

# verbinder

The magazine of the binder group



**Reorganisation**  
Sales

**Medical Device Technology**  
Technology

**Fair impressions**  
News

# GIVING EVERYTHING

The way forward requires dedication, even if not everything always works out.

In the current situation, it is very important to give everything.

"If you give everything, you can't blame yourself for anything." – Dirk Nowitzki

On that note!

**binder Marketing**

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# CHALLENGING SITUATION

**Dear Reader,**

The current challenges caused by the global economic situation require us to adapt to the new circumstances. Overcoming this crisis requires a high degree of commitment and flexibility from everyone involved.

But we are convinced that the challenges can be overcome and that binder will emerge stronger from this situation. In addition, cost-cutting measures are necessary in order to remain on a stable footing.

With our new sales drive, we are focussing on increased customer orientation and a consistently solution-oriented approach. This allows us to react flexibly to market requirements and actively shape the competition. This decision is a necessary response to increased competition, rising costs and the challenging economic situation in the industry.

Our product portfolio is being further optimised step by step, with the focus on establishing innovative and new circular connectors from binder on the market. The core competences – binder electronic solutions and binder solutions – are playing an increasingly important role.

**Happy reading!**

Kind regards,



**Markus Binder**

CEO of the binder group



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**STIMME company  
run 2024**

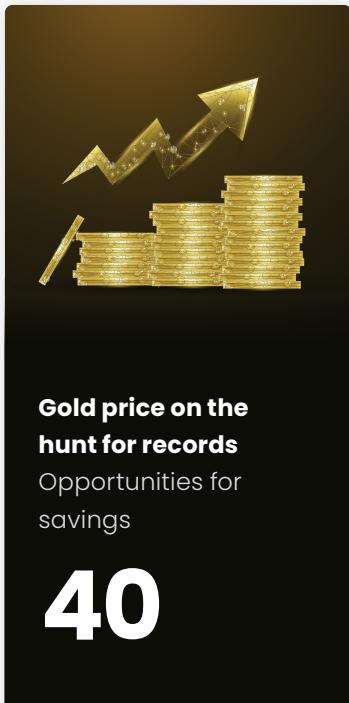
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# RE ALIGN MENT OF SALES



To meet the increased market demands and intensified competition, a new sales organization has been introduced. This decision is a necessary response to heightened competition, rising costs, and the challenging economic environment in the industry. With Mr. Tosto in executive management, Mr. Grabler as Sales Director International, and Mr. Thomas as Sales Director National, the new customer-oriented alignment of the sales division is a forward-thinking step.

## **What changes are happening in sales, and why?**

Sales are undergoing significant changes, primarily driven by digitalization and shifts in customer behavior. Customers increasingly expect personalized and swift solutions, prompting sales strategies to focus more on digital channels, data analysis, and automation. Globalization has also transformed competitive conditions, increasing pressure on efficiency and customer loyalty. These factors necessitate changes in the structure of binder to place greater emphasis on customer needs and introduce a „Sales Drive.“ This approach ensures the company can operate in a more agile and customer-focused manner, embracing a modern, customer-centric mindset while moving away from traditional practices.

## **How important is sales for our company today?**

Sales is the core of our company, providing direct customer contact and driving revenue. Beyond generating income, sales also strengthen the brand, build trust, and foster long-term customer loyalty. In saturated markets, a strong sales team is crucial for differentiation

and achieving a sustainable competitive advantage.

## **What new demands does digitalization bring to sales?**

Digitalization poses numerous challenges for sales: customers expect seamless, fast, and transparent communication as well as personalized offerings. This requires sales representatives to develop technical expertise and embrace digital tools and data analysis to fully leverage the potential of CRM systems. Process automation demands greater agility and flexibility to respond to customer needs in real time. At the same time, employee training is essential to deepen understanding of the individual phases of a customer's purchasing process and to meet their needs as effectively as possible.

## **What are our national and international sales goals?**

Nationally, we aim to increase market share through targeted customer acquisition and retention while consolidating our market position by exploring new markets and expanding our portfolio.

Internationally, our focus lies on entering new geographic and product-specific markets, expanding our existing market presence, and establishing flexible, regionally adapted sales structures. Efficiency improvements and customer-centric expansion are key to securing our global competitive advantage and fostering local growth.

## **How do our strategies affect sales locations?**

Our sales strategies aim to foster greater interconnectivity and flexibility among sales locations, enhancing and broadening our reach. We plan to specialize existing sites while establishing new regional hubs to strengthen global coverage. Maintaining a strong local presence is essential to uphold the unique mindset and cultural values of each country, ensuring close customer relationships and long-term loyalty.

## **What are the key levers to improve sales?**

The most important levers for improving sales include investments in training and digital tools as well as a stronger customer orientation ingrained

in every employee's mentality. Data-driven decision-making enables analysis of sales performance and efficient implementation of targeted measures. Close collaboration and communication between sales and other company departments are equally crucial to ensure consistent and customer-focused execution. The „Sales Drive“ initiative will be implemented throughout the entire company and integrated at every level of the organization.

### **How do we plan to maintain close customer relationships in the future?**

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We plan to enhance customer proximity through intensive communication and improved contact quality. Customers will be treated as individual partners, and the frequency of personal visits will increase to provide solution-oriented consultations and deepen our understanding of their concerns. Digital tools will support this by offering customers multiple and uncomplicated ways to reach out to us.

### **Why do we believe we will succeed in the future?**

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We are confident that we can successfully strengthen customer satisfaction and loyalty by building a digital and flexible sales structure. Our strategy to continuously optimize sales and align them with customer needs gives us, as a grounded, family-run business, a competitive edge. By making targeted investments in technology and workforce development, we are creating a modern sales organization that will remain competitive in the long term. ■



# PHILIPP ZUBER

## **Special features in the job:**

The special aspect of my role lies in its diversity, as well as the fact that I am in contact with all the value-creating departments and areas within the company. My daily work is

characterised by solving new tasks and tackling exciting challenges. Additionally, as an internal entrepreneur, I bear significant accountability for the success of our products, as they directly contribute to the company's growth and profitability.

**Job in the future:**

I believe that the role of the product manager will become increasingly important in the future. In light of the rapid technological developments and rising competition, particularly from Asia, it is of the utmost importance to define a clear and visible customer benefit for the products. Only by doing so can their market position be secured in the long term. Consequently, product management is gaining relevance.

**Challenges on the job:**

The most significant challenge that I face is aligning our product offerings with the demands of the market in a manner that meets the expectations of our customers. Nevertheless, in practice, it is often necessary to find a compromise between technical aspects, costs, and time constraints. The challenge is to achieve a balance between these factors while maintaining the quality of the product.

**Application areas:**

The central focus of my product range and series is the field of automation technology, which encompasses a diverse range of sub-disciplines. M12 connectors are employed in all sensors and actuators within automated systems. Another area of application that is currently under investigation with the PBC15 is drive technology, with a particular focus on three-phase motors and frequency converters.

**Products of the future:**

Generally, there will always be new products and variations in connectors. The requirements in this context vary: On the one hand, there is a necessity for miniaturisation; on the other hand, higher data rates must be supported, and there is also a need for enhanced user-friendliness. Moreover, hybrid one-cable solutions are worthy of further investigation. Additionally, the concept of an „intelligent“ connector, which integrates electronics and sensors, is particularly intriguing as it has the potential to be utilised as a smart device in the field.

**Specialities of our product managers:**

I am generally an open person and enjoy listening to valid opinions from my colleagues. I believe that important decisions should be made within the team to ensure shared responsibility for their implementation. Good collaboration is essential to me.

**For me, being a product manager at binder means ...**

... taking on great responsibility and showing dedication, but also having the courage to try new things and thereby contribute to shaping the future path of binder. ■



# DIGITALIZATION = COMPETITIVENESS?

In today's business world, almost every company claims to prioritize digital transformation. However, the reality often looks different: rather than developing groundbreaking new digital business models, most efforts focus on modernizing existing systems and enhancing employees' workflows through cloud-based solutions. The critical question for business leaders remains: "Does digitalization truly enhance our competitiveness?" Reflecting on this question is highly recommended.

**Text** Johannes Gaus

## Building Blocks of Digital Transformation

The binder group has maintained a robust IT infrastruc-

ture for many years, centered around its SAP system, which has already been migrated to the modern S/4HANA platform. Project and task management

are handled through a company-wide system, leading to significant increases in transparency and efficiency within product development and

industrial engineering. The implementation of a centralized CRM system for all sales activities is currently planned. Furthermore, enhancing cross-team collaboration through modern collaboration tools is a key goal for the near future. The technical implementation of these measures is guaranteed by a highly qualified IT department, which ensures the stability, security and further development of the system.

### **Digitalization and Competitiveness – A Matter of Execution**

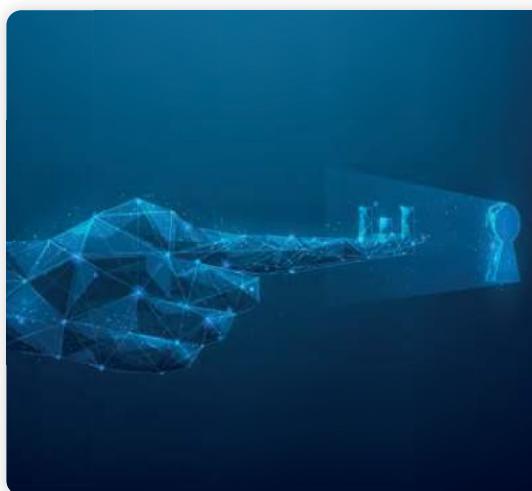
Competitiveness has many facets, but one critical factor is speed. In an era where flexibility and agility are paramount, streamlined and efficient processes offer a distinct advantage. Modern IT applications alone cannot replace the organisation of a company. The relevance of clearly defined rules and structures that regulate the use of digital tools increases with the size of the digital infrastructure. The following questions are particularly relevant in this regard:

- What tools do we use for specific tasks?
- How do we document results and preserve knowledge for new employees?
- Where and how are files and documents stored?
- How do we design collaborative processes to work efficiently on projects?
- How do we capture and share knowledge with new team members?
- Which systems and digital tools do we use across our business processes?
- How do we simplify our processes using digital solutions?

The need to address these and other questions stems in part from the broad functionality offered by modern software tools. For example, many applications allow documents and files to be attached directly. The establishment of clear agreements is therefore inevitable.

### **Key Roles: Process Owners, Digital Experts, and Key Users**

Realizing the full potential of digitalization requires qualified personnel to address these questions and ensure clear processes. At binder, Process



Owners, Digital Experts, and Key Users play a central role in this regard. In collaboration with the IT department and company leadership, these roles ensure that digital technologies are deployed efficiently and effectively throughout business processes. As part of a restructuring of the 'Corporate Development & Digitalisation' department, the aforementioned competencies are organised and the 'Process Owner Organisation' and 'Key User Organisation' functions are anchored in the organisational chart. The new

structure enables digitalisation to be implemented not only as a technical development, but also as a strategic tool to strengthen competitiveness.

### **Conclusion: Digitalization as a Competitive Advantage – But Not Automatically**

Digitalization alone does not guarantee a company's competitiveness. It requires a well-thought-out strategy, clear organizational structures, and employees who actively embrace the transformation. Only when these prerequisites are met can digitalization fully

deliver its potential in optimizing processes and ensuring the company's long-term viability. Under these conditions, significant investments in digitalization can be viewed as investments in the future and eventually pay off. ■

#### **About the author**



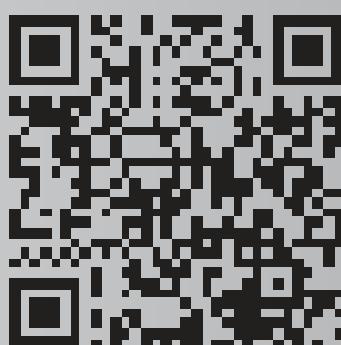
**Johannes Gaus** has worked at binder since 2004 and has been Head of Strategic Projects (GL-SP) since his return in 2018.

- **S/4HANA**  
= The latest version of SAP's ERP system currently available
- **BUSINESS SOFTWARE**  
= Programs designed to manage business processes
- **CLOUD-APPLICATIONS**  
= Software programs accessible via the internet
- **BUSINESS APPLICATION LANDSCAPE**  
= The ecosystem of programs used for business processes
- **CRM (CUSTOM RELATIONSHIP MANAGEMENT)**  
= A system for managing customer relationships
- **COLLABORATION TOOLS**  
= Tools designed to facilitate teamwork and collaboration.
- **PROCESS OWNER**  
= A person responsible for overseeing specific processes
- **DIGITAL EXPERT**  
= A specialist in modern software solutions
- **KEY-USER**  
= A highly knowledgeable software user, often serving as a resource for others
- **CHANGE**  
= Transformation or modification

#### **GLOSSARY**

# M16 IP67

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# **SUCCESSFUL SAMPLING AND PROCESS OPTIMISATION**

in plastics production at binder

**Text** Dietrich Reiswich

## **A look behind the scenes**

A lot has happened in the area of sampling plastic parts in plastics production. In particular, the precise production of circular connectors plays a central role. Sampling is a fundamental measure for ensuring error-free series production and also serves to identify optimisation potential.

## **Process optimisation through Design of Experiments (DOE)**

An essential part of the sampling process is the application of the Design of Experiments (DOE) methodology. The statistical analysis technique enables the systematic variation of various influencing

factors, including temperature, pressure and cooling time, and thus allows the effects of these factors on the end product to be analysed. The targeted analysis of these parameters and their interactions makes it possible to optimise production processes and make specific adjustments.

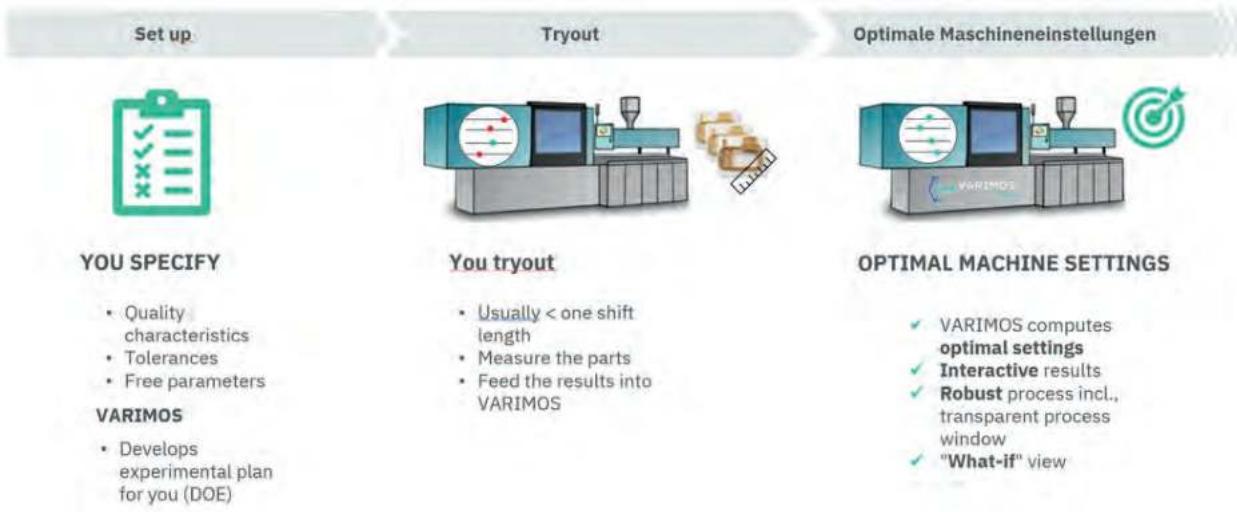
One particular advantage is the VARIMOS Real software from SIMCON, which is currently being tested by Alexander Tikhonov in the technical centre for its practical suitability. With VARIMOS Real, data can be analysed faster and more precisely. This allows the effects of individual process parameters and their influence on product quality to be analysed in greater depth.

## **Advantages for the product portfolio**

The use of VARIMOS Real makes it possible to identify optimisation potential at an early stage so that it can be implemented immediately. This leads to a reduction in the error rate while at the same time increasing efficiency in production. This is particularly beneficial in the production of large quantities.

## **From development to series production: Optimisation in the technical centre**

The knowledge gained from sampling in the technical centre is transferred to series production without delay. Close co-operation with the technical design and quality control



VARIMOS Real software from SIMCON

departments has already led to initial successes, for example in the production of plastic components for the Braun company. This demonstrates the value of modern software and targeted DOE analyses in combination with precise sampling for optimum process cost optimisation.

### Targeted quality and efficiency

The overriding goal remains maintaining product quality at the highest level while at the same time sustainably optimising production costs. By continuously improving production processes, the high demands of the market can be met and the highest quality standards guaranteed.

### Conclusion and outlook

The combination of advanced software, systematic DOE analysis and efficient sampling serves to sustainably strengthen the company's own production expertise. Close cooperation between the departments and the rapid implementation of optimisation findings in series production are key to the success of this approach. Continuous process optimisation will make it possible to maintain a leading position in plastics production in the future and meet the quality requirements of customers in the best possible way. ■

### About the author



**Dietrich Reiswich** has been back at binder in 2018 and since 2024 head of production technology Plastic Parts (P-FK) since 2024. This area includes mould design, mould construction and plastics production with technical centre.



Shopfloor Management 2.0 –

# ***THE FUTURE OF MANUFACTURING PROCESSES***

**Text** Arno Merz

## **Insights into the shop floor**

The shop floor, also known as the 'production site', is the central place of value creation in production, where employees work directly on machines and products. Originating from the Toyota production system, it plays a key role in lean management (meaning that every production process is designed to minimise errors), which focuses on value creation from the customer's perspective.

## The importance of the shop floor

The impairment of the value creation process due to so-called 'waste' on the shop floor can have a variety of causes. These include, for example, machine failure or inadequate material supply. In the context of lean management, such problems are seen as potential opportunities to increase efficiency, which is why it is essential to continuously identify and solve them.



## Scope and principles of shop floor management

The tasks of shop floor management include the definition of rules, key figures, communication channels and standards for co-operation. The active participation of all employees is an essential part of shop floor management. As experts in their activities, employees are decisive factors in ensuring smooth processes.

### Shop floor management practice (escalation level EE1)

In periodic 10 to 15-minute meetings, the shop floor management team, which consists of four to five employees, discusses the relevant key figures and current tasks. Responsibilities are clearly assigned, and specialist colleagues from other departments can also be involved if necessary.

## Advantages and potential

The implementation of shop floor management leads to

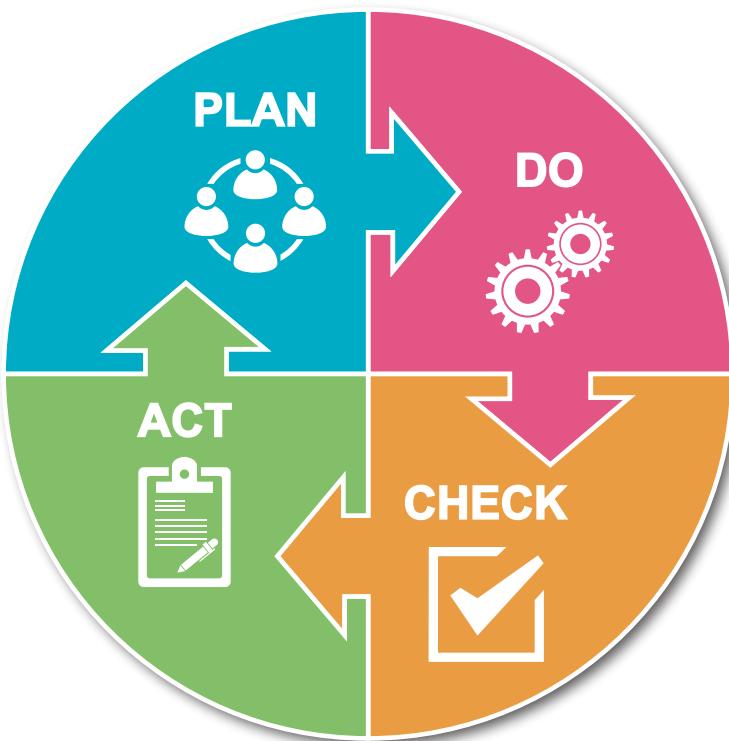
- Achievement and improvement of company goals (e.g. quality, costs, delivery times)
- Quick reactions to deviations
- Transparency of target/actual states and efficient problem solving

## Digitalisation of the shop floor

Digitalisation opens up the possibility of systematically recording problems and key figures, which simplifies data analysis and reduces documentation requirements for employees. The implementation of the measures mentioned leads to an improvement in the situation, which results in continuous problem solving.

### The PDCA cycle

The PDCA cycle (Plan-Do-Check-Act) is a proven model for optimising quality management, which helps to design problem-solving processes in an efficient manner. The PDCA cycle is mapped in our project management tool 'factro', whereby each shop floor area has its own processing cycle.

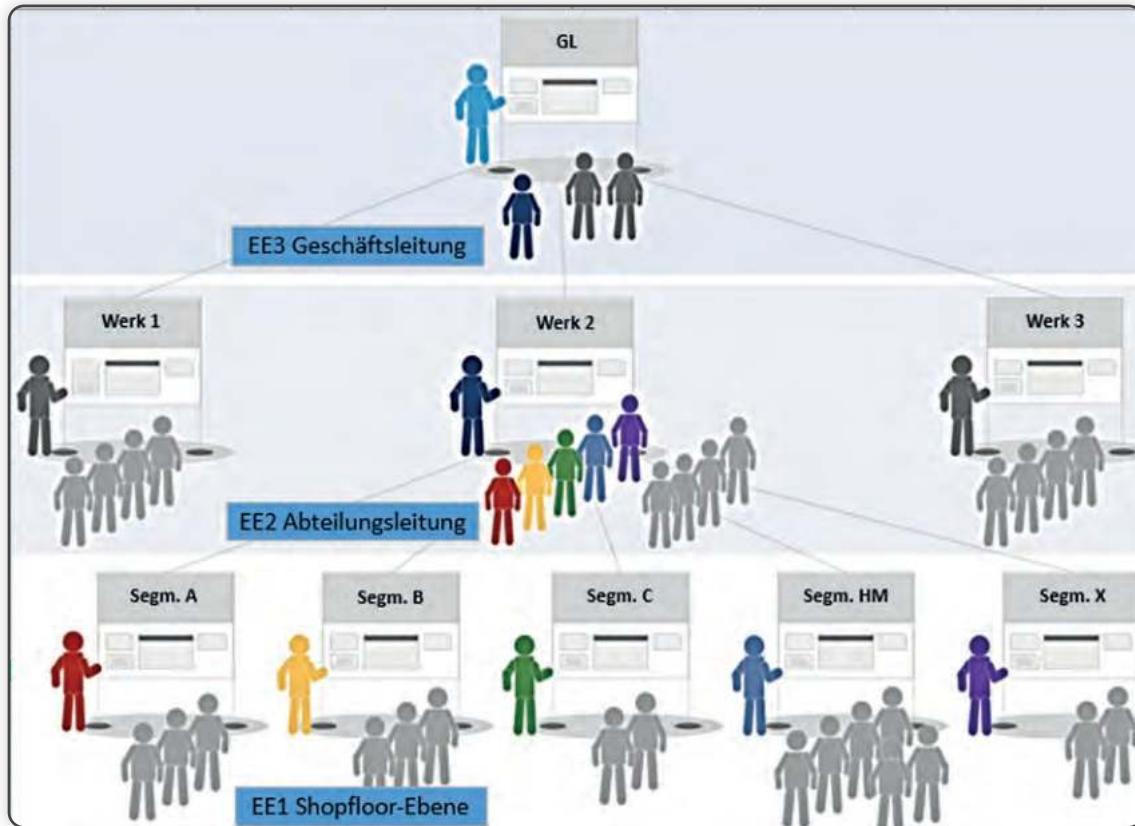


### History of shopfloor management at binder

- **2014:**  
First establishment in paper form
- **2022:**  
Project start
- **2023:**  
„Go live“ at W1 and W3
- **2024:**  
„Go live“ at W2 and project start

### Escalation levels EE2 and EE3

The term escalation refers to the involvement of a higher decision-making level to make a decision if one's own authority is not considered sufficient. However, it should be noted that the prerequisite for this is the responsiveness of managers and the exhaustion of options on the part of employees prior to escalation.



Shop floor levels: Efficient information transfer.

### Advantages of the escalation levels

- Efficient transfer of information and interdisciplinary cooperation
- Standardised level of information for all parties involved
- Reduction in e-mail communication and individual phone calls

### Conclusion

The continuous development of shop floor management aims to establish new standards in production and therefore increase the efficiency and satisfaction of employees and customers. ■

### About the author



**Arno Merz** has been with binder since January 1989. After 25 years as head of the KuF/W1, he moved to the IE/WSP division in 2016 (value stream design) in 2016.



Special flange parts act as mating partners for the customisable PBC15 cable connector.

# **FLANGE COMPONENTS FOR THE *PBC15* CONNECTOR SYSTEM**

Demanding industrial applications today require compact, robust connectors that can reliably transmit high currents and voltages. binder, a provider of circular connectors, now offers the perfect solution: special flange components act as plug-in partners for the PBC15 cable connector. This combination enables tailored solutions for a wide range of applications, such as in drive technology.

When high currents and voltages need to be transmitted in tight spaces, the PBC15 connector system is ideal. Philipp Zuber, product manager at binder, explains: „The system is particularly suitable for applications where power and signals need to be transmitted via a cable. With the option for shielding, the connector is also optimal for applications with high demands on signal integrity or where electromagnetic transmission is required.“

The connector proves itself in the industry by supplying three-phase motors and asynchronous motors, as well as for frequency inverters. Due to its properties, it can be used in drive technology, automation technology, intralogistics, and mechanical engineering – for example, in fans, pumps, and packaging machines.

The new flange components create seamless connections for secure power and signal transmission, further supporting the advantages of the PBC15 system.

The flange components are available as flange plugs and flange sockets (with locking mechanism), each in unshielded plastic versions or shielded versions with metal components. They offer standard wire cross-sections of 1.5 mm<sup>2</sup> and 2.5 mm<sup>2</sup> with wire lengths of 250 mm, enabling current transmission of up to 16 A at 630 V. The PBC15 flange components feature an M20x1.5 mounting thread, which can be directly mounted in the

customer-specific housing or in the device or motor housing using a locknut. A quick locking mechanism can be achieved with a ¼ turn.

The standardized flange components are cross-manufacturer compatible according to DIN EN IEC 61076-2-116, offering maximum flexibility. ■



The standardised flange parts are compatible with all manufacturers in accordance with DIN EN IEC 61076-2-116 and therefore offer maximum flexibility.

Medical Device Technology:  
Connectors in Patient Monitoring

# CONNECTIONS, THAT SAVE LIVES



“Smart Healthcare” refers to technologies that aim to enable seamless monitoring of vital signs in patients with chronic heart failure, diabetes, or cancer. Photo: Piyapan/AdobeStock

The Internet of Things is influencing one of the most significant future developments in healthcare: the term „smart healthcare” encompasses technologies that facilitate uninterrupted monitoring of vital signs in patients with chronic conditions such as heart failure, diabetes, or cancer. Precise electrical connection technology ensures the reliable transmission of health data between different devices and to medical staff.

By the year 2050, the number of individuals aged 60 or above is projected to reach two billion globally, representing a twofold increase from the current figure. The number of individuals aged 80 and above is projected to reach 430 million, representing a threefold increase from the current figure. Furthermore, the prevalence of chronic illnesses in Western societies is increasing, resulting in a corresponding rise in the demand for a diverse array of medical devices and services. Against this backdrop, remote monitoring of parameters such as blood sugar levels and blood pressure will become an important measure to support doctors and healthcare services in the care of their patients.

The objective of patient monitoring is to identify instances where pre-established thresholds for vital parameters have been exceeded or not met, and to alert healthcare providers if intervention is necessary. The data facilitates the identification of patterns and early indications of deterioration in health status by medical personnel. Furthermore, there is an emerging trend towards the remote monitoring of patients in their home environment, beyond the clinical context.

## **Components and Critical Requirements**

The essential components of patient monitors include sensors that are capable of capturing a range of physiological parameters, including body temperature, blood pressure and oxygen saturation. It is necessary to have interfaces that are capable of transmitting data from sensors for subsequent analysis on other devices or at a monitoring station. It is essential that medical care devices are precise and reliable in terms of functionality. In addition, ease of use and mobility are crucial factors. Medical devices should feature intuitive controls and be straightforward to set up, so that even individuals without technical knowledge or medical training can operate them. The incorporation of ergonomic handles and clear markings is crucial for the minimisation of potential delays or errors. The incorporation of locking mechanisms with tactile feedback or colour coding serves to prevent erroneous connections or inadvertent disconnection and confusion.

The electrical connection technology utilised in medical devices must comply with the relevant standards, which ensure electrical and functional safety, as well as interoperability across manufacturers and devices. A summary of the key normative requirements can be found in the information box entitled „Standards for Medical Technology Interfaces”.

In addition to robust and reliable functionality, it is of paramount importance that medical connectors are capable of maintaining signal integrity despite frequent use over numerous connection cycles. It is therefore essential that the components in question demonstrate resistance to mechanical wear in order to achieve an optimal service life. Furthermore, environmental factors such as dust and moisture, chemical influences, and the effects of frequent cleaning and high-temperature disinfection must be considered to ensure the correct and stable transmission of data.

## Designed to Meet Medical Technology Criteria

Circular connectors for medical applications by binder, a specialist from Neckarsulm, were developed according to the application criteria mentioned above and are specifically designed for clinical use and home healthcare. The products feature particularly easy-to-handle and intuitive locking techniques like the snap-in mechanism: for instance, binder's miniature series 720, proven in magnetic resonance imaging (MRI), infusion pumps, and muscle massage devices. The plastic connectors with pin counts: 3, 5, 8, and 12, meet the IP67 protection standard and are biocompatible according to ISO 10993-5.



The IP67 snap-in series 720 and 620 with user-friendly snap-in locking. Photo: binder

In scenarios where space is particularly limited, the smaller series 620 is recommended, also with snap-in locking. The device is available with three, four, five, or eight pins and is biocompatible, IP67-protected, and has been implemented as an interface in devices for the treatment of sleep apnoea, LED red light therapy, and ventilators.

In less critical environments, the subminiature snap-in series 719 is an appropriate choice. Pulse oximetry, respiratory monitoring, non-remote patient monitoring, and diagnostic tools for heart anomalies are among the applications of this technology in the field of medical device technology. The series is available in plastic housings and with pin counts of 3, 4, and 5.

## Innovative Locking: ELC and NCC

Meeting the demands of many medical technology OEMs, binder engineers have developed a unique snap-in system with latching hooks that can be connected blindly and guarantees more than 5,000 connection cycles. The Easy Locking Connector (ELC) from series 570 meets IP54 protection criteria when connected; when unconnected, the flange socket is protected against the ingress of liquids and splash water, as well as accidental electrical contact.



The IP40 circular connector is found in pulse oximeters and respiratory monitoring instruments. Photo: binder

The bayonet NCC (Not Connected Closed) from series 770 is another high-protection medical interface in binder's portfolio. The NCC with bayonet locking mechanism meets IP67 protection when connected; a flange version also achieves IP67 when unconnected. Users can also rely on more than 5,000 connection cycles.



Designed for secure blind connection and IP54 protection is the Easy Locking Connector of series 570. Flange connectors of the NCC series 770 with bayonet locking meet IP67 protection even when unconnected. Photo: binder

## Conclusion: More Custom Solutions in the Future

Electrical interfaces for medical technology are characterized by advancements in materials and miniaturization, as well as secure, robust signal transmission. Design improvements ensure intuitive operation and reliable use under clinical conditions and in home care. In the future, customized solutions will play an increasingly important role in meeting OEM customers' requirements for medical devices tailored to specific patient groups. ■



## FAIR IMPRESSIONS

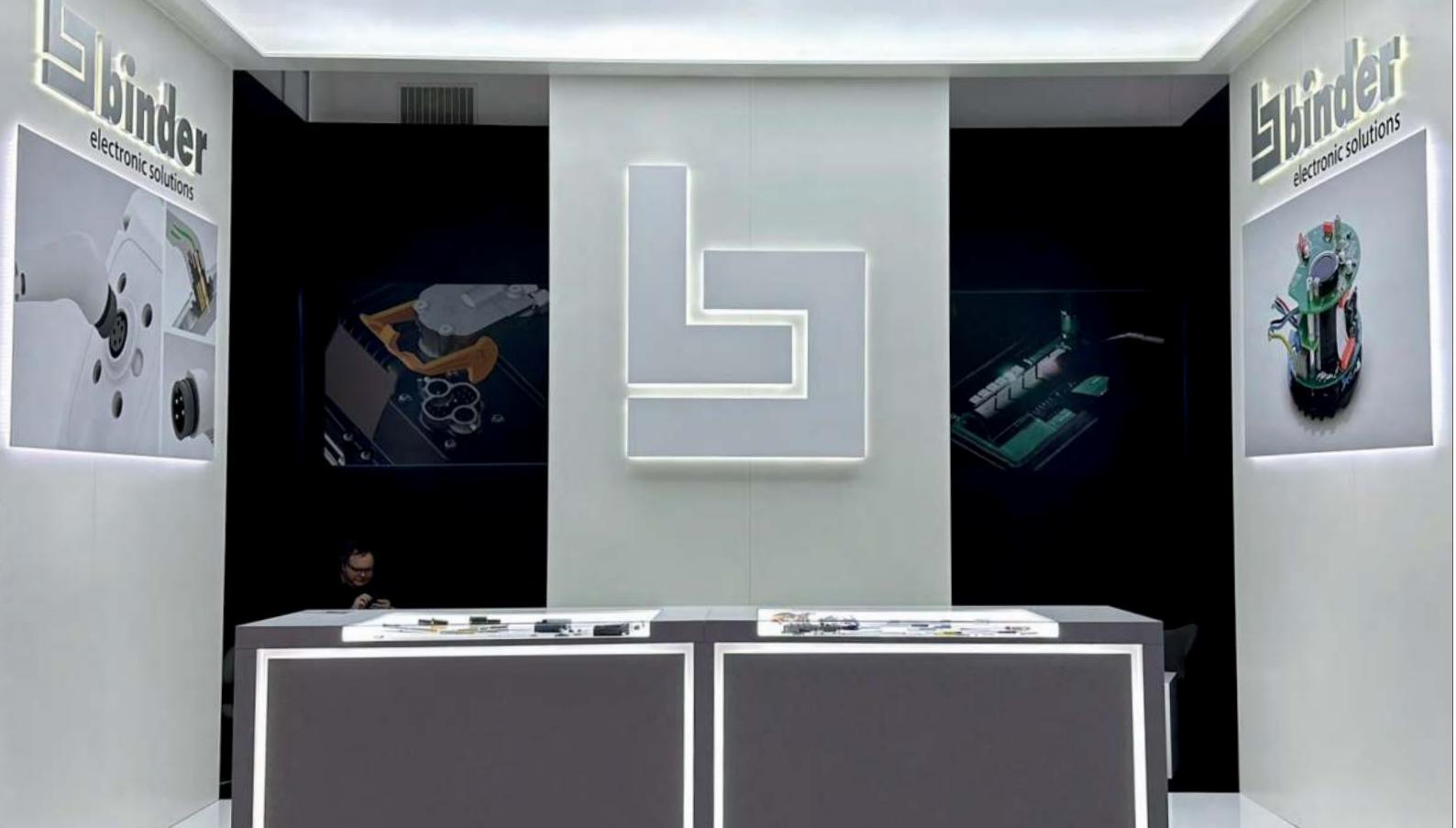
**11. - 14. November 2024** | Compamed in Düsseldorf

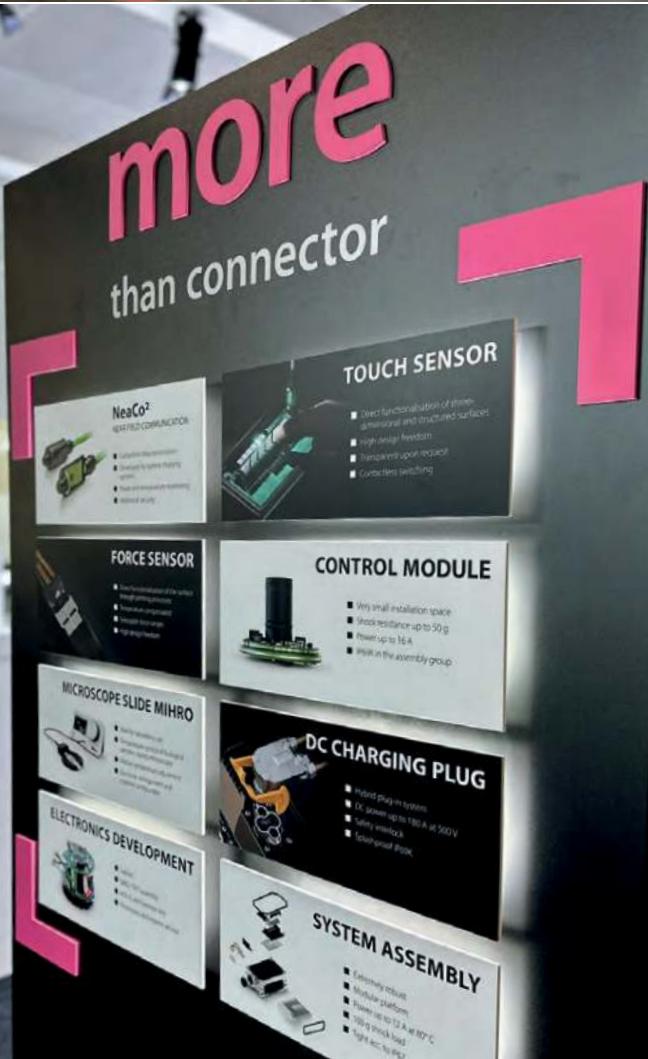
**12. - 14. November 2024** | SPS in Nuremberg

**12. - 15. November 2024** | Productronica in Munich











Impressions of the 14th STIMME company run 2024

# STARTING TOGETHER **STIMME** **COMPANY** **RUN 2024**

**Text** Lena Lautenbach





A total of around 8,000 runners took part in the 14th STIMME company run on 25 July 2024 in Heilbronn, covering a 5.75-kilometre route through the city. The route led over the Erwin Fuchs Bridge, along the banks of the Neckar, through Wertwiesenpark and ended at the Frankenstadion in Heilbronn. In nice, slightly cloudy summer weather, conditions were perfect for the runners. binder was once again well represented this year.

Despite the declining number of participants in recent years, we started with 15 teams and a total of 57 runners. The team names were based on the players of the German

national team and the running shirts were designed in jersey style to match the European Football Championships that had taken place in July 2024.

Before and after the race, our runners were provided with cereal bars, bananas and water at the binder lounge. After the race, the runners were able to redeem their vouchers, refresh themselves at the food and drink stands and enjoy the evening together at the after-run party in the company run beer garden.

We hope you had a successful run and a great evening afterwards. Many thanks to all participants! ■

#### About the author



**Lena Lautenbach** has been with the company since September 2017. After successfully completing her dual study programme, she has been responsible for employer marketing (GL-MA) at binder since October 2022 responsible.



# ONBOARDING

of new trainees and students in 2024

On 2 September 2024, the binder Group welcomed twelve new trainees and students who can look forward to an exciting time with us. Three dual students, eight apprentices and one retrainee gathered in the new building for their onboarding days. After a welcome from HR Development and a relaxed game to get to know each other, Markus and Len Binder addressed a few personal words to the group. The two warmly welcomed the new team members and wished them a successful start at binder.

**Text** Sina Mayer

To make the transition from school to work easier, the trainees were assigned mentors who they were able to get to know better during the first break. Coffee and pretzels provided the opportunity for interesting conversations and a first opportunity to get to know each other.

## Diverse programme and exciting insights

The new trainees were then given a company presentation in which they were introduced to the binder Group, our products and the various sectors in which we operate. A special surprise awaited them in the form of a video message: the trainers and study supervisors had recorded personal messages to wish the new recruits a successful start.

This year, the company tour was conducted by a third-year apprentice and a former apprentice. The tour also prepared the group for the orientation game that followed. After lunch, which we enjoyed in our canteen, exercise was required: in a ball game, we had to memorise certain sequences and pass the balls on accordingly, which successfully prevented the „munch coma“.

The first day ended with a detailed IT introduction. From logging into our IT systems to the ticket system and time recording to the use of Outlook and the intranet, the new employees were given lots of helpful information for their day-to-day work.

## Joining the team and looking to the future

Over the following days, the trainees not only got to know their departments and new colleagues, but also deepened their knowledge of our company. In an orientation game, they tested their knowledge of binder and were able to find their way around the buildings. At the same time, they were given the opportunity to get to know their first colleagues and exchange information about our locations.

One of the highlights was a tour of our Innovation and Technology Centre in Bad Rappenau, where the trainees were very enthusiastic about the topic of printed electronics. The programme concluded with a seminar on the basics of communication and behaviour in the company.

It is important for us in HR Development to prepare new trainees and students for their

time at binder in the best possible way. Every year, we revise the onboarding concept to make the start as helpful and exciting as possible for the newcomers. Thanks to the



Guided tour of the new trainees and students through the plant 2.

positive feedback, we know that we are on the right track – and we are already looking forward to further optimisations and the next onboarding!

We would like to thank everyone who supported this year's onboarding and wish our new trainees and students every success at binder. We are delighted to have you in our team and are here to support you on your journey! ■

#### About the author



**Sina Mayer** has been working for the company and in Personnel Development (K-PE) since September 2014.



The onboarding concept aims to make the start for new trainees and students as supportive as possible.

**ELC**  
LUG  
LUG





Future-proof and resource saving

# **MICRO-USB TO USB-C ADAPTER FOR HEADSET BASE STATIONS**

The new EU directive on the introduction of a harmonised charging standard defines USB-C as the new standard for electronic devices, including headsets. For many companies, this implies the need to update their existing micro USB devices. However, replacing all headset base stations would involve high costs and the production of unnecessary electronic waste. This is where an innovative solution comes in, namely the Micro-USB to USB-C adapter.

**Text** Matthias Simbürger

## Background and requirements

The EU directive stipulates that electronic devices must have USB-C interfaces in future. This measure aims to simplify handling and reduce the amount of electronic waste. However, for organisations that have large stocks of devices with a micro USB interface, this brings with it new requirements. The adapter is a simple, compact solution that allows existing devices to continue to be used.

## Advantages of the adapter solution

The micro USB to USB-C adapter has been designed to integrate seamlessly into the existing headset base station design and is easy to use. The adapter enables quick and uncomplicated installation, reducing the workload of IT departments. The adapter

not only reduces costs, but also extends the service life of existing devices. This makes a significant contribution to conserving resources and reducing electronic waste.

The adapter presented here enables companies to fulfil the new EU requirements without having to incur high costs and resources for replacement measures. ■

## Summary of the advantages

- Cost savings: Avoidance of new purchases for existing headset base stations.
- Sustainability: Conservation of resources through reuse and avoidance of unnecessary disposal.
- Easy implementation: Installation is straightforward and can be carried out directly by users.
- Future-proof: Companies fulfil the new USB-C requirements with the adapter and are therefore prepared for the long term.



The EU directive stipulates that electronic devices must have USB-C interfaces in future.

### About the author



**Matthias Simbürger**  
leads the Technology department at binder solutions.

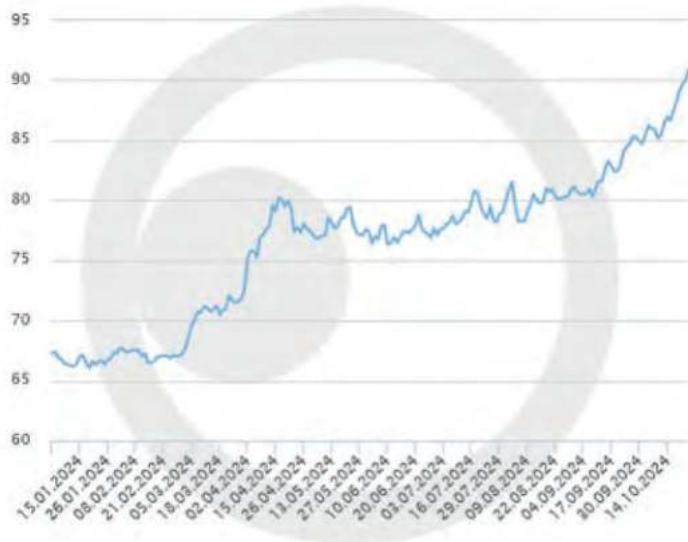
# **GOLD PRICE ON THE HUNT FOR RECORDS**



## **HISTORIC PRICE PERFORMANCE AND OPPORTUNITIES FOR SAVINGS**

Gold is continuing its record-breaking run in 2024: the price has already risen by over 30 % since January and new all-time highs are being reached time and again. Although the price is volatile, the long-term trend is clearly pointing in the right direction – upwards. Various factors such as economic uncertainties, geopolitical events and speculation are contributing to rising demand. In 2023, global demand was around 4,400 tonnes, of which only around 300 tonnes were used in industry.

**Text** Raoul Thome

**GOLD – PRICE DEVELOPMENT 2024 IN €/G:**

Source: agosi.de

### Gold in the electronics industry

Gold is an important raw material, especially for technical applications, due to its special properties such as corrosion resistance, excellent conductivity and resistance to acids, moisture and heat.

It is used for connectors, switches and contacts that have to conduct very low voltages and currents. Gold coatings on the functional surfaces of these components ensure long-lasting and reliable connections.

### Cost efficiency through selective gold coating

binder galvanic surfaces GmbH offers a solution for reducing gold costs through selective coating. Switching from full gold plating to selective gold coating for precision parts such as contact pins and contact sockets enables significant savings to be made without compromising quality. Depending on the coating thickness requirements, binder galvanic surfaces selectively coats the components with gold on one or both sides or selectively combines gold on the plug side and tin on the soldering or crimp side.

### Future-orientated solutions for the industry

The investment in selective surface technology demonstrates the forward-looking approach of binder galvanic surfaces GmbH. Through efficient processes, the company offers its customers cost-saving and sustainable solutions – a clear advantage in a highly competitive market.

This process conserves resources and reduces costs without compromising on functionality. Well-known customers from the connector industry are already benefiting from the innovative solutions of binder galvanic surfaces. Please contact us at [info@binder-galvanicsurfaces.de](mailto:info@binder-galvanicsurfaces.de) to convert your projects to selective coating. ■

#### About the author



**Raoul Thome** has been as Key Account Manager at binder galvanic surfaces GmbH since 2023.

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## MERRY X-MAS!

We wish you and your families a peaceful Christmas season and a good start to the new year 2025. Stay healthy and enjoy the festive season with your loved ones.

Merry Christmas and  
all the best for 2025



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**Published by**  
Franz Binder GmbH & Co.  
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Laub KG  
Brühlweg 28  
74834 Elztal-Dallau (GER)

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## A warm thank you to everyone who has written articles for this issue!

It is only through you that a magazine can come into being, only through you that ideas are generated, only through you that the verbinder comes to life. Feel like writing something? Then please send in your idea for an article – the moment one issue of the verbinder is finished, it's time to start the next one!!

### Editorial team

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