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MESSAGE IN A BOTTLE



Where is the Snowman?

In Northern Hemisphere we (should) have winter now. In Central Europe this year it has been relatively warm whereas in the USA it was very cold. So here at Heye in Obernkirchen not many snowman yet to be built. But where does the snowman come from? In the Middle Ages the snowman was unknown. Then, in the 18th century, the snowman appeared for the first time in children's song book in Leipzig. At these times, winter often meant less food and suffering. The pictures of the snowman were threatening. From the 19th century on, the image of the snowman improved. Nowadays the figure is more positive with a smiling face.

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INTRODUCTION

New Year has begun and January nearly comes to an end. It seems that Christmas is already long ago. Still, we want to take the opportunity to wish all of you a successful year 2014! Not to forget: We would like to thank all visitors of our Heye Symposium last December. The people make such an event a success.

Yours,
Dirk Pörtner



HEYE SPEEDLINE: EVOLUTION IN IS-MACHINES



Heye sees four major requirements in the IS-Machine segment: High safety in every respect, an optimum cleanliness and user-friendliness - all of this at high quality and speed.

- Safety and clean design are two factors that belong together, because both, staff and equipment, need to be protected.

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Machine downtimes decrease, the quality of the products and the profit increase.

- Integrated control features allow an extensive control of the machine and the process. This reduces the number of errors, avoids a wasteful troubleshooting and causeless exchange of components.
- Finally, top quality of the machine ensures high speed - for many years.
- By functional integration the modular concept of the SpeedLine is a contribution to implement the most important options in one common structure. An excellent example for the functional integration is the machine bed. It is not only the backbone of the machine; all air distributors and tanks are integrated. That means an optimally prepared bed also for retrofitting the Heye Process Control and proportional valves.

Important to mention: Heye took care of making an evolution -not a revolution- to ensure that the plants can still use the existing mechanisms and variables.

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REVIEW HEYE SYMPOSIUM: LEADERSHIP – TRUST - PRODUCTIVITY



The Heye International Symposium 2013 was staged in December in the historic Castle Hotel Münchhausen in the Weser region of Germany, attracting an impressive attendance of leading glass container manufacturers from 21 countries. Dr Rainer Hauk, Director of Sales and Marketing at Heye International, commented: “We wanted to give key customers a platform to exchange information and experience of glass production. We are very pleased with the event. It included an interesting mixture of business, technology and market trends”.

The first day of the symposium adopted the theme ‘Leadership and trust’, including topics about business and strategic tasks for the future. The opening speech of Dirk Pörtner focused on Heye’s brand strategy and market positioning, and outlined their vision and targets as a customer orientated technology company with the motto ‘We are glass people’. Johan Gorter, CEO Glass Europe of the Ardagh Group, then presented ‘Leadership in the container glass industry’, detailing the group’s core values of ‘excellence, teamwork and trust’. Reinhard Sprenger, a renowned German management expert, offered a motivational speech on ‘Leadership – an innovative approach to management’, advising

attendees on how to set goals and motivate people for the basis of success.

Examining packaging trends, Ardagh's head of marketing for Glass Europe, Sharon Crayton, presented 'Trust in glass: Why brand owners and consumers choose glass packaging'. Celebrating 40 years of cooperation between Heineken SIVESA and Heye, Gabriel Camara described how technical assistance, trust, reliability, friendship, common goals, flexibility and communication have been key strengths in their partnership.

With industries such as the glass sector often following trends in the automotive field, Heye arranged for Dr Liendel Chang, head of group research environmental affairs production at Volkswagen, to describe how green production will assist in their aim to reach the peak of the automotive industry, both economically and ecologically, by 2018. The first day of technical sessions finished with Joachim Meyer of DeVetec presenting new innovations for efficient power generation from waste gas of a glass furnace, before attendees visited the Christmas market in the nearby famous town of Hameln.

Day two adopted the theme 'Productivity', and presentations by experts from Heye covered their new products and latest technology, including e.g. the Heye SpeedLine "evolution of the IS-Machine". The 2013 event followed the successful Heye International Symposium 2011, and plans are already in place for another event in 2015. "It will be our goal to provide another get-together in two years' time for our customers, partners and friends, and we will adopt another interesting theme" concluded Dr Rainer Hauk.

FURTHER INFORMATION: www.weareglasspeople.com

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