

Monthly News 08/11

Company

Products

Marketing

Application Repots

Again new staff:

Additional to the 7 new employees we already hired this year (mentioned in the previous month), two new colleagues will start working within the next two months:

- 1 service technician
- 1 sales guy for north west Germany

Service technician:

Patrick Hübner, 28 years old, a certified technician for mechatronics. After his training period he will strengthen and establish our service performance. This is the first step to an independent team who only concentrate on doing commissioning and service calls.

Sales guy:

Horst Weinmann, 45 years old, is an experienced sales man. With his degree as a chemical engineer and his years of experience working for an adhesive manufacturer, he will strongly support our business unit for the sales area north west Germany.

He will start working on 1st of September and will have training at ViscoTec headquarter for about three to four months before he starts working for his sales area at Hannover.

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Dosing technology

We prepared a presentation which shows the three dosing technologies:

- gear pump
- piston pump
- ViscoTec: progressive cavity pump

Herein we compare the structural design and general features of each technology. Please find this .pdf file attached in the E-Mail.

Videos/photos/reference marketing

For customer acquisition it is always good to have some marketing material to present. In many cases the potential customer wants to see the system live running. It is obvious that it is impossible to have all products on stock for demonstrating purpose. One of the best ways to acquire these customers nevertheless are product videos. Especially one made at a former customer's factory/application (with his permission!) is a very good opportunity. If you also can get an interview with the customer's positive opinion about ViscoTec products with which you may advertise, this would be a great way of reference marketing.

We also ask our customers to get the permission to make photos and/or videos which we are allowed to show public. So we also would like to ask you to try to get such permissions and make videos and share them for customer acquisition.

We prepared a small video which shows vacuum potting with our ViscoDuo-V with low viscous material. If you are interested please contact us. (file size ~20Mb)

Cartridge filling

We had the application to fill cartridges out of a 20 L barrel half automated. The system is called ViscoFill-C/D and includes:

- ViscoMT-XS
- VMP Pump (3VMP15 to 3VMP36)
- Control unit

Here also some design adjustment can be done. E.g. free inlet container (also with vacuum condition) instead of ViscoMT-XS.

The operator manually inserts the cartridge in the bracket. To start the process he has to push two buttons with both hands. The cartridge will automatically be filled. With this system you have a clean application with high repeatability.

We have prepared a video of this item which shows the filling of hardener sticks of 2 component cartridges. (follow this [Link](#))



Note: 15/08/2011 is public holiday in Germany.

Fabian Schirmer will be on holiday from 08/08/11 to 16/08/2011