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Once again there is a lot of news to report on in the DIRAK world.

In an interview I recall my first year at DIRAK and give a forecast of my plans for the coming year. In addition I am pleased to present to you the people who advise me on a daily basis as we make decisions together and bring together the different areas of our company.

We also report on some interesting issues we have been busy with in recent months. That includes three trade shows where we were represented, the new main catalog hot off the press and much, much more to look forward to.

I wish you very enjoyable reading!

Kind regards

Florian Birkenmayer, CEO





Click here for a personal greeting video of Florian Birkenmayer.

My First Year at DIRAK

Interview with Florian Birkenmayer

Florian Birkenmayer has now been the CEO of DIRAK for over a year and a half. In an interview he reports on his highlights and goals for the company and reveals what motivated him to take on the top management position at our company.

Mr Birkenmayer, what was the highlight of your first year at DIRAK?

So much happened in my first year at DIRAK that I would rather not pick a single highlight. To take one example, we built up our global sales network with the founding of a new national subsidiary in Romania and Poland, so we are now better positioned in the Eastern European market. Other measures that will make us able to serve Eastern European customers better are also being implemented. For example, we have found a new distribution partner as an expert for DIRAK in the Baltic countries.

Another highlight is our cooperation with iLOQ. In a collaborative partnership, we developed pioneering latching solutions that offer our customers promising opportunities. It is a milestone for our latching solutions that an external battery is no longer needed in the latch to open it. You will find the details in this issue.

We have also automated our incoming orders process. This means that when orders are received from our customers – whether as a pdf, by e-mail or even fax – they are automatically transferred into our order system. This shortens wait times for our customers.

And last but by no means least, we have further expanded our employer benefits. Two examples are mobile work, which is still an option for our employees after the pandemic, and the increase in vacation days from 30 to 35. Our employees give their best for our customers day in and day out, and we would like to recognize that.



What other plans are you pursuing to expand or strengthen the global network?

We would like to be omnipresent for our customers. That means we would like to offer our solutions so they are available as widely as possible and are within easy reach for our customers. We are therefore planning to open a new location of our own shortly in Italy. Until now we have had a successful cooperation with Böllhoff in Italy. This will remain in place in addition to our own national subsidiary. With this additional subsidiary we are strengthening our network in Southern Europe. There are also further plans for our growth in Western Europe. Look for additional information in our next magazine.

In addition to our global network, we also intend to expand our online offers, since we want to increase the presence of our solutions in the digital world.

What convinced you to take on the responsibility of company management at DIRAK?

I found the entire situation at DIRAK convincing. Since it was founded 31 years ago by Dieter Ramsauer, the company has demonstrated impressive growth. At DIRAK I have the possibility to make things happen and implement projects. I can further develop the company and incorporate what I have learned in the last 23 years of my professional life. Beyond that, I have a very constructive relationship with the own-

At DIRAK I have the possibility to make things happen and implement projects.

ers and our Advisory Board, who are prepared to invest in our growth and give me their full confidence. This is not always a matter of course today and ultimately benefits our customers again. Or to put it succinctly: "It's incredible how fun it is to work here." I would like to take this opportunity to thank Lukas and Michael Ramsauer and the gentlemen of the Advisory Board.

I also like the DIRAK culture. We are close to the customer and enjoy an informal atmosphere at work – both with our coworkers and with our customers. I also believe in the products and that the DIRAK brand has much potential. With all these plus points, I didn't have to deliberate very long.

What is your most important goal for your second year with DIRAK?

I would like to concentrate further on the national and international growth of DIRAK. Beyond that, there are also plans to expand the international supplier network, in Eastern Europe for example.

We would like to remain the innovation leader and will further extend that position. We will invest intensively in digital technologies, mechatronic solutions and other areas. And we will continue to expand our DPS (DIRAK Production System) based on the KAIZEN standard to be able to deliver orders to our customers even faster and more efficiently. Another goal is to bring our solutions closer to the customer and to train them so they are prepared to use the solutions in various applications. To achieve this we have invested extensively in new employees to minimize the distance from our customers.

Presenting the DIRAK Manage-ment Team

Who at DIRAK looks after control of the company? Our Managing Director Florian Birkenmayer receives strong support in this task from a team of additional persons.

Once a week or more often as needed, our management meets either in person or digitally to exchange information about the current status of projects and to offer each other advice. Decisions are made together concerning personnel, investments, strategic projects and day-to-day operational business. The management team also approves the budget and defines both strategic and operational goals.



Andreas Taddey Head of Production and Logistics, Plant Manager

Material Resource Planning, Logistics and Quality Assurance – Andreas Taddey with his teams ensures that customers receive our deliveries at the right time and with the right quality.

Martina Proksch

Management Assistant

Martina Proksch is the good soul of the team. She supports, moderates and coordinates deadlines and projects.

Sebastian Koch

Head of Sales, Marketing and Mechanical Assortment

Knows customer needs and takes charge of finding the right product solutions. At the same time he sees to it that the outside world learns of DIRAK and our innovations, and also manages Sales.

Florian Birkenmayer

Managing Director

Florian Birkenmayer is the head of the management team. He provides impetus and motivates the management team with many new ideas related to the needs of our customers.

Jens Boche

Head of Strategic Purchasing & Business Service Management

Jens Boche knows the worldwide supplier networks. He plans and coordinates supply chains with suppliers and DIRAK subsidiaries. He also ensures that DIRAK's foreign commerce is in compliance with the law.

Christoph Ende

Commercial Management and Head of IT

With his financial skills and lots of numbers in his head, Christoph Ende is responsible for ensuring that everything at DIRAK is as it should be.

Andrea Alt Head of Internal Sales Team

As the person responsible for Customer Care, Andrea Alt is especially concerned with service as part of filling orders for our customers.

DIRAK Poland Celebrates Growth and Good Sales.



Tomasz Schulz, Commercial Manager/Authorized Representative at DIRAK Poland, reported on the first years of our Polish subsidiary and answered our questions.

Mr Schulz, it is now three years since the DIRAK national subsidiary in Poland was founded. What successes are you already able to celebrate?

After DIRAK Poland was founded we could already gauge the initial success quickly based on sales. This positive trend has continued. A decisive factor in this is DIRAK's presence in the Polish market. We have boosted our presence continuously in the past few years, including our first trade show appearance as a company at ENERGETAB. We were also able to win new suppliers, which has led to significant savings in purchasing.

These positive developments in a short time confirm our sense that the Polish market has great potential. This is why DIRAK Poland has evolved at such a fast pace.

How has the subsidiary expanded?

Due to the rapid successes and the potential, we have quickly expanded our human resources. At first I was the only employee. But after a short time I needed support, so now there are four of us.

To expand the sales structure, one employee now works exclusively in field service with his own customer area in South Poland. Since the expansion of the sales structure is following a very positive trend, additional new employees are planned in field service.

What goals are you pursuing in the next three years?

Our focus in the next three years will be on expanding the location. There are plans to strengthen specific areas such as Sales and Purchasing. We will also be concentrating on increasing our market presence and winning additional new customers. To do this we will participate in two trade shows in the next year, ENERGETAB and TRAKO.

Our goal is also to deliver to other countries from Poland, because we also see great potential in the surrounding area.

DIRAK is expanding its global network in the Southeast European region and has already established a new national subsidiary in Sibiu, Romania in August. The aim is to be even easier to reach for existing customers as well as interested parties and potential customers in Hungary, Romania and Bulgaria.

New Subsidiary in Romania.



Close to customers in the Southeast European region

"Sibiu is the ideal location as it is in the center of the three-country area in question. In addition, the location offers an excellent infrastructure for German companies due to its history," explains Dirk Ziebach, Manager Sales East at DIRAK.

The new DIRAK subsidiary will target customers from different application areas with its solutions for latch, hinge and fastening technology. These include the fields of mechanical and plant engineering, telecommunications, rail transport, energy and environmental technology, heating, ventilation and air-conditioning technology, and other infrastructure sectors.

The top priority at present is to have a more personal connection with customers and prospects in Romania. Ludger Wolff, General Manager at DIRAK COMPONENTS SRL, reports: "Currently, we are making many new contacts and informing relevant industries about our solution and development competencies to strengthen our brand awareness in the three-country region."



Global Meeting in Ennepetal

Finally it was time again: In October the contact persons of our subsidiaries came together to our headquarters in Ennepetal for the Global Meeting. It was a successful exchange and simply wonderful to see everyone again.

"We have to want to talk"

Trade show time is time to talk! With this motto we presented our products at three trade shows this year where we were rewarded with intensive discussions and positive feedback.

With a stand area of 80m², our largest trade show appearance this year was at EuroBLECH in Hanover. As usual we met the "who's who" of the sheet-metalworking industry – of course DIRAK could not be absent from this event.

Open, modern and one step ahead within the industry, our stand was

based on a two-part concept: Our products were located in the area towards the front. Visitors here gained insight into the DIRAK standard assortment as well as our latest solutions.

The rear lounge and consulting area was a good place for more in-depth conversations over a hot or cold drink with tasty snacks also available. The consulting area was deliberately dimensioned considerably larger this time compared to previous years. In this way we responded to the need arising from the fact that trade shows have become less about simple product

presentation and much more about personal exchange.

And the plan worked: The conversations were significantly more intensive than in recent years and our visitors were in no hurry to leave our stand – on the contrary. They were enthusiastic about the product presentation, the service, and being able to try out and experience our products.

The two other trade shows where we were represented by a stand were also both extremely successful. At InnoTrans in Berlin, the leading trade show in the work for traffic technology, we even realized that our stand was designed too small for the rush of visitors. The next time we will accordingly plan for a larger trade show stand.

Our subsidiary in Poland also enjoyed much success at its stand in Bielsko-Biala at ENERGETAB and for the first time it was able to make many contacts under its own name, thereby increasing awareness of and defining the market presence of DIRAK in Eastern Europe.

For 2023 in Germany, we have already committed to participating in Intec in Leipzig and Blechexpo in Stuttgart. DIRAK Poland will be represented at ENERGETAB in Bielsko-Biala and in addition at TRAKO in Gdansk. Other international trade shows in England, Italy and Romania are also in the planning stages.



Our company trade shows are back – a visit to Koenig & Bauer

After a hiatus due to the pandemic, our company trade shows have started again. Thus our customer Koenig & Bauer, the oldest printing press manufacturer in the world, gave us the opportunity to present our product solutions in its training facilities in Radebeul near Dresden.

With our mobile trade show stand, products and sample boxes in tow, our Product Manager Mario Sauerbier and Area Manager Siegfried Salzmann were not about to miss this opportunity. In the morning they led the design engineers through our products and explained the versatile solutions. This was followed by an exchange focusing on the various challenges in terms of latches for the different print machines and a tour through our customer's Customer Experience Center. "Thank you for this fascinating insight, Koenig & Bauer!"

Are you also interested in a DIRAK company trade show in your company? If so, please get in touch with your contact person at DIRAK. If you do not have a direct contact person yet, you can find complete contact information using the QR code.

DIRAK Case Study:

Smart Latching Solution for Glasfaser Nordwest

Access protection of telecommunication cabinets located in freely accessible outdoor areas is a real challenge. Because of this, together with our partner iLOQ, the specialist for digital and mobile access management systems, we developed a latching solution for Glasfaser Nordwest that optimally meets all the requirements for security, NFC technology and resistance to weathering effects.





Glasfaser Nordwest, a joint venture of Telekom and EWE, is expanding the fiber optics infrastructure in northwest Germany. It has set itself the goal of supplying 1.5 million households and companies with fiber optics by 2031. Telecommunication cabinets are used in outdoor areas as network distributors and must be protected against unauthorized access and vandalism. The locking system also has to provide individual, digital access to the telecommunication cabinet for employees of Glasfaser Nordwest and partner companies. Furthermore, no environmentally harmful batteries should be used for the required power supply. "To be able to offer our customer Glasfaser Nordwest a custom-fit solution, we developed a smart latching solution in close cooperation with iLOQ. It is an intelligent combination of the DIRAK RC2 swinghandle and the iLOQ S50 cylinder," explains Achim Lange, Area Sales Manager at DIRAK.



The latching solution developed especially for Glasfaser Nordwest features impressively easy and fast handling. After the cylinder barrel is released by the smartphone using NFC technology, it can be activated and the swinghandle springs open due to the integrated spring. That means it is immediately apparent that the handle has been opened. The UV-resistant powder coating protects the housing against the effects of weather. Thanks to a foamed seal, it is also dustproof and watertight to IP65 in accordance with DIN EN 60529. The swinghandle is angled upward so it cannot be used as a climbing aid. This also prevents dirt from accumulating.

In addition, we have adapted the swinghandle as a special solution so that the handle completely encases the iLOQ cylinder. This protects it against unauthorized external access outside and makes the latching solution especially durable.

Tomke Hollander, company spokesperson for Glasfaser Nordwest, is clearly pleased: "With this system we have found a solution that is fit for the future and meets the requirements for outdoor applications. The latches do what was promised and protect our telecommunication cabinets. This in turn ensures a reliable and stable Internet connection. We would like to thank DIRAK and iLOQ for this development."







Are you interested in other outdoor solutions in telecommunications? If so, take a look at our current brochure.







The cylinder barrel is programmed and then simply inserted in the swinghandles. It can be unlocked with a smartphone. The cylinder barrel is also supplied with power through the smartphone - so no batteries are needed.





For more information about our collaboration with Glasfaser Nordwest and iLOQ, watch our Case Study Video.

What Does ... Customer Care Actually Do?



Melanie Becker
shows us her desk
and gives us some
insight into Customer
Care. Her emphasis
is in price calculation
and offer management. She has already been at DIRAK
for twelve years and
worked previously in
our order processing.

Glass with sand

Especially good colleagues still think of those left behind when they are on vacation and even bring back a souvenir.

Note pad with pen

Paper and pen are always ready for spontaneous notes.

Turtle

This vacation souvenir reminds our colleague of an especially memorable vacation. While she was in the Caribbean, instead of swimming in a sea of numbers, she swam alongside turtles.

B C . U . U .

Pocket calculator

The most important tool for price calculation:
These keys have been pressed more times than you could imagine.

DOLL

Duplo

Anyone with a sweet tooth needs a little comfort food.

Offer calculation

Prices are calculated in SAP. Then Melanie Becker gives them to Order Management, where an offer is created and sent to the customer.

Price request

The CRM system has become an indispensable part of our sales. Price requests are received on a daily basis, which she then processes.

nilev

W

PR

"Make every day a good day" – this is Melanie Becker's motto. The wooden smiley face reminds her of that.

END.

IAH.

Coffee cup

Drinking coffee from this cup guarantees a good start to the day for the cat lover. And it's also green – her favorite color.

Outlook

In addition to our CRM system, of course we also receive price requests by e-mail. They are forwarded by Order Management to Offer Management in Outlook.

Latching Solutions for E-Charging Poles

Sturdy and Secure:

By 2030, up to ten million electric vehicles will be registered in Germany, according to the federal government's goal.¹ This means there is a need to further expand the network of charging stations. As of October 1, 2022, according to the German Federal Network Agency, 59,228 regular charging points and 11,523 quick charging points were recorded and in operation.² The e-charging poles are mostly located in freely accessible outdoor areas, where they are exposed not only to a range of weathering effects, but also vandalism.





² www.bundesnetzagentur.de

More than Required: Resistance Class RC2

To protect these charging stations which are so important for e-mobility against damage, secure and sturdy latching solutions are required. We have developed suitable handles for this application. They meet the requirements of resistance class RC2 similar to DIN 1630 and thus provide reliable protection against weathering effects and vandalism. DIRAK latching solutions are manufactured either from powder-coated zinc die or stainless steel. They are also dustproof and watertight to IP65 in accordance with DIN EN 60529. That makes them especially durable in outdoor applications. Profile cylinders are used to ensure it is not too easy to break into charging stations. If multiple groups of persons need to have access to the e-charging poles, for example two different service providers, use of a double cylinder swinghandle with pivotable activation lever is recommended.



On the Safe Side with DIRAK







Slam-latches from DIRAK are designed and constructed to be sturdy and durable, making them especially well suited for outdoor applications. Bicycle garages, parcel drop boxes and waste container enclosures, etc. are examples of applications that can be reliably locked simply by slamming them shut. But what if the door falls shut from the inside during cleaning work and the person inside has no way to get out?

To provide a remedy for this precarious situation, we developed new supplementary variants for Product Systems 6-111, 6-111.01 and 6-111.02 with internal unlocking. Pulling an ergonomic handle causes the latch bolt to be retracted and the door or flap is unlocked from the inside. Another advantage is a persistently luminescent self-adhesive film in accordance with DIN 67510-4 that makes the unlocking direction clearly discernible even without light. The new DIRAK slamlatch with unlocking from the inside is not only designed for a wide range of applications, it is also unique in the world of latching technology.











Collaborative partnership with iLOQ

A Smart, Secure Outdoor Solution

Many projects require a close collaborative partnership – like the cooperation with iLOQ for the DIRAK RC2 swinghandle. iLOQ is a Finnish company that converts mechanical locking systems into digital access management systems. These digital locking systems are energy self-sufficient and have revolutionized the market, iLOQ solutions are based on internally developed and patented technologies that allow for electrical systems without batteries or cables.

In this partnership we developed an RC2 handle for the iLOQ S50 cylinder, which has mobile management via NFC. Since the intelligent latching solution was designed especially for outdoor applications, it provides security for critical infrastructure areas such as energy, supply and telecommunications.

The result is a future-oriented solution!

DIRAK's Swinghandle 2-105, which is safety-tested to DIN EN 1630 RC2 and is protected against breaking open by a built-in latch bolt, enables mobile access management via NFC. In addition, the cylinder barrel is supplied with power via a smartphone so that environmentally harmful batteries are not needed. Or in other words: The DIRAK swinghandle developed in cooperation with iLOQ is a trailblazing innovation that is yet to find its equal!











We are currently developing other solutions with iLOQ. Subscribe to our newsletter and stay informed.



DIRAK Recruiting Campaign

Dream Jobs with Benefits!

DIRAK is a modern company that promotes talent and careers and scores additional points with numerous benefits. To win more talented employees for DIRAK, we have started a recruiting campaign that highlights the benefits available to our employees. In daily newspaper advertisements, posters,

banners, postcards and on magnetic license plates for motor vehicles, we are drawing attention to the many advantages – from 35 vacation days to flexible working time models and a company pension plan, we offer everything you would expect from a modern and future-oriented workplace.

Fresh off the Press.

With over 800 pages of content, the new DIRAK catalog in German and English once again shows the diversity and range of products DIRAK has developed – and this includes only the standard assortment. More than 5000 catalog products are presented in a convenient and transparent arrangement. Each product now refers via QR code to the corresponding page on our website.

If a new application poses special requirements, our experts will find the right solution and develop the right product for your application. Some specially developed products will then even be added to the standard assortment.





Curious? Then request the new catalog on the website or download it as a pdf.



From Assembly to Shipping:

Small Parts on a Great Journey – Stage 2

Review: In the last edition of our customer magazine we took you on the journey product components follow through

After delivery, the parts are first thoroughly checked, approtransported reliably to their destinations. In order picking our employees then assemble the components for the various

Now we will tell you what happens there and later in the second part of our small parts journey report.







25

Follow the product components on their journey through our automatic small parts warehouse from delivery to shipping in our video.



As if in flight – Assembly

When the containers arrive in the assembly hall, they are removed with lifting aids, identified by scanning and brought together to form an order. The same thing happens with articles that come from different locations and warehouses. Assembly does not begin until all the articles required for an order have arrived. Priority is assigned according to initial production orders. If it is discovered during assembly that articles are missing, they are reordered immediately, picked with top priority and directed to the workstation in assembly.



This is just a small glimpse of the groundbreaking technology and the numerous precise steps required to manufacture and deliver our high-quality products according to our customers' requirements. And it shows one thing in particular: At DIRAK, we are a team and every employee plays an important role - no matter which area of the company she or he works in!

With over 200 items picked per hour and more than 300 packages a day, we ensure with max delivery reliability that customers receive the products they want on time.



Bon voyage! - Shipping

As soon as assembly is complete according to the order, the finished products are placed in boxes and moved by a conveyor system to the final inspection. Once this is also successfully completed, the articles are moved directly to shipping storage or are weighed directly and sent on their way to customers. The same applies to articles that do not have to be manufactured first, but are ready as finished products in storage. Shipping storage is the initial destination of all

shipments that are brought together for our customers on certain pick-up days. Individual packages of a delivery can be transferred out there, identified by scanning and reliably collected to form a shipment in a box. Orders consisting of only one package that are planned for the same day are taken directly to Shipping.



DIRAK Extends Partnership with EN Baskets

After a successful beginning last season 2021/22 of the joint partnership between DIRAK, an Ennepetal family-owned business, and the EN Baskets Schwelm, the two parties have announced the immediate extension of their partnership for the next two years. Last season showed how well the two enterprises fit together and also how they live the focus they have in common to be "locally anchored and globally active."

"For us, the immediate extension of our partnership for the next two seasons is a very important step and a strong commitment for long-term planning security. Some partners have already taken this step with us. We are grateful for the confidence placed in us and we are looking forward to more exciting collaboration with a strong partner like DIRAK at our side," said Stephan Völkel, Managing Director of the EN Baskets Schwelm.

FLORIAN BIRKENMAYER,
MANAGING DIRECTOR OF DIRAK GMBH

With the EN Baskets Schwelm we have found a credible partner in sports that presents a positive image and is emotionally engaging. This is an opportunity for us to present ourselves as a brand, but also as an employer.

DIRAK Product Videos: **Experience Development.**

Some things are so exceptionally good that you have to see them to believe them – like DIRAK product solutions. That's why we have created a series of videos clearly presenting the advantages and application areas of our products. We publish up to two new videos on our YouTube channel every month so you can get an idea for yourself of the product solutions we are developing. So far we have six videos – with many more to follow.



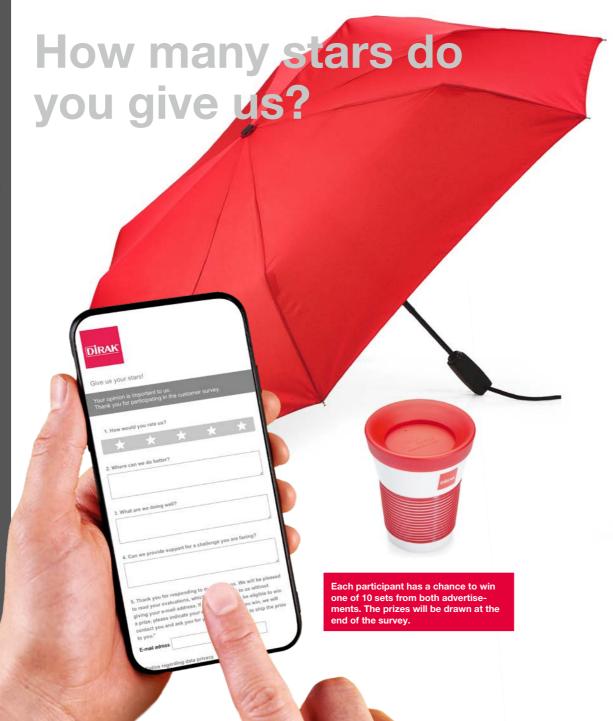
You can find our videos on the DIRAK highlight page.

Participate – it will only take two minutes.

You are cordially invited to take part in a small customer satisfaction survey. Since we strive to improve our products continuously, your opinion is very important to us.

Simply scan the QR code. The survey will run until 02/28/2023.

Thank you!



... and now?

DIRAK.com



And if you can't wait until the next edition, please feel free to subscribe to our digital channels including LinkedIn and the newsletter, and to visit our website. You can also find your direct contact person there. Our website also has useful features including the hinge recommendation and an option for downloading CAD data.

We look forward to seeing you!

Contacts



CAD Data



LinkedIn



Hinge Recommendation



Newsletter



