



**Tradition. Motivation. Innovation.**

The story of a family business from 1920 to 2020.



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# We Represent 100 Years of Great Chemistry

## Dear readers,

An anniversary is always a special occasion. It is a reason to celebrate, while also marking a moment to pause and reflect. When August Stockmeier founded the company in 1920, he surely could not have dreamed that today, 100 years later, we would be a globally active corporate group. He put all his eggs in one basket when he founded a regional chemicals trading firm. He passed on this pioneering spirit, as well as his courage and basic understanding of commercial trade, to both his son Dr. Jürgen Stockmeier and his grandson Peter Stockmeier. All three generations have decisively shaped the company or continue to do so today. A look back through the STOCKMEIER story shows that it is largely characterised by three eras: tradition, motivation and innovation.

In this Chronicle, we would like to set off on a journey with you through the last 100 years. Together, we will go back to the beginnings in the 1920s, explain what sets STOCKMEIER apart, observe the rapid growth in recent years and hazard a look into the future – because for us, the anniversary is associated with more than just memories of times gone by. The 100-year existence of our company is also bound to our task of leading STOCKMEIER

responsibly to a successful future. All of our decisions are made with the long-term development of the company in mind. Growth takes centre stage in this, because that is how we can secure the future of the Group and, at the same time, provide our customers with a more extensive portfolio. Our success in recent years shows that we are on the right path with this strategy. Every company in the Group forms the basis for our growth, but the most vital contributions towards the lasting success of our company are made by you. As an owner-managed family business, we are proud to be able to look back on decades of strong relationships with employees, customers and suppliers. Together with them, we have established and expanded the STOCKMEIER name, mastered challenges and set the course for the next 100 years. For this, we would like to thank you from the bottom of our hearts.

We hope you enjoy your journey through our company story and we look forward to writing its next chapters together with you!

STOCKMEIER Holding's Management Board

**Martin Schiwon**  
Managing Director, Finance

**Peter Stockmeier**  
Chairman & Managing Partner

**Dr. Uwe Damrau**  
Managing Director, Technic

**Matthias Mirbach**  
Managing Director, Chemicals

**Heinrich Eickmann**  
Managing Director, M&A



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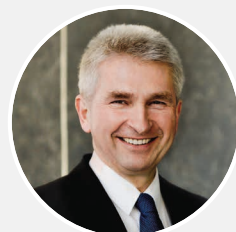
## The STOCKMEIER Way

Two generations: In an interview, Peter and Dr. Jürgen Stockmeier reveal how they have sustainably shaped the company story

*Stockmeier & Möller*  
CHEMISCHE FABRIK IMPORT U. EXPORT

# Happy Anniversary!

**Notable representatives from the business world, chemical industry and region of East Westphalia-Lippe congratulate STOCKMEIER on its 100th anniversary.**



**Prof. Dr. Andreas Pinkwart**  
State Minister for Economic Affairs, Digitisation, Innovation and Energy in North Rhine-Westphalia

Dear Messrs and Mesdames,

As a third-generation family business and part of Germany's significant chemicals industry, your company represents the integral strengths of North Rhine-Westphalia as a place of business. A company's 100th anniversary is a clear statement of its success, innovation and responsibility – and is worthy of our sincerest congratulations. Over the years, you have expanded your portfolio from standard chemical products to specialty chemicals, thereby tapping new markets around the world. Those who have reached a three-digit anniversary can certainly look to the future with confidence. On that note, I wish you much continued success!

Kind regards,  
Prof. Dr. Andreas Pinkwart



**Prof. Heiko Hellwege**  
Chairman of STOCKMEIER's Advisory Board

Dear Messrs and Mesdames,

The regional mittelstand, for which the STOCKMEIER company serves as a striking example, is very near to my heart. That's why I'm especially pleased, on behalf of the entire Advisory Board, to extend to you our sincerest congratulations on your 100th anniversary. In all the years of successful growth, you have never lost sight of your roots in East Westphalia-Lippe nor of your team. STOCKMEIER places extraordinarily high value on respect, appreciation and trust. This creates a work environment that is valued by employees, shareholders and partners alike – and one that is met with a strong sense of attachment and loyalty. STOCKMEIER has grown from a regional chemicals business to a globally operating manufacturer and distributor. This type of achievement demands prudence, negotiating skills and vision. I'm convinced that this approach will allow you to set many more milestones along your future journey, and I look forward to being a part of it.

Best wishes,  
Prof. Heiko Hellwege



**Dorothee Arns**  
Director General at the European Association of Chemical Distributors (FECC)

Dear STOCKMEIER company,

On behalf of the European Association of Chemical Distributors (FECC) in Brussels, I wish to sincerely congratulate you on your special company anniversary. STOCKMEIER has been a member of our association for many years now, and we have come to know you as a very committed, knowledgeable and extremely professional member. As a traditional family-operated business of the mittelstand, you set out 100 years ago to conquer the world – and can now look back on a magnificent success story. STOCKMEIER stands for everything that distinguishes the chemical trade: an internationally operating company that is expanding globally, but that is still grounded and deeply rooted in its home region of East Westphalia-Lippe – a company that looks to the next generation rather than just to the next quarter. You combine tradition, expertise and the classic commercial trade with innovative solutions, sustainability and the modern age. I'm certain that this special blend of qualities will continue to carry you to new achievements over the coming decades, and we at FECC look forward to supporting you along the way.

Warmly,  
Dorothee Arns



**Wolf D. Meier-Scheuven**  
President of the East Westphalian Chamber of Commerce, Bielefeld

Dear STOCKMEIER family business,

I extend my heartfelt congratulations to the shareholders, management and all employees of the STOCKMEIER Group on the company's 100th anniversary. All of you can proudly reflect on a long company history. Your company enjoys international success in the production and distribution of chemicals and in services relating to the industry. STOCKMEIER is a successful owner-operated family business, as is typical for our region. Indeed, the ingenuity of family businesses has contributed substantially to making East Westphalia one of Germany's strongest regions in economic terms. The Stockmeier family embodies values such as responsibility, sustainability and social engagement. This includes loyalty to the region, also in terms of the company's role within society. A well-run family business also consists of motivated employees who closely identify with their employer – as is the case with the STOCKMEIER Group. I wish the Bielefeld-based company continued success for the future, including full order books and strong market performance.

Kindest regards,  
Wolf D. Meier-Scheuven



# A Company with History

**From regional trading firm to international corporation, the Bielefeld family business has been focusing on growth since its foundation – and with much success.**

A company history like this one is no matter of chance. It is based on three significant pillars: tradition, motivation and innovation. It all began in 1920, when August Stockmeier founded a company for the sale of chemical-technical items and industrial supplies. In the decades that followed, commercial talent, the courage to break new ground and an instinct for sustainable action paved the way for the lengthy history that the company can look back on today. The founder's son Dr. Jürgen Stockmeier continued to follow this course, as did his son Peter, who eventually ventured further into the realm of internationalisation.

## From Bielefeld to the world

Today, the STOCKMEIER Group is a globally active network of companies that covers the distribution, production and services segments of the chemical industry. This positive progressive development is possible because STOCKMEIER attaches great importance to strong connections. Collaborative customer, manufacturer and supplier interactions have always been part of the family business's guidelines. And despite its strong international growth, the Group has not forgotten its roots in East Westphalia-Lippe with its headquarters in Bielefeld, STOCKMEIER Food in Herford and STOCKMEIER Urethanes in Lemgo.

This long-established attachment to the region parallel to a future-oriented, global focus, as well as the STOCKMEIER Group's conscientious dedication to the environment and occupational safety, are equally valued by partners and customers alike. Continual efforts towards optimisation also represent an important basis for long-term and successful business relationships.

Although the company is constantly growing, STOCKMEIER continues to focus on the individual; every single employee makes a crucial contribution to the lasting success of the company on a daily basis. To make sure this remains that way, appreciation and transparency both internally and externally create a trusting basis upon which the next chapter of the STOCKMEIER story can be built – because only those who stay true to their roots have the support necessary for meaningful growth. ←



The STOCKMEIER Group headquarters are located in Bielefeld, East Westphalia, to this day



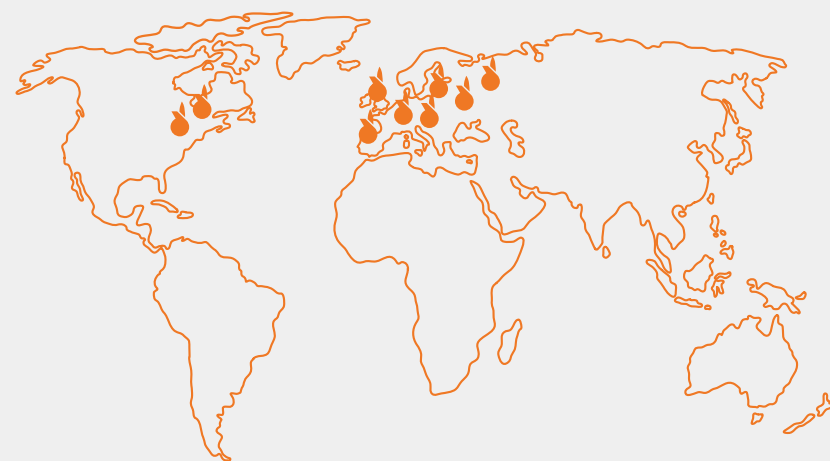
# Counted: STOCKMEIER in Numbers

In 2020, everything at STOCKMEIER revolves around the number 100. But the length of the company's existence is not the only impressive number it boasts.

## 100 % family ownership



...is something that continues to characterise STOCKMEIER to this day. Since August Stockmeier founded the company in 1920, the company has remained exclusively within the family, and is now in its third generation.



## More than 50 locations worldwide

This is the number of places in which STOCKMEIER is currently represented. Founded in Bielefeld, the company is active in a total of 14 countries today – from Spain and France to Hungary, Russia and the USA, with further outlets to follow.

## 1,800+ employees



...give everything every day to continually optimise products and services. With their commitment, they make crucial contributions to the success of the company and are therefore, STOCKMEIER's most valuable asset.

## 2.5 M tonnes in sales volume

...were recorded by the STOCKMEIER Group in 2019. This considerable sum is spread between more than 30,000 international customers and should continue to increase in the future.



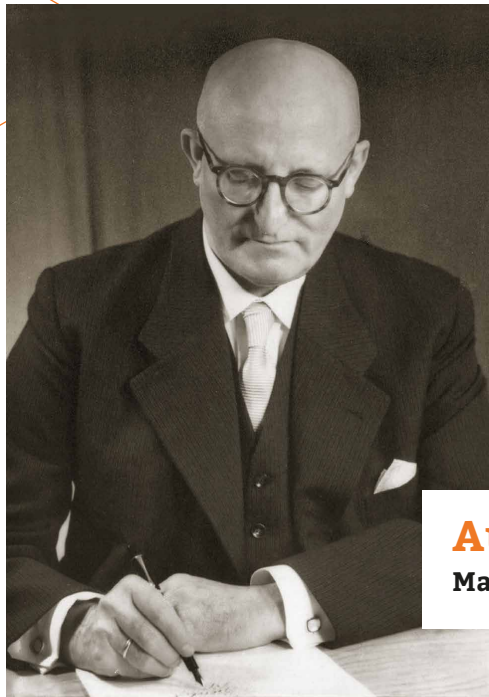
## 26,000+ products

...such as flavours, solvents, cleaners and glues are produced by the Group and make their way out into the world in bottles, canisters, drums, containers or sacks.

# A Strong Bond between Three Generations

**Three men in particular are behind the STOCKMEIER story: August, Dr. Jürgen and Peter Stockmeier. Each of them shaped the company in their time as Managing Director – or continue to do so today.**

With a degree and a few years of professional experience, August Stockmeier seemed poised for a successful career as an architect. But in 1920, everything changed. In a complete shock to outsiders, the man who had made Bielefeld his home abandoned all architectural activities and founded a chemical company. The reason for this change of heart was likely a kidney disease that had already caused the death of his father some years prior. The loving son followed the advice of his mother, who, for the sake of his health, urged him to leave behind the stress he had taken on as a budding architect up to that point. The link to the chemical industry came about through his acquaintance with merchant Heinrich Möller, with whom he later led the company for a time. August Stockmeier's initial fascination with the chemical industry quickly developed into a real passion that he also passed on to his family.



**August Stockmeier**  
Managing Partner 1920 – 1959

After his untimely death in 1959, his son Dr. Jürgen Stockmeier took over management of the company. Although relatively unexperienced at first, he soon dared to stray from the conventional paths – as long as it was beneficial to a cause. While some only acknowledged this approach with a shake of the head, most business partners came to value his innovative thinking. The qualified lawyer worked and lived according to the motto 'Those who start from the bottom have the best opportunity to learn'. For this reason, the young Ma-

naging Director never shied away from confrontation, right from the beginning. When met with resistance, he always endeavoured to formulate shared visions and eventually realise them in respectful collaboration. This is how he developed relationships even with supposed rivals; the relationships were based on mutual appreciation and, in some cases, even led to friendship after a deal was closed. Besides his family, there are two things very close to the founder's son's heart: environmental protection and encouraging young people. That is why Dr. Jürgen



**Dr. Jürgen Stockmeier**  
Managing Partner 1959 – 2010

Stockmeier dedicated himself to the Sozialwerk Bielefelder Freimaurer (a fraternity for Bielefeld's freemason contingent) alongside his role as Managing Director. Following his initiative, a students' hall of residence located in Bielefeld's Ostmannturm was established in 1980 and still exists to this day. He also brought an in-house organisation to life by starting the STOCKMEIER Foundation in 2007. Its missions include the integrative assistance of immigrants and children from socially disadvantaged backgrounds as well as supporting charitable cultural institutions. Dr. Jürgen Stockmeier remained in the family business as part of the management until 2010, when he transferred the entire company shares to his children.

His son Peter Stockmeier, who has been active in the management since 1990, implemented a growth strategy from the

year 2000 onwards that has helped the Group reach its current size. He stands out less because of his unconventional approaches and more because of his prudence and forward-looking actions. He, too, was quick to gain the trust of employees, customers and suppliers, in his own unique and down-to-earth way. Even as a child, he could often be found at the company – and he pitched in, too. In the school holidays he worked in the warehouse and later he drove lorries for STOCKMEIER. After completing his A-Levels and national service in the German army, the founder's grandson completed training to become a wholesaler and export merchant at a chemicals wholesaler in Hanover. Following this, he gathered a few years of professional experience as the head of an outlet in Hamburg before returning to Bielefeld. Once there, and in a smooth transition, he eventually took over the management of the family business. Environmental protection is also a key issue for him. Under his leadership, the company has invested millions of euros into relevant projects. Sustainable expansion took and continues to take place alongside this, transforming STOCKMEIER into an internationally active corporate Group. The third generation Managing Director's motto? "We have to grow and be wherever our customers are." ←



**Peter Stockmeier**  
Managing Partner 1990 – present



# Tradition

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### The first fleet

After connecting to the railway network in 1936 had improved logistic conditions, the company owners also founded the Hermes Transportgesellschaft Möller & Stockmeier oHG two years later, to ensure the appropriate transport of traded chemical products from then on. With this, the first subsidiary was born.

**70**  
employees make  
up the workforce  
in 1959



Bottling sulfuric acid: Dr. Jürgen Stockmeier (left) occasionally worked at his father's company during the second semester of his law degree to earn enough money for a moped



Everybody pitches in: The growing workforce incorporated more and more professions over time

By the late summer of 1924, the premises at Oberntorwall in Bielefeld's city centre as well as the small factory location in Senne were already fit to burst. In response, the business partners acquired a building on Thielenstrasse and submitted a request to the city of Bielefeld for planning permission for extensive modifications. In addition to the basement and connection to the exist-

ing canal system, plans were already being made to extend this storage location by a further floor or two in the coming years. However, as even this measure could not remedy the growth-related issue of space, the company's headquarters were eventually relocated to Eckendorfer Strasse, just under two kilometres away. →

### Ups and downs

The financial crisis at the end of the 1920s caused problems for many companies: even Stockmeier & Möller revenues stagnated. But that changed suddenly in 1932, when trade earnings increased sixfold to around 86,000 Deutschmark and both investment and working capital increased by a factor of 21.



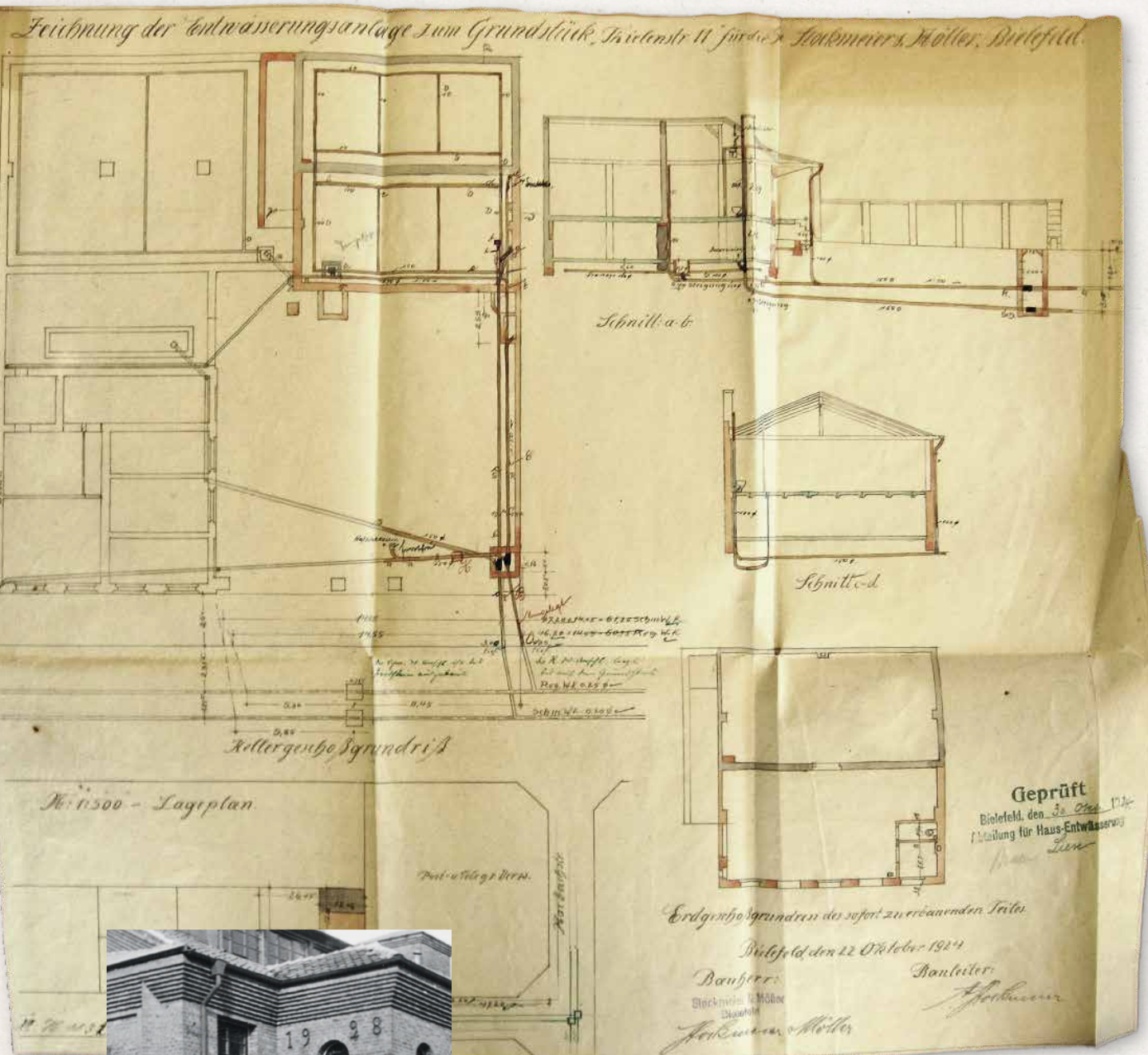


## Company headquarters

The 'birthplace' of the company is Oberntorwall 34 in Bielefeld. But when the spatial capacity there was no longer sufficient, the headquarters moved first to Thielenstrasse and eventually to Eckendorfer Strasse, where they are still located to this day, 100 years later. The central location was and remains ideal for the company: connecting to the adjacent railway network took place in 1936, and since 1938, more and more lorries from the company's own fleet have been passing through the entrance on the two-lane main road every day. Even today, countless orange lorries leave the Eckendorfer Strasse premises on a daily basis to supply customers all over Germany.







In 1928, those wanting to gain access to the main building first had to register in the office

The blueprint for the modifications to the Thielenstrasse premises were developed in part by August Stockmeier himself, who was also the site manager

### Setting a new course

When war broke out in 1939, Stockmeier & Möller was almost constantly the focus of the Bielefeld Magistrates' Buildings Authority. Because the storage of hazardous goods against the backdrop of air raids posed an enormous threat to civilians in the vicinity, the company was instructed to introduce measures including making a fire water pond as well as

storing acids and bases separately. Fortunately, the premises were spared from bombing raids for the duration of the war. Immediately after the war, business was initially slow to get going again, but the much needed upturn came about in 1948 as a result of the currency reform. In the years that followed, the company developed magnificently and celebrated its 30th anniversary in 1950. Behind the scenes, the foundations were being laid

### An act of reparation

In August 2000, the German government and the German Industry Foundation Initiative established the foundation Remembrance, Responsibility and Future (Stiftung Erinnerung, Verantwortung, Zukunft, EVZ). Alongside a further 6,000 companies, the present day STOCKMEIER Holding also took part in this initiative. Its intent and purpose was to provide material compensation to those forced into labour during the Nazi regime.

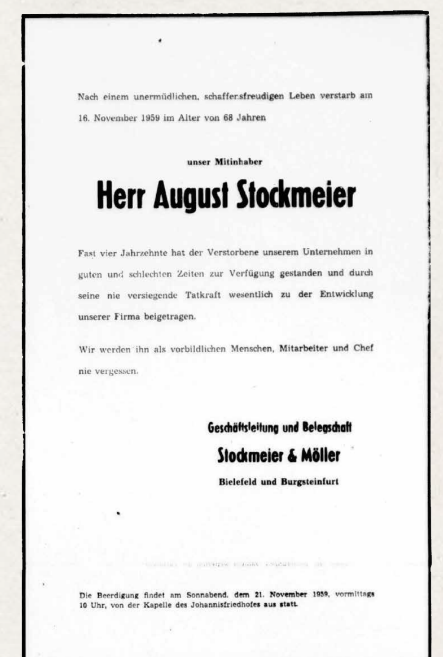


Constant change: Building work regularly took place at the location on Eckendorfer Strasse

for a change in management. Dr. Jürgen Stockmeier, son of the company's founder, began studying for his law degree in Göttingen in 1954. Just a short while later, his father August Stockmeier approached him with the request to join the family business once he had completed his studies. Because the Managing Director's health drastically deteriorated over the following years, Dr. Jürgen Stockmeier completed his degree in a remarkably short time. Then in 1958, a note pinned to the company notice board read: 'My son and successor Jürgen Stockmeier has started his work.'

### New generation

The relationship between father and son runs deep. It comes as no surprise, then, that Dr. Jürgen Stockmeier was badly affected by the unexpected death of his father and mentor in 1959 after prolonged health issues, less than a year after the 26-year-old had joined the family business. Dr. Jürgen Stockmeier later described this stroke of fate as 'the biggest shock' of his young life. So soon after finishing his degree, he was now faced with the challenge of leading a company with around 70 employees as



August Stockmeier's obituary appeared in the regional press in 1959



shareholder – which, at the time, was second only to leaders Hanke & Seidel in the region's chemical company contest. The competitors were former Stockmeier & Möller procurated officers and true experts in their field.

Because Dr. Jürgen Stockmeier had always maintained a good relationship with Hermann Hanke and Helmut Seidel, he decided to approach them both with the idea to collectively tap into the as yet untouched sales territory of Lower Saxony. The young Managing Director's

course of action appeared downright unusual at first, but proved to be absolutely right. His first visit was a complete success: both Hanke and Seidel were open to a market partnership. The two East Westphalian-based companies readied themselves to challenge the market leader in Lower Saxony, Th. Kertess.

#### Offensive over defensive

For acquisition purposes, Hermann Hanke and Dr. Jürgen Stockmeier paid

visits to potential customers in the region as yet untapped by them. Their competitor Theodor Kertess reacted harshly when he learned of their campaign. After fierce discussions, Hermann Hanke and Dr. Jürgen Stockmeier's efforts culminated in plans to found a collective company based in Laatzen near Hanover. And so the company CG Chemikalien was eventually formed, of which Hanke, Seidel, Stockmeier and Möller each held a 25 percent stake. →



Everything must fit: Dr. Jürgen Stockmeier packs his bags for a business trip

**“Taking on leadership of the company after the death of my father was the biggest challenge I have ever faced.”**

**Dr. Jürgen Stockmeier**



A look in the company photo album shows employees from day one



# Stockmeier & Möller

CHEMISCHE FABRIK

IMPORT U. EXPORT

## Parting ways

It was to be expected: Ulrich Kertess, the youngest son of Theodor Kertess who had since joined the family business, pulled out all the stops to take the wind out of the competition's sails. This primarily consisted of an ice cold trade war – one in which Paul-Gerhard Möller no longer wanted to partake. The tense situation caused business partners the Möller family to withdraw completely from both companies in 1962. While the shares in CG Chemikalien were shared equally between the three remaining partners, the parties involved in the case of Stockmeier & Möller decided on a division of assets.

The business partners had already established a well-positioned subsidiary based in Burgsteinfurt in the early 1950s, which was then given to the Möller family in its entirety, along with half of the warehouse stock and 600,000 Deutsch-

mark (DM) in compensation. After the separation, STOCKMEIER KG formed a business relationship with Dutch supplier Scholten. It was a collaboration that proved very fruitful, because it helped to establish contacts that resulted in the founding of the Collanchemie, STOCKMEIER Food and STOCKMEIER Urethanes companies. ←



## The co-founder

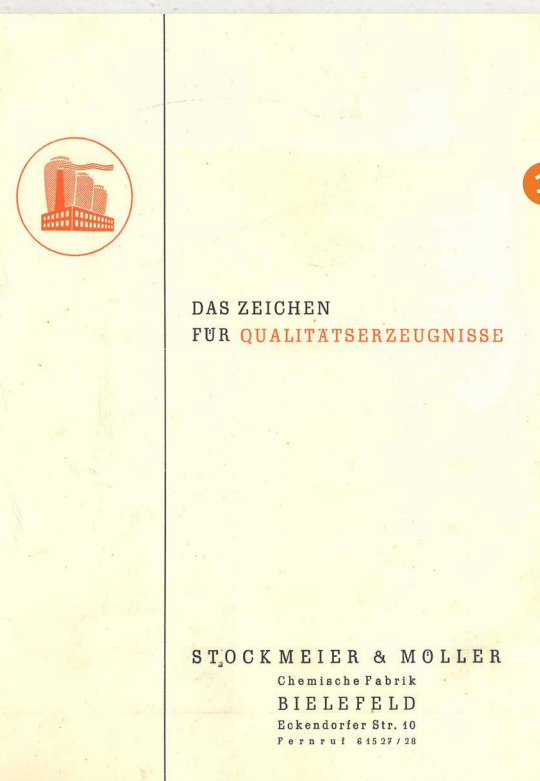
Heinrich Möller, born July 2, 1890, took over the location in Burgsteinfurt together with his son Paul-Gerhard following the division of assets. The 'new' company was named H. Möller KG and still exists today.



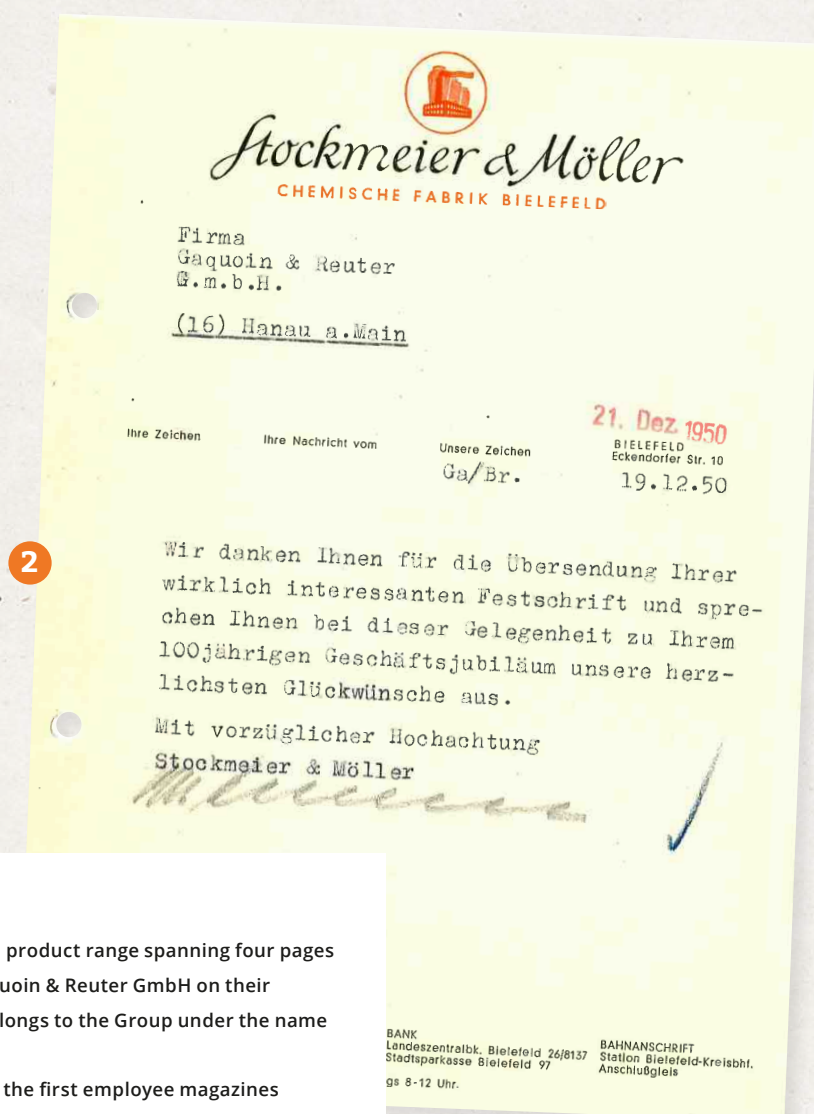


# Evidence of a Collaborative Era

**Many letters, brochures and other documents from the 42 years of shared company leadership remain intact and bear witness to a successful collaboration.**

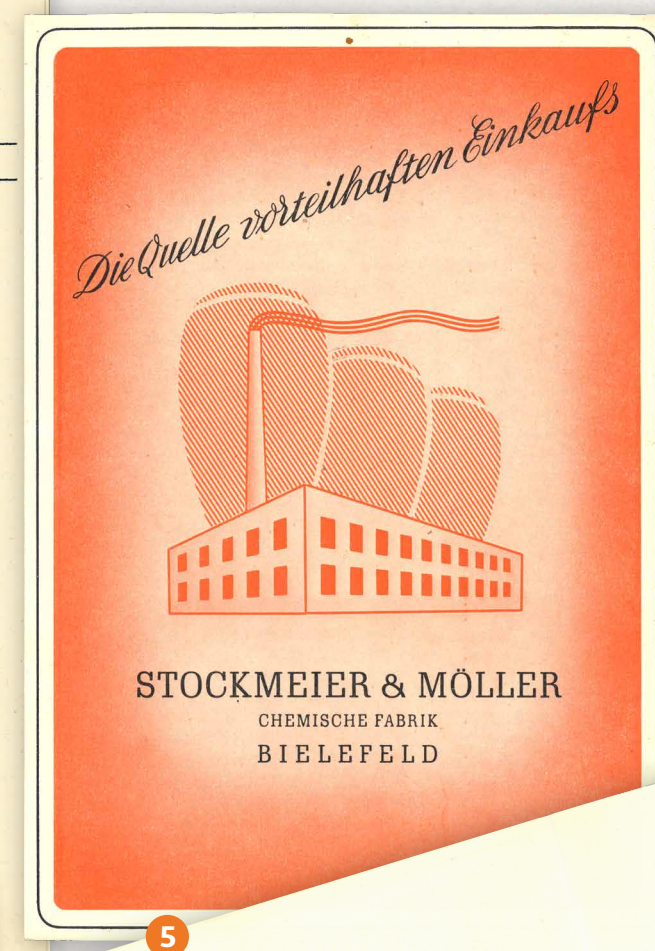
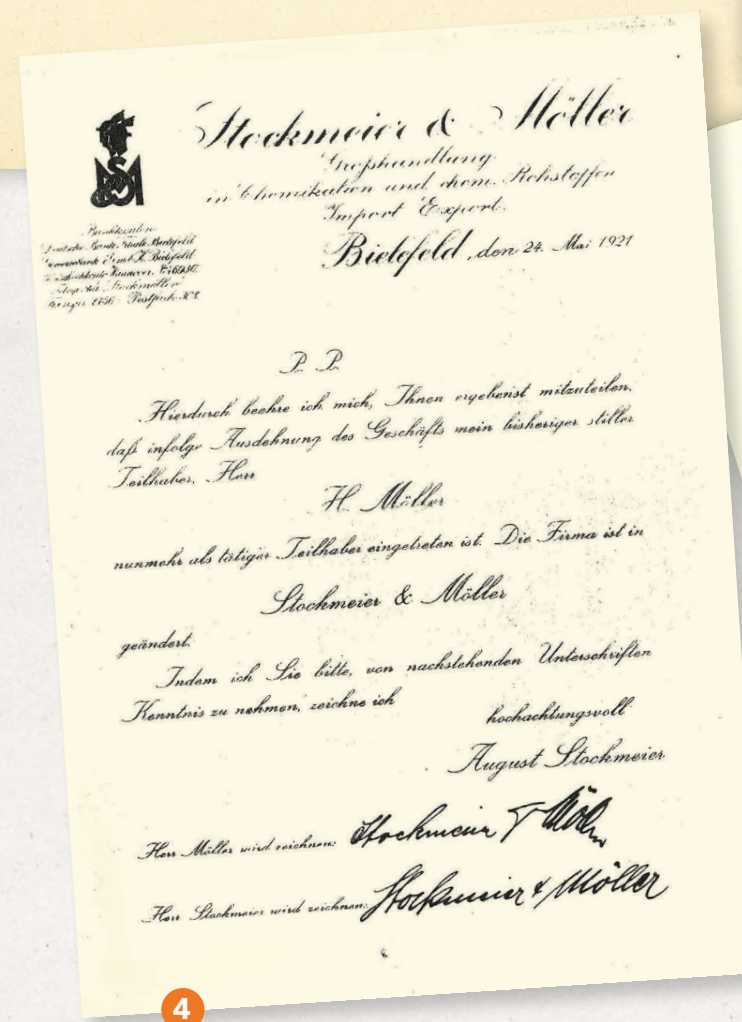
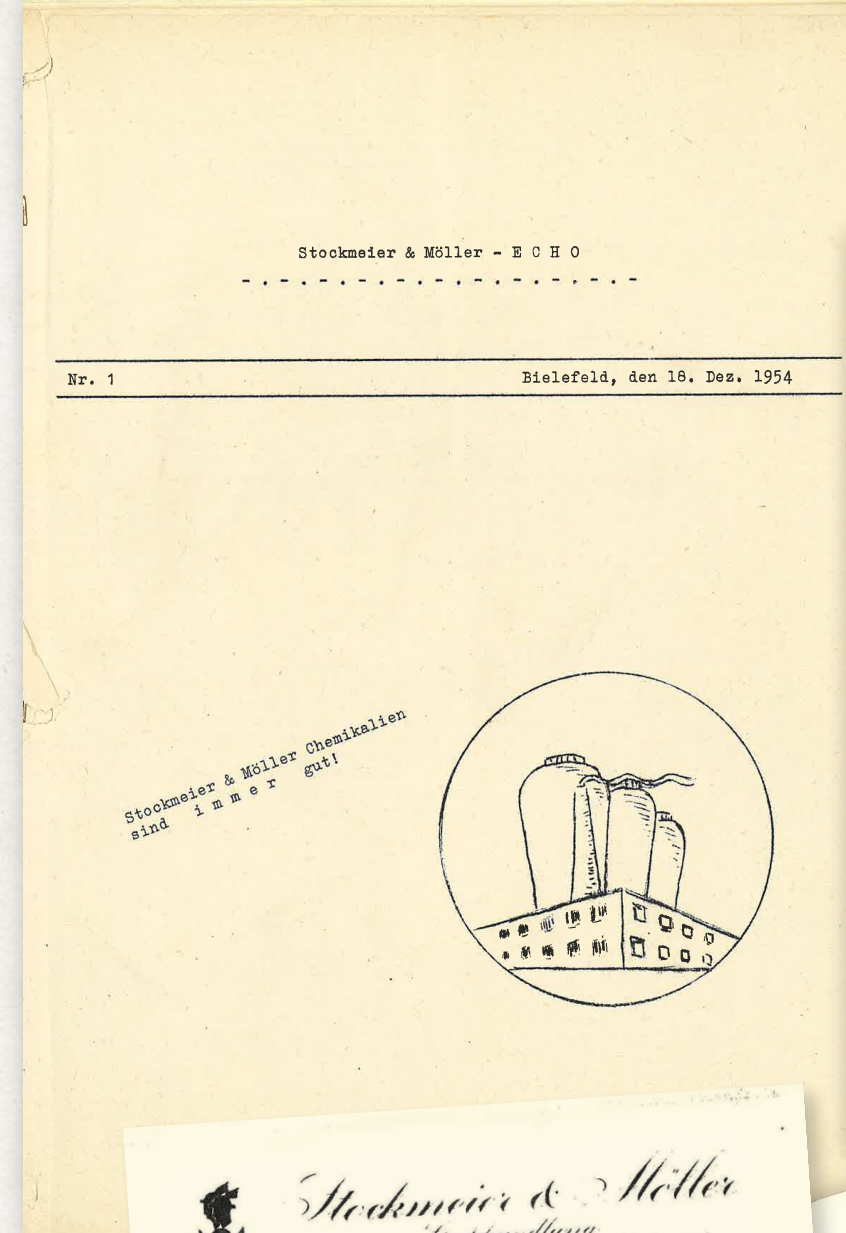


1. The sales team used to approach customers with this product range spanning four pages
2. Stockmeier & Möller congratulated the company Gaquoin & Reuter GmbH on their 100-year anniversary in 1950. Today, the company belongs to the Group under the name STOCKMEIER Chemie Dillenburg
3. This Stockmeier & Möller ECHO from 1954 was one of the first employee magazines
4. The workforce was informed of the renaming to Stockmeier & Möller in a letter in 1921
5. 'Dear Sirs...' – this purchasing list from the 1950s addressed solely the male employees of Stockmeier & Möller's corporate customers



BANK  
Landeszentralbk. Bielefeld 26/8137  
Stadtparkasse Bielefeld 97  
gs 8-12 Uhr.

BAHNANSCHRIFT  
Station Bielefeld-Kreisbahn  
Anschlußgleis



*Sehr geehrte Herren,*

in wenigen Augenblicken haben Sie diese Aufstellung durchgelesen. Sie werden sicherlich Chemikalien darin finden, die Ihr Betrieb auch benötigt. Dürfen wir Sie bitten, für diese unser Angebot einzuholen. Besten Dank im voraus für Ihre Anfrage.

Sollten Sie Chemikalien verarbeiten, die in dieser Aufstellung nicht aufgeführt sind, dann benachrichtigen Sie uns bitte. Wir werden Ihnen auch dafür ein Angebot machen.

STOCKMEIER & MÖLLER

Chlormagnesiumlauge  
-alkali

Akkumulatorensäure  
Ammonsalpeter  
Ameisensäure  
Ammoniumsulfat  
Antichlor  
Ätzkali  
Ätznatron  
Azeton  
Bosileum (Bayer)  
Bosilit (Bayer)  
Bittersalz  
Borax  
Borsäure  
Brit. Gum.  
Ceresin  
Chlor flüssig  
Chlorkalium  
Chlorkalzium  
Chlorkalziumlauge

Holzessig  
Kalialaunkristallmeh  
Kalilauge  
Kalisalpeter  
Kaliumpermangan  
kalz. Soda  
Kartoffelstärke  
Kleesalz  
Knochenleim  
Kreide  
Kristallsoda  
Kupfervitriol  
Lösli. Stär  
Lösungs  
Lötpaste  
Maiss  
Milch



# 1920–1962

While STOCKMEIER was laying the groundwork for its 100-year history, new scientific findings created a solid base for significant inventions.



**1920**

August Stockmeier founds his own chemical business in Bielefeld

**1921**

Heinrich Möller joins the company as equal partner and the Stockmeier & Möller chemical factory is formed

**1921**

Frederick Banting and Charles Best discover insulin as a treatment for diabetes

**1928**

Alexander Fleming discovers penicillin by chance

**1932**

James Chadwick proves the existence of neutrons

**1928**

The company headquarters relocate to Eckendorfer Strasse in Bielefeld

**1950**

The company celebrates its 30-year anniversary



**1959**

Dr. Jürgen Stockmeier takes over management of the company after the death of his father August Stockmeier in the same year

**STOCKMEIER CHEMIE**

**1962**

Business partners Stockmeier and Möller separate, leading to a division of assets

**1960**

The first contraceptive pill is approved in the USA

**1953**

James Watson and Francis Crick discover the double helix structure of DNA

**1938**

Otto Hahn discovers nuclear fission – the basis for nuclear electricity production as well as the construction of nuclear bombs

**Scientific milestones**

# The STOCKMEIER Group Values

**A solid foundation is the basis for successful work. That's why the STOCKMEIER Group has defined common values that play a decisive role in shaping working relationships – both internally and externally.**

The economy and the chemical sector are constantly evolving. STOCKMEIER has changed, too: Thanks to significant expansions in recent years, many new divisions, fields of expertise, customers and colleagues have been added worldwide. This rapid development presents serious potential for a successful future. At the same time, this requires a solid foundation: a common understanding of values provides stability and focus. That is why the STOCKMEIER Group has defined six values that aim to shape everyday working life and interactions with each other.

## We win together

The Managing Directors and the Group's entire management team came together to define these values. They discussed which understanding of values should have a sustained impact on everyday

working life – between colleagues and in dealings with customers, partners and suppliers alike. The individual person and their needs are at the forefront of each value that came out of this discussion, because a firmly established sense of unity has always distinguished STOCKMEIER. "The guidelines should point us in the direction we want to go together. They build the basis for our work and the foundation for a successful and forward-looking personnel development," explains Peter Stockmeier, Managing Partner of the STOCKMEIER Group. The six values of Respect, Trust, Courage, Passion, Sustainability and Responsibility not only strengthen this feeling, but also clearly define it, so that everyone can align their actions according to them. →

# 6

**values define  
togetherness in the  
STOCKMEIER Group**

## Respect

Respect in our daily interactions with one another should be a given. This includes politeness and decency as well as tolerance in the face of difference and diversity. It is therefore, important to meet on equal footing, to listen and to not only recognise boundaries, but to respect them, too. 'We are all part of a bigger whole!' – this motto shapes our daily cooperation and comes to life in things including core competencies such as credibility, reliability, self-reflection and justice.



**Alexander Wecken**

Foreign Trade, STOCKMEIER Chemie

**"For me, respect at work means honouring the work of my colleagues. A friendly thank you only takes a couple of seconds, but is enough to show respect to the other person and to ensure a little smile."**

## Trust

Trust is the foundation of good collaboration. It instils motivation and strengthens relationships with others. When it comes to building trust, communication is key: giving and receiving feedback is equally as important as lending an ear to others. STOCKMEIER operates honestly and transparently while also maintaining confidentiality. Process reliability is important. Nonetheless, errors do occur that need to be worked through in order to find a suitable solution.



**Christel van Gucht**

Account Manager,  
STOCKMEIER Chemicals Belux

**"When I started at STOCKMEIER, I was welcomed like a family member. I trust the company because I know that my ideas are heard and that STOCKMEIER always has both my and our customers' interests in mind."**







## Courage

It is said that those who give up on improving themselves give up on being good, which is why STOCKMEIER is characterised by the courage to tread new paths and take calculated risks. To be courageous one must be confident, stand by and represent their own opinions, while also being able to accept constructive criticism, because this can help to improve the chances of making wise decisions. Courage does not mean acting alone; instead, it is about acting together, supporting one another and overcoming obstacles as a result.



**Mike Dannenberg**  
Managing Director, STOCKMEIER Chemie

**“I think STOCKMEIER is a courageous company because it has pushed into new regions and business segments time and again over the years. Every employee can actively help to shape this development because we are given freedom and responsibility.”**

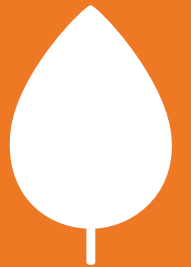
## Passion

Those with a burning passion for something can achieve great things. At STOCKMEIER, special emphasis is placed on positive frameworks and a high level of design freedom in order to encourage this passion in one's own work. Transparent communication, praise and appreciation support fun at work and strengthen team spirit at the same time – because together, even better ideas and visions can be generated. Successes are celebrated – even small ones – because this engenders motivation that ultimately leads back to passion.



**Anke Jansen**  
Quality Control, STOCKMEIER Chemie

**“In Quality Control, I am an intermediary between the raw material suppliers, production and our customers. I am passionate at work, because we can only satisfy our customers if I correctly evaluate and constantly improve our products and processes.”**



## Sustainability

Protecting the environment and the resources it provides is very important for a manufacturing company like STOCKMEIER. All decisions are therefore made for the long term – both with respect to nature and customers, suppliers and our own employees. ‘Practise what you preach’ is the motto that STOCKMEIER lives by, because the company does not want to be measured by its words, but rather by its actions. This also includes how STOCKMEIER encourages its employees, facilitates further training and stands up for their physical and psychological health.



**Georg Matthias Kleinschmidt**  
Key Account & Export Manager,  
STOCKMEIER Fluids

**“For me, sustainability means the constant and steady improvement of one's own and business-related actions. It is the goal you set yourself, to make the world a slightly better place every day compared to how it was that morning.”**

## Responsibility

For STOCKMEIER, responsibility also means being fair – assuming ‘FAIR-Responsibility’, so to speak. This applies to employees, who should be offered a secure job in a pleasant working atmosphere, as well as to customers and suppliers, some of whom the company has been working with for many years. STOCKMEIER has also committed to making sustainable decisions with respect to the environment. This includes scrutinising our own actions and, if necessary, adapting this behaviour according to environmental protection or the company's success.



**Timo Laucks**  
Plant Manager, STOCKMEIER Urethanes

**“As Plant Manager, I assume responsibility when it comes to my colleagues and the company. However, it is ultimately all of us who ensure both our personal well-being and the future success of the company through trusting collaboration, dedication and diligence.”**







Peter and Dr. Jürgen Stockmeier (from left) look back on the company's history together in this interview

## Tradition, Motivation, Innovation: The STOCKMEIER Way

**100 years of history, three generations, one family business – to mark the anniversary, Dr. Jürgen and Peter Stockmeier look back on their first years in the company, share one or two anecdotes and set out their goals for the future.**

**Congratulations on 100 years of STOCKMEIER! What does the anniversary mean to you personally?**

**Dr. Jürgen Stockmeier (86):** For me, the anniversary is linked to intense memories of my father, August Stockmeier, who founded this company in 1920 as a self-taught person. I find that pretty remarkable because he was actually qualified in a different field, as I was, too. I had a very close relationship with my father.

**Peter Stockmeier (55):** I have been at STOCKMEIER for almost 30 years, and started relatively soon after completing my training. Much has been achieved over the years. For instance, we have expanded significantly. I was able to take on a very solid foundation, then continue expanding it to its current size. It was exciting to grow into the role and even to reach limits sometimes.

**What are your earliest memories in connection to the company?**

**Peter Stockmeier:** In my childhood, my father often took me to the company at the weekend, where I would wash the car or drive the forklift truck around the warehouse.

**Dr. Jürgen Stockmeier:** But really all Peter wanted to see were the lorries. If I wanted to impress him, we would climb into a lorry and I would drive us around the courtyard – though we may have lost a wing mirror or two doing so. But I did have a driving licence! Back in my student days, I sometimes delivered goods for the company, either as the driver or as the passenger. My father loved to plan such trips for me when I had arrived home late the previous evening. He would always say: “Those who can party until 1 am can also get up at six in the morning.”

**Were you both young when you took on your first tasks for the company?**

**Peter Stockmeier:** Yes, I used to work in the warehouse during the holidays and bottle chemicals there; then once I had my driving licence, I also drove the lorries. I essentially grew up in the company and established relationships with colleagues in the commercial sector very early on. I know exactly what they do and what it means to deliver goods for the company in winter. That is what makes a family business →

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**“I was able to take on a very solid foundation, then continue expanding it to its current size.”**

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**Peter Stockmeier**

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## “We don’t gamble – we always proceed with caution. Reliability is our motto.”

**Peter Stockmeier**



Before Peter Stockmeier joined the management team of the family business, he gained some initial experience at a chemicals company in Hamburg

stand out. I still remember how we celebrated every newly acquired lorry with a crate of beer and bratwurst. It is no longer such a special occasion, but we have maintained the typical features of a family business, such as closeness and a down-to-earth attitude.

**Dr. Jürgen Stockmeier:** As a student, I often worked as a storage worker in the company's warehouse. In 1952, I earned 1.10 Deutschmark an hour, which I saved up to buy a moped.

**Can you still remember your early days as Managing Director?**

**Dr. Jürgen Stockmeier:** My father wasn't exactly an easy man, but it was an honour for me when he hung a note on the notice board with the words: 'My son and successor has started his work today'.

**Peter Stockmeier:** Unlike my father, my transition to management of the company was smooth. I was trained in the chemical sector and then worked for a company in Hamburg for a couple

of years, where I could put my professional training into practice. My role was in purchasing and sales, plus I was responsible for lorry scheduling. When I first returned to Bielefeld, I initially led the purchasing team and also worked in sales. Only after this did I join the management team, which meant I already knew many of our employees, customers and suppliers, and I was also familiar with our processes.

**Dr. Jürgen Stockmeier:** When Peter joined management, I said from the beginning that a ship should not have two captains, even if we could share the work effectively. He is a highly trained chemicals dealer, while I stepped up to succeed my father after his sudden death with just six months of professional experience. I can remember that I read every apprentice report because I wanted to know my business inside out.

**What did you learn as Managing Director?**

**Dr. Jürgen Stockmeier:** You must have the courage to make mistakes. There is no substitute for experience, which is

something you have to gain. Wanting to avoid mistakes impedes growth for a company.

**Did you make mistakes?**

**Dr. Jürgen Stockmeier:** Yes. For example, I once attempted to produce a powder for medical gloves. Once we had set up production, a corporation began producing the same thing almost simultaneously at a very professional level. We had even converted the space, but we could not keep up with the competition. However, my friend Edwin Martinkat later moved into the space with our plastics division, which meant we could make something positive out of a bad decision.

**Peter Stockmeier:** Mistakes occur on a daily basis. Over the past 20 years, we have grown significantly through expansions and I learned a lot particularly from the first deals I made – both positive and negative things. Though I have to say that throughout the company's history, there hasn't been a decision so wrong that it significantly weakened us, even if we have paid over the odds from time to time and subsequently had to

work a year longer than planned to recover the costs. In our working relationship, my father and I would sometimes clash because of our differing opinions, too. However, we always sent a clear message to our employees. A special sign of that for me was when my father stepped down from the company in 2010 and passed the responsibility on to me.

**Dr. Jürgen Stockmeier:** Upon my withdrawal from the company, my son wrote a letter to all of our employees as a special tribute to me. Of course, we sometimes have opposing views – we also have different temperaments. However, in the business we always met this with loyalty.

**Has handing over the company to the next generation shaped STOCKMEIER?**

**Dr. Jürgen Stockmeier:** Absolutely. Three generations mean three new beginnings: my father founded this

company, and during my time, the separation from the Möller company meant I could break out beyond the region. Mentors such as Hermann Hanke, my father's former procurator officer, were a great support to me during this period. Based on the strong competitive situation back then, I decided that I would only found production companies and not trading ones from then on. When my son took over management of the company, he first expanded into the trading sector, for example, until the successful KAPP-CHEMIE was integrated into the Group.

**Peter Stockmeier:** But it's not a game and we only take manageable risks. Should something really not go to plan, we can never allow it to plunge the company into difficulties. We don't gamble – we always proceed with caution, even when it comes to financing. That is how we have been operating for decades and we will continue to do so. Reliability is our motto.

**Peter Stockmeier, is there anything that you are particularly proud of as the boss of 1,800 employees?**

**Peter Stockmeier:** As clichéd as it may sound, company development and growth can only be realised in a team. I have a trusting relationship with my employees. Of course, I cannot always do right by everybody, which is why I tell everyone that they should come to me if they have an issue. In a private discussion, you may not always get the answer you want to hear, but it is always an open and honest one. The employees place their trust in me and my colleagues in the management team, and they come to us if it is urgent; we have always been able to find a solution.

**Dr. Jürgen Stockmeier:** One thing must always remain clear to a management team: they would be nothing without their employees. →



Once it was a schnauzer, now it is Toni the dachshund who accompanies Dr. Jürgen Stockmeier wherever he goes – even at the company





**Peter Stockmeier:** That's right. For me, it is important that the employees know that there is continuity in the company and that there won't be someone else sitting here next year. And if a mistake is made, heads do not roll – it is more about taking accountability.

### What makes a good employee, in your opinion?

**Peter Stockmeier:** An employee that contributes towards the success of our company is characterised above all by their loyalty. This also primarily means that problems or grievances are addressed openly. That is the only way we will continue to grow successfully. For me, a good employee is also characterised by a willingness to critique – even me.

**Dr. Jürgen Stockmeier:** I agree. A close friend once gave a lengthy speech about everything wrong with the company he worked for. I then asked him how his boss responded when he told them, which was followed by a lengthy silence. Nothing can change that way.

### What makes STOCKMEIER stand out, in your opinion?

**Peter Stockmeier:** Over the last few years, we have experienced increased significance on a European scale. Because of this, we receive applications from highly qualified employees who have already gathered international corporate experience. With such knowledge, they can reliably evaluate a company like ours. We have often heard that people value the flat hierarchy in our company. The door is always open and our decision-making processes are fast. In 2013, we completed the large acquisition of the KRUSE Group, which had found itself in a precarious situation at the time. We drove to Balve early in the morning, completely unprepared, and by the evening had signed the preliminary agreement with the insolvency administrators. Something like that is only possible if a company has flat internal structures. We are not necessarily smarter than our corporate colleagues, but we can take action more quickly. Furthermore, we stand by what we say, which is recognised and appreciated both internally

and externally. This engenders credibility and sustainability, both of which are particularly important to us.

### What challenges await you?

**Peter Stockmeier:** Digitalisation has made the industry today much more fast-paced compared to 30 years ago and it's showing no signs of slowing down. Before, tenders were typed on typewriters and sent by post; but today, we can receive an email from a customer on a Sunday afternoon that requires a response within 15 minutes. When it comes to our Europe-wide coverage of individual regions, we rely on efficient logistics. We have expensive warehouses that are not approved just like that. Therefore, should trade shift further into the online realm and be taken up by well-known e-commerce dealers, we have structures at our disposal that will easily allow us to play along. We are anticipating that digitalisation will change the way we work, which is why we monitor trends and developments very closely, so we can react in short time. The issue of environmental protection will also become increasingly



Remaining positive: Peter Stockmeier believes his company is well positioned for the future

important for us in the coming years. The chemical industry often gets a bad rap in this regard, but everyone knows that a world without any form of chemicals is simply impossible.

### What stands STOCKMEIER in good stead for the future?

**Peter Stockmeier:** Our Business Innovation & Digitization team is following the current trends in the field of digitalisation. We simply have to be open to the matter. Of course, we also have to keep an eye on how the American and Chinese markets develop. We are flexible as dealers and can quickly integrate new raw materials and products into our range.

**Dr. Jürgen Stockmeier:** We have always successfully mastered challenges. Between 1962 and 1971, we brought a new line into the company and made STOCKMEIER known beyond the regional borders. I believe this was a respectable achievement, and I am also very proud of my son's achievements. The maxim 'the farm is everything and the farmer is

nothing' has helped us in times of crisis. Even today, I am constantly 'communicating' with my father. If he could see the company as it is today, he would be over the moon.

### What hopes do you have for the future?

**Peter Stockmeier:** The coronavirus crisis was and continues to be very challenging for us in every respect, but thanks to our wide range of products and flexibility, we have fortunately weathered the storm so far. I hope that our company continues to be economically sound, that our colleagues enjoy their work and we remain in a position to guarantee security for every job. The next generational handover is not far away. I am in my mid-50s and will probably continue to work here for another ten years. After that, there will be a generation of external, or non-family, management; how we will shape this transition will therefore be the key issue of the coming years for me. My main wish is that our company remains in family

ownership and that my three children step up as shareholders for the next generation. We are currently working on establishing corresponding structures for the future. This switch to the family no longer being active in the business will be difficult, but we will manage it. We are also looking at what has gone well or wrong during such a process in other companies. What's important is that we find a person for the role who fits us and shares our philosophy.

**Dr. Jürgen Stockmeier:** Finding a suitable successor is the most difficult task an entrepreneur can face. My biggest wish is that my son manages to lead the company into the next generation in a harmonious and smooth manner once again, so that it can continue to be successful for years to come. ←



During his active time in the business, Dr. Jürgen Stockmeier made the company known throughout Germany

**“We have always successfully mastered challenges.”**

**Dr. Jürgen Stockmeier**



# Pinboard Bursting with Memories

From the first employee magazine and fun company parties to everyday work life at the STOCKMEIER Group – this 'family album' provides a glimpse into the past 100 years.

1



2



3

Die Firma Stockmeier ist ein gut organisiertes Unternehmen. Wo die Organisation zu kurz gekommen ist oder versagt, hilft man sich mit äußerst geschickter Improvisation.

1. In the 1980s, the first computers moved into the offices at today's STOCKMEIER subsidiary Löffler
2. Celebrating the 75th anniversary of the family business in 1995 with a traditional celebratory buffet
3. A trainee's conclusions about the company from 1967: "The STOCKMEIER company is a well-organised business. Where organisation came up short, you helped yourself with extremely skilful improvisation."
4. Inquiring minds: In-house products and formulations were developed early on in the STOCKMEIER Group's laboratories
5. The Collanchemie colleagues were always up for some fun – like in the form of a mini football tournament in the warehouse
6. Full concentration: Two STOCKMEIER Urethanes colleagues prepared an ideal floor covering in the 1980s
7. Festive revelry: The Löffler employees were celebrating carnival together – a good 30 years before the company was integrated into the STOCKMEIER Group
8. The Stockmeier & MÖLLER ECHO was the first employee magazine. Lovingly typed on a typewriter and featuring illustrations, this edition from 1954 even included a humorous poem

4



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6



7



8

Stockmeier & Möller A B C

August eine Glatze hat,  
Arnold Akkusäure macht.

Behrens ist ein Mann von besonderer Note,  
Borchard, das ist unser Bote.

Chromsäure kommt von Hesse & Co.,  
Christkind macht die Herzen froh.

Degussa Provisionen zahlt,  
de Groot manchmal Soda mahlt.

Eisenkörbe Hofmann macht,  
Elf davon sind schon zerkracht.

Fröhlich woll'n wir heute sein,  
Frohsinn bringt der edle Wein.

Gaedke füllt die Säurefässer,  
Granz der wetzt das Hobelmesser.

Hase ist ein böses Wort,  
Häufig hört man's hier und dort.

In den Wangen hat sie Grübchen,  
Ihren Freund, den nennt sie Bübchen.

Jürgen ist Chemieberater,  
Jeep wurde wieder einmal Vater.

Karnatz unser Geld verwaltet,  
Krause seinen Wagen schaltet.

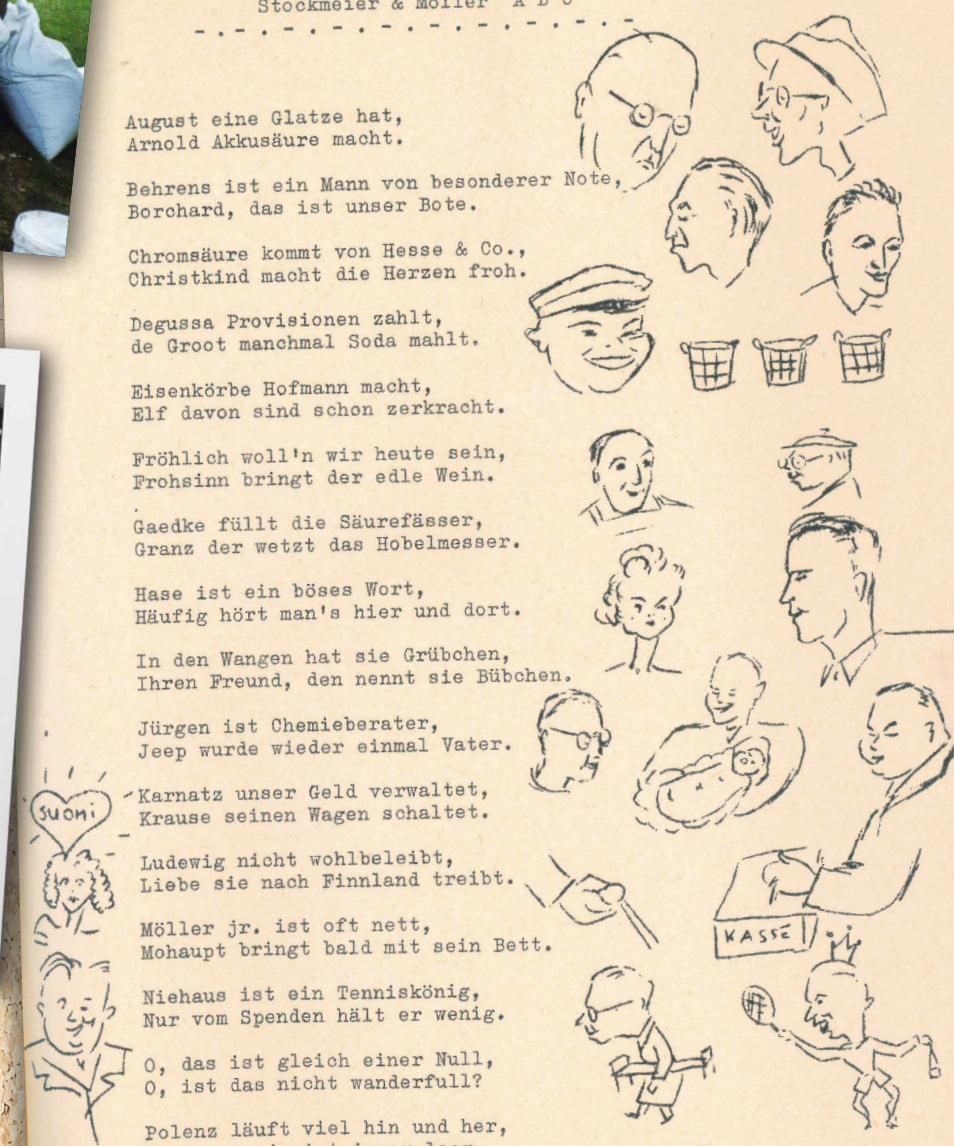
Ludewig nicht wohlbeleibt,  
Liebe sie nach Finnland treibt.

Möller jr. ist oft nett,  
Mohaupt bringt bald mit sein Bett.

Niehaus ist ein Tenniskönig,  
Nur vom Spenden hält er wenig.

O, das ist gleich einer Null,  
O, ist das nicht wanderfull?

Polenz läuft viel hin und her,  
Portemonnaie ist immer leer.







# Motivation

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# A Growing Company

The separation from Möller sparked spectacular growth for STOCKMEIER. While the location in Bielefeld and its own logistics were expanded further, the founding of new subsidiaries ensured that the small trading firm would become an established company.

After Dr. Jürgen Stockmeier's smart move to found CG Chemikalien, his main focus in the years that followed was the growth of his family business – and in a number of ways. Various acquisitions led to the substantial expansion of the Eckendorfer Strasse company premises. For example, Dr. Jürgen Stockmeier acquired a site located behind the company headquarters in the 1960s that is home to a high-bay warehouse today. In addition to that was a plot of approx. 60,000 square metres that was taken on by entrepreneurs from Anker-Werke AG, a former sewing machine and till manufacturer. Today, part of this plot is being used for new offices, warehouse and picking spaces as well as production areas. A short time later, Dr. Jürgen Stockmeier was also able to buy a plot from the German Federal Railway that, until the mid-1960s, had been used by competitor Ulrich Kertess to keep his company in the direct vicinity of STOCKMEIER.

Under Peter Stockmeier, this expansion continued steadily from 1992 onwards, because the available space was occasionally stretched to its limits as a result of opening up new scopes of applica-

tion and increasing employee numbers. Started in a single building, the company headquarters now span a total of ten hectares. The various divisions, ranging from administration through production

## A bird's-eye view of the Bielefeld location

1. Those wishing to deliver something have to register at the little gatehouse
2. The old main building has been the core of the company headquarters since the move to Eckendorfer Strasse; today it is home to multiple departments, including IT/SAP, Sales Cleaning Agents, Foreign Trade, EHS, Plant Management and Group Master Data
3. Hidden under the red roof is the QM laboratory and the in-house workshop
4. The plot opposite has belonged to STOCKMEIER intermittently – today it is home to a car dealership
5. The high-bay warehouse was built in 2003 and is used to store acids and bases as well as cleaning agents
6. Further storage and filling areas can be found next to the development laboratory and the employee canteen in the long building complex
7. The building adjacent to the administration building hosts the production of cleaning agents, acids, bases and solvents
8. The high-bay warehouse for flammable liquids is equipped with a sophisticated safety system
9. Opened in December 2019, these converted halls are home to the STOCKMEIER Group's modern logistics company
10. In the building next to the main administration building, windscreen cleaner and other products are bottled
11. Visitors find the main entrance via the road Am Stadtholz; this building houses most of the administration team



The old main building, in the lower left-hand corner of this image, is easy to recognise from this aerial perspective. The building has since been extended by a floor. The area opposite was temporarily used for filling antifreeze and cleaning agents; today, a new building complex housing a car dealership stands in its place.

# 100,000

square metres house the company's headquarters today

and storage to logistics, are divided between five buildings and are all located south of Eckendorfer Strasse.

## No end in sight

Because STOCKMEIER operates freely according to the motto 'post-construction is pre-construction', plans for the next renovation and expansion works are →





### A constantly changing location

In 1995, the old main building was still clearly visible from Eckendorfer Strasse, but today it is hidden by the gate and the production hall for cleaning agents. At the beginning, STOCKMEIER shared the area with other companies, but it now belongs to the chemicals company in its entirety.

already in place. Günter Meier, Plant Manager at STOCKMEIER Chemie, knows the site like the back of his hand and is one of few that don't get lost on the premises, despite the frequent modifications. Multiple site plans in his office remind him of the many development phases at the Bielefeld headquarters. Originally, an expansion of the administration building was planned for 2020. However, the company re-evaluated its priorities in the wake of the coronavirus pandemic and the renovation plans have been put on hold for now. But postponed does not mean cancelled! It also has not been that long since Günter Meier had the joy of seeing the opening of yet another new building while on his way around the site.

### Always on the move

The new logistics hall just opened its doors in December 2019. The newly inducted handling hall covers almost 6,000 square metres of loading areas and office space, with 21 gates and a forklift ramp. Its connection to three warehous-



**Name:**  
Günter Meier

**At STOCKMEIER:**  
Since November 2009

**Job role:**  
Plant Manager,  
STOCKMEIER Chemie

The in-house company STOCKMEIER Logistik was founded in 2010. From the four locations in Bielefeld, Balve, Hamburg and Harsum, the logistics company handles the Group's entire distribution business – mainly for the European market, but also worldwide when required. Transportation takes place with the help of 70 lorries owned by the company, plus additional vehicles from external providers. Founding the company has brought the Group a wealth of benefits: "As a pro-



**Name:**  
Sebastian Ringels

**At STOCKMEIER:**  
Since March 2003

**Job role:**  
Technical Manager,  
STOCKMEIER Logistik

**Name:**  
Andreas Sill

**At STOCKMEIER:**  
Since November 2019

**Job role:**  
Commercial Manager,  
STOCKMEIER Logistik

vider for its own parent company that is even directly on-site, we are not only faster and more flexible, but also even more customer-oriented," says Commercial Manager Andreas Sill.

Nowadays, pretty much everything that concerns logistics is either partly or fully automated – a considerable relief for the employees. "A few decades ago, the term driver wasn't just applicable to vehicles," points out Andreas Sill. For roughly the first 70 years of STOCKMEIER's history, before the days of forklift trucks or lorries with electric lifting platforms, the drivers and warehouse clerks had to haul the goods in the loading areas themselves. They navigated with maps rather than the help of GPS signals, and stock was counted by hand and recorded every few days. Nowadays, the idea that the inventory was regularly counted

and noted by hand is unthinkable, not least because the industry's demands have changed drastically since the introduction of technology: "Just-in-time production is becoming more and more dominant, which means it takes place according to demand and the goods are shipped immediately," explains Sebastian Ringels. "A delivery from Bielefeld to Munich used to take up to a week. Nowadays, it happens overnight." →

**"We are not only fast and flexible, but also customer-oriented."**

**Andreas Sill**



**“A delivery from Bielefeld to Munich used to take up to a week. Nowadays, it happens overnight.”**

Sebastian Ringels



**1930s**

### The journey begins

On December 20, 1938, the logistics company Hermes Transportgesellschaft Möller & Stockmeier oHG was founded as a subsidiary of Stockmeier & Möller to concentrate on the proper transportation of in-house chemicals.



**1990s**

### On the road in shades of orange

The lorries in the STOCKMEIER fleet stand out on German roads thanks to their bright colour. However, not every truck is equipped with an orange cover: for a long time, the covers were not available in orange as standard, so the company resorted to red instead.

**2020s**

### A team with horse-power in their blood

STOCKMEIER Logistik GmbH & Co. KG now has 75 employees, shared between the logistics office, the warehouse and the roads. 1,494 tonnes are transported by a total of 70 lorries every day. A team effort, as Andreas Sill reveals: “We often stand in the office of a morning and ask ourselves how we are going to get through everything, but our team is very experienced and everyone knows the products and processes. That is how we conquer such big challenges.”







Did you know?!

Why exactly is the STOCKMEIER company colour orange?

“Our lorries should stand out when they depart the premises – not least because we transport some dangerous goods,” says Dr. Jürgen Stockmeier. In keeping with the warnings on the products, the former Managing Director opted for a bright orange when he purchased the company’s first lorries. The colour steadily established itself and was eventually adopted for the entire corporate identity.

Founding its own logistics company was not STOCKMEIER’s first foray into the transport business. Back in 1938, Stockmeier & Möller established the logistics company Hermes Transportgesellschaft Möller & Stockmeier oHG on its premises. With this, the chemicals company gained a degree of independence from the railway and ensured qualitative process improvements. Then, in the years that followed, the founding of new companies further solidified commercial success. The maxim was ‘become less dependent on the chemicals trade alone’. With this goal set in its sights, STOCKMEIER focused – in addition to trade – on in-house development and production of chemicals for various scopes of application.

Multiple mainstays secure stability

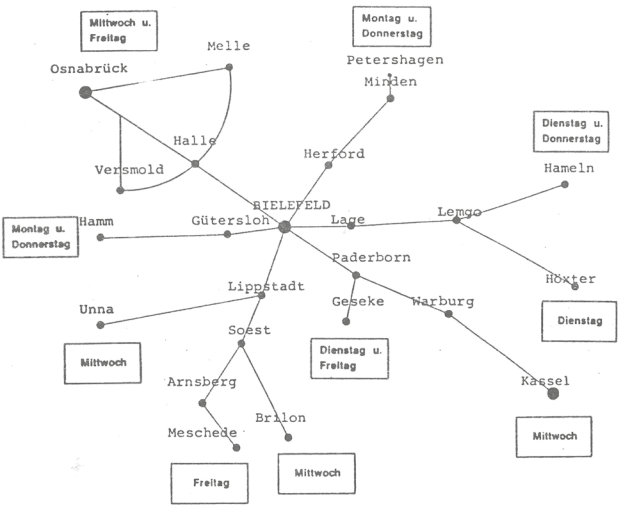
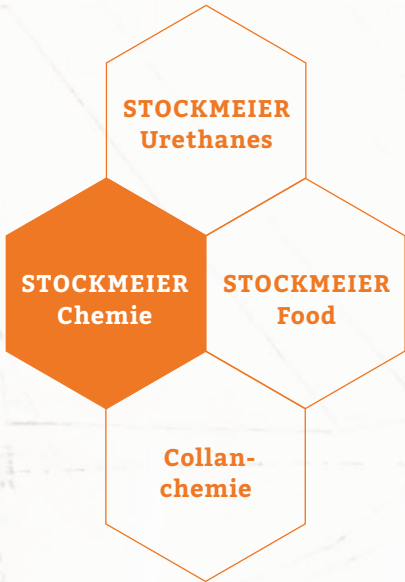
In the 1960s, STOCKMEIER achieved its first big coup in product development with the invention of the specialty adhesive PALSTAB SUPER. Its success eventually led to the founding of the first subsidiary: in 1967, Collanchemie was launched and, with it, a brand new division. But the expansion efforts in the decades that followed would range far beyond the venture into the field of adhesives. Together with Edwin Martinkat, Dr. Jürgen Stockmeier founded the polyurethane processing company STOCKMEIER Kunststoffe in 1991, which would later come to operate as STOCKMEIER Urethanes. The subsidiary

The delivery programme at a glance: Starting in the 1970s, STOCKMEIER supplied customers in North Rhine-Westphalia and Lower Saxony once or twice a week on set days

is led by Stockmeier and Martinkat to this day, although Peter Stockmeier and Christian Martinkat are the second generation.

The next extensive foundation followed in 1995: The department established as Flavours in the 1970s became STOCKMEIER Food, which has since become a global player in the food industry. Thanks to the distribution of sales and risks between various mainstays, the family business from East Westphalia continues to gain stability, even if organic growth is just the beginning.

Growing STOCKMEIER: The first subsidiaries



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immer zu Ihrer Verfügung.

Unsere Produkte sind sofort lieferbar in:

	Formen	Stückzahl	Stückzahl	Stückzahl
	Formen	Stückzahl	Stückzahl	Stückzahl
ABC Trieb (siehe Hirschhornsalz)	0			
Aceton chem. rein	Spez.-Gew.: 0,789 - 0,792	0	0	0
Aethylacetat 98/100 %	Spez.-Gew.: 0,898 - 0,902	0	0	0
Aethylidiglykol		0	0	0
Aethylenglykol	Spez.-Gew.: 1,14	0	0	0
Aethylglykol	Spez.-Gew.: 0,930 - 0,934	0	0	0
Aethylglykolacetat	Spez.-Gew.: 0,970 - 0,973	0	0	0
Aetzkali in Stücken		0	0	0
Aetzkali in Schuppen 88/90 %		0	0	0
Aetzkali in Plättchen, chlorfrei		0	0	0
Aetzkallilauge 45 %	Spez.-Gew.: 1,468	0	0	0
Aetzkallilauge 50 %	Spez.-Gew.: 1,53	0	0	0
Aetzkallilauge 22 % chlorarm	Spez.-Gew.: 1,17	0	0	0
Aetznatron in Schuppen 98/100 %		0	0	0
Aetznatron in Pulver 98 %		0	0	0
Aetznatron in Plättchen chem. rein		0	0	0
Aetznatronlauge 33 %	Spez.-Gew.: 1,357	0	0	0
Aetznatronlauge 45 %	Spez.-Gew.: 1,47	0	0	0
Aetznatronlauge 50 %	Spez.-Gew.: 1,53	0	0	0
Akkusäure / alle Konzentrationen		0	0	0
Aktivkohle		0	0	0
Aluminiumstearat		0	0	0
Aluminiumsulfat flüssig		0	0	0
Aluminiumsulfat 17/18 % gemahlen u. in Stücken		0	0	0
Ameisensäure techn. rein 85 %	Spez.-Gew.: 1,1954	0	0	0
Amidosulfonsäure		0	0	0
Ammonacetat		0	0	0
Ammoniak (siehe Salmiakgeist)	Spez.-Gew.: 0,910	0	0	0



# In the Beginning was the Adhesive

**In the 1960s, two STOCKMEIER employees invented the anti-slip agent PALSTAB SUPER to stabilise bags and boxes stacked in a cross brace. Following on from this idea, the Bielefeld family business founded its first subsidiary, Collanchemie.**

## Collanchemie

During its 35-year existence, Collanchemie developed adhesives for various scopes of application, including the packaging industry and the paper and tissue industries. The anti-slip agent PALSTAB SUPER became a real bestseller. This photo from 1985 (below) shows Managing Director Walter Ross demonstrating the correct way to apply the adhesive.



Former STOCKMEIER field worker Walter Ross recognised a recurring problem in many businesses following the introduction of forklift trucks and pallets: packaging materials need to be secured in transport. Together with a colleague from the Development department, he found a solution: a practical adhesive that leaves no residue on the goods after unloading. The adhesive PALSTAB SUPER, whose name derives from 'pallet stabilising agent', became a bestseller across large parts of Europe. To consolidate this great success, STOCKMEIER founded its subsidiary Collanchemie in 1967. Walter Ross became Managing Director, though he remained a salesman at heart and continued to visit customers all over Europe to sell the anti-slip agent, as well as the spray system developed specifically for its application.

### Strategic decisions

Buyers of the product included mills, saltworks and peat factories, or notable chemical companies such as BASF, food companies like Dr. Oetker, as well as Bertelsmann in the paper industry. The PALSTAB SUPER boom continued

for a good 15 years before other solutions replaced the product. This did not trigger the company's demise, however, because it established a second mainstay in the production of adhesives for paper towels and toilet paper. Nonetheless, the STOCKMEIER Group decided to sell Collanchemie in 2002 for strategic reasons, though PALSTAB SUPER is still a part of its product range today.

### Unplanned change of course

The experiences gathered in founding Collanchemie influenced the later growth of the Bielefeld corporation: for example, previously established links to the paper and tissue industries were significant for the KAPP-CHEMIE takeover in 2007. Furthermore, the success of the first subsidiary showed how rewarding it can be to back the enthusiasm of an individual. In the case of Collanchemie this individual was Walter Ross, and in the later formation of STOCKMEIER Urethanes it was entrepreneur Edwin Martinkat. To this day, the family business has always operated under the principle 'be courageous, but act wisely'. ←

## A Salesman with Passion



Field work and gymnastics are Walter Ross's two greatest passions. He has enjoyed considerable success in both – professionally at Collanchemie and, gymnastically speaking, at the Lippischer Turngau e. V. gymnastics club. In both settings, he was always enthusiastic about team spirit and cooperation with colleagues.



#### Name:

Walter Ross

#### At the STOCKMEIER Group:

From 1962 until 2002

#### Job role:

Field work (STOCKMEIER) and Management (Collanchemie)

#### A successful salesman...

...listens to their customers and nurtures a trusting, cooperative business relationship by showing attentiveness and authenticity.

### In your opinion, what set Collanchemie apart from the rest?

The superb sense of team spirit. Over the years, our team grew from three people to 20 colleagues – and you could count on every single one of them. That is the typical STOCKMEIER spirit that can still be felt at the corporation to this day. For 40 years, I gladly went to work every day, and I still meet up with some colleagues from the old days.

### Sales and gymnastics are important aspects of your life. Are there any parallels between your career and your hobby?

Yes, in a sense. I foster a huge passion for both and I needed ambition in both. Gymnastics also opened

numerous doors in my day-to-day working life: when I told people about my hobby, it often piqued their interest, and finding a personal level with a customer is important for success in sales.

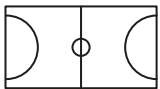
### What is your relationship to the company and the Stockmeier family today?

I am amazed and delighted by the company's development. It is great that Peter Stockmeier has maintained his father's principles amongst all the growth: don't take major risks – instead, set a rational framework. I remain in good contact with both Peter and Dr. Jürgen Stockmeier and always look forward to seeing them now and again.



# Always a Suitable (Urethane) Solution

**Polyurethane has particularly flexible properties: it can be hard or soft, liquid or gel-like, elastic or rigid. However, hardly anyone knows what exactly it is or what it is used for. Broadly speaking, polyurethane is the result of a chemical reaction, and can be found almost everywhere – in filter systems or vehicles, on door frames or sports fields.**



**Flooring for sport and leisure applications**

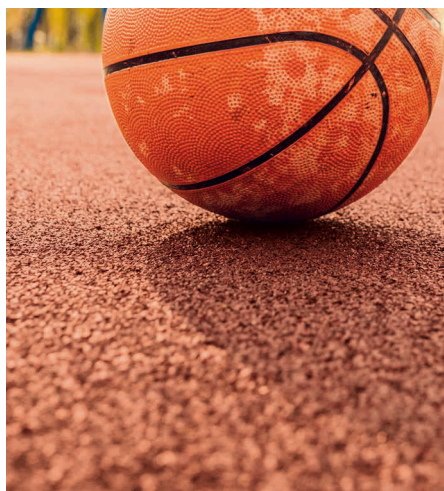


**Casting compounds, adhesives and sealants, coatings, special foams**

A sports surface not only influences training intensity and effectiveness, but also the extent of injury in the event of a fall. High-performance athletes appreciate the value of a surface that meets the requirements posed by their sport. Developing and producing such surfaces is one of the missions set by STOCKMEIER Urethanes. STOCKMEIER Urethanes flooring is specially made to match the different requirements for use not only in high-performance sports, but also in

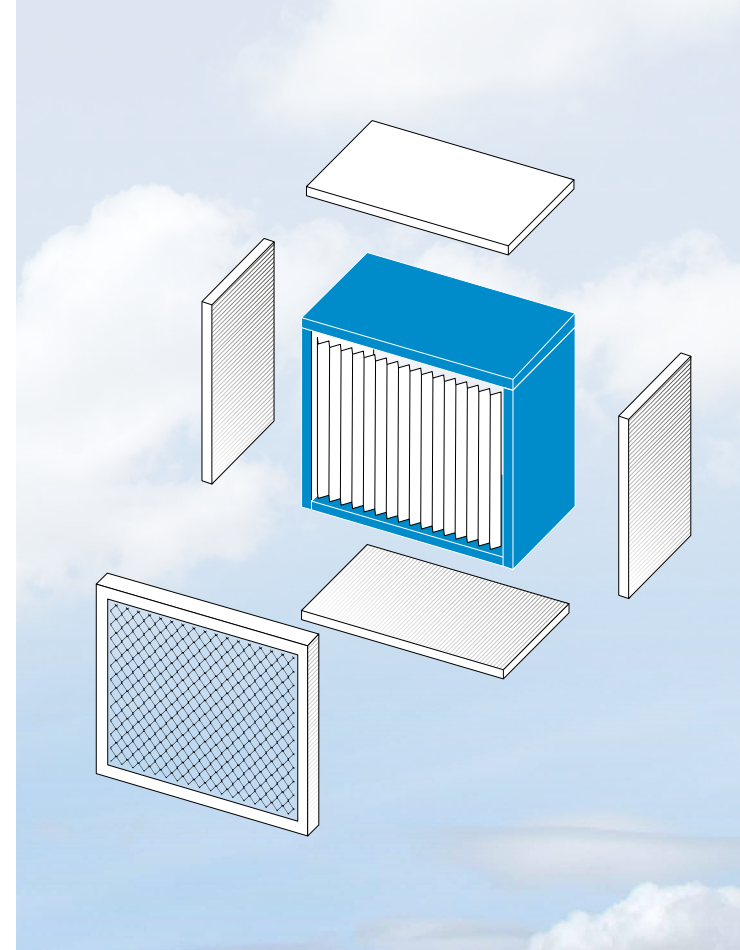
public playgrounds and sports fields, as well as gymnasiums or indoor sports facilities.

And the company based in Lemgo has yet more to offer. The experts in polyurethane systems also develop casting compounds, coatings and special foams, as well as adhesives and sealants, which are used in a variety of industries ranging from construction and consumer goods through to recycling. →



## Did you know?!

STOCKMEIER Urethanes products are used in a variety of industries ranging from mining to electrical engineering, as well as in sports facilities, sensors, transformers, LEDs, grinding tools and window decoration.



## For a long filter life

Because a filter is only as effective as its components, the filter industry relies on the highest quality. STOCKMEIER Urethanes has developed its own portfolio for this field of application – the Stobicoll® F product range. Its adhesives, sealants and elastomers are used in oil filters, fuel filters and dust filters, for instance. In close cooperation with its customers, STOCKMEIER Urethanes develops efficient and durable systems that always meet the respective requirements.

Since 2019, applicants have been able to find out about the company in the 'Career with U' careers portal



At STOCKMEIER Urethanes, teamwork both within and across departments plays an important role



## Rapid growth

Since its foundation in 1991, the company has been experiencing constant growth. This has not gone unnoticed by colleagues at the company headquarters in Lemgo in East Westphalia: "We are very pleased about the positive business development, but it has also led to space shortages both in the offices and our warehouse," reveals Managing Director Christian Martinkat. The location was therefore expanded for 2020 thanks to the addition of a new building complex with an area totalling 1,600 square metres. "This new building solves that issue and creates room for further growth," says the STOCKMEIER Urethanes boss, motivated for the future.

The cornerstone of the STOCKMEIER Urethanes success story was a chance meeting: in 1990, Dr. Jürgen Stockmeier



Long live sport: STOCKMEIER Urethanes employees lay a running track with a paving machine in the 1980s

and Edwin Martinkat, the former Managing Director of STOCKMEIER Urethanes who passed away in 2007, met through a mutual friend. Within the space of a year, the pair decided to open a polyurethane system house that would specialise in the development and production of adhesives, sealants, coatings and elastomers. In May 1991, this finally materialised in the founding of the new

STOCKMEIER Holding subsidiary. Just five years later, its first acquisition took place through the takeover of the former SNAD SA in the French commune Cernay, known today as STOCKMEIER Urethanes France S.A.S. Since then, the company has become a real global player with locations in France, Great Britain and the USA, offering services for industry and sport applications all over the world. ←



STOCKMEIER Urethanes makes regular appearances at big trade fairs

## A Lasting Connection



Petra Klöpperpieper has been a part of the STOCKMEIER Group since 1988. As a trained chemical technical assistant, she initially spent a few years gathering experience in various company divisions before eventually transferring to STOCKMEIER Urethanes.



### Name:

Petra Klöpperpieper

### At STOCKMEIER Urethanes:

Since April 1993

### Job role:

Laboratory, sample production

### In my work, I particularly value...

...how nice my colleagues are and that the company offers many benefits – for example, it supports a balance between work life and family life.

### What excites you about working with polyurethane?

The fact that it is such a flexible material: its possibilities are almost endless! Polyurethane boasts different properties depending on the mixing ratio and ingredients, which means it can be processed precisely according to a customer's individual requirements.

### Are there differences between the different countries when it comes to products or their production?

Yes. Our materials have a so-called pot life, this is the period in which they are still fluid enough to be moulded. The ambient atmosphere is one of the things that plays a crucial role in the duration of this phase. This means that there is a difference between processing a product in a German climate of 15°C and an Indian

climate of 40°C. With the help of appropriate technology, we can adapt the pot life to the external conditions, by shortening or extending it as necessary.

### What do customers and partners value about the collaboration with STOCKMEIER Urethanes?

Without a doubt our extensive experience, our customer service and the quality of our products.

### Has there been a time in your STOCKMEIER career that you look back on fondly?

Oh, there are plenty! I find this story especially funny: A colleague back at STOCKMEIER Chemie was constantly having their shower gel stolen, so one time we added a drop of garlic oil to it. Everything may have stunk the next day, but the shower gel was never stolen again!

# Acquiring a Taste

Every recipe has that one ingredient that gives it that extra something, like a pinch of salt in a soup. Because what would food or drinks be without those special flavours giving them their unique taste? There would surely be little motivation to buy them again in many cases.



Development and  
production of flavours



Sale of raw materials  
and additives

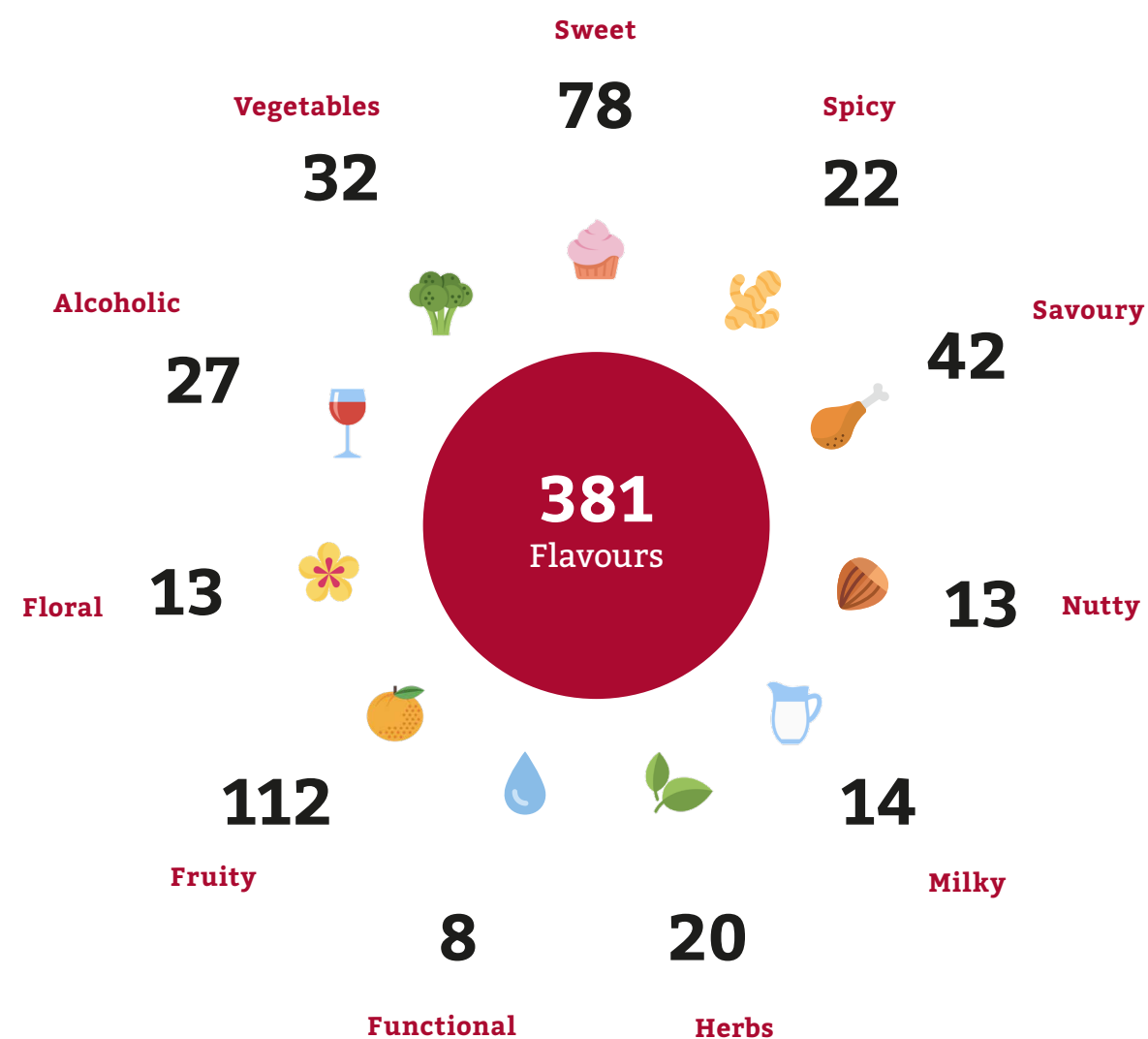
A catch up over coffee, exotic fruit or the next cinema trip do not immediately spring to mind at the mention of American cheesecake, dragon fruit or popcorn for employees at STOCKMEIER Food, founded in 1995. For them, the first question is rather which ingredients could produce the flavour of each respective popular foodstuff. The STOCKMEIER Chemie subsidiary has dedicated itself to the production of flavours and dealing in raw materials

and additives, and this dedication has helped it to conquer the global food industry.

With locations in Germany, the Netherlands, Poland, Hungary and Russia as well as through its numerous trade partners, STOCKMEIER Food is currently active in more than 40 countries worldwide. Despite increasing expansion, the town of Herford in East Westphalia-Lippe is and remains at the centre of it all.



The STOCKMEIER Food team knows what people find tasty: Jan-Uwe Wilms, Nadine Thiede, Jens Reinke and Martin Husemann (left to right)



Both the national and international fates of the company are managed from here – and business is going well. In 2018, a second site – Werk 2 on Zeppelinstrasse – was put into operation as a long-term solution to growing staff numbers and increasing logistical challenges. A total of 85 employees work here day in, day out to ensure that every customer receives exclusive formulations according to their requirements. Whether it's flavours, seasoning mixes, starch or other additives, STOCKMEIER Food offers solutions that guarantee the consumer enjoyable prepared foods. →

## Did you know?!

The company delivers the necessary ingredients for everything from confectionery, baked goods, ice cream and snacks through to ready meals and drinks. This means that STOCKMEIER Food products can be found in goods such as fruit flavoured mineral water, milkshakes, wine gums and crisps, salad dressings and instant stews.





**From A for acerola  
to Z for zabaglione**

Although flavours are used virtually everywhere in the world, they have differed from place to place for a while now. Even within Europe, tastes vary: what Southern Europeans love is simply much too sweet for Northern Europeans, for instance. Such knowledge is not just valuable, but essential for the Herford company when it comes to satisfying consumers all over the world.

In regards to flavours in food, the sky is the limit for the imagination. “When someone asks us which flavours we are able to develop, the answer is nearly all of them,” explains Uwe Tilk, Managing Director, STOCKMEIER Food. “Taking into account consumer requirements and expectations, our flavourists develop the precise flavour that makes each customer successful.” Even after 18 years at the company, he is still impressed by their expertise.

**More than**

**25,000**

**formulations comprise  
the entire STOCKMEIER  
Food product range in  
Herford and Csömör,  
Hungary**



‘We make food unique’ – that is the motto of the STOCKMEIER Food LLC team working in Moscow

**Starch for a strong future**

Alongside flavours and seasoning mixes, STOCKMEIER Food deals in starch and saccharification products that are extracted from raw materials such as corn, waxy corn, tapioca, wheat and potatoes. As an Emsland Group partner, the sale of potato starch, potato flakes and potato granules throughout Germany is also part of day-to-day business for STOCKMEIER Food. The company has been cultivating close contact with partners in the starch industry across Europe for decades.

“Our customers value the excellent service we offer, the speed with which we realise projects and our close proximity to the customers. Our success is the result of good collaboration, enthusiastic and solution-oriented employees and a great working atmosphere that can only really be found in family-run businesses,” says a convinced Uwe Tilk.

**A Job to Savour**



Technically, Holger Weihrauch applied to STOCKMEIER Chemie. But because his profile was the perfect fit for a vacant position at STOCKMEIER Food, a different Group member, that is who invited him to an interview. A fortunate coincidence – one he is still thankful for to this day.



**Name:**  
Holger Weihrauch

**At STOCKMEIER Food:**  
Since August 2008

**Job role:**  
Internal sales

**My favourite flavour is...**  
...woodruff. It has such a great aroma and taste, even if it doesn't match that of fresh woodruff, as we know from other foods.

**What is the best part of your working day at STOCKMEIER Food?**

I absolutely love that I can make decisions independently and that I enjoy what I do there. Passion for your work is very important. We also have close, direct contact between departments and a friendly working atmosphere – something I really value.

**In your opinion, which aspects are crucial for the company's development?**

STOCKMEIER Food doesn't close itself off to new trends in the food industry – it serves them. In addition, our toll blending services ensure good utilisation of our powder production capacities.

**Is there a particularly exciting project that STOCKMEIER Food is currently working on?**

The market is currently offering up a number of exciting projects. For example, with the vegetarianism trend, we are faced with the challenge of developing flavours for vegetarian burgers, which has us pursuing some interesting approaches. The flavouring of protein bars and dietary supplements is also a constantly growing market.

**What are your hopes for STOCKMEIER as it celebrates its 100-year anniversary?**

I think it would be a disaster to focus solely on increasing profits. Instead, I hope for superiors who demonstrate sound judgement and motivated employees who bring passion to the table.



# A Bit of Family

**Today, more than 1,800 employees work for STOCKMEIER worldwide. The number of employees at the location in Bielefeld has continued to grow over the years, too. Despite all of this growth, the feeling of family has remained among colleagues.**



**1950**

## A reason to celebrate

Employees gather for a group photo to celebrate the company's 30th anniversary. August Stockmeier sits amongst his employees in the front row with a flower arrangement made especially for the occasion. The group is flanked by cars – the status symbol of the time. The Beetle that can be seen on the right was a real all-rounder: it was occasionally used in advertising campaigns!

**2013**

## An autumnal group photo

63 years after the 30-year anniversary, the team at the location in Bielefeld had grown significantly. In the autumn of 2013, employees from the various departments came together on the steps in front of the main entrance. Peter Stockmeier, who had already been leading the company as Managing Partner for 23 years by this point, can be seen in the back row.



**2020**

## 100-year family history

Today, the STOCKMEIER team in Bielefeld is so big that the employees would no longer fit on the steps in front of the main entrance. Due to the coronavirus pandemic, only 23 colleagues met with Peter Stockmeier for a group photo in June 2020 – observing the mandatory distance of 1.5 metres, of course.





# 1963–1999

The company continued to grow right up to the turn of the millennium, and revolutionary breakthroughs were made in science, especially in technology.



**1985**

The solvents warehouse at the location in Bielefeld is updated



**1990**

Peter Stockmeier joins the management

**1991**

The subsidiary STOCKMEIER Urethanes is founded at the Bielefeld location



**1992**

Continuously ongoing building and extension works begin in Bielefeld

**1995**

STOCKMEIER Food is founded and later moves to Herford due to space constraints; STOCKMEIER Chemie celebrates its 75-year anniversary

**1996**

Acquisition of SNAD SA in the French commune Cernay – today's STOCKMEIER Urethanes France S.A.S.



**1999**

The acquisition of Schmidt Chemikalien signals a new chapter in the company's history; an era of inorganic growth begins

**1973**

Magnetic resonance imaging (MRI) is deployed in medicine with immediate effect

**1991**

British computer scientist Tim Berners-Lee publishes his concept for a global hypertext project, and the World Wide Web is born

**1993**

The mass production of light-emitting diodes (LEDs) for common use begins

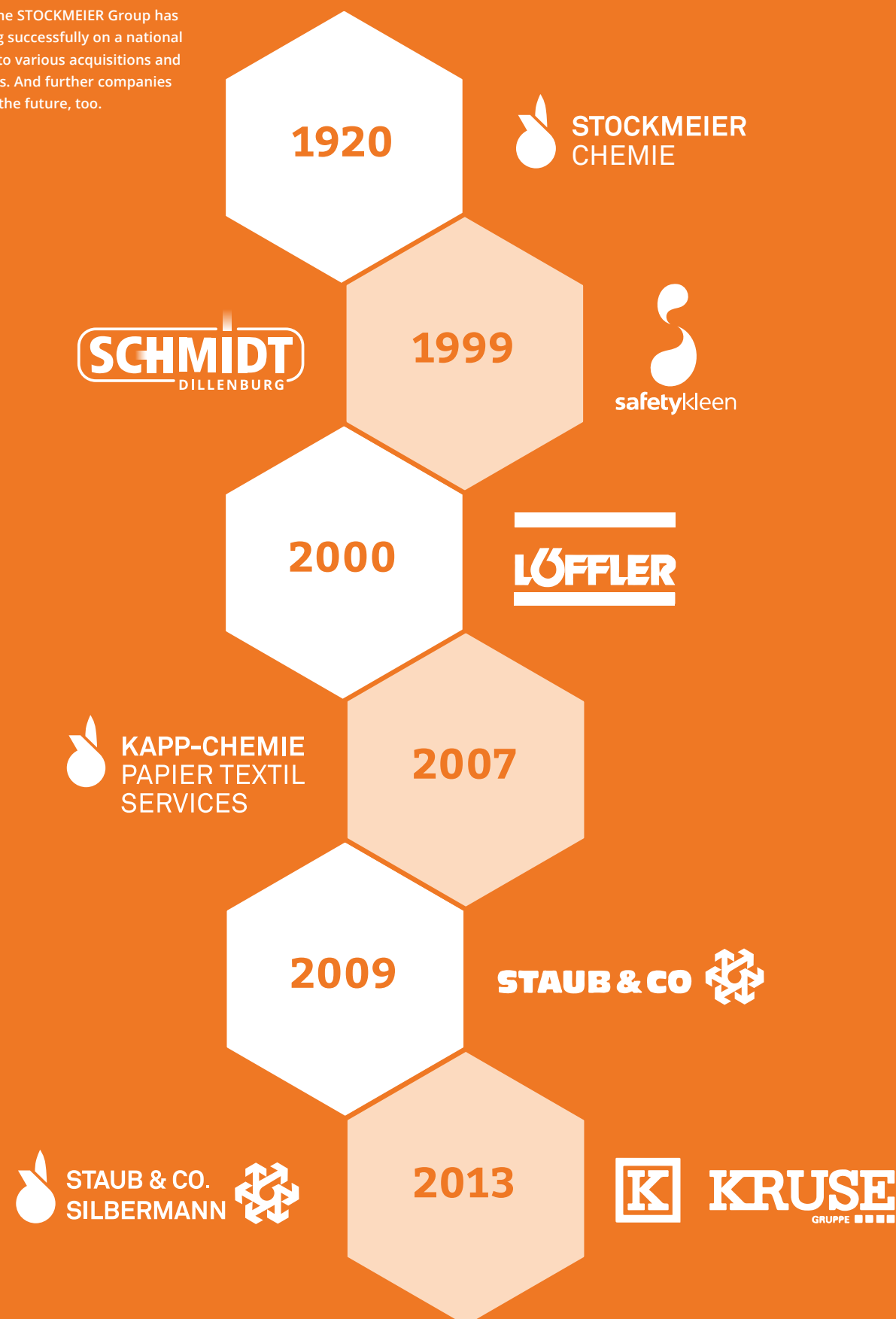
**1996**

In Scotland, the first cloned mammal is born: Dolly the sheep

## Scientific milestones



Since 1999, the STOCKMEIER Group has been growing successfully on a national level thanks to various acquisitions and joint ventures. And further companies could join in the future, too.



# Sustainable Growth for the Future

**After STOCKMEIER initially expanded by founding subsidiaries, the company's inorganic growth got going in the early 2000s. By acquiring new business segments and capacities, the Group quickly established multiple stable mainstays – a crucial development for the future viability of the Bielefeld family business.**

Even though STOCKMEIER has grown rapidly both nationally and internationally in recent years, none of the completed acquisitions were decided on a whim or rushed to realisation. Instead, the company has always stuck by carefully thought out and well-coordinated decisions. And successfully, too: numerous valuable synergies have been established, from which both parties benefit equally – STOCKMEIER as well as the company that joins the Group. Thanks to its flat hierarchies, the family business has a crucial advantage over companies of comparable size, in that decisions can be made extraordinarily quickly, even within a few hours if necessary.

guiding principle: an investment must never be so risky that it could damage the company in the event of failure. For him, the welfare of the Group and its employees is its greatest asset.

With every new formation and every acquisition, the Managing Partner gains both professional expertise and experience. When mistakes are made, they are not hidden, but rather closely analysed in order to avoid them next time. Thanks to this strategy of prudence and ability to learn from mistakes, STOCKMEIER has grown into the successful corporation that it is today.

## A mammoth task

### Prudence and good instinct

This is enhanced by Peter Stockmeier's ability to perfectly weigh up opportunities and risks. In the 2000s, he made significant progress in expanding the Group by acting smartly – but most importantly, by acting carefully and prudently. His

Peter Stockmeier concluded the first takeover in 1999. The purchase of the company Schmidt Chemikalien resulted in today's STOCKMEIER Chemie Dillenburg GmbH & Co. KG. The wholesaler won over STOCKMEIER with its wide range of chemicals and more than →

**STOCKMEIER Chemie**

**has 11**  
**production and sales**  
**locations throughout**  
**Germany**



75 years of experience in the industry. The biggest acquisition to date was that of the KRUSE Group in 2013. Peter Stockmeier decided to buy out the diverse corporation within a few days and, with this, save it from insolvency. This step, and the absorption of the majority of KRUSE's operations, caused the STOCKMEIER Chemie workforce to more than double within the space of a few days. It was a challenge that all those involved impressively overcame in the months that followed, thanks to their cooperativeness, open-mindedness and expertise. Based on its strong market position in the automotive industry, the subsidiary KRUSE Automotive initially kept its name and operated as an independent division of the Group, until it was renamed STOCKMEIER Fluids in mid-2020.

### Licence to clean

With the addition of the former KRUSE Automotive, STOCKMEIER also gained access to the AdBlue® trade – a lucrative business. Peter Stockmeier had already been gathering experience in the automotive industry since 1999, when he purchased a division of the company Safetykleen and, with it, incorporated car cleaner into the company's product range. Because cleaning agents are promising trading goods with a big sales market, the chemicals company Karl Löffler with locations in Cologne and Eilenburg was also acquired in 2000.

These new capacities in the cleaning agent division were pooled under the STOCKMEIER Chemie roof and created new opportunities for trade in eastern Germany.

### New places, new industries

The Bielefeld-based corporation successfully opened up southern Germany in 2009 through a joint venture with the company Staub & Co. STOCKMEIER thus gained not only new capacities for specialty chemicals, but also locations in Nuremberg and Munich. After four years, the collaboration led to the takeover of SILBERMANN in Gablingen, where Group member STAUB & CO. – SILBERMANN was born.

The East Westphalian family business entered into a new, yet not entirely unfamiliar, business segment with its acquisition of KAPP-CHEMIE in Miehlen in 2007. The project was especially important to Dr. Jürgen Stockmeier because it established a reference point in the paper industry, for which the Managing Director fostered a particular passion. The entrepreneur from Bielefeld first came into contact with the industry through Collanchemie in the 1960s. Like KRUSE Automotive, KAPP-CHEMIE became a self-sufficient Group member and opened the doors not only to the paper industry, but also the tissue, fabric and textile industries.

### KRUSE

The big acquisition by STOCKMEIER was a stroke of luck for both parties: the Bielefeld family business gained around 400 new employees almost overnight and the insolvent company could make a start on a successful future.



### STOCKMEIER Fluids

The Group finally opened up the automotive industry with its purchase of the company in Balve, which initially continued to trade as KRUSE Automotive.



### KAPP-CHEMIE

After the sale of Collanchemie, STOCKMEIER re-entered the paper industry through the acquisition of KAPP-CHEMIE.

### STOCKMEIER Chemie

The starting point of the company's inorganic growth in Germany was the headquarters in Bielefeld. With several national outlets, the chemicals division today covers a wide spectrum.



### Safetykleen

STOCKMEIER gained entry to the automotive industry by purchasing a Safetykleen product division. The company is still located in Minden.



### Karl Löffler

STOCKMEIER has an outlet in eastern Germany today thanks to the acquisition of this cleaning agent company. A further former location in Cologne was relocated to Bielefeld after the takeover.



### STAUB & CO. – SILBERMANN

Following the first joint venture with Staub & Co., SILBERMANN also joined the STOCKMEIER family in 2013.

**From East Westphalia  
to all over Germany**



### Schmidt Chemikalien

The takeover of this company was STOCKMEIER's first successful acquisition. The business later became STOCKMEIER Chemie Dillenburg GmbH & Co. KG.



# Expanding the Core Business

**Founded in 1920 as a trading firm, STOCKMEIER Chemie not only forms the Group's roots, but remains at its core to this day. Since the 2000s, the chemicals division has profited from a total of four acquisitions on a national scale that have supplemented the core business with strong areas of expertise.**

With more than 560 colleagues in Germany and around 600 million euros in revenues, STOCKMEIER Chemie is the Bielefeld Group's biggest division. Its impressive development trajectory is also due to the integration of many acquired businesses into the oldest STOCKMEIER division. The first of these occurred in 1999, when Schmidt Chemikalien, a wholesaler of chemicals, heating oils, dyes, heating technology and petrol station supplies, was put up for sale. Peter Stockmeier's efforts to close the buy-

out paid off – his bid was accepted. The acquired company has been active as STOCKMEIER Chemie Dillenburg GmbH & Co. KG since 2005, though it has since dropped its dye and mineral oil divisions.

Just a short time after the purchase, the second acquisition followed. Around the turn of the millennium, the East Westphalian family business was supplying many companies that produced cleaning agents for cars. Because business was going well, plans ripened for the

more efficient creation of value through in-house production. Since establishing an additional division would have been long-winded, the management had a look at acquisition opportunities and found what they were looking for in the company's own customer base. Within a short time, they came to an agreement with the manufacturer Safetykleen regarding buying out their car cleaner division. This acquisition opened up a new, lucrative customer base for the family business and it immediately began supplying customers



## Peracetic acid from eastern Germany

Following its connection to STOCKMEIER Chemie, the former Löffler location Eilenburg grew to become one of Europe's biggest producers of the environmentally friendly biocide peracetic acid, which is used in laundrettes, hospitals and agriculture for cleaning and disinfection.



Karl Löffler KG specialises in the production and distribution of cleaning and disinfection agents and has locations in Cologne and Eilenburg; its takeover opened up access to the market in eastern Germany for STOCKMEIER Chemie

such as car wash operators with in-house products. STOCKMEIER Chemie has a high market share in antifreeze, windscreen cleaner and the like to this day. Those who buy such cleaning agents at petrol stations will often be cleaning their cars using products made in Bielefeld.

## A new specialism

After this successful acquisition, Peter Stockmeier soon began planning to broaden the company's own cleaning agent expertise further. He therefore

jumped at the chance to acquire chemicals company Karl Löffler in 2000. An outlet in Eilenburg and a production location in Cologne formed its distribution and production capacities of industrial cleaners for surface disinfection and metal surface treatment. This was due to be expanded upon following the purchase, but because the location did not offer ideal conditions, the construction of a large cleaning agent production facility in Bielefeld was put in motion. Upon its completion in 2003, the activities in Cologne were relocated to East Westphalia.

## Smartly used synergies

STOCKMEIER Chemie made sensible use of the new capacities added by the merger with Karl Löffler and in the cleaner division by specialising further in the development and production of cleaning and disinfection agents for surface treatment as well as for food-processing companies. In order to consistently optimise the products, a development laboratory was established in Bielefeld. The acquisition of chemicals company Karl Löffler not only gave rise to an impressive cleaner division within STOCKMEIER Chemie, but thanks to the location in Eilenburg, it also enabled the company to venture into the eastern German market.

## Full thrust

After successfully establishing the cleaner division, all was calm in terms of expanding the STOCKMEIER core for a long time – until a new lucrative opportunity came up some years later. It was a project of a much larger scope than any previous acquisition: the takeover of the KRUSE Group. The ambitions of Peter Stockmeier and his Management Board colleagues were initially very conservative. They had been monitoring the developments surrounding the corporation, but when they learned of the official insolvency application at the beginning of 2013, they quickly came to the agreement that although KRUSE was extremely interesting, it was too fragmented. With that agreement, a buyout was off the table for the Bielefeld company – at least initially. However, a few days into the new year, the tables turned. Those in charge



at KRUSE contacted Peter Stockmeier because they saw in him a reliable businessman with sufficient experience to help the insolvent company find its feet again. Despite his previous scepticism, the entrepreneur from Bielefeld agreed to hold talks and set off on the roughly 120 kilometre journey to Balve to see the situation for himself.

Unexpected twist

It soon became clear for Peter Stockmeier how much hope the KRUSE employees and management had for the negotiations. As quickly as possible, he went about gaining an overview of the Group, weighed up the opportunities and risks, and had intense discussions with the then CFO of STOCKMEIER, Peter Ellinghorst. He was the one who ultimately gave the project the decisive push. “It will be difficult, but we will manage it,” he said, convinced. Because Peter Stockmeier had likewise developed a good feeling about it, the takeover was a done deal – and after just four days. Crucial factors for the decision were the KRUSE Group’s promising divisions and, above all, its philosophy. The atmosphere that Peter Stockmeier experienced whilst

there was similar to the familial atmosphere in his own company. The main focus was on people – a guiding principle that was more than congenial for the Bielefeld entrepreneur.

A good connection

All those involved were extremely impressed by the efficient negotiation process. “We could hardly believe it when we heard that the contracts had been signed,” recalls Rüdiger Striewe, former Head of HR at KRUSE and current Head of Personnel Development at the STOCKMEIER Group. “For our company, it was like winning the lottery,” emphasizes his colleague Joachim Schlinkert, former Purchasing Manager and current Head of the Lime division in Balve as well as Regional Manager North West. But for many employees, the relief of avoiding insolvency gave way to the concern that they would no longer be needed. After all, the STOCKMEIER Chemie workforce was growing by almost 400 employees basically overnight, more than doubling in size. Rüdiger Striewe remembers this feeling of uncertainty: “But it quickly became clear that the worries were unwarranted. A few days after the deal was

400+

employees came to STOCKMEIER Chemie as a result of the KRUSE Group acquisition

closed, the STOCKMEIER Head of HR phoned me and said: ‘Mr. Striewe, it’s great to have you here – welcome to the company!’ That really put me at ease.”

The right chemistry

The acquired group provided excellent additions to the STOCKMEIER Chemie portfolio: in addition to acids, bases and solvents, the product range now included whitewash, lime mixtures and – via the KRUSE subsidiary BASSERMANN minerals – industrial minerals. The connection to De Noord Chemicals also came from this chapter of the company’s inorganic growth story. Within the STOCKMEIER Group, they are considered specialists



Name:

Joachim Schlinkert

At KRUSE:

Since February 2007

Job role:

Regional Manager North West & Head of Lime division

Name:

Rüdiger Striewe

At KRUSE:

Since April 2001

Job role:

Head of Personnel Development for the STOCKMEIER Group



Team spirit

The atmosphere at the family-run KRUSE Group had been characterised by a strong sense of community since it was founded in 1912. In the early years, its premises even had a pub: the Trucker’s Lounge. As the company began to grow, the popular meeting point had to give way to new offices.



in bulk products, or basic chemicals, that are distributed in large tonnages every year. KRUSE Automotive, today’s STOCKMEIER Fluids, was integrated into the Group as an independent company. The acquisition gave the Bielefeld family business such an enormous boost that from then on, it was second only to the Brenntag Group as the biggest national distributor of chemicals and substances in Germany. This was a remarkable development, considering that STOCKMEIER was in fourth place in the national rankings before the KRUSE Group buyout. It also shows that Peter Stockmeier and Peter Ellinghorst made exactly the right decision back then. “The takeover went swimmingly,” summarises Joachim

“For KRUSE, the STOCKMEIER takeover was like winning the lottery.”

Joachim Schlinkert

Schlinkert. “The integration was completed without any significant issues. The term win-win fits this constellation perfectly, because it simply couldn’t have gone better.”



# Heading Towards the Future

**KRUSE Automotive stands for good service and high-quality products in the automotive industry. In summer 2020, the company took the plunge and changed its name to STOCKMEIER Fluids, showing clear commitment to the Group and the beginning of a future-oriented expansion of its product range.**



**Sale of AdBlue® in tankers as well as small and large containers**



**Production and sale of small containers**



**Comprehensive services and private labelling**

Even with a new name, the distribution of AdBlue® – a trademarked solution that reduces emissions from diesel vehicles – continues to be the company's core business for the time being. As one of the largest German suppliers of this product, STOCKMEIER Fluids serves a customer base that ranges from small forwarding agents to mineral oil companies and notable original equipment manufacturers (OEM). Besides sales, the company's service portfolio offers a wide range of services for petrol stations and distributors. This also includes private labelling, which involves selling products to distributors who then sell them on under their own name.

## Quality is the key to success

In addition to AdBlue®, STOCKMEIER Fluids' range includes solutions such

as antifreeze or brake cleaner. "Our products alone do not set us apart from the competition," explains Managing Director Sascha Filthaut. "This makes it all the more important that we lead from the front when it comes to service and quality, and that is why our main focus is customer satisfaction." This is a calculation that has paid off. In recent years, sales – especially of AdBlue® – have increased rapidly. "We sold the first 1,000 litre intermediate bulk container in February 2005," recalls Thomas Schlott (AdBlue® Distribution Manager). Colleagues today would smirk at such amounts – nowadays, STOCKMEIER Fluids shifts more than 270,000 tonnes of AdBlue® every year. This positive development will be continued under the new company name and will soon begin targeting markets beyond the automotive industry.

## A new coat of paint

A change in colour for the company logo – from blue to orange – came with the name change to STOCKMEIER Fluids. However, the well-known motifs and the slogan, 'AdBlue® for clean mobility', are here to stay.



## The Joy of Daily Challenges



Sascha Filthaut was Distribution Manager at KRUSE Automotive during the takeover by the Bielefeld corporation and is now the Managing Director leading STOCKMEIER Fluids into the future.



### Name:

Sascha Filthaut

### At STOCKMEIER Fluids:

Since March 2011

### Job role:

Managing Director

### I am looking forward to...

...developing STOCKMEIER Fluids further both sustainably and digitally, and making the most of any product and market opportunities that arise.

### In your time at the company so far, what has particularly stayed with you?

The boom that the former KRUSE Group experienced as a result of the STOCKMEIER takeover has impressively demonstrated that with strong partners and motivated employees, you can emerge from crisis situations with newfound strength. Back in 2011 and 2012, we were struggling to establish orders with large corporations and mineral oil companies, but that fundamentally changed after the STOCKMEIER takeover. We were finally able to convert competitive offers to orders again.

### Did you learn anything during this time that will help the future of your company?

Definitely. I learned just how crucial a well-functioning

and dedicated team is for the success and long-term growth of a business. I am proud that our 30-strong team embodies those exact characteristics and that we approach our daily challenges with joy. As long as we maintain the ambition to be better than our competitors, we are well equipped for the future. We also need to remain flexible, make decisions quickly, constantly readjust and always focus on our customers.

KRUSE Automotive has belonged to STOCKMEIER since the takeover of the KRUSE Group in 2013. After continuing for many years under its own name, in summer 2020 it was time for a change – KRUSE Automotive became STOCKMEIER Fluids. The new name was a conscious decision: not only is its affiliation to the STOCKMEIER Group now clear, but the term 'Fluids' is already familiar in the industry for the sale of liquid products. "With this name, we are more detached

from the term 'Automotive' and are well positioned for further internationalisation according to the Group's moving forward principle," states Sascha Filthaut.

## Breaking new ground

In line with cross-selling, this new strategy also anticipates a significant expansion of products for various sectors outside of the automotive industry. With these steps, the company is steeling it-

self for the future, because as Sascha Filthaut and his colleagues are only too aware: "Sooner or later, diesel will be phased out and, with that, the life cycle of AdBlue® will come to an end." It remains unclear when exactly that will be, but rest assured, STOCKMEIER Fluids has begun preparing for it well in advance.

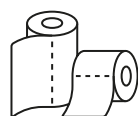




# Unexpected Synergies

**KAPP-CHEMIE develops and produces specialty chemicals for the paper, textile and tissue industries. Its integration into the STOCKMEIER Group in 2007 helped the company take a big step up the ladder on the world market.**

## KAPP-CHEMIE PAPIER TEXTIL SERVICES



**Glues and flexographic printing ink for the tissue and paper industries**



**Process, effect and specialty chemicals for the textile industry**



**Toll manufacturing from special products**

At the time, one of the many plus points for the takeover of KAPP-CHEMIE was its strong position in the paper industry. STOCKMEIER had been maintaining contacts in the industry for a long time – initially with Collanchemie and later with sales activities for Emsland-Stärke GmbH. Acquiring the company from Miehlen was no one-sided success story, but rather a classic win-win situation: “The STOCKMEIER takeover initiated exactly the positive development that the former owner Ernst Engel envisaged for his company,” says Managing Director Marco Hermann, who was leading the company in part even before the acquisition.

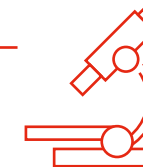
### A lucky coincidence

When Ernst Engel decided to sell his company for personal reasons in 2007, he wanted to know it would be in good hands. To his delight, STOCKMEIER saw promise in the acquisition and showed an interest. Because the company from Bielefeld was well-known to the departing company owner and was a worthy buyer, an agreement was eventually reached. Because the KAPP name stands for quality and service, the company was incorporated into the STOCKMEIER Group as an independent member.



Both the ink printed on toilet paper and the adhesive that fixes the last sheet to the roll come from KAPP-CHEMIE

## International and Grounded



Ulrike Egert has been working at KAPP-CHEMIE for nearly 30 years. She experienced the STOCKMEIER takeover herself and still sees it as a real stroke of luck to this day.



### Name:

Ulrike Egert

### At KAPP-CHEMIE:

Since July 1991

### Job role:

Head of Safety & Environment

### KAPP-CHEMIE stands out from the competition because...

...for us, the customer is still king. We try to fulfil every desire with both our products and our service.

### What was your personal experience of the STOCKMEIER takeover?

I remember well the first staff meeting where Peter Stockmeier introduced himself as the new owner. Back then, we were unsure about what would happen here in Miehlen, but these fears were quickly put to bed when he assured us he was going to keep the location. Ultimately, we even grew and big investments were made. There are significantly more opportunities by operating as part of such a large Group as opposed to alone as a smaller company.

### Do you and your colleagues feel part of the STOCKMEIER Group?

Yes! There was a brief settling-in phase, but that is quite normal. I thought SI², the in-house fair at the headquarters in Bielefeld in January 2020, was great. I came into contact with many others in the Group whilst there

and came to appreciate for the first time how big and international STOCKMEIER really is. The event definitely took our team spirit to another level.

### In your opinion, why are STOCKMEIER and KAPP-CHEMIE a good fit?

Both companies are very grounded. Showing respect to customers, suppliers and employees is a given for both of them; there is no place for superiority and the atmosphere is familial. I was also allowed to work from home for a long time after my daughter was born. Both companies offer opportunities like these and it's a privilege that I really appreciate.

‘Improve the best’ is the motto with which KAPP-CHEMIE has been supplying customers in a wide range of sectors with reliable products and customised solutions since 1970. Its product range is just as varied as its areas of application. Effect chemicals developed by the company in Rhineland-Palatinate make protective clothing worn by firefighters

fireproof or raincoats waterproof, for instance. Other products are classic everyday objects: the adhesive that fixes the final paper towel to the cardboard roll and the inks printed on each sheet are produced in Miehlen. Thanks to special oils that bind rather than stir up dust, even mops and doormats benefit from KAPP-CHEMIE expertise.

The company's portfolio comprises more than 1,000 products in total that make for yearly sales of more than 23,000 tonnes. It also offers a customised toll blending service that is becoming increasingly important as a division in its own right. →



## Unexpected profit

“For KAPP-CHEMIE, the integration into the STOCKMEIER Group resulted in exciting synergistic effects,” says a reminiscent Marco Hermann. “A stronger position on the world market, improved conditions for purchasing raw materials and an expanded international network opened up new business opportunities for us.” The result: KAPP-CHEMIE grew faster than before the takeover. The chemicals company responded to this positive development with property purchases, the construction and occupation of a new finished goods warehouse and the modernisation of its ink and glue production at its location in Miehlen. KAPP-CHEMIE is active in Europe, Asia, South Africa, North America and South America with more than 20 partners and facilities. It has especially long-standing, successful and close working partnerships with the USA, Brazil, Italy and Bangladesh. KAPP-CHEMIE has been a globally active company for decades, currently serving more than 600 customers all over the world. ←

# The Right Place

**He knows STOCKMEIER like the back of his hand. Starting out as a field worker in Bielefeld in 1998, Mike Dannenberg took charge of integrating KAPP-CHEMIE into the Group in 2007. This is a story of 22 years at the company.**

“Back when Peter Stockmeier asked who would oversee the integration of KAPP-CHEMIE, I was interested and he entrusted me with the task,” remembers Mike Dannenberg, who was part of KAPP-CHEMIE management for three years. Both during his time in Miehlen and the years before, where he oversaw the Group-wide introduction of SAP and visited all of the subsidiaries, he got to know the corporation better than anyone else. “It is always great to find that the STOCKMEIER spirit lives on outside of the company headquarters,” says a happy Mike Dannenberg, who today serves as Managing Director of the Global Procurement Organisation (GPO), which was founded in 2010 with the STOCKMEIER Chemie Deutschland Central Purchasing department and continues to be expanded to this day.

A good portion of groundedness is also part of this spirit, as Mike Dannenberg learned on his very first day at the company. Instead of arriving to a furnished workstation, the new colleague had to furnish it himself! “Our Distribution Manager, Matthias Günther, sent me straight out to get an office chair.” When Mike Dannenberg got to the furniture dealer, there was only one left in stock – in pink. “Of course, I immediately

became known to everyone as the guy with the pink chair.” Later that day, he noticed a colleague taking a piece of paper that was used on one side and cutting it into four so that he could continue using it as rough paper. “This groundedness from the get-go made the company very likeable for me. On the one hand, STOCKMEIER has strong relationships with its customers and suppliers and is always focused on innovation, while on the other, the company maintains a pleasant modesty.”

## Humanity is a top priority

Mike Dannenberg likes that the individual takes centre stage at STOCKMEIER. “It’s part of our success formula,” he says, and he is sure of it. Peter Stockmeier’s approachability is also essential for the familial atmosphere in the company: “Despite the growing structures and tasks, he has always been a boss whose door stays open to you, even if the problems you are struggling with are personal.” It is for all these reasons that he feels in the best of hands at the Bielefeld corporation: “At STOCKMEIER, I have found the right place for me – as well as a nicer chair!” jokes the Managing Director with a wink. ←



**Name:**  
Mike Dannenberg

**At STOCKMEIER:**  
Since April 1998

**Job role:**  
Managing Director at STOCKMEIER  
Chemie for GPO and the Bielefeld plant



# Live, Love Chemicals

**STAUB & CO. – SILBERMANN offers its customers in various industries more than 26,000 products as well as a broad range of services. To achieve this, the company from southern Germany draws on more than 150 years of experience.**



**Sale of industrial and specialty chemicals**



**Services such as product development, toll manufacturing, system construction, hazardous substances management, disposal**

It is evident that STOCKMEIER and STAUB & CO. – SILBERMANN fit well together. Both companies pursue two fundamental ideas. Firstly, a sense of community is essential for them; employees should come to work feeling happy and motivated. Secondly, a keen sense for service as well as collaborative customer and supplier relationships govern everyday operations. In addition to that are common values such as respect, passion, sustainability and intelligent change. The companies set off on a common path in 2009 when STOCKMEIER and Staub & Co. Chemiehandels-gesellschaft, founded in 1866, entered into a joint venture. The two company families, Stockmeier and Frank, hoped to establish strong synergies through the collaboration – and evidently rightly so. “Through the connection to STOCKMEIER, we gained access to 22 locations across Germany and 50 worldwide. This enabled us to serve our

customers even more reliably,” says an enthusiastic Managing Director Andreas Frank. For STOCKMEIER, the joint venture equalled entry into the Bavarian chemicals market.

## Birds of a feather flock together

Together with chemicals dealer F. B. Silbermann, Staub & Co. founded Chemiepark Gablingen GmbH & Co. KG in 2012 to pool their capacities. A solvents warehouse was subsequently built on site, which was operated jointly by the new partners from then on. The takeover of F. B. Silbermann followed a year later and the company's name was changed to become STOCKMEIER Group member STAUB & CO. – SILBERMANN. The acquisition was worthwhile because the acquired company had around 75,000 square metres at its disposal as well as

## Saving the Day – or Night



Thomas Geipel started as a warehouse clerk at the Staub & Co. Chemiehandels-gesellschaft in Munich over 30 years ago. He passed through many of the company's departments before transferring to the Gablingen location.



### Name:

Thomas Geipel

### At STAUB & CO. – SILBERMANN:

Since June 1989  
(Staub & Co. Chemiehandels-gesellschaft)

### Job role:

Deputy Plant Manager

### For me, STOCKMEIER is...

...a strong partner. Because of them, we enjoy the benefits of a large firm – when it comes to purchasing, for instance – despite being a much smaller company.

### How would you describe the integration into the STOCKMEIER Group?

It all worked out wonderfully well. Colleagues from STOCKMEIER came to us to set up SAP and train us in it. The interactions with each other, but also the entire integration process, were very good-natured.

### Can you recall a special order?

Yes, one of our competitors once filled a tank with the wrong product for its customer and it triggered a chemical reaction. Because the company responsible wasn't able to rectify the problem, the intended customer eventually asked us if we could help. We drove over to them that night to pump out and clean the tank. On the following day, we refilled the tank so that the customer could get back to work.

### What do your customers value about STAUB & CO. – SILBERMANN?

That we act and respond both flexibly and quickly. Our team of around 200 employees, who bring a wealth of experience, is crucial in this. Many of us have been working at STAUB & CO. – SILBERMANN for a long time, so we know the products and processes and are a well-established team.



Whether it's order or in-house production, every step of the process...



...is monitored according to the highest quality standards

substantial toll manufacturing capacities. F. B. Silbermann was founded in 1868. All three companies involved in the merger were therefore family-run businesses with remarkable histories and an impressive wealth of experience – a good basis for successful collaboration. Because STAUB & CO. – SILBERMANN was the most powerful chemicals dealer in the southern German region, the original names of the two companies were kept

and the logo combined with that of the Bielefeld corporation.

### A passion for service

Its products range from acids, bases and every heavy chemical traded on the market to an extensive selection of specialty chemicals. The sale of AdBlue® is also part of its spectrum of services. But its offerings span far beyond chemical

distribution. Should a customer need a solution that deviates from standard products, the chemicals experts will develop and produce a mixture tailored precisely to their individual requirements. And as a certified waste disposal company, the company even sees to proper chemical recycling and disposal.





# “For me, STOCKMEIER means...”

**22 locations in Germany, around 50 outlets worldwide, one feeling: We belong together! To commemorate the anniversary, employees reveal what being part of the big STOCKMEIER family means to them.**



...a secure job in which I can be true to myself. We work together in a familial atmosphere to achieve commercial success – sometimes we have heated discussions, but we never lose our personal respect for one another. Every colleague – regardless of whether they work in the warehouse, production, logistics, purchasing or sales – reacts flexibly to the challenges set by our customers. That's what makes the work fun.

**Markus Krebs, Key Account Manager,  
STOCKMEIER Chemie**



...a colourful variety of opportunities for me to use my creativity in independent projects. The various fields of work in our fairly young Marketing and Communications department are as diverse as the people in the STOCKMEIER world, whether that's customers, suppliers or colleagues. I really value the trust placed in me to carry out such varied projects. Whether it is the abundant print and digital media or trade fair and events organisation, every day has new challenges in store.

**Kathleen Sehlhoff,  
Marketing & Communications,  
STOCKMEIER Chemie**



...the inspiration to tackle challenges courageously and to step out of my comfort zone in the search for innovative solutions. That has always been a driving force for STOCKMEIER and I really identify with it. With this attitude, I can contribute to a secure and sustainable supply chain, acting as the bridge between suppliers, colleagues and customers.

**Sajeda Sayed Hashemi,  
Technical Marketing Manager,  
Personal Care & Household,  
STOCKMEIER Chemie**



...that employees and their superiors help each other and stand by each other in difficult times. When I was diagnosed with cancer, the company supported me like one big family. STOCKMEIER means a huge amount to me. Not only have I learned and grown a lot here, I have also found friends, a second family and a home.

**Ahmad Jafari, Laboratory Chemist,  
STOCKMEIER Chemie**



...the joy of being employed at a company (for 18 years and counting!) that actively brings the essence of a family business to life. I really value the supportive atmosphere and the respectful interactions we have with each other at every level. I have seen how STOCKMEIER stands by all of its colleagues even in difficult situations, providing advice and support.

**Stefan Billerbeck,  
Head of Human Resources,  
STOCKMEIER Holding**



...the start of my career, but also an exciting return. I completed training at the company between 1993 and 1996 that I really enjoyed and that gave me the chance to further my career even outside of the STOCKMEIER world. After 15 years at a different chemicals dealer, I have been part of the Bielefeld team again since 2012, and I am very happy to be back!

**Tatjana Niggemann, Sales  
Industrial Chemicals,  
STOCKMEIER Chemie**



# Equal Partnerships

**The STOCKMEIER Group maintains strong connections to customers and suppliers from across the globe. Many of the relationships have existed for several decades and form a key basis for the success of the family business.**



About

**30,000**  
businesses belong  
to the STOCKMEIER  
Group's customer base

Every single member of the Group – whether from the chemicals division or a subsidiary – aspires to respond quickly, professionally and flexibly to customer requirements. This approach is clearly appreciated by the approximately 30,000 businesses that STOCKMEIER serves. Customers range from one-person operations to major corporations and municipalities, and they represent various industries. Shell Deutschland Oil GmbH, a representative from the energy sector, has been working closely with STOCKMEIER Fluids since 2006: “Our business relationship is characterised primarily by the combination of reliability and innovation,” shares Stefan Saliger, Global AdBlue® Manager at the Hamburg-based energy company. The fact that AdBlue® is available as a packed product at around 2,000 Shell petrol stations throughout Germany is part-

ly attributable to STOCKMEIER Fluids; in 2018, the Balve-based company bid on and was awarded the contract for filling the product – yet another successful step along its journey with Shell.

## Many good reasons

STOCKMEIER offers its customers not only quality but also quantity. For countless customers, STOCKMEIER's diverse range of products and services is just one of many convincing reasons for collaborating with the company. This also applies to the Follmann Chemie Group, headquartered in Minden, which has maintained a successful partnership with STOCKMEIER for decades already: “We especially appreciate the extensive portfolio that harmonises so well with our range of requirements in the area of raw materials,” says Dr. Thomas Damerau, Managing Director of the medium-sized company. Customers are also impressed by the operating principles and attitude of STOCKMEIER employees. For Dr. Manuela Herwing, Director of TailEnd & Distribution Management at Evonik, one of the world's leading companies for specialty chemicals, STOCKMEIER is characterised by a high degree of professionalism and flexibility in all areas: “Combined with its efficient key account management, these features have formed the ideal base for a smooth partnership for about 30 years now.”

**Since 2006, Shell has been working with STOCKMEIER Fluids to supply AdBlue® to petrol stations in Germany and Austria. We look forward to many more years of this strong business relationship, because every drop of AdBlue® helps keep our environment clean.**

**Name:** Stefan Saliger  
**Job role:** Global AdBlue® Manager  
**STOCKMEIER customer:** Shell Deutschland Oil GmbH



**For us, the STOCKMEIER Group distinguishes itself through its employees' high level of expertise and the familial atmosphere. That's why, even after decades, we still enjoy supplying the company with our basic chemicals.**

**Name:** John Telford  
**Job role:** Account Manager  
**STOCKMEIER supplier:** Covestro GmbH



**We have maintained a close partnership with STOCKMEIER for many years now. Most recently we carried out a joint project for digitalising business processes – which, for us, is an important building block for successfully shaping the future together.**

**Name:** Dr. Thomas Damerau  
**Job role:** Managing Director  
**STOCKMEIER customer:** Follmann Chemie GmbH

## Strong partnership

The fact that STOCKMEIER customers enjoy such a high level of reliability and professionalism is due in part to the company's strong network of around 1,500 suppliers. After all, smooth processes are only possible if access to the necessary raw materials and products is guaranteed at all times. This availability is ensured both by small regional manufacturers and by notable global chemical corporations – such as the polymers specialist Covestro, formerly Bayer AG and later Bayer MaterialScience AG. This company from Leverkusen supplies →



**Our collaboration is shaped by the reliability and commitment of the STOCKMEIER employees. Their specialist knowledge and business savvy really make them shine. We wish STOCKMEIER continued courage, foresight, vision and success for the future.**

**Name:** Michael Röber  
**Job role:** Manager of Sales & Marketing, Base Chemicals  
**STOCKMEIER supplier:** Sasol Solvents Germany GmbH



**Changes in the digital world are increasing at a rapid pace and also won't slow down for the distribution business. We wish STOCKMEIER continued success in tackling the digital transformation just as it has handled every other challenge so far.**

**Name:** Dr. Manuela Herwing  
**Job role:** Director of TailEnd & Distribution Management  
**STOCKMEIER customer:** Evonik Industries AG





”

When you're dealing with friendly and highly committed employees, who are well acquainted with their market and love their work, it's just a great fit. And STOCKMEIER speaks our same language when it comes to safety and quality – areas that are very important to us.

**Name:** Katja Wodjereck  
**Job role:** Commercial Director EMEA, Industrial Solutions  
**STOCKMEIER supplier:** Dow

Around  
**1,500**  
suppliers deliver  
raw materials to  
STOCKMEIER

”

What really delights us about STOCKMEIER is the personal communication with friendly, highly motivated and professional contacts. We are grateful for the past ten years of partnership and look forward to tackling the challenges of the next 100 years together.

**Name:** Michael Kempf  
**Job role:** Manager of Sales, Monomers  
**STOCKMEIER supplier:** Vinnolit GmbH & Co. KG

the Bielefeld-based group with basic chemicals. “Over the last decades, STOCKMEIER's advancement has been unstoppable. The company's success has been driven by expert knowledge, business savvy and the courage to keep trying new things,” says John Telford, Account Manager at Covestro GmbH, assuredly.

### The best acknowledgement

The many long-standing relationships with suppliers are a clear expression of the East Westphalian company's strong roots and vision. Katja Wodjereck, Commercial Director EMEA, Industrial Solutions at Dow, recalls: “Our collaboration with the STOCKMEIER company goes back to the days of ABBA, Queen and

the wild Rolling Stones. In the 1970s, the first negotiations concerned solvents and PMAs, among other products. So, we've been strong partners for over 45 years in the meantime.”

Besides its domestic partners, the STOCKMEIER Group also relies on international suppliers from a wide range of industries. For instance, the Turkish Sisecam Group is headquartered in Istanbul and is a globally operating company. In the field of chemicals, it specialises in the manufacture of soda, sodium bicarbonate and chromic acid. With STOCKMEIER, Sisecam has formed a strong alliance on



We particularly appreciate STOCKMEIER's exceptional expertise. It has resulted in decades of very professional collaboration. Clear strategies and positions are key factors for success, and STOCKMEIER consistently demonstrates its keen sense for these essential components.

**Name:** Klaus Lütke-Bohmert  
**Job role:** Director of Market Management D-A-CH, Customer Segment Industry, Europe+  
**STOCKMEIER supplier:** K+S Minerals and Agriculture GmbH

”

STOCKMEIER and AST can look back on a partnership of over 20 years, in which we both have grown with the values of medium-sized companies. The STOCKMEIER Group can truly be proud of its lifetime achievement so far. And we look forward to continuing our collaboration in this spirit of trust.

**Name:** Dirk Strohmann  
**Job role:** Managing Director  
**STOCKMEIER supplier:** AST Kunststoffverarbeitung GmbH

”

Our 20-year business relationship with STOCKMEIER – which we've always been able to describe as highly professional, open and fair – is based on the dynamic growth of both companies. Internationalisation and the resulting proximity to customers are crucial factors in this development.

**Name:** Veit Enders  
**Job role:** Member of the Board  
**STOCKMEIER supplier:** Schütz GmbH & Co. KGaA

←

the European market – one that is promoting the growth and advancement of both of the groups. “That is something we are really proud of,” stresses Fehmi Alanli, Vice President of Marketing & Sales at the Sisecam Group.

### The right path

STOCKMEIER is well aware that maintaining existing contacts and acquiring additional partners will continue to play a crucial role in the future. Besides communicating on equal terms, the Group's core values are a key component in the company's good relationship with

customers and suppliers. These values include respect, responsibility and passion – principles that are shared by most of its partners. Its partners are also impressed by the way STOCKMEIER responds to individual requirements and consistently ensures the quality of its products and services. In this way, STOCKMEIER lays the foundation for real teamwork and sets the course for joint success.



”

We share common goals with STOCKMEIER and both strive to ensure sustainable operations, workplace safety and social responsibility, while also promoting projects that focus on economic expansion and environmental protection. That's important to us.

**Name:** Fehmi Alanli  
**Job role:** Vice President of Marketing & Sales  
**STOCKMEIER supplier:** Sisecam Group

”

In the last ten years, we were able to market the products soda and sodium bicarbonate very successfully with STOCKMEIER. The clear corporate philosophy and high degree of social and professional expertise in particular play a decisive role here.

**Name:** Harry Schindler  
**Job role:** Owner of ENAT Chemicals GmbH & Representative of the Sisecam Group  
**STOCKMEIER supplier:** ENAT Chemicals GmbH/Sisecam Group



# The Big Appearance

**Whether it's the logo, website or a trade fair stand – how a company presents itself publicly is immensely important nowadays. This is, of course, also true for STOCKMEIER, but it took a while before the family business established itself professionally in the marketing field.**

At STOCKMEIER, there has always been marketing activity – at least to a certain extent. It actually took a whole 95 years for the internationally active family business to introduce a central Marketing department, which it did in 2015. Up to this point, all advertising and communications measures were carried out by colleagues on the side, so to speak. Right up until the 2000s, the various product information sheets and delivery programmes were produced by each department individually. These were immensely time-consuming tasks that were first formalised and made professional thanks to digitalisation and STOCKMEIER's own product information

management. Because there were no set standards for a long time, the various brochures differed considerably and kept the company from presenting a consistent image of itself. Oddities such as a rubber duck on a plasticiser brochure with information about harmless plasticiser alternatives were not uncommon. Laura Voges, Head of Marketing & Communications, can only smile at such print results – partly because she was not exactly innocent when it comes to the rubber duck in question: "That was a project I realised during my training to become a wholesaler and export merchant. Today, of course, our advertising materials look somewhat different."



**STOCKMEIER informs customers about harmless plasticiser alternatives with a rubber duck on the cover of this brochure from 2010**

## The green light for Marketing

Alongside her training, Laura Voges completed a bachelor's degree in economics and subsequently a master's in corporate communications. After her degree, in a meeting about planning for the future, she was offered the chance to establish a central Marketing team. "It was exactly what I had envisaged at the beginning of my studies." Under Laura Voges's leadership, the employee magazine 'elements' has been reissued, company social media channels have been well looked after and informative brochures have been produced. Even the company's trade fair appearances and website have become more professional over the years, as a glance at STOCKMEIER's marketing history shows.

With a VW Beetle from its own fleet, Stockmeier & Möller advertises the "most modern and cost-effective removal of scale and solder with first-class rust protection" in the 1950s



## Logo from a breakfast break



**A flask and an ear of corn – the inspiration behind the distinctive STOCKMEIER logo. On the front page of this STOCKMEIER Food flavour brochure from the early 2000s, you can see the logo in a slightly different form with its two components. Originally a fine outline, the logo was continually stylised and eventually set against an orange background**

Jokingly dubbed Bunny, the STOCKMEIER logo is actually a conical flask and an ear of corn; they symbolise chemistry and the food industry. Over time, the logo has been continually simplified and the ear of corn has become a leaf. Rather than a professional design or advertising agency, the logo was actually designed by an employee during their breakfast break, as Peter Stockmeier recalls: "We talked about our lack of logo. Following that conversation, a former flavourist doodled a bit and, just like that, we had our trademark."

## STOCKMEIER on the World Wide Web

A revolutionary event in external communications took place in the year 2000, with the launch of the company website. For the first few years, the website remained almost completely untouched – until a complete redesign in 2009, when the website was adapted to fit the new corporate design and was updated both technically and textually. This was followed by the next big relaunch nine years later, which raised the STOCKMEIER website to a new level. From then on, user-friendliness has been the main focus, and the overall browsing experience has been improved with graphics and informative videos.



**Visible difference: The STOCKMEIER Group website from 2004 (below) compared to 2020 (above)**





## Trade fairs worldwide

Field staff in the 1950s informed trade fair visitors in North Rhine-Westphalia and the surrounding area about the STOCKMEIER portfolio. At their small stands, they handed out product flyers and delivery programmes produced using a type-writer. Nowadays, STOCKMEIER attends trade fairs all over the world and often uses a stand space of up to 100 square metres. The most important exhibitions include the European Coatings Show, IFAT, parts2clean, FILTECH Cologne and Food Ingredients Europe. Since the expansion of the specialty chemicals division in 2018, in-cosmetics global has become another firm fixture in the company's trade fair calendar.

A small stand, selected exhibits and expert employees – that is how Stockmeier & Möller began in the trade fair business in the 1950s. Today, the STOCKMEIER Chemie exhibition space is significantly larger, as you can see with the stand at parts2clean in Stuttgart, the leading international trade fair for industrial parts and surface cleaning

## Employee communications through the years

Back in the 1950s, the importance of involving and appreciating the employees was already clear to those in charge at Stockmeier & Möller. With that in mind, the first employee magazine 'Stockmeier & Möller ECHO' was published. A lot has gone on since then. After the brief existence of 'Chemical Re(d)action', 'elements' first appeared in 2016. A few design and editorial adaptations later, the STOCKMEIER employee magazine found its current form: an informative and entertaining magazine, by employees for employees.



The 2003 edition of 'Chemical Re(d)action', lovingly designed using WordArt. Nowadays, the twelve-page employee magazine 'elements' is published twice a year in German and English, for colleagues across the entire Group



## The Right Rhythm

Laura Voges has been in charge of the STOCKMEIER Group's central Marketing team since 2015. In the role, she can also make use of her experiences as a professional ballroom dancer.



### Name:

Laura Voges

### Job role:

Head of Marketing & Communications

### At STOCKMEIER:

Since August 2009

### My personal highlight of this anniversary year...

...is this Chronicle. In 2014, I said to my mum: "If I am still at the company by then, I might be able to contribute in some way to the anniversary communications. And today, I am in charge of them – it's just great!"

### You were 26 years old when you were given the opportunity to establish the central Marketing team. Did you face any challenges at the beginning?

I primarily had to facilitate the department's acceptance, and prove that it adds value. After all, STOCKMEIER had more than survived for 95 years without a central Marketing team. First on my list was standardising the company's public appearance – changing print brochures, trade fair appearances and presentations to fit one consistent image. Colleagues quickly came to appreciate having someone whom they could ask about any marketing issue.

### What are the central Marketing team's future tasks?

Our most important goal is to further establish the

STOCKMEIER brand across Europe. In the chemical trade in particular, a company like ours relies on big manufacturers knowing us and choosing us as their distribution partner for branded products, which is why we are purposefully working on marketing our size and expertise effectively.

### Your personal passion is dancing. Do any aspects of it carry over to your job?

Yes! A lot actually, such as perseverance and discipline. In the Marketing department, I started with a blank slate, and there were days when I would've liked to work in a division with set structures and someone telling me what I should do. But I stuck at it. Through ballroom dancing, I have also learned how to handle defeat and continue in spite of it. Not everything goes to plan at work either – you can't win every time.





# Innovation

## 03

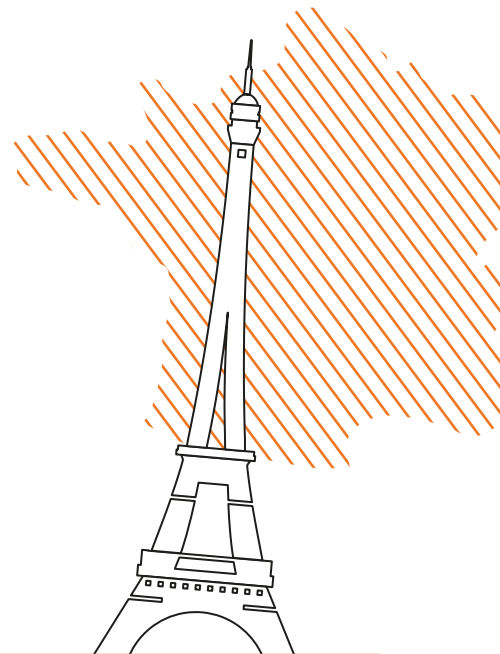
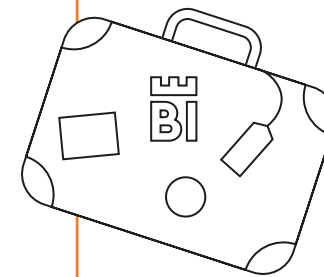
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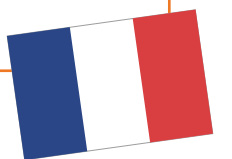
### But it doesn't exist!

The city of Bielefeld is located in the heart of East Westphalia and is home to around 340,000 inhabitants as well as the headquarters of the STOCKMEIER Group. However, an absurd conspiracy theory about the city, set in motion by students from Kiel for fun, stuck for 25 years: 'But Bielefeld doesn't even exist!' The theory was finally refuted in 2019 thanks to a remarkable campaign by the city. Its inhabitants were in agreement: 'Bielefeld is much too beautiful to not be real!'



### Mon Amour – a city for falling in love

Although Paris is deemed the 'official' city of love, you can also fall in love in Rennes, capital of Brittany and home to Quaron. Romantic lanes and squares adorned with enchanting timbered houses invite you to while the time away – who needs an Eiffel Tower?



# Out in the Big Wide World

**The STOCKMEIER Group's expansion throughout the 2000s has boosted its international presence. It has also shown that there are various ways to open the door to a foreign market. Because just like on the national level, international growth stems from acquisitions and setting up businesses.**

The Bielefeld-based company took an important step in increasing its presence on the chemical trade's world stage in 2019 with its acquisition of French firm Quaron S.A.S., headquartered near Rennes. The groundwork for this move was laid as early as 2011. Within the framework of a joint venture together with OQEMA, STOCKMEIER acquired 50 percent of the chemicals dealer. "It was our chance to climb to

third place as a chemicals distributor in France," remembers Peter Stockmeier. The project progressed successfully, but because the two partners were pursuing different long-term goals, the cooperation came to an end in 2019. STOCKMEIER bought the remaining shares and since then has held 100 percent ownership of one of the leading French suppliers of high-quality chemicals. "Our image has developed positively as a result of

With

# 50

**locations, STOCKMEIER is now represented all over the world**



our association with the Bielefeld corporation. We are no longer perceived as just a national chemicals business, but rather a pan-European chemicals distributor," says a pleased Patrick Nguyen-Duhamel, Managing Director at Quaron. "In addition, the support from our new shareholders has enabled us to make diverse acquisitions and establish new locations."

### Y Viva España

In any case, 2019 was a successful year for STOCKMEIER. Alongside the acquisition of Quaron, the company secured a second acquisition of almost equal significance for its international growth: the family business from Bielefeld acquired the industrial chemicals distribution division of the Spanish INDUKERN Group. Peter Stockmeier especially advocated for the acquisition, although this was a major challenge. It has been the first carve-out operation in the history of STOCKMEIER and they had no experience with this before. But the founder's grandson saw long-term development potential in their Spanish consortium →

**"Quaron is no longer perceived as just a national chemicals business, but rather a pan-European chemicals distributor."**

**Patrick Nguyen-Duhamel, Quaron, France**



70

employees are part  
of the team at STOCKMEIER  
Química in Spain



A strong team: The motivation and solidarity of the colleagues at STOCKMEIER Química matches, if not exceeds, that of their favourite football club FC Barcelona

and the acquisition was jointly approved. However, this project entailed significantly more effort than the integration of Quaron because it did not involve a complete company. In order to be able to establish this newly acquired division in the Spanish market, STOCKMEIER Química was founded in Barcelona. This involved establishing necessary structures such as accounting and SAP to guarantee standardised processes in line with the Group and ensure transparency.

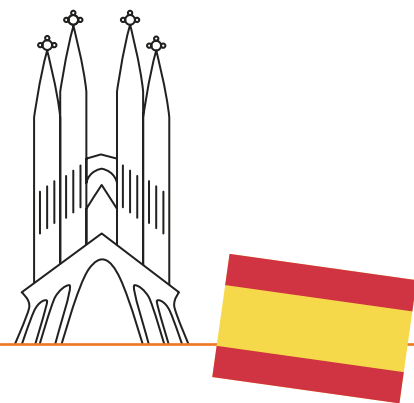
### Joined forces

"It was a big challenge – both for us and our colleagues in Bielefeld – to extract a functioning business out of an existing company and to keep it going throughout the decoupling and integration processes," remembers César Villalba,

Managing Director of STOCKMEIER Química. But the plan succeeded. One reason for this was Josephine Hartung's relocation from Germany to Spain, to act not only as Head of Customer Service & Supply Chain on site, but also as a type of intermediary between Bielefeld and Barcelona to ease the integration process. "It is really great that she is here. She brings the STOCKMEIER expertise and spirit with her, and the mutual understanding is growing with every day that goes by," explains a pleased César Villalba.

René Wieseotte took on the same intermediary role as Josephine Hartung, but around 1,000 km away in Reinach near Basel. He has been supervising the integration of KEMTAN AG, which has belonged to the STOCKMEIER Group since

the start of 2020. The Swiss company is a trading firm for specialty chemicals with extensive experience. Its portfolio primarily comprises pigments, waxes, stearates and fatty acid esters, but this has been supplemented by a range of products thanks to the STOCKMEIER takeover. These products include dispersion binding agents, silicone specialties and some surfactants. With the acquisition of the Swiss trading firm, the Bielefeld company is successfully continuing on its international growth trajectory. "The profile of KEMTAN AG is a perfect fit for us," expresses Peter Stockmeier. His Swiss colleague, Oliver Timeus from KEMTAN AG, is equally enthusiastic about the



### A kingdom for pedestrians

It is no wonder that Barcelona, home to STOCKMEIER Química, is the most visited city in Spain. There you will find delicious tapas, impressive buildings and so many pedestrianised areas that you could pave around 260 football pitches with them!

### The STOCKMEIER Group is in good hands

Leading the business and every one of the Group's subsidiaries from Bielefeld alone is simply impossible. Instead, a total of 25 Managing Directors hold the reigns of the different companies:

**(first row, from left:)** Dirk Seidel (STOCKMEIER Chemie, Germany), Peter Stockmeier (STOCKMEIER Holding, Germany), Mike Dannenberg (STOCKMEIER Chemie, Germany), Uwe Tilk (STOCKMEIER Food, Germany), Jan-Uwe Wilms (STOCKMEIER Food, Hungary),

**(second row, from left:)** Patrick Nguyen-Duhamel (Quaron, France), Bruno Lafabrègue (Quaron, France), Dr. Boris Hinz (STOCKMEIER Chemie Eilenburg, Germany), Pierre Rouchy (STOCKMEIER Chemicals Belux, Belgium), Dr. Uwe Damrau (STOCKMEIER Holding, Germany), Christian Martinkat (STOCKMEIER Urethanes, USA), Jean-Marie Rohmer (STOCKMEIER Urethanes, France), Heinrich Eickmann (STOCKMEIER Holding, Germany), Sascha Filthaut (STOCKMEIER Fluids, Germany), Andreas Frank (STAUB & CO. – SILBERMANN, Germany), Marco Hermann (KAPP-CHEMIE, Germany),

**(third row, from left:)** Matthias Mirbach (STOCKMEIER Holding, Germany), Jörg Ruffing (STOCKMEIER Chemie Dillenburg, Germany), Ilya Pavlov (STOCKMEIER Food, Russia), Gergely Virag (STOCKMEIER Food, Hungary), César Villalba (STOCKMEIER Química, Spain), Christian Schuster (HDS Chemie, Austria), Martin Schiwon (STOCKMEIER Holding, Germany), Dr. Jürgen Cremer (BASSERMANN minerals, Germany), Radoslaw Urbanski (STOCKMEIER Chemia, Poland)



new synergies: "Collaborating with the diverse STOCKMEIER entities opens up completely new opportunities to us: we have already been able to secure several new supply partners for Switzerland and Liechtenstein."

### Globally successful

In addition to new subsidiaries, self-founded companies have also been responsible for the international success of the Bielefeld-based family business. STOCKMEIER Urethanes has been active

in France since as early as 1996 thanks to the acquisition of SNAD SA, followed by the founding of its own outlet in Clarksburg, West Virginia, in 2003. This enabled the company to serve the strong sales-based American market in a much more convenient and sustainable way thanks to a shortened value chain. The advance into the UK market was achieved through STOCKMEIER Urethanes' acquisition of Greenfield Polymers, based in Sowerby Bridge. STOCKMEIER Food, meanwhile, orientated itself in a different direction geographically: with the founding of an

outlet in Russia in 2011, as well as the takeover of Hungarian Aroma Bázis Kft. in 2019, the company specialised in the food industry has its focus set more on the Eastern European market. This is also true of HDS Chemie, based in Vienna. The Austrian distribution company became a part of the STOCKMEIER Group in 2017. It represents international manufacturers and supplies customers from a wide range of industries including the plastics and rubber industry, the packaging industry, the paint and coating industry as well as the construction industry. →





### Focus towards the East

What makes HDS Chemie special is its multilingual team. For almost every country in Central Eastern Europe that the company serves, there is a contact who can advise the customers in their native language. STOCKMEIER Chemie is active itself in three of these countries. While the locations in Wiener Neudorf and St. Petersburg deal with cleaning products in particular, STOCKMEIER Chemia in Poland is active in the classic chemical trade and distributes flavours by STOCKMEIER Food. The company profited from a stroke of luck when founding this subsidiary: a number of dissatisfied employees came over from a local chemicals company, and have used their experience to contribute energetically to the successful setting up of STOCKMEIER Chemia. The STOCKMEIER Group has



At the in-house fair 'STOCKMEIER innovation & information days' in January 2020, all members of the Group came together for the first time

even gained further international locations through national acquisitions. With the takeover of the KRUSE Group in 2013, STOCKMEIER Chemicals Belux, most active in the Belgian market, and De Noord Chemicals in the Netherlands were added to the Group. KAPP-CHEMIE distributes its products all over the world through on-site partners. Thanks to a strong network of trading agents, the

products go directly to the respective textile and paper manufacturers; the majority of exports go to Bangladesh.

### Multicultural family gathering

In January 2020, a big 'family gathering' was organised for the first time to strengthen the sense of togetherness between the Group's different members. Colleagues from almost every subsidiary and outlet came to the company headquarters in Bielefeld to finally meet each other in person. The premise for this was provided by the inaugural in-house fair titled 'STOCKMEIER innovation and information days', or SI² for short. For two days, the new logistics hall was transformed into a large information centre with a total of 28 stands, at which the different Group members and departments presented their activities and projects. In short keynote speeches, the new colleagues from France and Spain, as well as KAPP-CHEMIE, STOCKMEIER Eilenburg, and the Group's specialty chemicals and marketing departments, introduced themselves. For some domestic and foreign colleagues, the event

**“SI² brought more than just different locations together; it brought people together.”**

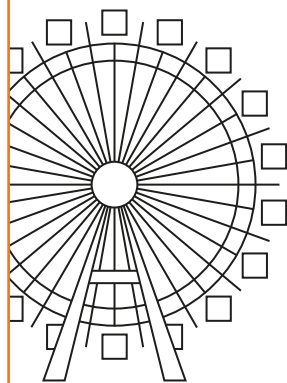
**Andreas Morling, STOCKMEIER Chemie, Germany**



Thumbs up: Colleagues from the Quaron subsidiary showed their funny side and came to SI² wearing berets in typical French fashion

### Ur leiwand!

Vienna, home to HDS Chemie, is characterised by art and culture, joie de vivre and a wealth of evidence testifying to an exciting history. Whether it is a slice of Sachertorte, Schönbrunn Palace or the Prater park, Vienna is simply 'ur leiwand' (or Viennese Schmah for 'fantastic').



even led to new discoveries: for instance, that a popular cream cheese is refined with flavours by STOCKMEIER Food. "I didn't know that at all!" was a frequent expression across these two exciting days. The participants' conclusions were overwhelmingly positive. "SI² brought more than just different locations together; it brought people together. Beyond borders and language barriers, the event showed that STOCKMEIER

is one big family," said an enthusiastic Andreas Morling from the HR department at STOCKMEIER Chemie.

### The journey continues

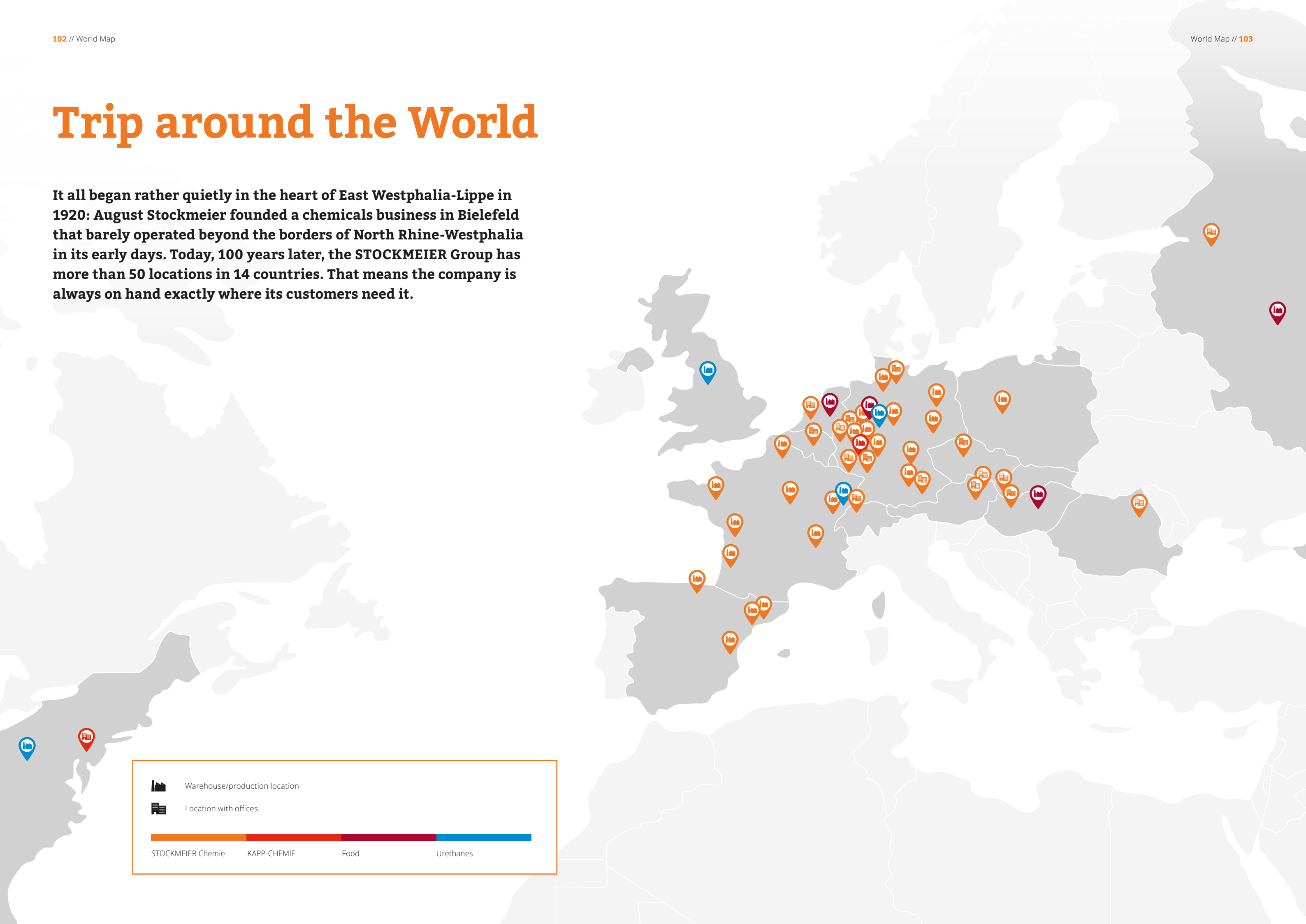
Taking every national and international location into account, the STOCKMEIER Group now has more than 50 outlets to its name and over the last 20 years has grown to become a globally active

corporation. But the potential for development is still far from exhausted. Many countries, such as Italy, are still white spots on the map from a STOCKMEIER perspective. So long as promising opportunities arise, the family business from Bielefeld will certainly look to make its mark there in the coming years, too – while keeping in mind the motto 'always act wisely'.



# Trip around the World

It all began rather quietly in the heart of East Westphalia-Lippe in 1920: August Stockmeier founded a chemicals business in Bielefeld that barely operated beyond the borders of North Rhine-Westphalia in its early days. Today, 100 years later, the STOCKMEIER Group has more than 50 locations in 14 countries. That means the company is always on hand exactly where its customers need it.





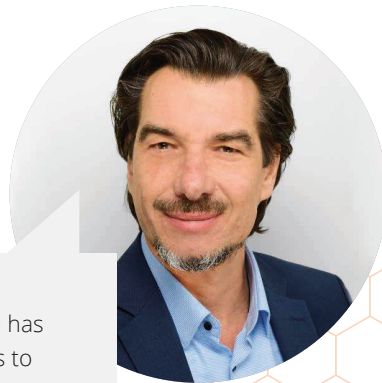
# One Common Language

**The STOCKMEIER Group's recipe for success is strong working relationships that thrive beyond borders. Managing Directors from all over the world provide insight into the daily realities of these collaborations.**

”

HDS-Chemie has significantly broadened its horizons and has taken leaps towards enhancing its professionalism thanks to its relationship with STOCKMEIER. Being part of the Group is synonymous with being part of a cosmos of values. All members of the Group meet on equal footing – something you don't encounter very often and which continues to impress me.

**Christian Schuster**  
Managing Director, HDS-CHEMIE, Austria



”

The connection between us and Bielefeld is superb. We are well on the way to establishing a working culture where everyone has their part to play while continually learning from each other. This is particularly important to me on a personal level – we are better together!

**César Villalba**  
Managing Director, STOCKMEIER Química, Spain



”

We are establishing increasingly close relationships with the Group's various divisions. The channel of communication is always open and straightforward. STOCKMEIER is unique because it combines family business values with an ever-expanding international presence.

**Pierre Rouchy**  
Chief Operating Officer, STOCKMEIER Chemicals Belux, Belgium



”

The fact that STOCKMEIER is one of the few remaining privately run companies in our industry places us and all other Group members in a much better position to serve our customers in an attentive and focused manner as well as make quick decisions. This distinguishes us in a way that is difficult to emulate and is thus extremely valuable.

**Christian Martinkat**  
President and CEO, STOCKMEIER Urethanes USA, Inc., USA



”

We remain in close contact with our colleagues in Bielefeld and visit them regularly. Their staggering expertise ensures that collaborative exchange on key issues such as purchasing, production, sales, regulatory matters and finance is always very fruitful.

**Patrick Nguyen-Duhamel**  
President, Quaron, France





# Research without Limits

**What began as a small laboratory with two employees has since grown to become a responsible division of the Bielefeld family business: the Development department. The colleagues don't just create new products, they also procure important licences without which the company would not be permitted to sell some substances.**

When Dr. Michael Wilz started working at STOCKMEIER in 2004, he took on the development laboratory that had recently been taken over by Karl Löffler – with a focus on cleaning products. You could say he was the man of the first hour in the lab in Bielefeld. The department, still led by him, has since been divided into the Research and Development (R&D), Application Technology and Regulatory Affairs divisions. The range of tasks undertaken by the currently twelve-strong team is very diverse. A lot has happened over the last 16 years – strange experiments, too. Dr. Michael Wilz remembers developing a cleaner for motorhomes well: “I brought my own motorhome to work so that we could try out our mixtures.” One of the mixtures the team applied was so corrosive that it imme-



The Development team fulfils every customer request with flexibility and expertise

diately stripped the varnish. “That shows you how important such tests are,” warns the biologist with a wink. The colleagues in R&D specialise in the research of new

products as well as the further development of existing products – for customers and for STOCKMEIER itself. They also oversee in-house production. If there are raw material shortages, their expertise comes into play: Which substances can be used as an alternative without losing out on the end product's quality?

When the STOCKMEIER Group adds a foreign member, R&D adapts the products for each market. “Because every country has different requirements, our products are not exactly transferable,” explains Dr. Michael Wilz. But it is challenges like these that drive the Research team. The Regulatory Affairs team, which procures chemical licences and certifica-

## Colour trend: Green

Sustainability is a key issue at STOCKMEIER. That is why Dr. Michael Wilz and his team work intensely to ensure they always do it justice. STOCKMEIER Chemie's new ECO-TOP 'Greenwash' range is one of the most recent developments: environmentally friendly cleaners that are just as effective as conventional products, intended for use in car wash facilities. Developing this range further is a core issue for the R&D colleagues at the moment.



## For the clean things in life

“Science is a long-distance run with many hurdles,” says Dr. Michael Wilz knowingly. “A good scientist therefore needs a fighting spirit, a high tolerance for frustration and patience.” Furthermore, researchers must be able to respond flexibly to new demands. For example, because the circumstances called for it, Dr. Michael Wilz developed a new hand sanitising agent during the coronavirus pandemic. Alongside his role at STOCKMEIER, the researcher with a PhD in microbiology advises the European Commission in Brussels on legislation regarding the use of biocide substances.



### Name:

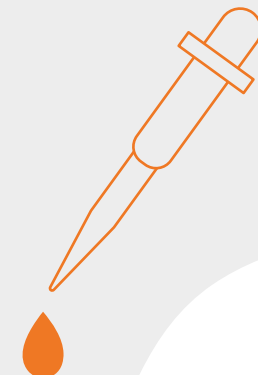
Dr. Michael Wilz

### At STOCKMEIER:

Since June 2004

### Job role:

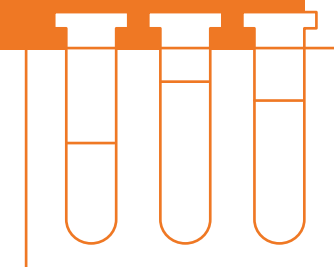
Head of Development



tion every day with its wealth of expertise, is no stranger to complex demands, either. “20 years ago, there were hardly any regulations for the sale of chemical products,” reveals the head of the tripartite Development department. “Now, the dealers also bear responsibility, so we have to secure everything legally. If we didn't do that, we wouldn't be allowed to sell anything.” The colleagues also analyse customers' products against certain requirements upon request, such as the absence of hazardous substances, and issue the appropriate certification. Analysing chemical mixtures is also the bread and butter for those in the Application Technology division. “Every day, we receive samples from all over the world to test whether the concentration is correct,” says Dr. Michael Wilz. This involves chemical mixtures that are used in the industry as surface treatments, such as for coating car bodies. In addition, the colleagues take care of shipping samples to customers so that they can test the products they have commissioned. The general rule: everything must be checked precisely in advance. This ensures that no customer has an experience like Dr. Michael Wilz once did with his motorhome! ←

## The power of good arguments

Did you know? Biocide products are dependent on licences, just like medicines. To gain such a licence for the first time, or to extend it as its standard ten-year expiry date looms, detailed reports have to be submitted to an international inspection body. The colleagues in the Regulatory Affairs team take care of that. Dr. Michael Wilz has been working on an extremely important report for a few years now in the defence of peracetic acid. “Because STOCKMEIER Eilenburg specialises in this product, the report is of particular significance,” says the scientist, aware of the importance of his task.





# From Tried and Tested to Sustainable

**Whether it's by the gram or tonne, in liquid or powder form – the range of chemicals developed and sold by STOCKMEIER is huge. A quick look at the Group's product range reveals not only its diversity, but also much to smile and even marvel at.**

Some products have been part of the portfolio of the Bielefeld family business since 1920, not least because they are demanded as standard by chemical processing companies. On the other hand, the East Westphalian company has established new and especially promising fields time and again throughout its 100-year history, through activities like the development of innovative items. For example, the Stobicast L807 casting compound from the STOCKMEIER Urethanes product range is particularly suitable for the production of batteries to be used in electric cars, thanks to its remarkable thermal conductivity. The 'Stobi' element

of the name can be found in much of the Group's product range: it stands for **STOCKMEIER Bielefeld**.

The Group's role as a supplier representative brings even more variety to its in-house repertoire. In 2004, STOCKMEIER received its first big orders in the specialty chemicals division with its partner Huntsman Tenside, known as Innospec today. While just 100 tonnes were sold in the first year of the cooperation, this has since increased to around 3,000. Indeed, STOCKMEIER stands for real success formulas, which a flick through its product catalogues from then to now shows. ←

## Top 3

- ① Sodium hydroxide
- ② Hydrochloric acid
- ③ Sulphuric acid

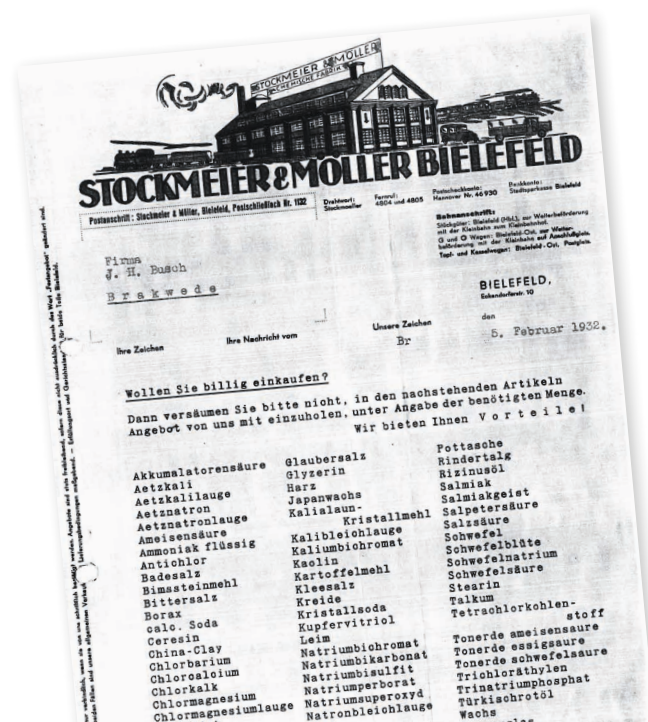
...were the bestselling products in Europe in 2019, quantitatively speaking



### And the winner is...

...disinfection agents! No other product has been in higher demand in 2020. In the course of the coronavirus pandemic, production capacity for hand sanitiser increased 15-fold at one point. An absolutely exceptional situation!

"Are you looking to buy cheap?" – this advertising flyer shows not only that STOCKMEIER offered a wide range of glycerine, hydrochloric acid, sodium hypochlorite, acetic acid and ammonium hydroxide products back in 1932, but also how much the idea of promising marketing texts has changed since then



### Not for sensitive noses

The potato flavour 04021 from the STOCKMEIER Food portfolio is a successful product and ingredient in many tasty foods. But that is hard to believe for anyone who has experienced its production: "The smell is really unpleasant," reveals Distribution Manager Axel Westerfeld. It's a good thing not everything tastes like it smells!



### Highly concentrated herbal delight

Axel Westerfeld's favourite product is the herb liqueur flavour 03014. Günter Meier, STOCKMEIER's current Plant Manager, is responsible for this taste experience; back when the product was introduced, he was Head of Development at a distillery. The flavour has been giving the distillery's liqueur its distinctive taste for over 20 years.



### Explosion with a clean guarantee

When Foam Blitz strikes, it's clean quick as a flash – in the truest sense of the phrase. Simply pour the powdered toilet cleaner from the KAPP-CHEMIE product range into the toilet with a bit of force and it explodes, spreading a cleaning foam right to the edge of the toilet bowl. The product was developed for TV sales. "To help us present it clearly, we built a special toilet demonstration display to provide a good view of the foam," explains Managing Director Marco Hermann. "It is a bit crazy, but there are markets for it – especially in Asian countries."

### Sudden product model

The young woman on the first labels of STOCKMEIER's car cleaner products in the early 2000s was not a professional model but an employee! While her face has since disappeared from the bottles, the colleague still works for the company; even now, she is sometimes recognised as the windscreen cleaner model from back then.



### Doing your Christmassy business

How do toilet paper and Christmas fit together? Pretty amazingly, if you ask KAPP-CHEMIE. Every year for Advent, the company from Miehlen produces a golden ink and gives it a subtle cinnamon fragrance. Stars are later printed on the toilet paper by the customer using the scented ink, so that even your comfort station has a wonderful Christmassy smell. Happy holidays!





# 2000–2020

The **STOCKMEIER Group** established itself as a global player. At the same time, biochemists and astronomers made ground-breaking discoveries.



**2000**

The chemicals company Karl Löffler in Cologne and Eilenburg is acquired

**2007**

The STOCKMEIER Group takes over KAPP-CHEMIE in Miehlen



**2003**

STOCKMEIER Urethanes USA, Inc. is founded in Clarksburg while the new high-bay warehouse is put into operation in Bielefeld

**2009**

A joint venture is closed with STAUB & Co., which has locations in Nuremberg and Munich

**Quaron**

**2011**

50% of the French company Quaron is acquired; Greenfield Polymers Ltd. in the UK (now STOCKMEIER Urethanes UK Ltd.) is taken over by the Group

**2013**

STOCKMEIER acquires the KRUSE Group; in the same year, the company Silbermann is acquired as part of the joint venture with Staub & Co.; the company has since been known as STAUB & CO. – SILBERMANN



**2017**

STOCKMEIER acquires HDS-CHEMIE in Vienna



**2020**

The STOCKMEIER Group celebrates its 100-year anniversary

**STOCKMEIER QUÍMICA**

**2019**

While the remaining half of Quaron SAS in France becomes part of the STOCKMEIER Group, two new family members are also acquired: STOCKMEIER Química and STOCKMEIER Food Hungary

**2001**

The human genome is sequenced in its entirety

**2006**

A vaccine for the causes of cervical cancer is developed

**2012**

Researchers Emmanuelle Charpentier and Jennifer Doudna develop a method of targeted genome editing, enabling future cures for hereditary diseases

**2015**

Gravitational waves are proven for the first time

**2017**

Astronomers manage to capture the first image of a black hole using a global network of radio telescopes, confirming many previously posed theories

**Scientific milestones**



# Future Success Formulas

**You would be hard pushed to find a research approach more difficult than seeing into the future. What challenges await the chemical industry? Can tomorrow's trends be uncovered today? How should STOCKMEIER prepare itself for the next chapter of its company story?**

## Breaking New Ground

**Dr. Wolfgang Große Entrup is the Managing Director of the German Chemical Industry Association (VCI). He knows what the tasks for the future are and reveals how STOCKMEIER can master them.**

**Dr. Große Entrup, you have been working in the chemical industry for more than two decades. What future challenges will a company like STOCKMEIER face?**

Digitalisation is a big driver of change in our industry. It will make research, production and logistics more effective and efficient. At the same time, demands from politicians and society that the industry should act sustainably and reduce its greenhouse gas emissions as quickly as possible are becoming more and more insistent. According to the EU policy initiatives laid out in the Green Deal, CO<sub>2</sub> emissions should be reduced by 55 percent before 2030 and achieving climate neutrality by 2050 is a political priority.

**Has the chemical industry risen to this challenge?**

A study by the VCI has shown that the German chemical sector is technically in a position to achieve climate neutrality by 2050. But what is most important for the future is seeing sustainability as a chance for innovations, because a 'same as before' attitude will not be enough to secure economic success. Customers expect new solutions to be tested and



Together with the VCI, Dr. Wolfgang Große Entrup is dedicated to ensuring the future viability of chemical companies

produced more flexibly. Transparency about what a product contains and where it was manufactured is incredibly important today.

**What advice for the future would you give a company like STOCKMEIER?**

Remain agile, inquisitive and open to innovation. There is no better formula for a sustainable future than combining tradition with modernity and strengthening customers' trust in a reliable partnership.





# Long-Term Thought, Sustainable Action

**“A clean environment doesn’t come at zero cost” – this statement, made by Dr. Jürgen Stockmeier in 1991, characterises the high importance of sustainability for STOCKMEIER. Staying true to this guideline, the company consistently advocates for environmental protection to this day and takes on social responsibility through numerous charitable projects.**



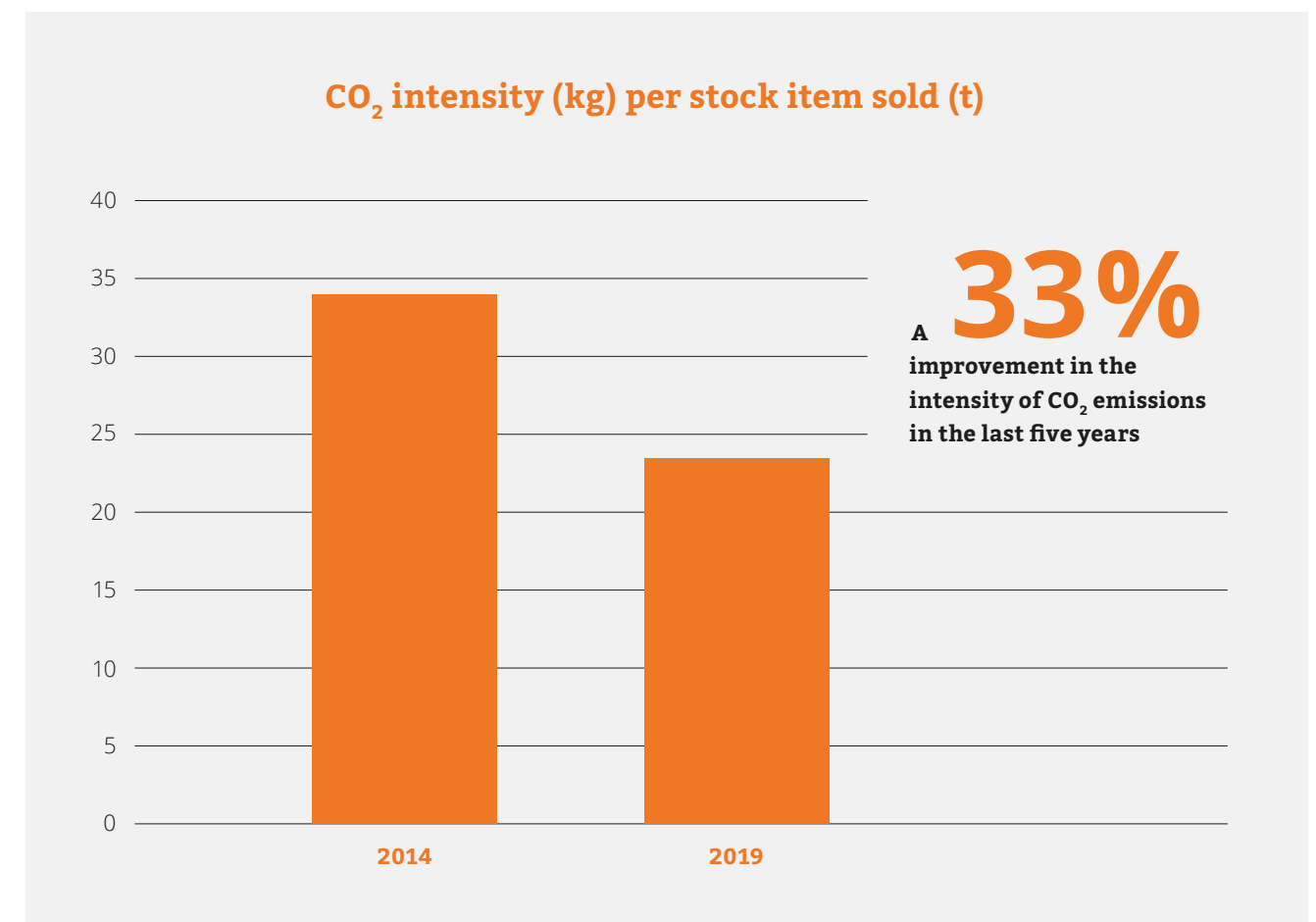
## Transparent and open

During a visit in 1991, Dr. Jürgen Stockmeier explains to Dr. Gertrude Lübke-Wolff (right), the former Director of the Bielefeld Wasserschutzamt (the municipal authority in charge of water protection and other environmental protection tasks), and Dr. Uwe Lahl (left), Bielefeld’s former Environment Secretary, how chemical drums are checked for residue to avoid uncontrolled pollution of the rinsing water.

As the largest chemicals company in the region with a wide product range of solvents, acids and bases, the family business feels it bears a particular responsibility towards its environment. STOCKMEIER has therefore been dedicated to promoting relevant sustainability issues for decades, and, in close alliance with lawmakers and partners, is always searching for ways to shape a secure future for the environment and the people in East Westphalia-Lippe.

## Economy and ecology cleverly combined

To ensure that the water-contaminating substances regularly filled at STOCKMEIER don’t make their way into treatment plants or pollute groundwater, comprehensive renovations of the company according to the latest water and environment legislation have been taking place since 1986. Further innovative measures such as extensive fire

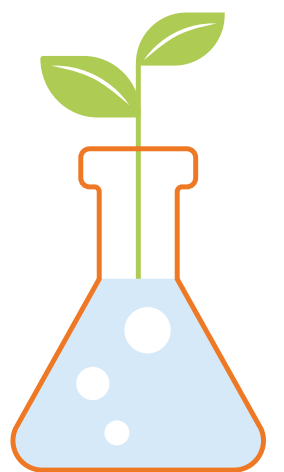


**On the right track: In just five years, the company has already managed to significantly reduce the CO<sub>2</sub> intensity (in kilograms per tonne) of stock goods sold**

water retention, gas sensors and reduction of emissions through tank truck unloading using pumps or gas displacement were also implemented very early on. These and many other measures show how seriously the company takes the protection of the people and the environment around Eckendorfer Strasse.

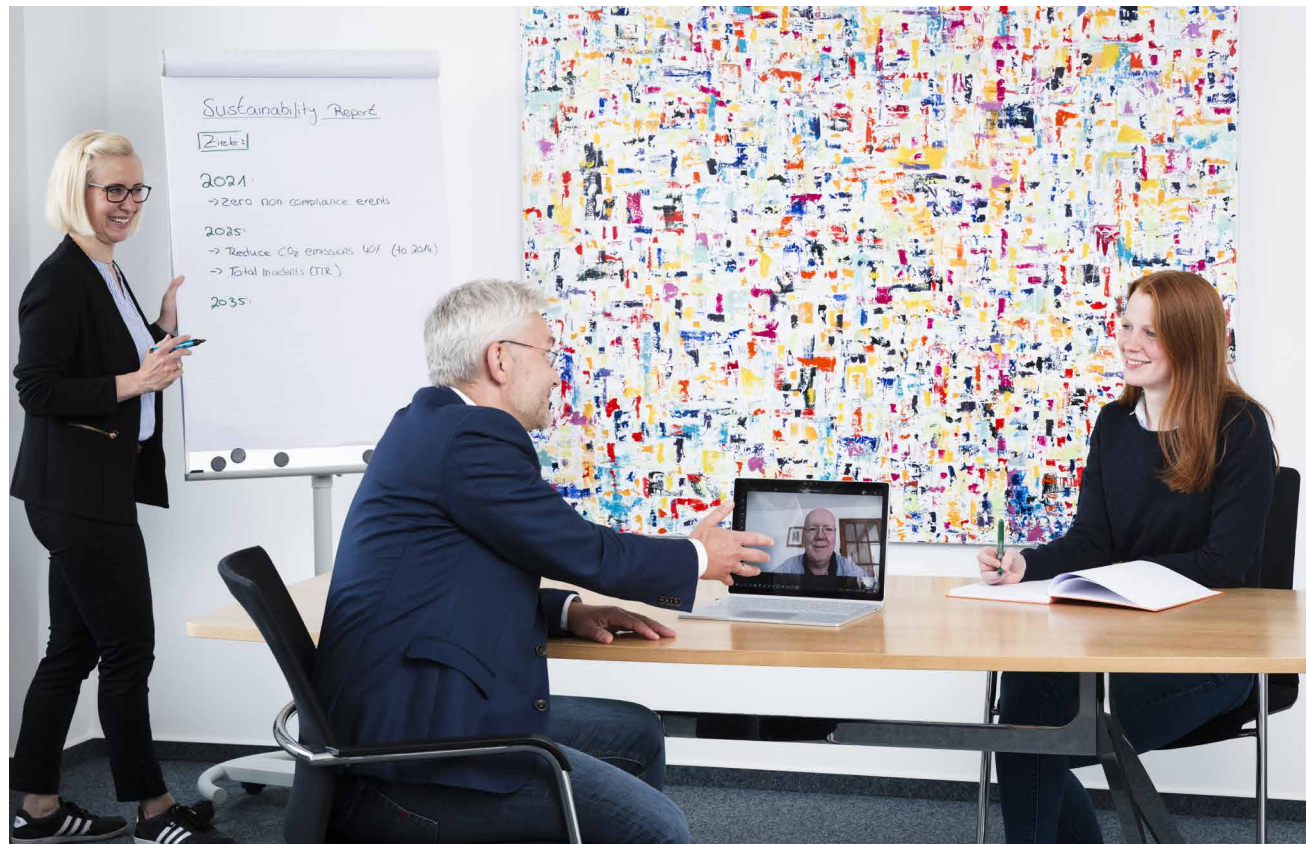
It is dedication that quickly caught attention beyond regional borders. As early as 1993, STOCKMEIER’s innovative efforts were recognised by the Working Group of Independent Companies (Arbeitsgemeinschaft Selbstständiger Unternehmen, ASU) with its environmental prize for environmentally conscious management. But management refused to rest on its laurels. To this day, the company has not slowed down its ef-

forts to achieve effective environmental and climate protection. This is shown by things such as the recent results of the company’s sustainability activities recorded in STOCKMEIER’s first Sustainability Report. Although the company’s sales volumes have grown by 34 percent since 2014, energy consumption in the same period has decreased by three percent thanks to the implementation of various sets of measures, and the corresponding CO<sub>2</sub> emissions have even decreased by nine percent. At the same time, energy efficiency has increased by 28 percent since 2014. These are positive developments that are also reflected in social issues.



**28%**  
A increase in energy efficiency at STOCKMEIER since 2014





The ten-strong Sustainability Team comprises colleagues from various departments who worked together to contribute towards STOCKMEIER's first Sustainability Report – such as Laura Voges, Head of Marketing & Communications, Mike Dannenberg, Managing Director at STOCKMEIER Chemie for GPO and the Bielefeld plant, Geoff Stamper, external advisor present via video call, and Lara Kunau, Occupational Safety (from left to right)

### STOCKMEIER Holding GmbH Management



### Sustainability Advisory Board



### Sustainability Team

STOCKMEIER attaches great importance to efficient sustainability management, and the hierarchy is correspondingly clear

Low illness and employee turnover rates, a high retention rate of over 90 percent of trainees as well as significant investments into the safety and health of employees complete the picture.

### High social engagement

For STOCKMEIER, sustainable action doesn't just mean the connection between ecological progress and economic success, but also a willingness to take on social responsibility in our society. The company has been campaigning in favour of social issues and initiatives for over 50 years. For example, Dr. Jürgen Stockmeier established the society 'Sozialwerk Bielefeld Freiherr vom Stein' (today 'Sozialwerk Bielefelder Freimaurer', a fraternity for Bielefeld's freemason contingent) as early as 1969, which earned its stripes in the following years by con-

structing halls of residence in Bielefeld and providing management services for them free of charge. The halls of residence on Märkischen Strasse still offer students today an affordable living option during their studies. Furthermore, Dr. Jürgen Stockmeier helped establish an educational aid organisation for children with learning difficulties, served as a board member on a voluntary basis for Tüllinger Höhe, a Protestant children's home focused on special education, and funded swimming pools for two social institutions in Bielefeld. He was awarded the Federal Cross of Merit in 1986 for his commitment to voluntary work.

In 2010, Dr. Jürgen Stockmeier completely handed over management of the company to his son Peter Stockmeier. But nothing has changed regarding the family business's commitment to social engagement. In 2007, the social activities were brought together under the

roof of the newly founded Stockmeier Foundation, which seamlessly took on the tradition of the years prior. For example, the foundation helped fund the construction of a new children's hospice (Kinderhospiz Bethel) in Bielefeld in 2010 as well as the children's hospital in Bethel in 2019, each with lasting contributions. Also in 2010, the foundation announced and awarded its first Bielefeld Integration Prize. It recognises organisations, projects or individuals who have made exceptional contributions towards the integration of people with migrant backgrounds. →

### The goals of tomorrow

The STOCKMEIER Holding GmbH management is responsible for sustainability management, which includes the company's environmental and social impact. The Sustainability Steering Committee is in charge of the relevant company strategy, including the environmental, social and governance components.

The company's current position and its long-term objectives can be found in the latest Sustainability Report:



[www.stockmeier.com/responsibility](http://www.stockmeier.com/responsibility)



## Sustainability Report 2019

A journey towards a sustainable future.  
Beyond the bottom line: The move to zero.





Summer 1986: The Federal Cross of Merit is awarded to Dr. Jürgen Stockmeier

### The path to zero

Although STOCKMEIER has already achieved a lot in sustainability alongside its social engagement, the company has formulated quantifiable objectives for the future. For example, by 2050, CO<sub>2</sub> emissions should have been continually reduced in several stages to reach zero. There are also other areas where zero is the goal for STOCKMEIER. In the coming years, the number of reportable accidents at work and work-related injuries should be consistently reduced. This also includes preventing any violation of the compliance rules. Here, the zero goal is already a given. These are ambitious objectives, but the company is already making every effort to realise them. It is ultimately about leaving the next generations a world in which they have access to the same resources as we enjoy.

To achieve this, STOCKMEIER management and employees are working in constructive collaboration to develop ideas and measures that will soon be implemented. At the same time, the family business remains in ongoing contact with its stakeholder groups to find the best solution for each challenge – together.

Over the next

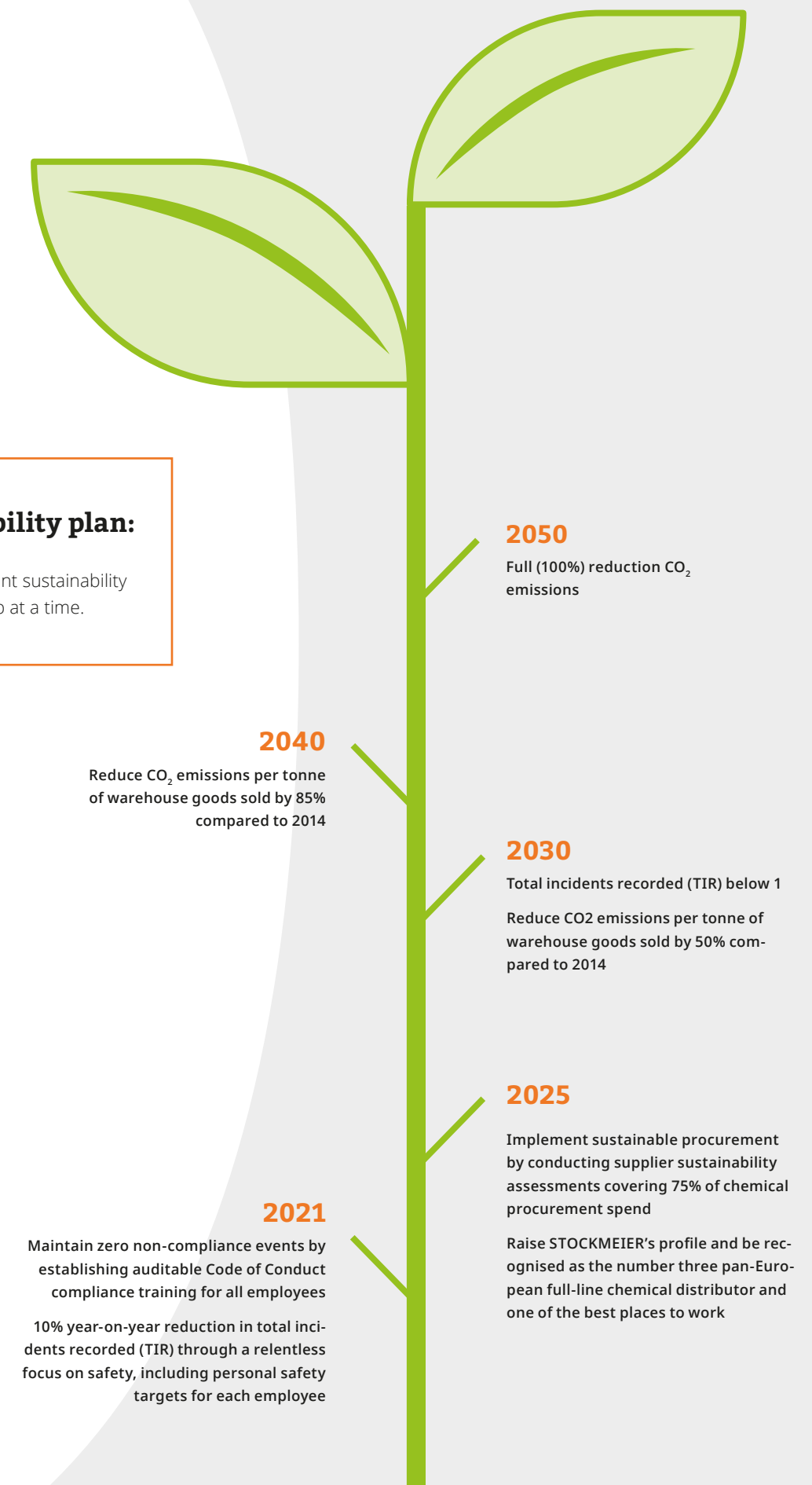
**30** years,

CO<sub>2</sub> emissions should be continually reduced until they reach zero

But there are many other target groups who benefit from the foundation's dedication. Thanks to the SPORTS4KIDS vouchers funded by the Stockmeier Foundation, children can get free memberships at certain sports clubs – an offer that thousands of young people in Bielefeld have already made use of and that has received international attention. The foundation's initiative to cover entry costs at the Kunsthalle Bielefeld art museum for a month was received equally well. Dr. Jürgen Stockmeier, a self-professed art lover, wanted to provide everyone with free access to his personal passion regardless of their social background.

### The sustainability plan:

Achieve every important sustainability goal by 2050, one step at a time.





# The Future Developers

**To be an attractive employer, you must invest in your employees – not least because they ensure a company's future viability. STOCKMEIER is well aware of this and subsequently founded its Personnel Development division at the end of 2017, under the leadership of Rüdiger Striewe. In this interview, he reveals how he and his team see the key needs of all employees.**



## Rüdiger Striewe

Head of Personnel Development

### As an employee, I am especially happy about...

...the introduction of performance reviews. The desire for them came from within our own ranks and I can only agree. An open and constructive dialogue between employee and manager improves communication, creates greater transparency and makes issues visible.

### What distinguishes the Personnel Development division from the Human Resources department?

Personnel Development targets the personal and professional development opportunities available to each employee. Together with the employee themselves and their supervisor, we look at possibilities for change, encourage their strengths and help them to work on their potential for development.

### What were the first measures you implemented in Personnel Development?

We initially reformulated our values and management guidelines in collaboration with the Group's Managing Directors, then we held a World Café with all of the managers at the end of 2017 to discuss and finalise them. This agreement on common behaviour and conduct creates a sense of togetherness that is especially important in a family

business like ours. We were also able to identify needs and wishes for the first concrete personnel development measures. One key wish was to improve communication, as well as a more flexible approach to working hours.

### Which projects have already been realised?

We have established flexitime together with the Works Council and the Human Resources department. We have also introduced standardised annual performance reviews to help improve communication. Such reviews were already taking place here and there, but our aim was to make them a permanent fixture everywhere. The Group's entire management has been trained in leading reviews, since the success of this measure largely depends on the supervisors. As the Personnel Development division, we

can only set the framework and provide support following the reviews.

### What does this support look like in practice?

The development goals established collaboratively during the performance reviews are forwarded to us. We then offer each employee short- and long-term training and coaching opportunities and support internal knowledge sharing, both in professional and personal areas of expertise.

### How important are employees' opinions when planning new measures?

Employees' thoughts and opinions are very important to us. Discussed in settings like one-to-one meetings, they provide us with input for the development

of new measures. That's why, in the long term, we want to set up a communications tool to help us gather feedback on a wider scale.

### How have the requirements for employees and applicants changed in recent years?

Nowadays, a company must invest in the development of its employees and give them the opportunity to see beyond their own nose in addition to their professional experiences. We are happy to facilitate this, because investing in our employees is extremely rewarding and important for us. The company's →

## Together we achieve

Dr. Gunda Stockmeier advises the Personnel Development division and explains how the company will meet the challenges posed by the coronavirus pandemic.

"The coronavirus lockdown suddenly and drastically changed our working world as we know it. Working from home, digitalisation and new communications channels were just a few of the

challenges that had to be tackled during this extraordinary time. The flexibility shown by STOCKMEIER Group employees was equally extraordinary! Now, developing a framework for the working world of the future requires particular attention. Responding to these changes has to be our task – be that creating new technical possibilities or expanding the services offered by our Personnel Development division. Our STOCKMEIER values must continue to be brought to life: respectful interaction with one another, the courage to make changes,

mutual trust, passion for one's own contribution as well as sustainable actions are the key to success. Taking responsibility and demonstrating authenticity in leadership are more important than ever. Our goal is to prepare our managers and employees for these changes and support them with suitable development measures."





requirements have also changed. Professional qualifications alone have not been sufficient for a while now. So-called soft skills, such as social and communicative capabilities, play a particularly big role in the search for a suitable employee.

**STOCKMEIER is globally active. How do you strengthen the sense of community worldwide?**

We want to improve communication between all of the Group's locations, both in Germany and abroad. We are therefore planning to hold another World Café

with our international colleagues in the medium term; such discussion about values and needs offers a great platform for reciprocal exchange. Our in-house fair in January 2020 was the first step in strengthening the promotion of communication between the Group's members.

**The average period of employment at STOCKMEIER is considerably long. What will this depend on in the future?**

The loyalty of our employees is a great compliment. Interaction between experienced and new colleagues is import-

ant because young employees are the future of our company. They bring new ways of thinking with them and prepare STOCKMEIER for further development. Combining all of that with the expertise and experience of our older employees makes for a successful concept. It is exactly this sharing of knowledge that we want to encourage even more in future. ←



**Josephine Hartung**

Head of Customer Service & Supply Chain Assistance, STOCKMEIER Química

**Why I feel connected to STOCKMEIER:**

I have been at the company since 2012. In that time, I have experienced the strong growth years, held various positions, pursued exciting projects and been able to work with many colleagues across the entire Group. Thanks to a few professional placements abroad during and following my dual course of study, I discovered my passion for international business. STOCKMEIER offers me the opportunity for strong continued development both professionally and personally. Since the end of 2019, I have been in Barcelona supporting the integration of STOCKMEIER Química into the Group. Following STOCKMEIER's journey to becoming the third largest chemicals distributor in Europe is exciting for me, as is being able to make my own contribution to this journey.

**René Wieseotte**

Sales & Product Manager – Specialty Chemicals, STOCKMEIER Chemie Bielefeld & KEMTAN AG



**What I have learned at STOCKMEIER:**

In 2012, the company facilitated my training to become a wholesaler and export merchant, including a placement abroad at the British subsidiary STOCKMEIER Urethanes UK Ltd. It was an experience that significantly shaped me both personally and professionally. Following this, the company supported me in my studies, which I completed parallel to my role as Sales & Product Manager. Since the beginning of 2020, I have also been supervising the integration of KEMTAN AG in Basel into the STOCKMEIER Group. Thanks to the insights I have gained into various divisions and the responsibility associated with them, I am able to expand my knowledge in a range of fields. I learn more and more every day and can therefore help to shape the future of STOCKMEIER even more effectively.

**Georg Matthias Kleinschmidt**

Key Account & Export Manager, STOCKMEIER Fluids

**Why I work at STOCKMEIER:**

I came to know the company at a trade fair and spent a long time talking to Mr Striwe there. I have been at STOCKMEIER since the beginning of 2018 now. I was soon allowed to take on both operative and strategic responsibility in the Export division. Since the beginning of 2019, I have been responsible for the Key Account and Export division. Being able to bring forward my own ideas and realise them at the company makes me really happy. Together with STOCKMEIER, I would like to develop myself further in future and take on cross-divisional projects or tasks – even internationally!





# The Innovation Incubator



**The world of chemicals is changing. The trading market as founder August Stockmeier knew it no longer exists: many things are faster, more global and, in particular, more digital than before. In order to keep our finger on the pulse, STOCKMEIER has formed its Business Innovation & Digitization (BID) team.**

“The field of chemical distribution has a huge potential for innovation,” says Julius Weddigen von Knapp, Head of Business Innovation & Digitization, sitting on the blue sofa in the ‘freiraum’. The project room, located on the fourth floor of the administrative building Am Stadtholz, can be booked by any colleague and facilitates project work with its mobile pinboards, a whiteboard, beanbags and a standing desk. Because the so-called freiraum is directly opposite the BID office, the team makes use of it very frequently. The numerous Post-it Notes on the walls are proof of that! “Our goal is not to jump on the bandwagon with every digitalisation trend. We demonstrate an understanding of digitalisation that suits STOCKMEIER. No one achieves digital transformation in short sprints – it is more an endurance run with many hurdles. That’s why our goal is rather to provide our customers, suppliers and employees with better infrastructure, processes and channels.”



**Driving digitalisation at STOCKMEIER forward: Christian Paul, Business Innovator & Project Management, Morgane Woeffler, Business Innovator & Project Management, Rouwen Goese, IT Systems Application Management, and Lennert Deppermann, Student Trainee (clockwise)**

## Open innovation

To achieve this, the BID team is committed to one thing in particular: “No one waits for us. Those who want to develop internally have to be open to external

input – regardless of whether that input comes from colleagues in other departments, customers or suppliers. We receive input on packaging tracking, innovative logistics solutions and new com-

munications channels from other companies in the region or from startups. We can work well with them and we also gladly give them something in return,” explains the leader of the BID team.



### Name:

Julius Weddigen von Knapp

### At STOCKMEIER:

Since May 2017

### Job role:

Head of Business Innovation & Digitization



New methods pay off, too: with a two-day design sprint in 2018, the company set off on its path to the new customer portal MYSTOCKMEIER. The name, design and functions all came from keen participants. After comprehensive prototype tests and a customer survey, the BID team eventually had all of the information it needed to commission the portal’s development. Since its launch, customers have been able to log in to the platform, view their recent orders and all relevant delivery information, and get in touch with support or internal sales.

Soon, even more documents will be available to request with just a few clicks or orders able

to be placed. “Customer surveys are very important. Aside from the service portal, we would like to find out whether our customers desire a simplified order process via the portal or even via instant messaging,” reports the employee from Wuppertal.

## Breaking new ground

Having started as a project manager in the Commercial division, Julius Weddigen von Knapp quickly discovered that there was potential for optimisation within the company. On the intranet, he searched for like-minded people and they discussed digital possibilities

for STOCKMEIER in their free time – the birth of the alchemists, so to speak. His dedication caught the attention of the management, and in March 2018 he was given the chance to found a department with the BID team, which would push forward with digitising the family business. “I learn something new with every project – the constant flow of knowledge hugely motivates me. This work at the interface between Sales, Marketing and IT is a lot of fun.” The team also oversees digital platforms like chembid, PINPOOLS and CheMondis, and works with SAP and the IT department on digital infrastructure. In addition, so-called Schnellboote (speedboats) are launched regularly. “We pick out promising approaches and put them into practise for a three-month test phase. This enables prompt success monitoring and reduces risks.” If you want to act in a future-oriented way, you cannot be scared of a failed idea or speedboat now and again, explains Julius Weddigen von Knapp: “Breaking new ground requires courage, a central company value. If I communicate errors openly, I ensure that they do not happen again. Only with an open error culture can we push forward!”



## What is a design sprint?

On your marks, set, innovate! A so-called design sprint is a method introduced by Google for substantiating ideas. Divided into five sprint phases, ideas are developed in an efficient and structured way and are tested simultaneously. In order to obtain the most viable result at the end of the process, opinions from the team as well as external target groups (customers, for example) are taken into account.





# The Story Goes On...

**A lot has happened since the company was founded in 1920, and there is no end in sight for the success story made in Bielefeld. Not least because STOCKMEIER already has its focus firmly set on its most important goals for the future.**

Started as a regional trading firm, STOCKMEIER is now a leading European manufacturer of cleaning agents, adhesives, paper additives, textile auxiliaries and flavours for the food industry. But the chemical trade is still the core of the globally active Group. In the long term, the company wants to become one of the top three chemicals distributors in Europe – an ambitious goal towards which STOCKMEIER has been drawing ever closer in recent years. “We are the extended arm of the manufacturing companies. We endeavour to offer them an extensive range with large quantities and, at the same time, reduce the complexity of the market to a minimum for them,” explains Peter Stockmeier. The

Managing Partner thus sees great future value in an effective chemicals warehouse business: “It will become difficult for companies that do not continually invest in their infrastructure and do not have highly modernised warehouses. That’s why we have been focusing on effective warehouse management for some years now; this is how we will keep up should trade shift further into the on-line realm in future.”

The Business & Digitization team analyses how STOCKMEIER can use digitalisation for itself and its customers in the coming years. Besides opening up new sales channels, the World Wide Web also enables accelerated communication

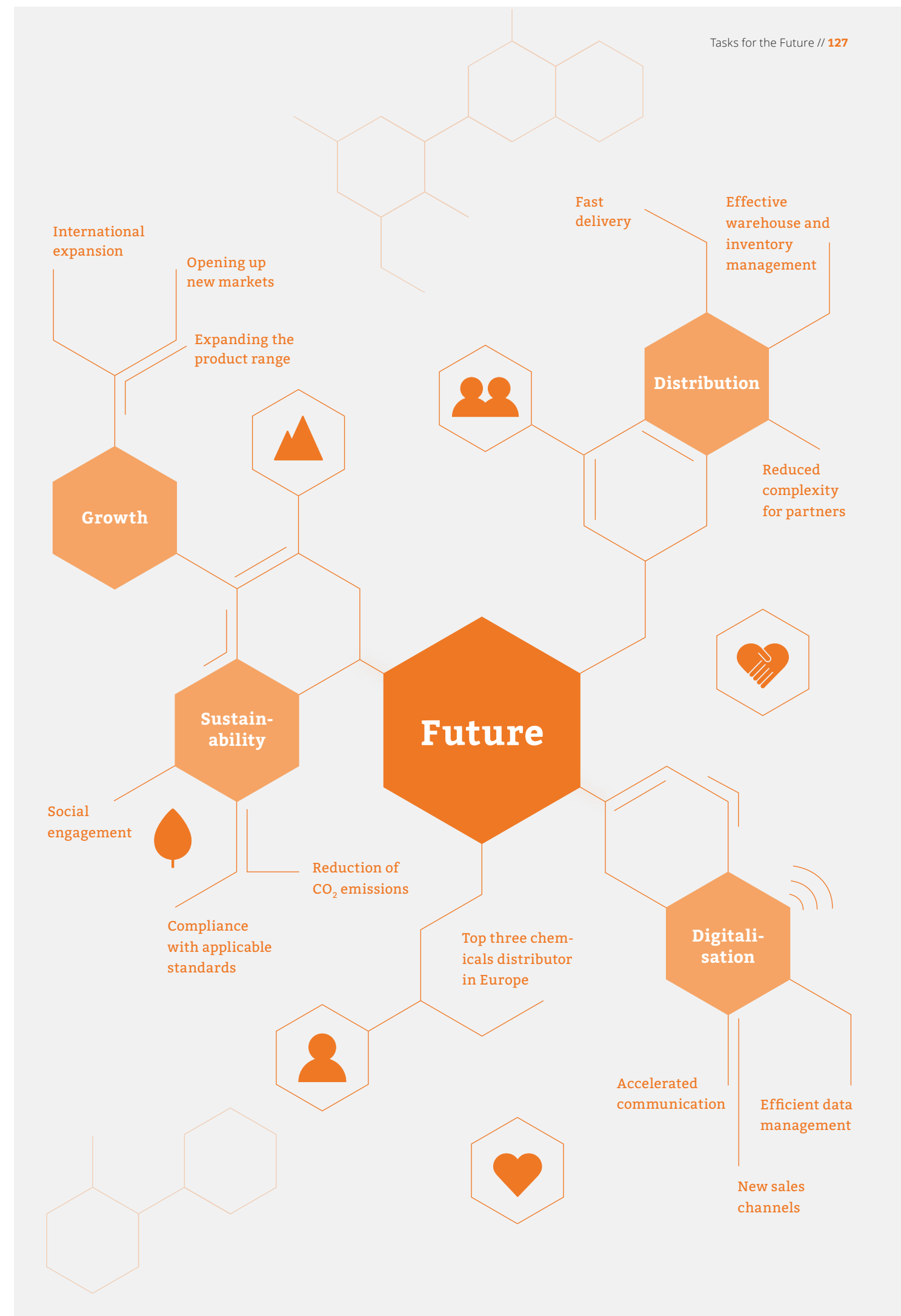
within the Group as well as with customers and suppliers worldwide – a great advantage considering that STOCKMEIER is still focused on expansion after its successful growth years in the past. “We are still seeing the consolidation of the European market and we want to play an active role in this process,” explains Peter Stockmeier.

## Ready for the future

The family business will also follow the issue of sustainability in an equally active way. The publication of the first Sustainability Report this year shows that steps are being made in this direction. The objectives defined in the report must continue to be addressed and our own actions regarding environmental, economic and social responsibility must be consistently and critically scrutinised. “We are active in every conceivable branch of the chemical sector and thus face new challenges every day. This also influences our issues of the future, such as sustainability, digitalisation and growth. There is always something for us to do in the areas in which we are active, and we look forward to the tasks that are still to come,” says Peter Stockmeier.

**“We look forward to the tasks that are still to come.”**

**Peter Stockmeier, Managing Partner**







## Thank you for 100 years of great chemistry!

We would like to thank all of those who supported us in creating this Chronicle. With their pictures, old documents and memories, they have helped us enable every reader to relive the last 100 years of the company's history.

We would like to give special thanks to Dr. Jürgen Stockmeier, who always made himself available for extensive discussions and gave us access to his personal photo albums.

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