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**we ♥ rope**  
**News**

**OCTOBER 2019**

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**verope** 

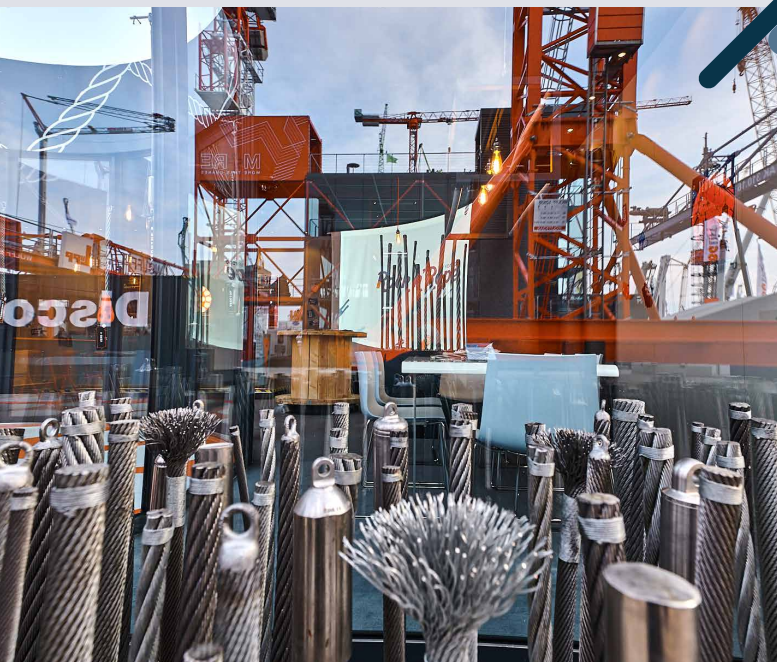
# Thanks for rocking bauma with us!

This year's **bauma** was the biggest one ever and we are very proud to have been a part of it. We had the opportunity to present our special ropes to 620'000 visitors from all over the world. Thank you to everyone behind the scenes and every visitor at our Rock 'n' Rope Café for making bauma 2019 such a fantastic event. We made many new contacts and had great conversations. At our Café, we discussed the future of reliability

and safety in the industry with our guests. The immediate feedback at the exhibition provided us with helpful insights to further improve our range to the users' needs. We are already looking forward to the next bauma in 2022. Until then, you can relive this year's event in our recap video.

**Rock on!**

  
 Pierre Verreet, CEO



## **Rock 'n' Rope** by verope

Our Rock 'n' Rope Café at the bauma 2019 was a multimedia booth with lots of features and fun things to discover. The style reminded us of the famous Rock 'n' Roll Cafés you can find all over the world, as our ropes are now starring in buildings all around the globe as well. The main topic at bauma 2019 was clearly »Digitalization«. Keeping up with this, not only our products proved they are ready for the future, our Café represented this as well. On the one hand, the booth featured a multimedia

video spinner's weasel, as well as AR-features and a lot of goodies, our amazing sweatshirts as well as of course snacks and drinks.

We also proudly presented our new website [www.verope.com](http://www.verope.com). The multimedia features allowed our guests to explore the world of verope in a new and fun way.

Our rope garden in front of the booth even became the subject of the winning photo of this year's STM photo competition in the category technology.





# verope® global customer service

Together with our partner Kiswire, verope® offered a seminar for the members of the worldwide technical customer service for the very first time in the week from 11<sup>th</sup> to 15<sup>th</sup> March 2019.

Participants from China, Germany, Dubai, Korea, Switzerland, South Africa, Singapore and the USA came to South Korea to expand their knowledge about verope special wire ropes. Kiswire kindly hosted us at its Kiswire Center in Busan, South Korea. We were allowed to use the perfectly equipped conference rooms and enjoyed the Korean cuisine.

## Contents of the Seminars:

- history of wire ropes, as well as history of Kiswire & verope
- Refresher of basic technical knowledge
- Theoretical basics of verope special wire ropes
- Insight into rope production
- Innovations in the areas of end connections, R&D, as well as the development of markets
- many more technical lectures and practical examples

All in all we had a very impressive stay, from which every participant had something to gain from.



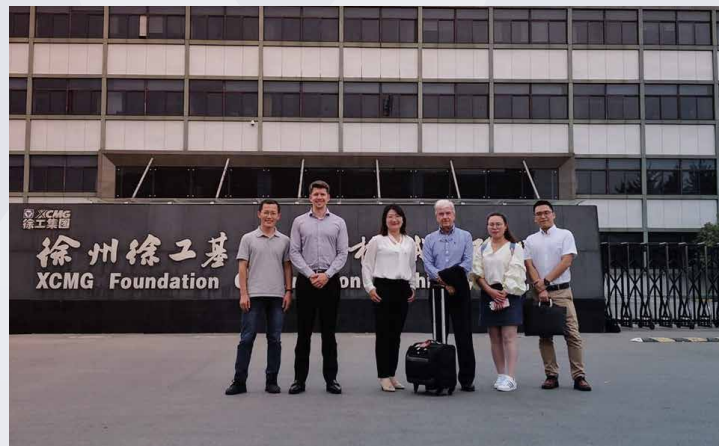
Once again we would like to thank our CEO Mr. Pierre Verreet and our partner Kiswire, who made it possible for us to organize such a high level seminar. It is planned to annually repeat such a seminar

in order to be able to set new impressions and accents again and again, as well as to convey the high technical standards of verope to all the employees.

## KV R&D

KV R&D is strengthening the cooperation with „Hochschule Kaiserslautern“. This month the company donated a showcase for students with information about steel wire ropes. KV R&D would like to bring the special wire rope closer to the students.

Furthermore, the company hired with Benedikt Gaß a young and motivated industrial mechanic to force a cooperative mechanical engineer study at Hochschule Kaiserslautern.



## Seminartour in China

with Roland Verreet

In July, we successfully completed a Seminartour in China in order to present our new R&D activities, collect incentives and educate people further about wire ropes.

The seminars were held by our Chief Technical Consultant Roland Verreet, who is famous for his special wire rope expertise all over the globe.

## It's ON! verofpe Sports

Our heroes of reliability proved their team spirit and fitness this year at 2 different events:

The verope® AG team at the B2B run in Zug, Switzerland with

over 2000 participants of various international companies.

The verope® Service Center team at the „Firmenlauf Homburg“ with around 4000 participants of various companies of the region.



Company run Homburg



B2B run in Zug

## Welcome our new Heroes of Reliability!



**Lukas Zipp** is a mechanical engineer and since March 2019 our new member in the Department R&D end connections at verope® Service Center GmbH.



**Tobias Marx** is a mechanical engineer, he works for verope® since September 2017. He started in the field of R&D end connections and joined the team of the technical customer service in January 2019.

**Alexandra Schlumpf** started in December 2018 and is our new member in the Internal Sales Team at verope® AG.

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**Want to become a Hero of Reliability?**

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