

hilite

Company magazine Körber Technologies · No. 01_2023 | Körber Special

**Under a
single roof:
Hauni is now
Körber**

#strongertogether



A shared vision, shared goals and now a joint name

As of 1 September 2022, Hauni, Garbuio, Decouflé, Borgwaldt, Borgwaldt Flavor, Sodim and Kodis are Körber!



With passion, precision and performance, we integrate powerful technologies to help you outperform.

koerber-technologies.com

More than a name...



The name Hauni had been a constant and a professional home for our customers and employees for decades. Since September, all companies that used to belong to Hauni have operated as part of the Körber Business Area Technologies.

There is a long history behind this new development and it helps us take a ground-breaking step into the future: we've belonged to Körber as a founder company of the Group for more than seven decades.

This affiliation and cooperative partnership with the other Körber Business Areas forms part of our DNA. We now wish to expand this close coexistence further within the context of our ecosystem approach for our customers' benefit. As our hashtag #strongertogether currently communicates everywhere, we are convinced that we are even stronger together.

In this edition of hilite, we present the entire Körber Group to you, including its five Business Areas: Digital, Pharma, Supply Chain, Technologies and Tissue. We also give you insights into the work our owner, the Körber Foundation, carries out in the community. You will also find an interview with the COO of a company that has been with us as a customer almost since our beginnings and has now set forth into the digital future together with us.

Our new Head of Human Resources and Social Affairs is also available in this edition to answer any questions or concerns you may have about our positioning. Last but not least, highlights from our rebranding process show you what has kept us busy in addition to our customers over recent months.

I wish you an exciting read.

A handwritten signature in black ink, appearing to read 'J. Spykman'.

Jürgen Spykman
Chief Executive Officer

Our Value Proposition

The passion of our
4,000 dedicated people

With **passion,**
precision and
performance,
we **integrate**

The precision of our technology

The performance mindset that drives us

Optimal link between our
solutions and those of our partners

powerful
technologies
to **help you**
outperform.

Market-leading,
future-focused
technologies

Trustworthy strategic partner

Process equipment
Machines
Services
Digital
Measuring instruments
Flavors

For the tobacco industry and beyond.
Performance that takes customers to a new level.
Optimum performance in production.
Measurable added value.

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Körber Business Area Technologies

We focus on the tobacco industry

Since September, all companies previously belonging to the Hauni Group have been given the name Körber. The different long-established brands now all operate within the Körber Business Area Technologies. What changes and what stays the same?

Körber Business Area Technologies is a leading supplier to the international tobacco industry thanks to its global presence and comprehensive product range. With its 25 sales, production and service locations, the company sees itself as a strategic partner for its customers. "We have their objectives in mind at all times. We integrate outstanding technologies with passion and precision to help them exploit their full potential," explains Jürgen Spykman, CEO at Körber Business Area Technologies. "Our focus in this process remains the tobacco industry. By interlinking all Körber Business Areas closely, we are able to offer our customers an even more comprehensive portfolio of solutions."

Established connection

The changes do not signal a backward movement. Although the name is new to the tobacco industry, it replaces established brands such as Hauni, Borgwaldt and Garbuio, while the Körber rings form the logo instead of the Hammaburg settlement. These changes are a further step in future-oriented development for the Körber Group and the Business Area: "Hauni was the founder company of the Körber Group almost 80 years ago. The new name is a strong, future-oriented commitment by the Group to its origins and our business field," explains Spykman. "It also highlights our 76-year affiliation with the Körber brand and makes the close cooperation within the Group more visible to the outside world."

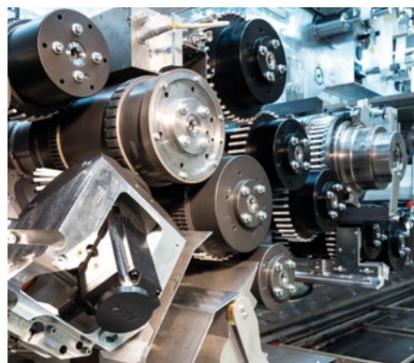


Körber Technologies products



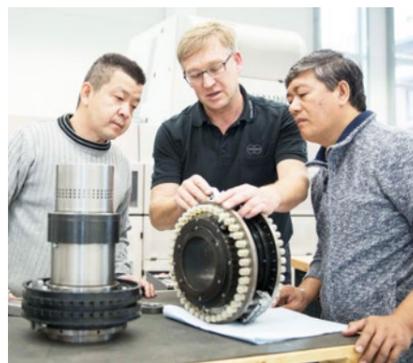
Process equipment

From green leaves to full flavor – the right equipment for every step in tobacco processing



Machines

Exceptional machines for tobacco and tobacco alternative products are setting benchmarks for the industry for every step in production



Services

During installation and operation: remote or on-site service for maintenance, repair, consultation and training



Digital

Digital transformation solutions to increase efficiency, reduce costs and minimise energy consumption



Measuring instruments

Analysis and measuring instruments for the tobacco, hemp and vaping industry ensure consistent product quality



Flavors

Customised flavors give tobacco, vaping and hemp products an inimitable taste

Investment in the future

CEO Spykman sees “an investment in a successful future with comprehensive ranges for both existing and future customers in the joint, cutting-edge brand presence. Now also visible to the outside world, the close alliance is a further development of our strategic ecosystem approach. In the future, we’ll increasingly not only offer individual machines. We’ll also combine machines, services, software and partner solutions into efficient future solutions throughout the entire value chain. This means customers will get everything they need from us from a single source. The fact that we can draw on expertise in other Körber Business Areas when required brings an enormous advantage.”

Strong brand for new markets

Late last year, the Business Area formulated the go beyond field of action in its Strategy 2024. “It is a prime example of our goal to also use our technological know-how for new applications and business models in other sectors besides

the tobacco industry,” Spykman explains. “We have tremendous technological expertise. Our Hauni Straw Maker HSM for producing biodegradable drinking straws shows how this expertise can be successfully applied in new markets. This machine is the fastest of its kind. We’ve already managed to convince renowned manufacturers that this is the case. Bringing innovative technologies to attractive new markets is one of our strategic goals. The strong brand name Körber helps us to achieve this.”

Greater speed and expertise

The CEO also sees great advantages from the close cooperation within the Group for the legacy markets of his Business Area: “Access to the huge potential of knowledge and technologies in the Körber Group offers a considerable advantage in further developing our portfolio of machines, systems, software, measuring devices, flavors and service offerings,” states Spykman. “The rebranding and a common identity make it considerably easier to work together within the Körber Group,

thus improving our potential and the rate at which we further develop our portfolio.” Their significance brings us back to the company’s founder Kurt A. Körber. He formulated a maxim that shaped the Hauni Group over decades and that will also apply to the Körber Business Area Technologies in the future: “Our benchmark is not what is possible today. Our benchmark is the idea of what is possible in the future.”

Compact

With 25 locations worldwide, the Körber Business Area Technologies offers a solutions portfolio that helps customers to develop their full potential with exceptional technologies. It focuses on the tobacco and the food and beverage industries.

Focus

Customised solutions in process equipment, machines, services, software, measuring instruments and flavors.



koerber-technologies.com



Körber Foundation

“Changing society for the better”

DR. KURT A. KÖRBER
1909 – 1992



The Körber rings.
More than a logo.

Company founder Kurt A. Körber regarded the connection between corporate and social responsibility as indispensable for a functioning society. That is why the two intertwined rings symbolise the existential bond between the Körber Group and the Körber Foundation, with its social responsibility.

“I want to instigate something with new initiatives. So if you want to call me an instigator, I agree with that.”

Kurt A. Körber

Presented annually by the Körber Foundation and awarded with a sum of one million euros, the Körber European Science Prize is widely regarded as the German Nobel Prize. Not least because eight Körber Prize winners have actually gone on to win a Nobel Prize, most recently this year's Nobel Laureate in Medicine, Svante Pääbo, who was awarded the Körber Foundation Prize back in 2018.



Nobel Laureate in Medicine, Svante Pääbo

Aside from its prestigious science prize, the Körber Foundation, established in 1959 by entrepreneur and “instigator” Kurt A. Körber, is also active with projects, events and cooperative partnerships on a national and international scale.

“We initiate debates on issues that concern our society. We provide practical impetus for international dialogue, for promoting a vibrant civil society and for innovative approaches in education and science,” affirms Dr Lothar Dittmer, Chairman of the Executive Board at the Körber Foundation. “Our goal is to encourage people to seize the initiative and take responsibility. We want a strengthening of our community and our democracy to be an added value of our work.”



Entrepreneur with a creative spirit

Born in 1909, the foundation's instigator Kurt A. Körber was not only a successful industrialist. He used his entrepreneurial creative spirit to help society, through his foundation if nothing else, and thus became an active role model for social responsibility. He provided more than 200 million German marks to promote science and culture until his death in 1992.

Dividends for society at large

With locations in Berlin and Hamburg, the Körber Foundation today has around 20 million euros at its disposal per year for its community work. As a shareholding foundation, the Körber Foundation is the sole owner of the Körber Group. This means that the Körber Group and the Körber Foundation are financially interlinked. When structuring this shareholding model, however, Kurt A. Körber ensured that both companies operated separately from one another in their respective areas.

The technology group is part of the foundation's assets worth more than half a billion euros. The Körber Foundation receives an annual dividend, which it uses exclusively for charitable purposes.

"In accordance with our guiding principles, we ensure strict independence between Körber AG and the Körber Foundation," explains Dr Lothar Dittmer. "Körber AG does not exercise any influence over the Körber Foundation's work and the Körber Foundation does not exercise any influence over Körber AG's operational business. As a basic principle, we attach great importance to ideological, religious and party-political independence. Because only through openness and a willingness to achieve understanding that transcends borders will we be able to fulfil our Founder's remit to "work together to shape our future" and thus make society better.



Dr Lothar Dittmer
Chairman of the Körber Foundation Executive Board

Körber Xperience

Experience Kurt A. Körber and voices on the subject of the Körber Foundation virtually:



xperience.koerber.com



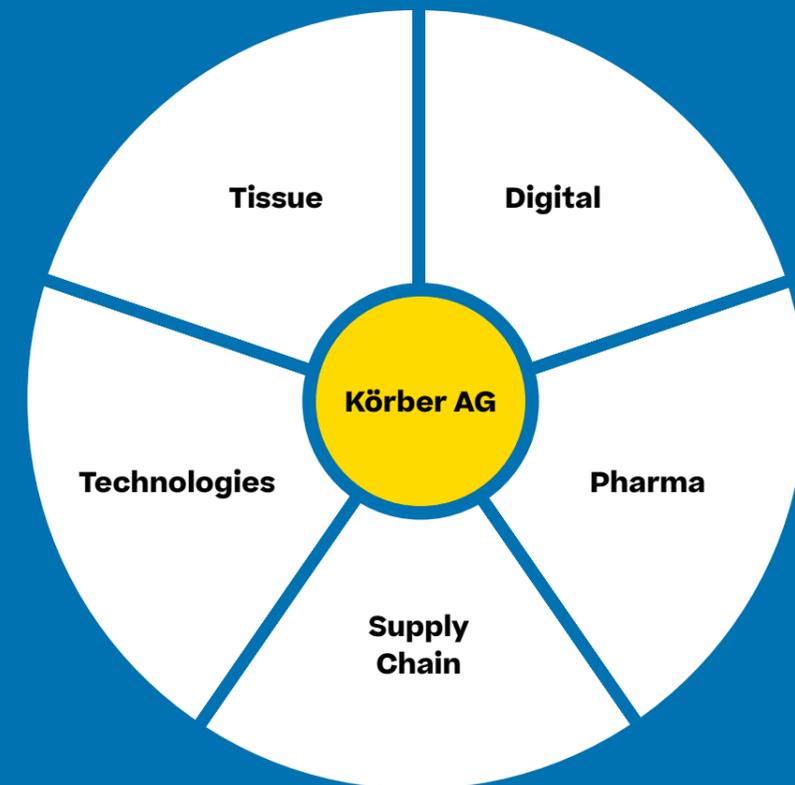
The Körber Foundation is the owner of the Körber Group. Founded by Kurt A. Körber in 1959, the Körber Foundation actively takes on social responsibility with focuses on innovation, international understanding and a vibrant civil society.



koerber-stiftung.de

The five Körber Business Areas

Körber is a world-leading technology company with some 12,000 employees and more than 100 locations worldwide. We are the home for entrepreneurs – we turn entrepreneurial thinking into customers success.



Körber AG leads the Group with its five Business Areas: Digital, Pharma, Supply Chain, Technologies and Tissue.

Körber Business Area Digital

AI-powered manufacturing efficiency

The Körber Business Area Digital broadens the Group's digital expertise and advances digital innovations and new digital business models.



Together with experts, scientists and partners from different industries, the Körber Business Area Digital develops digital products, services and solutions that are not linked to particular machine manufacturers. "In doing so, we use artificial intelligence to increase efficiency and sustainability in production," states Daniel Szabo, CEO, Körber Business Area Digital. "We are convinced that, as a driving force behind digitisation in industrial manufacturing, we are creating measurable added value for our partners and customers."



Mechanical engineering and industrial production afford ample opportunities for European industrial companies that use artificial intelligence (AI) to create an elementary building block for intelligent factories and thus for the future of production.

The Körber Business Area Digital acts as a company builder in this respect, using AI, data science and deep tech in its ventures to increase production efficiency and improve the performance of machines. "This approach allows us to improve plant availability and energy efficiency," states Szabo. "At the same time, we're able to optimise the service life and production results of machines and also reduce downtimes."

Compact

As an expert in digitisation, the Körber Business Area Digital seeks to work with partners to create a European ecosystem that will change global manufacturing.

Focus

Digital products, services and solutions that make use of algorithms and data science, network machines and optimise processes



koerber-digital.com

Körber Business Area Pharma

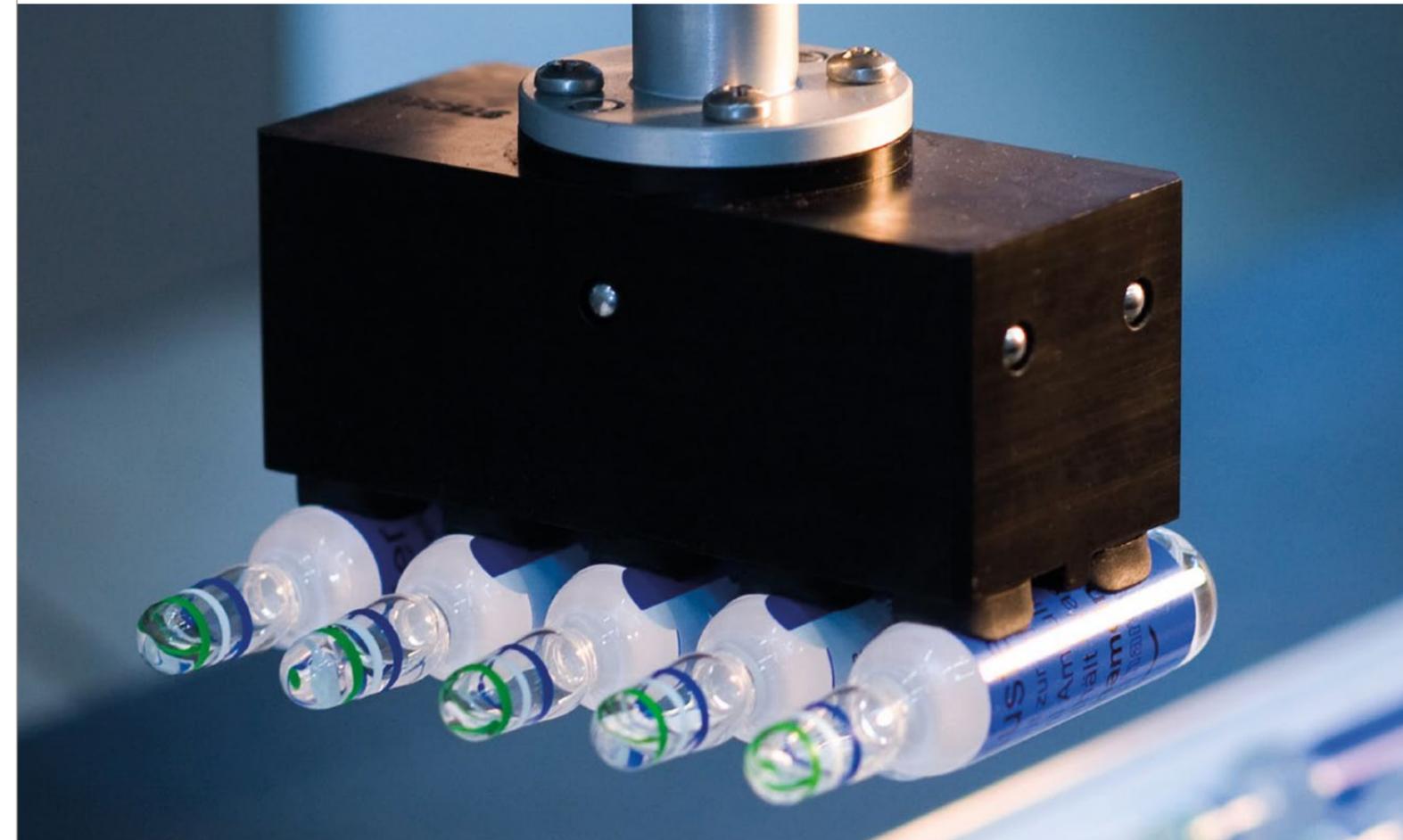
We deliver the difference for the pharmaceutical and biotech industries

The Körber Business Area Pharma offers the global pharmaceutical and biotech industries a unique portfolio of integrated solutions for the entire value chain.

The Körber Business Area Pharma is the global expert for integrated solutions in the pharmaceutical industry, with expertise in consultation, inspection, transport systems, packaging machines and materials, handling systems or industry-leading software.

“We make the difference for the pharmaceutical industry by providing our customers with everything they need to exploit their productivity and business potential,” affirms Jörn Gossé, CEO and CSO in the Business Area Pharma. “Our many years of experience and our renowned understanding of the challenges that pharmaceutical processes and regulations pose serve as the basis for this expertise. This makes us the right partner to enable our pharmaceutical and biotech customers to exploit their full production potential.”

The Körber Business Area Pharma is able to look back on more than 125 years of sound experience in pharmaceutical technology. This provides a unique understanding of the process and regulatory challenges facing its customers. “It’s especially important in an industry with very strict safety rules and high regulatory standards for companies to have partners that assist with their safety and productivity to an optimum extent,” states Gossé. “This is what we see as our job.”



Compact

As a leading system provider, the Körber Business Area Pharma offers customers in the pharmaceutical and biotech industries integral solutions throughout the entire value chain.

Focus

Consultation, software, digital solutions, packaging machines & materials, inspection, handling systems

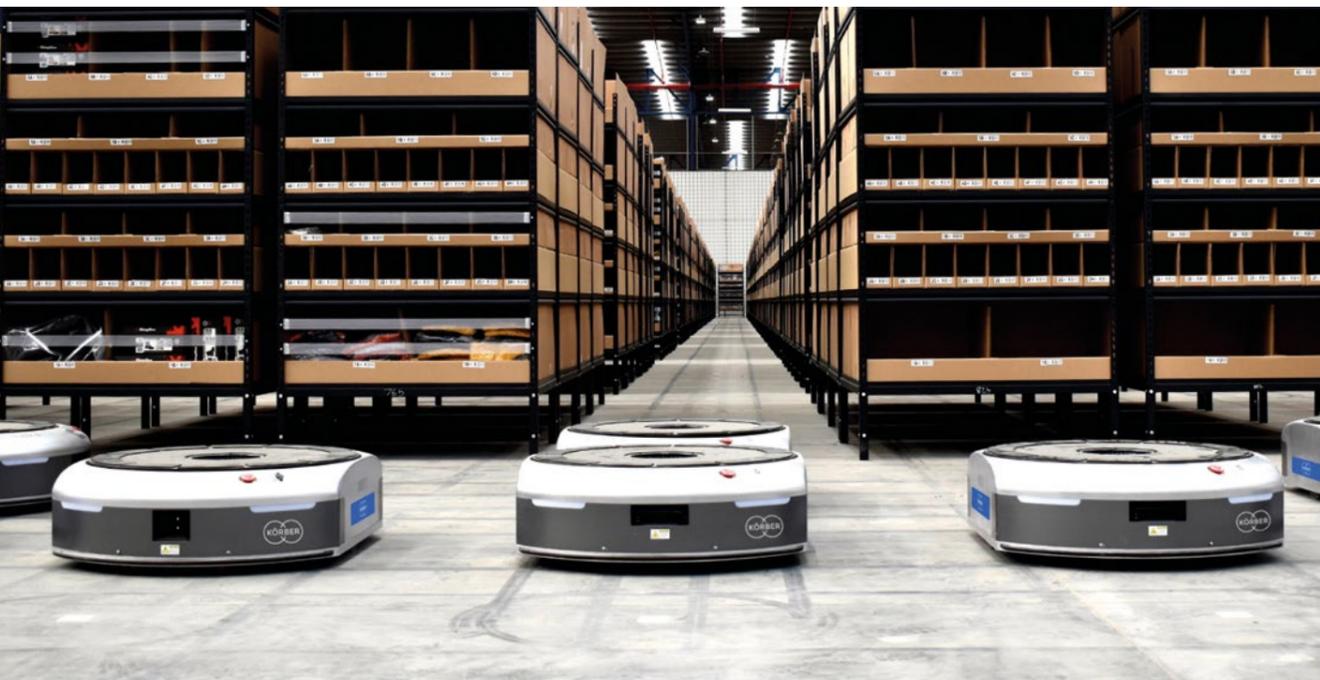


koerber-pharma.com

Körber Business Area Supply Chain

Conquer supply chain complexity

The Körber Business Area Supply Chain offers its customers a wide range of established supply chain solutions tailored to their strategy.



Fully automated solutions set industry standards



Körber Supply Chain is synonymous with system integration and automation

The logistical challenges for companies are increasing on a continuous basis. With its expertise acquired over decades, the Körber Business Area Supply Chain assists companies in different industries worldwide with process and system integration of software components, trades and involved actors throughout the entire supply chain. It thus keeps thousands of supply chains moving all around the globe.

“Supply chains are the lifeblood of any company. Depending on their design, they are either a strategic advantage or an obstacle on the way to success,” explains Dirk Hejnal, CEO, Körber Business Area Supply Chain. With a portfolio of software, automation, language solutions, robotics and materials transport, the Körber Business Area Supply Chain assists companies with their complex supply chains. “In this process, our customers particularly benefit from our expertise as a system integrator who seamlessly combines individual components into an ideal whole,” states Hejnal. “Supply chains designed in this way become a competitive advantage in a competitive environment.”

Compact

The Körber Business Area Supply Chain offers a wide range of technologies and know-how for comprehensive end-to-end system integration.

Focus

Supply chain software, automation, voice, vision & mobility, robotics, materials handling, parcel and mail solutions, SAP and software consulting and implementation



koerber-supplychain.com



Körber Business Area Tissue

Shaping customer success

The Körber Business Area Tissue is the world's leading fully integrated supplier of forward-thinking solutions for the tissue industry.



Customised technologies for individual challenges in production

Processing wood into sanitary paper poses a technological challenge. The requirements for innovative strength and expertise in developing the high-tech machines used in this process are demanding, as you might expect. These complex machines undertake numerous work steps in production: they unroll, print, emboss, roll up, fold, cut, wrap and bundle fully automatically in a matter of seconds. "As a market and technology leader, we consistently focus on the needs of our customers in the continuous further development of our solutions," says Oswaldo Cruz Junior, CEO at Körber Tissue.

From rolled and folded tissue paper through to converting and packaging, Körber Business Area Tissue assists customers around the globe with the industry's most comprehensive portfolio of tissue technologies throughout the entire value chain.

"In doing so, our sophisticated, automated, user-friendly integrated solutions ensure fundamental advantages for success in the tissue industry," explains Cruz. "With our support, customers take their operations to the next level and strengthen their financial performance by optimising their total cost of ownership."



Powerful palletising technology for a wide range of requirements

Compact

The Körber Business Area Tissue is the only fully integrated global supplier of solutions for the tissue industry.

Focus

Converting machines and services in the tissue sector, high-quality packaging systems, product innovations and embossing rollers

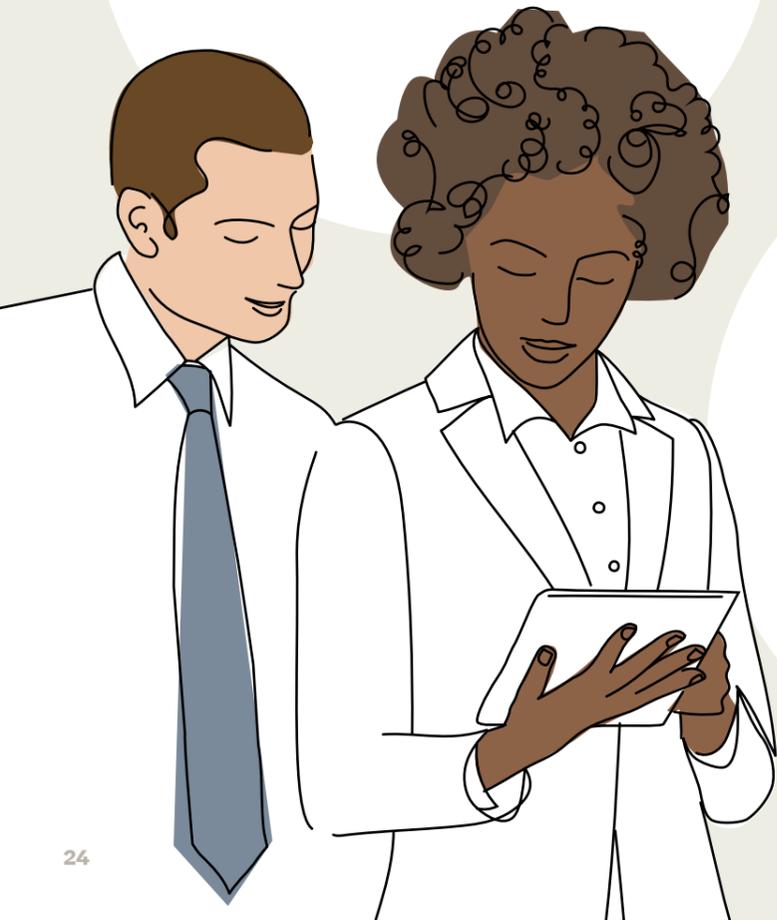


koerber-tissue.com

Did you know that ...



... 19 of the 20 pharmaceutical companies with the world's highest turnover are Körber customers? And the **Körber Business Area Pharma** is working hard to acquire the 20th as a customer.



... the **Körber Group** is represented on six of the seven continents? The company has only eschewed setting up a location in Antarctica to date.



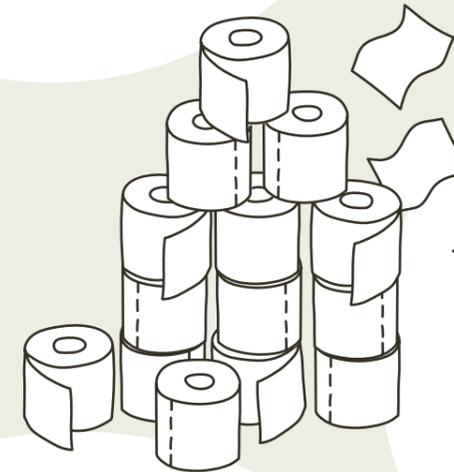
... more than 30 nationalities are represented among the 240 employees in the **Körber Business Area Digital**? Different innovative talents find a home at Körber.



... the Danish Queen Margrethe II has visited the **Körber Business Area Supply Chain**? The Arden location formed part of the royal summer tour of the country's most innovative companies in 2017.



... a standard machine from the **Körber Business Area Tissue** produces about 1,700 toilet tissue rolls per minute? Around 806,000 toilet tissue rolls are produced on the machine during each shift, which corresponds to 630,000,000 rolls a year.



... the Protos-M8 developed by **Körber Business Area Technologies** produces up to nine million top-quality cigarettes during each shift thanks to innovative technology? The Protos-M8 has held the world production record for years, with 9.37 million cigarettes in a single shift.



“To the next 175 years”

After more than two decades in a management role at British American Tobacco and Philip Morris, Sven Müller took over the position of Chief Operations Officer at the long-established company Landewyck Tobacco in 2018. In this interview, he offers insights into the special culture of a family enterprise and the relationship with Körber Technologies that has grown over decades.



Company

Founded in 1847, Luxembourg-based Landewyck Tobacco S.A. is an independent tobacco company that produces tobacco and cigarettes for more than 40 countries worldwide. Landewyck attaches great importance to extremely high standards for its work, manufacturing and products. The company produces various fine-cut products at its German location in Trier. The company also sells cigars, cigarillos, cigarettes and fine-cut products as well as next generation products. Its well-known brands include Elixir, Ducal, Austin, Che, Maya and Mademoiselle.

“Many employees have been with Landewyck for decades”

Sven Müller
Managing Director and
Chief Operations Officer,
Landewyck Tobacco

After many years working at multinationals, you switched to an exclusively family-managed tobacco manufacturer. Are there any issues that you have dealt with in all your roles?

Sven Müller: Companies in the tobacco industry basically face very similar challenges, regardless of their size. For example, all tobacco companies are dealing with ever-stricter regulations, the changeover to track-and-trace or the single-use plastic directive. That is why we have a close, regular exchange of thoughts and ideas on such questions across the different companies.

Other issues include continuous improvement and efficient work practices, which pose constant challenges for both family enterprises and multinationals. Here, too, we avidly seek dialogue and appreciate the exchange of ideas with a service provider such as Körber Technologies, which is familiar with all these issues and knows what makes the industry tick.

Landewyck Tobacco celebrated its 175th anniversary this year. What strategic priorities has the company decided on?

Sven Müller: Our slogan 'To the next 175 years' gives a good indication of our strategy. We are a typical family enterprise. As far as our locations are concerned, we are staying on the course we've set, just as we are with our product portfolio: we'll continue at our same locations in the future and that's why we've built a new plant in Luxembourg. We'll continue to operate in all segments, from cigarettes and tubes through to fine-cut products. We also work with new items such as nicotine pouches and hemp products where it is worth our while.



How important is innovation for Landewyck Tobacco?

Sven Müller: Highly important. We obviously don't have the investment capital that multinationals have, but we are at the cutting edge when it comes to products and processes, and we're constantly scrutinising our options and possibilities. Needless to say, the increasingly tighter regulations force certain innovations that we develop in cooperation with Körber Technologies. We've made significant progress in this respect with the new factory construction in Luxembourg, so that we too will be able to offer attractive prices in the future.



The cooperative partnership between Landewyck Tobacco and the Körber Business Area Technologies has existed for a long time. What are the advantages you see in a partnership that has lasted decades?

Sven Müller: This deep-rooted connection is very noticeable at Landewyck and can be seen on the machines every time you look into the production workshops. It is a good fit for our company. In a family enterprise, you work with people for a very long period of time. Many employees have been with Landewyck for decades. This creates trust, which you can also perceive in a relationship with a supplier, and also ensures that Körber Technologies is the go-to company we think of when we are planning something new.



The Körber Business Area Technologies is known first and foremost for its high-end machines and systems established worldwide under the Hauni brand. Landewyck Tobacco has recently set up a project to digitise its factories with this Business Area. How did this decision come about, given that there is a large number of conventional software vendors?

Sven Müller: You need to keep your employees on side when it comes to digitisation. Extreme solutions are unsuitable in this situation. It requires approaches that integrate knowledge about the industry and our machines and that incorporate our teams without demanding additional effort from them. Körber Technologies was exactly the right partner for this undertaking.

Another deciding factor was the issue of synergies. Our fine-cut plant in Trier and the Luxembourg plant with its filter, cigarette and packaging machines are not only geographically near to one another – they also cooperate closely. For the long term, a system is attractive to us if it can be used in both plants, regardless of the machines and processes, even beyond the secondary segment.

This set of circumstances fits in well with the Körber Business Area Technologies' ecosystem approach. It integrates an extensive variety of expertise and solutions so that customers can exploit their potential throughout their entire value chain. How relevant do you think an approach is that combines solutions from different manufacturers into a functioning whole?

Sven Müller: For me, creating manufacturer-independent ecosystems is a positive approach, the effect of which we feel in our cooperative partnership with Körber Technologies. Körber itself knows best how far they wish to go with their own developments at different places and where a partner solution is otherwise better suited. This approach places the customer at the centre of their work. What company doesn't subscribe to the idea that the customer is the reason we exist?





“I loved Körber Technologies with its relaxed atmosphere during Applicants’ Day and today it feels like a big family to me. Once I have completed my studies, I’ll have the opportunity to develop my career in very different directions within the group.”

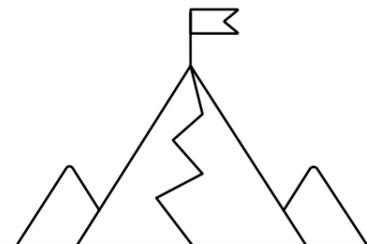
After obtaining her high school diploma last year, **Emma Löther** started a cooperative degree in industrial engineering at Körber Technologies.



We are

“We are increasing added value for our customers thanks to Körber’s effective global ecosystem. Within this context, I’m grateful to lead a global, cross-functional team that is passionate about serving our customers.”

Nils Heidrich has been with Körber for 22 years and has been Executive Vice President Global Sales and Account Management in the Körber Business Area Technologies since 2015.



“It feels good to work for a company that forms part of a foundation that gives part of its profits back to society through a variety of initiatives, both locally and worldwide.”

Florian Mirus started his career at Körber as a participant in the Körber International Sales trainee programme in 1997 and today works in Hong Kong as Managing Director of Körber Technologies China in the Körber Business Area Technologies.



Körber



“Even after two decades in the Group and very different jobs on different continents, Körber still offers me exciting perspectives and new challenges in its various Business Areas.”

Graduate engineer **Katharina Hinz** took over management of Körber Pharma Packaging GmbH in Schloss Holte in April after leaving her position as Managing Director of Hauni Richmond in North America.





“Strengthening the organisation for change”

Guido Gronau took over as Head of the cross-function Human Resources and Social Affairs Department at Körber Business Area Technologies in October. As Executive Vice President, he is a member of the Business Area’s executive management and a member of the Körber Group’s global HR organisation. In this interview, he offers insights into the way he sees leadership and Körber’s position in the competition for talent.

What particularly appeals to you about your new position?

Guido Gronau: Körber Business Area Technologies’ market environment is undergoing a fundamental change. Under such circumstances, it is essential for us to unlock potential so that we can assist our customers with forward-looking products and solutions. We need to position ourselves as an organisation so that we can develop effective customer solutions in these ever-changing markets: we need to respond quickly to changes in customer needs and in society at large. As part of Körber, the home-from-home for entrepreneurs, it is important for us to always be one step ahead in line with our key self-concept as defined by our founder Kurt A. Körber.

We’ve started a comprehensive transformation project to make our Business Area fit for the future. Key aspects of this project are faster innovation cycles, focus on the customer, and scrutiny of existing products and structures.

Our employees are crucial to our success. I’m convinced that we’ll accomplish current and future tasks if we put our colleagues at the centre of our activities and inspire them to make changes. Helping shape this process and developing new solutions holds great appeal for me.



How did the Körber Group win you over personally as an employer?

Guido Gronau: Körber is synonymous with innovative customer solutions and state-of-the-art technologies. I believe that the Group is already actively pursuing the joint vision of 'Market leadership through technology leadership'. All Business Areas base their long-term success on a high standard of quality, precision and innovation. They also take the approach of encouraging entrepreneurial thinking, driving innovation, boldly exploiting new markets and opportunities, and transforming all this into customer success in a targeted way. This matches my personal vision of an exciting, dynamic, motivating work environment.

The aspects of sustainability and responsibility are equally important to me: sustainability is an integral part of the group's strategy and this ensures we take on social responsibility for our business activities.

A globally active Group with several Business Areas has special advantages as an employer. What particular strengths would you single out here with regard to experienced employees and the up-and-coming generation?

Guido Gronau: As an internationally active technology group with 12,000 employees at more than 100 locations worldwide, we undoubtedly offer experts and career starters exciting prospects. As you would expect, there is a focus on mechanical and plant engineering and related technical professions, which entail specialist training and university studies.

But we also offer other disciplines an inspiring, innovative environment with a variety of tasks. As a result of our digitisation products and solutions, we've incorporated completely new professional fields and areas of activity in recent years. We also enjoy an excellent reputation as an employer owing to our activities in vocational training and cooperative degree programmes.

Our brand mantra 'We are the home for entrepreneurs' says it all: Körber provides a professional home-from-home for innovative, entrepreneurial people who enter into the team spirit and contribute their expertise to our customer solutions with passion. We help our organisation to unlock potential and develop further at all times. We achieve this through advanced training programmes and the opportunity to try out new ideas. We are the right place for anyone who is looking for an international, technology-oriented company and an innovative, motivating environment.

The Körber Group has established five leadership principles: can you enlighten us as to what these principles stand for?

Guido Gronau: Leadership principles serve to guide managers and prompt self-reflection. They help us align our own behaviour with the company's success. At the same time, we seek to use these leadership principles to create the basis for a joint dialogue with all employees about what constitutes successful leadership and a working relationship.

The Körber Group's leadership principles

 We are entrepreneurs	 We achieve results	 We demonstrate trust	 We enable and empower	 We celebrate diverse perspectives
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How can I identify a manager who is entrepreneurial, actively empowers others and promotes diversity on all levels? These are key questions that we can derive from the leadership principles.

What effect do such leadership principles have on the corporate culture and what significance do they have in the battle for talents?

Guido Gronau: Corporate culture is becoming increasingly important in the competition for talented employees. Various studies show that leadership style is one of the crucial factors in determining employee satisfaction and, consequently, motivation. This coincides with what I have learned through my many years of experience. Let's take the post-pandemic new normal as an example, with its associated bywords hybrid working and new work methods and environments. In essence, these matters are not new, but common principles and guidance are needed. This is precisely where the leadership principles help to develop effective practices in corporate culture.

How do you in Körber Business Area Technologies ensure that the management culture we described doesn't simply remain a theory but actively becomes part of everyday life in the future?

Guido Gronau: In order for leadership to become effective, it must be transparent, visible and tangible. This requires a debate about the impact that changes in the market and working environment have on the role of a manager. The existing structures also need to be carefully scrutinised and adapted where necessary. Top-down management is no longer the only approach. On the contrary, management is ideally perceived and actively experienced by all as a task that the organisation performs.

Technical, disciplinary and project responsibilities became established as a principle in the 1990s. Today, it's more about an interdisciplinary exchange of ideas to ensure that good solutions can be found in an increasingly complex environment.

Worldwide: One team, one brand

The Körber Business Area Technologies celebrates the rebranding process around the world with numerous events and campaigns.

Körber Technologies, Poland



Koerber Technologies, Singapore



Körber Technologies, Brazil



Körber Technologies, USA

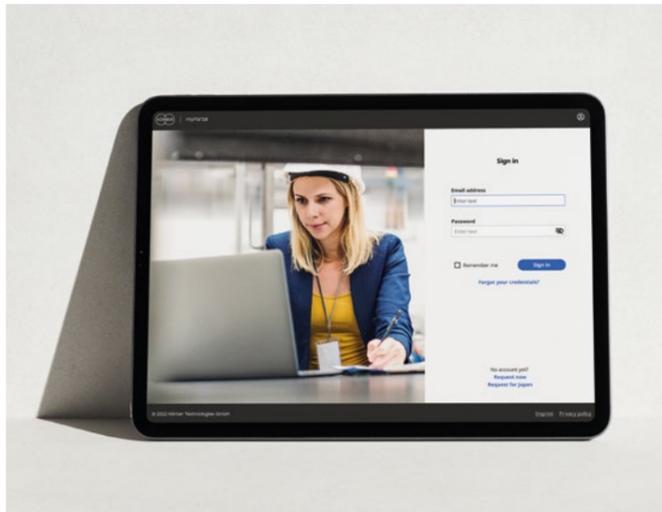


Körber Technologies Instruments, France



Körber Technologies / Körber Technologies Digital, Italy





Intersupply 2022, Dortmund



World Tobacco Asia, Surabaya



World Tobacco Middle East 2022, Dubai

Rebranding at all touchpoints

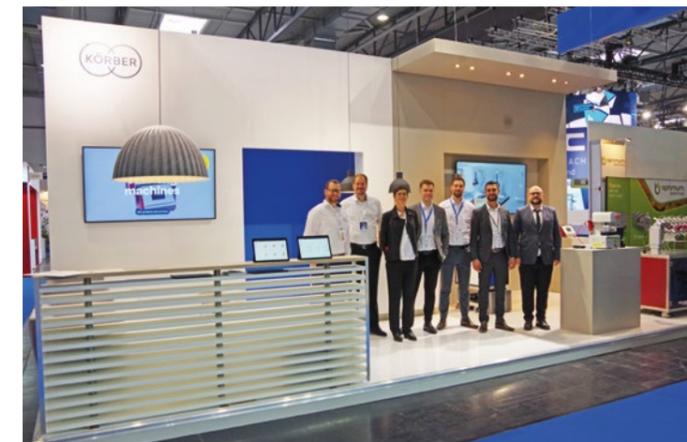
Customers and employees are experiencing the new Körber brand on the joint website koerber-technologies.com, the redesigned customer platform 'myPortal' and on exhibition stands, advertising materials or in the facilities at the locations.



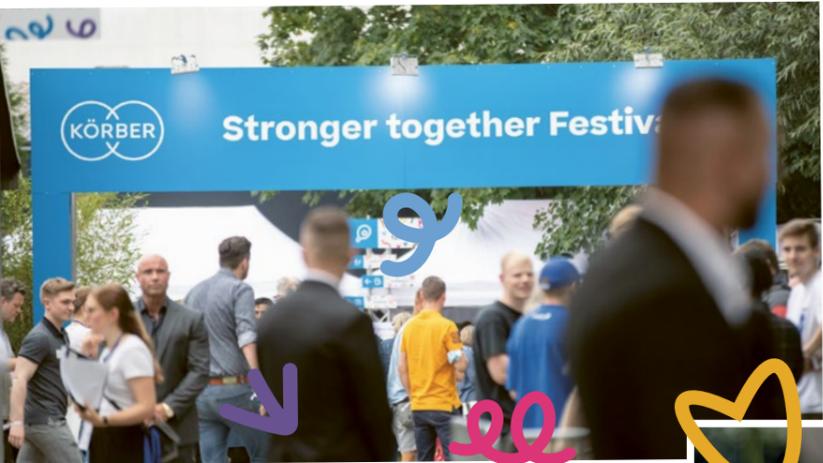
hilite Körber Special



Rebranding



Intersupply 2022, Dortmund



Stronger together Festival 2022



7 minutes...

... with the communicator

It's difficult to contact Jörg Walter at the moment. We manage to catch him for seven minutes in Paris, where he is providing employee training for the ongoing rebranding process after stints in Singapore and Surabaya. As Group Manager Marketing Communications at Körber Technologies, he is currently providing advice and support for this process almost 24 hours a day. "We've visited almost all the branches, held webinars and given information to the teams during face-to-face meetings," reports the graduate economist. "It's something that needs to be done. Our customers in the tobacco industry, like all colleagues in the Business Area, have a close connection to the Hauni brand. The new name is thus a new start in a way. It's important to answer questions and show the future-oriented prospects we're opening up." For the 52-year-old, this is thanks especially to the ecosystem approach, which enhances the closer connection with the other Business Areas and which needs to be communicated.

The family man is the right person for this job. He is as familiar with communication as he is with the company, having started in Hauni Marketing 16 years ago. Today, he's responsible for global customer communications for all brands in the Business Area. This includes print matter, social media channels, films, ad campaigns and webinars. All this experience is also being used for the rebranding at the moment and there is no end in sight: "Our customers are currently getting to know the Körber Group. They understand that our business is changing just like their own. We now have to get everyone to see that our ecosystem approach and the close network within the Group are the best way to help pursue their goals. This is not a sprint; it's a marathon." The enthusiastic amateur athlete brings the necessary endurance with him and Jörg Walter already has a firm eye on the goal for the next stage: "Over the coming months, we will be sharing what we understand by an ecosystem with a wider audience through various social media channels."



The Körber Business Area Technologies develops customised solutions in the areas of machinery, equipment, software, measuring instruments, flavors and services, with a focus on the tobacco and the food and beverage industries.

With 25 global sales, production and service locations, the Business Area sees itself as a strategic partner to its customers.



koerber-technologies.com

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Publisher

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Concept and implementation

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www.agentur-ais.de

Art director

Thomas Grimm, Agentur ais GmbH

Printer

DruckArt GmbH, Kaufering

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