Mitxel Perez, into whose area of responsibility the coordination of sales falls, brings with him the ideal qualifications for his position. After being a head of sales in the timber industry for nine years, he relocated to the steel trade and was active as a head of sales and commercial manager for more than ten years.

Six Fast-paced Days in Rotterdam

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Even if the name suggests it, the athletes don't cycle in a circle on a track for six days without stopping. Nevertheless, the spectators are offered a great deal in a variety of disciplines for several hours a day. However, in addition to the sporting event, the supporting programme has also increasingly become the centre of attention. Although the first ever six days in Birmingham in 1875 was primarily concerned with the sport of bike

racing, music and gastronomy now ensure a stream of visitors.

This track cycling event quickly enjoyed global attention and, thanks to its popularity, was subsequently taken up in cities such as Berlin, Bremen and Rotterdam. Because the Dutch, in particular, are well known as cycling enthusiasts, it seemed appropriate for the colleagues at DYLAN to invite selected



More than a sports event: the Rotterdam Zesdaagse

customers to the Rotterdam Zesdaagse. In early January, they followed the exciting racing from the DYLAN box for two evenings. And while the racing cyclists were doing the rounds, DYLAN was reinforcing its customer

relationships. Feedback after the event reveals that everybody had a great time together and the trip out was more than a success.

Successful Piping Forum in Oldenburg

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Although it was icy cold outside, numerous visitors once again attended the 31st Oldenburger Rohrleitungsforum on 9 and 10 February inside the Jade University of Applied Sciences. And right in the thick of it again this year: the colleagues from the BUHLMANN Bremen site.

BUHLMANN GROUP presented its product diversity as one of 399 exhibitors under the fair motto: 'Piping in the digital worlds of work' (Rohrleitungen in digitalen Arbeitswelten). Here, Stefan Sültrup and Hendrik Wülbers, both Sales Managers, fielded the many questions of inquisitive visitors. In



Hendrik Wülbers (left) and Stefan Sültrup at the BUHLMANN booth



There was also interest in the booths outside the Jade University despite the icy cold

retrospect, Stefan Sültrup draws a positive balance: "From our point of view the piping forum was a success. We were able to welcome many people from the power supply industry to our booth and had some interesting discussions with them." Rubina Böske, Business Development Manager, found

herself in the same situation and was able to demonstrate the new BUHLMANN GROUP online shop to the many visitors.

BUHLMANN Premieres at Made in Steel

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Between 17 and 19 May, BUHLMANN Italy can be found for the first time at the Made in Steel trade fair in Milan. We spoke to Gian Mario Gambirasio, Director Sales Italy, in advance of the fair and asked about BUHLMANN's attendance.

This is the first time that BUHLMANN Italy will be present at Made in Steel. What are your expectations of the fair?
This is actually our first time ever at a trade fair in Italy as an independent location. We therefore anticipate a different kind of attention and, in particular, more of it. In addition, we



aim to present ourselves to potential customers and suppliers.

What does this fair mean for BUHLMANN Italy?

For us, it means that we can reach

out to customers and speak to them directly. We can show them that we are present locally and represent the entire BUHLMANN GROUP. Our site has changed and our expertise has expanded. We want to express this.

What else can visitors expect from your attendance, what are you offering them?

In addition to the points I have mentioned, they can primarily see us in person and communicate with us directly. And that includes our technical expertise and advice. In this way, we aim to present ourselves as a reliable business partner for the future.

You will find BUHLMANN at the Made in Steel in Hall 24, booth I12

International Exchange in Bremen

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We live in times in which we can contact the other side of the world via email, telephone or Skype at any time we wish. However, the direct exchange of information is indispensable for a globally active company such as the BUHLMANN GROUP. BUHLMANN RFS' International Sales Division therefore organised a two-day meeting in February at the company's headquarters in Bremen, Germany.

"The aim of the event was the exchange of information between the Bremen export executives and their colleagues from Italy, Finland, the Netherlands and Turkey", explains Christian Dörner, Director International Sales Division. In addition to a reunion, there were presentations on the current market situation, the pricing structure, the new customer-relationship

management tool and the current supplier situation. "I was able to learn a lot about important current topics and am looking forward to using the customer-relationship management tool, for example, which will certainly be very useful", said Gülseren Aytekin, Head of Sales Turkey.

Interesting Presentations

A variety of guest speakers from other departments were also invited. CEO Oliver Buhlmann, who opened the meeting with Christian Dörner and welcomed the ten attending colleagues, started the proceedings. He was followed-up by presentations on procurement, warehousing, job preparation, logistics, IT and special materials. On day two, the legal department hosted a legal training session on the topics of liquidated damages, and terms and conditions.

"Although it may not sound exciting to some, it was very interesting", explains Gülseren Aytekin. "It was important that we talked about these things, for example to allow us to more easily recognise the importance of terms and conditions", she added. Finally, Christian Dörner came to a positive conclusion: "We were able to exchange a lot of information and I could sense a great atmosphere in the team, I'm extremely satisfied with these two days." Gülseren Aytekin agrees with him: "When I arrived back in Istanbul, I could feel the greater sense of belonging and the enhanced motivation. I arrived home with a clear picture of the coming year."



Ron Beenen, Director Sales Netherlands, Andreas Gutjahr, Sales Manager, and Christian Dörner, Director International Sales Division (f. l. t. r.)



More Prizes for all German Warehouses

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BUHLMANN GROUP is pleased to announce that numerous warehouses ended the last year or started the new one with no incidents to report and therefore profit from the prize awards.

At a joint breakfast event, the warehouses in Duisburg and Hilden were able to look back over 30 accident-free days, while the colleagues at the Bremen, Burghausen and Cadolzburg sites talked about their 90 incident-free days over lunch. Employees in the Mannheim warehouse were especially pleased: they have now reached 180 days without an

accident and are therefore already looking forward to the higher prize payout level, which lies at 360 days. This was previously achieved by the Duisburg warehouse in December last year. The colleagues looked back with pride on a whole accident-free year, for the first time since the prize system was introduced.

Expansion of the System

There have been two changes since the beginning of the year: the Buhlmann's in Bremen and Duisburg employee restaurant kitchen teams participate in the prize system as a single group. They were happy to have achieved the first stage and

to have won the breakfast. Facility Management has also joined the system and is allocated to the warehouses. This means they receive the same prize as their colleagues.

Under a campaign entitled 'BUHLMANN Health First (BHF)', the BHF team is working on preventive measures in order to reduce work-related accidents and illness at the company's German sites.



Duisburg



Cadolzburg



Bremen

BUHLMANN from another perspective:

Houston, the Star in the Lone Star State

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Texas is known for his flag as Lone Star State

The United States of America, the New World. The site in Houston, Texas, is also relatively new to the BUHLMANN GROUP. Founded in 2014, the business premises have been located at a new address since February 2017 – barely a kilometre from the old office, as the crow flies. However, in our 'BUHLMANN sites from a different perspective' series, we do not aim to present the freshly furnished rooms, but our colleagues' exciting home territory. Houston is, after all, the fourth largest city in the USA, in the second largest state, Texas, also known as the Lone Star State, thanks to its flag.

Robert Bresser, Managing Director BUHLMANN North America LP, is still overwhelmed of these dimensions after two and a half years: "Texas is twice as big as France, Switzerland and the Benelux countries together and Houston has four times as many inhabitants as Bremen, which is really very impressive," says the native German. The city, near the Gulf of Mexico and with a population of more than two million, is an important petroleum products handling port and home to one of the country's largest refineries. However, to many it brings to mind either 'Houston, the Eagle has landed' or 'Houston, we have a problem'. The USA's manned space programme has been coordinated in NASA's Lyndon B. Johnson Space Center since 1961 and the Mission Control Center is in permanent contact with the vessels in space. The name of the city, also referred



Houston has one of the most impressive skylines in the US



The Lyndon B. Johnson Space Center shows the history of the NASA

©Space Center Houston

languages are spoken and more than 10,000 restaurants present food from more than 70 countries or different American states. With such a large selection it's no surprise that, compared to all other US metropolises, the most people eat out in Houston. And where can this culinary diversity be enjoyed more than at the highlight of the year, the 'Houston Livestock Show and Rodeo', as Natalie Ortiz, Inside Sales Representative, explains:

Natalie Ortiz with reference to the rodeo spectacle.

Masterpieces and Wild Animals

If you prefer to occupy yourself with art and culture in the shadows of North America's fourth highest skylines, there are numerous opportunities here: the Theatre District in the heart of the metropolis is home to nine different theatres, opera houses or concert halls and, in addition to cinemas, restaurants



Cowboys and Rodeo characterize the image of Texas

to as Space City, was the first word spoken by Neil Armstrong on the moon in 1969. Astronauts train at the Space Center for future missions and an exciting visitor centre delivers information on remote planets and missions in the Earth's solar system.

Marvel at Cowboys at the Rodeo

Back in earthly Houston it is obvious that the USA is a country open to immigration: 145 different

"The world's largest rodeo event, attracting more than two million visitors annually, was held in March for the 85th time", she explains. "Exciting competitions, a fair, cattle shows, cowboy hats or pig racing, there's something for everyone here. And if you are one of those who would like to get to know America's crazy culinary side, you should not miss the oversized turkey legs or the deep-fried delicacies", enthuses

and cafés, also offers the open-air museum in Sam Houston Park, dedicated to the region's historical architecture. In the Museum of Fine Arts, located slightly further south, art enthusiasts can find more than 62,000 works, from antiquity to modern art. The collection includes works by Claude Monet, Paul Cézanne, Pablo Picasso or Andy Warhol. Anybody needing a break from the flood of new impressions

can reach Houston Zoo in just a few steps. It is located in one of 337 parks in the city and contributes to Houston having the most parks and green areas among the USA's ten largest cities – with an area of greater than 228 square kilometres.

Into the Night

If you're a wildlife enthusiast, you have the opportunity to witness a unique spectacle, as our colleague Cassie Ruyle, Sales Assistant, can report. "At sunset every day 250,000 bats set off into the night from beneath Waugh Bridge", she explains. "This colony remains in Houston throughout the year and is one of the largest groups of bats in Texas. The event is now so popular that a viewing platform was even installed a few years ago, to allow the bats to be observed more easily when they set off", says Cassie Ruyle. Another tip from our colleague is the Astrodome. Opened in 1965, it was the world's first completely domed stadium, which explains why it also referred to by the locals as the eighth world wonder. Numerous important sporting events and concerts have been held here, Elvis Presley even appeared here six times in 1970. However, the future of the Space City Astrodome is anyone's guess following construction of the NRG Stadium immediately adjacent, where this year's American National Football League's 51st Super Bowl is to be fought out.

Off to the Sea

Houston is the largest city in the state of Texas, which was a Spanish colony until 1821 and part of Mexico until 1836. The Lone Star State was then a sovereign state until 1845, when it joined the United States of America. In the consciousness of many, Texas is associated with barbecue, chili, cattle herds, cowboys and enormous oil fields. However, Texas' 560-kilometre-long coastline, which can be reached from Houston in a short time, is less well known. If you are longing for fresh sea air away from the city, you can find idyllic beaches at Galveston Island and quaint little towns characterised by Victorian timber villas and subtropical gardens. If in need of more variety after your excursion to the seaside, you can discover more about the flora and fauna of oceans and rainforests in the three pyramid buildings in Moody Gardens, or bring the day to a close enjoying the rides on the Historic Pleasure Pier.

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