

HOSCH *news*

The International HOSCH Magazine



- **Most Successful Business Year**
The "Golden Module 2010" goes to Australia
- **A Model of Reliability**
HOSCH products convince at Gotthard Base Tunnel
- **New HOSCH Company in Austria**
Chief Official of Carinthia congratulates start-up
- **A Warm Blanket for the Scraper**
A HOSCH innovation for freezing Scandinavia



Editorial

Defending Our Top Position Hand in Hand

Dear HOSCH employees!

An eventful year is now (almost) behind us. During the past 12 months, the HOSCH team spirit once again gave an impressive demonstration of what it can accomplish. In 2010 HOSCH asserted its high quality standards on all fronts: at the "bauma 2010" in Munich, the break-through of the Gotthard Base Tunnel, the start-up of HOSCH Austria, and the International Management Meeting in November.

Excellent products, customer service and employee training are components which add up to what will surely be the most successful year in HOSCH history. However, the company's European business lagged slightly behind the good/very good results of our subsidiaries abroad. The reason for this is that at the moment the economic development in Europe cannot keep pace with the growth taking place in other parts of the world.

HOSCH-Fördertechnik GmbH has held the position of technical world market leader in our industry for many years. We intend to defend this position by placing special emphasis on R&D in order to produce new and innovative products that guarantee customer satisfaction. We will achieve this via a time-tested co-operation involving the company's management, the technical and sales sides, and the service staff.

The good work carried out at all the HOSCH companies met with an enhanced media response this year. We are very happy that the government of our "home town" of Recklinghausen is using HOSCH's expertise in conveyor belt technology – expertise that is recognized worldwide – to advertise Recklinghausen as a business location.

The forecasts are good and we face the future with confidence. We would like to wish all of you and your families, as well as our customers and business partners, a wonderful holiday season and a healthy and happy New Year 2010.

Yours sincerely,

Hans-Otto Schwarze

Eckhard Hell

Contents

- | | |
|---|--|
| <p>02 Editorial / Contents</p> <p>03 "Golden Module" Goes to Australia
25th International Management Meeting (IMM)</p> <p>05 HOSCH Posters Are Real Eyecatchers
Recklinghausen's "Focus on Business" project</p> <p>06 A Model of Reliability
Break-through at the Gotthard Base Tunnel</p> <p>07 "Fit for HOSCH" Through Training
Three-day seminar at the HOSCH Training Center</p> <p>08 From Idea to Continuous Operation
How HOSCH used sophisticated R&D methods to develop the type HD scraper</p> <p>09 Staff News at HOSCH
Elizabeth Archer and Markus Guldner join HOSCH
Two new babies – and an internship in Australia</p> | <p>10 Even Better, Even Faster
More offers on www.hosch-international.com
Letter to the Editor. Printer's Imprint</p> <p>11 HOSCH Austria
Chief Official of Carinthia congratulates
Udo Jürgens at Schlosshotel Velden</p> <p>12 HOSCH Scandinavia
"Blanket" keeps scraper warm</p> <p>13 HOSCH South Africa
HOSCH successful at "Electra Mining Africa 2010"
Employees wear jerseys of South African team</p> <p>14 HOSCH International
In Australia: scraper names on license tags
In Brazil: a birthday spin in a VW Beetle</p> <p>15 Skiing Information
List of ski slopes (some in the nearby Sauerland)</p> |
|---|--|



At the IMM 2010 HOSCH founder Hans-Otto Schwarze greets the guest of honor, Wolfgang Pantförder (seated, 3rd from left), Mayor of Recklinghausen

"Most Successful Year in HOSCH History"

25th International Management Meeting at HOSCH Headquarters – James Stamelos accepts "Golden Module" for HOSCH Australia

This year HOSCH Fördertechnik GmbH defended the title of "technical worldwide market leader in conveyor belt cleaning" in an especially impressive way. "2010 will be the most successful year in the history of the HOSCH Group," declared HOSCH Managing Director Eckhard Hell with evident satisfaction at the 25th International Management Meeting. The managing directors of the HOSCH Companies (now 13 in number) on five continents came to the meeting at HOSCH Headquarters in Recklinghausen, Germany from 8-12 November 2010.

One of the highpoints of the HOSCH family gathering was the "Golden Module" ceremony. HOSCH Managing Director Eckhard Hell explained that it had been especially difficult to choose the winner this year since "many people deserve the credit for the exceptional success we have had in recent months." Before making a decision, he said, the Board of Management compared this year's business results with our

business targets and the results achieved last year. The six companies that made it to the final round included HOSCH India with S.K. Roy and S.K. De, South Africa with Johan de Koker, the U.S. with David Winslow and – the lone European – Poland with Krzysztof Lebioda. Eckhard Hell said that all these companies have achieved growth rates way above target. Two companies even had special growth rates – Brazil with Peter Petzold and Australia with James Stamelos. "On my rating scale there was only a point or so separating these companies," disclosed Eckhard Hell before announcing the winner: James Stamelos, HOSCH's man "down under."

The Credit Goes to the Entire Team

James Stamelos, General Manager of HOSCH International (Pty) Ltd. in Perth, Australia, accepted the "Golden Module" from Wolfgang Pantförder, Mayor of Recklinghausen, in the presence of HOSCH founder Hans-Otto Schwarze. Pantförder, a familiar face at the IMM for many years, comment-



James Stamelos accepts the "Golden Module" on behalf of HOSCH Australia

ed: "I am proud that a company from Recklinghausen has achieved such success worldwide. It's not often that I can welcome so many international guests to our city and I am very happy to have this opportunity to honor the best of the best." The award obviously caught James Stamelos (39) by surprise. Before beaming the news to Australia on his iPhone, he gave a brief thank-you speech: "I did not win this alone; the credit really goes to the entire team. This award is the best motivation for us to do even better next year." Since standing still is tantamount to walking backwards, he added, HOSCH International plans to expand further on the fifth continent. Eckhard Hell told the 2010 winner of the Golden Module: "I wish you all the luck in the world finding the human resources you need to continue this exceptional success story."

C4 – A New Scraper Model for Very Difficult Cases

Before and after the award ceremony, R&D, training and information-sharing were high on the agenda during the five days of the IMM. "The constant development and improvement of our products is the reason we are where we are today," said Eckhard Hell. The best example of this at the

➔ Titbits

HOSCH's corporate philosophy has always been that "Team spirit is decisive." So it provided ample opportunities at the 25th IMM for members of the HOSCH family to meet their colleagues outside of work, e.g. during the interesting tour of the Beumer Machinery Factory (owned by an important HOSCH customer) in Beckum or the visit to Pott's Brewery in Oelde. Since the feast of St. Martin's on November 11 fell during the meeting this year, the attendees were treated to a traditional "roast Martin's goose." This year the following HOSCH employees came to the IMM in Recklinghausen from all parts of the globe: David Winslow, Johan de Koker, James Stamelos, S.K Roy, S.K. De, Krzysztof Lebioda, David Patterson, Mario Del Pezzo, Peter Petzold, Jari Iversen, Claude Trumpf and Cesar Vigo.

The media reaction showed that the "Golden Module" award ceremony interested the public. Reports on the event with Mayor Wolfgang Pantförder appeared in the Westdeutsche Allgemeine Zeitung (WAZ), the Recklinghäuser Zeitung and the magazine of the Chamber of Commerce & Industry (IHK) in Münster.

IMM was the presentation of the new type C4 sprung-blade scraper. The C4 is the latest high-quality product from the HOSCH idea factory and is now poised to make the leap to the top. The C4 was introduced by Eckhard Hell and Werner Schulz, who listed the numerous features of this innovative Hercules for really tough tasks. Designed to clean especially wide belts travelling at high speed, the C4 is HOSCH's answer to the requirements of today's market.

The demand for wide and very fast conveyor belt systems is rising worldwide, especially in China and India. For these extreme applications, HOSCH developed the C4 with a special automatic adjustment feature.

Maximum cleaning efficiency

This ensures that the cleaning tips of the scraper blades are flush with the belt surface across their entire width and deliver maximum cleaning efficiency. The C4L can adapt to belt widths of 1,400 – 2,000 mm, the C4H to belt widths of 2,200 – 3,200 mm, in each case with a belt speed of 7.5 m/s. Two other advantages of the C4 are its easy maintenance and easy mounting due to its variable configuration.

HOSCH Posters Are Real Eyecatchers

Recklinghausen advertises with the "No. 1 in Clean Conveyor Belts Worldwide"

"A man who stops advertising to save money is like a man who stops the clock to save time." For the last four years the Business Promotion Agency of Recklinghausen has taken this famous advice from Henry Ford (1863-1947), founder of the Ford Motor Company. The "Focus on Business" project aims to make the city's residents more aware of the successful companies in the northern Ruhr city known mainly for the Ruhrfestspiele theatre festival. In a project like this, it would be impossible to overlook HOSCH.

The cornerstone of the program was a poster campaign lasting for several weeks. The posters were not hung up at random but on the main roads to and from the city, including the exit and access ramps of the Autobahns 2 and 43. Here they almost stopped traffic. From November 5-25, motorists could view posters with the (German) message "Recklinghausen – the Number 1 for Clean Conveyor Belts Worldwide – HOSCH Conveyor Belt Technology." The poster featured two modules of the type HD head pulley scraper. Jörg Smolka, Head of Business Promotion in the city government, said: "With these posters we reach not only residents of Recklinghausen but many commuters as well. We advertise the business location of Recklinghausen while encouraging the people who live and work here to identify more with the companies in the city."



The HOSCH poster of the "Focus on Business" project was a real eyecatcher



On site in Recklinghausen: HOSCH Managing Director Eckhard Hell (right) with representatives of the city government and Business Promotion Agency

Police Sirens and Synthesizers

The "Focus on Business" campaign kicked off in late 2006. The roster of companies cited by Recklinghausen to support its claim to be an excellent business location includes Hella, a globally active automotive supplier producing (among other things) police car sirens; Möller, a fruit juice producer; and Access Music Electronics, a company making synthesizers used by international stars like Madonna and Stevie Wonder. "This list of global players from Recklinghausen would be incomplete without HOSCH," says Jörg Smolka. "As a specialist for innovative products characterized by continuous further development and expansion, this company from Recklinghausen is now the world leader in conveyor belt cleaning."

The HOSCH posters were introduced to the public at a press conference at the company's headquarters. At this event Managing Director Eckhard Hell greeted Christoph Tesche, City Treasurer, and Axel Tschersich, who is in charge of business promotion and city marketing in Recklinghausen. At HOSCH Headquarters in Recklinghausen the visitors learned all about HOSCH history. They ended their visit with a scraper demonstration at the HOSCH Training Center.



The mineure celebrate the break-through in the Gotthard Base Tunnel



Prominent HOSCH advertisement in the magazine Tunnels & Tunneling

A Model of Reliability during the "Project of the Century"

In the Gotthard Base Tunnel project, the type HD head pulley scraper played an important role

The photographs taken on October 15, 2010 went round the world. On this day the construction workers building the Gotthard Base Tunnel in Switzerland achieved the decisive break-through. Millions of viewers were glued to their TV sets as a gigantic tunnel-boring machine churned its way through massive rock. Part of the credit for this accomplishment goes to HOSCH-Fördertechnik. The new type HD head pulley scraper played a central role in effectively transporting millions of tonnes of overburden out of the tunnel. During the entire construction period the scraper was a model of reliability.

A total of 2,000 mineure, as the tunnel-builders are called, worked hard to construct the world's longest railway tunnel, and the celebration of the break-through was their party. The real opening will take place sometime in 2017 after the walls have been filled with concrete and 190,000 railway ties, 228 km of track and 2,800 km of cables have been laid. The tunnel will create a better and faster rail link between Germany and Italy – and between the Ruhr and the greater Milan area.

➔ Titbits

The new Gotthard Base Tunnel between Erstfeld on the Lake of Lucerne (Vierwaldstättersee) and Bodio in Ticino is 57 km long. It replaces the 14-km-long railway tunnel built over 100 years ago. Shortly after it opens in 2010 the tunnel will face a hard test: the neighboring Gotthard automobile tunnel will be closed for one year because of rehabilitation work and motorists will have to switch to trains.

Incidentally, the Alps will be broken through for new railway routes at two other places: on the Brenner below the world famous Isel ski jump in Innsbruck and between Lyon in France and Turin in Italy.

"Technology from the Ruhr Used Around the World"



Next to numerous print media, the West German Broadcasting Company (WDR) reported on the use of HOSCH equipment for the Gotthard Base Tunnel project. On 15 October 2010 WDR 2 broadcasted the following report several times as part of its regional news programming: "(...) In the Gotthard massif HOSCH-Fördertechnik is responsible for transporting rubble out of the tunnel on conveyor belts (...) The company from Recklinghausen sees to it that moist overburden does not stick to the long conveyor belt. During the world's largest tunnel construction project, any belt standstill would be costly. HOSCH is especially proud that technology from the Ruhr is used worldwide."

"Fit for HOSCH" Through Intensive Training

"Train the Trainer" (TTT) program increases expertise across the board

Intensive and effective training is the best way to prepare for – and win – a competitive event. This rule applies to amateur and professional sports but even more to the world of work. For this reason the Training Center at HOSCH Headquarters has been offering "Technical Train the Trainer" seminars for many years. The most recent TTT was given on 28-30 September 2010 by HOSCH "coach" Thomas Legner.

"Since 2000 I've held this program five times on an international scale," explained Thomas Legner, holder of a "Dipl.-Ing." degree. "This year I made technical staffers from Poland, Italy, Spain, Germany and the U.S. 'fit for HOSCH'." During the three-day seminar, the magic word was "expertise", and the curriculum – or training plan – focused on professional, organizational, methodological and social expertise. Thomas Legner brought up an important point: "After the seminar the participants must be able to pass on what they have learned to their colleagues and customers."

Modules for Customer Contacts

The TTT was based on the HOSCH Training Program (HTP). The numerous topics on the agenda ranged from the practical ("The scrapers were not installed properly") to the theoretical ("Why do we need training in the HOSCH organization?"). The conclusion reached after a productive discussion was that good training can solve most problems at HOSCH – thanks to the excellent communication and rapid flow of information at the company. Managing Director Eckhard Hell told the attendees responsible for training employees and customers at the individual HOSCH companies that "it is important to get your trainer certificate as soon as possible!"

In the area of customer contacts, in particular, the group developed numerous modules. These included:

- communicating enthusiasm by speaking louder than usual and using your eyes and eyebrows
- varying the pitch and volume of your speech and acting self-confidently
- repeating key sentences but with different emphasis
- holding eye contact instead of keeping your eyes glued to your notes
- speaking in clear and concise sentences

Finishing up with Roleplays

At the seminar, there was ample time to discuss techniques for the technical presentation of HOSCH products. Typical questions a HOSCH trainer has to answer over and over are: "How do I explain the wide range of scraper models?" and "What are the principles behind the design?"

The answers presented by the participants in roleplays on the final day of the TTT covered a broad spectrum that included the introduction of the C2/CT, the HOSCH principles, steps in scraper installation, and correct procedures for handling product returns.



Professional expertise – even the correct handling of returns – can be learned. Standing, right: "Coach" Thomas Legner

Summing up, Thomas Legner described the collaboration at the seminar as "effective and open." He added: "We had several very productive discussions and managed to lay a solid foundation for the rest of the work." Nor was the seminar all work and no play. On one evening the participants put down their scrapers and laced up their bowling shoes for an enjoyable evening of German bowling.

→ Titbits

The following HOSCH employees attended the three-day training seminar in Recklinghausen:

- Shaun Baker (HOSCH Company USA)
- Gerardo Fericola (HOSCH Italia)
- Maciej Majewski (HOSCH Techniki Transportowe Polska)
- Jose Miguel Tiscar Perez (HOSCH Iberia)
- Markus Guldner (HOSCH Deutschland)

Making Use of Sophisticated R&D Methods

From idea to continuous operation: HOSCH presents the HD at the Conference on Bulk Materials Conveyor Technology 2010 in Garching

Continuous sharing of knowledge and experience with top-level specialists in industry is part of HOSCH's corporate philosophy. Not surprisingly, engineers and technicians from HOSCH are regular speakers at conferences attended by top names in the field. The most recent case in point was the "Bulk Materials Conveyor Technology 2010 – Current Questions and Solutions" held on 7 and 8 October in Garching outside Munich.

The conference series on bulk materials conveyor technology is held jointly by the Institute for Materials Handling, Material Flow & Logistics at the Technical University of Munich (TUM) and the Institute for Logistics and Material Flow Technology (ILM) at the University of Magdeburg. The annual conference is held alternately in Munich-Garching and Magdeburg in Germany and brings together specialists from industry and research. All participants benefit from the intensive sharing of knowledge that takes place during the specialist lectures, product presentations and discussions.

The experts from industry and research who gathered on the TUM research grounds in early October included Eckhard Hell, Managing Director of HOSCH, and Roland Lußky, Head of HOSCH-Altenburg. The two-day conference program was divided into five thematic

blocks dealing with news from research and industry, new developments in environmental protection, and components of bulk materials conveyor systems. In the latter area, following presentations by representatives of Siemens Industry, KS-Engineering and Voith Turbo, HOSCH sounded a much-acclaimed final note in its talk on "Innovation in Belt Cleaning Technology – Development of the HOSCH Head-Pulley Scraper HD01-04 Using State-of-the-Art R&D Methods." This paper was written by Eckhard Hell and also delivered by him as a PowerPoint presentation.

Operating even under rough conditions

The presentation left absolutely nothing out – starting in 2006, when HOSCH decided to develop the scraper, and continuing with the intensive work at the research center up to the prototype and pilot production and initial operating experience. Eckhard Hell presented the ultramodern tools employed to shorten development time and the results of the field trials in South Africa. The "excellent experience" gained in that country led to further trials of the scraper in Europe under extremely difficult conditions. The "Dipl.-Ing." engineer and Managing Director of HOSCH described the installation of the HD0x scraper during tunnel construction projects, e.g. the Gotthard Base Tunnel in Switzerland and the tunnel being built

in Gijon, Spain. "In particular, long conveyor belt systems transporting materials out of the tunnels pose a special challenge. Due to sedimentation of the bulk materials, with the liquid phase rising to the top, the bulk materials tend to adhere strongly to the belt at the discharge point," explained Eckhard Hell. This problem was solved when HOSCH developed blades with special protection against wear that can be used even under rough conditions.

The group of experts also talked about situations in which bulk materials place a high mechanical stress on the head pulley scraper, making it necessary to replace wearing parts weekly or even daily. HOSCH presented an easy-to-understand table showing that a service life of one year or more can now be achieved with the HD0x scraper.

At the end of his talk, the speaker once again stressed the importance of sophisticated research and development methods by saying: "Conveyor belt cleaning is a highly complex process engineering task. This fact is without a doubt reflected by the development of the HOSCH head pulley scraper type HD0x. In retrospect we can state that this development work could not have been brought to a successful finish without the use of state-of-the-art development tools."



People & News



The Weber Family Quintet is now complete. At exactly 6.21 a.m. on 15 July 2010 Rico Levin entered the world in Hohenlohe Hospital in Öhringen. **Markus Weber** (32), an employee of HOSCH in Baden-Württemberg since 2002, and his wife Stefanie (29) are overjoyed at the birth of their first son – and the couple's two daughters Cora Finja (7) and Lena (5) are excited about their baby brother. Rico Levin Weber weighed 3,990 grams and was 52 centimeters long at birth. He will have his mother all to himself in the morning since Lena is in kindergarten and Cora Finja is already in second grade.



Alice is a real HOSCH baby. **Delphine Léonard**, an employee who has worked in sales and export during her more than 10 years with HOSCH, gave birth to a baby girl on 8 November 2010. The baby, who was born just in time for the 25th International Management Meeting, weighed 3,680 grams and was 52 cm long. Her French mother stressed that Alice's name will be pronounced – mais naturellement! – in the French way.



Since June 2010 **Markus Guldner** has reinforced the staff at HOSCH Headquarters in Recklinghausen. A "Christmas Eve baby" born on 24 December 1963, Markus Guldner started his professional career in 1991 after studying mechanical engineering and economics. The companies serving as stepping stones on his path include Uponor, Kempchen and Wavin. Now almost 47, Markus Guldner has three goals for his

time at HOSCH: organizing and reinforcing the Technical Department, placing even more emphasis on customer needs, and – last but not least – "learning all of Werner Schulz's secrets." The father of three children – Florian (19), Indra (12) and Felix (10) – lists running, fishing and go-carting as his hobbies.



In the fall of 2010 **Pia Hell**, 28-year-old daughter of HOSCH Managing Director Eckhard Hell, did a three-month internship "on the other side of the world." Pia Hell, who is completing her doctorate in Business Administration at the Mercator School of Management of the University of Duisburg-Essen, first polished her English during a four-week language course. The course took place in Perth, Australia, where she subsequently did a six-week internship at HOSCH International (Pty) Ltd. During this time she gained a first impression of the operational procedures at our Australian subsidiary. This included the difficult task of operating a fork-lift truck (see photo above). After her stay in Perth, Pia Hell set out to learn more about Australia and its people on an organized tour of famous sights such as Ayers Rock, the city of Cairns in northern Queensland, and the East Coast.

HOSCH employee **Andree Zimmer** passed away on 21 September 2010 at the age of only 44 years. In a condolence letter to Andree Zimmer's mother, Hans-Otto Schwarze and Eckhard Hell expressed their deep sympathy in the name of the HOSCH management and the entire workforce. "Despite his serious illness and the limitations it caused, Andree Zimmer was a committed, helpful and reliable employee who was well liked by all his colleagues because of his open and pleasant manner. His untimely death is a great loss to the entire company."

Ice Hockey Fan Joins HOSCH Company



HOSCH Company in the United States has a new staff member. **Elizabeth Archer** (25) took over the important task of coordinating the activities of the material warehouses in June 2010. Previously, she had worked in the Advisory Office of a nationally operating company with a Pittsburgh office. One of her most important responsibilities in her new job will be to manage stocks at the main warehouse of HOSCH Company in Pittsburgh and at smaller warehouses. Asked for her impression after the first weeks, she said: "I am very excited about my new job and I intend to work to promote the company's growth."

Elizabeth Archer graduated from Duquesne University in Pittsburgh in 2008 with a Bachelor of Business Administration, with specialization in international business and marketing, and a Bachelor of Arts in modern languages. During her studies she spent a semester abroad in Rome.

Elizabeth Archer spends her free time with her boyfriend and her family. She is an ardent fan of the local teams, especially the Pittsburgh Penguins, the ice hockey team of the American steel metropolis. Apart from rooting for her teams, she likes to play the piano and go to the movies.

Anniversaries at HOSCH Headquarters



20 Years:
Jörg Bresser
Hermann-Josef Leuchter
Brigitte Rutz
Brigitte Tillmann



10 Years:
Karsten Geschke
Martin Heide
Bernd Metzinger

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Even Better, Even Faster

The HOSCH website at www.hosch-international.com is now in eight languages

No Internet presentation is so good it can't be made even better. A successful website must be compact, attractive and informative – but also fast and user-friendly. The new HOSCH website was developed according to these specifications by October 2009. Between April and June 2010 it underwent a rigorous "fine tuning."

"We approximated the layout of the HOSCH news," said Webmaster Carsten Kutschki to explain the numerous improvements made. The number of documents used to build up the website also increased, from 80 to exactly 784 (on November 4). In addition, all the documents were optimized to shorten loading times – an absolute "must" in the fast Internet era. Another improvement made for the sake of speed: users can now access the information they want

with distinctly fewer mouse clicks. Furthermore, videos and pictures are easy to find at www.hosch-international.com and can be conveniently downloaded.

"Nearly exploded"

The revamped website proves that HOSCH is a real global player: users can read about the company and its products and services, or dip into HOSCH history, in eight languages: German, English, Polish, Spanish, Portuguese, Dutch, French and Italian. Another statistic underscoring the importance of a user-friendly professional presentation in the worldwide web is that the number of visitors to the website in September 2010 was 12 times higher compared to September 2009. "I would describe that as 'nearly exploded'," said Carsten Kutschki happily.



HOSCH news – in the Readers' Opinion

Dear Mr. Hell,
Once again I have read your company magazine with great interest. Congratulations! I have to admit that I never had a farm in Africa or stood under the Niagara Falls. I was only in Ukraine for one week, at the invitation of the governor, to pursue our goal of doing business farther to the east. However, adminex Belgium will also start up soon. In this spirit, I wish you all the best.

Yours sincerely,
Marc Ambrock, Adminexpert, Barcelona, Spain

The Chief Official Also Congratulated

on the founding of a new company, HOSCH Austria, in Carinthia. Good opportunities for growth in the Alps-Adria region

"A place where other people go on vacation" is now the home of another HOSCH subsidiary. The new company, HOSCH Austria, was "born" on 1 July 2010 in the municipality of Techelsberg, not far from Pörtlach on the beautiful Wörther See in Carinthia.

HOSCH Austria is headed by Maik Jähnig, who has worked for HOSCH for over 20 years. The 44-year-old sees good chances for growth for HOSCH products in Austria and neighboring countries such as Slovenia, Hungary or Italy (South Tyrol). The activities of the independent limited company (GmbH) in the Alps-Adria region include sales and technical support. Maik Jähnig is

didn't pass up the chance to be on hand for the first hours of the new subsidiary. The government of the Austrian state of Carinthia is also proud that a new company has settled in the region.

Positive Response in the Media

Gerhard Dörfler, chief official of the state government since October 2008, congratulated the HOSCH delegation and had Eckhard Hell explain the secrets of conveyor belt cleaning systems to him. HOSCH's start-up in Techelsberg was also promoted by the Carinthia Development Agency (EAK), which was represented at the celebration by its General Manager Sabrina Schütz-Oberländer. The local press also



Gerhard Dörfler (2nd from right), Chief Official of the Austrian state of Carinthia, and Sabrina Schütz-Oberländer, General Manager of the Carinthia Development Agency, congratulate the new company HOSCH Austria. Also in photo: Detlef Domke von Bichowski, Eckhard Hell and Maik Jähnig

sure of one thing: "There is an enormous potential clientele for us here." Already looking a year into the future, he predicts that the construction of the Brenner Base Tunnel – scheduled to get underway in 2012 – will be a valuable opportunity for HOSCH. Managing Director Eckhard Hell and Deputy Sales Manager Detlef Domke von Bichowski

reported in detail on the new company. The *Kärntner Nachrichten* [Carinthian News], for example, devoted a whole page to the start of HOSCH Austria and the discussion with the chief official in its 16 July issue.

More information at:
www.madeinkaernten.at



Photographed at the Udo Jürgens concert at Schlosshotel Velden: Eckhard and Petra Hell, Detlef Domke von Bichowski and Maik Jähnig (from left)

Udo Jürgens at Schlosshotel Velden

For fans of the famous German singer, Udo Jürgens, the open-air concert in the rose garden of Schlosshotel Velden was an opportunity not to be missed. Udo Jürgens sang one hit after another for his loyal fans – from "Merci Cherie" to "Ich war noch niemals in New York" and – of course – "Griechischer Wein." The enthusiastic audience included HOSCH Managing Director Eckhard Hell and his wife Petra, Detlef Domke von Bichowski, and Maik and Gabi Jähnig.

"An Evening of Superlatives"

The concert took place in the castle hotel, the setting for the popular German TV series "A Castle on Wörther See" starring late German pop star Roy Black. The HOSCH delegation was invited by the Carinthia Development Agency, which provided valuable support to HOSCH during the founding of HOSCH Austria. The show with the "forever young" German star (an honorary citizen of Klagenfurt, the Carinthian capital) was linked to a reception for investors. The concert lasted for over two and a half hours. It got rave reviews (e.g. "an evening of superlatives") from the local press and Eckhard Hell. "We had a great time!" he said. After the encore given by Udo Jürgens in his legendary white bathrobe, the applause just wouldn't stop.



Baby, it's cold outside! In Scandinavia minus 40 degrees Celsius and below is common in the winter

Everyone Talks About the Weather ...

Under its warm blanket the HOSCH scraper can survive freezing weather in Scandinavia

The Scandinavian summer is incredibly short. For a brief period between the end of June and the beginning of August, the days in northern Europe are long, light and warm. During this time the average temperature in Norway, for example, lies between 25 and 30 degrees Celsius. The humidity is very low and the weather is extremely pleasant. However, in September the temperature starts to drop again. What follows, for nearly seven long months, is a season that is a "winter wonderland" for some but just an unending spell of bitter cold for others. During the long Scandinavian winter, average temperatures below minus 40 degrees Celsius are commonplace.

Four years ago this bone-numbing cold, which turns (almost) everything into a block of ice, was a source of inspiration for Jari Iversen, HOSCH Sales Manager in Scandinavia. "At such below-zero temperatures water turns to ice – and so does the HOSCH scraper," observed the native of Denmark. In his sales territory,

the C2 and B6 are the most common scraper models. The climate craziness became something Jari Iversen had to deal with for two important reasons: "The cold endangers not only cleaning performance but also belt safety."

Outdoor temperature of minus 28.6 degrees Celsius

The HOSCH technicians set to work. In the first test phase, they inserted a heating element – described by Jari Iversen as "a kind of radiator" – in the middle of the scraper. The problem appeared to be solved but then electrical disturbances occurred. In the second test phase, which lasted until mid-September 2009, HOSCH developed and tested a kind of heating mat which proved to be far less susceptible to breakdown. The mat switches on and off via a controller which is attached to the periphery of the scraper and measures the temperature. According to Jari Iversen, "it makes sure the scraper stays warm." The measurements have shown, for example,

that even at an outdoor temperature of minus 28.6 degrees Celsius, the middle part of the scraper is heated to 43 degrees Celsius and the scraper remains operational.

The scraper type B6-CH with a heating element (the H stands for "heating") has been a standard HOSCH product since the beginning of 2010. At present 55 of these scrapers are in service in Scandinavia – and "are operating trouble-free," says Jari Iversen happily.



A controller measures the temperature

Good Market Chances in South Africa

HOSCH SA is one of 650 exhibitors at the "Electra Mining Africa 2010"

King Soccer was not the only magnet pulling visitors to South Africa this year. The Electra Mining Africa 2010 also drew crowds. This event, advertised as the second largest mining show worldwide, is also the largest trade fair on the African continent. From October 4-8 of this year HOSCH South Africa was in the thick of things at the fair in Johannesburg with an eye-catching stand. The numerous visitors to the stand and the many important conversations and customer contacts were good news for General Manager Johan de Koker.

The fair draws investors looking for new business possibilities in mining, industry, construction and power generation. Every two years the "Electra Mining Africa" attracts more than 40,000 visitors from South Africa and surrounding countries. The 650 exhibitors from South Africa and abroad cover a broad spectrum:

- mining
- power generation
- power supply
- material transport



The HOSCH stand at the "Electra Mining Africa 2010" in Johannesburg

- operating safety
- health and environment
- waste management industry
- building construction and civil engineering
- earth-moving

Economic experts predict that all these fields will attract large investment projects in the next few years. In any event there will be great market opportunities in South Africa. Not only does South Africa offer interesting possibilities in itself – it is also seen as the gateway to the southern part of Africa.

➔ Titbits

South Africa is currently the world leader in the mining of gold, diamonds, platinum, metals and metal-liferous products such as coal. It is responsible for 23 percent of the total gross domestic product of the African continent and 21.2 percent of exports. It has mastered the global economic downturn and expects growth of 3.5 percent in the current year 2010.

HOSCH Employees Root for the South African Team

During the World Cup 2010 HOSCH employees in South Africa wore jerseys in the national colors of their home country

Soccer and South Africa – during the World Cup this was an especially winning combination. The HOSCH staff on the Cape was infected by World Cup fever from the start. They naturally wanted to support the "Bafana Bafana," as the South African team is called locally, as best they could.

Not only with vuvuzelas but with the yellow and green jerseys of their adopted team. "We thought it would be a nifty idea to outfit the entire workshop crew with soccer jerseys in the South African colors," explains Johan de Koker, General Manager of HOSCH South Africa.



No sooner said than done! HOSCH employees wearing the new jerseys cheered for the South African Team (Photo) during the three qualifiers. As we now know, their efforts were in vain: South Africa was knocked out in the first round. "That happened despite all the

tips we gave them from the sidelines after spirited discussions," recalls Johan de Koker. Since the South African concept of fair play prevails even off the soccer field, however, the HOSCH fans "displayed team spirit and proudly supported the remaining teams up to the final."



Employees of the Brazilian power generation company MPX received training at HOSCH

"Very Interesting and Professional"

In late October about 20 employees of the Brazilian electric power company MPX received a short introduction to the wide world of HOSCH scrapers. The company, which is located in Rio de Janeiro, plans to operate a new power station in São Luís, capital of the Brazilian state of Maranhão, starting in 2011. In this project the Brazilians are making use of the experience of their German partner, Evonik Energy Services GmbH. Dr. Wolfgang Mengis from Evonik, who looked after the South Americans during their visit to Germany, made the contact to HOSCH. After the two-hour training session at the HOSCH Training Center, he praised the training as "very interesting and professional." Managing

Director Eckhard Hell welcomed the Brazilian guests to HOSCH and Dipl.-Ing. Thomas Legner gave them a presentation on HOSCH technology.

The contract for the coal-handling conveying line to the power plant went to the American-Brazilian consortium Technometall. One special feature of this facility is a five-km-long tube conveyor connecting the port of São Luís with the power plant. The conveyor system will not only carry coal. A nearby fertilizer plant will also use it for the rapid transfer of its products to ships waiting in the harbor. Giancarlo Leombruno commented: "This optimizes the utilization of the tube conveyor, of course."

HOSCH HD instead of RE

Some things are just better in Austria! In our Alpine neighbor to the south, motorists are allowed to do something that is (not yet) permitted in Germany, namely design license tags totally to suit themselves. On the other side of the globe, Australia also places almost no restrictions in vanity plates. HOSCH



International took advantage of this option to equip its entire fleet with license tags (Photo) sporting the type designations of HOSCH scrapers. Regardless of whether they drive a car or a pick-up truck, HOSCH employees can be identified instantly via their tags: HOSCH HD, HOSCH C1, HOSCH C2, etc. The parking lot of HOSCH International in Perth now has reserved spaces for nine vehicles: five Holden Colorados, two Holden Rodeos, one BMW X5 and one Mitsubishi Triton. A vanity plate costs 500 Australian dollars and may be resold. "Here especially coveted license tags can go for as much as 20,000 Australian dollars," reports Managing Director James Stamelos.

A Beetle for His Birthday

It runs and runs and runs ... The VW Beetle, symbol of the "economic miracle" in Germany after World War II, is still seen on the roads. This is not really surprising: up to June 2002, when it relinquished the title to its successor, the VW Golf, the VW Beetle was the "world's best-selling automobile" with a record 21.5 million sold.

Peter Petzold, Managing Director of HOSCH do Brasil, always dreamed of sitting at the wheel of a beetle. He had talked about this dream ever so often with friends. His good friends made a mental note of his dream – and retrieved it when they were looking for a very special present. On the morning of 17 July 2010 Peter Petzold's telephone rang in Belo Horizonte. The caller said that he would like to drop by and asked Peter Petzold, oh so nonchalantly, if he had any other plans.

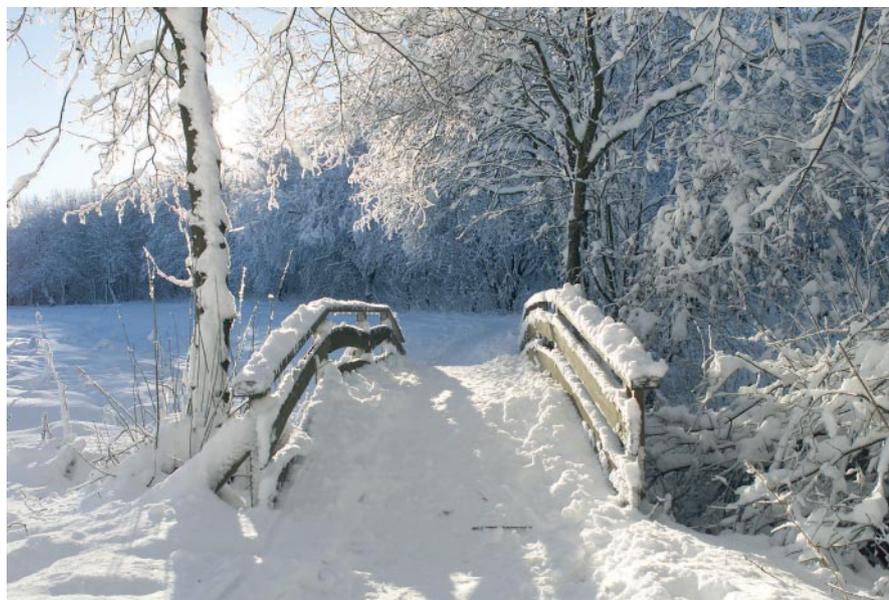


Peter Petzold with his "dream car"

Peter Petzold had no other plans. The VW enthusiast was standing in front of his house with a friend of him, when an authentic snow-white VW Beetle came around the corner. "Here comes your birthday present," she revealed. The two of them then set off on a 30-minute tour of the neighborhood – with Petzold driving, of course. Since the 1975 Beetle was only on loan, however, the HOSCH Managing Director naturally switched gears, clutched and braked with special caution. After parking the car safely, he returned the key – with words of regret but also of thanks: "The test drive in the Beetle was suuuper!"

Off to the Ski Pistes

To enjoy winter sports you may travel to the Alps. However, in the mountainous Sauerland region not far from HOSCH Headquarters in Recklinghausen, too, ski fans can find exciting downhill courses and prepared cross-country trails



Every year thousands of winter sports fans head for the ski slopes in Northern Europe – not only in the Alps but also in mountainous regions at lower altitudes. The largest winter sports region north of the Alps is the Sauerland, home of the Sauerland Winter Sports Arena. Here ski fans will find a total of 70 downhill trails with a total length of more than 90 km and a system of cross-country trails covering about 300 km. The low mountains in the Sauerland and adjoining Siegerland are especially popular among winter sports enthusiasts who want to prepare for ski vacations in the Alps or simply spend a day in the snow.

Skiing is the ideal way to stay fit in the winter: it combines exercise in the fresh air with special training for the shoulders, legs and upper body. To prevent ski accidents, good preparation and equipment are vital. A ski helmet is an absolute must – especially for children. Various types of protectors prevent joint injuries, and modern ski clothing repels water and protects against cold. The right training is just as crucial. People who do not stay fit by exercising all year

round should start their ski exercises at least four weeks before their ski holiday. Warming-up exercises are just as important to prepare the arms, knees and ankle joints for the stresses and strains placed on them by skiing. Especially before hitting the pistes after a long interval, it takes time to get used to the unaccustomed movements and to having skis on your feet.

Today skiing is a hobby for the entire family, thanks to the high standards for ski equipment and the well developed ski trails. The ski pioneers who blazed their own trails in Scandinavia and Austria in the late 19th century had equipment which was primitive by today's standards. As a result of the continuous improvement of skiing technology, skiing became a popular sport for the masses in the mid-1950s. Despite all the high-tech helmets, gloves and safety bindings, skiing accidents still occur. The most dangerous factor is still the skier, i.e. the human being on skis. Ski enthusiasts who bear this in mind, i.e. are well prepared and do not overestimate their skills, will have a great time on the snowy slopes and come back unharmed.

➔ Titbits

Below, a partial list of ski areas in the Sauerland region:

Skikarussell Altastenberg:
www.ski-altastenberg.de
 Information: +49-2981 1241

Skiliftkarussell Winterberg:
www.skiliftkarussell.de
 Information: +49-2981 802998

Information about the more well known ski resorts are given here:

St. Moritz, Switzerland
www.engadin.stmoritz.ch
 Information: +41-81 830 08 01

Zermatt, Switzerland
www.zermatt.ch
 Information: +41-27 966 8100

Lech-Zürs am Arlberg, Austria
www.lech-zuers.at
 Information: +43-55 83 21 610

Kitzbübel, Austria
www.kitzbuehel.com
 Information: +43-53 56 66 660

Chamonix-Mont-Blanc, France
www.chamonix.com
 Information: +33-45 05 30 024

Deux Alpes, France
www.les2alpes.com
 Information: +33-476 79 22 00

Dolomiten, Italy
www.dolomiten-ski.it
 Information: +39-471 836176

Aspen/Colorado, USA
www.aspensnowmass.com
 Information: +1-970-925-1221



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