Press release

Adding value by developing partnerships

Detmold.- The implementation of the Industrial Division Automotive and Technical Textiles increases the substantial commitment by the Jowat AG in interesting growth markets. Dr. Thomas Hohberg has been appointed Director of this Industrial Division. He outlined his goals in an interview.

The Corporate Strategy of Jowat is based on two major columns: Partnership with our customers, and business activities around the globe. This focus also applies to the Industrial Division Automotive and Technical Textiles: World-wide, we are emphasizing our comprehensive product portfolio, applications competence, and customer orientation. One task which the Industrial Division team is facing is therefore to make our entire application know-how available all over the world. This is accompanied by increased presence in traditional sales activities. Our customers can take advantage of the international know-how of the Managers of the Industrial Divisions, and of the accessibility of the sales staff in daily business.

What does this mean specifically?

Each day, our customers are faced with new challenges – to which we respond with adhesives providing innovative answers. What makes the difference here is our knowledge concerning processes and machinery parameters in the customer's production environment. These competences in application technology, and our highly innovative R & D, allow us to offer tailorized solutions to our customers. To get there, we cooperate closely with the development centres of our customers.

Where is the global component in all this?

Many customers develop their products in their own country, to then produce globally. Since our new Industrial Division Management is acting on an international platform, we can accompany our customers in their transfer of know-how to the plant abroad – this commitment runs from the support during taking-into-operation of machinery, to local training sessions for adhesive technology.

Date

April 14, 2009

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Further information

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What sets Jowat off from the competition?

We are a solution company. We know exactly where the critical points in the interaction of machine and adhesive are. We use modern raw materials and processes, in order to develop and produce innovative, tailor-made adhesives. Our individual departments – Sales – Research – Production are cooperating very closely.

How does the actual world crisis of the automotive industry affect Jowat?

As can be expected, the reduced production figures in the automotive industry have an immediate effect on the adhesive demand. We also are faced with lower figures in comparison to those from the past year. However, we are seeing many new promising projects under way, triggered partly by changes in model series undertaken by the OEMs. We believe that the heavy pressure for new developments, already existing at the automotive subsuppliers, will increase even more in the near future. We see one of our main tasks in providing specific support for our customers to meet these challenges – this is where we have our competence.

With what kind of experience are you facing your new job?

As graduate chemist, I have not only been able to gather experience from research and product development, but also from technical marketing and sales. My professional career was increasingly focused on customer-specific solutions and matters. The central theme has always been to create long-term value for the customer.
It is of special importance for me to creatively design new product and application developments, not only within our internal departments, but also in cooperation with other industrial partners, followed through to the customer with the appropriate service and support.
I am here supported by a committed and highly experienced team. We are facing the future together with our customers, and with this cooperation, we shall reach the most demanding goals.

Dr. Hohberg, thank you very much for this interview.

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Introducing Jowat

The Jowat AG with headquarters in Detmold is one of the leading suppliers of industrial adhesives. These are mainly used in woodworking and furniture manufacture, in the paper and packaging industry, the textile industry, the graphic arts, and the automotive industry. The company was founded in 1919 and has manufacturing sites in Germany in Detmold and Zeitz, plus three other producing subsidiaries, the Jowat Corporation in the USA, the Swiss Casanin AG, and the Jowat Manufacturing in Malaysia. The supplier of all adhesive groups is manufacturing over 70,000 tons of adhesives per year, with around 650 employees. A global sales structure with 15 Jowat sales organisations plus partner companies is guaranteeing local service with close customer contact.

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