

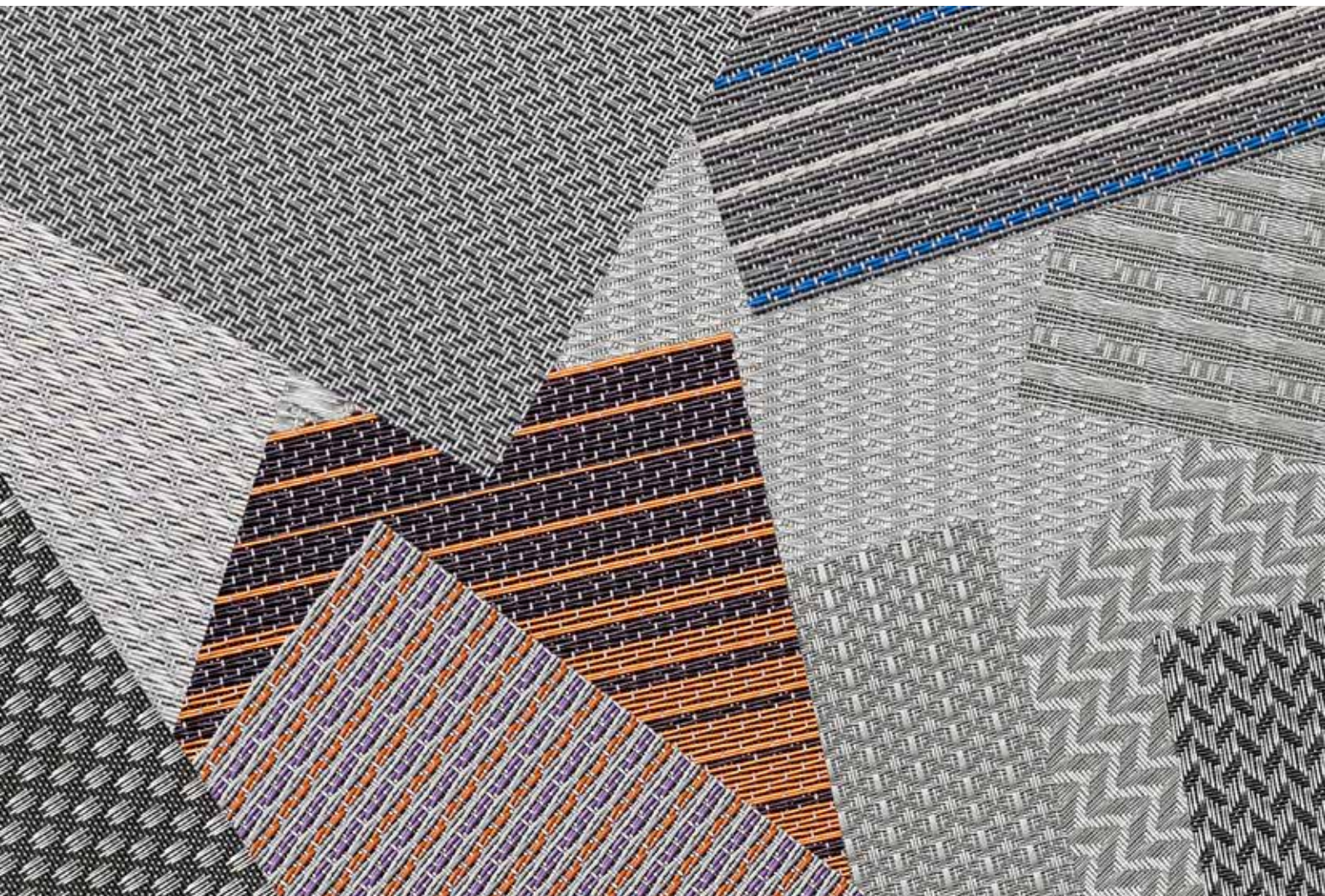
HAYER & BOECKER



DIE DRAHTWEBER

WE MAKE YOUR IDEAS COME TRUE.

Characteristic features of our design mesh
and a look into the future.



HAYER & BOECKER

INTERVIEW.

Our product manager reports on his daily work.



@ Florian Alsmann

...is an industrial clerk with advanced technical training and has been working for 15 years in the Sales Department of Haver & Boecker's Wire Weaving Division for fabricated wire mesh components. As a product manager, he has also been responsible for the area of design mesh for the past 5 years.

Mr Alsmann, wire mesh is used for both industrial as well as decorative applications. Does your daily work differ for the various areas?

„Ultimately, in both areas it is a matter of creating customer-oriented solutions in a team and developing optimally adapted products from these solutions. However, the target groups as well as the requirements for the product are different. For industrial products, the focus is primarily on the technical properties, whereas for decorative applications, the emphasis is on visual requirements. In the end, however, the same applies to both product groups: we are only successful if we are able to meet all individual customer requirements.“

To what extent is design mesh HAVER STRUCTURA also attractive for technical applications?

„Unlike many other decorative materials, our wire mesh has the great advantage of having an open

but non-transparent structure. This means that our materials are permeable - be it to light for full-surface backlighting or to sound waves for use as decorative speaker covers. It is also conceivable, for instance, to allow the passage of air to produce inconspicuous ventilation vents in vehicles.“

With which material is wire mesh comparable for use in vehicle interiors?

„A direct comparison is exceedingly difficult, as every decorative material has its own individual properties and appeal. Nevertheless, for us, one thing is certain: thanks to our experience in the field of ultra-fine filtration, we have been able to develop a material that, in terms of exactness and precision hold their own when it comes to meeting the highest demands of luxury car interiors. This is most certainly a significant advantage over other woven materials. In addition, the materials made of metal offer a certain authentic flair and thanks to our weaving technique, there is always the possibility to adapt the patterns to designers' specifications.

And this at an affordable price so that it can also be used for mass produced interior designs in the middle class, for example.“

What are the biggest challenges involved in dealing with your wire mesh?

„I think that apart from processing of metal itself, it is primarily the cut edges that at times can be very sharp. Regrettably, this cannot be avoided due to the physical properties of metal. In the meantime, however, our customers and partners have indicated that despite this challenge, production runs very smoothly once the process is up and running.“

Has there been a particularly successful project that you would like to briefly describe to us?

„As most of our clients demand discretion, I am naturally not at liberty to name any explicit projects. What I may divulge however is a project from last year in which the end customers' take rate was significantly higher than that planned in advance by the OEM. This meant that we had to significantly expand

our production capacity virtually from one day to the next. „Luxury problems“ of this sort are of course a pleasure to work on as they indicate that we have done many things the right way.“

What can designers look forward to in future?

„We have made it our goal to work even more closely with them. For example, we are planning a „Create your own“ campaign, where designers will have the opportunity to exclusively develop their own ideas at discounted rates. We are also planning further investments in our weaving technology, which will enable us to become even more flexible and create even more individual patterns.“

„We are planning a ‚Create your Own‘ campaign for designers.“

HAYER & BOECKER OHG · Filters and Fabricated Parts
Ennigerloher Straße 64 · 59302 OELDE · Germany
Phone: +49-25 22-30 8796 · Fax: +49-25 22-30 404
E-mail: fuf@haverboecker.com · Internet: www.haverboecker.com

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