



Five Minutes with...

## Florian Kohler, CEO and Owner of the Büttenpapierfabrik Gmund, Traditional Paper Mill at Lake Tegernsee



Florian Kohler



Paper Plant Gmund - A Tradition of Success

Florian Kohler, born in 1962, is the manager of a traditional paper mill at Lake Tegernsee. The Büttenpapierfabrik Gmund produces exclusive fine paper and supplies customers around the world.

### Is it true that you have Europe's oldest paper-making machine in operation?

Yes, that is true. We are very proud of it, because only this paper making machine allows us to produce many of our finest papers at the current quality.

### How did you get the idea to continue working with old machines?

Our machines are continually serviced and technologically upgraded. Therefore, they are at an excellent technological standard. We can perform all of these retrofits in-house and are now working with two of the most flexible fine paper-making machines in the world. Since the machine is slow and production is performed very carefully, paper quality is unparalleled.

### When did you recognise that there is this niche market for the finest paper?

After World War II, many paper-makers only wanted to make a fast buck and switched to mass-market papers. My father, Ludwig Kohler, had already decided to produce only the finest paper and to continue developing paper and technology in this sector. Today we know that it was the right decision.

### Can you name a few of your customers?

Our customers include everyone who wants to offer added value to their customers or guests with their stationary, invitations or other print products. This includes not only well-known brands and companies, but also many small companies and private customers.

Our well-known customers include, among others, the government of Abu Dhabi, which uses our paper as stationary for all its Ministries; the Cannes Film Festival which has sent out invitations on our paper; Hugo Boss, Hermès, Godiva, Milka, Weleda and many others.

### You said that: "Actually, we produce highly emotional products with a perfectly illogical approach." – Can you explain this to us?

If we have an idea and we like something, we produce the product without limitations such as consideration of production costs, technical limits and present trends. In this way we have already created some unique innovations, such as 'Bier Papier' with real draff or 'Kashmir Cloth' – a paper like velvet.

### Even on your English website, some products are listed with their German names, such as 'Bier Papier' or 'Die Natürliche' – why?

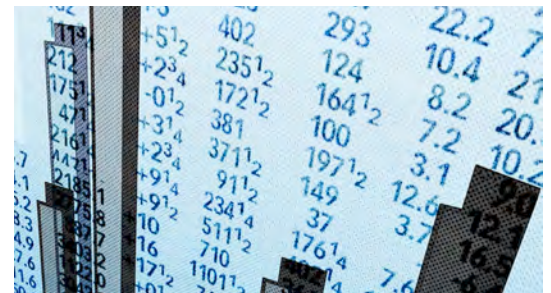
Our website is bilingual because we are very much internationally oriented. We have an export rate in excess of 70 per cent. As a Bavarian company we are also very committed to our roots. Our 'Bier Papier' and 'Die Natürliche' collection have German product names because they represent our home in Gmund at Lake Tegernsee.

## Number of the Month

**Euro 1 Billion** In the first half of 2011, more subsidies than ever have been paid out to medium-sized businesses in the Free State. The LfA Förderbank Bayern has committed more than 1 billion Euro in total. The previous maximum of € 800 million had only been reached the year before. The high demand for loans is deemed an indicator of a good business environment and strong investment in all sectors Bavarian medium-sized businesses operate in. The LfA is the dedicated state bank to promote medium-sized companies in Bavaria. Development loans are applied for and issued by the companies' house banks.

 [www.lfa.de](http://www.lfa.de)

## News from the Free State Munich - The Stock-Exchange League Champion



Munich has retained its clear top spot as the capital of large corporate groups. According to calculations by the consultancy, Simon-Kucher, the total stock value of Munich companies is about € 248 billion. With Allianz, Siemens, Münchener Rück, BMW, MAN, Infineon and Linde, a total of seven DAX companies are based in Munich and Unterföhring. At € 83 billion, the North Rhine Westphalian Düsseldorf comes a distant second place in the so-called stock exchange league. Frankfurt is next with company values totalling € 67 billion. The Deutsche Aktienindex (DAX) registers the 30 companies with the highest turnover at the Frankfurt stock exchange.

 [www.simon-kucher.com](http://www.simon-kucher.com)

## In focus: Innovation

### Researching for the Future



*About every 9 minutes, an invention is registered at the German Patent Office. Every fourth patent is from Bavaria.*

Global economy is a competition for the best ideas. The future of many companies today is decided in their research departments. Bavaria's technology companies demonstrate their commitment to excel.

Judging by the figures, the **Siemens Electronics Group** appears to be a true invention machine. The Munich company currently has 58,000 active patents. About 30,000 employees are currently employed in the technical giant's research departments. They obviously do good work: at the last general assembly, the Chairman, Peter Löscher, announced that Siemens had made 8,800 inventions in the business year to 2010 – about 40 per working day. "We have kept our research intensity at a consistently high level with research expenses of more than five per cent of our turnover, even during the global economic crisis," says Löscher. Every third Euro has been invested in green technology. In the best case scenario, the end result is a global novelty that becomes a sales success; as in the case of Irsching4 - according to Siemens - "the world's most efficient and highest-performance gas turbine". According to their figures, the turbine consumes one third less natural gas per generated kilowatt hour than the average of the currently common plants. Use of this new gas turbine saves about 40,000 tons of climate-endangering CO<sub>2</sub> per year, they say. This is about the annual CO<sub>2</sub>-emission of 10,000 mid-size cars with an annual mileage of 20,000 kilometres each. This energy wonder is to go into commercial operation this summer – orders in the millions from the US and Asia have already been placed.

Efficiency increase was also the key to success for **automotive supplier Schaeffler AG** from Herzogenaurach. With the market introduction of the first fully-variable hydraulic valve control system world-wide, the Schaeffler group achieved a quantum leap in drive technology. The new valve replaces the inlet camshaft common on four-valve engines with a highly complex and robust high-tech system. "Development of the fully variable valve control for serial maturity is based on extensive work in the areas of mechanics, hydraulics and control software", explains Michael Haas, Manager of Pre-Development and Business Development in the motor systems division at Schaeffler group. These tasks were solved by a development team of about 45 people. The result is quite a sight: the new control valve reduces fuel consumption and thus CO<sub>2</sub>-emission by up to 25 per cent. At the same time, the fine-dust contamination in the warm-up phase is reduced - hydrocarbon emission by up to 40 per cent and nitrous oxide emission (NO<sub>x</sub>) even by up to 60 per cent.

### Munich – Patent City

With the European Patent Office and the German Patent and Trademark Office (Deutsches Patent- und Markenamt; DPMA), two of the most important patent offices in the world are both based in Munich. In 1973, 16 states signed a European patent granting procedure in Munich, and subsequently the European Patent Office took up work in Munich as the awarding authority in 1977.

The DPMA's history goes back to 1877 when the Imperial Patent Office opened in Berlin. The first registered patent belonged to a Bavarian: Johann Zeltner from the Nuremberg 'Ultramarin-Fabrik' had developed a „procedure to produce a red ultramarine colour". After World War II, in 1949, the patent office of the Federal Republic of Germany took up its work in Munich. Initially situated at the German Museum, it moved to its current site in Zweibrückenstraße 12 in 1959.

 [www.dpma.de/english](http://www.dpma.de/english)

 [www.epo.org/index.html](http://www.epo.org/index.html)



The fully automatic valve control system reduces CO<sub>2</sub>-emission by up to 25 per cent.

Images: Schaeffler AG

Research is particularly important in large Bavarian groups. This is also reflected in the patent report figures: One per cent of applicants are responsible for more than half of all patents (for more details on the report, see page 1). Medium-sized companies also have good opportunities, because, as Elfriede Ebert, author of the „Patentreport Bayern“ says: „It’s all about content and marketing. The patents that reach the market as products are determined by the customer.“

IHK employee Eberl thinks that **Pausch Technologies** – a traditional family-owned company from Erlangen – is an example for this. The manufacturer of innovative x-ray devices with 350 employees around the world shows how success is possible with a small number of patents. Only a single patent was necessary to sell more than one thousand urology examination devices („Uromats“) around the world. Since 2008, Mihai Murgulescu has been managing the innovative research and development department at Pausch. The special construction of a spindle combination considerably improved the swivel mechanism of the imaging diagnosis device. „This makes examination much easier for the physician,“ he explains. However, the name ‘Pausch’ rarely appears in practices and hospitals, as Murgulescu points out, since companies like Siemens, Philips and General Electric complement the systems with their own components and offer them as x-ray systems under their own names.

### All-Round Discoverers

Expert Eberl has examined the innovative power of the Bavarian regions by putting the patent applications at a ratio to the number of citizens, gross domestic product and companies. The result shows that the entire Free State has an innovation-friendly climate: „Central Franconia makes first place here. Upper Bavaria, Upper Franconia, the Upper Palatinate and Würzburg-Schweinfurt are equal second,“ says Eberl. Innovations from the area of „Diagnosis; Surgery; Identification“ also makes up a significant share of the Central Franconia rate: 61 per cent of all Bavarian patents in this area are from the region.

### Share of Bavarian Patent Applications in Germany

Rank	Technology	Per cent
1.	Semi-conductor Devices	47,7
2.	Diagnosis; Surgery; Identification	47,8
3.	Electric Digital Data Processing	42,3
4.	Vehicles, Vehicle Fittings, or Vehicle Parts	25,7
5.	Gearing	37,3
6.	Investigating or Analysing Materials by Determining their Chemical or Physical Properties	27,5
7.	Transmission of Digital Information	39,5
8.	Shafts; Elements of Crankshaft Mechanisms; Bearings	55,2
9.	Couplings for Transmitting Rotation; Brakes	35,2
10.	Shaping or Joining of Plastics	30,5

### Patent Applications from Bavaria – The Most Inventive Companies

Rank	Applicant	Number of Initial Applications in 2009
1	Siemens AG	1660
2	Schaeffler KG	638
3	Bayerische Motoren Werke AG	619
4	Continental Automotive GmbH	454
5	BSH Bosch und Siemens Hausgeräte GmbH	389
6	Osram Opto Semiconductors GmbH	389
7	Robert Bosch GmbH	329
8	Infineon Technologies AG	318
9	Audi AG	294
10	ZF Friedrichshafen AG	231



The innovative mechanics of TopLift (left) and Uromat (right) ensure optimal diagnostics.

Images: Pausch Technologies

### Strong by Networking

One reason why all Bavarian regions are well-positioned on the innovation scale is the Bavarian clusters. Networking among the individual members permits even small and medium-sized companies to drive capital-intensive developments.



With state support and entrepreneurial dynamics, a renowned medical technology network has developed in the European metropolis region of Nuremberg (EMN) over the last few years. The „Medical Valley European Metropolis Region Nuremberg“ combines manufacturers, research facilities, health care providers, social welfare operators, IHK and other organisations. Last year the Federal Ministry for Education and Research distinguished the region for being a national top cluster. The network was praised for the strategic and active networking of ‘man and method’ in the area of medical technology, healthcare and economy. Munich Biotech Cluster m4 is another Bavarian network that has won the top cluster competition run by the Federal Government.



[www.cluster-bayern.de/invest\\_in\\_bavaria](http://www.cluster-bayern.de/invest_in_bavaria)

## Bavaria in your briefcase

### Swimming with a View of the Mountains



Lake Starnberg

*Bavaria is Germany's most popular holiday region – not least due to its many lakes*

About 30 million guests come to Bavaria every year – more than to any other Federal State. This holds true even though Bavaria lacks something that many other holiday destinations are characterised by: even though it's in the south, the Free State does not have so much as a single metre of coastline. Still, there is no need to dispense with swimming. Several hundred lakes tempt visitors to swim and enjoy their wonders.

The spectacular view of the snowy Alps – as can be seen when swimming in the Lake Starnberg or the Chiemsee (the "Bavarian Sea") – is absolutely unique. It would also be difficult to find another country where swimming can be part of sightseeing like this. From the Upper-Bavarian Wöhrsee, you can see Europe's longest castle in Burghausen; the Upper-Franconian Lake Lichtenberg is close to the popular Bergfried viewpoint, and the Allgäu Forggensee is close to the Neuschwanstein Castle. The Dreiburgensee to the North of Tittling in the Bavarian Forest is named after the three-castle area it is located in; it is an example of the many bodies of water that are now used for swimming, but originally served different purposes. The Dreiburgensee was used for fish farming around the 18th century. The Rothsee in Central Franconia actually serves to balance the water level of the Main-Danube Channel - but that doesn't matter, as swimming there is still enjoyable.

Comprehensive lake coverage in Bavaria is not only due to geological reasons. Gravel production for the motorways eventually created the Mainparksee in Lower Franconia for leisure time use, and lignite mining resulted in the formation of the Steinberger See, the largest Upper Palatinate lake which attracts ever increasing numbers of water-sports enthusiasts.

Tourists in Bavaria can enjoy jumping into one of the 375 EU-classified swimming lakes. Incidentally, the water quality in the Bavarian lakes is extraordinarily good as was shown again in another EU-wide comparison of 21,000 bodies of water that was performed this year. The water quality is measured and classified as "outstanding", "good", "sufficient" and "defective". Due to its consistent environmental protection measures the Free State achieves top grades and Bavarian water has another quality factor. In Bavaria, and specifically in the South of the Free State, the soil is permeable so that a great amount of water flows through the lakes. This leads to a high exchange and results in the famous clear water of many Bavarian lakes.

The bathing lakes are attractive for winter sports enthusiasts as well – they are used for skating and curling, which is very popular in Bavaria – and another discipline where Bavaria holds a top position globally.

Brochure nature experience – bathing lakes in Bavaria


 [www.bestellen.bayern.de](http://www.bestellen.bayern.de)

## Trade Fairs and Events

### ... in Munich

#### **munich fabric start**


International Preview Fabric Trade Fair & Clothing Textile Trade Fair  
06 Sep. 2011 - 08 Sep. 2011

 [www.munichfabricstart.com/Home-en.html](http://www.munichfabricstart.com/Home-en.html)

### ... in Nuremberg

#### **Canoe trade fair**


International canoe fair & industry forum  
18 Sep. 2011 - 20 Sep. 2011

 [www.paddleexpo.com/80/start\\_e.htm](http://www.paddleexpo.com/80/start_e.htm)

### ... in Augsburg

#### **Americana**

International trade fair for riding sports and western culture. World Open Championship Western Riding.  
31 Aug. - 04 Sep. 2011

 [www.1.americana.eu/index.php/en](http://www.1.americana.eu/index.php/en)

## Your key to our state

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