

hebro chemie.
Formulating a better future.

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Where we use the plural form in this brochure, we do so deliberately to include male and female readers.

hebro chemie at a glance.

hebro chemie has its head office in Mönchengladbach, Germany, and is a reliable supplier of special-purpose, premium quality chemical products.

The company was founded in 1976 and, today, offers a broad range of products for industry, the trades, the services sector and public institutions. It is, as much as anything, positive feedback from customers that has enabled our enterprise to grow steadily and sustainably and allow hebro chemie to hold such a strong position in the face of the competition.

hebro products are designed to increase efficiency in day-to-day life. When used properly, they are not detrimental to the health of the user. In addition, correctly formulated products contribute towards saving natural resources.

Keen to address customers' issues as a partner-like problem solver, hebro chemie has always kept its development focussed on a key aspect: the well-being of both people and the environment.

As a result, the continual enhancement and adaptation of products, processes and services to cater for the changing requirements of customers and the market is a welcome challenge that hebro chemie takes up every day.

It is on the basis of these principles that hebro is **formulating a better future**. This claim is both a promise and a commitment.

Measurable indicators of our corporate success:

- more than 7,000 satisfied customers
- more than 420 standard and special-purpose products
- about 100 dedicated employees
- 100 per cent know-how and capability
- over 40 distributors and trade partners
- over 30 years' experience in the trade
- over 15 years' membership of the Chemetall GmbH Group
- 4 broadly spread product areas
- 1 Company name: **hebro chemie**

Welcome to hebro chemie.

**Protection of health and the environment,
occupational and machine safety
and quality assurance**
are all indispensable components
in our entrepreneurial approach to business.

Formulating a better future

You will come across this slogan a number of times in the course of the following pages. It describes not only a key precondition in the way hebro products are created, it is also an expression of our self-perception, commitment and our entrepreneurial objectives. In this way, it is both a commitment and a promise at the same time – protecting natural resources and focussing on our customers' well-being.

It is the customers' needs and expectations of special-purpose chemical products that drive our development and problem-solving capabilities to ever higher levels of achievement.

From the point of view of our customers, hebro's outstanding performance is not only reflected in the excellent quality of our products, they also value rapid, skilled on-site advice, punctual delivery and good value-for-money. It goes without saying that, in achieving these aims, we adhere strictly to all applicable legislative provisions. Our first-rate occupational health & safety and environmental management systems have set standards in the past.

In order to tackle future goals, we are introducing corresponding measures to achieve sustainable improvements in all sections of the company.

One of these will be to promote awareness for the increasing challenges facing us at the present time. Through product innovation and optimisation. Through specially prepared training workshops. Through ensuring clearly defined working procedures in all sections of the business. Through cost-reducing defect avoidance. Through close cooperation with our partners. And through involvement of our suppliers and customers in the QHSE system and regular monitoring and adjustment of QHSE targets.

These measures will enable hebro to continue to expand. As we do so, hebro employees and trade distributors will play a decisive role because they are a key factor of our enterprise and without them it would not have been possible to establish hebro and promote its development so effectively.

The responsibility inherent in "Formulating a better future" is borne by many shoulders. We would invite you to peruse this brochure at your leisure and make up your own mind. We trust you will enjoy the read.



Dr. Andreas Stumpe
Managing Directors of hebro chemie



Joachim Wollmann
Managing Directors of hebro chemie

The story of our success.

Building on tradition to shape the future.

The history of hebro is one of change.

Since the **company was founded in 1976**, many things have changed. What has not changed is our commitment to promoting the advancement of the business.

Which is why we **face the future with confidence**, while maintaining **respect towards our traditions**.



How it all started ...

At the beginning, hebro chemie was purely a trading company dealing in specialist chemical products. With great determination, efforts were made to win over not only large customers but specifically medium-sized and small enterprises from many fields of industry, the trades and services. The main products supplied were lubricants for service and maintenance work and others for industrial cleaning.

Growth

Numerous other strong business areas were soon established. The addition of our own products developed in-house soon established hebro as a recognised specialist supplier of coagulants and coolants. At the same time, the company was able to expand its capabilities in consulting and service while developing reliable, fast and flexible logistics systems.

Various building additions reflected the greater demands made on our company – the process has continued up to the present day and has resulted in a physical presence that mirrors the increasing importance of hebro in the market.

One area of focus in the future will be on strengthening our penetration of the markets across the European Union, while continuing to consolidate our home market. A crucial aspect of our efforts is to comply with all national and international legal provisions affecting our business.

Our membership of the Group

Since 1999, hebro has been a member of the Chemetall Group which is itself incorporated in the Albemarle Corporation. As regards cooperation with international business partners, integration in this group of companies is of particular importance. By exploiting numerous synergies, we are now represented either directly or indirectly in many industrialised countries around the world.

Premium quality as a matter of principle

Strict compliance with corporate guidelines provides a solid foundation on which to build future elements in hebro's success story.

- That is why only the best raw materials are good enough.
- That is why all the products that leave the company have been thoroughly trialed and tested in practice.
- That is why intensive quality controls are of such great importance. Processes are strictly organised in compliance with DIN EN ISO 9001, DIN EN ISO 14001 and OHSAS 18001 and have frequently been honoured by the German Occupational Accident Insurance Association.

Whatever products our customers purchase from us, they can rest assured that they will be buying peak quality, made in Germany.



DIN EN ISO 9001, DIN EN ISO 14001
and OHSAS 18001
Certificate No. 71 150 J004

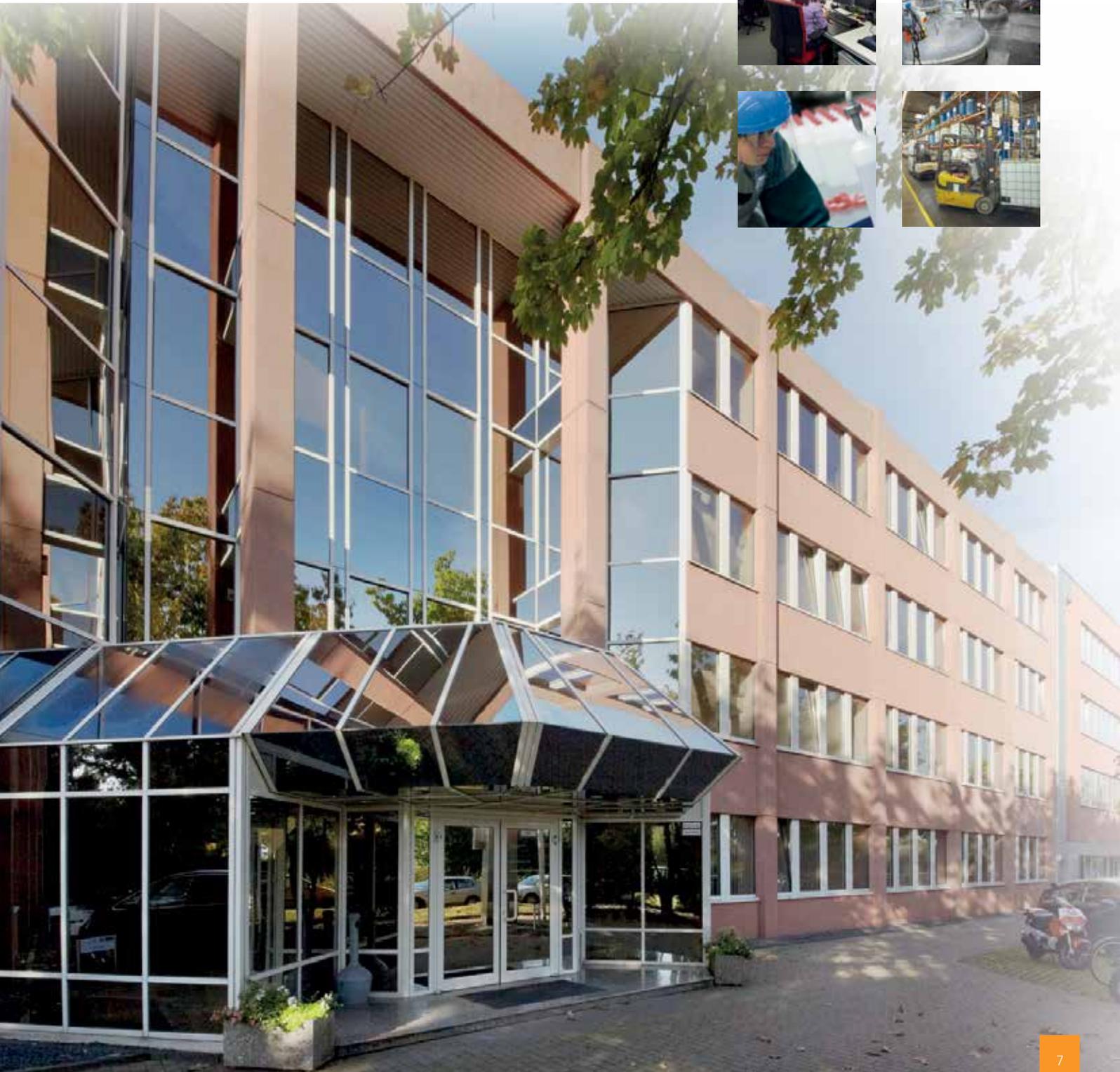


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1976

Today



Our idea of sustainability.

Ecology and economy in harmony.

hebro chemie is a responsible manufacturer and supplier. As an enterprise involved in the chemicals industry, we are committed to the worldwide **Responsible Care initiative**. Their maxim is closely intertwined with our own **corporate policies**, which underlines our **commitment to protecting people and the environment**.

Responsibility as a guiding beacon

Responsible Care stands for the desire to strive for continuous improvement at hebro with regard to the fields of environment, safety and health and to display this progress regularly and publicly, irrespective of statutory requirements.



RESPONSIBLE CARE®
OUR COMMITMENT TO SUSTAINABILITY

Regulations and quality standards

One thing is clear, hebro takes the quality standards applicable to its fields of activity seriously. Production processes are, to a large extent, aligned with an efficient use of resources. Raw materials are selected and used in compliance with the strictest of quality standards.

Processes of ecological relevance are, as a matter of principle, perceived as an integral part of process management and all our employees are involved in the process. This ensures that every individual can make their own personal contribution to protecting and securing an environment worth living in.



Guiding principles

We have clearly defined corporate policies in place to enable all the employees at hebro to develop an awareness for our exceptional responsibility and quality standards, whatever their position in the enterprise. These policies are binding guidelines for the day-to-day activities of all our staff and have been drawn up in compliance with the QHSE* policies in our company. They are a solid foundation for hebro's corporate policy.

- As a team of employees working together, we are continually improving our performance with regard to the quality of our products and services and the way we deal with safety and our environment. Compliance with all the applicable statutory requirements is a must.
- We consistently meet the needs of our customers to their full satisfaction. Through reliable products and exemplary services. Through capable consulting person-to-person – guaranteed by our qualified field sales staff and backed by faultless order processing.

* QHSE =
Quality, Health, Safety, Environment

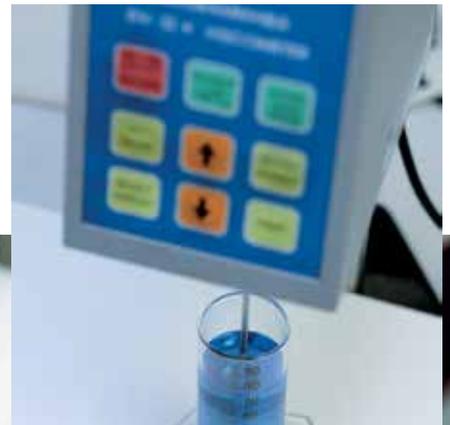


- We apply ourselves daily to the need to prevent quality deviations, accidents and environmental damage.
- Reduction and removal of environmental pollution and the careful use of resources are fundamental principles of our work.
- We regularly monitor the effectiveness of our quality, safety and environmental management systems.
- We require our suppliers and partners to apply the same standards of quality, environmental protection and safety as we do.
- We maintain frank and open dialogue with our employees, partners, the Authorities and the general public on all aspects relating to quality, safety, health and the environment.
- We accept responsibility for the appropriate quality of our products, their safety and environmentally friendly manufacture and disposal.
- In line with our responsibility towards our employees, society as a whole and the environment, we apply any necessary adjustments and modifications without delay and voluntarily – even without instruction from the authorities and often above and beyond the legal requirements.

Our research and development.

Customer-orientated solutions built with enthusiasm.

This is why we at hebro invest so much in developing new products and enhancing our existing ones, as a signal that we continually aim for the best results achievable at the current time – results that contribute to the long-term expansion of our excellent market position.





Customers drive developments

Our research activities are closely orientated towards the needs of our partners in the market. We consider customer requirements and technological progress to be opportunities for achieving future innovations.

Teamwork delivers results

hebro's R&D experts are already working on tomorrow's solutions today. As interdisciplinary teams, they join forces to work towards a common goal.

Bundling know-how has been shown to result in products and processes that promote our customers' success in nearly every sector of industry. hebro products stand out due to their excellent quality and high degree of economy.

Products in tune with the market

We are committed to expanding our research and development activities still further. This applies both to our standard and to our many special products, created to customer specifications.

Adjusting products in anticipation of changing conditions and requirements plays a large part in this process.

As a general rule, we make sure that all aspects of environmental protection are fully taken into account while ensuring that products are highly efficient and user friendly to handle.



Our four product areas.

Special-purpose products for many fields of application are a feature of our range.

The strong products offered by us are a key aspect in the success of our enterprise. Customers can select from four product groups containing **premium-quality products** whose **safety standards** are exemplary. The standard product range boasts impressive **breadth and depth**. **Tailored solutions to meet specific customer needs** demonstrate time and again **our capability as problem solvers**.

1. **Paint detackification products and water treatments**

In many industrial environments, for example in woodworking, metalworking and plastics, wet-painting is preferred for quality reasons. By the very nature of the process, not every particle of paint lands on the components being painted. This overspray is held in suspension in the surrounding air.

State-of-the-art coagulants from hebro ensure that, in water-wash spray booths, these particles are washed out of the air by recirculated water.

2. **Coolants and metalworking fluids**

In many sectors of industry, the use of coolants and metalworking fluids is an essential part of production, in particular in the metalworking industry. State-of-the-art high-performance machining processes are simply not feasible without using cutting fluids. hebro products contribute to the high standard of such state-of-the-art processes.

This product group is complemented by numerous circulating oils with a range of viscosities.

Brief description





3. **Cleaning and care products**

Professional and industrial component cleaning enables the thorough removal of undesirable coatings – such as grease – from a range of different objects. In this way, the products used contribute to retaining the value of those objects and minimising functional faults.

This, in turn, increases the quality of the downstream processes.

High-quality, dermatologically outstanding skin care and protection products round off the broad range of items available in this group.

4. **Maintenance and repair products**

This group of hebro products includes lubrication and ancillary materials, such as anti-wear, penetrating and other fine oils, grease and rust removers.

Customers can also find various special-purpose cleaners, paint removers, zinc coatings, releasing and antiseize agents and other special products such as oil binding agents and thawing agents.





Our employees.

Daily motivation is a question of chemistry.



Our committed, flexible and well qualified **in-house employees, together with our representatives** who support our customers on-site, make a considerable contribution to **the success of our business**. To them, each day is a new opportunity to demonstrate their **enthusiasm and dedication**. With their help, hebro has advanced to a leading position in its field.



Our daily work with each other and with customers is founded on openness, creativity, honesty and unconditional mutual respect. Thanks to this dedication, the employees at hebro chemie regularly achieve great results. Every single day.

Personal development and training

As a responsible company, we consistently promote the further development of social capability and professional know-how.

This includes the cross-functional dissemination of knowledge through meetings, training workshops and seminars, for example. We firmly believe that a broader view of the “big picture” increases a person’s willingness and ability to perform in the interests of the customer, which, in turn, is a crucial precondition in achieving our ambitious corporate targets.

We place great emphasis on being able to communicate concisely, a well developed and continuous ability to learn and the willingness of each individual to apply entrepreneurial thinking to their actions. In particular, this means being willing to bear responsibility and take calculated risks.

Having these characteristics at their fingertips empowers hebro employees to offer each other mutual opportunities to promote the expression of creativity and commitment, to learn from each other and apply their skills in the most effective way possible. The transparent, particularly flat hierarchical organisation of the company provides the best possible conditions for each individual’s career development.

And this applies also to the decision-makers of the future, whom we prefer to select from within the company. As a vocational training establishment recognised by the German Chamber of Commerce, we traditionally train apprentices and trainees in a number of different fields.

Proximity to the customer

hebro has committed itself to thinking globally but acting locally. As a result, a close network of sales and distribution points with many employees and trade distributors has been set up over several decades. Through this close network of sales partners, coordinated by our internal sales team, the representatives of hebro can be on-site quickly, wherever they are needed.

Because a lively, steady flow of communication is a decisive factor in the success of our sales and distribution, we ensure our sales specialists are regularly trained and kept up-to-date on key advances and changes. At the same time, experience gained from direct contact with the customer is exchanged, evaluated and implemented in new customer-friendly distribution concepts.

In other words: the significant successes achieved by our trade distributors is firmly founded on specialist knowledge rather than conjecture.



The benefits to our customers are measurable. They can rely on the fact that their contacts at hebro are always very well informed.

They are capable of understanding a customer's or prospect's wishes and expectations and of offering solutions that are exactly tailored to meet those specific conditions.

People outside our company who deal with hebro chemie, notice immediately that they are talking to specialists who mean what they say and know what they are doing. Courteously. Honestly. And with the fairness you'd expect from a partner.

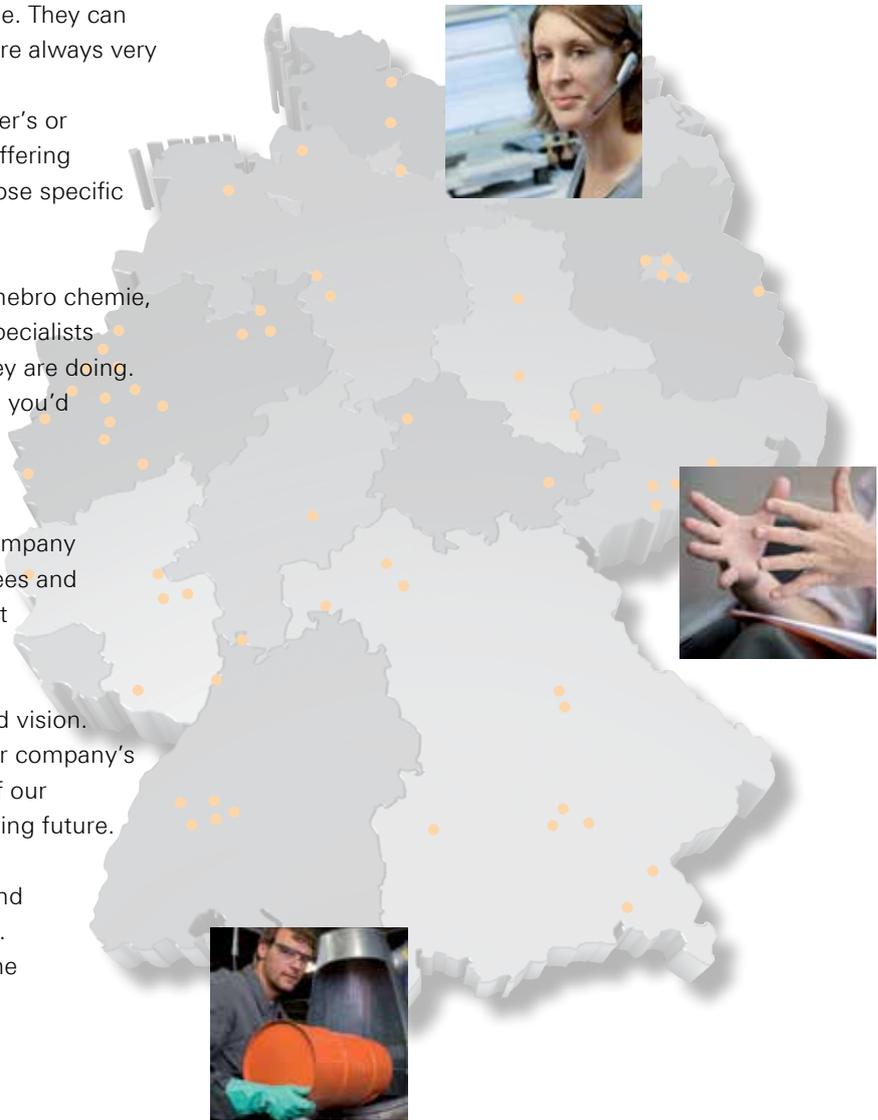
People and the brand

As the interface between those inside the company and those outside, hebro's in-house employees and representatives in the field are more than just employees or business partners.

They are the ambassadors of our mission and vision. At the same time, they are the keepers of our company's decades-old traditions and the living proof of our confidence as we reach out towards an exciting future.

A mixture of social ability, natural curiosity and whole-hearted passion fuels their team spirit. The diversity of the challenges they face is the source of their motivation.

We, as a company, are pleased to show our appreciation of their efforts.



Forging ahead.

Systematically. Dependably. With foresight.

As a successful company, hebro chemie continues to set great store by **long-term sales growth** – but without losing sight of what is **humanly and technically feasible**.

In concrete terms, this means: **well thought-out planning, clearly defined strategies and low-risk implementation** are preferred to fixation on profit and short-sighted trends.

Moderate but measured growth

Growth is only possible when a number of factors add up. In the medium term, hebro chemie aims to boost its sales mainly through a blend of acquisitions and organic growth, which will allow us to penetrate new expanding markets and gain a stronger foothold in our existing core markets.

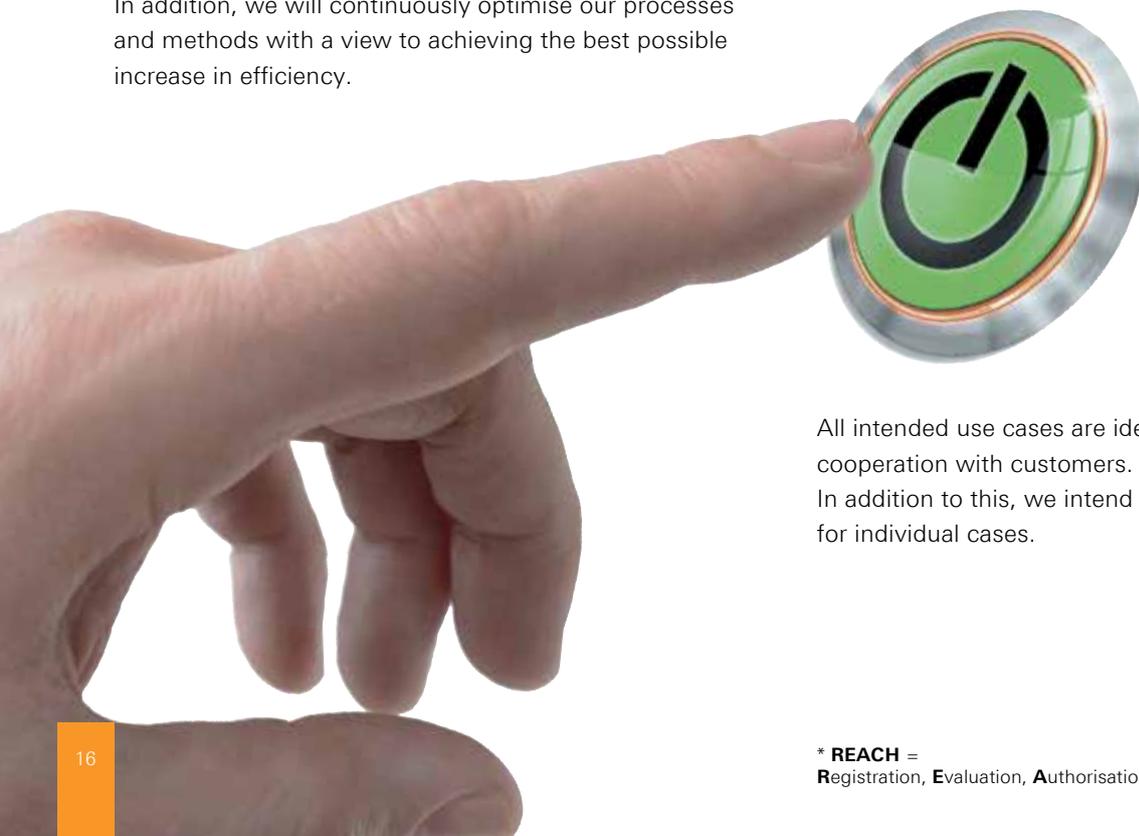
Potential product portfolio expansion opportunities lie, in particular, in the fields of paint-coagulants, water recovery systems, coolants and metalworking fluids. Here, we intend to break new ground.

In addition, we will continuously optimise our processes and methods with a view to achieving the best possible increase in efficiency.

Extending our REACH*

The European **REACH** regulation requires us as a manufacturer to register certain chemicals. We are also responsible for ensuring they are safely used. Selected substances are evaluated by the authorities and optionally regulated. If any substances should give cause for concern, they are subject to a special approvals procedure.

This means that, in some cases, chemical safety assessments will be carried out and safety reports compiled.



All intended use cases are identified and recorded in close cooperation with customers.

In addition to this, we intend to develop exposure scenarios for individual cases.

* **REACH** =
Registration, Evaluation, Authorisation and Restriction of **CH**emicals

Safe handling of hebro chemicals

We will further consolidate our excellent reputation as problem solvers and service providers. As part of this complex topic, we place great store by the new auditing system developed by us: **hebrosafe – hebro chemistry on the safe side.**

In this way, we intend to provide our partners in the market with hands-on support in legally compliant, safe use of our special-purpose chemical products.



hebrosafe auditing takes these aspects into account:

- Analysis of all the chemical operating resources used in the enterprise being audited (including those from other manufacturers) and detecting any safety issues in the way they are handled.
- Improvement in economy and staff safety by proposing alternative products instead of those currently in use.
- Instruction in all relevant facts regarding the use of hebro products as a precondition for proper application (safety data sheets, technical specifications, standard operating procedures, staff training etc.).
- Definition of conditions of product use and analysis of possible misuse to prevent risks to users.
- Optional professional support in connection with the application of hebro products by hebro field sales staff or hebro engineers from hebro product management.
- Advice and support through the online shop (www.hebro-chemie.de) in the sourcing of aids for using our products.
- Assistance in clarifying questions related to the topic of “Disposing of unwanted product safely” and “Cleaning machine installations”.

It is activities such as these that confirm hebro chemie’s claim to being a future-orientated, responsible company that is ready to face the challenges that lie ahead.

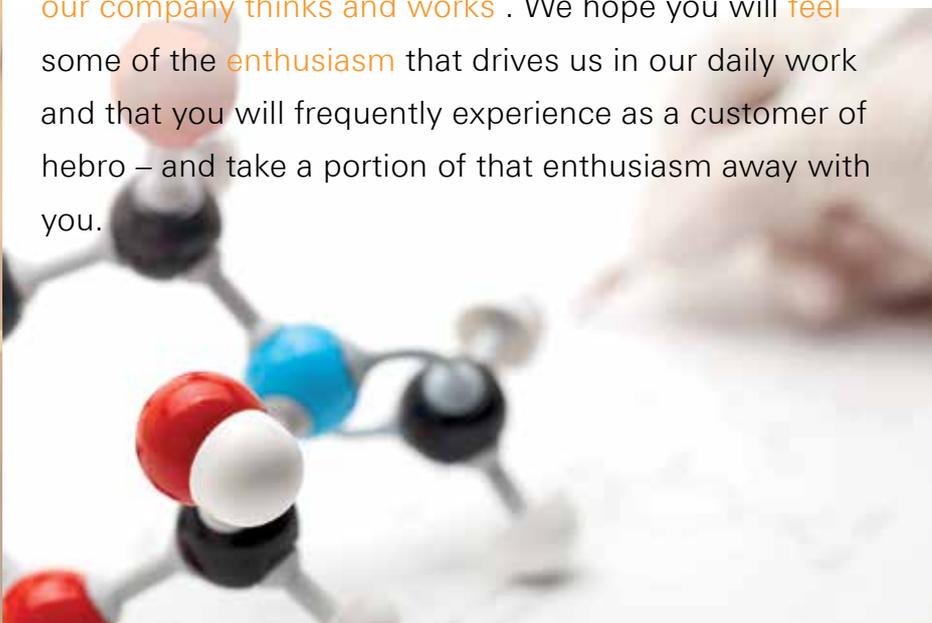
Our firmly established understanding of the needs of people and the environment remains at the focal point at all times.

In conclusion, we have the formulas for a better future.

We look forward today to the challenges presented by tomorrow's business. Because hebro has the necessary **strength** and the **uncompromising will** to take an active part in **shaping the future**.

Topical themes like **health and the environment**, are issues relating to the future that inspire hebro chemie to **optimise its products** and **develop new ones**. The result is **innovative chemical products** that mean **added value for our customers**. After all, their **satisfaction** is our **highest priority**. At the same time, our new products are a contribution towards **progress in the chemicals industry**, while assisting us to **penetrate new market segments** and **fulfil our promise of steady growth**.

We trust this brief **outline of our philosophy and methodology** will give you some insight into the way **our company thinks and works**. We hope you will **feel** some of the **enthusiasm** that drives us in our daily work and that you will frequently experience as a customer of hebro – and take a portion of that enthusiasm away with you.







Find out more about hebro product groups.

You won't be disappointed.

- **Paint detackification products and water treatments**
- **Coolants and metalworking fluids**
- **Cleaning and maintenance products**
- **Maintenance and repair products**

Do you have any questions?

Just ask us:

hebro chemie –

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