



TEAM AT WORK. **RETROSPECT. PROSPECT. ANNIVERSARY**

# THE ANNIVERSARY NEWSPAPER

## ATTACK! Four decades of wheel loader tradition in Wildeshausen

During the past 40 years, the history of ATLAS WEYHAUSEN has shown quite a few parallels to that of a popular soccer team. First of all, of course, let's remember our excellent coach, Dr. Friedrich Weyhausen, who, back in 1970, founded our company in Wildeshausen, and whose ongoing fair, independent support and judgments encouraged our team for as long as he lived. Furthermore, let us keep those early ATLAS machines in mind, which have left their marks like great old players – such as the legendary E-series. And let us recall how in these four decades, our business has had its ups & downs, which have affected all us just as intensely as the crowd and the teams in a stadium.

The bottom line is that ATLAS Weyhausen has always played in the premier league, competing with the most renowned manufacturers – a fact that makes us very proud!



ATLAS wheel loaders and compaction rollers are in use all over the world, for example in South Africa and in the Near East

### THE GAUL AMONGST THE ROMANS

#### The quality of reliability

The flexibility that a medium-sized business offers and the outstanding team spirit that has created a special bond not only among our employees but also with our dealers, have contributed to the high quality of our products, as this anniversary paper illustrates. Our organization is straightforward, our dealers are included in our thought processes and decisions can be taken quickly. An intensive and personal exchange of ideas has been important to us in the past and will continue to be so in the future, as we believe in reliability – both of our machines as of our team - as one of the central keys to our success!

Instead of focusing on scaling our business and extending it to other areas, we specialized in wheel loaders and compaction rollers, now forming a close-knit net of experts in earth-moving technology and successfully occupying a niche in this domain. And this is exactly the path we intend to pursue in the future! New innovative products will conquer

new markets, a trend that our line of ATLAS compaction rollers has kicked off. We are optimistic that, in addition to our recently established markets in the Near and Middle East as well as in Northern and South Africa, new markets will open up in the near future.

#### Valuable investments and assets

Without a doubt, general cost development matters to us, particularly with regard to the trends in Asia. All our machine components are thoroughly checked in this respect, but our primary concern will remain the quality feature that ATLAS Weyhausen has always been associated with: first-class product reliability! In order to ensure this, we will invest in our production plant in Wildeshausen.

As a first step, starting this year, the production line will be modernized, in order to create an even more flexible and efficient production structure. This will serve to boost our production output and to increase our resilience and independence in periods of economic crises, as in 2009. At the same time, ATLAS Weyhausen has started hiring addi-

tional staff. Among them, a number of former employees, whose dismissal the events of 2009 had rendered inevitable, have taken up their work for ATLAS again.

With a current workforce of 190 employees and the best order volume we have seen in one and a half years, we aim at reaching a level of slightly more than 200 employees. The extension of our premises, including the construction of additional buildings, will constitute a second step, while bigger investments are envisioned on a medium-term basis.

Thus, again, ATLAS Weyhausen's strategy is similar to that of the best soccer teams: We believe in holding up traditions and the virtues of sportsmanship like fairness and reliability. While maintaining a cool head, we keep our eyes on the ball, ready to react quickly and to score a goal whenever the opportunity arises. This is how we manage to stay in the game, offering to our supporters what they have always counted on: a consistent level of high-quality performance made in Wildeshausen!

Helmut Lorch Klaus Brunkhorst



ATLAS CEOs: Klaus Brunkhorst, Helmut Lorch

### THIS IS WHAT THE LOCAL NEWSPAPER REPORTED IN ITS FEBRUARY 4, 1970 ISSUE:

“According to a note released by the management of F. Weyhausen & Co., Maschinenfabrik GmbH, the new manufacturing plant in Wildeshausen will partly launch production in the near future. The full production capacity will be reached as soon as the construction work at the premises is completed.”



**1965**

F. Weyhausen & Co. plant in Westerstede, Photo taken in 1997



**1966**

ATLAS dumper production in Westerstede



**1968**

The first apprentices in Westerstede



**1970**

ATLAS loading portals, a solution for transport logistics



**1970**

Launch of production in Wildeshausen



**1971**

The first wheel loader model ABL 710



**1976**

Wheel loader construction drawings

## MAHLTIED! A down-to-earth attitude which made history

It was sheer coincidence that the denomination of the very first wheel loader model was almost identical to the year of its manufacture: One of the first wheel loaders produced in Wildeshausen in the year 1971 was called "AR 70". The abbreviation "AR" stands for "ATLAS Radlader (Radlader = wheel loader)" and is still used for the current models. However, the figures have changed. Smaller series like the "AR 40" and "AR 50" were launched. Later, successful models were built without any changes for many years. In the past 40 years, more than 50 models have made it into series production!

### A SYNONYM FOR RELIABILITY AND PERFORMANCE

#### Quality at work

The technology, the engines and the design of all ATLAS wheel loaders have been continuously advanced and improved. These different stages are reflected in the single letters A, B, C, D, or E which are attached to the type "AR" and the figure.

The success of some of the models, e.g. the "AR 62E" or the "AR 41B", even resulted in their own model categories, determining the entire market orientation.

The technical features and the excellent quality of the wheel loaders from Wildeshausen soon established the abbreviation "AR" as an international synonym for reliable, powerful and very durable first-rate construction machinery.

#### Team at work

Technically, the sophisticated articulated pendulum joint and the separate inching pedal are among the features that make our wheel loaders so special. What makes ATLAS Weyhausen special as a team is the way in which we have managed to sustain the attractiveness of our products on an ever-changing market for 40 years. To name but a few of the milestones of our history, the



acquisition of KAPOS ATLAS, Hungary, in 1993 or the cooperation with Takeuchi in North America, which started in 2005, the launch of a new wheel loader generation in 1998 and the additional product line of compaction rollers in 2005 are certainly noteworthy. In addition, there have been many internal milestones and innovations such as the trouble-free implementation of SAP at the turn of the millennium or of the Dr. Friedrich Weyhausen foundation a decade later.

#### Spirit at work

Social responsibility, a high level of proficiency and the unconditional determination to maintain the independence of his medium-sized business were the key principles that constitute the legacy of the late Dr. Friedrich Weyhausen, founder of ATLAS Weyhausen, who passed away in December 2009. Among the 180 employees at our headquarters in Wildeshausen, sharing 40 years of wheel loader tradition and all the ups & downs of the industry in this spirit has resulted in the creation of a very special bond. ATLAS Weyhausen is one of the last



independent family businesses with on-site production of construction machinery. From the single components to the finished machine, the development, design and assembly of ATLAS wheel loaders is still carried out in Wildeshausen. Well, and at lunchtime, we still address each other with a friendly "Mahtied!", just as ATLAS employees did 40 years ago!

### „TEAM AT WORK“

As a specialized niche market player, ATLAS Weyhausen has managed to sustain a top position in the highly competitive domain of wheel loaders for forty years.

## CROSS-THINKERS Link between construction & production: the work management team

Johann Ahrenholtz is used to forging ahead. In 1979, he took up a job as a mechanic at the ATLAS Westerstede production plant. He soon advanced to the position of foreman. When the plant was closed in 1999, Johann Ahrenholtz started working for ATLAS in Wildeshausen. The former specialist for container lift systems transferred from process engineering to the buying department before teaming up with another colleague to form the work management team, which initiates cross-border processes between construction and production. Cross-thinking is Johann Ahrenholtz's specialty.

#### Against the current

When, in 1990, the management in Westerstede planned to outsource part of the workforce to a branch abroad, Johann Ahrenholtz crossed their plans. He confronted them with a calculation proving that this action would not necessarily reduce costs. Even if the cost of labor was cheaper, what about the transportation costs? What if cancellation expenses arose, due to delivery delays or outages? When Johann Ahrenholtz's presented these calculations to his bosses, it finally caused them to incorporate important aspects pointed out by him into their concept. Not surprisingly, calculations have remained one of his passions ever since.

#### Time is money

First of all, Johann Ahrenholtz calculates the cost of a separate production process, both in terms of money and time. His expertise comes into play whenever the construction and prototype department has assembled the first wheel loader or compaction machine ready for serial production. He and his team devise precise operation charts. The structure of the design is converted into an expedient assembly schedule which aims at ensuring a smooth production flow. As a trained mechanic and foreman, Johann Ahrenholtz is also able to check and revise the calculation data for the material to be used in the machine. He discusses potential technical prob-

lems concerning the assembly with members of the construction department and the production team so trouble can be avoided and processes optimized. As a further step, the production department gives feedback to the work management team. Is the calculation of working hours correct? Is the material to be used adequate?

#### Summer cabins

"It never gets boring" Johann Ahrenholtz says, which is one of the reasons why he has remained with ATLAS for more than 30 years. As a further reason, he states that "your opinions and ideas are taken seriously". Johann Ahrenholtz proudly points to the current project. Solely intended for export purposes, a special version of the ATLAS compaction rollers, featuring an open cabin with a canopy top and special engines, is being designed. To establish the exact production time, Johann Ahrenholtz and his team will do some further cross-footing.



Johann Ahrenholtz, a typical example of staff competence at ATLAS WEYHAUSEN

## THE ULTIMATE ATLAS FACTS BOX

The ultimate ATLAS facts box:

**ATLAS WHEEL LOADERS:** The current range of products is composed of 13 models with service weights from 2.5 to 8.2 tons.

**ATLAS COMPACTION ROLLERS:** The compaction line consists of tandem rollers and compaction rollers with service weights ranging from 2.4 to 14.2 tons.

**ATLAS PRODUCTION FACILITIES:** We have production facilities in Wildeshausen and Kaposvár in Hungary with a total of 400 employees.

**ATLAS INTERNATIONAL:** Our main sales areas are West and East Europe, North America, the Near East as well as Northern & Southern Africa.

**ATLAS DISTRIBUTION:** ATLAS products are exclusively available from approx. 75 authorized ATLAS dealers, domestically and abroad.

**ATLAS SERVICE:** In Germany alone, roughly 900 mechanics are in charge of attending to the customers and their ATLAS machines.

**ATLAS DEALERS:** The relationship between dealer and manufacturer is based on mutual trust that, in many cases, has lasted for decades.

**ATLAS MADE IN GERMANY:** All generations of ATLAS wheel loaders are extremely reliable, durable first-class investment assets.





**1978**

AR 40: First machines to be exported



**1979**

Slide dumpers from Westerstede



**1983**

Manufacturing in license, Hungary: AR 61B



**1985**

Special machine for coast protection from Westerstede



**1986**

ATLAS at the Hannover-Messe



**1989**

“Blue Angel” (eco logo) for the ATLAS wheel loader C series



**1991**

Noise-reduced container vehicle: ATLAS contributes to the protection of the environment

## TO THE CORE OF OUR PRODUCTION just follow the track

Its starting point is the workplace of the pre-assembly team. The track is the hub along which our ATLAS wheel loaders and compaction rollers are built. Before they reach the track, they consist of nothing but separate parts and individual assembly plans. After the track, the legendary ATLAS machines are perfectly fit for putting them to work! What makes this amazing transformation possible on the mere 250 meters which lie between these two stages is the work of 60 employees, divided in five assembly teams, who provide the pulse for the heart of ATLAS Weyhausen, at a beat rate of at least nine machines completed per workday.

### Iron wedding

A front frame is lying on two of the flat track carriages, gray and heavy. It is a welded construction made of steel, which is manufactured in our subsidiary in Hungary. Step by step, it is transformed into a complete machine. A crane in the assembly hall puts the front frame into the starting position. The pre-assembly team is in charge of the first meters along the track. The axles and hinge shafts are mounted in a first step before the rear frame is connected with

### 9 WHEEL LOADERS PER DAY, 1800 PER YEAR

the front frame. “Marriage” is the term the employees at the track use for this procedure. At this point, it still takes a considerable amount of imagination to picture this chassis as a finished machine. The paint shop then adds a touch of color to the cast-iron gray of the widely traveled counterweight.



Front and rear frame assembly

### Individual requests

Every ATLAS wheel loader and every ATLAS compaction roller is unique. Our customers have more than 700 individual technical and design-related options to choose from when ordering a machine. Hence, the “standard” model exists merely theoretically, as virtually every ATLAS vehicle is an original. The paint shop, which is the next stop along the track after the pre-assembly, can serve to illustrate this very vividly. Here, in addition to the chassis, cylinders, engine hoods and cabins are painted to suit the individual customer demands. Every fourth order is such a special request, and approx. 25 per cent of all the paint used is a special varnish. Every single ATLAS wheel loader and every single ATLAS compaction roller comes with an individual route card which lists the features of the machine, from the type of varnish to be used to the technical components. The employees at the assembly line

carefully check this card. This individual approach to assembly stands in sharp contrast to the standard assembly of most other manufacturers!

### Along the track

Right next to the paint shop, the team responsible for assembling the components is ready to carry out the next steps. Their job is to pre-assemble cabins and engines before the team in charge of assembling the hydraulic system steps into action. Cabins are available with or without park heating, with or without air conditioning, with or without a radio, for instance. The specific features for the individual order have been pre-assembled beforehand as well. The same applies to the engine. Deutz provides the standard engines, which are lined up accurately on the floor, in the order of production. The assembly team adjusts the engines to suit the needs of the individual customers. 15 different engine versions are available,



Cabin assembly

ranging from the standard model to a high-speed version including an air conditioning system. After the painting procedure is completed, the “hydraulic system” team connects the pre-assembled components with the chassis.

### Setting the course

Now the smaller machines (AR 35, 40, 50, 60, 65, 75 and 80) go straight, while the track makes a turn for the bigger machines (95, 85 and 75 S). Assembly of the bigger wheel loader and compaction roller types requires more time, which is why the team in charge of assembling the hydraulic system works on two tracks. Now the engine, the cooler, the exhaust system, side plates and the wiring system are installed on, at and in the frame. As soon as the lifting system and the lifting cylinders have been assembled, the typical profile of the ATLAS wheel loader is recognizable. Smaller parts such as hoses, cables or work headlights have been compiled according to a detailed plan and are now delivered to the track by a warehouse clerk, affectionately nicknamed “the nurse”. They stick to this image, jokingly referring to themselves as “doctors” when mounting the components in question. This particular system

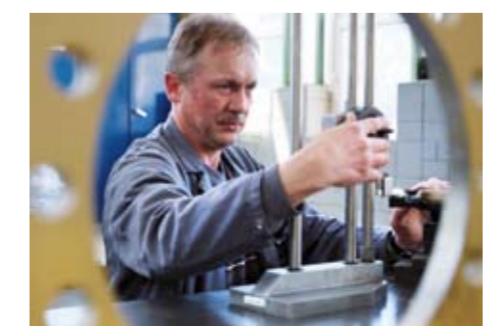
of rapid controlled delivery was adopted from Japan. A few years ago, an ATLAS delegation visiting the country was amazed about the way the employees in the automotive industry took care of the “patient” by hurrying to the site on the double. In Wildeshausen, employees do not run, and product recalls are alien to us as well. However, we work at a certain solid pace which is made visible above the heads of the employees: A digital display installed at the workplace of the assembly team, where the last parts of the track measure approx. 50 meters.

The display informs the staff of the number of machines that have been assembled so far today. It states the designated working time for the current machine in hours and minutes and shows how much time has passed and how much time is left.

### 700 INDIVIDUAL OPTIONS ARE AVAILABLE

At the moment, a “6” indicates that the 6th machine is being assembled. The target time and the actual time are listed one below the other – they match. “1’47” next to them refers to an assembly time of 1 hour and 47 minutes. With “1’11” passed, the team is right on schedule!

Now the final steps for completing the ATLAS machine are taken: The cabin is attached, connections are established, steps and fenders are mounted, the joystick and the steering wheel, the engine hood and the machine covering as well as the stiffening plates



Precision and craftsmanship

are installed. The brakes are ventilated, and – if the vehicle is an AR 35, 40, 50, 60, 85 or 95 – coolant is added. Now the only things still missing are the tires and the addition of hydraulic oil, motor oil and diesel. More than 100 liters of operating fluid are required before the very last assembly step is carried out: the first start-up of the machine. The machine leaves the track and is driven to the gates of the assembly hall, where it will be put through a check-up.

### “Green machine”

There are four check-up stalls which serve to examine every ATLAS machine carefully. Technical functions and specifications like the maximum speed, the maximum tear-out and lifting forces as well as rotational speeds of the engine and the pumps are thoroughly tested. Every detail is documented in a start-up report. If the machine performance meets the high expectations set in it, it returns to the assembly hall (10,000 square meters), where a final inspection focuses on the entire machine.

Even the smallest scratches in the paint, which may have occurred at the wheel nuts when mounting the wheels, are detected and eliminated. This is the last time the ATLAS machine comes into touch with the assembly track. Now the machine is “green”, which means that it has gained approval for delivery to the customer.



The finishing touch



## TEAMWORK AS A PRINCIPLE Getting ready for assembly

8 a.m. at ATLAS Weyhausen in Wildeshausen. As on every workday, the seven group leaders of the production team have come together to discuss the daily schedule over a cup of coffee. The assembly track is within eyeshot, where ATLAS wheel loaders are transformed from separate components into complete machines. Karl-Heinz Siemer is one of the group leaders. His team is in charge of the initial steps of the assembly, with him and five other group members installing the axles in the front and rear frames. At 8.15 a.m., the process engineering team hands them their flow charts.

### Smooth interaction

Three special AR 75 S wheel loaders are among the machines to be assembled today. Karl-Heinz Siemer whistles through his teeth. “The AR 75 S is a special machine indeed! It certainly takes more time to assemble than an AR 65 Super, for instance.” For the 45-year-old group leader, this implies even more meticulous planning than usual, as the prevention of idle time is paramount: If the flow is interrupted at the beginning, this will also affect the subsequent four production groups. He and his colleagues decide on the material to be supplied to his team and establish the timeframe for pre-assembly in detail.

### Honorary post

Karl-Heinz Siemer was appointed head of the group leaders. However, his relation with the other group leaders is based on mutual trust and support rather than on exercising control – a guiding principle among the entire production staff. The group leaders do not act as supervisors but have been nominated by their colleagues and are perceived to be on equal footing with them. Social skills and professional competence are both decisive factors when it comes to voting for a group leader. Karl-Heinz Siemer has worked for ATLAS WEYHAUSEN for 22 years and he and his five group members have been a team for 14 years. They know each other very well, are perfectly attuned to each other and “look after each other”. They are all equally responsible for handling the workload and for ensuring the quality of their work. Their motto: “If one of us overlooks something, another team member has to see it!” Today, they need to see to it that three additional AR 75 S will take a trouble-free journey from pre-assembly to the final assembly team. So Karl-Heinz Siemer picks up his coffee cup now and walks to his group. Today’s motto for the pre-assembly team: “Perk up your ears and look closely!”



**1993**  
ATLAS wheel loader E-Series



**1993**  
Purchase of the KAPOSATLAS plant in Hungary



**1995**  
The last bauma construction machinery fair at the "Theresienwiese", Munich



**1996**  
AWL 172 for the German army



**1998**  
The new generation of wheel loaders



**2001**  
AR 95: The latest flagship



**2004**  
ATLAS strikes a new path: bauma

## PROTOTYPE VETERANS More space in the engine compartment

Dieter Nordbruch and Wolfgang Niester are standing in front of an exposed AR 85. The body has been removed. They are discussing the options for installing the Deutz engine below it. So far, it has been inserted diagonally, but Dieter Nordbruch and Wolfgang Niester would like to check whether a lengthwise installation is possible.

New European environmental norms will require the installation of additional components in 2012, and more space needs to be created in the engine compartment. Two Deutz employees from Cologne are watching and waiting for Dieter Nordbruch and Wolfgang Niester to come up with a solution. This solution will also have an impact on their construction and planning processes. Dieter Nordbruch and Wolfgang Niester are genuine veterans at ATLAS Weyhausen and were real wheel loader pioneers when they both started working for ATLAS 40 years ago. Dieter Nordbruch took up his work at the company on the 1st of November, 1971, Wolfgang Niester joined him a few months later, on February 1, 1972.

"Back then, all it took us to build a wheel loader was a piece of iron", Dieter Nordbruch jokes. Today, the construction & development department is in charge of the lion's share of this work. This department strongly relies on the immense experience of the seven employees on the prototype team. It is here where the actual prototypes are built, which are usually ready for series production after an average development and testing period of one year. Dieter Nordbruch and Wolfgang Niester have always been among the first to give shape to types like the AR 70, the AR 50 and the AR 61 B – the latter setting a record, with the entire developmental process from the first draft to the finished prototype taking up barely a quarter of a year!

### Premium wheel loaders since 1971

The technical advancement of the ATLAS wheel loaders he has witnessed in the past 40 years is "truly amazing!" Dieter Nordbruch says, proudly adding: "What we are build-



Loyal to ATLAS Weyhausen for 40 years: Dieter Nordbruch (left) & Wolfgang Niester (right)

ding here is the Mercedes among the wheel loaders!" His colleague Wolfgang Niester would like to stress the "good work climate" and the "team spirit", which had turned him and Dieter Nordbruch into "die-hard ATLAS fighters" over the years. Wolfgang Niester has not devised a prototypical gameplan for his upcoming retirement yet, but lots

of other plans for the work at hand - and there's plenty of it! Now the body is attached to the AR 85 again, as the veterans have found a solution to the problem. They successfully managed to install the engine lengthwise. Good news – ATLAS Weyhausen is ready to meet the challenge posed by the new European environmental norms...

## DUO VITALE the dealer and the sales representative



The business premises of our longtime contractual partner Seemann

The funny thing is – their paths have actually crossed before, in the late 60s, at least indirectly. Werner Seemann, 70, used to sell cattle feeding machines back then. Niels Mansholt, 45, played with a machine like that, as his parents were the owners of a store selling agricultural equipment near Oldenburg. Now, for many years, Werner Seemann and Niels Mansholt have been in touch on a more direct and regular basis: The former is senior manager of Seemann GmbH & Co KG, a distributor of ATLAS machines in the Northwest of Germany with three subsidiaries and sixty

### 75 ATLAS DEALERS IN WORLDWIDE

employees, and the latter, as a sales representative for the ATLAS distribution department, is in charge of the field work for central and northern Germany, which includes Werner Seemann's business. They both meet at Seemann's East Frisian headquarters in Ostrhauderfehn.

### Wi proten platt

The reception is warm and friendly. Talking (or, as they say, "proten") to each other in "platt", i.e. Low German, the traditional local dialect, is perfectly natural to them. Werner Seemann has been part of the wheel loader business right from the start, since 1971, and even before, his work had been associated with F. Weyhausen. Thus, not only is the youthful senior manager one of the oldest ATLAS dealers, but at the same time, one of the most important. For more than 10 years, his sons Werner and Jens Seemann have been assisting him, and they intend to continue the business. The straightforward manner in which the dealer and the sales representative interact is typical of the relationship between ATLAS Weyhausen and their dealers. "I'm a part of the family", Werner Seemann is convinced, and Niels Mansholt adds: "The dealers appreciate our down-to-earth attitude and reliability. We are always upfront with them, letting them know what's possible and what's not, and with us, they can be sure that we will remember tomorrow what we said today."

### Market maven

Seemann delivers ATLAS wheel loaders and compac-

tion rollers to industries and sectors such as structural and civil engineering, municipality, forestry, gardening & landscaping, construction material trade, agriculture and nurseries.

The outstanding quality of the ATLAS machines, the variety of types and models and their "state-of-the-art" design have always impressed him. He is sincere when he talks about their past and present cooperation: "We have made it through so many ups & downs together. We never lied to each other or played tricks on each other." They had always offered support to each other and found solutions whenever a problem arose. "We do not feel the need to keep anything secret from each other. I never experienced the contrary." And, with the proud heart of a salesman, he adds: "All the other manufacturers are scared of us ATLAS dealers, as our products are so good!"

### Distribution expert

All the while, in his calm manner, Niels Mansholt has been listening. The 6.3-foot man has been contributing to the trustful relationship between manufacturer and dealers since 1997, when he started his career in the ATLAS Weyhausen service department. Back then, the design & construction engineer was respon-

sible for on-site repair and maintenance work of ATLAS machines at the dealerships. In 2004, he took charge of the field work for central and northern Germany as a sales representative. Not only does he know Werner Seemann very well, he also knows his mechanics and the staff of the other dealers. The ATLAS machines are the foundation of their close-knit network. "That's in fact one of our essential benefits", Niels Mansholt believes. "We don't sell short-lived flashes in the pan but enduring success."

According to him, this includes the feedback provided by the dealers. "Their opinion is very important to us. Before we launch a new product, we consult them. As soon as a new machine has entered the market, we appreciate their feedback." In most cases, this feedback is given during a personal conversation, as in Ostrhauderfehn today.

## WE ARE FAMILY

### Trustful partnership

Werner Seemann and Niels Mansholt shake hands. They have arranged another meeting in a few days. An agricultural machinery dealer from the same area that Werner Seemann's dealership covers has signaled interest in the distribution of ATLAS products. "Other manufacturers would probably sense the opportunity for higher profits and accept the request without hesitation," Niels Mansholt says. "But that's not our style." First of all, he will consult Werner Seemann, discussing the pros & cons with him over a cup of good hot Frisian tea, because the partners know that what a good deal needs more than anything else is a basis of trust. And this basis has never been shaken since the two of them met for the first time – back in the 60s, indirectly.



The future of ATLAS WEYHAUSEN: Lina Charlott Zurhelle

## DREAM JOB: CABIN CONSTRUCTION

Alone among men

It all started with a flower. When Lina Charlott Zurhelle was told to bend a piece of metal in the technics lesson at school, she molded it into a rose. This was the point when the young girl realized she wanted her future career path to be related to "something manual and technical, particularly to working with metal".

On August 1, 2010, her wish turned into reality. From then on, Lina Charlott Zurhelle has been the only woman ever venturing on a three-year apprenticeship as an industrial mechanic at ATLAS Weyhausen.

### Sawing, drilling, cutting and milling

The training workshop is Lina Charlott Zurhelle's first workplace, to be followed by further stages of her apprenticeship in the production and the warehousing departments. She shares the training workshop with three

other apprentices, who began their training at the same time or earlier. Lina Charlott Zurhelle's first tools are a big mill, a lathe, a stationary drill and a long workbench. Here, the 18-year-old is busy working on a block of metal. She has already completed her drilling and sawing training and gained some experience in thread cutting, and she learns something new every day. What about today? „Knurling“, the young woman answers cheerfully and explains: „Knurling adds a kind of grid pattern to the exterior of the steel which makes handling and processing it much easier.“

### Friendly support from colleagues

Lina Charlott Zurhelle is "very happy" with her decision to do her apprenticeship at ATLAS Weyhausen. She already knows that, after completing her training, she

will be offered a work contract at the company for a further year. In most cases, the young colleagues stay longer. How does she feel about being the only woman in a traditionally "male" domain? "I feel fully accepted" Lina Charlott Zurhelle replies without hesitation, and adds that everyone has to do all types of work. She says that the only time when she needs the help of her male coworkers – who are always helpful and friendly – is when she has to adjust the collet chuck at the mill, since "it really requires the strength of a man". And eventually, Lina Charlott Zurhelle confides to us where at ATLAS Weyhausen she would like to work most after completing her apprenticeship: "Cabin construction, because the work is less hard for a woman."



**2005**

Launch of compaction roller production



**2006**

New corporate design



**2009**

Dr. Friedrich Weyhausen foundation



**ATLAS**

...what else?!  
Now and in the future.

## FOUNDATION & EDUCATION

The Dr. Friedrich Weyhausen foundation secures the future

He always used a pencil until it was reduced to a stub. Physical evidence of this can still be found in one of the drawers of his desk, where he kept working once or twice a week, right up to his death in December of 2009. A red pencil stub: Symbol of the ideational legacy that the founder of ATLAS Weyhausen, Dr. Friedrich Weyhausen left to his family business. Undogmatic austerity, social responsibility, economic idealism, an unshakable belief in products,

### FOUNDER, BOSS, PROTECTOR, MENTOR

staff and quality and the perpetuity of the company were his core principles. Securing the continuity of these core principles was his last and overall con-



cern, which is why he made provisions in his will for the establishment of a foundation – named after him – that aims at securing these principles for all time.

#### Out-and-out businessman

The chairman and spokesperson of the foundation is Frank Weyhausen, Dr. Friedrich Weyhausen's 52-year-old son. The successful hotel manager remembers his father as a "cosmopolitan out-and-out businessman" whose contracts were still sealed by a handshake and who acted according to the motto: "Pay for what you buy." A further principle: „If you want to own what you inherit from your forefathers, earn it first." This, Frank Weyhausen explains, reflects his conviction that an inheritance entails the obligation to maintain it instead of squandering it. Undaunted, Dr. Friedrich Weyhausen fought off all external attempts to take over ATLAS Weyhausen, even if this meant touching his private assets. The latter also constitute the financial basis of the foundation, which has served to secure the independence of the company since 2010.

#### Pilots on board

In addition to the chairman of the foundation, Frank Weyhausen, the supervisory board consists of the merchant Hauke Anders, the solicitor Dr. Frieder Grashoff and Dr. Franz J. Bönkhoff, who had been acting as Dr. Friedrich Weyhausen's financial auditor for many years. The four of them were Dr. Friedrich Weyhausen's personal choice. The supervisory board monitors the capital



From left to right: Hauke Anders, Dr. Franz J. Bönkhoff, Frank Weyhausen, Dr. Frieder Grashoff

contribution and gives advice to the executive board on preserving the internal and external identity of ATLAS Weyhausen according to Dr. Friedrich Weyhausen's principles. He would have liked the sight of what the four gentlemen never fail to place on the table during their regular meetings: Pencils...

#### Solid as a rock

"The capital of the Dr. Friedrich Weyhausen foundation secures the future of ATLAS Weyhausen as an independent company and makes us strong enough to defy all risks posed by market fluctuations and takeovers. Maintaining the family business in its present form is the primary concern of the legacy of Dr. Friedrich Weyhausen."

### SOLID AS A ROCK

The capital of the Dr. Friedrich Weyhausen foundation secures the future of ATLAS Weyhausen as an independent company and makes us strong enough to defy all risks posed by market fluctuations and takeovers. Maintaining the family business in its present form is the primary concern of the legacy of Dr. Friedrich Weyhausen.

#### EDITOR

ATLAS WEYHAUSEN GmbH  
Visbeker Straße 35, 27793 Wildeshausen  
Telefon (0 44 31) 98 10  
Telefax (0 44 31) 98 11 89  
info@f-veyhausen.de  
www.ATLAS-teamwork.de

#### CONCEPTION, LAYOUT & REALIZATION

team iken, www.teamiken.de  
Redaktion: Gerrit Reichert

#### PRODUCTION

Druckerei Breckweg, Wildeshausen  
Mai 2011