

OBO Blick June 2021 Edition

# Blick

## Lead subject

Digitalisation as a challenge  
in the electrical industry

## Solution

Electrical installations in  
residential housing construction

## OBO inside

100 + 10 years of OBO =  
110 years of enthusiasm for  
change

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June 2021 Edition



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# Digitalisation as a challenge in the electrical industry

Discussion between ZVEI Managing Director Klaus Jung and OBO Managing Director Michael Büenefeld

*The topic of digitalisation is constantly gaining in importance, even in sectors like the electrical industry. The COVID-19 pandemic has accelerated this development even further. This is reason enough to make digitalisation the main topic of OBO Blick. We are very happy to welcome Klaus Jung, Managing Director of the Electrical Installation Systems Division of ZVEI, and OBO Managing Director, Michael Büenefeld, as our interviewees on the subject. In the interview with OBO Blick, they answer some very interesting and revealing questions, such as how digitalisation has changed not only the electrical industry, but also trade fairs, customer events and sales structures, and how it will change them in the future.*



ZVEI Managing Director Klaus Jung



OBO Managing Director Michael Büenefeld

*Progressive digitalisation has already led to some changes in the industry. Through which changes to the market do you think digitalisation will become even more visible in the future?*

**Klaus Jung:** “The subject of digitalisation is one of the central driving forces which will change our society and business processes in the coming decade. It will influence both business practices and also the electrical installation market. The basis of digitalisation is the networking of things, processes and people. The subject of BIM – Building Information Modelling – plays a major role here and will continue to grow in significance in future. It changes our customers’ processes and has an impact on marketing. However, sales structures will also be increasingly online-based and customer

events will increasingly be supplemented and changed by digital events.”

**Michael Büenefeld:** “In this context, a good example of a successful digitalisation process is the implementation of ELBRIDGE in the industry. Due to its structure, the B2B market is often a bit behind the times when talking about digitalisation. However, with ELBRIDGE, we have shown that our industry can, with good cooperative work, also implement digital projects jointly. Thus, together, we can work together to place the customer at the heart of what we do.”

*If you were to make a prediction: What effect will digitalisation have on trade fairs and customer events?*

**Klaus Jung:** “The development of a digital range will strengthen trade fairs.

The forthcoming Light & Building, for example, will surely take place as a hybrid trade fair. It will then be possible to share activities directly from the trade fair stand. So-called “match-making tools” will make it possible to advise customers digitally via platforms and also to create links to the trade fair stand. This will make it possible to increase the range, for example, through dedicated information to customers whose interest is not sufficiently great for them to visit the trade fair. Communication paths, such as web conferences, will continue to establish themselves. COVID-19 and the increasing amount of mobile work have allowed customers to come to terms with these instruments. This is a development which cannot be undone.”

**Michael Büenefeld:** “Hybrid trade fairs are also a win for OBO, because we will be able to achieve a considerable expansion of contactable interests. This particularly applies in an international context. The various forms of online communication mean that we can communicate just as intensively with a visitor as if they were at the trade fair stand. A further benefit is that the digital content remains up to date and viewable, even after the end of an in-person trade fair.”

*Do you think therefore that digitalisation will also change sales structures?*

**Michael Büenefeld:** “Digitalisation will support the work of sales staff, will qualify it further and also make it more efficient. However, the basis of this will continue to be good personal relationships between people. COVID-19 has taught us to use tools such as Microsoft Teams or Skype for communication. However, the functional use of these tools is based on personal relationships which were created before the pandemic. It will be interesting to see how the interplay between personal contacts and digital communication functions

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*It will be interesting to see how the interplay between personal contacts and digital communication functions in the future.*

in the future. Solely placing one's trust in digital tools is short-sighted. In the future, business will still be conducted between people who, as social animals, have a natural desire to meet in person and talk. Only in this way is it possible to create or maintain a basis of trust.”

**Klaus Jung:** “It is clear that the strategic significance of data management will become essential for the sales process and business success. The electrical trades want access to product data, in order to integrate it automatically into the appropriate planning and calculation software, thus being able to digitalise operating processes. As a reaction to this, we can see offers being created, in which business models are being created from the master product data of the manufacturers. These are usually the result of insufficient data and therefore plausible in their creation. However, insufficient coordination presents the danger to the manufacturers that the access to product data can be limited or channelled. For this reason, VEG and ZVEI regard it as necessary that the master data is made available centrally and openly to all three levels of sales. This is why ZVEI has developed an aim for the data processes in the industry. Based on democratic structures, master product data, classifications and interfaces are processed on the basis of rules by all the participants in the market in an association and made available to the market. In addition, data refinement processes will be able to develop on the free market.”

*A further area will be strongly influenced by digitalisation: What does digitalisation mean for leadership in the company?*

**Klaus Jung:** “Until now, manufacturers have distinguished themselves using products and invested large sums in production, product development and sales. However, in future it will be necessary to make distinctions regarding services and also invest in processes.”

**Michael Büenefeld:** “We at OBO determined this at an early stage and have already implemented it. We reacted with the expansion of digital initiatives. On the one hand, we offer our customers added value in the form of time savings and simplified work through our products. On the other hand, we also do this through service offers and the appropriate digital applications. Examples of this are the OBO Construct planning software, the offer of online seminars at the OBO Academy or various tools on our website, such as the shopping list function or dealer search. Some of these are presented in more detail in this edition of OBO Blick. A further example is Building Information Modelling, which you, Mr Jung, have already mentioned. Here too, we support our customers by making BIM data on the different OBO product groups available for downloading on our website and standard platforms.”

*How do you rate the significance of BIM?*

**Michael Büenefeld:** “BIM is becoming an ever more important subject as a digital approach to planning, both in Germany and internationally. Planning and construction processes, as well as the entire building life cycle, can be simulated and optimised using comprehensive digital models. For all those involved in the project, this approach offers considerable benefits, as they always have access to all the documents of the different building components. This increases planning security and reduces the error rate. In addition, since the end of last year, the use of BIM has been a binding criterion for the tendering of public contracts for infrastructure expansion in Germany and infrastructure-related civil engineering. By making the BIM data available to the various OBO product groups, we help the planners to fulfil this criterion. In future, we are planning a considerable expansion here and an expansion of the subject, in order to improve the level of services as well as the contents and properties of the BIM objects.”

**Klaus Jung:** “BIM creates a digital image of a building. For this to be possible, the data of the individual process steps and products must be collected. The standardised description of all construction products is thus a prerequisite

for BIM to function. Only in this way can planning software depict the products clearly. For manufacturers, the subject of BIM has become more concrete due to electrical planners increasingly requiring digital product data. Only those who provide top product data in the correct granularity will remain in the call for tender. Pre-marketing, particularly in the building market, will become even more dependent on digital services than is currently the case.”

*How is ZVEI helping to shape the BIM process?*

**Klaus Jung:** “Every visible product requires a so-called BIM object, in order to obtain a digital image of the building. This is why BIM service providers are coming out of the woodwork and describe products according to the manufacturer-specific specifications of the software providers. Due to a lack of BIM standards, the manufacturer-specific data process results in considerable increases in process costs and the product data is passed on to outsiders. The service providers soon know a lot about the product worlds and the mounting of various products. If the process continues unhindered, the BIM libraries will assume a central market role. In order to stop this development, ZVEI and VEG are themselves working on BIM standardisation. Soon, the ETIM BIM portal will be opened with standardised templates.”

*The editorial team of OBO Blick would like to thank Michael Büenefeld and Klaus Jung for the interview and their very interesting thoughts on the development of the electrical industry and the influence of digitalisation on the sector.*

# DIGITALISATION AT OBO BETTERMANN

## ELBRIDGE – THE BRIDGE TO THE ONLINE SHOPS OF ELECTRICAL WHOLESALERS

### Digital interface provides seamless customer experience with OBO website tools

It is not just the COVID-19 pandemic that has made it clear how important digitalisation has become, even in craft trades such as the electrical industry. OBO has reacted to this development with the offer of various digital applications, which all share the same goal: time savings and simplified working for planners, electrical installation engineers and tradespeople. Particularly user-friendly scenarios are created by the ELBRIDGE interface, whereby manufacturer's tools are linked directly to the online shops of electrical wholesalers.

### Transfer shopping lists to the online shops of electrical wholesalers

The ELBRIDGE interface can be seen as a kind of electronic bridge. This links manufacturer-specific applications, on the one side, to the online shops of electrical wholesalers, on the other. ELBRIDGE not only makes for a seamless customer experience, but has also created a new digital standard for all manufacturers.

The OBO Construct planning software was the first ELBRIDGE-based offer on the OBO website. As ELBRIDGE represents a considerable improvement in the customer journey – i.e. the digital path travelled by a customer up to a purchase decision – the shopping list function now offers a further tool on the OBO website that uses the digital interface. The shopping list has been

a fixed component of the OBO website for some time now. Customers already had the option of noting products and downloading the collated information and documents relating to them. The ELBRIDGE interface now means that the saved products can now be transferred directly to the online shops of electrical wholesalers with a single click, where they are then located in the shopping basket for ordering. The interface also provides a similarly time-saving, seamless product selection and ordering process on OBO Construct.

### New digital standard: OBO Construct meets ELBRIDGE

The OBO Construct planning software offers support in the planning and project design of various electrical installations. As a platform of high-powered planning modules, OBO Construct is continually expanded to include additional functions and user-friendly optimisations.



In one of the last major OBO Construct updates, the number of available planning modules was doubled from two to four. Up to now, earthing systems could be configured and floor boxes equipped in underfloor systems. Now, fire insulation can also be planned according to the standards and cable assignments calculated for both cable support systems and underfloor ducts and trunking. Also new since the last update is the free guest access, with which OBO Construct can easily be tested without registration. Both the four planning tools and the free guest access are ELBRIDGE-based.

The link to the newest ELBRIDGE version now allows OBO Construct to be launched directly via the OBO website. When configuration has been completed, the selected products are already located in the shopping basket of the desired online shop. A seamless customer experience is thus guaranteed. The linking of manufacturer configurations and online shops of electrical wholesalers thus allows the formation of a fully digital ordering process. This is very popular: OBO Construct has already been used to transfer countless shopping baskets to electrical wholesalers.

### Additional functions for registered users

Anyone who has discovered OBO Construct with the guest access can then simply register and take advantage of countless additional functions. For example, registered users can create pro-

jects, save planning information, download personalised exports and create AutoCAD Add-In Downloads.

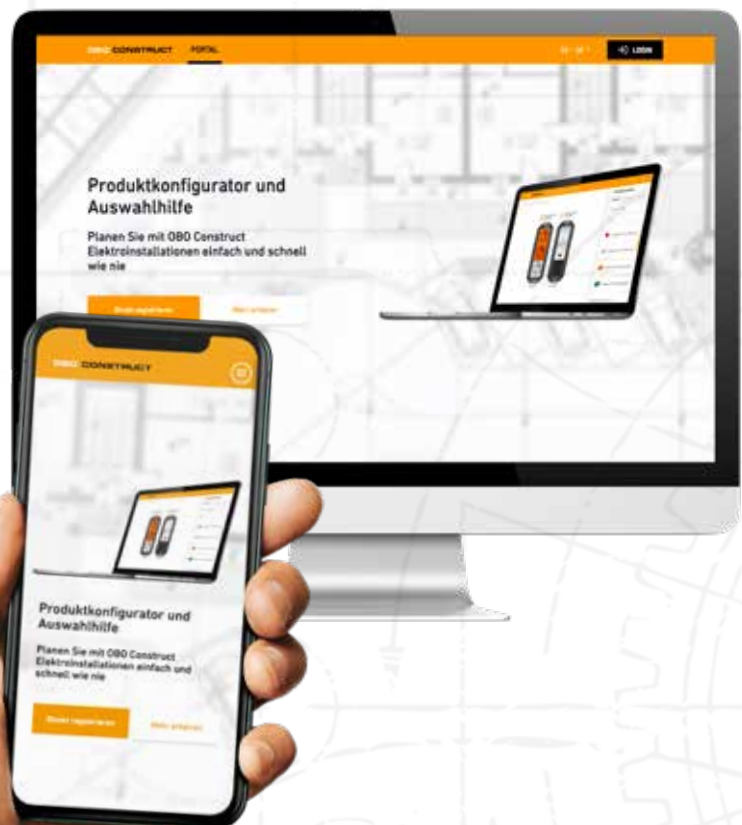
Registration is very straightforward: A form simply needs to be filled in and then a confirmation linklink needs to be clicked, which users receive via e-mail.



## OBO CONSTRUCT: NOW ALSO AVAILABLE AS A MOBILE APP

Since February, the OBO Construct planning software has also been available as a mobile app for the iOS and Android operating systems. The app can be downloaded from both the Apple App Store and the Google Play Store.

Through the app version of OBO Construct, OBO is also reacting to a current development: The COVID-19 crisis has meant that ever more people are working while on the move. The new app means that users no longer need to use an Internet browser and can launch OBO Construct directly from their tablet or smartphone and use it in the normal manner with all functionalities. Thus, configurations and orders to wholesalers can be made directly from a smartphone – no matter whether you are on the construction site or working from home.



# TGA XPERT – THE APP FOR PLANNERS

## Always keeping an eye on all the relevant standards and regulations

TGA Xpert is an app especially for electrical planners and offers the solution to a problem you surely all know: During construction meetings, the knowledge contained within standards and directives must be available rapidly, but this is still mostly found in an analogue manner in numerous reference works. This is complex and wastes time. Now, TGA Xpert supplies this knowledge on demand, rapidly leading users to a compact, simple explanation of the relevant standard. At the start, 4,500 entries are available. The app is continually updated and expanded in terms of content and topics.

OBO is a Premium Partner of the app and, in this way, wishes to support electrical planners in saving time effectively, by making it possible for them to obtain relevant knowledge on standards and regulations quickly, at any time and in any location. Just like OBO's own digital initiatives, the focus is on the target of providing the customer with added value for their daily work.

The TGA Xpert app was developed by the publicly appointed and sworn expert in electrical engineering, Marcel Aulenbach, and Markus Cosler, specialised lawyer for construction and architecture law. OBO provides the app with expert knowledge on standards and regulations. At first, this will concern the areas of fire protection and lightning and surge protection, with the intention of adding all OBO product groups.

## With 3 clicks to the right standard

The app has an intuitive operating structure and, in just three clicks, takes the user to the result: With the first click, users can select from the various top categories such as Regulations, Desk, Call for Tender and Contracts. If, for example, a user chooses "Regulations" here, then, in the next step, they can select from the main categories corresponding to the various construction topics, such as medical buildings, functional buildings or also housing construction. A further click leads to the subcategories, such as lightning and surge protection. Here, the planner can see all the information relevant to them at a glance, in the form of graphics and short, concise texts. The OBO expert knowledge can also be found on this level.

## App offers additional benefits

Besides the rapid availability of relevant information on standards and regulations, the TGA Xpert app offers additional benefits for electrical planners: Push notifications provide the app's users with up-to-date information on all the relevant changes and, if additional support is required, both live video support and a callback function within 24 hours are available. This means that users can obtain telephone assistance from standardisation specialists and legal experts.

The TGA Xpert app can be downloaded from both the Apple App Store and the Google Play Store.



Download directly now



# OBO Academy: 1 year of online seminars

An interview with the speakers Carsten Austinat and Patrick Wiggeshoff

*Around a year ago, the online seminars of the OBO Academy started, developing into a perfect example of a series of successful OBO digital initiatives.*

The digital training offers have shown themselves to be a future-orientated option for imparting knowledge, because participants can join from a location of their choice and on any device. A training course unit lasts around 45 minutes and gives a taste of the in-depth training course offers, providing insights into various subareas of the OBO product world. Anyone then wishing to go into more detail with the compact contents can register for the seminars and planner days. Thus, the digital and analogue training course offers go hand in hand at OBO.

Last year saw the initial digital training courses on the subject of fire protection systems.

All the aspects, from the basic principles through to standard support

structures, were explained digitally. As demand increased, the courses on offer were continuously expanded so that ever more topic areas were added. Currently, the online training course offer provides topics from the fields of surge protection systems, earthing systems and underfloor systems as well as mounting and fastening systems.



Carsten Austinat and Patrick Wiggeshoff run the OBO online seminars together. In the interview with OBO Blick, they take a look back and also recall which moments from the digital training courses were particularly noteworthy and when participation is especially worthwhile.

*Could you please present yourselves to the OBO Blick readers? How long have you been at OBO and what are your tasks within the OBO Academy?*

**Patrick Wiggeshoff:** "I have been at OBO for almost five and a half years, four of which I have spent at the OBO Academy. I run the OBO Academy in Germany."

**Carsten Austinat:** "I've been at OBO for four years. I spent three years in the Technical Office and, since this year, have been Course Coordinator at the OBO Academy."

*OBO has offered analogue training courses, such as seminars and planner days, for some time, which are very popular and in great demand. How did the idea of the digital training courses come about?*

**Patrick Wiggeshoff:** "The increasing digitalisation in the marketplace meant that we received more and more enquiries about short, compact training courses. We wanted to – and had to – meet this demand. With the online seminars, we were able to create an offer that allowed our customers to obtain added value in the briefest possible time and to expand their knowledge."

*What happened before the first seminar – did you make special preparations?*

**Patrick Wiggeshoff:** "Yes, we carried out a market analysis and, of course, talked to our partners amongst the electrical wholesalers. We participated in a training course and spent a lot of time in the set-up and design of appropriate presentations for the online training courses. We also worked hard on scripts for the first events. However, we eventually threw them out."

**Carsten Austinat:** "Exactly. We realised that it worked better and seemed more authentic when we spoke freely rather than reading from a script. I think everyone has to find their own way here. We react more from the gut and try to explain the contents to the participants in such a way as we would explain it to someone sitting next to us. In such a short time, it is quite a challenge to impart knowledge and craft it in such a way that it doesn't get dull. Our primary intention, which rises above everything else, is always:

**OBO ACADEMY**  
Connect to knowledge





The customer should get the greatest possible added value from the training courses. However, after a year, we have established ourselves as a duo of speakers. That can only be done through a certain amount of routine and lots of learning."

*What has been the reaction after over a year and is it possible to say which topics are the most popular?*

**Patrick Wiggeshoff:** "The offer has been very well received. We are really satisfied with the success up to now and the feedback of the participants. The seminars connected to the subject of fire protection are the most popular, particularly the live workshop on the subject of insulation. However, the reaction to our new topics, for example 'Housing construction' and 'Surge protection for photovoltaic systems' has been very positive."

**Carsten Austinat:** "The interplay between the two of us, and the way we impart the subject matter, are frequently praised by the participants. Of course, this makes us very happy and shows that we have hit the right note with both the content and our method of presentation. This also shows that the seminars we think about the most in advance are usually the most popular."

*After a year of experience in front of the camera, in your opinion, what makes a good speaker?*

**Carsten Austinat:** "A lot of things depend on how you impart the information. You shouldn't take yourself too seriously, but you should take the listeners especially seriously. We always tell the participants that we are at eye level with them. A key part of our recipe for success has surely also been giving the presentations as a duo. This is quite rare."

**Patrick Wiggeshoff:** "It is also always a good thing to put oneself in the role of the listener. In my opinion, it is important to tackle the role of speaker with competence and seriousness, but also with humour, in order to lighten up the mood at the right moments."

*For all those people who are not sure whether online seminars are the right thing for them, when would you suggest a customer take part?*

*Carsten Austinat (left) & Patrick Wiggeshoff (right)*

**Patrick Wiggeshoff:** "Participation is always worthwhile, but particularly if you don't have much time but still need additional knowledge, for example for a current project. We provide the participants with, if you like, take-away knowledge – a wealth of information in a short period of time."

*In concrete terms, what do the participants get out of the digital training courses?*

**Carsten Austinat:** "To put it briefly: Competence and comprehensibility. We try to explain complex topics as well and as rationally as possible. Together with practical experience and with the right amount of humour added to it, the 45 minutes then pass by in a flash."

*Is there a moment you particularly remember?*

**Patrick Wiggeshoff:** "For me, it is always a highlight when, at the end of the day, you realise how many people we were able to supply with knowledge in the shortest possible time. You feel even happier when the same participants take part the next week. That shows us that we got everything right."

**Carsten Austinat:** "On Fridays, we always have between three and five seminars. If the last seminar, even after five hours of talking and lecturing, still goes down well with the participants, then that is great, nat-

urally. Something else I remember, which was very positive: In February, we held an online training course at Elbcampus in Hamburg and also got positive feedback from people who knew neither us nor OBO before that. A cameraman in attendance said to us that he had not had any contact with our topic before, but the way we talked about made him interested anyway and he enjoyed listening. That was great feedback."

**Patrick Wiggeshoff:** "Finally, we would encourage anyone to register for and participate in the online seminars. There is surely a suitable topic for everyone."

**Carsten Austinat:** "Exactly, interested parties can find an overview of the current topics on the OBO website. Registration can be completed with just a few clicks."

To view the overview of topics of the OBO Academy, simply scan the QR code and register directly:



# OBO Russia

## New logistics location stands out with integrated showroom



In the last OBO Blick, we reported that our OBO location in Russia is currently being expanded to include a new logistics centre with office building. The building complex, with a total area of 12,500 square metres, is located in the “PNK Park Valishchevo” industrial park, around 23 kilometres from Moscow and close to the Russian OBO production location in Lipetsk. This guarantees good accessibility for partners and suppliers. Besides the storage area, a three-storey office building is being created here with a total area of 2,000 square metres. A particular highlight of the new building complex will also be the integrated showroom.

Showrooms can be found at many different OBO locations, giving us the space and ability to present both OBO as a brand as well as the communication concept with the three installation areas. They are a further expression of the high value OBO places on customer proximity. Country-specific focus articles are presented here in a manner that invites one to stay a while.

The showroom is also designed in a user-orientated man-

ner. A fixed part is the representation of product mounting options and the integration of QR codes to retrieve product information. This makes the showrooms an ideal location for regulation training courses for partners, dealers and tradespeople.

The new location with the logistics and office space, along with the showroom, is a further step towards the continuous expansion and growth of OBO in Russia. OBO is represented in Russia with branch offices in Moscow, St Petersburg, Lipetsk, Rostov-on-Don, Kazan, Yekaterinburg and Novosibirsk. OBO has been successfully active in Russia since 2003. The year 2016 saw the opening of our own production location in Lipetsk, 450 kilometres south of Moscow. OBO manufactures cable support systems, lightning protection systems and fastening materials here. From Lipetsk, OBO also serves not only the Russian market, but also the countries of the post-Soviet Commonwealth of Independent States (CIS) and Asian countries, all the way to China.



*View of the new logistics centre of OBO Russia*



*The OBO production location in Lipetsk*



# ОБО Беттерманн



OBO AUSTRIA

# Out of an idea comes a **vision**, from a vision comes **reality**

## Building work starts for the new OBO location in Gramatneusiedl



The construction of the new administration, logistics and training building for OBO Austria in Gramatneusiedl has begun. On a total area of 30,000 square metres close to the Austrian capital, Vienna, and right alongside Vienna Schwechat International Airport, the new OBO building is being created at a size of 1,200 square metres. Directly connected to it is the logistics division, with a 5,500 square metre warehouse. In addition, an OBO Forum, OBO training centre and an OBO workshop with adjacent mounting corner will be created here, so that customer support, material availability and training options will be equally in focus at the new OBO location in Austria.

The team from OBO Austria is looking forward to helping shape countless future milestones from the new location in Gramatneusiedl and to strengthening OBO's market position in Austria yet further.



Jürgen Marksteiner (left) and Heinz Haider (right) on commencing building works



Visualisation of the new building

# Safe from the cellar to the living space: Electrical installations in residential housing construction

## Interview with the OBO Product Managers Marcel Kärgel and Stefan Ring on lightning and surge protection and preventive fire protection in residential buildings

If one looks more carefully at the interior of a residential building, then it quickly becomes apparent that electrical installations criss-cross the entire building. Starting in the cellar, then through vertical shafts and corridors up to the actual living accommodation.

The risks from lightning strikes, surges and the spread of fire to the electrical building installation are frequently underestimated. Here, it is not only the direct lightning strikes that can lead to major damage to electronic devices and systems, but also lightning strikes at distances of up to two kilometres or everyday switching operations in the power grid. Fires can also start quickly.

Following the path of the current, suitable measures must be taken in the building to guarantee the safety of the inhabitants and protect electrical devices. You can find out more on suitable measures, the directives that must be observed and how they can be implemented in practice in the OBO Blick interview with OBO Product Manager Marcel Kärgel (Transient and lightning protection systems, TBS) and Stefan Ring (Fire protection systems, BSS).

*What is so special about residential construction when dealing with fire protection or electrical installations generally? Do residential buildings differ from other buildings?*

**Stefan Ring:** "The energy requirements in residential buildings are lower than in special buildings, such as hotels, shopping centres or hospitals. We have a high number of people in residential buildings. However, the people here usually know their way around, which is not the case with special buildings.

For example, let us take a shopping centre: Say we have maybe 100 knowledgeable employees, and 2,000 visitors who do not have such good orientation. That makes a difference. In addition, there is only basic organisational fire protection in residential buildings. For example, neither safety lighting is required, nor extinguishers. This is a different matter with special buildings. The bigger a building is, the greater the fire protection requirements are."

*OK, so let's go into our imaginary building. We are in the cellar. Which electrical installations and protective installations would we find here?*

**Marcel Kärgel:** "The cellar of a building has a major role to play in the safety of electrical installations in residential accommodation, for a wealth of reasons: It is here that the power supply enters the house via the cables of the network provider. In addition, various installation points originate here, such as those for earthing and equipotential bonding, for surge protection in the mains and system-side connection compartments, and for data technology. In addition, the inverters of photovoltaic systems are frequently located here, sometimes with an accumulator."

**Stefan Ring:** "Also, we find the first insulation in the cellar. Cleverly installed insulation systems lay the foundations for the maintenance of fire sections."

*If we continue to follow the path of the current, what is then the next location for the electrical installations in the residential building, after the cellar?*

**Stefan Ring:** "The vertical shaft. Starting in the cellar, all the power and data cables must find their way upwards, i.e. to the living space. Frequently, the vertical supply installation takes place in vertical shafts. If a large number of cables must be routed, e.g. in multiple occupancy dwellings, then vertical ladders or profile rails with clamp clip



Marcel Kärgel



Stefan Ring

fastenings are particularly suitable for installation. However, if the vertical shafts are full of pipe and electrical installations, then there is frequently no more space for refitting. In such cases, or if there is no vertical shaft at all, the vertical supply installation frequently takes place in stairwells. For supplies through residences, attention must be paid to fire protection separation and fire insulation in the ceilings."

*Is there anything special about the installation in the stairwell?*

**Stefan Ring:** "The particular challenge with stairwells is that they are key escape and rescue routes, which must remain usable in the event of fire. Therefore, it is important that only short branch cables or cables to supply the escape route itself are routed here. For the installation of cables to supply stairwell lighting or escape route pictograms, steel armoured pipes are recommended, as they do not burn.

Telephone and supply cables for the individual residences must then be routed within fire protection duct.”

*Corridors have a special role to play. Why is that the case?*

**Stefan Ring:** “For similar reasons to stairwells, corridors are frequently escape and rescue routes. If there is a fire, they are the central lifelines in the building and must remain usable at all times. However, the necessary corridors are also distribution systems for people, energy and logistics. This is because all the supply lines of building systems come together here. In a similar manner to stairwells, corridors are an important area of use for fire protection ducts.”

*What is the special thing about fire protection duct that makes it so suitable for installation in stairwells and corridors?*

**Stefan Ring:** “If system floors or suspended fire protection ceilings cannot be implemented, or if existing buildings must be retrofitted, then a safe – and preferably aesthetically appealing – solution is suitable for cable routing on the wall or ceiling. This is where fire protection duct comes into play. There are various construction types and mounting types of fire protection ducts, meaning they can be integrated into almost any installation environment. There, they can encapsulate fire loads and thus maintain escape and rescue routes.”

*What is the special feature of OBO fire protection duct, such as PYROLINE Rapid?*

**Stefan Ring:** “PYROLINE Rapid is made from metal and possesses an intumescent interior coating. If there is a fire, this foams up and prevents the spread of fire and the escape of smoke gases and fire for up to 120 minutes. PYROLINE Rapid has a thin material thickness, but, at the same time, a large internal volume. Therefore, in comparison to other ducts, it can offer the same usable volume with lower space requirements.”

*Back to our residential building: We have followed the current further and have ended up in the living space. What do we need to pay particular attention to here?*

**Marcel Kärgel:** “In the living space, we’re primarily dealing with surge protection in the sub-distributor, but also the protection of terminals of surge category I, such as computers and TVs, and of surge category II, such as domestic appliances and washing machines. To offer complete protection, not only all the power cables, but also all other cables, such as TV or network cables, should be included in the equipotential bonding using suitable surge protective devices.

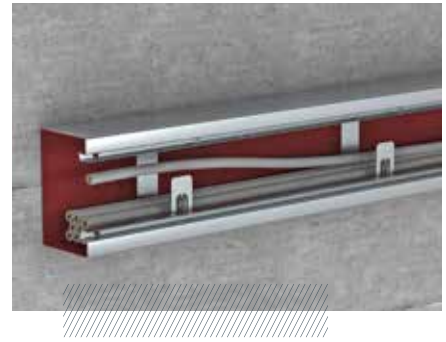
ry I, such as computers and TVs, and of surge category II, such as domestic appliances and washing machines. To offer complete protection, not only all the power cables, but also all other cables, such as TV or network cables, should be included in the equipotential bonding using suitable surge protective devices.

*Which solutions from the OBO product range are particularly suitable for surge protection in the sub-distributor?*

**Marcel Kärgel:** “Depending on the application, both the V20-3+NPE surge arrester and the V10 Compact surge arrester are ideally suited here. The V10 Compact is also available with acoustic or remote signalling. Both surge arresters ensure that sensitive devices, such as power supply units, timer switches or the power supply unit of the media distributor, are given effective protection.

*What about fire protection in living spaces? What is especially important here?*

**Stefan Ring:** “There are no fire protection requirements within residences. However, in all the federal states of Germany, there is the obligation to install smoke detectors for residences in new and refurbished buildings. The owner or landlord is responsible for the installation of the smoke detectors. The German federal states regulate the responsibility for the installation locations and maintenance, e.g. bedrooms and living rooms, differently using the state building regulations.”



You can find out more about lightning and surge protection, preventive fire protection and modern renovation solutions in residential buildings in our housing construction brochure.

The new housing construction brochure  
Solutions for electrical installations for new buildings and refurbishments



# Customers

International and high quality – we have happily tackled these projects



## RKS Magic®

*Cable trays become a modern work of art*

The OBO RKS Magic® cable trays currently play a starring role in an installation by the New York art duo Eva and Franco Mattes, thus showing that they not only stand for the highest level of functionality and stability, and clever connection technology, but also for elegance and design.

Since last year, the RKS-Magic® cable trays have been a part of the “Personal Photographs” installation of the two artists. The installation consists of a network of cable trays, which winds through exhibition rooms, up to ceilings and around columns.

The cables, run along the RKS-Magic®, connecting two microcomputers, upon which images are displayed in a continuous loop, showing the influence of modern technology on daily life.

The OBO cable trays have already been exhibited in Los Angeles, Montreal, Milan, Berlin and Zurich. The preparations for a further exhibition in Wiesbaden are already well underway.

# Industrial installations



## New Axel Springer building, Berlin

*A building as a symbol of media change*

The square shape of the new Axel Springer building, which is flooded with light, is a symbol of cooperation and media change. The building has been open since 6 October 2020 – exactly four years since the start of construction and 54 years after the inauguration of the golden Axel Springer Verlag tower, which is directly opposite.

Spread across 13 storeys and a total of 52,000 square metres, the new publishing building of Axel Springer SE contains editorial facilities, central areas and digital departments of the company. The unusual architecture of the building embodies the future of work and the digital transformation of Axel Springer.

Linked terraces in the interior, countless glass areas and a 45 metre-high atrium are the hallmarks of the new building, which opens out toward to the existing publishing buildings and the city.

OBO is proud to be a part of this futuristic building through its products from the cable support and underfloor systems sectors. Besides cable support systems from the Magic series, which can be connected simply without tools using an innovative plug connection, the GES R2 round floor socket was used throughout the building.

In this project, OBO was able to shine through its competence and reliability from the planning stage through to its implementation.

# Building installations



## Engelbert Strauss CI Factory

*OBO products ensure  
a reliable  
power supply*



In the CI Factory, Engelbert Strauss, a well-known shipping and retail company for business clothing, has created a highly modern logistics location in Schlüchtern in Hessen. With a total of a million storage spaces, more than 13 kilometres of conveyor technology, Europe's largest spiral conveyor and futuristic shuttles, the CI Factory is full of highly modern logistics solutions.

OBO products can be found in the entire building complex. Cable support systems, underfloor systems and cable routing systems ensure a reliable power supply in the CI Factory. With the OBO products, the particular challenge of a mounting height of up to 24 metres could be tackled with ease.



# Building installations



## PANDION DOXX

*OBO delivers a special solution for exclusive residential and business building*

Living and working by the water – The PANDION DOXX makes it possible. The exclusive residential and business building at Zollhafen Mainz can fulfil the highest architectural requirements and is surrounded on three sides by water. The basic structure of PANDION DOXX corresponds to a joined double X, with an impressive atrium created in the centre of the building ensemble. The facade of gilded metal tiles adds an additional highlight to the building.

Where there is a wealth of superlatives, OBO cannot be far away: OBO products from the area of industrial installations are also a part of the PANDION DOXX project.

Vertical ladders and RKS-Magic® cable trays, with the innovative connection system, are installed in the area of the underground garage and across multiple storeys. V2A cable trays were installed on the roof of PANDION DOXX. For the area of the entrance to the underground car park, OBO designed a special escape route installation with a rail height of 85 mm especially for PANDION DOXX, which was integrated into the project as a special solution. The example of PANDION DOXX shows, in an impressive manner, that even the implementation of individual customer solutions outside of the norm is no trouble for OBO.

In this project, the electrical installation was carried out by D. Savencu Elektrotechnik GmbH & Co KG from Wiesbaden. The commonality with OBO, is that for Savencu too, customer satisfaction is the most important thing.

# Industrial installations



# The OBO stainless solutions

Elegant design for the highest requirements

Areas of use such as the food industry, ship construction, tunnel construction or the chemicals industry make very special demands of the electrical installation. Each of these areas has its own requirements: The food industry places special focus on hygiene and the avoidance of contamination. With ship construction, high corrosion requirements must be fulfilled and, in tunnel construction, extremely dependable electrical installations are required that guarantee a reliable power supply, even in cases of fault. Of even more decisiveness is the selection of the correct products: because the right solutions and materials allow mastery of projects, even under extreme conditions.

A material which has always stood up to special challenges is stainless steel. Stainless steel not only stands out through its elegant design, but also represents hygiene and quality. The high-quality material is corrosion-resistant, rustproof and distinguishes itself through high resistance against pitting, tensile corrosion and gap corrosion and can also resist extreme temperatures or high levels of humidity.

Due to these properties, stainless steel is particularly suitable for installations in outdoor areas, in very corrosive areas, saltwater and maritime climate areas and rough industrial conditions, or areas with high hygiene requirements. With its stainless steel portfolio, OBO can offer a wide range of solutions for the highest requirements, including cable trays, pipes or grouped supports. The stainless steel catalogue presents the entire range of OBO stainless steel solutions:

## The highest quality and intelligent solutions

OBO Bettermann is a member of Edelmetall Rostfrei e.V.



(stainless steel trademark association) and carries the quality seal "Edelstahl Rostfrei" ("Stainless steel"). This means OBO is one of several companies delivering their stainless steel products with a quality promise: materials perfectly aligned to the application, sustainable competence and processing, as well as practiced customer orientation via a voluntary commitment to quality.

For 60 years, users and consumers have trusted the quality seal with the star: Stainless steel. The seal represents a commitment from manufacturers and processors from all kinds of industries to use the appropriate material and to correctly process stainless steel. This quality results from the various alloys, such as possessing a minimum of 10.5 per cent chrome. These additional alloys refine normal steel into a rustproof, acid-resistant material.



# 100 + 10 years of OBO = 110 years of enthusiasm for change

This year, OBO will be an impressive 110 years old. In 1911, Franz Bettermann and two work colleagues of his training company started a small company for brass products in Menden-Hüingsen. What no one back then could know was that in doing this, he laid the foundation stone for a 110-year-long success story. OBO Blick is taking the anniversary as an opportunity to look back – to the major celebrations for the 100th birthday in the year 2011 and the milestones of the last 10 years.

**1,000 guests from 60 countries came in 2011 to the massive 100 year anniversary celebrations**



## From 100 to 110

Even in the last 10 years, OBO has not stood still. On the contrary – a lot has changed, as a look at these milestones shows:



## OBO Bettermann milestones of the last ten years

### TAKEOVER OF O-LINE

## 2012

In O-Line, OBO has taken over the market leader for Cable Management products in South Africa.

### TAKEOVER OF TRENCH

## 2015

OBO takes over Trench, the market leader in the field of "British Standard trunking".

### A NEW PRODUCTION LOCATION

## 2016

A further OBO production location is being created in the Russian city of Lipetsk.

### INDEPENDENT SUBSIDIARY

## 2017

German Sales becomes an independent subsidiary and moves into its own location, in the central warehouse in Sümmern.

## 2014

### PLANT IN CHENNAI

A new plant for Cable Management systems is being created in the Indian city of Chennai.

## 2016

### TAKEOVER OF CHALFANT

Near Cleveland, USA, OBO takes over Chalfant, a manufacturer of cable support systems.

## 2016

### 60 YEARS OF UNDERFLOOR

In 1956, the first underfloor system was presented as an innovation at Hanover trade fair. Today, OBO is the market leader in the field of underfloor systems, particularly through the takeover of Ackermann in 2006.

## 2020

### REHAU CABLE MANAGEMENT

Through the Cable Management division of REHAU AG + Co, a further brand was added to the OBO product portfolio. For OBO, this means a sustainable international expansion of the key product unit for cable routing systems.

## Review: The huge anniversary celebrations in 2011

Ten years ago, for two whole days, OBO celebrated the 100th anniversary of the company in the then newly founded Metal Competence Centre at the OBO HQ in Menden-Hüingsen. Some 1,000 guests from 60 countries came together, in order to celebrate a century of OBO. On 13 May, customers, partners and VIP guests from the fields of politics, business and society came together for the anniversary gala. Amongst the guests at the gala were Hans-Dietrich Genscher and Frank-Walter Steinmeier. The next day was given over completely to the employees, who celebrated 100 years of OBO for themselves.



The anniversary show was accompanied by a breathtaking show with acrobatics, fascinating light and laser effects and music, and had the motto "100 years of enthusiasm for change". This was not just a motto but, at OBO, a basic corporate maxim. From the foundation of the company, throughout a successful century of OBO full of innovative spirit, until today.



# Anniversaries

## in OBO subsidiaries around the world



*25 years of OBO Portugal and OBO Slovakia, 15 years of OBO Kazakhstan*

*Some OBO subsidiaries are also able to celebrate their anniversaries this year.*

*The OBO locations in Portugal and Slovakia have existed for a quarter of a century and are celebrating their 25th anniversaries. This year, OBO Kazakhstan is celebrating its 15th anniversary.*

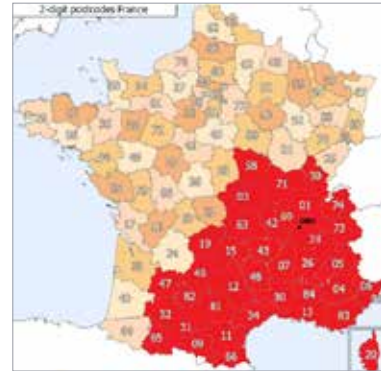
*OBO Blick sends its heartiest congratulations.*

You can find out more about the OBO locations in Portugal, Kazakhstan and Slovakia, as well as the appropriate range of items, on the websites of the subsidiary companies. OBO Portugal can be reached directly via [obo.pt](http://obo.pt), [obo.sk](http://obo.sk) takes you to the Slovak OBO website and our subsidiary in Kazakhstan presents itself at [kz.obo-bettermann.com](http://kz.obo-bettermann.com).



# New logistics building

## FOR OBO BETTERMANN IN THE SOUTH OF FRANCE



In July 2020, OBO Bettermann France opened a new logistics building with a storage space of 4,600 square metres and 650 square metres of office space in Vaulx-Milieu, near Lyon. With the new logistics building, OBO Bettermann France can offer even better service and an even better availability of goods, as the logistics location is directly connected to the OBO production locations in Germany and Hungary. This ensures optimum deliveries to the entire south-east France region.



### A strong team

*Three logistics colleagues and a logistics manager ensure optimum procedures.*

The new logistics location optimally supplements the main location of OBO Bettermann France and the northern logistics building in Saint-Ouen-l'Aumône, near Paris.



# Ecological sustainability – a matter of course for OBO

## Sustainable production of OBO underfloor systems



Since the foundation of our company over 100 years ago, the guiding principle at OBO has been: In our business dealings, we will always pay responsible attention to economic, ecological and social sustainability. This is made clear, for example, in the production of our products from the underfloor systems (UFS) division, as the UFS products are produced at our OBO production location in Hungary. We use resource-saving methods to make the products. Our declared aim is to use environmentally friendly methods along the entire added value chain.

### **In-house photovoltaic system for power supply**

A key resource for the production of our OBO products is energy. At our production location in Hungary, we use a particularly environmentally friendly energy source. An in-house photovoltaic system, with a total output of 13,000 Wp, uses the power of the sun to support the operation of factory's own production systems. The LED lighting in the production hall also obtains its energy from the solar power system and also the hot water supply in the changing rooms of our employees comes primarily from the environmentally friendly solar-power collectors.

As sustainability not only plays a major role in the production of our products, but also during the movement of goods, we transport our UFS products in the Hungarian location using modern electric forklift trucks. Their batteries are also charged with solar energy.

### **Renewable energies for heat supply**

UFS production comprises a total production area of 8,000 square metres. OBO uses 100% renewable energies and regeneratively created natural power, both in the manufacture of the UFS products and in the heat supply of the production area. The entire area of the production halls is heated with heat obtained from other production technologies and is run back to them.

### **Innovative recycling processes**

Waste is created whenever a item is produced. However, at OBO we don't just throw it away, but recycle it in innovative ways. A special recycling process allows efficient use of the materials. In doing this, we use a complex recycling process, which ensures a stable material quality and supports in saving energy. Thus, we are also able to reduce CO<sub>2</sub> emissions considerably.



# Highlights from the installation areas



## GES R2 floor socket

### A high load capacity and varied functionality

The round floor sockets of the GES R2 series supply data and power exactly where they are required. They are an ideal underfloor solution when a discreet appearance, a high load capacity and varied functionality are required. Whether in the living room or in public areas – such as foyers, shopping centres or exhibition areas – the floor sockets stand out through their fine design and also add extra value to high-quality floor areas. It is therefore not a surprise that the GES R2 floor sockets have been used around the world for decades.

Their handling is simple. The connection cables are inserted in the compact connection space which is then closed off with a cover. The floor sockets of the GES R2 series are available in various materials and versions.

### A range of variants for dry and wet-cleaned floors

The die-cast zinc variant with tube body is available surface-treated in the shades old copper, old brass, chrome and nickel, as well as in nickel-oxidised and graphite black from summer 2021. It thus fulfils the requirements for service outlets in wet-care floors according to EN 50085-2-2 and is certified to IP66 in the unused state.

In the die-cast zinc variant with hinged cover, the GES R2 stands out through its fine design and, in this version, is the perfect solution for high-quality floor coverings, which are dry or wet-cleaned. This variant of the GES R2 is also available in the colours old copper, chrome, nickel, nickel-oxidised and graphite black.

In the plastic variant, the GES R2 is suitable for dry-care floors, such as carpet floors, and is frequently used in office and administration buildings. The colours iron grey or graphite black are available.

### Modular structure

The GES R2 has a modular structure of service outlet, installation socket and screed socket. This allows a simple configuration, according to the area of application.



**NEW!**  
From summer 2021  
available in nickel-  
oxidised and graph-  
ite black



# The fire protection duct system PYROLINE® Con PLC

## Concrete fire protection duct with European classification

In the PYROLINE® Con PLC fire protection duct system, made of water and frost-resistant fibre glass light-weight concrete fire protection plates, OBO is able to meet all the requirements for a duct system with European classification. With two different wall thicknesses, the OBO PYROLINE® Con PLC fire protection duct system can achieve the fire resistance classes EI30–EI60 and EI90.

## System benefits: A system with countless benefits

The PYROLINE® Con PLC system offers numerous benefits. These include the cable assignment of up to 22.5 kg per metre, as well as the hard, friction-resistant surface of the fire protection plates. The fire protection duct is water and frost-resistant and is made of non-combustible fire protection plates (Euro class A1).

Equipotential bonding is not required with the PYROLINE® Con PLC. The fire protection duct system is available in two sizes, two classifications and two mounting variants. This means that the PYROLINE® Con PLC fire protection duct offers a fireproof solution for every installation challenge.

## PYROLINE Con D PLC for direct wall and ceiling mounting

The PYROLINE® Con D PLC fire protection duct is mounted directly on walls and ceilings. Should other fittings be required, then they can be created easily and flexibly on-site, according to the requirements. The primed fire protection duct can be painted or papered over, as required, so that it can be integrated discreetly into the building.

## PYROLINE Con S PLC for suspended mounting

The PYROLINE® Con S PLC fire protection duct can be installed on wall brackets or on a support system suspended from the ceiling, for example using brackets or a pendulum suspension.

Have pipes or cables from other systems, such as heating, ventilation or sanitary systems already been routed? No problem – they can be elegantly passed under or by-passed using the PYROLINE® Con S PLC fire protection duct.

Mounted connectors permit quick connection of the duct sections directly on-site.





## Bit pre-tensioner for earthing pipe clamps

**Fits any battery-operated screwdriver and achieves clear time-savings**

The bit pre-tensioner for earthing pipe clamps 927 provides a noticeable time saving during mounting. A unique product on the market, the pre-tensioner, with its 3/3 seat, fits all makes of battery-powered screwdrivers, making additional tensioning and machining unnecessary. The pre-tensioner thus permits not only visually high-quality, standardised results, but also allows the creation of electrically secure connections to the pipes.

A further advantage is that the strip does not need to be shortened or cut with panel shears, as it simply rolls up. Additional tools are not required. On the one hand, this saves time and reduces the number of necessary work steps. On the other, it also reduces the risk of injury, as sharp cut edges become a thing of the past.

The pre-tensioner is perfectly matched to the strip width and height of the OBO earthing pipe clamps 927. However, it can also be used for earthing pipe clamps of other manufacturers with similar properties.



*our video shows how simply  
the pre-tensioner functions:*



**Bit  
pre-tensioner**  
Fits any battery-  
operated screw-  
driver and achieves  
clear **time-savings**



Immer pünktlich  
Feierabend.



OBO zeigt wie's geht.  
Freitag, 01.10.2021

# OBO SUPPORT & *contact*



***Do you have  
a problem?  
We have  
the solution!***

OBO Bettermann is more than the sum of its products. In every situation, we are the reliable partner at your side. Do you have a problem? We have the solution!

It doesn't matter in which industry our support is required – from industrial and systems construction, through private, public and adminis-

trative buildings, up to the fields of mobility and renewable energies, we have the necessary know-how.

OBO not only supplies the entire electrical infrastructure with the best possible products, but also supports you via well-founded technical knowledge and over a century of experience, also in the planning and implementation of your projects. You can rely on our solutions – with OBO, you are always on the safe side.

You can contact our Customer Service department on:

**+49 (0)2371 7899-2000**

**Monday–Thursday**  
07.30–17.00

**Friday**  
07.30–15.00

**info@obo.de**



Training



Service



Handling



Certification

#### Training courses from OBO

- Seminars and workshops
- Local consultation and training courses
- Planner days
- Webinars

#### Service – OBO can help you

Everywhere and in every project phase:

- Competent hotline
- Product and system information, digitally or printed
- Selection and planning aids on the web, as an app, as a CAD application or in printed form
- 2D and 3D product data for planning
- Field service, branch offices and subsidiary companies in 60 countries
- Engineering services for major projects

#### Handling – OBO delivers reliably

With optimised delivery processes:

- Reliable logistics
- Practical transport systems and packaging
- Loading gear handling and disposal concepts

#### Certification and guarantee

OBO offers safety. Our products fulfil the most important country-specific regulations:

- Conformity (e.g. IEC, VDE, CE, KEMA, KEUR, UL)
- Certification (e.g. DIN EN, DGNB)
- 5-year guarantee for surge protection products
- Guarantee management

#### Imprint

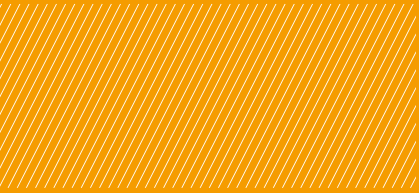
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