

## Heye Newsletter III, December 2016



### INTRODUCTION

Dear customers and friends,

Only a few more days and time has come for some relaxing days with our families. Our families are the smallest social unit in society and the last bastion in a world that seems to become increasingly unstable. Over the centuries families underwent several changes, and yet some specific characteristics remained unchanged: love, trust, security. On the business side, Heye, too, offers reliability and trust, not in the sense of competing with any family ideals. But emphasizing that business partnership is also to be founded on solid grounds of trust and sincerity.

With this in mind, I would like to thank you for the trust you have placed in us. I am wishing you and your families some calm days during the holiday season and all the best for the forthcoming year!  
Yours,  
Dirk Pörtner



### SAVE THE DATE - HEYE SYMPOSIUM IN WORLD METROPOLIS HAMBURG

From June 19 to 21, 2017 Heye will hold a customer symposium in Hamburg, the so-called "gateway to the world". The city is Germany's international centre of trade with an important link between the Baltic Sea and overseas trading partners.

The symposium will take place in the "Le Méridien", seated in the middle of Hamburg - right at the Alster lake. Beside an exclusive range of interesting speakers and topics there will also be time for mutual exchange of experiences. Welcome to Hamburg!



### SUCCESS STORY OF WINE BOTTLE PRODUCTION IN AUSTRALIA

Heye supports again an Australian glass plant in producing high quality wine bottles. Already in summer 2016 Heye supplied 2 x 20 Sect. IS-Machines that have been



### **Message in a Bottle**

#### **HEYE SUPPORTS CHARITABLE ORGANISATIONS**

In 2016, as in the last years, Heye supports local organisations serving the public good. The list of supported organizations is long. As an example (see photo), a Kindergarten in Obernkirchen has procured equipment for the children's playground. Apart from local organizations, Heye is supporting UNICEF in two ways this year. The Christmas cards are purchased from the global charity organisation and in addition Heye is donating funds in connection with the customer survey.

successfully put into operation shortly after. Due to a very fruitful cooperation on-site between the local staff and the Heye Glass People, the start-up of the lines was very fast. In February 2017 the third 20 Sect. IS-Machine will be commissioned.

### **RESULTS OF THE HEYE CUSTOMER SURVEY**

Heye thanks everybody who took part in the customer survey 2016. As promised, we give you a summary of the results:

Concerning business opportunities, many customers think that export to new countries is a chance for growth. On the other hand, local suppliers regard the imports from other countries as threat. In sum, transport distances seem to become less important, especially when sea transport is involved.

Recruiting, training and retaining of staff are critical points for most of the customers. Many companies look for improvements of the production process to achieve higher yields. In this context, price is an issue when making purchasing decisions but also TCO – total costs of ownership. Heye is regarded as reliable supplier, providing high-end technology and production support. Still there is sometimes room for improvement concerning response times. As promised, Heye will donate funds to UNICEF for every filled in questionnaire plus a larger round up.

---

© Heye International 2016

#### **IMPRINT**

Heye International GmbH  
Lohplatz 1  
31683 Obernkirchen  
Germany  
T: +49 5724 26-0  
F: +49 5724 26-539  
[sales@heye-international.com](mailto:sales@heye-international.com)  
[www.heye-international.com](http://www.heye-international.com)

Ust-Ident-NR DE 220504231