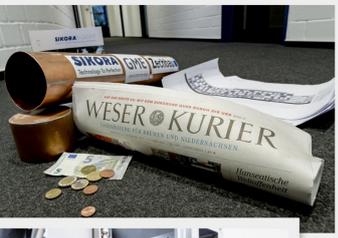
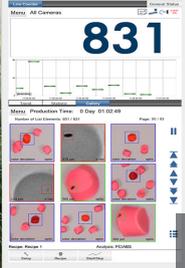
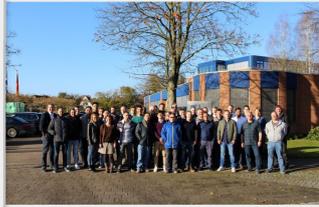




# SIKORA EXTRA

Your magazine for Wire & Cable | Optical Fiber



Special topic:  
45 years SIKORA  
A success story

04

Knowledge  
Who Moved My Cheese?

10



Dear readers,

In 1973, the foundation was laid for SIKORA's unique development with the introduction of a contactless eccentricity measuring device for wires and cables. 45 years on, the one-man operation has become a global company with over 250 employees worldwide that reliably provides you with advanced solutions for quality assurance and optimization of your production processes.

This EXTRA edition focuses on the company's 45th anniversary. On page 4, you will receive an overview of the beginnings of the company and diversification into the different lines of business. Furthermore, on page 6 we will inform you about the importance of the wire and cable market, product innovations as well as the future orientation of the company.

Our devices are also celebrating a couple of anniversaries, thanks to their long lifetimes. In order to ensure that the devices provide precise measuring results even after years in operation, SIKORA offers only original spare parts. Find out more on page 9. In the past, SIKORA has proven pioneering spirit and has reinvented itself repeatedly. The "Who Moved My Cheese?" model describes the possibility to react to changes in an open-minded way and to manage them proactively. For more details, please refer to page 10.

Finally, we would like to thank you for the trust that you have placed in our company. We wish you and your family health and good luck for the new year and we look forward to a continued successful cooperation in the years to come!

Sincerely,



Dr. Christian Frank  
CEO SIKORA AG

Harry Prunk  
Executive Board SIKORA AG



f.l.: Harry Prunk, Dr. Christian Frank,  
Bernadette Sikora, Harald Sikora

CONTENT	
45 years SIKORA – A success story	04
Interview: Harry Prunk, Executive Board SIKORA AG	06
Service Engineers Meeting: Helping Hands	08
Service: SIKORA original parts – 45 years the original	09
Knowledge: Who Moved My Cheese?	10
Raffle	11

# 45 YEARS SIKORA.

Harald Sikora  
Director SIKORA HOLDING

Bernadette Sikora  
Managing Partner SIKORA HOLDING

# 45 YEARS SIKORA

## The tradition continues

Technologies of the future – this is SIKORA's trademark. The company grew with measuring devices for the industrial production of wires and cables, and has been permanently growing with intelligent technologies for 45 years. As one of the leading companies for measurement and control technology as well as inspection, analysis and sorting devices and as one of the hidden champions in the German mid-tier, we set standards in many industry sectors with advanced solutions for quality assurance, process optimization and cost efficiency.

It all began with a simple idea: the contactless dimension measurement already installed in a production line for cables. In 1973, Harald Sikora had a discussion with a friend from the steel industry, who was working in a steelwork

This was the beginning of SIKORA's story. For 45 years now, this story has been continued – and not without reason. The first device WANDEXE already received great interest on the market and thus, enabled more product developments.

Meanwhile, SIKORA's product portfolio consists of a variety of measuring, control, inspection, analysis and sorting devices that guarantee quality assurance and process optimization in the areas wire and cable, optical fiber, hose and tube, plastics as well metal pipes and sheets.

The one-man company from 1973 has grown into an international group with 14 offices and more than 250 employees in total. Only recently, the new construction of the production building has been finished at the headquarters in Bremen, Germany. The new building offers approximately 7,000 sqm space for innovations and creative processes.

Standstill never existed and never will. "New and further developments in order to meet increasing market demands are a matter of course at SIKORA. Like e.g. the new X-RAY 8000 ADVANCED that measures the diameter, wall thickness and eccentricity of

medium, high and extra-high voltage cables up to ten times faster than the proven X-RAY 8000 NXT", explains Harry Prunk, who has known almost every customer in person for 45 years and is member at the Executive Board of SIKORA AG.



How everything began – the first SIKORA production building in 1990

in Bremen. This friend, a visionary of his time, explained the need of a measuring device that measures contactless and continuously the concentricity of the conductor in sheathing lines.

Inline measuring and control technologies (X-ray, laser technologies)

1973

Foundation of SIKORA  
Entering the wire & cable industry

Since 1991

Foundation of international subsidiaries and regional representatives  
Today: 14 subsidiaries worldwide

2004

Entering the hose & tube market (plastic and rubber applications)



Harald Sikora and Harry Prunk are awarded with SIKORA AG as Entrepreneur of the Year 2009

**ENTREPRENEURS OF THE YEAR 2009 IN BREMEN**

Harald Sikora and Harry Prunk

“It was fantastic to see SIKORA’s potential at international renowned trade fair K in Düsseldorf in 2016”, says Dr. Christian Frank, board colleague of Harry Prunk and since 2015, CEO of SIKORA AG. “With a contactless millimeter wave technology for the hose and tube market, SIKORA aroused great interest among producers of large plastic pipes and sheets. This year, the next logical step was taken by transferring the technologies to the metals market. This branch has its own challenges that we are going to face with innovative solutions. Our established devices and technologies for the wire and cable market as well as the optical fiber industry and their permanent adjustment to the market requirements are also in focus of our development.”

Thus, one can be excited about what the future will hold for the hidden champion from Bremen. Today, SIKORA’s employees are already working on new innovations and further developments that contribute to an efficient and cost reduced production in the era of Industry 4.0.



Construction of the new production building at the headquarters in Bremen

Inspection, sorting, analysis technologies (X-ray, optical, infrared technologies)

Inline measuring and control technologies (millimeter waves, X-ray, laser technologies)

<b>2009/10</b>	<b>2013</b>	<b>2016</b>	<b>2018</b>
▲	▲	▲	▲
Entering the optical fiber (cable) market	Entering the plastics market	Market launch of systems on the basis of millimeter wave technology for the measurement of pipes and sheets	Entering the metal industry 45th anniversary of SIKORA

# FURTHER DEVELOPMENTS AND INNOVATIONS FOR THE ANNIVERSARY

## Interview with Harry Prunk, Executive Board SIKORA AG

Since 1975, Harry Prunk has been working for SIKORA, and therefore, is one of the first company's employees. Today, he is a member of SIKORA's Executive Board and supervises the business fields wire and cable, optical fiber as well as hose and tube and is responsible for sales, marketing, and service. During this interview, he talks about the importance of the wire and cable market, product novelties as well as the company's future direction.



**SIKORA pursues a growth strategy of diversification and, in addition to the wire and cable market, is active in four further business areas. How important is the wire and cable market for the company?**

The wire and cable market is one of our core markets. Since 1973, we have been providing our customers with innovative measuring and control devices to optimize their production lines with regard to costs, quality, and material consumption. According to requirements, we have been sharpening our profile and extending our product portfolio through the years. 45 years ago, we started with optical diameter and eccentricity measuring devices for insulating

and sheathing lines. This was followed by laser measuring systems for diameter measurement of cables as well as measuring systems based on X-ray technology for wall thickness measurement of the insulation of high voltage cables. Customer requirements gave in particular impulses for technological innovations. Therefore, manufacturers of high voltage cables benefit, for example, from our measuring systems for dimension measurement and control of cables in CV lines. Furthermore, with our inspection, analysis, and sorting technologies we offer manufacturers the possibility to inspect online and offline the purity of the material that is used for the cable insulation, as product quality starts with material purity. We see the production process as one whole and invest our knowledge where customers expect solutions. By developing new business areas, such as the plastics market, we create a win-win situation for our customers as they benefit from the variety of our technologies as well as the know-how we gathered from other markets. In addition, we also promote new and further developments of technologies within each of the business divisions.

**What was the reason for the development of the X-RAY 8000 ADVANCED? What are the customer's advantages of this system?**

The story of our X-ray measuring systems started in the 1990s. Back then, the X-RAY 8000 for the non-contact measurement of diameter, ovality, eccentricity, and wall thickness of cables in CV lines celebrated its premiere.

In 2007, we launched the X-RAY 8000 NXT including several new features as the "next generation". Highlights are the 8-point visualization of the wall thickness and the concentricity for three insulation layers, the usage of ceramic respectively NXT windows (Non Toxic) instead of beryllium that separate the scanners of the measuring system from the pressure room of the CV line as well as the multi sensor technology. Today, in the era of Industry 4.0, there are further requirements towards the measuring tech-



# SERVICE ENGINEERS MEETING

Training, exchange of experience and team building for a good purpose

From August 13 to 17, 2018, the "Service Engineers Meeting" the yearly meeting of the SIKORA service engineers took place at the headquarters in Bremen. At the top of the agenda were device training, exchange of experience as well as presentations of new technologies, like the developed X-RAY 8000 ADVANCED.

change between service employees is of utmost priority", Küker explains further. "This is one of the reasons why these regular meetings are so important. They increase the sense of community and many colleagues also stay in touch in their spare time."

## Team building with Helping Hands

Traditionally, a team building event belongs to the Service Engineers Meetings. This year, the

Service management has had a special idea. The initiative "Helping Hands – Team Building Benefit" addresses companies that would like to do good during their team building event. In small groups of four people, the SIKORA service employees built real prosthetic hands from prefabricated individual parts as donation for amputated landmine victims (and other victims) in developing countries.



Team building at Service Engineers Meeting

This year, the employees received again detailed information and training directly at the devices in order to become even more efficient in their work at the offices and on-site at the customer's location. "A reliable customer service is one of the cornerstones of SIKORA's strategy. Thus, our employees regularly receive training and are provided with up-to-date information", says Stefan Küker, Head of Service.

In addition to technical competence, communication also plays a decisive role in service. "In order to process customer requests in a quick and competent way, an international ex-

The event impressively demonstrated that the result is worth more than the sum of the individual parts. Furthermore, the necessary teamwork increased the feeling of being able to create something together. This sentiment and the associated team moral can also be transferred to the tasks in daily working life.

At the end of the event, all participants were deeply impressed and also a bit reverent. However, all SIKORA Service employees agreed that the feeling of having done something good welds together and will certainly have positive effects on their work in the future.

# SIKORA ORIGINAL PARTS

## Your SIKORA device deserves the original

Not only SIKORA is celebrating its anniversary – the devices are also characterized by long lifetimes with high availability. For equipment that consistently provides precise measuring results as on the day of commissioning even after years of operation, only original spare parts should be used. SIKORA offers customers the right spare part for each device – including personal consulting and installation service.

Especially for older devices, SIKORA offers suitable spare parts or replacement solutions, such as refurbishments. Furthermore, spare and maintenance packages are available for selected SIKORA devices. These packages include all typical wear parts, enabling customers to cover the most common events. Thus, longer downtimes can be avoided.

SIKORA meets its high requirements for quality even to the smallest components of the measuring, control, inspection, analysis and sorting systems. From indicator light to X-ray tubes, only high-quality and audited parts are used for the devices. By using original spare parts, the device value is preserved for a longer time.



### Support and spare parts request

At [www.sikora.net/en/services](http://www.sikora.net/en/services), you find SIKORA's online support and spare parts request. Here, you can quickly send your requests regarding services and spare parts to the service department – around the clock. Simply fill in the form at the service page and a service engineer will contact you as soon as possible. Your advantage: by submitting your information, the SIKORA employee is able to familiarize himself with your questions even before the first contact to ensure quick consulting.

Alternatively, highly qualified helpdesk employees are available in Bremen as well as in the service subsidiaries. The colleagues from the helpdesk support your request by phone, email or via the Smart Assistance Manager (SAM), which enables e.g. the exchange of spare parts accompanied by a competent SIKORA service engineer. You can find all further contact details at [www.sikora.net/en/services](http://www.sikora.net/en/services).

# WHO MOVED MY CHEESE?

## Anticipating, accepting and celebrating changes

In 1998, Dr. Spencer Johnson, US-American and successful author for self-help literature, published his world bestseller "Who Moved My Cheese?". The fable is quickly told. Two mice and two dwarfs daily meet in a labyrinth while they are looking for cheese. The mice trust their instinct while searching and always find something suitable. The dwarfs attempt to follow a certain strategy, but often become inconsequent. Finally, they trust their gut feeling and are awarded by different amounts of cheese every day. One day, both parties find a large amount of cheese and remain at this one place. The mice soon recognize that the found cheese stock will not be available for eternity. Thus, they always remain vigilant and ready for starting a

### The moral of the story

Change happens! It does not matter how safe a situation appears, at some point a change arrives that should be anticipated. Even if the positive aspects of this change might not be evident at once, it is more advisable to quickly realize adjustments to new circumstances, not to insist on old structures and therefore, not to miss the boat. Finally, changes should not only be accepted but also celebrated. Especially companies like to rest on the hitherto gained success and often do not recognize that the market demands new innovations whose use leads to higher and long-term success.

### SIKORA and the „Who Moved My Cheese?“ strategy

SIKORA is subject to constant change. Whether company size, international strategies or new innovations – with an investment of approximately 10 % of its yearly revenue being used for research and development, a comfortable standstill is unthinkable. The company history that is characterized by technological innovations and the opening of new markets proves this.

With SIKORA, customers have a partner who is not satisfied with what already exists, but who is continuously looking for new challenges and

their solutions. Therefore, the employees of the technology company ensure daily the availability of suitable innovations for quality assurance for changes on the markets and new requirements.

Source: Dr. Johnson, Spencer: Who Moved My Cheese?, London: Ebury Publishing 1999.

new search. The dwarfs, however, become lazy and satisfied with the cheese they have. One day, the whole cheese has disappeared. The mice, who have anticipated this situation, start a new search and soon leave the place. The dwarfs stay and start discussing the injustice that the cheese has finally disappeared. Only their big hunger leads the dwarfs to restart their search. Thereby, one of the dwarfs understands that his situation, which at first appeared unfair to him, also implies positive effects. Finally, the dwarfs find a new larger stock of cheese of a higher quality.



# RAFFLE

- \_\_\_\_\_ SIKORA is known for ...
- \_\_\_\_\_ SIKORA's specialty: ... measurement
- \_\_\_\_\_ Colored, opaque and ...
- \_\_\_\_\_ SIKORA devices increase the ...  
\_\_\_\_\_ 2000
- \_\_\_\_\_ SIKORA basic display and control device
- \_\_\_\_\_ Wherever you are, we are ...
- \_\_\_\_\_ SIKORA devices promise a fast ...
- \_\_\_\_\_ The SAM is a industry ...
- \_\_\_\_\_ A technology by SIKORA
- \_\_\_\_\_ ... and offline use of the devices
- \_\_\_\_\_ Is expanded at exhibitions
- \_\_\_\_\_ Inspection, ... and sorting
- \_\_\_\_\_ An investment into the future – SIKORA devices are ...

Your contact details will not be passed on to third parties. Each correct answer takes part in the raffle. Employees of SIKORA AG and SIKORA Holding GmbH & Co. KG and their relatives are excluded from participation. Each player can only participate once. We value the first email, all subsequent e-mails will be considered invalid. The legal process is excluded.

GOOD LUCK!

Congratulations to the winners of the Sudoku – SIKORA EXTRA edition 2/2018:

- Kleber Caliani
- Encep Irawan
- Bernadette Müller

## SIKORA WORD PUZZLE

Use all syllables to answer the questions. The initial letters form the solution.

amor - ana - blet - by - ciency - con - effi - in - ing - inno - last - line - lysis - mote - near - net - non - on - parent - re - spec - ta - tact - ti - tion - tion - trans - va - work - zation

Send us your solution via email by February 28, 2019 to: [extra@sikora.net](mailto:extra@sikora.net)

Win one of three **infactory magnetic globes with LED lighting**



## NEXT EVENTS



• CableTech Feb 27-28, 2019 | Bangalore, India



• wire Russia Jun 18-20, 2019 | Moscow, Russia



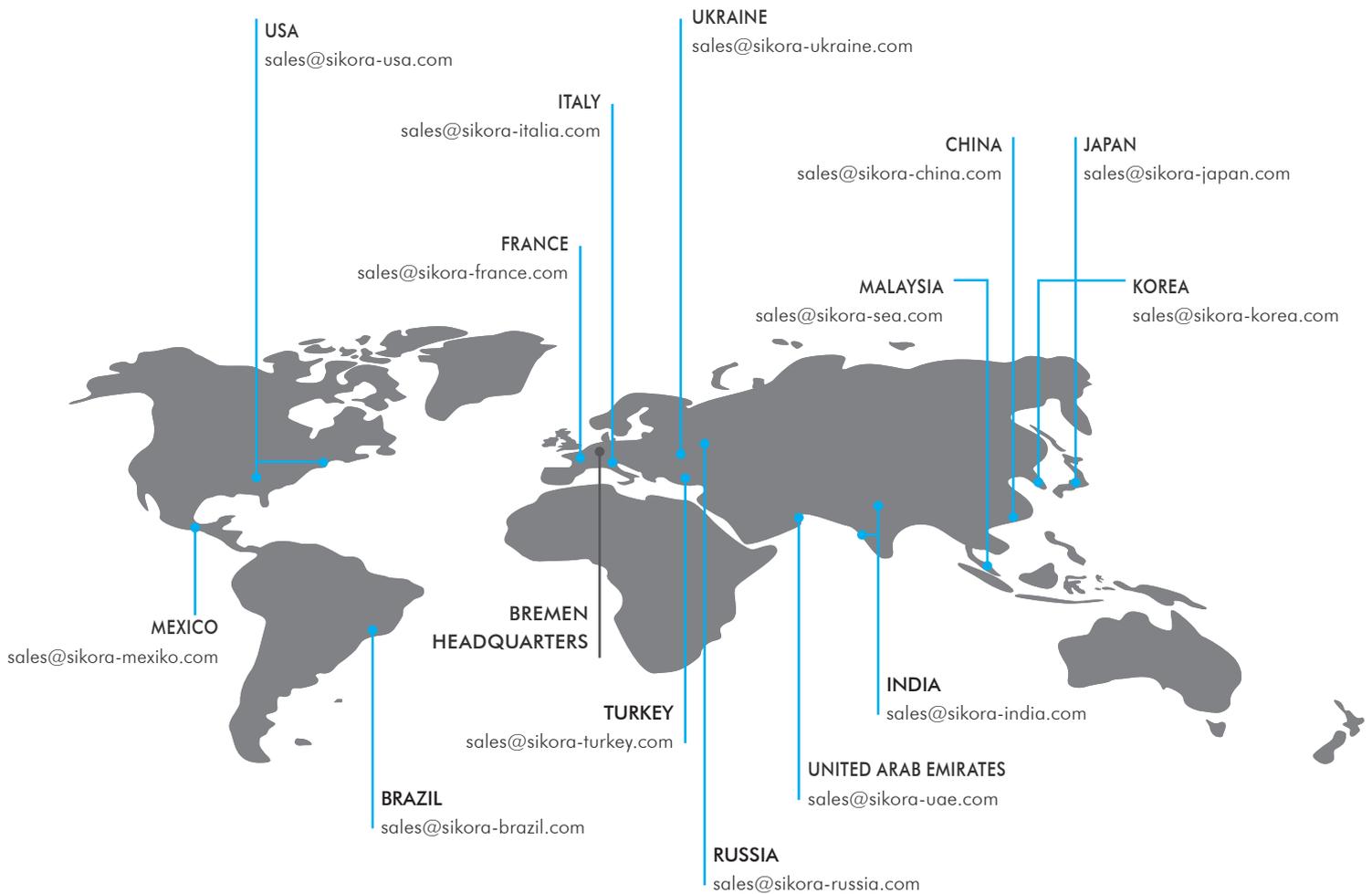
• Wireshow Sep 4-6, 2019 | Shanghai, China



# SIKORA

Technology To Perfection

SIKORA AG  
Bruchweide 2, 28307 Bremen  
Germany  
Phone: +49 421 48900 0  
[www.sikora.net](http://www.sikora.net), [sales@sikora.net](mailto:sales@sikora.net)



**Publisher**  
**SIKORA AG, BREMEN**

Editor's Office  
SIKORA AG, Bruchweide 2, 28307 Bremen, Germany  
Phone: +49 421 48900 0  
[communications@sikora.net](mailto:communications@sikora.net), [www.sikora.net](http://www.sikora.net)



[www.twitter.com/sikoranet](https://twitter.com/sikoranet)