



Family pictures:
"It did me good to look back..."

Editorial by Hermann Butting

Identity

Who am I? Why am I doing what I am doing? What does the future mean for me? Have I a model in life? Which dreams keep coming back to me? What gets me really involved? What would I like to change? What would I want as my legacy?

It is a good idea to take the time and answer these key questions. Not just once, at the beginning of your vocational training or career, but at regular intervals, maybe at particular milestones in life. This year I am going to be 50, and have taken this as the occasion for a two-week retreat in a forest hut, in order to ask myself these and other questions.

It did me good to look back and also to look in the mirror:

Are my interests making me happy?

Have I got friends?

Why do I not laugh more often?

What has worked well in my life?

Where did I feel blessed and where was I a blessing for others?

What did not work and what can I learn from that?

In which areas of my life am I on the right, fruitful road and where should I turn round or choose to branch out in a different direction?

When I reflected, it was once again painful to realise that I cannot do everything that I would be able to do. I have to decide, to focus.

Every decision I take also means giving up something else. I have decided with all my heart to be an entrepreneur and a father. That does not leave a lot of room for anything else. Now, two of our three children have left home. This opens up new opportunities for my wife and me, time and scope where we can decide for ourselves again.

Your powers normally start to decline between the ages of 45 and 55. You need longer recovery times. That too is a painful but obvious truth. Many people in my circumstances and age-group – especially those committed to work and aware of their responsibilities – suffer from symptoms of exhaustion (burnout). How much time do I spend on genuine relaxation and regeneration? Have I learnt to switch off the smartphone or am I constantly online? What food do I give my thoughts and my soul? Just bad news and adverts from the Internet, the newspaper and TV? Or do I have a good discussion with a real friend, with periods of silence and awe over the beauty of nature, do I read in the Bible about God's prospects for my life?

After answering all these questions, it did me good to discover that I am in the right place. It gives me pleasure to lead and develop such a traditional and successful family business. It is a privilege to learn from the past and be able to set goals for the next ten years – goals in personal life and goals for BUTTING.

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An old price and delivery list from the 19th century: already you can see the illustration of pipe parts and components ready for installation

Our mission statement

At BUTTING, we also ask the question about our identity at regular intervals. We call this our mission statement. Who are we today? What distinguishes us and what are we known for on the market? What do we stand for and what do we want to be known for on the market? How do we want to treat one another and our partners, whether customers or suppliers? What is the meaning, what are the goals behind all this?

We have attempted to sum up our mission statement in eight points:

- Family business
- A family of employees
- Top performance
- BUTTING fans
- Sense and quality of life
- A valuable cooperation
- A powerful, global network
- Healthy, safe and environmentally friendly

I deliberately say "attempted", because it is a difficult task to describe something as complex as corporate identity briefly and concisely. Every summary and compression narrows the story down and leaves parts out. Our result, the final summary of our mission statement, can be read on pages 6 – 9.

Of course I would be interested in feedback, particularly from you, our esteemed customers. Especially since how we perceive ourselves often differs from how others perceive us.

To give an example: for years we were known on the market as "Butting Edelstahlrohre", a manufacturer of quality stainless steel pipes. This we still are, and we are glad we stand for QUALITY pipes. But this perception describes only part of our identity. On top of this page you can see an old price and delivery list from the 19th century. As well as our offering of pipes, copper pipes in those days, you can see the illustration of pipe parts and components ready for installation. In the photo on the next page you can see my grandfather Hanns at the final inspection of a copper vessel. Even today, 237 years after we were founded, our range of services includes not only stainless steel and clad pipes, but also vessels and components ready for installation and welded constructions. We are now making concerted efforts to expand the way others see us right across the board and get the fact across that BUTTING is not just a pipe manufacturer. We see ourselves today as a producer of solutions. We are not an engineering company, but a development partner. As we did earlier in the copper forge, we still construct components ready for installation or stainless steel vessels. We manufacture our pipes into spools ready for installation, or pre-assembled components, especially for pump casings, valves, lamp housings and structural components for measuring instruments.



Hanns Butting at the final inspection of a copper vessel in 1950

A valuable cooperation

Our aim is to make our customers more successful. We are aware that we will survive and deserve to exist in the long term only with successful customers. Customers such as Grundfos, Endress+Hauser, Rheonik and Krones are successful. They get their stainless steel components ready for installation from a supplier with expertise and a broad range of manufacturing possibilities, who is responsible for quality and logistics – and competitive! Progress by Partnership! Normally this involves direct business deals. In individual cases, our trade customers take advantage of our abilities by offering their familiar end customers a broad range of products as their "Supplier of Choice", and simplify and optimise the customer's value chain in a "triangular relationship" with us. I would like to invite you to challenge us and put our performance to the test.

A family of employees

Our mission statement states: "Our innovatory strength and problem-solving skills are based on longstanding experience and teamwork, as well as new ideas and unique personalities." In 2013 we had another generational change in our Top Management: after more than 40 years with BUTTING, Friedrich Henneicke, the Head of Production Technology, handed over his responsibilities to Thomas Janssen. Friedrich Henneicke is one of those unique

personalities whose talents and innovatory powers have crucially affected and shaped BUTTING. Thomas Janssen is a child of the BUTTING family: apprenticeship, university, practical experience and increasing responsibilities. They both worked together in the Production Technology Team, implemented big investment projects together, gathered and evaluated experiences together, and the elder was able to pass on his expertise to the younger man. A perfect example of Progress by Tradition. The article on this generational and management change can be read on pages 42 – 43.

Thank you very much for your interest in BUTTING!
I wish you an enjoyable read.

Yours,

Hermann Butting