# **THANKYOU** FOR 111 YEARS OF NORDMANN

# THANK YC GRACIASY JJEN RIGATOGOZAIMAS БЛАГОДАРИМ ВИ

# Editorial

Dear colleagues and business partners,

here we are at Nordmann – 111 years in business, with no plans to retire. Quite the opposite, in fact: we're still full of ideas and zest for action! By "we", I mean all the why they wouldn't leave Nordmann colleagues who give their best every day to make Nordmann what it is with their knowledge and passion. For our anniversary this year, there will be no big historical retrospective, no glamorous party, no self-congratulatory accolades. Instead, we just want to say a lot of thank-yous! That's why



Some say that getting old is no fun, yet we're dedicating this special edition of Nordmann News to our colleagues around the world.

> Read on to find out what drives our staff, for any other company, what special personal relationships they have and how they leverage their enthusiasm and entrepreneurial spirits to achieve the best for our customers and suppliers each and every day.

> If you ask me what makes Nordmann special, I would say it's having the values of a family-owned company and the soul of an international player. In concrete terms, this means that the well-being and ongoing development of our employees play integral roles in our corporate culture. In the articles that follow, in fact, you'll see what the term "personnel development" actually means at Nordmann - that it's not empty words but instead the bedrock of many successful careers.

I am glad to be part of Nordmann's success story!

Harald Buitmann

Group HR Director Nordmann, Rassmann GmbH



# THANK YOU FOR 111 YEARS OF NORDMANN



# Index



About Nordmann





# Future-oriented

22 Our sustainability mission: growth-oriented and value-based

24 Women we rely on



28

Where sports and excellence intersect

Meeting company and employee needs

# Human and value-driven



34 A family-friendly company

35 Sweet Easter bread and Christmas stollen on the beach

> Career opportunities and a sense of family

36

38

Balancing multiculturalism, career and charity

Visible

- 12 Raising a glass with Dr. Gerd Bergmann and Ulrich Cramer
- 16 From the early days of Nordmann Serbia
- 18 Helping where help is needed



# Leadership and expertise

42 The key to success

44 Sandra's 25-year Nordmann journey: growth and success

46 The best days are mountaineering days

48 Long-serving employees and young talents share their experiences

50 An impressive 111 years of Nordmann!

52 Global presence with local experts

Legal notice

55 Start your future with us

About Nordmann

Now in 2023, chemical distributor Nordmann is celebrating its 111th anniversary. The successful family-owned company operates as an multinational group that focuses on sustainability.

With an extensive and innovative product portfolio, Nordmann's experts in the distribution and marketing of natural and chemical raw materials, additives and specialty chemicals focus on building close partnerships with suppliers and customers.

The company employs 520 people in 24 countries across Europe, Asia and North America and achieved a turnover of €620 million in 2022.





FAMILY-OWNED



PRIVATE & PARTNER LABORATORIES



# Our values

### Visible

We pursue a unified brand strategy that ensures a uniform appearance and increased brand awareness without sacrificing our company's flexibility and commitment to local markets.

### Future-oriented

Forward-thinking and innovative, we focus on anticipating trends and working proactively. Our teams are always looking for ways to bring about a brighter, more promising future.

### Human and value-driven

We're a family-owned business driven by our values, serving our business partners with passion as well as expertise.

#### Leadership and expertise

Our management team is known for showing an attentive and appreciative attitude towards employees. At Nordmann, we trust our team members and give them the freedom to work independently.



# Visible

We pursue a unified brand strategy that ensures a uniform appearance and increased brand awareness without sacrificing our company's flexibility and commitment to local markets.

The way in which we present ourselves to the outside world through the Nordmann brand supports our mission to be visible as the modern and multinational distributor we are, promoting a high level of recognition across international borders.



Vânia Miranda

# Raising a glass with Dr. Gerd Bergmann and Ulrich Cramer

111 years of successful company history, and time for a toast! With 2015 Chateau Smith Haut Lafite Blanc in Gerd Bergmann's glass and 2018 Châteauneuf-du-Pape Vieilles Vignes in Ulrich Cramer's, we talked about Nordmann, the people who make Nordmann special and the company's future.



Gerd, you've been with Nordmann since Companies don't just automatically 2009 and in 2013 you became a member have 111 years of success - it takes top-notch entrepreneurship. Not just in management either, but at all levels. At Nordmann, we've managed to overcome crisis situations (most recently the pandemic and the surrounding that) and we owe that success to the commitment of our colleagues all over the world - to our staff being willing to go the extra mile for the company, our suppliers and our makes Nordmann special. customers. Our slogan is not "Knowledge in action" for nothing; behind it lies experience, competence and being

> Ulrich, you're "the new guy" on the Nordmann management team. What thoughts and impressions do you have now after six months?

> committed to providing quality service.

OK, that was more than just a few

consequences

I see Nordmann as the perfect mix of a family-owned company and a very successful multinational group - with

Dr. Gerd Bergmann

sentences

Chief Executive Officer Nordmann, Rassmann GmbH

already have visited several of our entities around the world, which has proven to me how truly global Nordmann is as a company. Thankfully though, its size still lets me be very hands-on and a worse one. contribute a lot as a managing director. In addition to the passion that Gerd has already mentioned, I've been impressed by the team spirit of the Nordmann colleagues - something I've seen lived out across all departments, nations and job levels. What fascinates me most is that despite its size, the company has maintained a very authentic and personal approach to its staff and its business partners. This sort of corporate culture is the recipe for success, and with Nordmann you can already see it from the outside - but it becomes even more obvious as soon as you're part of the team.

### Where do you think Nordmann will be in another 111 years?

Gerd: Predicting the future that far ahead is extremely speculative and doesn't suit my scientific nature at all! That said, I'm firmly convinced that chemistry offers solutions to the great

"Hamburg DNA" and a long-term challenges of our time – from nutrition approach. I've been lucky enough to and health to mobility, energy and climate change - and that it will continue to do so. Despite all the efforts to blame chemicals, our work keeps the world turning and makes it a better place – not

> Ulrich: I couldn't agree more! And although automation and AI are sure to have a huge impact on the way we work together, I am firmly convinced that the expertise and creativity of our employees - including their product knowledge and their understanding of raw materials and how they can best be applied - are irreplaceable and will continue to be in the future.

### **Ulrich Cramer**

Chief Financial Officer Nordmann, Rassmann GmbH

"I believe that our generation is responsible for respecting, protecting and developing the world's natural, social and business resources for the coming one."

Dr. Gerd Bergmann

Gerd: Let's look 11 years into the future instead. By then we may have a Nordmann location on every continent and may have also doubled our turnover. We have ambitious growth targets and will continue to pursue them by leveraging all our efforts and passion.

Ulrich: My vision for 2034 is that we will again have significantly increased intercompany cooperation between our global teams. The MoVE project for a completely new, fully integrated and globally rolled-out ERP, CRM and BI system is currently a big challenge but will of course have long been completed in 11 years' time. With the new system in place fed by accurate and consistent data, we'll have the prerequisites needed to benefit from AI technology. By that, I mean automated logistics processes ranging from the delivery and storage of goods to selection and shipping – or, for example, Al-supported forecasting and planning. These technologies need to find their way into our day-to-day business practices so they can provide us with more time to support our business partners.

that is particularly close to your heart? There is, yes! We have outlined the framework for the future development of Nordmann in our VIPS (Visible. International, Profitable, Sustainable) strategy, and the aspect of sustainability is particularly important to me. I believe that our generation is responsible for respecting, protecting and developing the world's natural, social and business resources for the coming one - and that taking this approach will enable us to optimally serve our customers, suppliers and business partners.

Gerd, is there a future-related topic

### Ulrich, what advice would you give a new Nordmann employee?

To approach tasks with a willingness to collaborate, learn and improve. Bring in your existing skills and experience and be open to new challenges while continuing to develop your skills – that's what will make you a good fit for Nordmann. At Nordmann, we foster a culture of learning and growth by offering our staff ongoing training, and we empower our people to take responsibility. I'm strongly convinced that we are small enough to



focus on each employee as an individual, but also large enough to provide really interesting and challenging global career opportunities.

#### Gerd, what don't we know about you yet?

It's a bit embarrassing to say, but I have to confess that I have a hobby of collecting hotel room numbers! It started back in 2015 when another colleague at Nordmann told me about his even crazier hobby of collecting pictures of the faucets in all the hotel rooms he stays in. When I heard that, I decided that I needed a collection, too – so I started to note down the numbers of all the rooms I stayed in, as well as the dates, locations and lengths of each stay. Since I have to travel a lot for business and am also keen on exploring other places and cultures in my private life, this inevitably results in a good number of hotel stays every year. I really think it's a brilliant hobby! It doesn't cost a thing and when people ask me questions like "What was the name of that little city in Cameroon?", "When did we travel to Japan?" or "That lovely hotel in Southern France, what was it

"Bring in your existing skills and experience and be open to new challenges while continuing to develop your skills."

Ulrich Cramer

times) and have discovered that Room 13 seems to exist nowhere in the world. The lowest room number I've ever had is 1 and the highest is 15001 (at a twin-tower, large chain hotel in the USA).

Since they don't exist yet, I don't participate in swap meets for hotel room numbers, but who knows? Maybe one fine day I'll found the IAHRNC ("International Association of Hotel Room Number Collectors") and establish the first worldwide exchange trade platform for this valuable commodity!

### Ulrich, how do you balance work and family life?

Well, balance is truly key! After a busy week or an exhausting business trip, I always look forward to coming back home and spending time with my family over the weekend - with my wife, our kids and our grandchildren. Spending time with the youngest members of the family or going on two-hour walks with our two dogs through the forest and fields really brings me back down to earth. It recharges my batteries and gives me the balance I need in order to called?" – I actually have answers! I've put all my energy into Nordmann again stayed most often in Room 16 (seven when Monday comes around.

# From the early days of Nordmann Serbia

Miroslava Radovic talks about the early days of Nordmann Serbia. She explains what Nordmann means to her – stability, constant learning and a family atmosphere – all rolled into the company's motto "We Are One".

# What can you tell us about the early days of Nordmann Serbia?

Our company was founded in 2007 and I came aboard as office manager in April 2008. The early days were quiet and somehow odd because we didn't have any ready-made systems in place. At first, it was mainly about getting to know the market, doing research and exploring possibilities – more about administrative work. Later, I got involved in sales and today I'm mainly responsible for customer service.



#### Why did you choose Nordmann back then?

Nordmann is a capable company that I knew had been in the market for a long time, and that was exactly what I was looking for. Over the years, we have all evolved; we're keeping up with trends while the world is constantly changing, but the security and stability that the company offers are great for me and my colleagues. We participate in training to keep up with new developments, and it's good to know that we are not being left behind. With us, everyone looks after one another; we're like family.

#### Is that the idea of "We Are One" for you?

Yes, absolutely! To me, "We Are One" is about each of us having our own place. It's about all of us being able to actively participate and contribute.

One experience that sticks out to me is my first Christmas at Nordmann in 2008. I hardly knew anyone and I thought it would be a great idea to send out a Christmas email to the Nordmann entities that were involved with us.

Well, I accidentally emailed all the Nordmann subsidiaries – every country, every staff member! Less than two minutes later, the first response landed in my inbox – a message from former Managing Director Edgar E. Normann himself. I froze and thought, "Oh God, now I've really made a mistake!" – but apparently, I hadn't! He replied in the nicest, kindest, friendliest and warmest way, wishing me a Merry Christmas and actually thanking me for sending my email out to everyone. It was at that moment that I realized what an amazing company Nordmann is, and that it's absolutely the right one for me! "It was at that moment that I realized what an amazing company Nordmann is."

### Miroslava Radovic

Customer Service Nordmann Serbia d.o.o.



# Helping where help is needed

Vânia Miranda balances her demanding role at Nordmann Portugal with volunteer work, aiding the homeless in Lisbon and organizing charity events.

Vânia works full-time as a finance, accounting and human resources assistant at Nordmann Portugal. Her job is fast-paced and demanding, as she is in charge of both accounting and employee training at the Portuguese subsidiary. Despite this huge responsibility, she also finds the time to volunteer part-time in the local community, caring for people who are homeless.



There are over 8,000 homeless people in Portugal, and more than half of them live in the Greater Lisbon area\*. Vânia finishes work at Nordmann at 6:30 pm, and then between 8 pm and 2 am, she is out on the streets of Lisbon distributing hot meals and clothing to those in need. Vânia says: "Smiling and giving back dignity to those who have nothing is the most important thing for me."

For Vânia, all people are equal, regardless of their function or position. Vania's sense of loyalty and commitment is felt every day in the Nordmann family business. She has organized many charity events during her time at Nordmann, and her colleagues haven't hesitated to support her. Vânia is extremely grateful to each and every one of them.

One colleague in particular has not left her memory. At a winter charity event a few years ago, a young homeless girl asked her for a coat. Vânia found a nice coat in the back of her van and gave it to the girl. Shortly after, a teammate couldn't find her coat and Vânia immediately panicked because she had given it away. The colleague didn't hold it against her; she was just happy that the homeless girl wouldn't be cold anymore. That is true charity!

> One day, Vânia accidentally gave her colleague's coat to a homeless girl. The colleague didn't hold it against her; she was just happy that the homeless girl wouldn't be cold anymore.



# Our values

### Visible

We pursue a unified brand strategy that ensures a uniform appearance and increased brand awareness without sacrificing our company's flexibility and commitment to local markets.

#### Future-oriented

Forward-thinking and innovative, we focus on anticipating trends and working proactively. Our teams are always looking for ways to bring about a brighter, more promising future.

#### Human and value-driven

We're a family-owned business driven by our values, serving our business partners with passion as well as expertise.

#### Leadership and expertise

Our management team is known for showing an attentive and appreciative attitude towards employees. At Nordmann, we trust our team members and give them the freedom to work independently.



# Future-oriented

Forward-thinking and innovative, we focus on anticipating trends and working proactively. Our teams are always looking for ways to bring about a brighter, more promising future.

Our goal is sustainable growth on an international scale. To achieve this, we're looking to broaden our product portfolio, acquire new customer bases and at the same time reinforce the partnerships we have with our long-standing suppliers and customers.

With the path we've chosen to take, we've created a foundation from which we can look to the future and remain open to new developments and possibilities. It is our responsibility now to watch for changes in our working environment, to ask ourselves what the distribution market will look like in the next ten or twenty years and how digitization will influence our business. Our task is to find answers to these questions and always steer our company in the right direction, even redirecting it if necessary.

22

Our sustainabiliy mission: growthfocused and valuebased

24 Women we rely on Jacklyn Yeo & Aleksandra Pietak

26 Where sports and excellence intersect

> Isabella Donadio. Loukas Tatidis & Urs Zumbach

28 Meeting company and employee needs

Christina Helmrich & Harald Buitmann

# Our sustainability mission: growth-oriented and value-based

As a long-term oriented family-owned company, Nordmann acts in a sustainable manner by combining prudent behavior as honorable merchants with economic success as well as by respecting, protecting and developing natural, social and business resources for the next generation.





# Women we rely on

### Improving communication between Asia and the rest of Nordmann

Jacklyn Yeo was the first IT employee at in Singapore, so her services are in high Nordmann Asia and has witnessed and shaped the IT set-up for Nordmann in Singapore. Her role is to bridge the gaps between Asia and Europe and bring the IT infrastructure in Singapore up to speed. It's a task she tackles on a daily basis, but there is one particular challenge – the time difference. For the first half of the day Jacklyn is on her own, helping her Asian colleagues to solve their IT issues. Her IT colleagues in Germany and the U.K. work in different time zones and might not be able to support Nordmann Asia until seven hours later. That's unthinkable for Jacklyn, especially if it would impact dayunderstand the IT issues and resolve them as quickly as possible," Jacklyn says.

During her first six months on the job, she also spent time with the European IT team to hone her IT skills and become equipped to provide the necessary support to the business. Despite the time difference and the many new experiences, she learned the ropes quickly. Although she is part of an international IT team, she is the only IT expert at Nordmann

demand. The Managing Director and her colleagues in Singapore and the Asian offices are always very understanding and wait patiently without complaint. Jacklyn is grateful to each and every one of them. Nordmann allows employees to take courses to continue their professional development. With the support of her team leader and managing director in Singapore, Jacklyn has also pursued opportunities to further expand her skillset and use new IT technologies. Nordmann Asia's IT capabilities are now on the same level as Europe, thanks to Jacklyn. Some of the highest praise to-day business needs. "I do my best to for her work has come from Jacklyn's managing director in Singapore, who said, "Before, we were separated by several thousand kilometers, several hours of time difference, and a language barrier in communication between non-IT users and IT professionals. In one fell swoop, Jacklyn eliminated all of those problems for us. All of us in Singapore are enjoying the benefits Jacklyn brings to our team." It doesn't get better than that!

### Jacklyn Yeo

System Administrator Information Technology & Processes Nordmann Singapore Ltd



### Hitting the ground running

Starting a new job is challenging enough, but what about having to do it in a foreign language? Aleksandra Pietak, originally from Poland, joined Nordmann UK's team in February this year. She works as a bilingual customer service representative, doing business in English and German rather than her native language of Polish. She knows German well because her mother was a German teacher.

"Lexie", as Aleksandra is called by her colleagues, grew up in Poland but has spent most of her adult life in the UK. This has given her an appreciation of different cultures that she now applies to her work in customer service. Nordmann, of course, has been supportive all along: "What helped me the most at first was the tailored oneon-one training I received. Then, after I had the hang of things, I continued to get the support I needed but also the freedom to grow and learn on my own," Lexie recalls. Lexie's team in the UK gave her a warm welcome and did everything they could to get her off to a smooth start. Since then she has settled in and is continuing to progress with every new task she's assigned. Recently, she took over as a vacation replacement for her Spanish colleague - and lo and behold: "It was actually a great learning experience! It wasn't entirely stress-free, of course, but my colleague was very pleased with the work I did. I learned a lot - including how to write 'delivery date not confirmed' in Spanish," Lexie says with a laugh. It is the day-to-day international cooperation, team spirit and words of appreciation that she finds especially



### Aleksandra Pietak

Customer Service Representative Monomers & Optical Nordmann U.K. Limited

inspiring about having Nordmann as an employer. Lexie recalls a few highlights: "One exciting experience, for example, was when we celebrated International Women's Day. I really enjoyed interacting with our other colleagues around the world and hearing their stories. It was also special to meet Markus Grulich, Nordmann's Global Sales Director Monomers & Optical, when he came from Germany to visit the UK office. I found him very motivating and he made me feel like an important part of the team."

# Where sports and excellence intersect

### Isabella Donadio: business lessons from taekwondo

Isabella Donadio has been working in customer service and supply chain management at Nordmann Italy for five years, serving several important key suppliers. Isabella very much appreciates the partnership-based cooperation and the respect among colleagues. If things get difficult and she has to adjust to new circumstances or overcome other hurdles, it's no problem for her. She likes to push herself to her limits and knows how to use her strengths – because in her private life, Isabella is an Italian taekwondo champion and a 3rd dan black belt.



The 47-year-old has always been into sports. In her youth, she was a track and field athlete and played soccer. After sustaining an injury, she wanted to find a sport that would allow her to regain her fitness and get back into soccer. That's when she found her passion for Korean martial arts. Isabella remarks: "Saying taekwondo is like saying the name of a family member, a very dear friend."

The most unique sporting event she ever participated in was the XII World Senior Championships TKD ITF in 2001, where nearly 300 athletes from 21 different countries competed. Isabella won third place in the women's competition, becoming a taekwondo champion. The sport continues to shape her life to this day. Isabella is now a taekwondo coach and teaches the discipline to children and young people. She met her husband through taekwondo and their two daughters are both taekwondo athletes.

Isabella has also benefitted professionally from her athletic sporting experiences and Far Eastern teachings; they've shaped her outlook on life and her work at Nordmann. She adds: "Surround yourself with positive people, take responsibility for your actions, exercise patience over knee-jerk reactions, take care of yourself, have a desire to move forward, draw healthy boundaries between yourself and others, respect rules."

These are practices that Isabella applies wonderfully in her job. She describes her colleagues as attentive, open and helpful, people that love working together as a team and embody a spirit of initiative. "I think this is the right spirit for Nordmann, a company that has undergone significant changes and transformations in recent years," says Isabella.



### Loukas Tatidis: weightlifter and Nordmann enthusiast

Loukas has been with Nordmann Nordic for nearly 20 years, and his heart beats for two things: his job and the competitive sport of powerlifting.

His enthusiasm for Nordmann stems from the company's unique culture and being trusted to bring in new ideas, being able to develop strategies with a large degree of autonomy and also work independently. Matching customers with the products that will best serve them makes each new working day at Nordmann exciting and challenging.

Loukas strongly believes that continuous learning and the willingness to embrace new perspectives and ideas are what enrich life and contribute to personal and professional development – and he'll tell you that this is as true in the sport of powerlifting as it is in a professional context. The key to everything is passion, because – whether it's sports or business – liking what you do will help you become good at it.

Loukas recalls a customer he visited once on business to introduce him to Nordmann's product portfolio. At first, the customer wasn't at all interested in hearing about Nordmann's product range; he was going moosehunting the next day and wanted to talk about that instead! Although a little surprised, Loukas decided to just let the customer share about his hobby. His years in sales have taught him that while job expertise is essential, sometimes it's more important to see customers as the people they are – and then listen to them! By doing this, Loukas was able to connect with the customer in Sweden over moose-hunting and his own passion for powerlifting – laying the foundations for a strong business relationship.

### Aiming for the top: Urs Zumbach

His secret? The early bird catches the worm! Several times a week, Urs Zumbach is up at 4:30 a.m. to go out and clear his head. Rain or shine, no matter the weather. Urs, who joined Nordmann Switzerland in 2021, is a passionate runner who has had considerable success in marathons and ultra runs. Mountain races in Switzerland are often challenging, too, with rugged terrain and major elevation changes to overcome. The Swiss Alpine Marathon K78 that starts in Davos is just one example – a running course that is 78 kilometers long and has more than 3,000 meters of elevation gain. For Urs, these runs are about more than just physical fitness; he sees them as opportunities to cultivate and test his mental strength.

He also transfers the discipline and stamina associated with long-distance mountain running to his job, where he monitors the entire value chain in his dual role as both buyer and salesman. This has allowed him to win back customers and previously lost business, as well as improve margins – even in fields that were completely new to him when he started his job. It is precisely the trust placed in him as an employee and the company culture of ownership that Urs appreciates about Nordmann. Being able to contribute freely to the overall success of the company and carve out his own position is also what motivates him to keep improving his performance: both at work and in his private life as a runner.



# Meeting company and employee needs

### Christina Helmrich and Harald Buitmann discuss HR strategies at Nordmann. as well as values, diversity and the so-called "3D" approach.

#### What is 3D, and what does it have to do with HR work now?

Harald: 3D refers to three factors – demographics, dynamism and digitalization – which are critical for us to consider these days in HR. Each one of them represents opportunities and challenges.

Christina: We're of course feeling the effects of demographic change and the shortage of skilled workers, but at Nordmann we've always attached great importance to finding the right employees and keeping them enthusiastic about the company long-term. If their ideas and personality fit well with our corporate culture, then they'll most likely stay with the company for a long time. Our average length of service is 9.5 years, and that's not because of the fruit baskets we have in the office or the remote working options our staff have now. We offer our employees a variety of benefits, yes, but it all comes down to the values we live by – working together as a team, and providing many opportunities for personal development.

Harald: Nordmann has grown very dynamically in recent years, which has entailed a great deal of change. Change has been our constant companion these days, in fact – and it's part of our job as the HR department to make sure our staff are prepared for it. At the same time, Nordmann also needs to adapt to meet the changing needs of employees. Having flexible working time models and modern working tools are a good example of this, and they now give our employees better opportunities to manage their personal and professional lives. Cross-national and crosstimezone teamwork, too, calls for standardized processes and tools – and this is another area in which digitalization helps. The only way for us to get all our colleagues, customers and suppliers

to experience the Nordmann spirit is to be consistent and follow standardized working methods.

### What exactly is the Nordmann spirit and how do you manage to bring it to life in different countries and cultures?

Christina: For me, the Nordmann spirit is about solidarity, reliability and a culture of leadership based on appreciation and trust. Nordmann maintains a presence in 24 countries and we are fortunate to have a diverse team with a wide range of expertise, personalities and strengths. I find that very inspiring, and it's good to see it in action - for example when employees from Singapore come to Hamburg to spend a month with us, or one of our German colleagues moves to Switzerland to take on a new professional challenge there in our Swiss office. I see this kind of diversity as one of the major factors in Nordmann's success. For us in the HR department, it's essential to recognize the individual needs of our colleagues and promote their strengths.

Harald: Yes, and we can only be successful as a company if we have the right colleagues in the right places! The international and cultural diversity at Nordmann makes us strong and creates exciting tasks for us as HR experts.

### **Christina Helmrich**

**Business Manager HR** Nordmann, Rassmann GmbH

Because of our rather decentralized structure and what we call our "local best" approach, many regional features and ways of working have emerged over the years. And now, to give our slogan "We Are One" even more weight, our team is in the process of standardizing our HR procedures.

Harald: Nordmann offers the best of both worlds, being big enough to offer interesting career prospects in an international environment and small enough to foster a working atmosphere that's still very human and personal. We also value a culture of support, collaboration and individual empowerment, which On top of the slogan "We Are One", there's a clear sense of means that we promote a mindset that includes openness to family at Nordmann. How do you explain that? other countries, cultures, religions and ways of life. I'm convinced Christina: The family approach is a core theme in our corporate that Nordmann's strength is rooted in its diversity.

culture at Nordmann – and not only because we were originally founded as a family business. It's about team spirit and the Christina: I've been working for Nordmann for 20 years now and mindset of our colleagues. We place great emphasis on creating I'm happy to still be moving the "Nordmann family" forward with an environment that is not only professionally empowering but my colleagues. Our team is constantly in motion, and that's a also personall rewarding, and in which expertise and experience good thing: Knowledge in action! are both shared. We're more than just colleagues at Nordmann - we see ourselves as a family. We stick together, support one another and build each other up.

#### Why should someone choose to work for Nordmann?

### Harald Buitmann

Group HR Director Nordmann, Rassmann GmbH

# Our values

### Visible

We pursue a unified brand strategy that ensures a uniform appearance and increased brand awareness without sacrificing our company's flexibility and commitment to local markets.

#### **Future-oriented**

Forward-thinking and innovative, we focus on anticipating trends and working proactively. Our teams are always looking for ways to bring about a brighter, more promising future.

### Human and value-driven

We're a family-owned business driven by our values, serving our business partners with passion as well as expertise.

#### Leadership and expertise

Our management team is known for showing an attentive and appreciative attitude towards employees. At Nordmann, we trust our team members and give them the freedom to work independently.







# Human and value-driven

We're a family-owned business driven by our values, serving our business partners with passion as well as expertise.

As a family-owned company, values such as humanity and honesty are firmly anchored in our corporate culture – as is teamwork based on mutual respect and trust. Our flat hierarchies allow space for our employees to contribute ideas and pursue ongoing professional development. 32

**Family-owned business** 

A Continuing Legacy

34

# A family-friendly company

Soumia Daconceicao

35

## Sweet Easter bread and Christmas stollen on the beach

Katja Pereira

36

# Career opportunities and a sense of family

Frederik Röhrs

38

## Balancing multiculturalism, career and charity

Vanessa Haye

# Family-owned business



From left to right: Patrick Nordmann, Axel Nordmann, Anna Nordmann, Lucie Nordmann, Lilli Nordmann, Carsten Nordmann, Niklas Pahl, Dr. Eva Nordmann, Anneke Pahl, Ellen Nordmann, Lotta Nordmann, Levi Nordmann

### A Continuing Legacy

Today, the 3rd, 4th and 5th generations of Nordmanns lead with the family values and principles. Their commitment to the company ensures its sustainability and growth. With each generation, Nordmann has evolved, adapted and thrived in an ever-changing world. "We as a family would like to assure you that we take our task of preserving Nordmann as a family-owned business very seriously for us, for the generations to come and also for you as employees. We would like to thank each and every one of you for your support in this!"

> Ellen Nordmann at the memorial service held for Edgar E. Nordmann (1939-2023) in Hamburg on 24 April 2023

# A family-friendly company

In many ccompanies, having a family and a career can still be a difficult thing. Nordmann proves otherwise and supports everyone to reach their potential and have a chance to develop.

Soumia Daconceicao started at Nordmann France in 2005 as an Internal Sales Representative in Logistics. Today, she is a Technical Sales & Product Manager for Chemicals. When she returned from parental leave in 2011 after the birth of her daughter, she was offered a position on the Commercial Operations team. Soumia accepted the challenge and steadily closed many new deals with customers that increased Nordmann's sales revenue and profitability.

Two years later, her success in this role secured her a promotion to Technical Sales & Product Manager for Chemicals. Soumia

remains loyal to Nordmann to this day because she appreciates the recognition and opportunities the company offers. "Nordmann is very respectful of its employees and always does its best to make colleagues feel comfortable in their iobs." she savs.

Soumia advises anyone interested in developing their career at Nordmann to talk openly with their supervisors about their personal needs. Nordmann's numerous internal and external training courses make it possible to move around internally. And those who are not yet part of the company can find out about vacancies on LinkedIn. In her opinion, there are few employers with a management team that is as open-minded and loyal as Nordmann's.

Soumia recalls that around 14 years ago,

she was firmly convinced that she had lost her car key. It was late in the evening and she wasn't sure how to get home. Soumia's manager at the time, and now Managing Director, offered without further ado to drive her home or lend her his car. Although Soumia found her key again, it was clear from that point on that she could always rely on her manager and her team at Nordmann to support her.

### "Talk openly about your personal needs."

### Soumia Daconceicao

Technical Sales & Product Manager for Chemicals Nordmann France SAS



# Sweet Easter bread and Christmas stollen on the beach

Every year, around 250,000 Germans emigrate to live abroad. One of them is Katja Pereira, who works in Customer Service at Nordmann Portugal. Katja has been living in Portugal for over 30 years now. Even before she graduated from high school, Katja had her mind set on living in Portugal at some point. The reason? Love, of course!

In 1984, Katja met her husband on the famous Sud Express train while on her way home to Germany after a vacation to work in the chemistry department fir tree from Germany and is known to in Portugal. After graduating from high at Neoquímica as a sales assistant. It friends, colleagues and the neighborhood school, Katja took an intensive course was easy for her to adjust to her life for her home-baked Christmas cookies in Portuguese language and culture in in Portugal, and she was welcomed and Christmas stollen. At Easter, her Lisbon. She went on to pursue a teaching degree, intending to become an educator at the German school in Lisbon. By of Nordmann's then subsidiary – Neoquímica S.A. - in Lisbon. When he Although her dream of living in Portugal forget the sad thoughts." heard about Katja's plans for Portugal, he has come true, she still wants to preserve promptly offered her a job

In 1991, Katja emigrated to Portugal Christmas she orders a fresh Nordmann



### Katja Pereira

**Customer Service** Nordmann Portugal S.A.

appreciated working at Nordmann and promoted in the long term.

her German roots and traditions. Every

with open arms by her workplace and brightly colored eggs and braided Easter her husband's family. She also felt bread should not be missed.

Every now and then, she misses Germany chance, she met one of the shareholders and liked how employees are retained - but she has to admit: "It's not long before the sand, sea and sun make me

> Together with and because of Nordmann, Katja has been able to fulfill her dream.

# Career opportunities and a sense of family

What Frederik Röhrs well knows is that ambition and perseverance pay off. Having started at Nordmann as a young trainee in the Hamburg office back in August of 2002, he is now its Sales Director Plastics & Rubber – managing dozens of employees across four different departments. When asked what he associates Nordmann with, the answer is family.

> In his current job, Frederik is responsible for the plastics and rubber business at Nordmann. A challenging task, to be sure – but Frederik never wanted a typical 9-to-5 job. "As a distribution company, it's our aim to provide added value to our suppliers and customers each and every day," Frederik explains. In a very dynamic market, this can only be achieved through good teamwork – which is why the personal well-being and the ongoing professional development of his staff are so important to Frederik. Company success can only be sustained if the employees are also doing well.

> In order for people to reach their full potential, they also need to be put in the right job. Nordmann encourages its employees

by offering them long-term prospects, helping the company to grow stronger – and Frederik himself is a good example of this. He also sees certain aspects of his job in a very personal way: "I wouldn't be a good manager if I didn't also take the responsibility of having my own family seriously. That means being present on long workdays and business trips, but also being a good husband and father at home."

Frederik met his wife at Nordmann. She herself worked in sales, and that's what gives her an understanding of his business trips and time away from home, Frederik says. And while his job is a great source of pleasure, so is his family. He tries to maintain balance and awareness of which area – his professional or personal life – needs attention at any given time. That's how he sees things at Nordmann, too: as a place where you can take on responsibility and make a career under working conditions that are value-based and people-focused.

Over the past 21 years, the company has more than doubled in size, but its values have remained the same. Personal contact, he says, is what counts. It's the relationships between people, the internal teamwork and the collaboration with external partners that make the company feel like a family. "We do things at Nordmann out of conviction, not just because they sound nice," says Frederik. "If you ask me, I think that's one of the major advantages of our company."



### Frederik Röhrs

Sales Director Plastics & Rubber Nordmann, Rassmann GmbH

# Balancing multiculturalism, career and charity

As a mother of three who speaks four languages fluently and has lived in France, Austria, Dubai and Germany, Vanessa Haye embodies multiculturalism. Her fascinating background made us want to know more!

### Let's start with the big question: how do you balance family and career?

It helps that Nordmann is a very flexible and family-friendly employer. I work 30 hours a week and can decide whether I want to work in the office or from home, which is huge when it comes to managing my family. Some companies only appear to be family-friendly, but Nordmann actually is. Working part-time is also considered to be a perfectly normal thing here at Nordmann; you don't get any weird looks for doing it.

International company, international person. You speak four languages: French, German, English and Portuguese. What language or city do you feel most comfortable in?

My mother is Portuguese and my father is French, so yes – I've been a cross-cultural "cross-breed" since birth! I grew up in a Parisian suburb but then also had German lessons at school. I spoke French with my parents, which I can still do fluently. I met my husband in Paris during his Erasmus studies. He's German, originally from Hamburg. We went to Vienna for work and

then to Dubai, where we spoke a lot of English. We've been living in Hamburg now for twelve years, and I feel at home here. I also have the feeling that in Hamburg, friendships last a lifetime. Since coming to live in this port city with my three children, my wanderlust doesn't flare up anymore. I've also "Germanized" myself, meaning that I identify with German culture now and have adopted most of its characteristics and values.

Nordmann is very multicultural and openminded, to the point that no one has ever said anything bad about my accent. The colleagues here have always been welcoming.

### You do a lot on top of your job at Nordmann because you also have a parttime job in the social sector. Can you tell us more about that?

Of course! I created "EME" in 2021, which stands for my children Emile, Madeleine, Elisa. It's an organization that helps teachers run activities in French for both children and adults. We do things like dancing, yoga or art, and the goal is to help people learn French in a fun way rather

Vanessa Haye

Senior Technical Sales & Product Manager Flame Retardants Nordmann, Rassmann GmbH than the conventional book-based way. That can be a bit rigid and boring. Together with a friend, I'm founding another non-profit association called la Ruche Hambourg. In English, that would translate to "Beehive Hamburg" – and the idea behind it is diligence and activity. It's an association for Frenchspeaking women that offers networking and mentoring opportunities to support professional development. The women help each other by sharing their knowledge and exchanging experiences – even advice on how to start a business.

La Ruche was first founded in Shanghai and now there's also a la Ruche in Munich. Soon, there will be one in Hamburg.

#### How would you describe yourself?

I like to learn about different cultural behaviors and conventions, I'm open to new things and I'm tolerant. If I see a problem, I try to find a solution to it. I'm normally a very energetic person, but my youngest daughter is two right now, so I feel more like an 80-year-old because I'm so sleepdeprived! As you can imagine, this means I'm drinking a ton of coffee these days.My motto is: "You don't have the right to complain if you don't bother to do anything. Take action, create!" I take things into my own hands in life and am very much a doer when it comes to problem-solving - but because I'm French, I sometimes still like to complain about things!

re nts oH

# Our values

### Visible

We pursue a unified brand strategy that ensures a uniform appearance and increased brand awareness without sacrificing our company's flexibility and commitment to local markets.

### Future-oriented

Forward-thinking and innovative, we focus on anticipating trends and working proactively. Our teams are always looking for ways to bring about a brighter, more promising future.

### Human and value-driven

We're a family-owned business driven by our values, serving our business partners with passion as well as expertise.

#### Leadership and expertise

Our management team is known for showing an attentive and appreciative attitude towards employees. At Nordmann, we trust our team members and give them the freedom to work independently.



# Leadership and expertise

Our management staff are known for showing an attentive and appreciative attitude towards employees. At Nordmann, we trust our team members and give them the freedom to work independently. In so doing, we challenge and promote high-level performance and encourage active, constructive cooperation. Together as a team, we secure the future of our company.

Ultimately, our company's most valuable assets are the people who work for us. What distinguishes each one of our locations and sets Nordmann apart from the competition are the people who contribute their experience and expertise every day. They make us who we are, and together "We Are One"!

## The key to success

Melda Toykan & Ana Weinand

# 44

42

## Sandra's 25-year Nordmann journey: growth and success

Sandra Iris Spiegelberger

46

# The best days are mountaineering days

Grit Herden

48

## Long-serving employees and young talents share their experiences

Kerstin Schröder, Bernd Stürmer & Legolas Lohmeier

# The key to success



### Melda's bond with Nordmann

Melda Toykan's career began at the multinational services network Deloitte, where she worked as an auditor for seven years. Later, after briefly running the accounting and finance department at Randstad Turkey, she joined Nordmann Turkey as the head of Accounting & Finance in 2017. She has never regretted taking this step – moving from an international staffing company with thousands of employees to a smaller family-owned business in the chemical industry. She did so because she wanted to be able to work more closely with management, feel a true sense of team spirit and create her own business structures. Working at Nordmann has afforded her these things.

Melda is aware of the challenges in accounting and finance and doesn't shy away from them. Considering the high inflation rate and fluctuating exchange rates in Turkey, she says it's crucial to be financially prepared - and so far, she has already managed to improve the reporting tools her team uses and bring in new knowledge for financial forecasting, budgeting, corporate financial planning and liquidity. This has been a tremendous success, but Melda is not resting on her laurels: "Learning is a never-ending process, and I still want to keep improving."

What she appreciates about Nordmann

in particular is the global exchange of information and the fact that its international teams don't just meet virtually, but also in person on a regular basis. For Melda, the benefits of this global collaboration are clear: "Recently, I was invited to take on new tasks as a member of a worldwide team, and I gratefully accepted. Having these new responsibilities and tasks gave me – and continues to give me – the opportunity to develop new management skills and alternative perspectives to add to my entrepreneurial mindset."

On top of the exciting professional incentives and challenges Nordmann offers, Melda is proud to have an employer that assumes socia responsibility to support young people, children and female entrepreneurs. For her, Nordmann is a company that is characterized by fairness and respect; it's somewhere employees enjoy making long careers, she says. "It never feels like a burden to come to work on Monday, but instead like you're going to meet your friends and loved ones. That sense of connection motivates us to achieve more together."

# Melda Toykan

Nordmann Turkey A.Ş

### Ana about perseverance

Ana Weinand started as a part-time office manager for hardly believe it when she says, "I've become someone who Nordmann US Inc. four years ago. Since then, she has become a leader in customer service for Nordmann's growing US business. For her, the keys to success are perseverance and being able to rely on the Nordmann team's support. Since late 2021, Nordmann's US office has been focusing

Initially, it was assumed that Ana would be able to cover all exclusively on sales - leaving Ana to become a full-time the customer service work as just a part-time office manager customer service representative. While this gave Ana a bit of - but the job evolved into a full-time position for Ana within breathing room, it also meant additional training from the UK just a few months. Doing double duty as the office manager office for her new role. "I'm open to change. I'm good at time and customer service representative for coatings, monomers, management and I take advantage of the training opportunities that are offered. Being able to be flexible and keep a positive elastomers, plastics and optics, her day-to-day workload was suddenly twice as heavy and required her to take on a attitude lets me view any challenge as an opportunity. This completely different area of industry. Ana had to go from makes my role at Nordmann one that I enjoy," Ana explains. retail technology business development - which she'd done In the past few months, there have been changes at the US in her previous job - to chemical distribution. "I viewed it as office and Ana has appreciated the positive influence of an opportunity to learn new skills, but it was challenging to Nordmann's new intranet and the company's informative say the least. For the first 18 months, as the lone US customer newsletters. Connections like these make every employee feel valued, which is key to the success of a good employer. service representative, I worked on my own with support and guidance from our staff in the UK," Ana says of her early days. Explaining her sense of connection with Nordmann, Ana She said she was encouraged to ask questions, make remarks: "It used to be that Maidenbower, England was just an unknown town for me, but now it's where my friends work! I suggestions and offer solutions. Before transitioning to customer service, she says she found non-compliance issues enjoy reading the stories and seeing photos of colleagues from challenging and burdensome; nowadays, Ana herself can around the world participating in charity or cultural events."





### Ana Weinand

Customer Service Representative Nordmann US Inc.

# Sandra's 25-year Nordmann journey: growth and success

"Nordmann stands on a solid foundation, on a certain set of values that we've been building on as a company."

### Sandra Iris Spiegelberger

Business Manager Personal Care, HI&I Nordmann, Rassmann GmbH Sandra, you started as a trainee at Nordmann in 1999. It's been almost 25 years now and you're still with us. What makes you so loyal to the company?

Nordmann puts trust in you right from the start, allowing you to take responsibility and help shape your role in the business while also encouraging and supporting you as an individual through ongoing training. Every day on the job is different and the world of distribution itself is very multifaceted. I have contacts all over the world now and we deal with a colorful mix of exciting issues. Nordmann also operates on a personal level with its staff, so you're not just a number. You're given the sense that people are interested and invested in you as a person and that your work is appreciated. That's special!

#### Has Nordmann changed at all since 1999?

I say it's like the Elbphilharmonie: Nordmann stands on a solid foundation, on a certain set of values that we've been building on as a company. By acquiring the new subsidiaries that we have over recent years, and through our 2019 rebrand and the changes that we've made to logistics and IT, a whole new structure has now been established on top of the original foundation. That's had a major impact, too: Nordmann's realignment has given us a brand-new image. We're perceived differently now from the outside, we've become much more international and we've grown more closely connected with one another in the Group.

#### What has stayed the same?

Little company perks like the bag of Christmas treats that we receive at the beginning of December, or the book that we can pick out for ourselves for our birthdays – those are some traditions that haven't changed. Neither has the office's reception area (now a historic site) – or Nordmann's commitment to merging the traditional with the modern. Some other colleagues, too, have become constants.

### In addition to your responsibilities at Nordmann, you're also involved in several other organizations and associations. Can you tell us more about that?

Sure! I've been a member of the Sepawa Cosmetic Applications & Technologies Group for the past decade and have also been the second chairperson there for a number of years. All the opportunities this has afforded for networking and exchanging ideas with other professionals have helped a lot with my work in the cosmetics industry. In 2004, I also joined the "Wirtschaftsjunioren", an organization that aims to promote entrepreneurial activity in a socially responsible way. After just one year with them, I began chairing their Economy & School Committee. I have been an alumnus since 2010, and I also led the board as its spokesperson from 2013 to 2019. In the beginning, of course, I was extremely nervous about speaking at meetings in this capacity in front of up to 200 business leaders, with high-profile individuals ranging in age from 30-90. That was a challenge, but I'm proud to say that I rose to it!

# You also work with the Junior Chamber of Commerce. What makes that so worthwhile for you?

One of the biggest things for me is MADD (Make a Difference Day). It's a special day that the Chamber designed together with and for disadvantaged individuals. More than sixty of Hamburg's social welfare institutions are now involved.

#### Have there been any special moments?

One year while MADD was underway, a so-called "dream workshop" was also being held. This was for people to share their life dreams and wishes, and one autistic child expressed the desire to sail as fast as possible through the port of Hamburg. After taking a moment to consider, I thought that perhaps the harbor police could grant that wish – and it turned out that they were more than willing to! Seeing that child's eyes light up and radiate joy was priceless – a very special moment in my life. I still get goosebumps when I think about it! It's an experience that I truly will never forget.



Seit 2005 organisieren die Wirtschaftsjunioren Hamburg in Zusammenarbeit mit mittlerweile über 60 Hamburger Sozialeinrichtungen den Make a Difference Day - kurz MADD.

MADD - MAKE A DIFFERENCE

# The best days are mountaineering days

My name is Grit Herden, and I'm an Inside Sales  $\vartheta$ Customer Service representative who supports the Thermoplastics department at Nordmann Germany.

#### Making the most of two different worlds

For several years now, I've made my home in Berchtesgaden. I used to live in Hamburg, but I moved here because I love mountaineering so much. I had to leave friends and my job at Nordmann to do so, but the latter was only temporary because I started working for Nordmann again immediately after it became possible to work from home! The added flexibility this offers suits my lifestyle very well and gives me great balance between my job and my passion for the mountains. Nonetheless – old friends have not been forgotten and Hamburg is always worth a visit. It just means going north of the Elbe river!

#### How I see Nordmann

The past nine years have taught me what I have in Nordmann: a company with traditional, Hanseatic values and great family leadership. An employer that delivers in terms of reliability, financial stability, trustworthiness and professionalism, all while showing appreciation and human understanding for its employees. That matters a lot and makes working for Nordmann a big passion – second only to spending time in the mountains!

Why the mountains?

I inherited my love for mountaineering from my father, who was still climbing at the age of 75. The mountains and I simply belong together.

Whenever possible, I'm outdoors – on foot, on a bicycle, on skis or on a climbing pitch. I love sharing my hobby with friends and everyone who wants to come out and have fun on the mountainside! I enjoy the great views, the sunrises and sunsets, the peace and quiet, the relaxing atmosphere. In the mountains, too, I realize how small we are as humans compared to the immense beauty and dangers of nature. Thunderstorms are quick to appear, for example, and atmospheric conditions are not always easy; at 4,000 meters, the air becomes extremely thin.

As a human being, you are only a small cog, but you can still set a lot of things in motion – and also destroy them. Sustainability plays a big role, and we humans have a responsibility in life to respect and protect the outdoors.

#### Sharing with others

I am a licensed, C-level mountaineering guide for summer tours with the German



Alpine Association. In addition to helping children learn to climb, I also like passing my enthusiasm on to others through the trips and tours I offer.

It's wonderful to see children between the ages of four and fourteen developing, getting involved in new things and gaining confidence. At the German Alpine Association, we introduce them to the sport of mountaineering in a playful way and make sure we have a lot of fun together!

I can understand if a person doesn't want to climb, however. Even I turned around on my first big ascent in the Alps because I was "houschiach", as the Bavarians say – meaning I was scared of heights! When I got back down into the valley, though, I started to learn rock climbing. It took some courage, but it wasn't long before I was back up on the mountainside.

#### Grit's motto in life

"Nothing is impossible. If you want to live life, you have to take action; just sitting and doing nothing won't help anything." You have to be open to new situations, too. I now go about life in a more plannedout way than I used to, and I've learned a lot. I'm persistent and I approach my goals at work in the same way as I do mountain peaks. I'm not that easy to shake off.

That said, I also come with a dash of playful humor. I'm optimistic, full of pep, and I believe that a day without laughter is a day wasted.

# Long-serving employees and young talents share their experiences

Kerstin and Bernd, you've both been with Nordmann a long time - 45 and 32 years, respectively. Congratulations! With so much valuable experience, you're practically part of the company inventory and are more or less walking encyclopedias of all things Nordmann! The Nordmann News team is also pleased to welcome Legolas Lohmeier to today's group interview. As a dual student. Leaolas is pursuina a Bachelor of Science in Business Administration. As a member of the younger generation, too, we're excited to hear his perspective. Let's start with the youngest member of staff here: Legolas. Why did you choose Nordmann as an employer?

Legolas: Because of the dual study program. I first came into contact with Nordmann employees at the Stuzubi education expo in Hamburg. They told me about the company and I decided to apply. My father is a sales manager in a medium-sized company, and I had already talked to him a lot about sales – so that sparked my interest in working for a company that also has jobs in sales. What I think is especially great is that Nordmann is a family business that also offers international opportunities.



### Kerstin: What was it like for you in 1978 when you applied to work at Nordmann?

Kerstin: At the time, I applied for a trainee position in wholesale and foreign trade. Because I was so nervous at the interview, I felt like I answered every question wrong. I thought to myself: "You blew it, Kerstin - they'll never take you". But then the HR manager got back to me soon after, asking: "So, what do you say? Want to come work for us?" I was so happy and relieved that I accepted right away! In this family business, the attitude of other colleagues and the management has always been one of "we trust you, you did your training here with us". That's special, and the fundamental sense of trust and belonging I've been given here hasn't wavered to this day - that's why I've never moved to another company and have been with Nordmann my entire professional life.



#### What was a key moment for you at Nordmann?

Bernd: One was during my initial probationary period when I was asked to go see Georg Nordmann. He was like royalty in the building, the representative par excellence who was on the active management team until 1984. I went into his office, extremely anxious. Mr. Nordmann spent one and a half hours aiving me a deeper understanding of the Nordmann company, along with a lot of his personal insight. That was special, and I felt very honored and appreciated. I hadn't experienced anything like that before in other companies. To this day, despite all the great success the company has had, the family has always remained "human" and sincere. There's not a member of the family who isn't. No one thinks they're better than anyone else, and their warmth and humanity always resonate. I really like that about them!

Kerstin: At the beginning of the 90s, I decided to start taking the company is moving forward with the times? evening and weekend classes for a business degree. I was a single Legolas: It's a traditional company that is in the process of parent with a five-year-old child, still working my full-time job modernization - through new software, rebranding itself, at Nordmann. I didn't know if I'd be able to finish, so I didn't tell growing its subsidiaries or establishing new ones (most recently anyone at the company about it - but in the end, I got my degree. in Benelux, for example), changing other work procedures to the The final exam was on the day of the company Christmas party. point of a new dress code, etc. We also now have the chance to Former CEO Edgar E. Nordmann gave a nice speech and said, work remotely, and I like that. Nordmann is absolutely evolving "I have something great to share with everyone: you can all toward a new and digitalized future. congratulate Kerstin Schröder on passing her exams in business administration." I was in total shock that he had known about Do you Nordmann trainees really bring in a "fresh, youthful air" what I had managed to accomplish! I was also phenomenally to everyday office life? Is it easy to get your foot in the door on proud. things?

Absolutely, that's even demanded of us! We're asked to speak Kerstin, you've held positions in many different departments at up if we have any ideas for improvement or for projects, certain Nordmann, including Elastomers, IT and Finance & Controlling. operational procedures, etc. We're also allowed to work very What advice would you give to young employees? independently, which I think is good. There's an atmosphere of Kerstin: You have to work hard, be goal-oriented and show that "go ahead, have at it", allowing me to try out different ideas you put thought into things. You'll definitely be challenged with an open mind. That pays off in the end.

here and won't get bored - but if you only show up to earn a salary, you're not in the right place. If, on the other hand, you come to contribute ideas and look for solutions to problems, working at Nordmann is really fun. You'll also get recognition for what you do.

#### Do you see things the same way, Bernd?

Bernd: I couldn't agree more, and the only thing I can add is that if you don't "steal the silver", you'll have a long future here!



Post Office Nordmann. Rassmann GmbH

# Legolas: How do you see Nordmann as an employer? Do you think

### As an HSV fan, Bernd, are you among like-minded soccer fans at head office?

Bernd: Let's put it this way: here in Hamburg, we have a few fans of other clubs which I - as an HSV fan - find sometimes more and sometimes less agreeable! But it's like other things in life: competition is good for business and makes everything all the more excitina.

# An impressive 111 years of Nordmann!

I'd like to extend my most heartfelt congratulations and a sincere thank-you to all the employees, as well as to Nordmann's owner family, on this remarkable anniversary. It was their combined efforts that made this wonderful success story possible. I myself have spent my entire career working with the company, starting out at Nordmann as a trainee. I have worked in several of its divisions and business units and know many of its employees personally, which has resulted in a close sense of connection. Today, as Chairman of the Board of GNH, the well-being of Nordmann still matters greatly to me on a personal level.

Only those who continuously develop and change remain forward to successful. This applies just as much to Nordmann as it does more year to other companies. In this respect, Nordmann serves as a true of success role model; the company's economic success secures a great together! many jobs worldwide, which is something we can all be proud of! As the Board of Directors of GNH, it is our aim to work in close cooperation with the managing directors of the subgroups ROWA Group and Nordmann to clear the way for exactly this purpose.

What has made me stay with the Group all this time is, above all, the impressive people that I get to work with. That includes Nordmann, ROWA Group and GNH colleagues, Nordmann's owner family and our business partners. It's not common for women to be in this business, either – particularly not in leading positions. This is why I very much appreciate the professional support of my supervisors and Nordmann's owner family, as well as their encouragement and confidence in my abilities and I would like to maintain this for future leaders. For all employees

### Irina Zschaler

Chief Executive Officer Georg Nordmann Holding Aktiengesellschaft (GNH) and especially for female colleagues. I want to see everyone get involved, approach tasks with self-assurance, question the established ways of doing things, come up with new answers and, in so doing, help shape the growth and future viability of the entire Group. The Group's values – Responsibility, Performance, Guiding and Passion –

have become my own, and I am happy to exemplify and pass them on. I look forward to many more years of success together!



# Inge & Georg Nordmann Foundation

In 2012, the Inge & Georg Nordmann Foundation was established in Hamburg by Edgar E. Nordmann, Anneke Pahl (née Nordmann) and Carsten Nordmann in memory of their parents and in celebration of the 100th anniversary of the family business, Nordmann, Rassmann GmbH. In great appreciation of the lives of Inge and Georg Nordmann, as well as their entrepreneurial success, the foundation keeps alive their charitable aspirations and the sense of social responsibility they lived out.

Georg Nordmann always felt committed to his employees and their social well-being, encouraging their personal and professional development and motivating them to engage with character and dedication. He and his wife Inge also imparted to their three children the importance of assuming social responsibility and standing up for social justice – inside as well as outside the company.

Georg Nordmann always felt committed to his employees and their social well-being.

# Global presence with local experts: "We Are One"



We are always in direct contact with our customers and suppliers through our subsidiary companies in Europe, Asia and North America. From 24 countries, we cater to your specific requirements and those of your industry. Our products are available

internationally and we offer our special Nordmann service everywhere, including our comprehensive logistics services. You can count on our industry teams to provide you with cross-border technical support for all of your queries.



# Asia

China (rep office) India Japan Singapore South Korea

## Legal Notice

Nordmann, Rassmann GmbH Kajen 2, 20459 Hamburg, Germany Phone: +49 40 36 87-0 Fax: +49 40 36 87-249 www.nordmann.global info@nordmann.global

V.i.S.d.P. Britta Riemann Dr. Gerd Bergmann

### Publishing

Nordmann, Rassmann GmbH Editors & Layout CONCEPT X Hamburg GmbH & Co. KG Zesenstraße 22, 22301 Hamburg, Germany www.conceptx.de

#### **Picture credits**

Title: jfunk - stock.adobe.com; p.3 Nordmann / Oliver Reetz; p.4-7 Nordmann; p. 10/11 master1305 - stock.adobe.com; p. 12/13 Nordmann; p. 14/15 5ph - stock.adobe. com; p. 16 angelinast - stock.adobe.com; p. 17 Nordmann; p. 18 Nordmann; p. 19 Kristina Afanasyeva - stock.adobe.com; p. 20/21 desinko - stock.adobe.com; p. 22/23 malp - stock.adobe.com; p. 24-29 Nordmann; p. 30/31 Johnstocker - stock.adobe.com; p. 32-37 Nordmann; p. 38-41 Nordmann / Oliver Reetz; p. 42-48 Nordmann; p. 49 Nordmann / Oliver Reetz; p.50/51 Nordmann; p. 54/55 chartphoto - stock.adobe.com; p. 55 (1)-(3) Nordmann

#### **Privacy policy**

If you no longer wish to receive our Nordmann News, please contact us at sales@nordmann.global. Information on data protection can be found in our privacy policy at: www.nordmann.global/en/ privacy-statement

# Start your future with us

In addition to performance-based pay, we also offer our employees comprehensive benefits and ongoing opportunities for professional development. Get in touch with us today and become a part of the Nordmann family!







### Jo Jackson

Business Manager HR UK Group jobs@nordmann.global

## **Christina Helmrich**

Business Manager HR Germany jobs@nordmann.global



### Anika Linke

HR Business Partner Germany jobs@nordmann.global



For more information and current job opportunities, visit nordmann.global today!



Since 1912, Nordmann has been on an incredible journey of progress and growth.

This has been made possible by the people who give their best every day and shape Nordmann with their knowledge and passion.

We would like to thank our colleagues, shareholders, business partners and friends as we dedicate our "Thank you for 111 years" campaign to each of them.



Nordmann, Rassmann GmbH

Kajen 2 20459 Hamburg, Germany Phone: +49 40 36 87 - 0 Fax: +49 40 36 87 - 249 info@nordmann.global www.nordmann.global You'll find us here, too!



linkedin.com/company/nordmannglobal xing.com/pages/nordmannrassmanngmbh facebook.com/nordmannglobal twitter.com/nordmannglobal