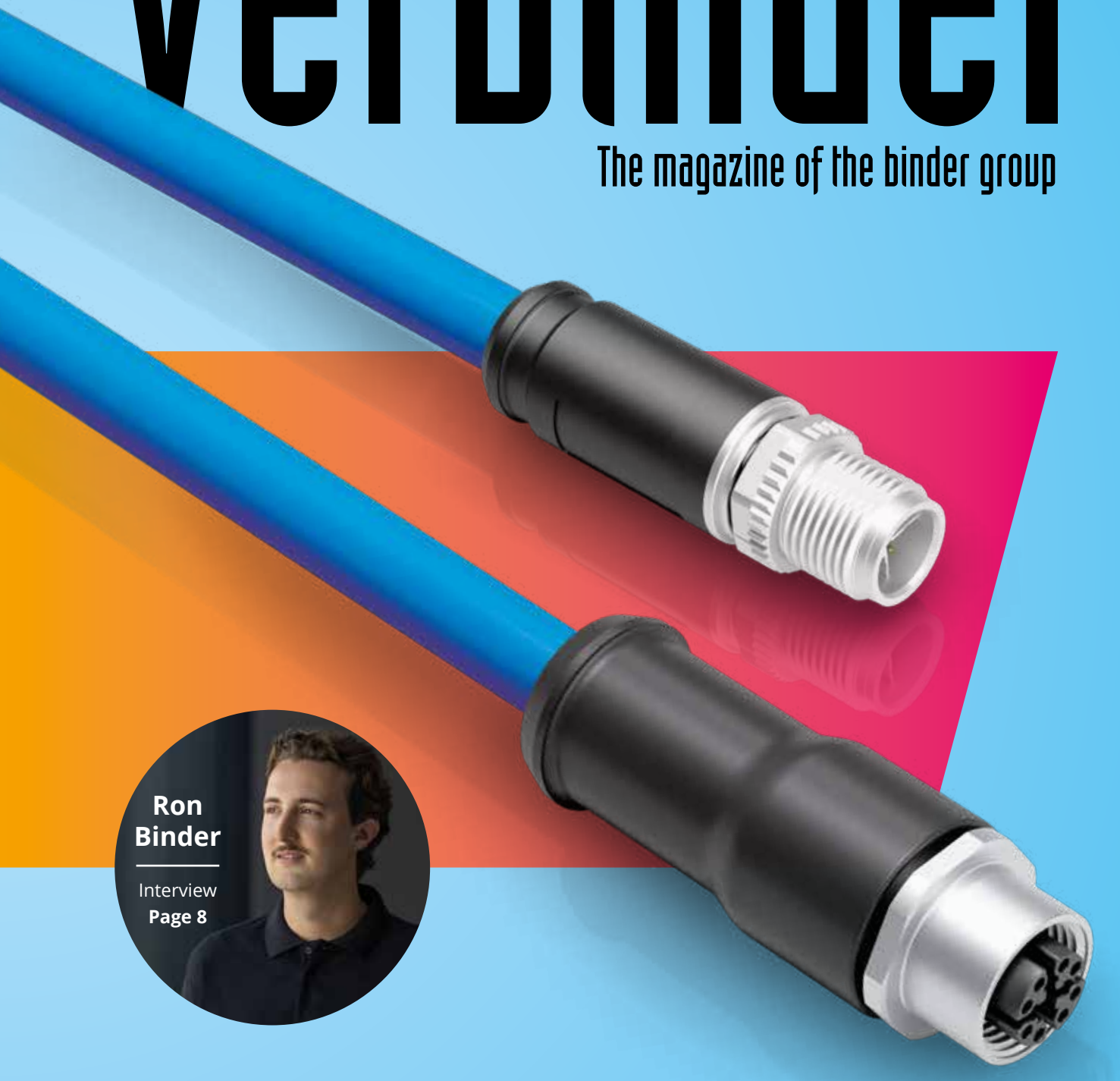
Issue 65

verbinder

The magazine of the binder group



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/01

TAKE RESPONSIBILITY

**RESPONSIBILITY DOESN'T BEGIN WITH THE BIG DECISIONS.
IT STARTS SMALL – WITH EVERY TASK TAKEN SERIOUSLY.**

**THOSE WHO TAKE RESPONSIBILITY DON'T WAIT FOR SOMEONE ELSE
TO MAKE THE FIRST MOVE. THEY TAKE IT THEMSELVES.**

**THAT IS EXACTLY WHAT MAKES THE DIFFERENCE – DAY AFTER DAY,
IN MANY SMALL MOMENTS. WITH EVERY ACTION.**

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YOUR OPINION COUNTS

We are open to suggestions, ideas and every form of criticism – both positive and negative – because it is only by keeping a dialogue going that the ve binder will keep its dynamic quality. So be brave and tell us what you think of the verbinder:

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/02

CHANGE NEEDS DIRECTION

STRATEGY ONLY WORKS WHEN IT IS UNDERSTOOD, EMBRACED AND PUT INTO PRACTICE EVERY DAY.

DEAR READER,

The world is changing, and so are the demands placed on a company like binder. Global markets remain challenging, geopolitical uncertainties continue to affect our business, and the pressure to become faster, more digital and more customer-focused is growing. In this environment, one thing is essential: clarity about where we are heading.

With **binder 2030,** we are taking this step. Our strategy process is underway, and it has been deliberately structured differently from before: around 25 employees from across the Group, representing different departments and locations, are working with us to develop a clear vision for the coming years. Three workshops have already taken place, with results that we find convincing. We will officially communicate the strategy from fall onwards. After all, strategy only works if it is understood, embraced and put into practice in our everyday work.

At the same time, we have made further decisions to move binder forward: The Group-wide rollout of Microsoft 365 is connecting us across locations and making collaboration significantly easier. This year, we have made a deliberate decision to take a different approach to trade fairs: We will not be exhibiting at SPS in Nuremberg or electronica in Munich. Instead, we are investing our time and resources in direct customer engagement, strengthening our sales structures and optimizing our internal processes in areas where we can create the greatest sustainable impact. From 2027 onwards, we will be back with a clearer positioning and a strong presence.

In this issue, we introduce Ron Binder in an interview – he talks about his work and shares his views on digitalization, finance and leadership. We also take a closer look at product information management at binder and celebrate a special anniversary together: binder ITZ is turning 10.

We wish you much enjoyment while reading!

Markus Binder
CEO & Owner

Len Binder
CEO

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INTERVIEW
RON BINDER

„LEADING BINDER INTO THE FUTURE TOGETHER“

RON BINDER ON RESPONSIBILITY, CHANGE AND THE FUTURE OF THE BINDER GROUP

Since the beginning of this year, Ron Binder has been part of the management team of the binder Group. Together with his brother Len, he is taking on responsibility for the future of the family business. In this interview, Ron talks about digitalization, finance, leadership – and why, for him, change is an opportunity.

RON, YOU SHARE RESPONSIBILITY FOR THE BINDER GROUP WITH YOUR BROTHER LEN. HOW WOULD YOU DESCRIBE YOUR ROLE?

Today I am responsible for finance and IT, while Len focuses primarily on production, sales and engineering. Even so, we both carry the overall responsibility and keep an eye on the bigger picture together. I am glad it works so well between us. This is not something you can take for granted among brothers, but I think we got the head butting out of the way during our childhood (smiles).

HOW DO YOU COMPLEMENT EACH OTHER AS BROTHERS IN YOUR DAY-TO-DAY WORK?

Len is the best colleague I have ever had. We can each pursue our own strengths and interests, and our characters complement each other very well too. It is a great pleasure to work with my brother and to have someone at my side whom I can trust blindly.

WHAT DOES THIS RESPONSIBILITY DO TO YOU?

I am proud that I get to contribute here. In a way, I am also following in the footsteps of my grandfather and my father. Of course, I feel the weight of the responsibility. But for me it is above all something positive: I want to make a difference, develop the company further and steer it in a forward-looking direction.

YOU SPENT A LONG TIME IN VIENNA. DID THAT PERIOD GIVE YOU A DIFFERENT PERSPECTIVE?

Definitely. I moved to Vienna in 2016 to study and spent almost ten years there in total. Vienna is an international city where you stand on your own two feet and gather your own experiences. During my English-language master's degree, I worked with people from many different countries. That shapes the way you see the world. That is why it was exciting to come back, to get to know many things afresh and to look at them from a different angle.

WHAT SURPRISED YOU MOST AFTER RETURNING TO THE COMPANY?

What surprised me most was that some things do not run the way you might expect or hope from the outside. That is exactly what makes Len and me want to change things. The important point is: despite these challenges, we are a successful company. If we tackle certain issues, we can become even stronger.

WERE THERE ANY ISSUES YOU WANTED TO ADDRESS RIGHT AWAY?

It was important to me that employees quickly sense that something is happening. One example is the company pension scheme. Especially at a time when the pension gap is widening, a company should do more for its employees. A second topic is Wi-Fi coverage, which we want to address as part of the M365 rollout.

CHANGE IS NOT ALWAYS MET WITH IMMEDIATE ENTHUSIASM. HOW DO YOU DEAL WITH THAT?

Change only works if you explain why it is necessary. People have to understand the benefit it brings. Then you have to take them along, train them and support them. If someone disagrees with me, I have no problem with that. Good arguments matter. What I find difficult is a simple „No, that won't work" without any explanation.

WHAT ROLE DO MANAGERS PLAY IN THIS PROCESS?

A very central one. Leadership does not mean always having the most technical expertise. Leadership means taking people along, supporting them, coaching them and inspiring them. At the same time, it requires clear expectations and consistency. For me, good leadership is a mix of support and clarity. You have to take employees by the hand, give them orientation and move in one direction together as a team.

AMONG OTHER THINGS, YOU ARE RESPONSIBLE FOR DIGITALIZATION. WHAT IS ALREADY GOING WELL AT BINDER, AND WHERE DO YOU SEE ROOM FOR IMPROVEMENT?

We are well positioned when it comes to IT security, both on the software and the hardware side. The switch to SAP S/4HANA was also a successful project. At the same time, the digital world is constantly evolving. With SAP, for example, the next big topic is already on the horizon: artificial intelligence and the move towards the cloud. I see room for improvement above all where employees work with systems every day. Things like meeting rooms, Wi-Fi or the ease of use of certain applications have a direct impact on everyday work. When things like that do not work well, it also affects morale.

WITH M365, A MAJOR DIGITAL PROJECT IS COMING UP. WHAT CAN EMPLOYEES LOOK FORWARD TO?

Above all, better collaboration. With Teams, OneDrive and the Office applications, a lot becomes easier. People can work on documents together and store presentations centrally. No one needs to have any concerns about the switch: our IT team will support the rollout with training sessions, key-user contacts and targeted change initiatives, so that everyone can work confidently with the new tools.

ARE THERE AREAS WHERE DIGITALIZATION HAS ITS LIMITS?

In principle, there is potential for digitalization just about everywhere. What matters to me is this: technology should support people, not replace them. In customer support and HR in particular, the quality of our work depends on personal contact. Digitalization should make work easier, faster and better, and give our employees more room to do just that.

ALONGSIDE DIGITALIZATION, YOUARE ALSO RESPONSIBLE FOR FINANCE. HOW DO YOU VIEW THE CURRENT ECONOMIC SITUATION?

We are in a time of significantly higher volatility and shorter time horizons. The current economic situation is uncertain; we are in a phase somewhere between recession and growth. This is also evident at binder. We have some difficult crisis years behind us, but we are growing again. However, now is not the time to rest in light of the improving order situation, but to strengthen the group's future viability and stability.

WHERE DOES BINDER NEED TO BE ESPECIALLY DISCIPLINED ECONOMICALLY?

On the one hand, we need to pursue our Sales Drive strategy consistently and put the customer back at the center of everything we do. On the other hand, we need to keep an eye on our costs. Many prices are rising – raw materials, energy, gold, oil. You cannot always pass these costs straight on to customers. That is why we have to ask ourselves: Where can we become more efficient? Which processes can we make leaner? Where can we work more economically?

WHAT CHARACTERIZES YOU AS A PERSON?

I am very interested in a wide range of topics and I grasp connections quickly. At the same time, I question things because I want to understand them. I would describe myself as analytical and rational, but also enthusiastic. When a topic really grabs me, I can get very passionate about it, and I am also happy to take on responsibility.

WITH STRATEGY 2030, IMPORTANT FUTURE TOPICS ARE ON THE AGENDA. WHAT IS PARTICULARLY IMPORTANT TO YOU HERE?

It is important to us that the strategy does not fizzle out. As a family, we have set a clear framework: we want to remain a family business, and stability matters more to us than pure revenue or profitability growth. From this, concrete initiatives emerge that will move primarily into implementation from 2027 onwards and be followed up consistently.

WHICH TOPICS WILL CHANGE BINDER MOST IN THE COMING YEARS?

Processes and digitalization will continue to be with us. Another central topic is a stronger performance and leadership culture. We want to support and develop our managers better. When it comes to performance culture, it is not about people permanently working over 50 hours a week. It is about clear expectations, fairness and making performance visible.

STRATEGY 2030

WHERE DO YOU SEE THE GREATEST UNTAPPED POTENTIAL IN THE COMPANY?

Clearly in the people. We have exceptionally talented and dedicated employees – I see that every day. What I would like to see is for performance to become more visible at binder. Anyone who takes on responsibility, contributes ideas and moves things forward should feel that too – through recognition, through development opportunities, through real prospects. Because when people feel that their commitment counts, they give even more. We want to tap into this potential in a targeted way.

WHAT DO YOU PERSONALLY WANT TO ACHIEVE IN YOUR ROLE?

My most important goal is to make binder better. We see enormous potential in the company, and we want to unlock it. At the same time, I want to be approachable and present as a leader. In that, I take my grandfather as my example. I want to walk through production more often, talk to people, get to know them and see things with my own eyes. That is not always easy on a day full of meetings, but it is important to me.

HOW DOES YOUR FAMILY HELP YOU WITH THIS TASK?

There are four key people in my family who support me immensely. My brother Len, who complements me well and walks this path together with me. My father, who brings enormous experience in the industry, in engineering and above all in our value organisations, which he helped build himself. He was one of the driving forces behind our internationalization and knows pretty much every machine at binder precision parts by name (smiles).
My mother, who often asks the right questions. Precisely because she is not involved in day-to-day operations, she always has an eye for the bigger picture. And my grandmother Margot, who built the company together with my grandfather and witnessed its development from a barn into an internationally active group of companies.

HOW WOULD YOU LIKE BINDER'S CORPORATE CULTURE TO BE?

I would like a culture in which performance is valued, rewarded and encouraged. A culture in which people take on responsibility and enjoy working here. At first glance, our products may seem unspectacular. But when you see all the places where our connectors are used, it is genuinely impressive. A lovely example is the delivery room: there is often a binder connector involved when new life is brought into the world. That is something to be proud of.

WHAT MOTIVATES YOU DAY TO DAY?

I am always motivated by the view from my office out onto the production. I am very proud of the company my family has built and of what our employees achieve every day. I am also motivated by seeing that my work has an impact and that we keep taking steps forward. We still have a lot ahead of us, but I want to contribute every day to reaching our goals.

RON, THANK YOU VERY MUCH FOR THE OPEN CONVERSATION AND THE INSIGHTS – WE LOOK FORWARD TO THE JOURNEY AHEAD TOGETHER.

binder Companions /04

INTERVIEW
ALFRED SCHRAUDOLF

**37 YEARS OF BINDER –
LOYALTY THAT CONNECTS.**

After 37 years at binder, we are saying goodbye to a long-standing companion and a defining face of production: Alfred Schraudolf, who as production manager played a key role in shaping the development of manufacturing, logistics and many of the company's processes. With his technical understanding, his closeness to employees and his eye for the bigger picture, he has been a decisive influence on binder for decades.

We are taking this special occasion to look back, together with Mr Schraudolf, on his time at binder – on developments, challenges, defining moments and the people who accompanied him along the way.

WHAT WERE YOUR FIRST IMPRESSIONS WHEN YOU STARTED AT BINDER BACK THEN?

At the beginning, it really was a big difference for me. At the time, I came from Audi, where I had trained, worked and developed my skills. At some point, however, I deliberately wanted to leave the large corporation, because in the end you are really more of a number there. I came to binder through my brother's recommendation. Back then, the company had around 130 employees – that was, of course, a completely different world. And right on the very first day, I noticed how differently a family business works.

Actually, I was supposed to be in sales back then, wearing a suit and tie, just as the job required. After half an hour, the managing director at the time came up to me and said, "Mr. Schraudolf, we have a problem back in logistics – we're short-staffed there."

Then I suddenly found myself standing in logistics for several weeks, packing parcels, picking orders and lending a hand everywhere. At the time, that came as a surprise to me at first. Looking back, however, it was probably the best thing that could have happened to me. It allowed me to get to know the products from the ground up. When you hold the connectors in your hands every day, you understand the company much more quickly. And that was exactly what was typical of binder back then: everyone helped out everywhere.

WOULD YOU HAVE THOUGHT BACK THEN THAT IT WOULD ONE DAY TURN INTO SO MANY YEARS AT BINDER?

No, honestly, I would not have. The switch from a large corporation to a family business in particular was quite difficult for me at first. My father, a longtime Audi employee, even said at the time: "How could you leave Audi?"

But once I had settled in, I realized relatively quickly that it was exactly the right decision.

What ultimately kept me here all these years were the people and the variety of tasks. Things never stood still. binder was constantly evolving, and I developed along with the company.

I was able to take on many different roles: from sales to product management and on to production and logistics. That is exactly what always made the work exciting.

WHAT DID YOU PARTICULARLY ENJOY ABOUT YOUR WORK AS A PRODUCTION MANAGER?

Most of all, working with people.

Of course, projects, new machines, and major developments were always exciting. But ultimately, what I enjoyed most was building something and moving it forward together with my colleagues.

I was never the type to say: "This is how it is going to be done now." For me, it was always important to find solutions together. Especially in difficult situations, you could really feel how strong the team spirit was at binder. Many colleagues have been incredibly supportive over the years. I am truly proud of that.

WHEN YOU COMPARE PRODUCTION BACK THEN WITH TODAY – WHAT HAS CHANGED THE MOST?

Definitely the size of the company and the speed.

When I started, there were around 130 of us. Today there are almost 900 at the Neckarsulm site and, through our global expansion, a further roughly 800 worldwide. With this growth, the processes and requirements have naturally changed as well. In the past, a great deal of it was more craft-based. Today we work with highly automated systems and digitalized processes. At the same time, the products have become considerably more complex.

The construction of the new production facility was certainly a major milestone. There, processes could be completely reimagined, with automated workflows and a modern high-bay warehouse. Without these changes, we would not have been able to handle the production volumes of recent years.

From left to right: Alfred Schraudolf and Nico Greß, the incoming Head of Production and Logistics

WERE THERE ANY PARTICULAR CHALLENGES OR CRISES THAT HAD A STRONG IMPACT ON PRODUCTION?

Yes, definitely. The last few years in particular were extremely challenging. We had enormous fluctuations in sales, worldwide supply problems and, at the same time, very high demand. One thing that has stayed with me in particular is the flood disaster in the Ahr valley. Small pressed parts that we needed for our M8 and M12 connectors came from there. Two key suppliers were completely knocked out at the time. That is when you really notice how dependent you sometimes are on small components. And it is precisely in situations like these that you see how important flexibility and solidarity are.

AS PRODUCTION MANAGER, YOU ARE RESPONSIBLE FOR A LOT OF PEOPLE – WHAT WAS ALWAYS PARTICULARLY IMPORTANT TO YOU WHEN WORKING WITH YOUR TEAM?

It was always important to me to work with people on equal terms. Colleagues need to feel that you stand behind them. In a family business in particular, trust is enormously important.

And you must never forget: No company functions without its employees. That is why communication was always crucial for me, especially when many issues arise at the same time. You have to set priorities and get everyone on board.

HOW DO YOU SEE THE FUTURE OF PRODUCTION AT BINDER?

Fundamentally, very positively. binder has strong production, a high level of technical know-how and good employees. On top of that, you can sense that there is a renewed spirit of optimism in the company. Digitalization and automation will continue to shape production. At the same time, however, people remain the decisive factor. That is why we, as a company, must remain attractive and continue to take people along with us.

IF YOU HAD TO SUM UP YOUR TIME AT BINDER IN ONE SENTENCE – WHAT WOULD IT BE?

"It was not easy – but it was worth it."

WHAT WILL YOU MISS THE MOST?

Definitely my colleagues.

When you walk through production and the other departments after so many years and people stop you everywhere, you realize just how much we have been through together. I will certainly miss that.

WAS THERE A MOMENT WHEN YOU WERE PARTICULARLY PROUD TO BE PART OF BINDER?

Yes, several. I was always particularly proud whenever we mastered difficult situations together.

Especially the ups and downs of recent years, with the extreme growth phases and, unfortunately, the extreme downturns – there the teams achieved something extraordinary.

Because in the end, that is exactly what binder is all about: finding solutions together and sticking together.

Thanks.

/05

TECH|HUB

TECHNOLOGY HUB: WHERE IDEAS BECOME PRODUCTION-READY

New connectors don't just appear overnight. There are many steps between the initial idea, the technical development and the subsequent series production. This is where binder's Technology Hub comes into play. It is a central area at Plant 1, where most of our manufacturing technologies are brought together in one specialist department. As such, the Technology Hub plays an important role in the product development process: It connects development, manufacturing and the start of series production.

A KEY ELEMENT IN THE PRODUCT DEVELOPMENT PROCESS

The Technology Hub was established to shorten what is known as time-to-market. This refers to the period from the initial product idea to its market launch. The faster and more smoothly a new product can be realized, the sooner it will be available to customers.

The main objective of the Technology Hub is to manufacture new connectors as closely as possible to the conditions of subsequent series production from the very first production run. It is not simply about manufacturing a product in principle. What matters is that the initial production run meets the required quality standards, so that the product can ultimately receive final approval in accordance with the relevant product standard.

This makes the Technology Hub far more than just a production department. It serves as a link between the initial idea, development, prototyping, pilot production and subsequent series production.

FROM INITIAL PRODUCTION TO THE PILOT SERIES

The Technology Hub undertakes several key tasks for the future of binder. These include overseeing initial production as well as supporting the pilot series at the relevant production site. Coordinating prototype manufacturing and establishing new manufacturing technologies are also among its core responsibilities.

A typical project is usually initiated by Product Management. It then goes through several phases: the development phase, the implementation phase, the qualification phase and, finally, the market launch phase. The Technology Hub supports this process at key stages and ensures that a development can be turned into a product that is ready for production.

This step is particularly important for new products. It is only during practical implementation that it becomes clear whether all requirements can be met and what adjustments are still necessary.

EXPERTISE FROM MANY DIFFERENT FIELDS

One of the Technology Hub's key strengths is its concentrated expertise. Thanks to its close connection to upstream and downstream processes, the team can identify potential for further improvement at an early stage. New ideas do not emerge in isolation from day-to-day operations, they arise directly from practical experience with products, processes and technologies.

These ideas are generally evaluated based on their economic viability and practical benefit.

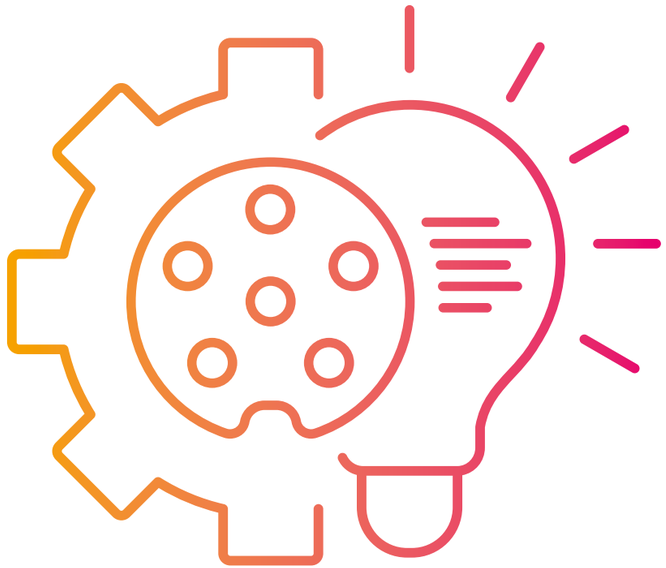
The key questions are:

- Does an idea offer a clear benefit?
- Does it improve a process?
- Does it support product development?
- Or does it help us respond to customer requirements more quickly and effectively?

This is how technical expertise becomes a real contribution to binder's continued development.

CURRENT PROJECTS IN FOCUS

At present, the focus is on customer-specific projects and market projects. One example is the M12 X-coded cable connector. Projects like this demonstrate how closely the Technology Hub works with the requirements of the market and its customers.



Another example is the E19-040 B23 project. This was coordinated and implemented as an initial production run and pilot series. The project thus demonstrates very clearly the role played by the Technology Hub: it launches new developments under realistic production conditions and supports them right through to the next project phase.

This creates clear added value for customers. Thanks to structured collaboration and early involvement of manufacturing expertise, projects can be implemented more quickly. This shortens the project duration and supports a reliable market launch.

CONCLUSION

Above all, there is one key message for readers: the Technology Hub ensures that new ideas at binder are turned into solutions suitable for production. It bridges the gap between development and production, between prototypes and series production, and between technical concepts and market-ready products. In doing so, it makes a significant contribution to binder's innovative strength and future viability.

ABOUT THE AUTHOR

Viktor Seel
has been with binder since 1991 and is the team leader responsible for the Technology Hub, as well as a Senior Project Manager for development projects.

RELIABLY PROTECTED –

EVEN WHEN UNPLUGGED: THE NCC FAMILY

Series 670 (Subminiature)

Series 770 (Miniature)

WITH THE NOT CONNECTED CLOSED (NCC) FAMILY, BINDER OFFERS A CONNECTOR SOLUTION THAT RELIABLY PROTECTS AGAINST DUST, DIRT AND MOISTURE EVEN WHEN UNMATED.

The product range comprises the 670 (subminiature) and 770 (miniature) series, including special versions for medical applications. This provides users a proven, robust connection technology that combines a high level of protection with ease of use.

PROTECTED EVEN WHEN UNMATED

What makes the NCC connectors unique: the contacts of the flanged socket are protected by an integrated, spring-loaded plastic cover. This closes the interface as soon as the connection is separated, thereby preventing the ingress of dirt, dust and liquids. The 670 series achieves an IP54 rating when unplugged and IP67 when plugged in, while the 770 series offers IP67 in both states. This makes the connectors ideal for applications that are plugged in and disconnected without compromising the protection of the interface.

"With the binder NCC family, we combine high protection requirements with ease of use. Our goal was to develop a solution that offers maximum protection even when unplugged, while remaining robust and intuitive to use. The NCC family is thus a prime example of our commitment to implementing innovation in a practical, user-oriented way," explains Jana Wagner, Product Manager at binder.

FAST, SECURE, INTUITIVE

The NCC connectors are equipped with a bayonet locking system that enables a fast, secure and tool-free connection. With more than 1,000 mating cycles (670 series) and more than 5,000 mating cycles (770 series), the system offers durable, reliable performance even with frequent use.

The flanged sockets of both series, 670 and 770, feature an integrated sealing cap whose spring mechanism has been precisely designed to ensure permanent spring-back and reliable sealing.

FOR A WIDE RANGE OF APPLICATIONS – FROM INDUSTRY TO MEDICAL TECHNOLOGY

The NCC family is suitable for use in automation, measurement and testing technology, in laboratory environments and in medical devices, where hygiene, protection and reliability are crucial.

A typical example is its use in medical diagnostic devices: Here, the connector is frequently pugged in and unplugged, yet at the same time it must meet the strictest hygiene requirements and be protected against liquids. The NCC also ensures secure and durable connections in industrial measurement systems where sensors are operated in damp or dusty environments.

DEVELOPED FOR DEMANDING ENVIRONMENTS

With the 670 and 770 series, binder offers compact and versatile 5- and 8-pin connectors with bayonet locking. When mated, both connectors meet IP67 protection standards and are therefore suitable for use in measurement and testing technology, lighting and signal indication. The bayonet lock prevents accidental disconnection.

For the 770 series, there is also a medical-grade version in grey-white (similar to RAL 9002), which is biocompatible in accordance with ISO 10993-5 and thus meets the requirements of medical technology.

» CONCLUSION
PROTECTION IN ANY CONNECTION SITUATION

With the Not Connected Closed (NCC) family, binder offers a versatile solution for applications that require reliability, protection, and ease of use – even when the connection is not active.

The NCC series combines mechanical robustness, high degree of protection and intuitive operation, and thus stands for practical innovation "Made by binder".

Series 770
(Medical-grade version)

TECHNICAL DATA

- Series: 670 (subminiature), 770 (miniature)
- Number of pins: 5-pin (Series 670), 8-pin (Series 770)
- Locking system: Bayonet
- Degree of protection: Series 670 – IP54 (unplugged) / IP67 (plugged); Series 770 – IP67 (unplugged + plugged)
- Mating cycles: > 5.000 (Series 770)
- Material: Plastic, DEHP-free (for medical applications)
- Applications: Automation, medical technology, measurement and testing technology, laboratory environments, lighting

VIS/ON

THINKING IN SOLUTIONS. DELIVERING TRUST.

We are shaping the sales of the future by combining customer focus, speed and solution expertise.

Together with our customers, we overcome challenges and position binder as a reliable partner for comprehensive solutions.

Nunzio Tosto

Chief Sales Officer

/07

RETHINK-ING HYBRID CONNECTIVITY:

B23 CONNECTOR FOR ONE CABLE AUTOMATION

WITH THE NEW B23 CONNECTOR, BINDER PRESENTS A NEW GENERATION OF HYBRID CONNECTORS FOR INDUSTRIAL AUTOMATION.

The series combines power supply and shielded data transmission in one compact connector and enables Ethernet transmission rates of up to 100 Mbit/s. As a result, the B23 creates the foundation for modern One Cable Automation concepts and addresses key market requirements – from reduced cabling effort and increasing data rates to the growing decentralization of industrial systems.

LESS CABLING, GREATER EFFICIENCY

In modern machines and systems, the demand for efficient, space-saving cabling solutions continues to rise. Hybrid connectors such as the new B23 make it possible to implement power supply and communication via a single interface. This significantly reduces cabling effort, shortens installation times and minimizes potential sources of error.

The advantages of this technology are particularly evident in drive technology: servo motors and drive systems can be connected with just one cable, simplifying integration and creating a leaner system architecture.

DESIGNED FOR DECENTRALIZED AUTOMATION

As control functions are increasingly moved directly into the machine, the requirements placed on connectors in the field are also rising. Instead of centralized control cabinet solutions, decentralized systems are being used more frequently, requiring robust, pluggable connections with a high degree of protection.

The B23 connector meets precisely these requirements: it is suitable for both power supply and data transmission in decentralized automation concepts and supports modular machine architectures – for example in robotics or flexible manufacturing systems.

POWERFUL AND COMPACT – THE TECHNICAL HIGHLIGHTS

Despite its compact size, the B23 combines high power density with reliable data communication. The key features at a glance:

- **One Cable Automation:** power and data in one connector
- **Power transmission:** up to 28 A at up to 630 V
- **Data transmission:** shielded Ethernet / EtherCAT according to Cat5, up to 100 Mbit/s
- **Fast installation:** bayonet quick-locking system
- **Easy assembly:** screw clamp termination technology for field use
- **Standardization:** IEC 61076-2-118 for manufacturer-independent compatibility

This makes the connector a future-proof interface for high-performance yet flexible automation solutions.

FOCUS ON USER-FRIENDLINESS AND FLEXIBILITY

A particular advantage of the B23 is its simple handling in the field. Screw clamp technology enables fast assembly with minimal tool requirements and without special crimping tools – a clear advantage over existing solutions on the market.

In addition, the bayonet locking system ensures a fast, secure connection and significantly reduces assembly times. This combination of easy installation and high functionality increases efficiency during commissioning and maintenance.

TECHNOLOGICAL CHALLENGE SUCCESSFULLY SOLVED

The development of the B23 presented the engineers with complex challenges: high current and voltage values had to be combined with field-attachable termination technology in a confined installation space. At the same time, interference-free data transmission had to be ensured.

These requirements were realised through innovative design solutions that optimise both electrical performance and EMC properties, making the B23 a technologically advanced new development.

BROAD RANGE OF APPLICATIONS IN AUTOMATION

The B23 connector is specifically designed for applications in automation technology. Typical areas of use include:

- Drive technology and servo motors
- Decentralised automation systems
- Modular machine and plant concepts
- Robotics and flexible manufacturing systems

The hybrid connection technology particularly demonstrates its strengths in control concepts without control cabinets: greater flexibility, faster response times and reduced installation effort.

PRODUCT VARIETY FOR DIFFERENT INTEGRATION REQUIREMENTS

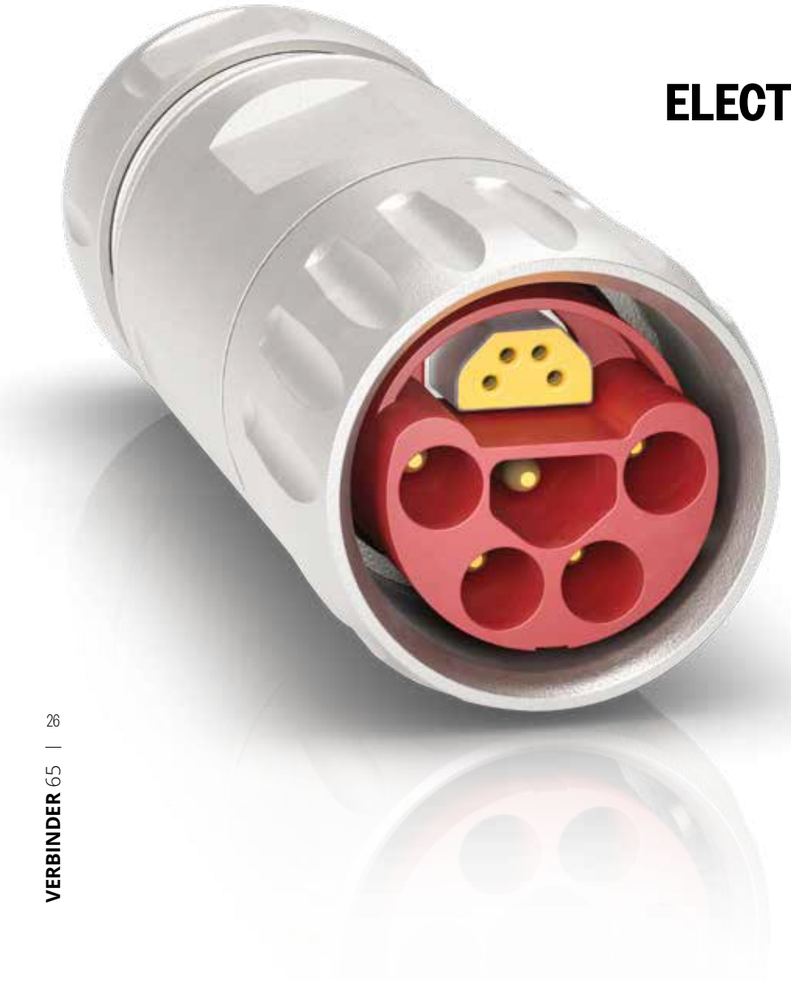
binder offers the B23 not only as a field-attachable version, but also as a panel mount connector for device installation. Versions with single-wire termination and THT contacts are available.

This means the series covers both field requirements and device integration requirements, enabling a continuous system solution from a single source.

OUR NEW B23 CONNECTOR COMBINES POWER SUPPLY AND DATA TRANSMISSION IN A UNIQUE, COMPACT SYSTEM. IT IS THEREFORE A KEY BUILDING BLOCK FOR THE FURTHER ESTABLISHMENT OF ONE CABLE AUTOMATION.

WITH OUR FIELD-ATTACHABLE VERSION IN PARTICULAR, WE ARE SETTING NEW STANDARDS IN TERMS OF EFFICIENCY AND FLEXIBILITY IN ELECTRICAL CONNECTION TECHNOLOGY.

Philipp Zuber,
Head of Product Management
at binder.



» CONCLUSION
KEY TECHNOLOGY
FOR THE NEXT LEVEL
OF AUTOMATION

With the introduction of the B23 connector, binder is positioning itself strategically in the growing market for hybrid connection solutions. The combination of high power density, integrated data transmission, simple handling and a standardised interface makes the B23 a forward-looking solution for modern automation concepts.

VIS/ON

QUALITY STARTS WITH THE INITIAL IDEA.

We develop technologically advanced products with the aim of combining innovation with the highest standards right from the start.

For us, this means:
Quality is not a check carried out at a later stage,
but an integral part of every development process –
from the initial idea to the finished product.

Torsten Hertwig

Chief Technology Officer

/08

WHAT IS PIM – SIMPLY EXPLAINED?

PIM STANDS FOR “PRODUCT INFORMATION MANAGEMENT” – THAT IS, THE MANAGEMENT OF ALL INFORMATION RELATING TO PRODUCTS.

A PIM system is the central platform on which all product-related information is collected, maintained and made available for various channels.

Put simply:
PIM is like a central, well-organized shelf of product information. Everyone accesses the same up-to-date data instead of searching through different drawers for different versions.

In one sentence:
A PIM system ensures that product information is managed centrally, consistently maintained, and uniformly displayed everywhere.

A wide variety of information is brought together in the PIM, for example:

- Technical data
- SAP information
- Product descriptions
- Images and media
- SEO information
- Translations
- Accessories and cross-references*
- Product filter attributes
- and much more

The decisive difference compared with individual files, lists or isolated systems lies in centralisation and structuring. Whereas Excel lists or documents often exist in parallel and are maintained manually, a PIM offers clear processes, version control and a single, consistent database. Changes only have to be made once and are then available everywhere, correctly and up to date.

WHY DO WE NEED PIM AT ALL?

In many companies, product information is everywhere – just not where you happen to need it. Technical data may sit in the ERP system, product descriptions in product management’s lists, images on a server or somewhere in the cloud, and translations circulate in emails or Excel spreadsheets. Every department has its own “source of truth” – which, unfortunately, often means there are several truths at the same time.

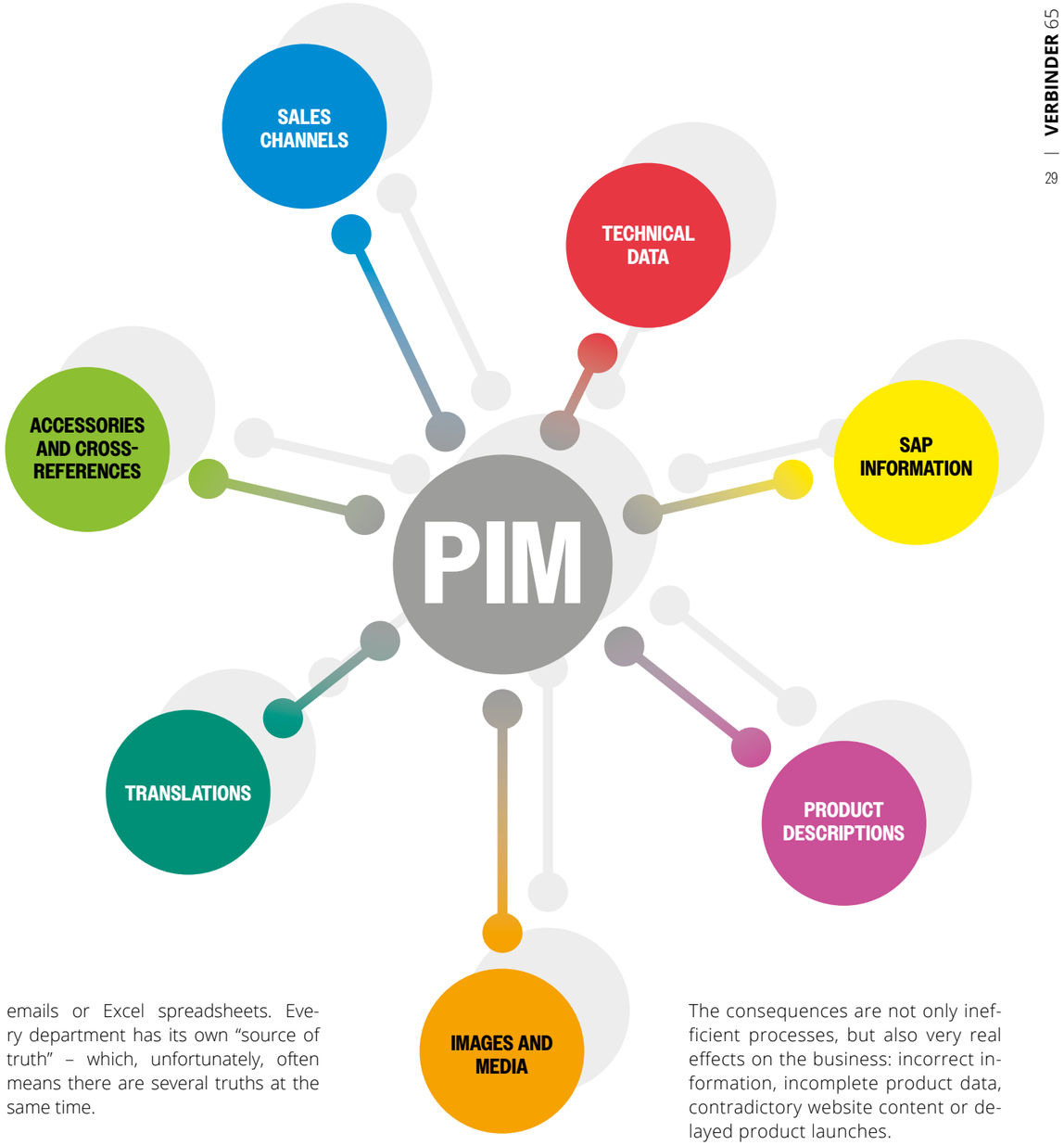
A wide range of areas work with this information: sales, marketing, product management, e-commerce, customer service and, in some cases, even external partners. Everyone needs current, correct and complete data – but this is exactly where the problem begins.

When product information is maintained in different places, inconsistencies quickly arise. A product suddenly has two different descriptions, technical data do not match, or images are out of date. Changes have to be entered several times, which costs time and encourages errors. At the same time, transparency is often lacking: who last changed which piece of information? Which version is current?

The consequences are not only inefficient processes, but also very real effects on the business: incorrect information, incomplete product data, contradictory website content or delayed product launches.

This is exactly where a PIM system comes in. It creates a central place where all product information is bundled, maintained and managed. Instead of scattered data sources, there is a clear, uniform basis that everyone can access. This reduces errors, saves time and ensures greater reliability in all processes involving product data.

*Competitor comparison numbers



WHICH PRODUCT INFORMATION DOES THIS SPECIFICALLY INVOLVE?

Product information is far more than just a name and a price. In practice, it encompasses a wide variety of data needed for different purposes.

These include, among others:

- Technical data:
  performance values, material s pecifications, design standards, dimensions, weights, etc.
- SAP information:
  customs tariff codes, weights, country of origin, etc.
- Product descriptions:
  short and long texts for different target groups or channels
- Images and media:
  product photos, dimensional drawings, assembly instructions, certificates, declarations of conformity, CAD data, etc.
- Translations:
  content for our 20 languages and international website presences
- Accessories and cross-references:
  article links, compatible competitor products
- Sales channels:
  information for websites, online shops, product portals (Traceparts/ Cadenas)

This information is stored in a structured way in the PIM and linked together. The result is a complete and consistent picture of every product – regardless of where the data is later used.

WHO WITHIN THE COMPANY BENEFITS FROM THIS?

A PIM system is not purely an IT matter; it directly affects many areas of the company. Its greatest benefit becomes apparent in everyday work: processes become simpler, faster and considerably less prone to errors.

Sales
Sales has access to current and complete product information at all times. Quotations can be created more quickly, queries are reduced and uncertainties are avoided. This leads to greater efficiency and better customer advice.

Marketing
Marketing teams can create and publish content more quickly. Product data is already available in structured form, and images and texts are centrally accessible. Campaigns, catalogues or online content can be implemented consistently and without time-consuming coordination.

Product Management
Product management benefits from clear processes and better data control. Changes can be managed centrally, and it is possible to trace at any time which information is current. Maintenance becomes more efficient and more transparent.

Other Areas
The web shop, technical sales and external partners benefit too. Everyone works with the same data, which reduces coordination effort and makes collaboration easier.

Overall, this means:

- less duplication of work
- fewer errors
- faster processes
- greater transparency

WHAT GETS BETTER FOR CUSTOMERS?

In the end, a PIM system pays off above all for customers – even if they never see it themselves.

Customers benefit from the fact that:

- Information is available more quickly
  Products can be published and updated more quickly.
- Data is more complete
  All relevant information is available in one place and is maintained systematically.
- Details are more reliable
  Contradictions and errors are reduced because there is now only a single central data source.
- Content is more consistent
  Whether website, catalogue or quotation – the information is consistent and coordinated.
- Enquiries can be answered more quickly
  Employees have direct access to all relevant data and do not first have to search through various sources.

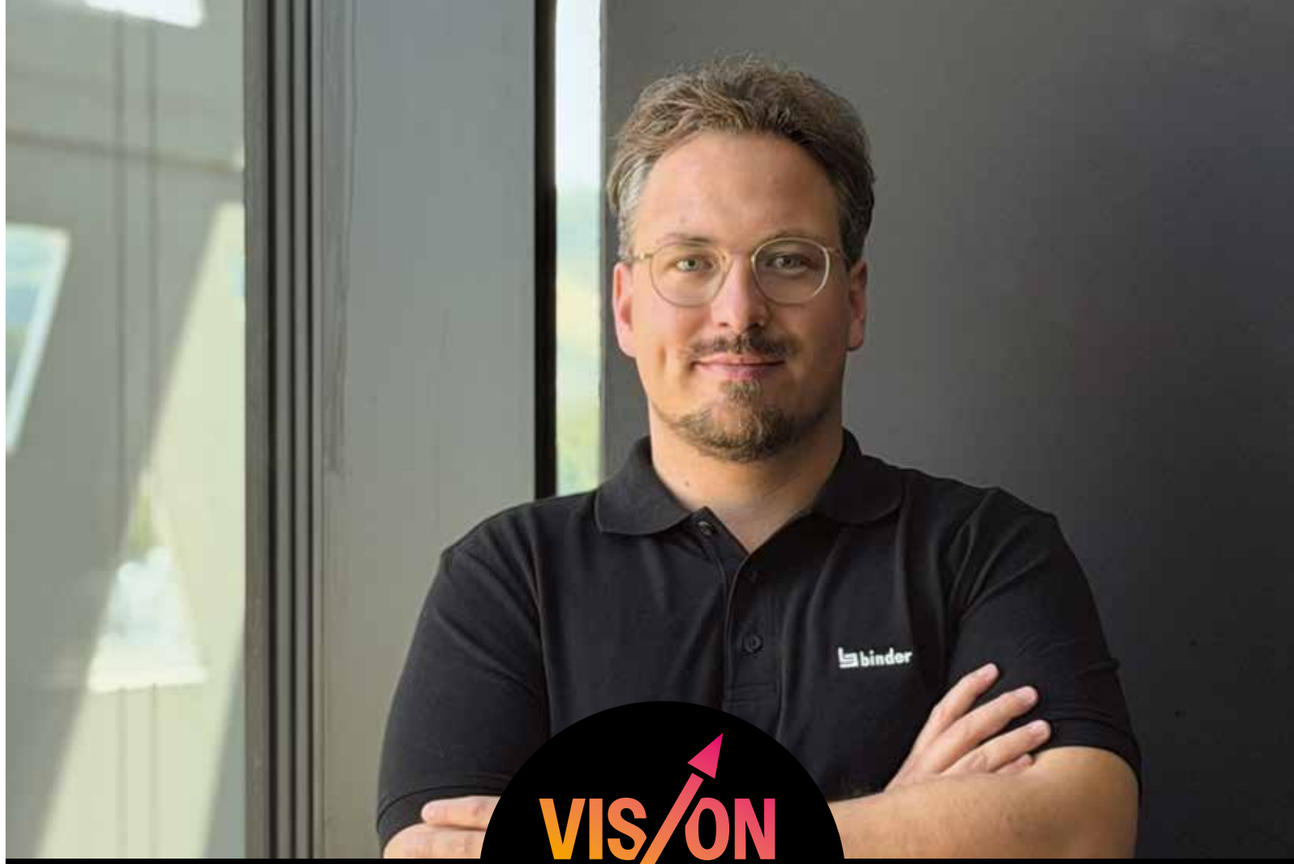
The result is a better customer experience: customers find the information they need more quickly and can make well-informed decisions.

In summary:

a PIM system is not a “nice to have” solution, but an answer to a very concrete problem – dealing with complex, distributed and constantly growing product information. Anyone who tries to solve this permanently with Excel, emails and intuition is essentially working actively against their own efficiency.

ABOUT THE AUTHOR

Stefan Gronwald
has been with binder since 2006 and is responsible for PIM, TYPO3, and CAx projects. His areas of focus are product data management, system integration, and digitalization processes.



CENTRALIZED CONTROL, LOCAL IMPACT.

We create clear structures and the technological foundation for systems, data and processes.

As an enabler and business partner, we ensure that good ideas are turned into real solutions faster.

Yannick Collasius

Chief Information Officer

A PASSION FOR INNOVATION

THE BINDER INNOVATION & TECHNOLOGY CENTRE IN BAD RAPPENAU CELEBRATES ITS TENTH ANNIVERSARY

What started as an idea has become an important part of the binder group: the Innovation & Technology Centre, ITZ for short, in Bad Rappenau is celebrating its tenth anniversary. Since it founding in 2016, the center has developed into an important driving force for research, development and new technologies. Today, the ITZ combines scientific findings, technical expertise and customer-specific solutions, and thus brings innovations to market more quickly.

THREE PILLARS FOR NEW IDEAS

The ITZ is far more than a traditional research department. It supports the innovation process within the binder group and helps to transfer new technologies from research into processes suitable for series production. This involves, for example, modern 3D printing processes, new manufacturing technologies, or the development and registration of patents.

One example is smart connectors. Integrated electronics create new possible applications, such as in the charging infrastructure of cargo bikes or e-scooters. Via a printed RFID antenna, information such as battery charge level, temperature or charging profile can be transmitted even before the actual mating process. This increases safety and can at the same time improve the battery's service life.

The second pillar is the strong network with universities and technology partners. Among others, the ITZ works together with the Karlsruhe Institute of Technology and the Technical University of Darmstadt. It is also active in networks such as Microtec Südwest and TechBlick. This allows the team to stay close to the latest research findings and maintain regular contact with experts from science and industry.

The third pillar consists of customer-specific projects. Here, the ITZ sees itself as part of a one-stop-solution approach: from the first idea through electronics development to the finished solution, many steps can be managed from a single source. Especially in the case of complex requirements, this is a major advantage. For the team, it means new tasks every day – often demanding, but exciting for precisely that reason.

FROM VISION TO A SITE OF ITS OWN

The success story of the ITZ begins with a clear vision: the research and development of printed electronics using the pad printing process. However, the path to get there was marked by challenges of all kinds, which called for courage, investment and strategic decisions.

The starting point was the research project ELSE, which dealt with innovative applications of printed electronics. Once it had been approved, it quickly became clear that the existing facilities in Neckarsulm could no longer meet the growing requirements. In this decisive phase, Managing Director Markus Binder showed foresight and confidence in this future technology. His support paved the way for the move to a new building in Bad Rappenau – a milestone in the company's history. With this step, a site was created for the first time that is devoted exclusively to research and development – something entirely new for the binder group. An interdisciplinary team took up its work there. From then on, mechanical engineers, electronics specialists, mechatronics engineers, chemists and print technicians worked hand in hand on the technologies of tomorrow. This diversity of expertise proved to be the key to success.

10 YEARS ITZ

HAPPY BIRTHDAY!

IMPORTANT MILESTONES

The years 2016 and 2017 were dominated by the research project ELSE. The project received 2.5 million euros in funding. At its heart was the development of an electroluminescent touch sensor for Evobus – together with the company Captron and the Technical University of Darmstadt. This project laid the foundation for many further developments.

The next development phase followed in 2018 and 2019. New products such as heating elements and printed force sensors were introduced.

At the same time, the ITZ continued to expand its infrastructure. A modern electronics laboratory was established, as well as a pilot plant with 3D printing systems and laser-based cliché production. The goal was clear: functional prototypes should be able to be produced within a few weeks.

Since 2020, the ITZ has been part of binder electronic solutions. As a result, electronics development and electronics production have moved closer together. Tools and interfaces were harmonized so that data could be exchanged more easily and processes improved.

Another important step followed in 2024: the ITZ, binder introbest and binder ems units were consolidated together under joint management. The aim is to make better use of synergies and to coordinate investments in a targeted way within the framework of the company strategy.

A LOOK AHEAD

Ten years after its founding, the ITZ is firmly anchored in the binder group. What once began as an ambitious research project is today an important part of the corporate strategy. After all, the capacity for innovation increasingly determines how successful a company can be in the future.

In the future, too, the ITZ will rely on its three pillars: supporting the innovation process, strong development networks and customer-specific solutions. Electronics development in particular remains a key technology here. Many products and services of the future will depend, directly or indirectly, on electronic assemblies, intelligent systems and digital platforms.

Artificial intelligence will also change the research and development process. New possibilities in product development and process optimization are already emerging today. In the future, AI systems can help to develop software and layouts more quickly. This can shorten development times, while developers concentrate more on core tasks. The „time to market“ factor in particular is becoming ever more important in global competition.

BRINGING IDEAS TO LIFE

The ITZ meets all these challenges with agility, expertise for our customers and enthusiasm for new technologies. The close cooperation between research, development and production makes it possible to implement innovations quickly and efficiently. Yet the center never loses sight of its core mission: transforming ideas into tangible solutions. These must serve as the basis for sustainable growth and economic success.

Looking ahead to the coming years, one thing is certain the ITZ's success story is far from over. On the contrary, a new chapter is beginning.

ABOUT THE AUTHOR

Dr. Stefan Ernst
is the Head of binder electronic solutions and has been with the company since 2015.

/10

INTERVIEW

ERIC SHIVER

BUILDING SOMETHING FROM THE GROUND UP

A CONVERSATION WITH ERIC SHIVER, MANAGING DIRECTOR OF MANUFACTURING, AS HE PREPARES FOR RETIREMENT

After nearly two decades at binder USA Eric Shiver, our Managing Director of Manufacturing, is preparing to retire. Over the past 18 years, he has played a key role in building the production facility, growing the manufacturing team, and helping shape the culture that defines the company today.
We recently spoke with him about the early days, the milestones along the way, and the people who made the journey meaningful.

AN EMPTY BUILDING AND PLENTY OF TRUST

WHEN YOU THINK BACK TO YOUR FIRST DAYS AT BINDER,WHAT STANDS OUT THE MOST?

The first thing I remember is arriving at an empty building. There was nothing here yet. We had to bring in utilities, compressed air systems, molding machines, and all the auxiliary equipment. Everything had to be built from the ground up.

In the beginning there were a lot of "hurry up and wait" moments. I remember standing where the molding machines would eventually go, everything prepared except for the tools. I even look back at a photo of myself standing there thinking, "Where are the tools?"

But what really stood out was the level of trust the company placed in me. They essentially said, You know how to do this, set it up the way you think it should be done. That kind of freedom and confidence in someone is not something you experience everywhere.

FROM PARTNERSHIP TO INDEPENDENT STRENGTH

HOW WOULD YOU DESCRIBE THE BIGGEST DIFFERENCES BETWEEN BINDER THEN AND BINDER TODAY?

In the early years our focus was mainly on the strategic partnership with Balluff. That business helped us establish the facility and keep operations running while we were still building the organization.

Over time we started expanding more into binder's own product lines. That transition didn't happen overnight, but eventually we began developing and producing more binder products and building a broader customer base. Today binder USA serves thousands of customers. Seeing that transformation from a small startup operation into a strong, established manufacturing facility has been very rewarding.

OUR GREATEST SOURCE OF PRIDE: THE TEAM

LOOKING BACK OVER THE YEARS, WHAT ACHIEVEMENTS ARE YOU MOST PROUD OF?

There were many milestones along the way. Adding our third molding machine was a big step. Then the fourth. Expanding from one shift to two, and eventually to three shifts, were important moments because they showed that the business was growing.

But the achievement I'm most proud of is the team. When we started, there were only a few people here. Today we have around 80 employees. Building that team and watching people grow in their roles has been incredibly satisfying.

CRISIS AS A TEST OF METTLE

WERE THERE ANY PARTICULARLY CHALLENGING PERIODS THAT HELPED SHAPE THE COMPANY?

The COVID years were certainly challenging. Like many companies, we had to adjust schedules, manage staffing, and implement safety protocols while still maintaining production.

Despite those challenges, we remained very busy during that time. The team adapted quickly, and everyone worked together to keep operations running. Experiences like that really highlight the strength of a good team.

LEADING WITH POISE AND HUMOR

HOW WOULD YOU DESCRIBE YOUR LEADERSHIP APPROACH?

I always tried to be firm, fair, and honest. Consistency is very important in leadership. If there are rules, they need to apply to everyone equally.

I also believe strongly in leading by example. I was never comfortable asking someone to do something that I wouldn't be willing to do myself.

At the same time, it's important to keep a sense of humor. Everyone has pressures outside of work: family responsibilities, health concerns, financial stress. When people come to work, it should also be a positive place where they can focus, work together, and feel proud of what they accomplish.

WHAT MAKES BINDER SPECIAL

WHAT MAKES BINDER USA UNIQUE COMPARED TO OTHER ORGANIZATIONS YOU'VE WORKED FOR?

The culture really stands out. Being a family-owned company makes a big difference.

There is a strong focus on integrity, respect, and openness. Employees are treated fairly, and the company genuinely cares about the people who work here.

I've worked for companies where the only focus was pushing numbers. At binder, performance still matters of course, but the company also invests in creating the right environment for people to succeed.

LEAN, FAST, CUSTOMER-ORIENTED

WHAT DEVELOPMENTS IN PRODUCTION IMPRESSED YOU THE MOST DURING YOUR TIME HERE?

The transition to lean manufacturing has been one of the most important developments.

Traditional manufacturing often relied on large batches and inventory between processes. That approach creates inefficiencies and waste. Lean manufacturing focuses on flow, producing parts efficiently and identifying problems immediately.

It requires investment and discipline, but the long-term benefits for quality and efficiency are significant.

WHAT ADVICE WOULD YOU GIVE TO YOUR SUCCESSOR PATRICK OBENLAND?

Keep a sense of humor.

Machines and processes are usually the easy part. The real challenge in any organization is managing people and personalities. That takes patience, communication, and understanding.

There will always be stressful moments, but stepping back and looking at the bigger picture helps a lot. And it's important to remember that there is strong support throughout the organization.

AS YOU PREPARE FOR RETIREMENT, WHAT ARE YOUR PRIORITIES NOW?

My main focus right now is helping with the transition. I want to support Patrick (Obenland) and Jon Magelssen as they take on more responsibility and continue developing the lean manufacturing initiatives.

There are also strategic plans for tooling and machinery that we've been working on, and I'll help ensure those plans move forward smoothly.

Personally, my wife and I are looking forward to traveling. In the past we would visit beautiful places but always had to return to work quickly. Now we'll have the flexibility to stay longer and enjoy those experiences without a schedule.

ANY FINAL THOUGHTS AS YOU CLOSE THIS CHAPTER?

I'm simply grateful for the opportunity. Working at binder has been a great experience. I've enjoyed the people, the challenges, and the process of building something from the ground up.

IT'S BEEN A GREAT JOURNEY, AND I HAVE NO REGRETS.

Eric Shiver,
Production Manager binder USA

Maciek Czerwinski
in an interview with Eric Shiver.
A look back at his time
at binder USA.

VISION

SHOW STRENGTH AND STAY AHEAD.

International competition is fierce but we face it with confidence.

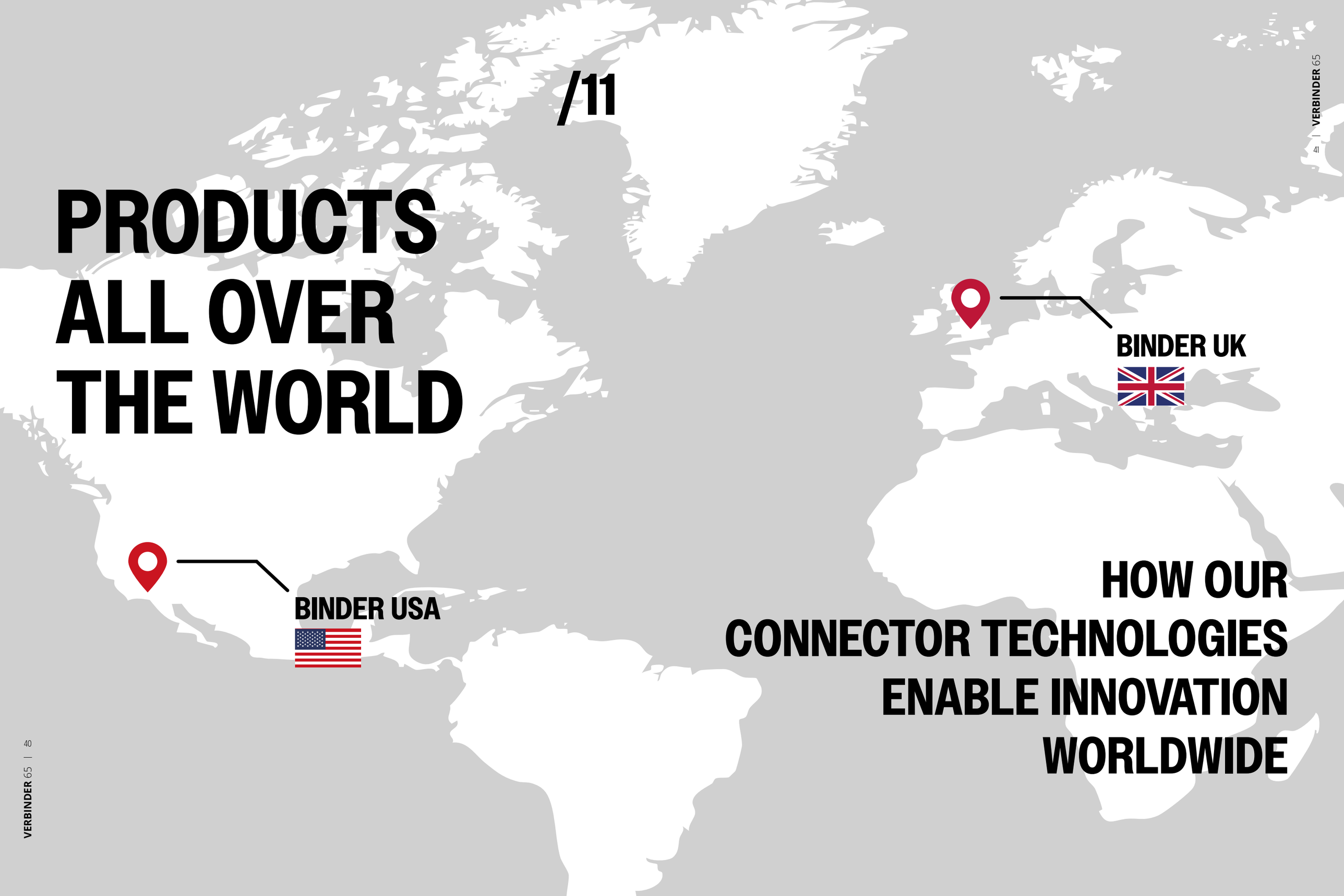
With a globally oriented production network and in-house expertise across the entire value chain, we combine flexibility and proximity to our markets worldwide.

This is how we are consistently expanding our operations and positioning ourselves on the global market.

Nico Greß

Chief Production Officer

PRODUCTS ALL OVER THE WORLD



HOW OUR CONNECTOR TECHNOLOGIES ENABLE INNOVATION WORLDWIDE

CONNECTIONS SHAPE THE FUTURE – WORLDWIDE.

BINDER UK & BINDER USA

Whether in British load-testing systems, modern warehouse robots in the USA or intelligent automation solutions around the world: in the United Kingdom and the United States, too, our connectors show how important reliable connection technology is for technical innovation. Both markets are heavily influenced by industrial applications. At the same time, they illustrate the role that standards, certifications and local market conditions play in choosing the right connectors.

BINDER UK: VERSATILE SOLUTIONS FOR DEMANDING APPLICATIONS

The British market is characterized by a broad spectrum of applications. There, connectors of the M12-A, M12-X, M5, 620/720, NCC and RD24 series are particularly in demand.

The decisive factors are versatility, a good price-performance ratio, quality, reliability and resistance to environmental influences. Many of these products have long been considered the industry standard in their respective fields of application.

The M12-A series is used in a wide range of applications in the United Kingdom. These include pressure and position sensors, data loggers and humidity sensors. Its broad applicability makes it a reliable solution for many industries.

The M12-X series plays an important rolewherever high data transmission rates of up to 10 Gbit/s are required. Typical applications include energy management systems, load banks, agricultural robotics and telecommunications.

Smaller designs, such as M5 connectors, are also significant on the British market. They are used, for example, in e-bikes or medical applications. RD24 connectors can be found, among other places, in architectural DMX lighting systems.

NCC solutions play to their strengths in particular in handheld devices.

FROM ENERGY MANAGEMENT TO AGRICULTURAL ROBOTICS

The key sectors for binder UK are diverse. They include energy management, lighting, agriculture, high-speed data transmission, heavy industry, EV charging systems, automation, robotics and sensor control. It is precisely this diversity that shows how flexibly our connection solutions can be applied.

One notable example is a project with Crestchic. In this project, M12-X connectors are used as a standardized data interface for communication and control systems in load banks. Such systems are used for energy management and for system testing. This is exactly where reliability, speed and secure data transmission are crucial. The project illustrates how a single connector can become the central interface in a technically demanding application.

Local requirements also play an important role. In the United Kingdom, DIN specifications are considered the industry standard. In addition, approvals from UL (Underwriters Laboratories) and CSA (Canadian Standards Association) are particularly valued by larger companies that also export their products to the US market. At the same time, overarching topics are gaining importance. These include more sustainable production, suitable materials, higher data transmission rates and weatherproof outdoor connectors with protection ratings of IP67 and higher.

THE UNITED KINGDOM AND THE USA EACH DEMONSTRATE, IN THEIR OWN WAY, HOW VERSATILE OUR CONNECTORS ARE IN GLOBAL APPLICATIONS.

CONNECTIONS SHAPE THE FUTURE – WORLDWIDE.

BINDER USA:
M12 AS THE STANDARD FOR INDUSTRY AND AUTOMATION

In the USA, the focus is above all on the M12 product family. The M12-A, M12-L and M12-X series are particularly important. These cover a broad spectrum of industrial applications and are considered versatile standard products in the connector sector.

M12-A connectors are used in numerous industries in the USA. These include industrial automation, sensor and actuator connections, I/O modules, fieldbus interfaces, packaging and food processing systems, as well as general mechanical engineering applications. Their strength lies in their universal usability.

M12-L connectors are becoming increasingly important in power distribution. They are used, among other things, in decentralized power supply systems, in conveyor and materials handling technology, in robotics, in automated guided vehicles (AGVs), in I/O blocks and in various sensor applications. On the US market, they are increasingly replacing older 7/8-inch solutions. This shows how standards continue to evolve and how modern connection technology is superseding existing systems.

M12-X connectors are particularly relevant for high-speed industrial Ethernet, PROFINET systems, automation, robotics, machine vision, sensor technology, traffic technology and smart buildings. They play a decisive role wherever fast and stable data transmission is required.

CERTIFICATIONS AS THE KEY TO THE MARKET

The US market places particular demands on certifications. Depending on the application, industry and region, different certifications can be decisive. UL certification is especially important, as many inspectors and customers in North America require UL-listed components when products are installed visibly or permanently in machines, control panels, sensors or cable systems.

For the Canadian market, CSA certification is also relevant. In potentially explosive areas, such as in the oil and gas industry or in mining, ATEX and IECEx play an important role. ATEX stands for the European requirements for equipment in potentially explosive atmospheres. IECEx is an international certification system for equipment and components used in such areas. These are important for safe and compliant use in mechanical engineering, industrial automation and measurement technology in accordance with the National Electrical Code. For applications in the food and beverage industry, the requirements of the FDA and Ecolab are also significant.

In addition to technical and regulatory requirements, economic conditions also influence the market. Tariffs on European goods and, in particular, on certain products manufactured in China with M12-X coding increase the pressure on margins and prices. For sales, this means aligning technical quality, competitiveness and market requirements even more precisely.

AUTOMATION ON A LARGE SCALE

A particularly exciting project on the US market illustrates the role our connectors can play in modern automation systems. Amazon Robotics has built up its own integration structure to further develop intelligent warehousing and fulfilment processes. As part of an automated stowing program, artificial intelligence and robotics are used to make processes in logistics centers more efficient.

binder supports this development with connection solutions within the automation ecosystem. These range from M8 to the entire M12 product family. The connectors ensure robust and reliable connections in an environment in which machines, sensors, controllers and data streams must interact precisely. The project impressively demonstrates how connection technology contributes in the background to reliably implementing complex future technologies.

LOCALLY DIFFERENT, TECHNICALLY CONNECTED

The United Kingdom and the USA each demonstrate, in their own way, how versatile our connectors are in global applications. While the United Kingdom mainly demands robust, versatile solutions for energy management, lighting, agriculture and high-speed data transmission, the USA focuses on the M12 product family as the standard for automation, power supply and industrial communication.

BOTH MARKETS MAKE ONE THING CLEAR:

CONNECTION TECHNOLOGY IS FAR MORE THAN A TECHNICAL DETAIL.

IT FORMS THE BASIS ON WHICH SENSORS DELIVER DATA, MACHINES WORK RELIABLY, ROBOTS ARE CONTROLLED PRECISELY AND MODERN INFRASTRUCTURES FUNCTION SAFELY.

With local market knowledge, international experience and a broad product portfolio, the binder Group supports customers worldwide in turning technical challenges into reliable solutions.

FOLLOW US ON

TikTok

@binder_group

CLOSE TO THE YOUNG TARGET GROUP

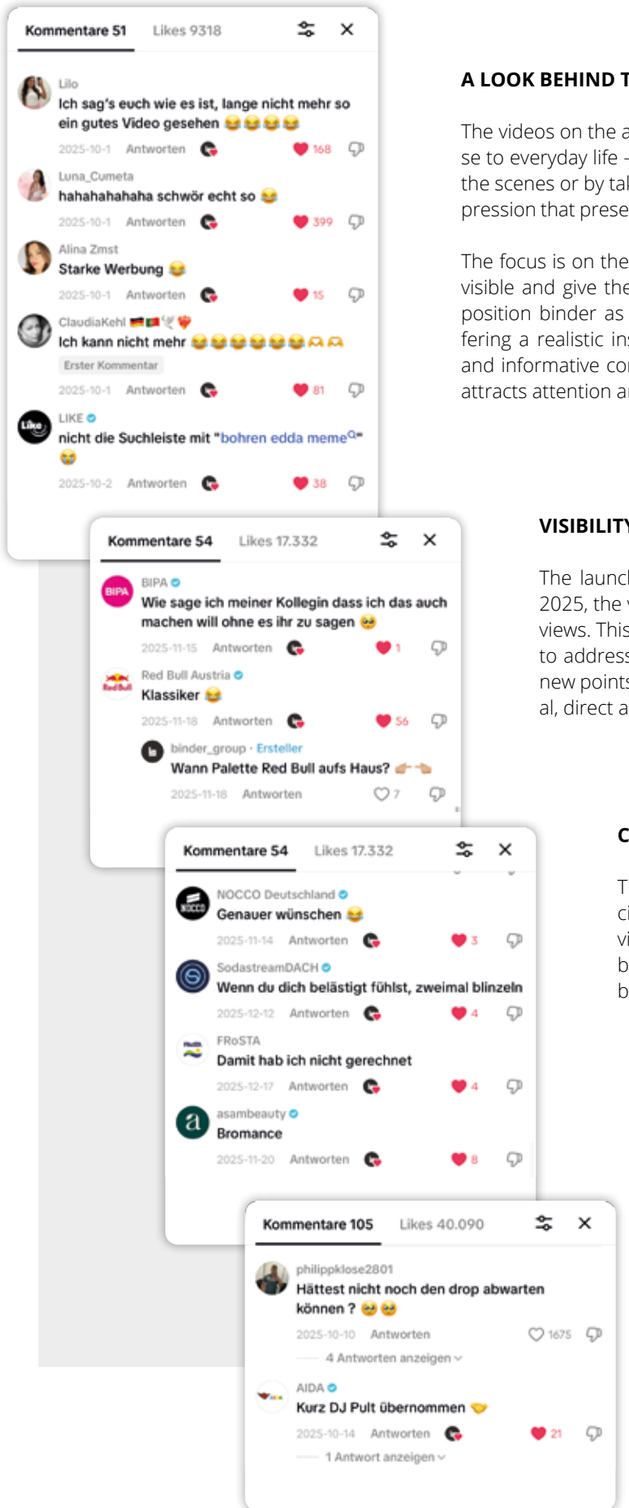
WHAT DO SHORT VIDEOS, CURRENT TRENDS AND A LOOK BEHIND THE SCENES HAVE TO DO WITH THE EMPLOYER BRAND?

QUITE A LOT.

Since August 2025, the binder Group has been active on TikTok under @binder_group. The aim is to reach young people where they inform themselves, find their bearings and be entertained.

WHY TIKTOK?

For many young people, TikTok is a firm part of their everyday digital life. The platform provides not only entertainment, but also impressions of brands, products and potential employers. For companies, this is an opportunity: they can become visible before young talents even write an application. For Generation Z in particular, content that is fast, honest and easy to understand matters. A short video can often create more of a connection than a conventional text. That is why, on TikTok, binder shows not only what the company does, but above all who stands behind it.



A LOOK BEHIND THE SCENES

The videos on the account are deliberately humorous, creative and close to everyday life – for example through typical short glimpses behind the scenes or by taking up current trends. This creates an authentic impression that presents binder as a modern and approachable company.

The focus is on the people at binder. They make the corporate culture visible and give the company a face. This is exactly what allows us to position binder as an attractive employer while at the same time offering a realistic insight into the company. By combining entertaining and informative content, a form of communication emerges that both attracts attention and builds trust.

VISIBILITY THAT WORKS

The launch shows that the channel resonates. Since August 2025, the videos have already achieved more than one million views. This means binder also reaches people who are difficult to address through conventional channels. At the same time, new points of contact with the target group are created – casual, direct and on equal terms.

CONCLUSION

TikTok is therefore more than just an additional social media channel. The platform strengthens digital visibility and supports the employer brand. In short: binder shows up where young people are looking and brings to life what the company is all about.

ABOUT THE AUTHOR

Denise Bartel
has been working in marketing at binder since September 2025 and is responsible for social media.

STAYING CLEAR-HEADED –

EVEN WHEN THINGS GET HECTIC

Anna Fetter

In production, things do not always go according to plan. Machines need maintenance, processes change at short notice, time pressure builds up. Suddenly, an unexpected problem comes on top of it all. It is precisely in moments like these that mindfulness shows its strength: not as a passing fashion, but as a practical strategy for thinking clearly under pressure and remaining able to act. It is about leaving autopilot behind and being present without losing sight of the work.

OUT OF AUTOPILOT

Mindfulness means deliberately directing your attention to the present moment. Anyone whose thoughts wander off, or who gets worked up inside about a disruption, quickly loses focus. A brief check helps: what exactly is happening right now? How is my body reacting to it? What can be influenced and what cannot? What is the next step? This reduces errors and increases safety.

Inner voices such as „I will never manage this", „Chaos again!" or „No mistakes allowed" are particularly tricky. Such thoughts are human, but they intensify stress. The key is to perceive them as temporary inner impressions – and not as facts. Between thought and reaction there is a space. Use it to choose consciously: „Which observation helps right now? What can I control?"

PRACTICAL EXERCISE: THE THREE-STEP CHECK

1. **Stop and orient:** name three things each that you can see, hear and feel. This brings you into the here and now.
2. **Reality check:** ask yourself: „What is a fact right now that cannot be influenced? What can I influence?" – „The machine has a fault. The technician will not arrive for another 20 minutes. But I can refill material."
3. **Next step:** choose a feasible action, for example, fetching material from the store.

This exercise takes less than a minute and turns pressure into action. When something cannot be changed, such as a breakdown, it helps to accept the situation as it is and to direct your energy towards what is feasible. Resistance costs strength; a shift of focus makes that strength usable.

VALUES PROVIDE SUPPORT

Not least, personal values provide orientation: attention to detail on the assembly line, team solidarity during the shift, quality for the customer – what drives you? Clarity about the question „What am I doing this for?" makes tough days more bearable. It is about keeping your personal sense of purpose in mind.

MINDFULNESS STRENGTHENS CONCENTRATION, MINIMIZES RISKS AND FOSTERS TEAM SPIRIT.

TRY THE THREE-STEP CHECK: PAUSE, ORIENT, ACT.

IT WILL NOT MAKE EVERYDAY WORK ANY EASIER – BUT YOU WILL STAY CLEARER AND SAFER AND KEEP CONTROL WITHIN YOUR OWN MIND.

ABOUT THE AUTHOR

Anna Fetter
is a psychologist and licensed psychological psychotherapist, and has been a psychological partner of binder since 2022.

binder Gesundheitstag

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HEALTH BEGINS IN EVERYDAY LIFE

NUMEROUS EMPLOYEES MADE USE OF THE HEALTH DAY AT BINDER

Health is a topic that accompanies us all, both in our professional lives and in our everyday private life. Those who take good care of themselves can meet challenges better, recharge their energy and stay productive in the long term. This was exactly what the 2026 health day at binder was about. Under the motto „Sleep and Relaxation“, the focus was on practical ideas, personal advice and small breaks from the working day.

Recent surveys also show that the topic affects many people: 42 per cent of Germans reported sleep problems over the past twelve months. These are often linked to psychological strain. The consequences can range from reduced performance and irritability to health risks.

This makes it all the more important to pay attention to warning signs early and to know ways that can help in everyday life.

A MIX OF INFORMATION, EXERCISE AND RELAXATION

On 7 May, employees were able to discover various information and hands-on activities in the cafeteria. Sports therapist Nils Grimm showed how progressive muscle relaxation can help people find calm even in stressful phases. In her talk, company doctor Dr. Alexandra Kraft shared important information and practical tips for better sleep.

Mindfulness also played a central role: with psychological psychotherapist Anna Fetter, participants were able to pause deliberately in an exercise and enjoy a moment of calm.

Further varied offerings came from the AOK. At the stand, employees could have various stress analyses carried out and then receive individual advice. In addition, the Mobisit and a massage belt offered the opportunity to release physical tension.

Audi BKK focused on active stimuli: exercises on the balance board challenged balance and concentration. Using Qiu balls, they also clearly demonstrated how breathing can affect the heart rate – and how small changes can positively influence physical well-being.

Four massage therapists provided special relaxation. Many employees took the opportunity to book a seated massage in advance and to treat themselves to a conscious break from the working day.

WORKPLACE HEALTH MANAGEMENT AS PART OF OUR CULTURE

Workplace health management has been firmly established at binder for several years and has become an important part of our corporate culture.

Since 2026, new offerings have complemented the existing training programme: as part of the „BGM-Boost“, there are short talks on health-related topics. The „BGM-Break“ offers employees small breaks with mindfulness exercises.

With events such as the health day, we want to show how important health promotion is in both professional and private settings. At the same time, such offerings create space for exchange and encounters across departmental boundaries. After all, healthy and motivated employees are an important basis for good collaboration and for the long-term success of a company.

SHAPING HEALTH TOGETHER

A big thank you goes to everyone involved and all those who supported the event, contributing with great dedication to the success of the Health Day. We also extend our thanks to all employees for their keen interest and valuable feedback.

We also look forward to receiving feedback, ideas, and topic suggestions for future events, whether for the next Health Day, the BGM Boost, or other initiatives related to health and well-being at binder.

ABOUT THE AUTHOR

Sina Mayer
joined binder in 2014 and has been working in the People & Culture department since 2019.

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MOVEMENT AS MEDICINE

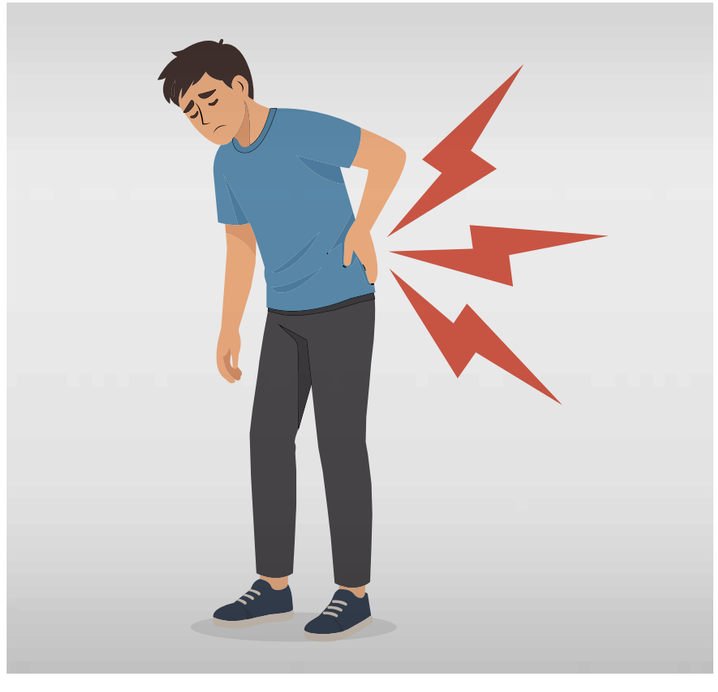
WHY STAYING STILL RARELY HELPS

Your back aches, your knee is bothering you, the shoulder feels stiff, and the first impulse is often to take it easy. Yet, particularly with persistent complaints, staying still is not always the best solution. Movement can help you trust your body more again. Here is why that is the case and how even small loading stimuli in everyday life can help:

PAIN IS A WARNING SIGNAL – BUT NOT ALWAYS A SIGN OF DAMAGE

Pain fundamentally has an important task: it is meant to protect the body. In the case of acute injuries or inflammation, pain is therefore an important warning signal. In such situations, it can be helpful to reduce the load temporarily.

The situation is different with chronic complaints. People usually speak of these when pain persists for longer than three months. In such cases, the affected tissue has often already healed, yet the pain remains nonetheless. The nervous system continues to react sensitively and sends warning signals, even though there is no longer any acute danger. This means that pain does not automatically signify that something in the body is still damaged. Sometimes it shows, rather, that the nervous system has become very alert.



WHY TAKING IT EASY DOES NOT HELP IN THE LONG RUN

Anyone in pain understandably avoids movements that are uncomfortable. In the short term, this can make sense. But if taking it easy becomes a permanent state, a negative cycle can develop.

The body loses resilience. Muscles become weaker, movements become more difficult, and everyday tasks feel more strenuous. At the same time, the nervous system gathers fewer positive movement experiences. It continues to assess load as a danger, even when a movement is actually harmless. As a result, the fear of pain can grow while the range of movement becomes ever smaller.

MOVEMENT GIVES A SENSE OF SAFETY BACK

Regular movement has a positive effect on many areas of the body. Muscles, tendons and joints adapt to load and gradually become more resilient again. The nervous system, too, learns to classify movement better once more.

During physical activity, the body also activates its own „pharmacy“: it releases neurotransmitters that can alleviate pain and improve well-being. Sleep, stress, mood and general fitness can also change positively through movement – all factors that influence how strongly we perceive pain.

OR TO PUT IT ANOTHER WAY: MOVEMENT IS NOT ONLY TRAINING FOR THE BODY.

IT IS ALSO A SIGNAL TO THE NERVOUS SYSTEM: EXERTION IS POSSIBLE.

SMALL STEPS COUNT

People with persistent pain often lose trust in their body. Many movements are avoided out of concern that the complaints could get worse. This is exactly where targeted load can help.

The point here is not to ignore pain or to overdo it. What matters is to ease back into movement slowly and in a way that suits you. For long-term progress to develop, the load should be increased step by step, ideally through targeted strength training and progressive loading stimuli, because only load increases resilience.

OUR GOAL IS NOT TO IGNORE PAIN, BUT TO GIVE THE BODY TRUST IN MOVEMENT AGAIN.

Nils Grimm

ACTIVE BREAK: SMALL IMPULSES IN THE WORKING DAY

Short bursts of movement can also help to set positive loading stimuli on a regular basis. This is exactly where the active break comes in. With targeted strength and mobility exercises, it helps to activate the body during the working day and to bring more movement back into the day.

This does not have to be complicated. Often a few minutes are enough to get out of standstill and give the body new impulses.

THREE SIMPLE IMPULSES FOR EVERYDAY LIFE:

- stand up and move briefly on a regular basis
- increase movements slowly instead of avoiding them permanently
- if in doubt, speak to the company sports trainer

Pain is a complex subject, and not every complaint can be explained in a blanket way. Anyone who has questions or is unsure is welcome to approach our company sports trainer Nils Grimm at any time.

ABOUT THE AUTHOR

Nils Grimm
has been responsible for health prevention and workplace sports at binder since 2025.
In his fitness posts, the experienced sports therapist provides information on improving quality of life through exercise.

THINK BOLD AND ACT STRONG.

The days when mid-sized family-owned companies could count on stable markets and margins are over.

That is why we are rethinking a lot of things, challenging the status quo and shaping our leadership for the future.

Our binder 2030 strategy is now turning exactly this strength into action.

Ron Binder

Member of the Management Board

RECOGNIZE POTENTIAL AND UNLEASH IT.

binder is showing what this Group is capable of:
We are winning new customers, growing internationally, and binder solutions is establishing a strong position in new projects.

We achieve these successes because we are capable of doing much more than just manufacturing connectors – a strength we must now leverage to stay ahead of the competition.

Len Binder

Chief Executive Officer

TOPICS IN THE NEXT ISSUE:

25th anniversary of binder China

Realignment of Production at binder

A WARM THANK YOU

TO EVERYONE WHO HAS WRITTEN ARTICLES FOR THIS ISSUE!

It is only through you that a magazine can come into being, only through you that ideas are generated, only through you that the verbinder comes to life.

NEW IDEAS FOR THE NEXT VERBINDER?

Get in touch with us – because once one verbinder is out, it's already time to start thinking about the next!

marketing@binder-connector.de

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