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Dear Business Friends,
dear Madam, dear Sir

We present to you our informative and newsworthy first issue of our Newsletter 2010. Please take some minutes to inform yourselves on our company, GOEBEL Schneid- und Wickelsysteme.

You may read the present issue also at our homepage **www.goebel-darmstadt.com**. Please feel free to forward the letter to interested colleagues or to advise us to extend our mailing list respectively.

Thanks for favouring us with your interest.

Mudanjiang Hengfeng Paper Co. Ltd. (China) again trusts in GOEBEL slitter rewinders

Mudanjiang Hengfeng Paper Co. Ltd. (China) – a customer of GOEBEL Schneid- und Wickelsysteme GmbH for many years – signed another contract for a GOEBEL u16 s and three GOEBEL optima-z machines.

The successful cooperation with Hengfeng Paper goes back to the year 1990: GOEBEL supplied two rapid-d slitters and two years later three further machines of the same type for converting cigarette paper. In 2003 a GOEBEL u16 m rewinder and two GOEBEL optima-z machines were commissioned (paper machine PM 12). During the long-term relationship between Hengfeng Paper and GOEBEL we have focussed on the further development of our slitter rewinders.

Our success demonstrates that GOEBEL stands for high-quality products and enhancement of customer value. GOEBEL is the leading manufacturer world-wide of slitter rewinders for converting papers used in the cigarette/tobacco industry.

Mudanjiang Hengfeng Paper Co. Ltd was established in 1952. The company is located in the Heilongjiang Province (China) and a subsidiary of Hengfeng Group. The company employed 1.796 employees, runs 11 paper machines, 1 coating line and 1 flax pulp line and produces 80.000 tons of paper and 3.000 tons of flax pulp. Hengfeng Paper is the largest paper manufacturer for tobacco industry application in China and also exports its products to players world-wide.

GOEBEL interviews Mr Baumgartner, Neenah Gessner GmbH

Mr Baumgartner, may we ask you to introduce to us the company Neenah Gessner GmbH?

Neenah Gessner GmbH (NG) is part of the corporate group Neenah Inc., headquartered in the U.S.A. NG is among the Technical Products division which is representing more than 50% of the total global turnover. NG manufactures crepe and abrasive paper carriers (raw/impregnated) and supplies papers, paper/synthetic fibers, synthetic fiber/ media and multi-layer compound products to the worldwide filtration market.

How long have you known GOEBEL and how many of their machines do you operate?

NG has cooperated with GOEBEL since the sixties and presently runs five GOEBEL slitter rewinders.

Which materials do you convert on the GOEBEL machines?

Primarily, all filtration products are converted on the GOEBEL slitters. We are, however, not restricted by any limitations and are free to handle also other paper and synthetic grades.



Mr. Baumgartner, Mill Manager,
Neenah Gessner GmbH

What are the end products you manufacture?

You will find our products in all established makes of cars all over the world. Wherever filtering is done in a vehicle, our products are of value. They are part of running oil, air or gasoline engine systems. Add'l fields are indoor applications, intake air for generators, air conditioning, clean room control, vacuum cleaner filter systems and many niche application in filtration.

In 2008 you put the third GOEBEL topslit machine into operation. What were the decisive criteria in favour of purchasing another GOEBEL machine?

Precision and reliability – these are the requirements which we affiliate to our products, and that is what we expect also from the equipment we use.

What were the specialities of the said investment and how flexible did the GOEBEL engineers react to your requirements?

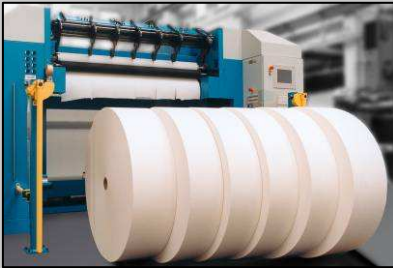
A whole lot of demands typical of NG had their influence, demands that underline our unique features. GOEBEL is well known for pursuing customer-oriented R&D and to supply custom-tuned equipment.

How contented are you with this equipment?

Very much indeed – I can say that without exaggeration. The product and service are of top quality.

What distinguishes the GOEBEL topslit machine in your opinion?

The always constant high quality of finished rolls.



GOEBEL topslit

What do you and your staffs particularly appreciate about GOEBEL machinery?

Its clear structure, sturdy construction in conjunction with state-of-the-art control technology. This means for us: made-to-measure systems help us to fulfil our tasks. And as always close relationship with the Goebel organization.

The after-sales service (i.e. maintenance, spare part supply and fast trouble shooting) is of increasing importance in plant engineering. How do you evaluate GOEBEL's after-sales service?

Our production managers are highly satisfied with the ease of contacting them, and their response time. As in most cases the contact persons are the same in the design phase and the after-sales phase, any faults, problems or modifications can quickly be implemented/solved and carried out.

Would you call GOEBEL a future-oriented partner of Neenah Gessner?

Yes, definitely so, especially with a view to the applications which we have been developing together in years.

GOEBEL expresses its thanks to Mr. Baumgartner for the interview.

Mr. Volkmar Thiele goes into retirement

After 36 years of working for GOEBEL, Volkmar Thiele will go into a well-deserved retirement on 01 March 2010. Looking back, we remember how Mr Thiele started his career in the Sales Department on 01 January 1974.



Mr. Volkmar Thiele, Senior Sales Manager, will retire

During his employment he attended to many important customers. Later he focussed his activities on the Chinese market, and did so with great success.

His successor will be Harald Knechtel. Mr Knechtel was employed with a German mechanical engineering company for many years and gained excellent insight into the Asian market.

It is with great pleasure that GOEBEL welcomes him to his new position.

Outlook to exhibitions in 2010

Also in 2010 you will meet us at a number of international and national trade fairs.

We already exhibited - together with our partner Industriekontor - at the INTERPLASTICA (Moscow - January 2010).

Further important fairs to take place in the first half-year are:

- Chinaplas (Shanghai /PR China - 19 to 22 April 2010, stand E1C41);
- PaperCon TAPPI (Atlanta/USA - 2 to 5 May 2010, stand 115);
- Zellcheming (Wiesbaden/Germany - 29 Juni to 01 July 2010, stand 328).

Come and visit us there! We are looking forward to meeting and having interesting discussions with you.



Herr Harald Knechtel, Area Sales Manager



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