

**HAYER & BOECKER**



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# PLANET BLUE THE HANDBOOK

PROCESSING STORAGE MIXING FILLING PACKING PALLETIZING LOADING AUTOMATION



HAVER & BOECKER

# FOREWORD



You have just picked up the handbook that accompanies our current PLANET BLUE campaign.

With this campaign we would like to give you and our customers our answer to the current challenges posed by climate change. This campaign gives you the opportunity to set yourself apart from the competitors by drawing our customers' attention to a topic that concerns us all:

### **The preservation of our living space PLANET BLUE.**

This guide invites you to familiarize yourself with the concept and ideas behind our campaign. What is a campaign? Why did we call it PLANET BLUE? What and who should it achieve? These are all questions we wish to answer here. There is also a workbook along with this manual. The workbook gives you an overview of how our technologies and developments of all HAVER & BOECKER technology brands support our Blue Planet by conserving our resources.

## WHAT IS A SLOGAN

A slogan is an effective, catchy (advertising) phrase that aims to embed itself as rapidly as possible into the memory. It sums up the message behind a product or a brand and is designed to arouse positive feelings.

Advertising and media live from such "catch phrases".

Examples: *"Just do it!"* ...or:

*"Have a break, have a Kit Kat"*).

In politics slogans play a central role in election campaigns (Yes we can!).

Interestingly, the term slogan derives from Scottish Gaelic, where "sluagh-ghairm" was understood as a call to the people or army. A "slogan" is thus basically nothing short of a battle cry.

**A slogan brings the message to the point and embed itself into the memory.**

In order to be memorized as fast and as deeply as possible, a slogan should fulfill some of the following criteria:

- be short and credible
- be descriptive, pictorial, product-related
- motivate and arouse positive feelings
- use rhymes, rhythms, catchy melodies or proverbs
- involve play on words, related metaphors or word neologisms
- be provocative, shake things up, and connect opposites

Our slogan is **PERFECT FLOW**.

It serves as a common and overarching slogan. Under this slogan we continuously pursue the development of unrivalled technologies and services for the perfect flow of goods, processes and work.

It symbolizes productive, effective and smooth operations within the network of the customer's entire company, which we wish to ensure with our technology and services.

However, PERFECT FLOW is also directed inwardly and requires that we at HAVER & BOECKER design our internal, group-wide processes, communication and teamwork in such a way that we achieve our goals effectively and efficiently without stress and frustration.

# HOW DOES A CAMPAIGN DIFFERENT

Campaigns are temporary actions for a specific target group and have a specific objective. In business, the goal may be the sale of a new product (e.g. a new machine) or a new idea behind it (e.g. climate protection). Campaigns are therefore dedicated to a certain topic or message and have a specific script. They are usually developed within the scope of public relations work, where the threads of the actions from different areas within and outside of the enterprise run together (e.g. PR department, product management, event department, service provider).

## Campaigns

- are found in all areas of the public life, e.g. advertising campaigns, election campaigns, image campaigns or health campaigns
- have a specific target
- have a clearly defined topic or message
- have a specifically defined time period
- can involve a variety of actions, events, and media
- are designed to inform

Our HAVER & BOECKER campaign is called **PLANET BLUE**.

**Campaigns are temporary actions and have a specific objective.**

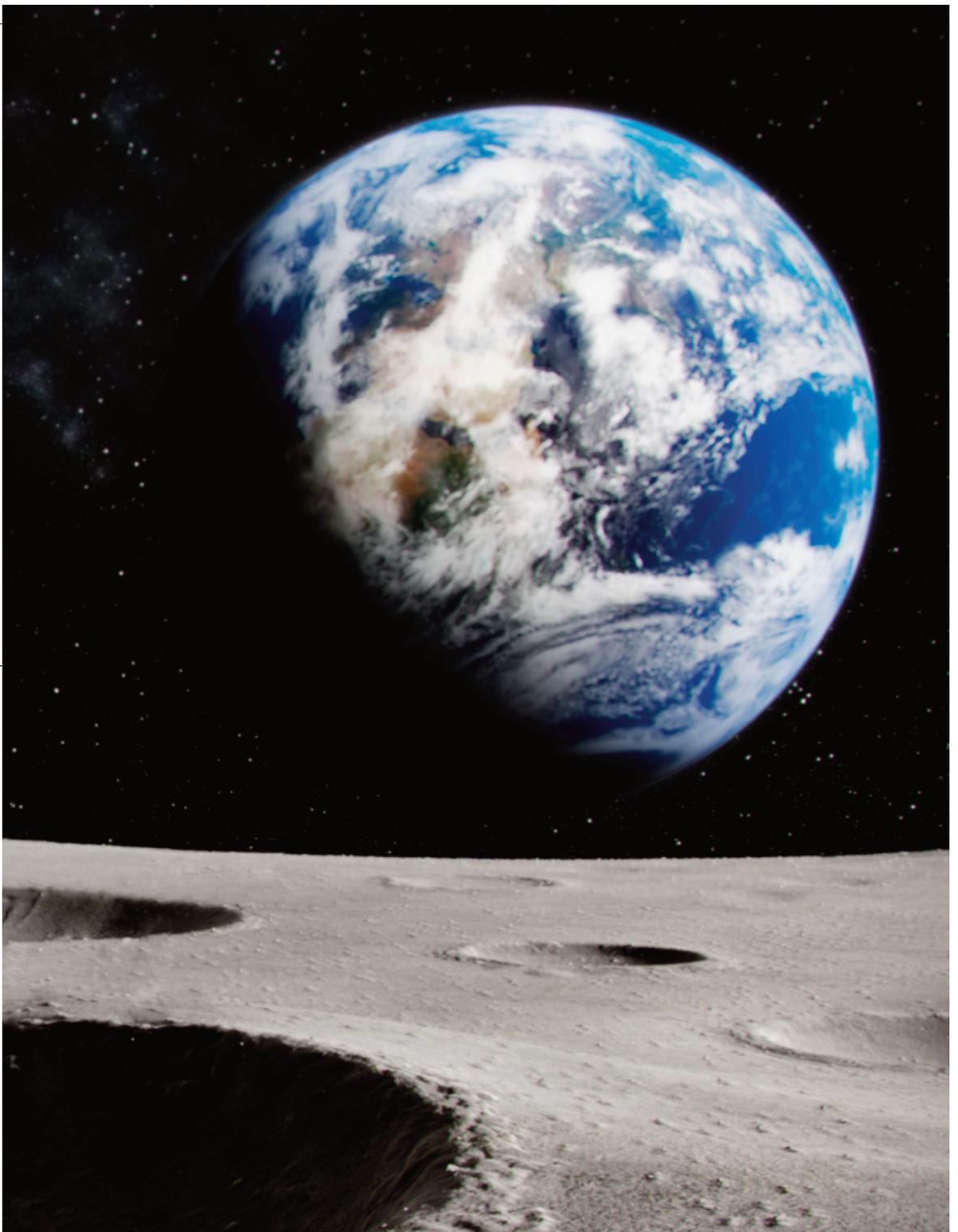
# WAS SIEHT MAN SICH SELBST VON EINEM SLOGAN?



*"On my first spacewalk, I looked back at our planet. Tears came to my eyes and I thought this must be the view from paradise to earth. But then I realized: No, that is paradise..."*

(Michael James Massimino, 2002 and 2009 on the ISS)





## WHY IS OUR CAMPAIGN CALLED "PLANET BLUE"

The International Space Station (ISS) orbits the Earth within 90 minutes, 400 km above the surface. In fast motion the astronauts witness the highly complex global processes that shaped the planet billions of years ago and produced life. But they also see the full extent of global climate change: the shift in climate zones and the weakening jet stream that used to pump cool and humid air regularly into temperate climate zones. They see deserts spreading, forests and green spaces disappearing – and with them our most important oxygen producers and carbon dioxide recyclers. The blue planet is changing more definitively and faster than expected. Like Mars, it threatens to become a red planet, which millions of years ago was once a blue planet with seas, rivers and an atmosphere.

We have given this campaign the title PLANET BLUE in order to focus – here and now - on the opportunities offered by HAVER & BOECKER as a whole, with which our customers can make a small but sure contribution to a more careful use of resources and materials.



**PLANET BLUE**  
**HAVER & BOECKER**

If you go to trade fairs today or read trade journals, everywhere you can see the colour green, which is directly related to the environment. But in order to differentiate ourselves, and not just blindly follow the trend, we concentrate on the color blue.

**A successful environmental focus brings economic benefits for all parties involved.**

## "PLANET BLUE"?

We focus on blue because that is the color of the planet we live on. We put the planet in the foreground not only because it is our living space as humans, but because we as HAVER & BOECKER simply have a love affair with space travel.



In 1969 our wire mesh was on board when Neil Armstrong, Buzz Aldrin and Michael Collins made their way to the moon. Since then we have been infected by the space virus. That is why we use the moon as the permanent backdrop for our ROTO-PACKER® and why we make planet Earth the focus of our campaign.

But there is also a second reason why we focus on the color blue. It is because it is the official color of the business world we work in. The term PLANET BLUE should always remind us that as HAVER & BOECKER, the sale of resource-saving

technologies also brings added value for our company. A successful environmental focus can only work if it brings economic benefits for everyone involved. As HAVER & BOECKER, we offer our customers the tools with which they can create something useful and, above all, profitable.

Of course, we also wish to be rewarded for providing these valuable tools. If we design the marketing of our technologies in such a way that customers can fully benefit from them, also with regard to the conservation of resources and the environment, then they are also prepared to pay more for these technologies.

PLANET BLUE also refers inwardly to our company, which extends the importance of this campaign. Our company is a living space of its own, which we aim to make it as safe, friendly and eventful as possible for our employees, but at the same time as powerful as possible.

*"I always thought that my  
neighborhood was my home  
and everything I needed.  
Today planet Earth is my home."*

(Michael James Massimino)



## WHAT IS THE MESSAGE OF PLANET BLUE

We know only since the beginning of space travel that Earth is a bright blue point in black space. It is neither particularly large, nor is it alone among planets and moons in the solar system. And yet it is unique. It is water that gives the Earth its blue color and it is also its ideal temperature gradient that makes a variety of life forms possible: a paradise.

It is important that this sight still evokes a profound impact on our feelings even after 50 years. Michael James Massimino spent 23 days, 19 hours and 47 minutes in outer space, seven hours of which were devoted to exterior repairs to the Hubble telescope. It took this one overwhelming moment of spacewalk to realize how not only unique and beautiful the blue planet is, but also how vulnerable and incredibly thin its atmosphere is. The Earth is a single living, breathing organism. It is our home.

Sustainability is a principle of action for the use of resources, in which a lasting satisfaction of needs is to be guaranteed by the preservation of the natural regenerative capacity of the systems involved (above all, of living beings and ecosystems).

So it gets down to more than just protecting the environment. No, nature gets along just fine without humans and it would settle into balance without our active involvement. Whether this balance would be a good basis for human life remains to be seen. It has a lot more to do with protecting man's habitat and using the resources of our planet in such a way that we do not live at the expense of future generations. How can the economy and society develop without changing the environment to our disadvantage and so that it ensures the basis for a life in dignity for as many people as possible?

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We also take into account that the environment, economy and society influence each other. There is no lasting economic and social progress without an intact environment – and no intact environment without economic and social prosperity. Sustainability therefore describes a way to keep the world in balance.

The triad "reduce, reuse, recycle" offers a very practical approach for such a way of life. Surely you will find one or more possibilities in your everyday life.

Sustainability was and remains a central value for us from this perspective as well. We pursue a fundamental approach. With our technologies we strive to improve the living conditions for mankind. That is our mission!

We asked the author and cultural scientist, Martina Ward, to put our message in a nutshell and to make our statements interesting for the customer and other third

parties. Ms. Ward did an excellent job implementing this. Our PLANET BLUE campaign officially states:

*Our planet is unique – as unique as the life that is on it. Its creation required so many cosmic coincidences that human existence is all the more amazing.*

*It was 300,000 years ago that the window of time first opened for modern man, a blink of the eye in space and time. Now we humans are faced with one of the greatest challenges of our history:*

*We are experiencing an unprecedented population growth and we will need to share a shrinking habitat with eight, nine, or ten billion fellow humans over the coming decades. Our willingness to break new ground and use resources responsibly and sparingly will determine what this window of opportunity will hold for us, and how peaceful and fulfilling our coexistence will be.*

## WHAT IS THE MESSAGE OF PLANET B

*It is worth looking back at what has allowed us to grow and develop to this day: the courage to change, inspiration and team spirit. We have acquired an enormous amount of knowledge about ourselves and the world. And we know what future generations need, what drives us in our innermost being and what makes life worth living. We only need to take the next step, especially if we are all to benefit from it – especially for the children on this blue planet.*

This means that we at HAVER & BOECKER understand that the environment needs no protection. It is people who need protection. As a company, we can make a small but sure contribution to this protection. Thus we offer customers our HAVER & BOECKER packaging and Feige FILLING technologies which, with the help of our NEWTEC palletizing and loading technology, allow end customers to deliver their product without losses. This limits CO<sub>2</sub> emissions to the bare minimum and prevents



energy wastage for the manufacture of products that will not be used later. It also saves the financial resources of our customers who do not end up "giving away" product. The same ideas can be transferred 1:1 to the storage, mixing and distribution technologies of our IBAU subsidiary. As to resources, our mineral processing technology of HAVER &

## T BLUE?



BOECKER Niagara is run of the mine, so to speak. Our unique screening and washing technology enables the customer to dispense with entire process chains by no longer having to process the product wet, but can process it wet. This not only saves enormous amounts of water for us humans, but also huge, unnecessary financial expenses for our customers, the miners.

So you can already see the logic behind the approach. PLANET BLUE's message is to use the right technology from HAVER & BOECKER in order to create win-win-win situations in which both the resources of our planet and the financial resources of our customers are conserved. This in turn leads to higher prices and margins for HAVER & BOECKER.

## TASKS

**What tasks will the technology subsidiaries, business units, regional subsidiaries and representatives take on within this campaign?**

- The **Technology subsidiaries** have the task of developing and promoting their technologies, products and services with a view to their contribution to resource conservation.
- The **Business Units** have the task of solidly determining, preparing and supporting these products, services and performances "contentwise" in accordance to the needs of their specific customers and industries.
- Our **regional subsidiaries** and all **representatives** have the task of marketing these technologies, products and services in all industries under the PLANET BLUE approach and adapting them to the needs of their regions.



### What tasks are you taking over?

We would like to ask you to support the PLANET BLUE campaign to the best of your knowledge and belief and with all your strength and energy. This is done by constantly informing and reminding customers, colleagues



and relatives. Scientific studies have shown that on average a person must hear an advertising message at least 5-6 times before she/he consciously perceives it and thinks about it. With your effort, we can keep the time that passes as short as possible. With your

contribution we will accelerate the success of the campaign and thus the overall success of HAVER & BOECKER.

**We would like to thank you in advance for your help!**

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