



WIRE WEAVING
DINXPERLO

01

March 2016

CONNECT

MAGAZINE



ENDLESS

CONNECTION

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and Annealing

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...Willy Jansen,
Production Manager



ONE HUNDRED YEARS OF WIRE MESH EXPERTISE

Wire Weaving Dinxperlo is your partner for high-grade wire mesh products – whether you need a fine-meshed wire filter for an industrial application, welded flower mesh for horticultural industry or woven designer mesh for an exclusive building façade. We've been producing a wide range of wire mesh solutions for clients around the world since 1917.

ENDLESS CONNECTION

We love to connect. Whether it concerns connecting with people, connecting with clients or simply connecting wire! We seek long-lasting connections that our clients can rely on!

We're already well connected in the following sectors:

- horticulture
- design
- construction
- burners
- aviaries
- EMI/RFI shielding
- filtration
- machine construction
- oil & gas
- screen printing
- shipbuilding
- packaging
- automotive
- food industry
- chemicals

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FOREWORD

Dedication, Craftsmanship and Determination



Wire Weaving Dinxperlo has been going strong for some ninety-nine years now. Countless highly skilled tradesmen have left their mark on our great company – often over several generations. A fusion of traditional workmanship and modern technology allow us to craft reliable, high-quality products of which we can all be justifiably proud.

Late last year, we decided that it was time to reflect our pride in the quality of our work in our corporate marketing. We took up this strategic gauntlet in a partnership with Profilers, a marketing agency. Did we want to become hipper, more dynamic or in fact more business-like? Now that we have the finished item in our hands, we can safely state that we've simply remained true to ourselves. Or perhaps you could say that we've come into our own.

The core values that emerged during strategic planning sessions – dedication, craftsmanship and determination – have formed the basis of who we are as a company since 1917. And that basis is rock solid. For example, take Carlos and Denise – second and third generations of a dyed-in-the-wool Wire Weaving Dinxperlo family. Our interview with them made us realize just how dedicated our employees are and their enthusiastic stories demonstrated what excellent craftspeople they are. And as for determination? Where others fail, we succeed – as revealed in our interview with Nanne Bentvelzen at Royal Brinkman. This is what makes Dinxperlo Wire Weaving what it is today and why we're so proud!

Our new, or rather our renewed hundred-year-old vision has been incorporated into our new logo, website, business cards, trade show stands and above all into the magazine in front of you. We're proud of the result and curious to know what you think.

Happy reading!

With kind regards,

Puck van Holsteijn
COO
Wire Weaving Dinxperlo (our new brand name)

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LIVE WIRE

Endless Connection

You've finally got your hands on a copy – our new magazine in which we present our new corporate image. At the end of 2015, we subjected our brand to careful scrutinization. What emerged as a result of this process? First and foremost, we identified our employees and clients' dedication, our company's high level of craftsmanship and our dogged determination to be the best at what we do. Making a connection is central to everything we do – be it the tight-knit, long-lasting connection to you and our employees, or the solid connection between the strands of wire in our wire mesh products. Our new slogan, 'Endless Connection', emphasizes the long-lasting connections that you can rely on – today and in the future. Even our brand name has undergone a minor tweak. Over the decades, our name has appeared in a wide range of forms. The name

'Wire Weaving Dinxperlo', as incorporated into our revamped logo, aims to bring uniformity and clarity. As a tribute to our rich history, our logo retains the letters 'MD', which for decades have been associated with our company's name in Dutch, 'Metaalgaasweverij Dinxperlo'. We're proud of the result and can't wait to present the all-new Wire Weaving Dinxperlo. www.wireweaving.com



**WIRE WEAVING
DINXPERLO**

Wire Weaving Dinxperlo at ESEF

Innovation and partnership. These are the themes of this year's ESEF trade show being held at the Jaarbeurs exhibition centre in Utrecht from 15–18 March 2016. ESEF is the largest trade show for the manufacturing industry in the Benelux, where new materials, components and applications are exhibited, flexible solutions and technologies are demonstrated, and new and valuable business relationships are forged. Drop by our stand for a cup of coffee and a chat. See you at Stand D049 in Hall 3! www.esef.nl



Hyacinth Macaws under Our Wing

Dedication is one of our company's cornerstones. We're proud of the long-lasting partnerships established with our clients and the loyalty demonstrated by our own employees. We associate our company with the hyacinth macaw – the friendly, cobalt-blue giant of the parrot kingdom. This sociable bird is highly fastidious about its choice of mate with whom it will spend the rest of its life. We identify with this bird's traits so strongly that we adopted a flock of hyacinth macaws in Amsterdam's Artis Zoo. We're supporting the zoo in its endeavour to conserve this magnificent species of bird. What's more, we're also giving something back to the oldest zoo in the Netherlands by helping to create safe and pleasant habitats for a plethora of unusual species with our durable and animal-friendly aviaries. www.artis.nl



Investing in the Future

We're currently working with talented young people throughout our region as part of an ongoing renewal and innovation programme. In 2014, we partnered with Bribus, Enveloprint and SABA to set up InnoDinx – a local innovation hub here in Dinxperlo – that brings together trainees from various fields of study. The students not only gain a great deal of experience at their respective training companies, but also from one another thanks to their varied backgrounds and assignments. Since its inception, we've taken on nine InnoDinx trainees and seen a whole host of interesting graduation projects pass our way. For instance, four technical university students joined us to devise a more accurate method for strength testing our welded wire mesh. The assignment resulted in a tried-and-tested product that makes wire mesh testing even more efficient and accurate. The trainees' presentation was attended by all the InnoDinx partner companies – a fantastic way to be inspired by these talented young individuals. www.innovatiehub.com

FILTECH

The FILTECH trade show will be held in Cologne later this year from 11–13 October. FILTECH is the largest filtration event in the world, showcasing the latest innovation in filtration and separation technologies. Come and see our latest innovations on Stand C15. For more information, please visit the www.filtech.de website

FILTECH



Greater Flexibility with ERP

Wire Weaving Dinxperlo recently implemented , Dynamics NAV, Microsoft's Enterprise Resource Planning (ERP) solution, in a partnership with GAC Business Solutions and consultant Rick Blom. With this new system now fully installed, development and sales are now directly linked. Barcode scanning, tracking & tracing, graphical planning and shop floor progress registration now give us immediate access to the current status of all job orders. With this improved insight into our operational, production and logistic processes, we can now deliver the trusted quality you've come to expect of us with even greater flexibility and even better service.

www.gac.nl & www.easystep2lean.com

OUR PROFESSION

ANNEALING, DRAWING AND ANNEALING

'You make wire mesh?' This is a question we often hear at social events when we're enthusiastically telling people about what it is we do. The looks of astonishment on people's faces when we explain how our wire mesh is used in airbags, greenhouses and deep fat fryer baskets remind us constantly what a great and unusual line of business we're in. It's a trade we're proud of. We'll be revisiting this topic in ConnectMagazine on a regular basis to introduce you to the wonderful world of wire mesh weaving.

Woven Wire Mesh – The Basics

We start our tour through the world of wire mesh weaving in the place where it all starts – in the wire drawing department. Drawing machine operators Denise and working foreman Carlos meet us to show us the ropes.

Three Generations of Drawing Machine Operator

While our photographer documents the process, we talk to Carlos and Denise – father and daughter from a dyed-in-the-wool wire-weaving family. Denise followed both her father and grandfather into the wire-weaving business at Wire Weaving Dinxperlo ten years ago. She explains how this came about, 'My father suggested I come take a look. So I did and I was immediately convinced... it's great work and the team here is really tight knit. As far as I'm concerned, I'll still want to be working here in ten years' time.' Not surprisingly, wire drawing is often a topic of conversation at the dining room table, 'Until my wife says enough is enough,' Carlos adds laughing.



Learning the Ropes

Learning a trade such as wire drawing takes time and expert mentoring. Carlos explains the process, 'It takes about six months before you can start drawing wire well and another six months to master the process. You need to get a feel for it.'

Wire Drawing Evolution

Over the past forty-three years, Carlos has seen wire drawing evolve tremendously, 'It's an old trade, but it's constantly being modernized. Ten years ago, we would never have imagined that we'd be drawing 750 tons of wire per year. Improvements mean we've been able to double our output capacity. Nowadays, we can work far more efficiently and the quality has improved greatly too, thanks to new automation and inspection methods.'

Sense of Responsibility

As a working foreman, Carlos attaches a great deal of importance to his team's sense of responsibility and self-reliance. 'I involve everyone in the innovation process. Sometimes quite surprising things emerge. It fosters goodwill, involvement and great new ideas... all incredibly important factors in our line of business!'

1. Annealing

The coils of 1-mm starting stock wire first pass by Denise and Carlos's co-workers in the annealing shop where the wire is heated to a high temperature to remove any stresses and irregularities from the metal for improved processing.

2. Stringing up

The drawing machine's dies each have a profile set to the required wire diameter. Denise demonstrates how she swiftly pulls the sharp point of the annealed wire through a series of drawing dies. This process is called 'stringing up'.

3. Drawing

The machine pulls the lubricated wire through the drawing dies under the watchful eye of the operators as it gradually becomes thinner and thinner. Once it's reached the required diameter, the machine spools the wire onto a drum or 'swift'.

4. Inspecting

The operators and their foreman carefully monitor the entire production process. The wire thickness on every spool is measured using a micrometer before it moves on to the annealing shop.

5. Annealing

The spool of drawn wire is annealed again to restore its original crystalline structure. The wire is now ready for the next stage of production in the beaming and weaving mill.



OUR CONNECTION WITH... ...HORTICULTURE

You'll find our wire mesh used all over the world – in automotive, construction, horticulture, machine construction, shipbuilding and sports. In each edition of 'Our Connection with...', we'll be putting a particular wire-mesh application in the spotlight. We'll be kicking off with 'horticulture' and how our welded wire mesh is being used in greenhouses everywhere!

In Use

Flowers rely on the support of wire netting or wire mesh. Horticulturists use our wire mesh to guide the growth of a wide range of flowers including lilies, hortensia and chrysanthemums. To learn just how our wire mesh is used in this sector, we met with Nanne Bentvelzen, product specialist at Royal Brinkman – a global supplier, installer and consultancy to the professional horticulture sector worldwide. Nanne explains to us how the process works, 'Just like the flowers themselves, the wire mesh starts off on the ground. It's spooled off its reel and accurately placed over the hoist heating or supporting material. With the wire mesh accurately positioned as a guide, cuttings are then planted in the centre of each hole in the wire mesh, either by hand or by machine. After ten to twelve weeks, the cuttings will have grown into fully grown flowers ready for auction. A computer-controlled hoisting system gradually raises the wire mesh at the same rate as the growing flowers, so that their delicate stems remain supported. The fully grown flowers are then cut and shipped to auction. The cycle then repeats with the wire mesh being lowered back to ground level.'

Exacting Specifications

The moisture, warmth and chemicals that growers use to create the ideal climate for their flowers test our wire mesh to its limits. To withstand these conditions, corrosion-resistant, aluminium/zinc-coated Galfan wire is used. It also needs to be durable enough to withstand being constantly moved, walked on and driven over. Nanne nods in agreement and adds, 'Heavy-duty usage such as this means the wire has to be of a high quality and durable enough to last a long, long time.' Not only durability, but also precision and consistency play a major role in the horticultural sector. Nanne explains why this is the case, 'The size of each opening in the wire mesh is critical, especially for chrysanthemums. The automated planting machine drives over the wire mesh and aims to position itself exactly over the centre of each mesh opening, and not above a wire. Regardless of the size of the greenhouse, every wire and opening needs to be in exactly the right place. Even the slightest discrepancy could lose an entire shipment of plants. It has to be spot on!'

Custom Work

Every unused square inch costs growers money, which is why it's critical to use the available space as efficiently as possible. Using his extensive expertise and experience in the sector, Nanne designs optimal greenhouse layouts for his clients, taking into account factors such as the ideal growth density for the variety in question. Wire Weaving Dinxperlo then produces the required length and width of wire mesh to Nanne's exact specifications. Nanne explains just how important this is, 'Every flower less than the maximum number that can be grown per square metre is lost income for my client. Together we ensure that all the available space in the greenhouse is utilized to the fullest extent possible.'



Nanne Bentvelzen (right) with Johnny Huls (Senior Mesh Welder, Wire Weaving Dinxperlo)



Our Connection with...

Royal Brinkman ↔ Wire Weaving Dinxperlo

Royal Brinkman is the exclusive supplier of Wire Weaving Dinxperlo's wire netting and wire mesh products to the horticultural sector. The organization has been operating globally as a trading company in this sector for some 130 years. Royal Brinkman's market knowledge and Wire Weaving Dinxperlo's product expertise has resulted in a high-quality product that has been in use in glasshouses around the world for forty-three years. The two companies invest jointly in ongoing process improvement and production automation to provide even greater benefits to the horticultural sector.

WARP & WEFT BY... ...WILLY JANSEN, PRODUCTION MANAGER



Clients, suppliers, employees, directors... everyone has his or her own perspective on Wire Weaving Dinxperlo. In each edition of "Warp & weft by...", we'll be taking a closer look at our company and product through the eyes of someone different. In this first edition, we'll be examining the warp and weft of our company through the eyes of production leader Willy Jansen.

Willy, what is it you do exactly at Wire Weaving Dinxperlo?

'I'm the production manager in the weaving, welding and filter department, but I am also indirectly involved in the filtration department. I plan the orders and their machine allocation, manage my teams and safeguard production process quality. Our QA/QC department is responsible for the quality control of our materials and finished products, but as production manager I'm primarily responsible for monitoring process quality and continuity.'

How long have you been working here?

'I started working here in 1986... thirty years ago! My father worked here too and at the time it was a logical decision to

follow in his footsteps. As did my brother – he's a working foreman in the filtration department.'

Has much changed in the past thirty years?

'For sure! There've been huge changes. For one, production is a lot more efficient thanks to automation. When my dad was working here, he only operated one machine. Nowadays, we all operate a dozen or so machines... and at a far higher rate than back then. Not only are they faster, but they're safer and more reliable too, which means there are less errors and stoppages. In other words, everything's far more efficient now. We've improved our delivery performance enormously.'

Have you come up with any innovations yourself?

'Yes. My team and I are constantly thinking of ways to improve production still further. Wire Weaving Dinxperlo also has the budget, the expertise and the inclination to actually put our recommendations into practice. Over the past few years, we've been able to develop a brand-new, proprietary operating system for our automated production lines. By refining and improving this further, we've been able to improve quality and cut through-put times, making us even more viable. An absolute must in this business.'

Are you proud of the product you make?

'For sure! No doubt about it. Virtually everything you can think of has mesh in it. Your car's oil filter for example. Oil filters use our wire mesh to reinforce their filter cloths. You'll even find our wire mesh in airbags. Often you'll never see our product in

use, but once you know you start seeing your steering wheel in a whole different light. Our wire mesh products even play a major role in the food industry. Take for example the presses used to separate the solid and liquid constituents of cocoa beans. It's a lot more complex and intricate than chicken wire that most laymen associate us with!'

Are you involved much in custom projects?

'Our wire mesh comes in a whole range of sizes and wire thicknesses. This means we can do virtually anything we want with it. Every client-specific project places its own particular demands. When Sales receives an enquiry, I take a look at it together with the Research & Development department to work out how we can deliver. Sometimes, these projects can be highly intensive. For example, we jointly developed machines with Royal Brinkman that we use exclusively for their production work. Joint investments like this result in incredibly tight-knit partnerships that create a win-win for both partners for years on end.'

What do you think is so great about Wire Weaving Dinxperlo?

'Next year will be our hundredth anniversary. This says something about our quality and craftsmanship... how many companies are still around a century after they were founded? This makes me especially proud. Our company culture is also something rather special. You often read that staff turnover is important for an organization to keep itself on its toes, but I think solidarity is far more important. This only emerges after having worked together for a long time. I think we've become what we are today as a result of the down-to-earth mentality we all share. Many of our clients have been with us for years... this is why we all do what it is we do.'





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