GLYCERIN: JACK OF ALL Trades

INSIDE CREMER
Looking towards the future: How CREMER supports logistics startups

PEOPLE & CAREER
Norma Tompkins – discipline at the peak of bodybuilding

AROUND THE WORLD
A trip from west to east through our worldwide OLEO sites
FAST TRACK YOUR LOGISTICS STARTUP

- Leading multi-corporate, logistics-focused accelerator
- Seed Funding and bridge building with a global VC network
- Prominent partners and sponsors
- Highly experienced 100+ mentors
- Access to a cutting-edge ecosystem
- Prestigious group of international corporates
- Six months acceleration program
- Free office space in Hamburg, Germany - one of the world’s leading logistics hot spots

FOUNDING INVESTORS

- FIEGE
- FR. MEYER’S SOHN
- Haspa Hamburg Hypotheekbank
- HELM
- HHLA
- JUNGEINRICH
- KÖRBER
- Logistics
- RHENUS
- CREMER

The world is our market.
Dear Reader,

CREMER has been trading oleochemical products since the 1970s. Initially conceived as nothing more than a straightforward trading division, an extensive business portfolio gradually emerged.

Today, the CREMER OLEO team is in demand around the world for sales, logistics and other services. Many of our business partners have been with us for a long time. Together, we develop effective solutions that boost competitiveness.

In this CREMERmag issue, we would like to take you on a journey into our oleochemical world. Take a look behind the scenes with us and find out how new product and service ideas come about, how innovation is brought to life and how we help our employees to thrive. Join us on a trip to visit our OLEO colleagues in Cincinnati, Hamburg, Singapore and Wuxi. CREMER OLEO is all about global collaboration between our offices in the interests of our customers – you’ll be surprised how often you come into contact with one or another of our products.

Have fun reading!

Yours,

Dr. Ullrich Wegner, Chief Executive Officer
Startups: The business development colleagues talk about how CREMER supports newcomers to the logistics sector.

Masters of Fragrance: How are laundry scent boosters produced? We look behind the scenes.

Glycerin: More than 3,000 products contain this inconspicuous liquid. We've done the research.

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CREMER is a Next Logistics Accelerator partner.

Looking to the future

Oliver Schulz and Maren Schirrmacher on business development at CREMER: “We encourage every member of staff to come to us with new ideas.”
Digitalization is turning every aspect of life on its head at a breathtaking speed. The fields of business in which CREMER operates are undergoing vast changes, too. As one of the founding and supporting members of Next Logistics Accelerator (NLA), CREMER has its finger on the pulse, supporting startups in the field of logistics with its sector expertise and global contacts.

But how do CREMER and Europe’s largest startup accelerator in the field of logistics benefit from one another? And how can the Hamburg-based company with such a long history boost its innovative strength going forward? This was the topic of the conversation when CREMERMAG met Miriam Kröger, Managing Partner of the NLA, and Maren Schirrmacher and Oliver Schulz, Business Development Managers at CREMER Holding.

CREMERMAG With a three-member business development team supported by countless product managers from various business divisions, CREMER has considerable innovative strength. How important is innovation for your company?

Oliver Schulz In our line of business, the saying “Handel ist Wandel” (trade is change) is omnipresent: What works in the market today, might be obsolete tomorrow. That’s why it is important to keep in mind that business models need to change and pro-
progress to stay relevant for customers in the future. Innovation is indispensable here. That is why we joined the NLA. It gives us direct access to new ideas in the logtech field.

**CREMER MAG** How does CREMER integrate new ideas in its existing workflows?

**Maren Schirrmacher** The key for us is to ensure that innovative ideas reach us in the first place. That's why we encourage every member of staff to come to us with new ideas. That's what CREMER's business development team is for. We then provide support either by implementing their idea or by identifying potential areas of application within the group.

**CREMER MAG** Why has CREMER jumped on board as an investor in Next Logistics Accelerator?

**Maren Schirrmacher** CREMER moves around 11 million tons of goods across the world each year. Behind all of these goods movements are logistics processes that are subject to change due to digital innovation. Connecting these innovations to our existing business processes at an early stage is the reason behind CREMER's investment in NLA.

**Oliver Schulz** It gives us access to a vast number of startups in the logistics sector, and we expect this will ensure that our logistics processes are always at the cutting edge. In return, promising startups will be given the opportunity to test their innovations with CREMER.

**CREMER MAG** How does CREMER support NLA startups?

**Oliver Schulz** We give startups the opportunity to test their products and services with CREMER. At this very early stage, young companies in particular need to acquire pilot customers to trial their products. Startups that can present testimonials from customers like CREMER will find it easier to get more business. After all, it is difficult to win over new customers without proof of concept. Selected employees are also available as mentors for startups at NLA.

**CREMER MAG** Are there any NLA prototypes or startups with whom you've already arranged a beta test or collaboration?

**Maren Schirrmacher** We've already had extensive talks with a number of startups with the purpose to identify link-up points with CREMER. We then discussed potential areas of application with our subsidiaries to ascertain whether they would be suitable pilot customers for the NLA startups. So far, however, the likely innovation potential has not been substantial enough to merit our subsidiaries providing significant resources for a pilot project.

**CREMER MAG** What kind of logistics startup would interest CREMER?

**Oliver Schulz** CREMER is primarily on the lookout for solutions that can make our logistics processes simpler or more transparent. We see potential for technological improvement when it comes to global route optimization and tracking of goods, for instance. The current hot topic of blockchains is another interesting field for us. We have been working on this for some time now, but we're still looking for a way to apply it that would offer real added value for our business.

**CREMER MAG** Why do startups opt for Next Logistics Accelerator to speed up their growth?

**Miriam Kröger** Essentially we have a unique global selling point: We are the only global accelerator that focuses solely on innovative business models in logistics technology and mobility.
» Uncomplicated and fast access to the big players is crucial for startups. «

Miriam Kröger has been heading the Next Logistics Accelerator since its founding in 2018: “NLA brings new and old economies together.”
Miriam Kröger Both sides – logtech and mobility startups on the one hand and successful global companies on the other – benefit from access to unique interaction opportunities around the world. NLA brings new and old economies together – and vice versa. Our targeted sector and technology focus, combined with virtually barrier-free and, above all, easy access to the big players is of vital importance for the development and growth of startups.

CREMER MAG How do you support your startups?

Miriam Kröger NLA offers practical support to founding teams in all matters associated with setting up, managing and growing a business. The NLA program lasts six months and is provided primarily by top managers, leading experts and academics. In addition to office premises, startups receive training and coaching tailored to their individual situation and are supported in setting medium-term objectives.

CREMER MAG What happens with funding for these startups? Is NLA involved in that?

Miriam Kröger Yes, NLA also offers venture or equity capital, thereby acting as a financier. The degree to which this is relevant to startups varies. In return for all the support it gives, i.e. program participation and venture capital, NLA gets a share in the startup’s capital.

CREMER MAG How do you guide the startups during the six-month program?

Miriam Kröger All the startups in one group (which we call a “batch”) take part in the program together. They have very different needs with regard to the type and time of assistance required. This is something we analyze with the startups individually at the start of the program so that we can then proceed with the tailored approach described above. If we identify similar or even identical needs at the beginning, we offer shared startup events as well as training and coaching units.

At the same time, we connect the startups with the old economy big players of relevance to them. First with NLA investors and corporate partners, and then with companies as well as this specialization, we are what is referred to as a multi-corporate accelerator. That means that a variety of highly successful globally active companies are involved with us in different capacities, for example as investors, partners or sponsors and mentors. One thing that unites all these companies: They are interested in our startups’ innovative business models – sometimes because it’s their core business or because, as an industrial or trading company, they view logistics functions as part of their value creation chain and as something to differentiate them from the competition.

CREMER MAG How do these companies benefit from a partnership with you?
in our ecosystem and our global network. In this very complex and time-consuming support area NLA acts like an external business development unit for the startups with the aim of trialing novel solutions either in the market as pilot applications or by integrating them directly into the value creation chain of the companies.

CREMER MAG Does the support for these startups end after six months?

Miriam Kröger  We continue to support the entrepreneurs beyond the duration of the program, primarily in the crucial but challenging areas of funding. Depending on the stage of their development or how innovative their business concept is, the degree of uncertainty with regard to their market success is typically above average for startups. Due to the risk and lack of certainty involved, they neither have access to public equity traded in the capital markets nor to borrowed capital from banks. The funding of innovative new companies is therefore generally reserved to venture capital in the form of pre-IPO private equity. We make use of our extensive and resilient network of venture capital investors to offer not just access, but support when it comes to planning, preparing for and conducting financing rounds.

CREMER MAG What role do your investors play and what does CREMER specifically do for NLA startups?

Miriam Kröger  Without our current investors in the first NLA fund, or even the future investors in the planned follow-up fund, we certainly wouldn’t have what we have now: a globally unique comprehensive package for log-tech and mobility startups. It is key to the massive success already achieved in 2018, our first year of operation. CREMER is a valuable partner for us but also – and more importantly – for our startups: Responsible, reliable, flexible and innovative.
GLYCERIN
A vital part of our lives

Cosmetics, medicines, shoe polish, anti-freeze, animal feed, shisha tobacco and food: There are very few raw materials as versatile as glycerin. The trivalent alcohol, also known as 1,2,3-propanetriol or glycerol, is used in more than 3,000 different products and applications – a real jack of all trades.

Our days start and end with glycerin. Just after waking up we clean our teeth, shower, moisturize, get dressed and feed the cat. Even if we can’t see it – glycerin is involved in all of these activities. The odorless, colorless and slightly sweet-tasting sugar alcohol is an extremely useful and versatile commodity.

There are different ways of obtaining glycerin. It is commonly generated as a by-product during the production of bio-diesel or the saponification of oils and fats. This vegetable glycerin is the most commonly traded form of the raw material. But it can also be of animal origin and extracted from animal fats or as conventional glycerin produced synthetically on a petroleum basis. The substance is also available in organic quality, which is usually obtained from plants like soya from certified organic cultivation.

EVEN THE HUMAN BODY CONTAINS GLYCERIN
Glycerin is present in the human body too. It is contained in our skin. Together with amino acids, urea and salts, it is part of the skin’s own hydration system.

Because it is a substance occurring naturally in the body, glycerin does not cause any irritation, and even people with sensitive skin can benefit from the hydrating properties of glycerin. This is one reason why the substance is used in many cosmetic products.

*(from the ancient greek glykerōs ‘sweet’, also called glycerol or glycerine)*
GLYCERIN IN COSMETIC PRODUCTS

Firstly, glycerin helps skin to stay supple, stops it from drying out and protects it from the surfactants contained in shampoos and shower gels which can dry out skin. Secondly, glycerin stores moisture in personal care products and ensures that toothpaste, shower and cleansing gels do not dry out, helping gels and pastes to remain soft and last a long time.

Did you know that toothpaste for example often contains 20 to 30 percent glycerin? This helps it to stay supple and improves the taste. Glycerin also helps to make teeth shine. The trivalent alcohol is the perfect basis for perfume too, because it is odorless and can be used as active substance carrier.

In salves and creams, glycerin helps to remedy dry, cracked and itchy skin by penetrating the skin and forming a slightly oily protective film on the skin’s surface.

TECHNOLOGY, PHARMACEUTICALS, FOOD

In cars, glycerin is used as a lubricant in brake fluid and included in anti-freeze for windshield washers. It is also used to produce paper, textiles and lubricants.

The pharmaceuticals industry often uses glycerin in the form of suppositories administered for constipation or hemorrhoids. The moisturizing effect of the substance softens the stool and stimulates bowel movements. Glycerin is also added to eardrops to help reduce itchy and painful inflammations of the ear canal.
» When I started at CREMER I thought: Glycerin; how boring! What can you do with that? Now I know that it’s one of the most versatile raw materials imaginable. «

Roberto Echeverria Botero (third from the left)
CREMER IS A KEY PLAYER IN THE GLYCERIN MARKET

Glycerin is needed in a myriad of industries. It is estimated that roughly ten million tons of it are bought and sold annually. CREMER OLEO is one of the major players in the global glycerin market.

As a glycerin producer, supply chain service provider and dealer, the family business mainly buys from producers in South East Asia and South America, and sells the commodity to different industries on every continent. CREMER also covers its own glycerin needs for animal feed and oleo-chemical production.

THE TEAM BEHIND CREMER’S GLYCERIN BUSINESS

“When I started at CREMER I thought: Glycerin; how boring! What can you do with that? Now I know that it’s one of the most versatile raw materials imaginable,” says Roberto Echeverría Botero, product manager for glycerin at CREMER OLEO in Hamburg. His team is where all the threads run together when it comes to global trade in this transparent liquid substance that plays a role in so many parts of our lives.

Seven colleagues in Hamburg make sure that all our customers around the world get enough glycerin for their production. But the oleo product has a crucial role in other CREMER companies, too. Peter Cremer Singapore, for instance, runs our glycerin business in Asia. Peter Cremer North America, based in Cincinnati, OH, looks after our producers and customers on the American continent.

Half of the global glycerin market is in refined and the other half in raw glycerin. CREMER’s core business is in refined glycerin. The majority of raw glycerin purchased by CREMER is therefore destined for refining. Glycerin raffinate is produced in more than 20 plants across Europe with whom CREMER OLEO collaborates. This allows CREMER to cover an ever-increasing share of global glycerin demand – a raw material that we might not be able to see, smell or taste, but one that enriches our everyday life on a continual basis.

E... WHAT?

Ever heard of E422? This is the name for glycerin when added to food. In Europe, E-numbers are used to designate food additives in chemically, physically or physiologically processed foods. Glycerin is mainly used to preserve moisture in food. The substance is often seen on the list of ingredients in meat products, chewing gum and dates.

Used as a preservative, stabilizer or flavor enhancer, it also acts as a solvent for flavorings and food colorants in drinks and confectionery. In candy, cakes, chocolates and cheese rinds, glycerin is used as a softening agent and humectant.
MEET LARISSA CREMER

A member of our Hamburg glycerin team, who is also granddaughter of Peter Cremer, founder of the family business: Larissa Cremer. In 2015, Larissa went back to her hometown Hamburg. After studying in Scotland and England, she returned to start a trainee program at CREMER, including stops in Singapore and Vietnam. After her return in 2017, Larissa started her position as a glycerin product manager responsible for cosmetics and pharma customers.

CREMER MAG What does it mean for you as a family member to work at CREMER?

Larissa Cremer For me, the company is the life’s work of my father Stefan Cremer, who ran the company until 2015. I love working here – surrounded by people who knew and respected my father and vice versa. And it is my way of feeling close to him.

CREMER MAG You spent a fair amount of time abroad. Did you always intend to work for the family company at some point?

Larissa Cremer When I started at CREMER, I did not expect to stay here forever. Now, I cannot imagine myself working anywhere else. Being part of a young, dynamic team is great fun and it motivates me. We, as a family, also owe a great deal to the business. For that reason I want to give something back to CREMER and play a part in the company’s future success.

CREMER MAG It sounds very much as if you’ve found your place.

Larissa Cremer I would say so. On Sunday nights I’m not sad that the weekend is over. In fact, I look forward to Monday when I can go back to work and see my colleagues.
GLYCERIN

Other names:
Glycerol / Propane-1,2,3-triol (IUPAC) / 1,2,3-Propanetriol / Propanetriol

C₃H₈O₃
Chemical formula

56-81-5
CAS Number

LIQUID
Aggregate state

ODORLESS
Odor

COLORLESS
Color
Glycerin has no risk of explosion. Yet, it is possible for glycerin to be a component of explosive vapor air mixtures.

Molar mass
92.09 g/mol

Density
1.26 g/cm³ (20 °C)

Melting point
18 °C

Boiling point / Decomposition temperature
290 °C

Flash point
199 °C

Autoignites at
400 °C

Risk of explosion
NEUTRAL

pH
10 TIPS FOR USING GLYCERIN AT HOME

In addition to its widespread use in industry, glycerin has many uses around the home — and is also an old home remedy. Whether in care products or cleaning agents — glycerin is versatile and incredibly effective.

The odorless and colorless liquid is available in pharmacies for around 2.50 dollars per 100 milliliters. But a word of warning: Glycerin can also be harmful if used in excessive quantities. Ingesting more than 50 milliliters of the liquid can lead to headaches or a state of intoxication. Skin irritations may occur if it is applied undiluted to the skin. As with all chemical substances, dosage is everything. Usually glycerin feels slightly oily, but it is not soluble in either fats or oils. But it can be mixed with water and other alcohols in any ratio you like. Read our ten tips on how to use glycerin in the household.
A NATURAL STAIN REMOVER
There’s nothing more annoying than a stain on the sofa or clothing. Glycerin can help to remove even the most stubborn alcohol, grass, coffee or tea stains. Treat the stain with the trivalent alcohol and it usually disappears without a trace.

KEEP YOUR WINDOWS CLEANER FOR LONGER
Add a few drops of glycerin to the water to prevent window panes misting or icing up. Dust and flower pollen do not stick as easily and even rainwater bounces off the panes more effectively after cleaning with glycerin.

NO WATER STAINS ON TILES
Wherever water comes into contact with tiles, lime deposits and water stains are never far behind. If you add a few drops of glycerin to the cleaning water, no more water stains will form on the surfaces and lime deposits will not accumulate so easily.

MOISTURE FOR YOUR SKIN
Glycerin is an excellent moisturizer for skin. It also helps to maintain the pH balance and is one of the most effective ways of treating dry or dehydrated skin. Because glycerin is a substance which occurs naturally in the body, intolerances are not an issue and even sensitive skin types can benefit from its moisturizing properties.

SOFT LIPS
If you suffer from chapped and cracked lips and are looking for an effective household remedy, glycerin can help. Use it instead of a balm to moisturize your lips. Before you go to bed, moisten your lips with a cotton bud dipped in a rosewater and glycerin mixture and leave to work overnight. The result? Long-lasting soft and supple lips.

SUPPLE RUBBER
Rubber becomes hard and brittle over time. If your boots or the rubber seals on doors, windows or covers need freshening up, drizzle a little glycerin on a cloth and wipe it over the rubber a few times. This will help it last longer and make the rubber look almost as good as new.

FRESHNESS BOOST FOR BOUQUETS AND CHRISTMAS TREES
A few drops of glycerin in your vase will help to kill off bacteria and prevent the pores of the flowers becoming blocked. This keeps cut flowers fresher for longer. The same goes for Christmas trees: Adding a few drops of glycerin to the water will help your tree stay healthier and greener for longer and still look its best after New Year’s.

SOFT WOOLENS
Washing woolen jumpers and blankets can make them rough and stiff. Use the softening properties of glycerin. Adding a few drops of the liquid to the water can help to restore the softness of the wool.

KEEP YOUR FREEZER ICE-FREE LONGER
Rub the interior walls of your defrosted freezer with glycerin. This slows down icing up and you need to defrost your freezer less often.

DO IT YOURSELF TIP:
Use glycerin sparingly and do not exceed a dosage of ten percent for skincare, e.g. mix 10 milliliters of glycerin with 100 milliliters of rosewater. Store the mixture in an airtight bottle. Dip a cotton bud in the liquid and use it to clean your face or dab your lips with it.
America, Asia, Europe – the triumph of laundry scent boosters is unstoppable. Already in the double digits, the market for these small fragrance beads and similar products continues to grow year-on-year. More and more manufacturers are now producing the new laundry additive that keeps laundry fresher for longer. But did you know that CREMER played a major role in the development of scent boosters? CREMERmag takes a look behind the scenes.
Most consumers are familiar with the problem: Once laundry has been lying in the closet for a few weeks, it loses that freshly washed smell. The solution from the laundry detergent industry: In-wash scent boosters. An innovation that presents manufacturers with rising sales and satisfied customers.

One of the companies behind this wonder product is CREMER. As a sub-contractor, the Hamburg-based family business produces in-wash scent boosters for the international market at several plants across the world. Its long-standing expertise in the manufacture of oleochemical products makes CREMER the ideal partner for industrial customers. Fast, agile and innovative – those are the qualities CREMER offers its customers as a contract manufacturer, especially when it comes to putting new product ideas into practice quickly. CREMER manufactures the fragrance beads from various raw materials and packages them for consumers.

But let’s start at the beginning: This success story goes back to a customer’s idea to produce a scent booster, in addition to detergent and softener, that would keep laundry smelling fresh for longer. The fragrance beads started their triumphant march in the USA. Cincinnati, Ohio, is the birthplace of laundry scent boosters. With its pastillation machine and its long-standing production know-how, the headquarters of Peter Cremer North America (PCNA) is the perfect place for trialing and ultimately realizing customer ideas. Initially produced in samples in small quantities to test the market, this is where the rise of laundry scent boosters began, a trend that is showing no signs of slowing down.

ROUND-THE-CLOCK

CREMER now produces fragrance beads not only in the USA but also in China. A plant was built in Wuxi specifically for making in-wash scent boosters for the Asian market. The machines there never stop. They run 24 hours seven days a week, producing about 150,000 bottles, 160,000 pouches and 120,000 sachets every day. In fact, the highly-automated system only stops for the Chinese New Year.

Unlike in the US or Europe, customers in some Asian countries prefer smaller package units. There’s usually less space in their homes. And rather than using a car, they are more likely to do their shopping on foot or by
public transport. As well as four different bottle sizes, CREMER therefore also packages the twenty different varieties it produces there in pouches and small sachets.

**BUT HOW IS LAUNDRY SCENT BOOSTER ACTUALLY PRODUCED?**

Whether it’s green lily of the valley or blue lavender scent – they are always made from a mixture of perfume, colorants and a variety of carriers. These different components are precision-mixed together in large tanks according to a set formula before then being processed into fragrance pearls.

The product is made by a pastillation process. The mixture is heated until it turns to liquid and then poured into a large perforated drum. Rotation pushes the warm liquid mixture out of the drum, turning it into pastilles which land on a 30-meter metal conveyor. The metal belt is cold and is cooled continuously with water. The thousands upon thousands of minuscule colorful semi-liquid globules set while on their 30-meter journey along the conveyor and fall off the end of the belt as solid beads. Here they are collected and stored temporarily in so-called super sacks.

The next step is packaging. Complex, fully-automated packaging lines pour the fragrance beads in several stages into the bottles that later appear in on supermarket shelves ready for customers. The bottles are sealed with two caps after filling. The bottom cap is intended as a seal. The top one is also the dosing vessel for easy use at home. The cap also features small openings that allow customers to check whether they like the fragrance before they buy.

A sleeve of thin film printed with the brand name, logo, product description and further information in the country’s language is put on the bottles and shrunk using hot steam so it sits tight on the bottle. The bottles are then packed in cardboard boxes at the packing station, put on pallets and readied for dispatch.

To ensure that the quality of the product remains consistently high, CREMER has labs in every factory that constantly monitor the scent boosters during the manufacturing process. The 140 production staff at Wuxi, China and the 200 in Cincinnati, Ohio ensure that consumers all over the world can take freshly-scented laundry out of their closet.
HOW EXACTLY DO LAUNDRY SCENT BOOSTERS WORK?

With detergents, the comforting smell of freshly laundered clothes quickly disappears. But the fragrance is still noticeable after several weeks, even months, with this new product. The fragrance encapsulated in the scent boosters is not released until the item of clothing is used. Movement and friction activates the perfume, gradually releasing the fragrance – even if the laundry has been lying in the closet for months.
PROJECTS, CUSTOMERS AND SHANGHAI

How CREMER is supporting its next generation
CREMER employs about 2,000 employees across the globe. They make CREMER what it is: A strong, vibrant and successful family company.

But sustainable long-term corporate success also depends heavily on dedicated staff. That is why the company places its faith in training junior staff in-house, offering its apprentices numerous opportunities for a successful start to their careers. CREMERmag talks to Maren Böden, head of CREMER's HR department in Hamburg, about training, working and living overseas as well as candidate selection.

CREMERmag What training opportunities do you offer?

Maren Böden We train wholesale and export trade sales personnel with a focus on international trade in Hamburg. And, as of this year, we've also started running a dual study program. In collaboration with the Hamburg School of Business Administration (HSBA), high school graduates can study for a Bachelor of Business Administration degree with us. The students spend half of their time in the company where they get to know various units such as distribution, controlling and HR. We impart a broad range of business management expertise which will enable them to work in a number of different business functions.

CREMERmag How do you attract young talent?

Maren Böden We find the face-to-face approach at trade fairs to be very effective. That's why we attend the “Einstieg” fair and the Hanseatische Lehrstellenbörse (Hanseatic Apprenticeship Exchange) at the Hamburg Chamber of Commerce every year.
As CREMER is not a well-known brand, we actively approach potential applicants and speak to them directly. This works very well. We are also present in social networks and provide a careers page with extensive information on training and how to apply on our website.

**CREMERmag** What are you looking for in applicants?

**Maren Böden** Naturally, we want applicants who are motivated, ambitious and well organized, i.e. those who can show that they really want the job. But nobody needs to be able to answer every question perfectly in the interview. I like the genuine ones; the ones who have to think about the question before answering or who ask for clarification because they have not fully understood the question. In many companies, young people only have a chance if they can submit the perfect CV. Hobbies must be relevant to the job and a semester abroad is mandatory. We try to get to know the people behind these paper profiles. Quite simply, if we see potential, we're interested.

**CREMERmag** Making coffee and photocopies – that's the image of training in many companies. What does training at CREMER look like?

**Maren Böden** Our apprentices are actively involved from the outset. They should be able to complete tasks independently and take responsibility as soon as possible. We aim to give our apprentices permanent contracts afterwards. That's why we make sure that they learn everything that they will need later in their job. Our apprentices manage client accounts and visit trade fairs and factories. They get to know our business from top to bottom. We want them to use their strengths and combine their theoretical with their practical knowledge. This year, apprentices are designing a brochure for future applicants for the first time: They select a topic, do the necessary research and create the layout.

**CREMERmag** CREMER has a home on every continent. How does your international orientation impact on your training program?

**Maren Böden** Our business has a heavy international focus. For example, we correspond with customers and partners from all over the world almost exclusively in English. Our apprentices are given
» The better employees know and get on with one another, the better they work together. «
routine tasks in the departments from the very first day. There is always a chance that they will have to answer a call from India or an email from Singapore. To support them with this, we offer all our staff – and of course our apprentices – free language courses where necessary. Apprentices are given the opportunity to be present when international customers visit or to accompany colleagues on trips to overseas trade fairs. When apprentices demonstrate considerable commitment, they can even earn themselves an internship at one of our companies. For instance, one of our apprentices will soon be working at our site in Shanghai for a few weeks.

**CREMER MAG** What do you look for in your ideal apprentice?

**Maren Böden** The whole package has to be right. We like people who are authentic with rough edges. They should always be able to work independently and demonstrate commitment. We look at more than just grades. Many of our applicants have spent time abroad working as an au-pair or mixing work and travel. Others are involved in youth work or sports or have spent gap years in interesting jobs, gaining valuable practical experience. There’s no set formula when it comes to selecting candidates.

**CREMER MAG** What’s the oddest thing you’ve ever experienced in an interview?

**Maren Böden** It often gets interesting when you ask questions about gaps in resumes. One thing that sticks in my memory is an applicant who opted to spend a year working on a dialysis ward. I was very impressed by what she told me about the job. To come up close and personal with people experiencing such touching stories on a daily basis at just 18 – I was really impressed with that.

**MEET MAREN BÖDEN**

Maren Böden has been in charge of the HR department at CREMER since 2016. She has many years of experience in HR management, and her expertise in change management processes in particular make her a key point of contact for managers and executive staff.

The mother of three oversees personnel development and manager coaching at CREMER and assists her team in all operational matters. In addition to her professional duties, she also acts as an honorary judge at Hamburg labor court and is currently writing her master’s thesis on business coaching and change management.
But sometimes we get the odd funny situation, too. For example, once a young applicant was accompanied by his mother who asked if she could come into the interview with him. Our response was: “No. Your son is an adult, he can vote and he’s certainly capable of speaking with us for an hour on his own.”

CREMERMAG It is not just the next generation that plays a role at CREMER. You also go to great lengths to retain long-serving staff. How do you do this?

Maren Böden This depends entirely on the individual – I reckon that’s our secret. We always have an open ear for our employees and work with them to find solutions specific to their situation. In order to give employees promotion opportunities, we do, generally speaking, always check if there are suitable internal candidates first before hiring somebody from outside.

CREMERMAG Working together is one thing, having fun together is another. Do communal leisure activities have a role at CREMER?

Maren Böden We place an emphasis on staff cohesion and that also includes leisure time. Every two years we host a huge summer party, we raise funds for a good cause, or have blood or bone marrow donor drives. Our employees are also heavily involved in sport. Some of them take part in the Hamburger Morgenpost relay and some competed in the Hamburg dragon boat race last year. Staff from our locations also face each other every two years in a sporting competition, the CREMER Cup.

And we launched the Lotto Lunch to help colleagues from different departments get to know one another. Every month, we draw names to select people to spend a lunch break together and CREMER helps cover the costs for the meal. The better employees know and get on with one another, the better they work together.
At home all

What started out in Hamburg, Germany, now spans the entire globe. From the Americas to Europe to Asia – CREMER is present on every continent. The staff in our various companies are well networked and work closely with each other. That is what makes CREMER what it is: An international family business, rooted in Hamburg yet at home everywhere in the world.

Join us on a journey around the world to meet our colleagues in Cincinnati (USA), Hamburg (Germany), Wuxi (China) and on to Singapore, where our Philippines business is managed. Get to know interesting people and discover the not-to-be-missed hot spots in the different regions.
over the world

CREMER SINGAPORE
Singapore is located on the southern tip of Malaysia, where CREMER controls its oleo business in Asia.
More on page 48

CREMER WUXI
About 130 kilometers away from Shanghai, CREMER produces laundry fragrance for the global market.
More on page 54
Cincinnati is known as "The Queen City". Located in the state triangle of Ohio, Indiana and Kentucky directly on the Ohio River, it is considered one of the most important trading and manufacturing cities in the United States. With almost three million inhabitants, Cincinnati is one of the major cities in the country and home to Peter Cremer North America. PCNA has been part of CREMER since 1998. From here, our colleagues coordinate the production, storage, packaging, transport and delivery of oleochemical products all over the world. Please meet the PCNA team.

KENDRA DICKERSON
Our people person

Meet the gal that has your back! Originally from Eastern Kentucky, Kendra now works for PCNA as an Environmental Health and Safety Specialist. You can find her at our bottling plant answering safety questions and bringing a smile to everyone’s face. Kendra’s average day at PCNA consists of working with employees to help manage our safety committee and ensure that the Lockout Tagout procedures are solid. Kendra doesn’t leave her magic touch at work though. She is an avid Harry Potter fan who recently fulfilled her dream of visiting Orlando, Florida, where Universal Studios has the theme park "The Wizarding World of Harry Potter". If you are looking for an amazing pizza place in Cincinnati, Kendra is an expert. She is currently touring the best pizza restaurants and believes that if you had to visit only one, you should visit Adriotic’s.

OLE DIRKSEN
The German guy

Ole applies contagious enthusiasm to everything he does around the Cincinnati office. Originally from Barmstedt, Germany, Ole has been a dedicated member of Peter Cremer for over 6 years and transferred to our North American office in 2014. Since he has been at PCNA, he gained a position on the executive board as VP for services and contract manufacturing where he continuously strives to make improvements in the process and production sector at PCNA. He is inspired by Cremer’s family spirit and team approach which he believes can be felt in both the German and US offices. When he is not in the office, Ole enjoys flipping houses and spending time with his children and wife. Ole is a true fan of staying active by playing soccer, kite boarding, golfing, biking and skiing. After moving here, he also participated in his first Oktoberfest. Oktoberfest is a southern German tradition, and since he is originally from Northern Germany, it wasn’t as important of an event to celebrate for him. Cincinnatians, though, are very proud to host the 2nd largest in the world. Ole is a true fan of staying active by playing soccer, kite boarding, golfing, biking and skiing. After moving here, he also participated in his first Oktoberfest. Oktoberfest is a southern German tradition, and since he is originally from Northern Germany, it wasn’t as important of an event to celebrate for him. Cincinnatians, though, are very proud to host the 2nd largest in the world.
KYLE RUDOLF
The coach

Kyle is senior financial analyst at PCNA. He oversees all the accounts payable and receivable, monthly reports, and annual audits. The Finance department isn’t the only team that Kyle is able to motivate though. Kyle is a dedicated dad who coaches little league for his son’s football and baseball team. To top it off, he is active all year long: In the summers he plays in a softball league, in the winter he can be found skiing at Perfect North, the nearby ski slopes. As a native of Cincinnati, Kyle is comfortable with the area, but recommends that if you are a first timer to Cincinnati to visit downtown, stop by the casino and grab yourself some of Cincinnati’s famous skyline chili.

ELIZABETH WOODS
The local insider

Elizabeth Woods works as PCNA’s lab coordinator, but everyone calls her by her nickname, Beth. Her typical day consists of analyzing lab trends and creating method development strategies which help ensure the quality of our products used in production at PCNA. Beth could be considered a knack of all trades. She loves sci-fi, reading, and has even taken up Japanese knitting. Beth could be considered the perfect tour guide since her family roots run deep in Cincinnati. Her family has lived in our Midwest city since the 1800’s. Her favorite thing to do besides spending quality time with her two children is going to OTR. She recommends taking the underground tours and visiting the various assortment of microbreweries scattered around the area.

KAITLIN KEARNEY
The up and comer

Meet Kaitlin Kearney, our smart, ambitious commercial business development representative. Kaitlin oversees the handling of PCNA’s refined bulk and packaged glycerin. Even though Kaitlin is already one of our most reliable assets, she is also one of our newer employees. She celebrated her one-year anniversary at PCNA in January. Outside work, Kaitlin enjoys staying active by running, and is also a passionate cook. Kaitlin not only loves making food but going out to eat as well. Her favorite meal is brunch and she recommends visiting The Sleepy Bee Café in Downtown Cincinnati.

ANTHONY KAISER
The newlywed

Anthony Kaiser is a man of few words, but what he says always holds emphasis and importance. At PCNA, he holds the position of a Process Engineer. He focuses on supporting the production machinery and moving forward current restoration projects. Anthony is a newlywed, and a proud owner of two golden doodle puppies. He is spending time training them and taking them to the dog park with his wife. He is also a devoted Game of Thrones fan. Originally from the West side, Anthony has lived in New York and Columbus, Ohio, but found his way back to his home town of Cincinnati. He is a fan of pro football and recommends that you should go to Paul Brown Stadium to watch a Bengals game.
Looking for some insider tips and must-sees from our local colleagues when you’re in Cincinnati? Then get some inspiration here.

**OTR (OVER-THE-RHINE)**

Over-the-Rhine is one of Cincinnati’s premiere neighborhoods known for being the cultural hub of the city. The neighborhood has been capturing the imagination and joy of a true Cincinnatian for decades. While strolling by, you will find yourself immersed in the seamless merging of modern art and historical structures. Originally founded in the 1830s, the working-class neighborhood quickly gained a reputation for being distinctly German due to the vast number of German immigrants that migrated to the area in pursuit of work shortly after construction of the Miami and Erie Canal. The area was so densely populated with German-Americans that traveling over the bridge spanning the canals quickly became known as going “over the Rhine”, a reference to Germany’s Rhine River. In previous years, the neighborhood had fallen into distress due to unfortunate economic pitfalls, but after a city-wide revitalization initiative that began in 1990s, the neighborhood has been restored in an attempt to emulate its vibrant past. Today, the neighborhood is known for being one of the largest, most intact historical districts in the U.S. that is home to a variety of restaurants, breweries, performance centers, parks and festivals.

**CINCINNATI ZOO**

Located in between the neighborhoods of Clifton and Avondale, the Cincinnati Zoo opened its doors in 1875, making it the second oldest zoo in the United States. Since then, The Cincinnati Zoo and Botanical Garden has been dedicated to creating adventure and knowledge for every one of its guests. Today, the zoo is home to over 500 animal species and 3000 plant species. Most recently, it has been featured in various news platforms for the birth of local celebrity Fiona the Hippo. Events are hosted year-round, some of their more notable ones being the annual Festival of Lights, Cocktails for Conservation, and the Zoofari Charity Ball. This animated and exiting atmosphere is a must-visit destination for all ages.

**PAUL BROWN STADIUM**

Nicknamed “The Jungle”, Paul Brown Stadium is home to the beloved Cincinnati Bengals National Football League. This stadium can host over 65,500 die-hard Bengals fans, and is a city hot spot every Sunday during the football season. The team was founded in 1966 by Paul Brown, a former Cleveland Browns coach. Since then, the team has advanced to the playoffs twelve times and attended two Superbowl games. There’s nothing that captures the Cincinnati spirit more than the roaring atmosphere of the stadium. One game, and you’ll be a fan for life!

**CINCINNATI OBSERVATORY**

The Cincinnati Observatory is known to be the oldest professional observatory in America. Located atop of Mt. Lookout, the Observatory was originally founded in 1843 by a local professor who was inspired to bring astronomy to the masses. In the 2000s, the observatory shifted their focus from research to education, and today it attracts late night stargazers to its historic doors. Hidden away atop a hill, the observatory is the perfect escape from the routine hustle of Downtown Cincinnati. This landmark holds year-round events and is a perfect date destination for any couple wanting to share an out-of-this-world experience.

**KINGS ISLAND**

You will find one of Ohio’s best amusement parks about a 30-minute drive away from Cincinnati. This 346-acre park first opened its doors in 1972 and now has over 100 attractions. A trip here can easily become an all-day, fun filled event. When visiting, you will not want to miss some of the park’s more renowned claims to fame, in-
including rollercoasters such as The Beast, Banshee and Mystic Timbers. From rollercoasters to waterslides to haunted houses, Kings Island has an attraction for everyone and every age group.

CINCINNATI MUSIC HALL
The Cincinnati Music Hall is a classical performance hall located in historic Washington Park, minutes away from Downtown Cincinnati. Completed in 1878 and now deemed a historical landmark, the Music Hall is one of the city’s most stunning and recognizable pieces of architecture known for its Victorian-Gothic exterior. In the past, the site was famous for being a multi-purpose venue, holding events ranging from conventions to boxing exhibitions to contemporary concerts. Music icons such as Frank Sinatra, Prince and Elton John have all made their mark on the venue. Today, Music Hall is home to many of Cincinnati’s fine arts performance groups including the Cincinnati Ballet, Cincinnati Symphony Orchestra and Cincinnati Opera. This location is the perfect destination for anyone looking to immerse themselves in an unforgettable cultural experience.
As a successful sales manager for oleochemicals during the day and competitive fitness bodybuilder after work, Norma Tompkins proves that balancing a demanding job and competing in sports can be possible. CREMERmag talked to Norma about what drives her and the hurdles she faced with bodybuilding along with what she loves most about her work.

CREMERMAG  Norma, what is your job at CREMER?

Norma Tompkins  I am a regional sales manager located in Houston, Texas, working out of my home. My territory is the Southwestern United States and Mexico where I sell our full portfolio of oleochemicals (fatty acids, fatty alcohols, glycerin, methyl esters, and specialty oils).

CREMERMAG  How long have you worked for CREMER?

Norma Tompkins  I have been employed at CREMER U.S. for seven years now. When I started, the company was experiencing rapid growth and I’ve been fortunate to see the evolution of the company since then. I am particularly proud of our logistics and customer service team as I always get compliments from my customers on how fast we are responding to their needs.

CREMERMAG  What do you like most about your job?

Norma Tompkins  I love building relationships with my customers. My philosophy is that if they like you, they will buy from you.

WILL POWER is everything!
CREMER MAG What does a normal working day look like for you?

Norma Tompkins When I am in my office, I plan my travel at least two weeks in advance and send meeting requests to the customers that I plan to visit. When I am traveling, which is every other week, I start my meetings early in the morning and finish with taking a customer to dinner. I like to dine with my customers because I believe it is a great way to get to know them personally and understand their needs thereby building a better commercial relationship.

CREMER MAG You have an unusual hobby. Please tell us about it.

Norma Tompkins I have competed in two bikini fitness bodybuilding competitions sanctioned by the National Physique Committee (NPC) of the USA. The NPC is the largest bodybuilding organization in the U.S. At my first competition in 2015 and age 47, I medaled to my great surprise. It was hard work preparing for it and I said I would never do it again. Three years later, I broke that promise and did it again!

CREMER MAG What is the attraction for you to participate in these competitions?

Norma Tompkins I like a challenge and these competitions presented me with that. Many of the competitors at NPC events use legal artificial enhancements such as steroids to exaggerate their appearance. When I started this journey, I decided I was going to do it 100 percent naturally through exercise and diet.

CREMER MAG Have you participated in sports competitions before?

Norma Tompkins I have always been an athletic person. As a young girl living in my native Mexico, I competed in track and field and played volleyball. When my family moved to the States, my schoolwork overwhelmed me having to play catch up and I had to put sports on the sideline. At the time, nothing was more important to me than graduating from high school which I did. I am glad I had my priorities right.

During my adult years, I was busy raising a family consisting of my two boys ages 22 and 18. Becoming a single parent, I wanted to show my sons that their mother still had the energy to look good and compete despite my age. Entering a bodybuilding competition for the first time at age 47 was a daunting task that made me and my sons proud. My big success was that I was able to balance work and fitness and show other women that we can do anything with hard work, focus and discipline.

CREMER MAG How did you manage to balance your job and your fitness preparations?

Norma Tompkins It was not easy! I had to be on a strict diet and workout schedule. Being in sales, I am on the road a lot. I had to freeze my meals (6 per day) and carry them in my luggage when flying. Road trips were easier since I could stop at a gas station and “borrow” one of their microwaves to warm up my meals.

CREMER MAG How long did you practice this strict training plan?

Norma Tompkins My training was for 8 months before the competition. I had to wake up at 5 a.m. to do the workout and cardio before my day really started. Two months prior, I had to increase my cardio workout to twice a day plus. My goal was to be at 10 percent body fat when walking out on the stage and I did it.

CREMER MAG How did your customers and colleagues react to your strict meal plans?

» I want to show other women that we can do anything with hard work, focus and discipline. «

Norma Tompkins My customers were very supportive and would even eat a salad with chicken breast meat when we would have lunch meetings. How I love my customers! During meetings in Cincinnati, I had to take a break every three hours to warm up my meals and eat them in front of my colleagues. They did not mind the smell of food in the conference room. I couldn’t even drink any alcohol and always had to watch my friends have theirs while I sipped on a glass of water. Believe me, I am a normal person when I am not in training and enjoy going to see a movie or sitting in a nice piano bar. After the competitions were over, it was nice to return to normal.
Several hundred employees work at the headquarters of the family-owned company in Hamburg. CREMER OLEO is also based here. Modest in appearance, the company premises from where oleo-centered activities are directed on a global scale is situated across the street from Hamburg central station. But who is actually involved? CREMERmag introduces a selection of colleagues from the glycerin team.

TEAM HAMBURG

MIRJAM DOHMHARDT
The busy bee

Mirjam Dohmhardt started working for CREMER OLEO in Hamburg after completing her business studies. She has been part of the team since February 2017. At first she worked in sales in the “Packed” area and developed the “Packed Set-Up” further. Since then, Mirjam has taken on an increasing number of interface tasks connected with trade and logistics. In her spare time, the newlywed has plenty of interests: Sport, culture, entertainment, socializing – there is little that Mirjam doesn’t enjoy.

STEFFEN MAINZER
The globetrotter

Steffen Mainzer has seen a lot of the world. For three years he traveled, worked and studied in South America. He then graduated with a bachelor’s degree in business administration in Hamburg and went on to Utrecht, Netherlands, to do a master’s degree in economics. Since 2015, Steffen has worked in the glycerin product management department at CREMER OLEO. But his wanderlust remains. Whenever possible, Steffen is on the road with his backpack. Then
he is drawn to distant countries and regions such as Sumatra, China or Australia’s coasts.

**ROBERTO ECHEVERRÍA BOTERO**  
The cosmopolitan

He is the cosmopolitan of the team: Born in Colombia, Roberto Echeverría Botero joined CREMER OLEO in 2014 and heads the glycerin division. He started traveling at an early age. At the age of 18 he left Colombia and then came to Germany after time spent in England, Portugal and Vietnam. He studied business administration in Hamburg and worked as a consultant for a strategy consultancy for four years before joining CREMER. Roberto’s hobbies: traveling, exercising at the gym and hanging out with friends and family.

**JAKOB WASMUTH**  
The balanced one

Jakob Wasmuth started his professional career in 2014 as an apprentice at CREMER. After the successful completion of his apprenticeship as a business economist in foreign trade, he studied Business Administration in Utrecht, Netherlands, while simultaneously working for CREMER. Today, Jakob works in the product management section of the glycerin division. As a balance to his everyday office life, he likes to travel and play golf.

**JANA RUHNKE**  
The family person

Jana Ruhnke started working for CREMER OLEO in 2015 as an assistant in the glycerin division, where she oversees all administrative aspects of the sales team. She has been with CREMER since 2007 and has worked in various divisions and functions, including as assistant to the managing director of oleochemicals. The trained publishing manager is very much family-orientated: She is happily married and has two children. That’s why she spends her spare time with her loved ones and also enjoys sports.

**CHRISTIAN FALCK**  
The sportsman

Christian Falck has headed the OLEO division as business unit manager oleo since 2016 and is responsible for the global development of this attractive branch of the business from its Hamburg headquarters. Previously, he held other positions at CREMER for over ten years, including product manager biodiesel, product group manager oleo and basic oleo manager. The father of two completed an MBA degree between 2009 and 2010, whilst working for CREMER. In 2010, Christian Falck was responsible for integrating CREMER Energy into CREMER OLEO and in 2012 he became a member of the Oleo Executive Board. In his spare time, he enjoys sports: Christian kitesurfs, plays tennis and competes in triathlons.
Hamburg is CREMER’s home city. The company’s headquarters have been in Hamburg for more than 70 years. Colleagues at CREMER in Hamburg have prepared a “must-see” guide for the city.
THE ELBPHILHARMONIE CONCERT HALL
The Elbphilharmonie – also known as “Elphi” by locals – has become the city’s newest landmark. It was officially opened on January 11, 2017. Since then, renowned artists such as the Vienna Philharmonic, the Einstürzende Neubauten and Klaus Maria Brandauer have performed in the concert hall in front of sold-out audiences. Two years after opening, tickets are still difficult to get hold of.

The approximately 110 meter-high building hosts two concert halls, a hotel with just under 250 rooms and 45 luxury apartments. Its viewing platform, the “Plaza”, offers impressive views of the Elbe river, the Hafencity district and the city center. By the end of February 2017, the Plaza had already welcomed a million visitors.

THE OLD ELBE TUNNEL
The 426.5 meter-long Old Elbe Tunnel was opened in 1911. Its two tunnel sections pass under the River Elbe. Initially designed as an underpass to meet the needs of port logistics, the tunnel became less significant in the 70s and 80s due to the automation of general cargo handling and the demise of the shipyards.

Now, cyclists and pedestrians are able to use the tunnel free of charge, to reach districts in the south of the city such as Steinwerder. The Old Elbe Tunnel has been a listed building since 2003. Walking in the tunnel is worthwhile: Street musicians play mini-concerts in the tunnels and the city’s southern districts offer plenty of entertainment options for tourists. About two million people cross under the Elbe each year.

THE PLANTEN UN BLOMEN PARK
Planten un Blomen – meaning “Plants and Flowers” in North German dialect – is a 47 hectare park in the center of Hamburg, which is perfect for walking and relaxing in. With its stunning planted borders and flower beds, as well as thoughtfully designed themed gardens, it creates a magical garden atmosphere for visitors. The park is a great place for families, too: Several adventure playgrounds and an open-air ice rink in winter provide entertainment for visitors of all ages.

Especially popular: From May to September, free water-light concerts take place at the park’s lake each evening. In sync with music, 762 colored floodlights illuminate the lake’s water fountains.

THE MICHEL
St. Michael’s Church in Hamburg’s St. Pauli district, better known as The Michel, is the city’s most famous landmark. From the top of its 132 meter-high tower, visitors can enjoy unforgettable views of the town and the surrounding area.

Built in the 17th century and rebuilt after a fire in 1912, the church is one of the most beautiful baroque churches in northern Germany. With a diameter of eight meters, the church’s clock tower is the largest in Germany. The hour hand measures 5 meters, the minute hand 3.6 meters. Each hand weighs around 130 kilograms.

ST. PAULI LANDUNGSBRÜCKEN PIERS
The port is not only a significant location for CREMER but for Hamburg as a whole. The first pier at Hamburg’s Landungsbrücken was opened in 1839. Steamers and transatlantic ships docked here. The current pontoons were constructed in the 50s after the originals were destroyed during the Second World War. Today, these piers are used as departure points for harbor cruises as well for local ferries that are part of the public transport system. 220 cruise liners such as the AIDA and the Queen Mary call at Hamburg’s port each year. Events such as the port’s birthday celebrations and special cruise days attract visitors from all over the world to the Landungsbrücken.

THE REEPERBAHN
Hamburg’s entertainment district in the St. Pauli quarter of the city is a meeting place for night owls and tourists alike. The Reeperbahn and surrounding locations, such as Große Freiheit Street and Hans Albers Square, are packed with restaurants, bars, theaters and nightclubs. Because of this, millions of visitors are attracted to the hanseatic city’s red light district every year. The Beatles made their first appearance here. World-famous artists perform in clubs such as the Molotow and the Grünspan. Striptease, cabaret and burlesque shows can also be found. Musical, theater and dance lovers are equally well-catered for. The best view of Hamburg’s infamous street is from the “Clouds” bar’s terrace on the roof of the Tanzenden Türme skyscraper, which opened in 2012.
INVESTING
IN THE FUTURE

CREMER strengthens regional presence in Europe

Trade drives change – that has been CREMER’s accompanying motto from its founding. When the family-owned company started trading oleochemical products in the late 1970s, there was no way to predict what an important role this sector would play one day. To meet an increasing demand, CREMER founded CREMER OLEO GmbH & Co. KG in 2005. Now CREMER has added another chapter to its success story in assuming control of three companies from Fritz Köster Handelsgesellschaft AG.

CREMER has integrated OleoServ GmbH, S & K Chemical Trading and Production GmbH and ProEN Protein und Energie GmbH into CREMER OLEO’s business division. All three companies have their head offices near Hamburg in Uetersen: OleoServ operates a modern tank farm there. ProEn produces special feed for livestock and pets in Uetersen. And S & K Chemical Trading and Production trades in raw oleochemical materials.

With the takeover, CREMER strengthens both its regional presence in Europe and its position as a reliable and efficient partner in a volatile market of animal feed, foodstuffs, cosmetics, pharmaceuticals, energy and engineering. A real investment in the future.
Uetersen lies 35 kilometers north-west of Hamburg in Schleswig-Holstein, on the Pinnau river. The immediate proximity to Hamburg and its port and the connection to the transportation network in northern Europe allows the local companies to access global markets. The city has a population of 18,000. Known as the wedding city, in 1999 it became possible to “tie the knot” here around the clock. Uetersen is also home to the Rosarium, northern Germany’s biggest rose garden.

3 QUESTIONS FOR CHRISTIAN FALCK

CREMER MAG You are head of the OLEO division. What does the oleo business mean to CREMER?

Christian Falck The OLEO division is one of the most diverse at CREMER. Thanks to the use of our products in many industries and our almost 2,000 customers, new opportunities regularly arise to expand the existing business. Aside from realizing continually positive value for the company, the OLEO division is tasked with leveraging its global network to develop new ideas and business opportunities. Combining our trading business with investment in internal finishing operations secures our long-term position in ever consolidating markets.

CREMER MAG What do you love most about your job?

Christian Falck Our greatest asset is the team, and it’s great to see how many of our colleagues have grown over the past years. I am driven mostly by fun at work and the intrinsic motivation to develop the OLEO division. This is supported by CREMER’s family-oriented DNA and illustrated by our quick implementation paths and entrepreneurial freedom.

CREMER MAG Looking forward: What developments do you foresee at CREMER OLEO over the next years?

Christian Falck The first priority will be to prioritize and implement our many current projects. Alongside building out our core business, we will work to develop our competitive advantages in previously unknown markets. Regularly interacting with other CREMER divisions as well as coordinating cross-functional business opportunities are integral to this. Taking over the Uetersen location is an important first step toward expanding OLEO’s service activities – and surely not the last...

WHERE EXACTLY IS UETERSEN?

Uetersen lies 35 kilometers north-west of Hamburg in Schleswig-Holstein, on the Pinnau river. The immediate proximity to Hamburg and its port and the connection to the transportation network in northern Europe allows the local companies to access global markets. The city has a population of 18,000. Known as the wedding city, in 1999 it became possible to “tie the knot” here around the clock. Uetersen is also home to the Rosarium, northern Germany’s biggest rose garden.
hometown of Barranquilla in Columbia. At the age of 18, I decided to study in Germany. I have now found a new home in Hamburg.

CREMER MAG You did not come to CREMER via the usual channel. What was your career background before that?

Roberto Echeverría After successfully completing a degree in foreign trade and international management at the HAW in Hamburg, I first worked in management consultancy. Five years ago, I changed to CREMER. What was important was that I had methodological competence. I acquired the technical knowledge about the products on the job here.

CREMER MAG Give us some specifics: What does your normal working day look like?

Roberto Echeverría My most important tool is the telephone. Every day we talk to suppliers, partners and customers around the world. Because the prices for glycerin are generated directly in the market, and not, as with other commodities, at a commodity exchange. I am on the phone for about five out of eight working hours: in the mornings I speak with Asia, during the day with Europe, and in the evenings with countries on the American continent. In addition, there are trips that usually take me to Southeast Asia or Western
Europe. All this makes my work very varied, interesting and highly dynamic.

CREMER MAG You’ve been at CREMER for five years. What is the company’s special charm?

Roberto Echeverría I value the level of individual responsibility at CREMER, the freedom, and the flat hierarchies. Here, you are an entrepreneur within the company. I act as a mentor to startups at the Next Logistics Accelerator for instance.

CREMER is a partner of Europe’s largest startup accelerator for the logistics sector. I also regularly deal with other units around the world. No matter which country you are in, you can feel the very special CREMER spirit that unites us everywhere.

CREMER MAG Thank you very much for giving us an insight into your work. We wish you all the best and that you continue to enjoy working at CREMER!
The OLEO division at Peter Cremer Singapore manages Cremer’s oleo business in Asia, South America and Africa and also looks after the sourcing requirements of our oleo offices in Europe and in the United States.

Located in Singapore, we are close to the oleo manufacturing plants in South East Asia as well as China and India. In addition to our sales responsibilities, managing the relationships with our multiple suppliers here in Asia is key to the success of our business.

And while English is the official language of our business, our native Chinese and Malay languages also facilitate the day-to-day operations with our suppliers. Moreover, culture is a big help as Singapore is a melting pot of Chinese, Malay and Indian influences, along with being in the same time zone.

Nemy Canete heads the OLEO business of Peter Cremer Singapore and the OLEO trading team together with Adrian Tan, Albert Mok and Junior Yeo. Stacy Tan looks after our operations and trade execution together with
CREMER OLEO colleagues from Hamburg, Cincinnati and Singapore having a meeting with a supplier – this is typical of the OLEO team’s activities at the annual Palm Oil and Lauric Oils Price Outlook Conference in Kuala Lumpur, Malaysia every March.

Stacy Tan (operations manager) at a vessel inspection at the Pasir Gudang port in Malaysia, which overlooks the Singapore skyline.

We have shared accounts and systems personnel with the Agri and Steel divisions in the office. We can proudly say that our OLEO team is composed of well-versed, efficient and dedicated employees, most of whom have been with CREMER for more than 10 years. The wealth of this collective experience in the industry allows us to effectively manage operational and commercial issues that come along. Most importantly, the camaraderie in our office is very much evident.

Oktoberfest at the Swiss Club venue.

Meg Lim, Claudia Leow, Michelle Poh, Siti Nurfiza, Yvonne See and Wuey Shen Lee.

Adrian Tan (Sr. Marketing Manager) after a plant visit and lunch with Ms. SL Wong (VP-Marketing of IFFCO, our supplier) and Mr. Sergio Delgado (CEO of Delace Panama, our customer).
You could say Singapore is small but perfectly formed. The city state on the southern tip of Malaysia is roughly the size of Hamburg. With 5.6 million inhabitants, it is also one of the most important hubs of finance, trade and logistics in the world. Since 2008, CREMER has coordinated its activities in Asia from a base here. Singapore – the cleanest city in the world – is a jump-off point for travels around Southeast Asia. CREMERmag introduces some of the main sights.

COLONIAL DISTRICT
Many visitors imagine Singapore as being high-rise buildings and little else. Wherever you go, however, there are echoes of the British colonial era. In the old town district on the banks of the Singapore River, historic buildings, museums and monuments recall the colonial past of the city state. Parliament House, originally built as a private villa in 1827, served as Singapore’s parliament building until 1999; it remains the oldest government building in the city. Adjacent is the Supreme Court, still the highest court in Singapore, and the Padang, a playing field once used as a cricket ground since the 1830s and now enclosed by magnificent structures such as the City Hall with its 18 Corinthian pillars. The colonial district is also home to the famed Raffles Hotel. Built in 1887, the hotel was named after Sir Thomas Stamford Raffles, the founder of Singapore. When Raffles, governor of the British East India Company, came ashore in 1819, the foundations were laid that would attract traders to Singapore from right around the world.

MARINA BAY
Singapore’s famous Marina Bay is also the city’s newest district. The Singapore River flows through the area before emptying into the South China Sea. Many of the sights around Marina Bay are best accessed on foot or by bicycle via the Waterfront Promenade, a three-and-a-half kilometer walkway starting at the Marina Bay Sands shopping center and tracing the waterfront around Marina Bay. The promenade soon crosses the Helix Bridge, a steel and glass pedestrian bridge inspired by the geometry of human DNA. As darkness falls, the bridge is spectacularly illuminated. The graceful Marina Bay Sands SkyPark promises impressive views of the city from an elevation of 200 meters above sea level. The Marina Bay Sands is also one of Singapore’s finest hotels, renowned for the unique infinity pool on its roof terrace.

GARDENS BY THE BAY
Spanning the area between the skyscrapers and the sea are the Gardens by the Bay, 101 hectares in size, a man-made park that is one of Singapore’s most impressive destinations. Admission is free. The highlights of Gardens by the Bay are the 50-meter Supertrees, artificial trees with climbing plants twining their way up the steel stems. A lift takes visitors to the Skywalk, where they can stroll through the treetops at 22 meters while savoring the sensational views of Singapore. It is worth waiting for the sun to go down, as the trees are illuminated in a spectacular light show every day at 8.00 pm and 9.30 pm. Mediterranean plants are on show in the Flower Dome, the largest greenhouse in the world according to Guinness World Records. Another greenhouse in Gardens by the Bay, the Cloud Forest, features a towering waterfall and replicates tropical highlands where numerous exotic plants flourish.

SINGAPORE FLYER
At 165 meters, the Singapore Flyer is the second largest Ferris wheel on the planet. It stands in a small expanse of greenery near the riverbank on the outskirts of the city. The observation wheel has 28 capsules each carrying as many as 28 passengers, making a maximum capacity of 784 persons. In fact, the number 28 has symbolic significance: 8 is a lucky number to the Chinese, so 28 is meant to be twice as lucky. One rotation of the Singapore Flyer takes 30 minutes. Construction costs were approximately 150 million US$. 

AROUND THE WORLD
CHINATOWN

South of the Singapore River are the vibrant streets, bustling markets and colorfully decorated shophouses of Chinatown, a district created around 1820. The temples in the area include the red-and-gold Buddha Tooth Relic Temple, which is said to house a tooth of Buddha.

Pagoda Street is home to the Chinatown Heritage Center, which charts the lives of the early immigrants and the development of Singapore. The Chinese make up the largest population group in Singapore with around 75 percent, followed by the Malays and Indians.
Nemy Canete has been working in the oleochemical industry for 20 years, more than ten of them with CREMER. He guides the fortunes of the OLEO division in Singapore. CREMERmag spoke to him about his team, his career and Christmas in the Philippines.

**CREMERmAG** How long have you been working for CREMER and what exactly do you do?

Nemy Canete: I joined CREMER in April 2008 as a marketing manager and for the last 6 years I have been managing the oleochemical business of the company’s Singapore office.
as the business director oleochemicals. We source and procure the oleochemicals needed by our Europe and U.S. offices from our oleochemicals in the region and also handle our own trading and supply chain services business for Asia, South America, Africa and the Middle East.

CREMER MAG How many people work in your office in Singapore?

Nemy Canete I have 3 other colleagues in my commercial team and 8 others working on operations and processing of our oleochemical business. We share the accounts and systems teams with Agri and Steel businesses in the same Singapore office. We also work very closely with our global OLEO team, to serve our multinational customers in particular.

CREMER MAG You also manage the oleo business in the Philippines. How do you do that? How often do you travel?

Nemy Canete It is a relatively short 3.5 hour flight between Singapore and the Philippines. We do capitalize on our knowledge of the Philippines both as a source and as a market for oleochemicals. We go on business visits there at least once a year, as we do with our other markets, e.g. Brazil, and our sources like Malaysia, Indonesia or Thailand. I also like to travel to the Philippines with my family. On a personal note, ever since I moved my family to Singapore we make it a point to visit the Philippines at least twice a year, particularly during the Christmas season.

CREMER MAG Which products do you take care of?

Nemy Canete We mainly handle oleochemicals, which are products derived from the processing of vegetable oils (specifically palm and coconut based vegetable oils from our region). These oleochemicals include fatty acids, fatty alcohols, soap noodles and glycerin as well as derivatives of these products, e.g. fatty esters or surfactants. These products have a wide range of applications in many industries – from household and personal care, cosmetics, food, pharmaceuticals, paints or tobacco to construction, lubricants and many more. We also trade vegetable oils and various non-oleochemical products to help contribute to our profitability. We are always on the lookout for other chemicals or oleochemical-related products to diversify our portfolio.

CREMER MAG What do you like most about your job?

Nemy Canete I joined the oleochemical industry immediately after finishing my university studies. I have never regretted it, even 20 years on. It remains a very dynamic industry as one needs to consider not just the fundamentals of the individual products and their vegetable oil feedstock, but also the impact and volatility of other vegetable oils and animal fats as well as crude oil and the corresponding geo-political developments, government mandates and regulations, and many other product and end-use industry factors. Having a global team allows a more robust consideration of these factors to enable CREMER to be successful in its oleochemical business. And by the way, CREMER is just my 2nd employer and was my customer in my former company in the Philippines.

CREMER MAG How does a normal working day look like for you?

Nemy Canete It would normally consist of keeping abreast of the market with the daily vegetable oil reports as well as the industry reports when they are available, communicating with suppliers and customers through calls, emails and messages, informal commercial and operational discussions with my colleagues both within and outside the Singapore office – the latter sometimes beyond our normal office hours but this is part and parcel of doing a global business. Occasionally, we do business visits to customers and suppliers but we also receive them here in the office or outside.

CREMER MAG Have you ever been to Hamburg, Germany, to visit CREMER?

Nemy Canete I have been to Hamburg numerous times for meetings with colleagues or as part of business visits to Europe together with our suppliers. Hamburg is a beautiful and interesting city and, coming from a hot, tropical country like Singapore, the temperate climate is a welcome change – although we try to avoid business visits during winter.
In Wuxi, China, employees produce laundry beads that are delivered all over the world. 140 employees ensure that production never stops: 24 hours a day, seven days a week. 16 different varieties roll off the line every day – in different colors and numerous scents. The CREMERmag introduces some colleagues.

**BRUCE ZHAI**  
Operation Manager

As the first employee of CREMER Wuxi back in 2014, I am proud to see the growing path of another branch of the ‘Cremer family’. In the meantime, I transformed from a lonely project manager to an operation manager of over 100 staff members. I am so lucky that my resume was found by Damian five years ago. There is a Chinese saying that the grace of dripping water should be reciprocated by a gushing spring. That is what I know and do here.

**DAMIAN KRUEGER**  
Commercial Director Wuxi  
General Manager Shanghai

For the last 15 years I have been heading CREMER Shanghai. I’ve been involved with Wuxi since day 1. Well, that was 5 years ago. For me, Wuxi started off from scratch with finding the right location – with close proximity to the ports but also our main suppliers, negotiating a favorable real estate lease including the best possible tax incentives with the local government, finding and appointing a – German headquartered – construction company, employing our first employee Bruce (sorry, not Bruce Lee) and also finding the latest superstar, Gavin. I see Wuxi as “my baby” and I am proud we managed to leverage the relationship here through the good work at CREMER North America. I enjoy handling oleo in the morning, agri for lunch, steel in the afternoon and Wuxi in my spare time and I love the way of “doing things at Chinese speed” as well as the reactions of people who see me speaking Chinese.
GAVIN TIAN  
General Manager

Asia is a humongous market where a lot of emerging and developing countries have skyrocketing economic growth rates and a tremendous increase in consumption. Our product perfectly meets the requirements of a new generation. We believe in a growing beads business in Asia and plan on building a bigger Wuxi plant in the future. It's exciting to witness a project like this and a great pleasure to be part of the Wuxi team which is becoming stronger with one heart. I commute over two hours every day. However, I am not exhausted because I know: “A happy job and a happy wife are the key to a happy life.”

HELEN LV  
HR Manager

My career at CREMER Wuxi started in January 2015. As the seventh employee of CREMER Wuxi and the first one in the HR department, I have experienced rapid and healthy growth over the past four years. We grew from 7 to 140 employees. As one of the leading members who makes all this happen, I’m proud of these memories that are vivid in my heart.

TOM CHEN  
Continuous Improvement Manager

42 years old but passionate, this is who I am. I enjoy thinking about improvements and changes every day. I even carry on doing this in my private life – my wife is not always happy about this. It’s my addiction. I was born on a small island called Shuang Shan. There was little communication with the outside world. With poor transportation on this lonely island, the only interesting things to do were fishing and swimming during my childhood. I’ve continued these hobbies as they provide tranquility in my busy life.

LIPIN TAN  
Finance Manager

I joined CREMER Wuxi in October 2015. My main responsibility is to ensure timely and accurate preparation of financial reports, forecasts and budgets. Internally, I am working with German colleagues. Externally, I am dealing with banks, auditors and local governments. I like this important and detailed job. Luckily, we are experiencing rapid developments at CREMER Wuxi. I witnessed the change from a tolling company to a manufacturing company in 2016. By 2018, we had built two production lines and five packing lines. I am proud of the achievements that our Wuxi team has made. CREMER’s a big family and a place where you can show your talent.
Wuxi is located 130 kilometers from Shanghai on the banks of the Tai Hu. With more than six million inhabitants, the city in Eastern China is a medium-sized city in the country – although it has twice as many inhabitants as the German capital Berlin. CREMERmag set out to discover the highlights of Wuxi.

**TAI HU**
Tai Hu is China's third largest freshwater lake. It is known for the Taihu stones, perforated and bizarrely shaped limestones often used in Chinese gardens. There is a 115-meter Ferris wheel on the banks of the lake, which are lined with footpaths and parks. The lake, with an average depth of two meters, has 90 islands. Various fruits, including mandarines, are grown on the islands and freshwater crab farming, a regional delicacy, occurs here as well. The most beautiful view of the lake is from Xihui Park, west of Wuxi, near the Dragon Light Pagoda.

**TURTLE’S HEAD ISLAND**
Tai Hu's Turtle's Head Island (Yuantouzhu in Chinese) takes its name from a large rock resembling a turtle. The island is easily reached by ferry. In March and April, when the cherry trees start to bloom, Yuantouzhu transforms into a magical landscape of pink blossoms.

**LING SHAN**
Ling Shan is an important park thanks to its many notable Buddhist monuments, including the bronze Grand Buddha, at over 80 meters tall one of the most revered Buddha statues in the world. Weighing more than 700 tons, the giant statue dominates the park, making it a popular day-trip destination. A taxi or bus from Wuxi to Ling Shan takes around one hour; group excursions are also available.

**THE GRAND CANAL**
The historic Grand Canal winds through the city of Wuxi. Spanned by numerous arched bridges, the canal is a popular choice for boat trips. The Grand Canal is also the longest man-made waterway in the world. At more than 1,800 kilometers in length and as much as 40 meters wide, the canal links northern China with the fertile estuary of the Yangtze. Overcoming an elevation difference of 42 meters and measuring three to nine meters deep, the canal is regarded as a masterpiece of hydraulic engineering of ancient China. The Grand Canal was added to the UNESCO World Cultural Heritage list in 2014.

**THREE KINGDOMS CITY**
Three Kingdoms City is a filmmaking base where Chinese TV programs are shot. The 350,000-square meter studio complex is filled with Han Dynasty style structures that provide scenery for television series and movies. Regular tours and equestrian shows are staged at Three Kingdoms City.

**CHINA RAILWAY HIGH-SPEED TRAIN (CRH)**
What is the fastest and most convenient way from Shanghai to Wuxi? Going by high-speed rail! Every day, more than 150 high-speed trains carry several hundred thousand passengers between the two cities. Many people live in one city and work in another, commuting on a daily basis and reaching their destination refreshed and rested after a 40-minute trip. Ticket prices start at three dollars, depending on the class, and there are no long waits for the next train: Express trains shuttle between Wuxi and Shanghai every 10 minutes. If you travel by car, incidentally, the same route takes twice as long.
» I felt CREMER was the best fit for me in terms of people and reputation. «

DIVERSITY, freedom and trust
Almost two decades ago Damian Krueger decided to emigrate from Germany to China. There, he has been driving the success of CREMER on the Asian continent for 15 years as one of the key players. CREMERmag talked to him about the beginnings of his career, the Chinese market and his colleagues in Wuxi and Shanghai.

**CREMERMAG** What was your career path like until you came to CREMER?

**Damian Krueger** Before starting my career with CREMER I used to work for another Hamburg head-quartered trading company. I was department head of two departments in Shanghai and was looking to up my game after seven years with the same company. In fact, I was lucky enough to have the option to join several first class companies at that time as China was “the next big thing” and everyone wanted to have a presence in China. I felt CREMER was the best fit in terms of people and reputation.

I remember I printed out five CV’s for my interview at CREMER but ended up to talking to 16 people who came in and out to meet and interview me. It felt “a bit naked” at that time to have that many people asking for “my expectations”, but I appreciated that different departments wanted to speak to me and see whether I am the right guy for the job.

Everyone truly cared about the business, including Mr. Peter Cremer who was well past his retirement age still taking the time to swing in and check how his sons run the business. I was impressed and liked the culture from day one.

**CREMERMAG** What exactly do you do at CREMER?

**Damian Krueger** As general manager in a global, yet family run company, my responsibilities seemed endless. I remember it took some time till I got the “green light” to hire an admin assistant as everyone expected me to do everything.

I had to smile and wrote back that we’d be saving at the wrong end but that was 15 years and about 1 billion US$ worth of trade prior to today. Back in those days, this mindset forced me to hire slowly and precisely, so I did and I still do.

With that said, I still do everything I did 15 years ago. I hire, build and work alongside great people with the goal of either getting the lowest price when we purchase steel, oleo or agri products or services all over China or I am aiming at getting a fair price for a product which we sell to our end-users.

From day to day I am busy with the sales of oleo chemical and agricultural products to our clients, as well as in the purchase of steel and oleo products from the factories here in China. In Wuxi, I look after our prestigious client, the good relationship with the Wuxi government and commerce. I like to enforce corporate identity and look after continued improvement within our businesses.

Apart from our day to day operating, I regularly have the opportunity to look after diverse food and feed projects like breakfast cereals, tea, pig feed and other projects which have kept me excited throughout the years.

**CREMERMAG** How many people work in the Chinese office?

**Damian Krueger** We are six in Shanghai and 140 in Wuxi. The turnover of both locations is roughly the same, the complexity, skillset, tonnages and business are completely different.

**CREMERMAG** What does CREMER Wuxi do?

**Damian Krueger** In summary: We produce a new product for (dirty) laundry. It’s not a washing powder, it’s not a softener, it is a scent booster – a perfume for the laundry or cloth which is used in the washing machine. For more details read pages 22-25 in this magazine.

**CREMERMAG** How do you experience the Asian market in comparison to other parts of the world?

**Damian Krueger** I am obviously a bit biased by now, but I see China and Asia are the new superpowers arm-wrestling with the big boyz and old heroes. The speed, adaptability, flexibility and willpower of the people here are impressive and unique. It’s very populated, polluted, tough, busy and exciting to work here. At times I miss the blue skies and structure back home in Germany, but I learned so much in such a short time here, I would not change a minute of it.

**CREMERMAG** What do you like most about your job?

**Damian Krueger** Three words: Diversity, freedom and trust.
CREMER moments

Who's at home all over the world has a lot to tell. Colleagues at CREMER know that. We would like to share some of our impressions with you here.

On the way to our summer party by the Elbe river in Hamburg, Germany.

The best networks can be created over lunch.

Close ties: The Cremer family at Hamburg’s summer party.

A strong team: CEO Dr. Ulrich Wegner (left) and CFO Thiemo Heinzen (right).

Visiting worldwide trade fairs is part of CREMER’s daily business. Here: CREMER OLEO colleagues at the SEPAWA congress in Berlin.
INSIDE CREMER

Say “Cheese!” Our mascot Piet accompanies colleagues on their travels all over the world.

Teamwork at the dragon boat race on the Alster river in Hamburg.

Apprentice Lena spent two weeks at the European College of Business and Management in London.

Visit to the wax museum.

Making-of: Photo shoot at headquarters in Hamburg.

Filming at CREMER Wuxi.

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AND FINALLY

Did you know that we fund charitable projects in Africa? Or that we have a mascot? Find out some little-known facts about CREMER.

PIET ON TOUR

Dubai, Mumbai, Shanghai – our mascot Piet certainly gets around. If there is enough space in the case, our employees can now take this little cuddly companion on trips with them. The price for this? A snapshot of Piet between the skyscrapers of Dubai or in the Saudi desert to post on our social media channels. This helps raise awareness of CREMER’s international presence among those who perhaps are not (yet) fully familiar with the company. And we have to say that Piet is very busy. ;-)  

SHEA BUTTER – BUT FAIR PLEASE!

Whether it is used in creams, shower gels or shampoo – shea butter is regarded as a premium nourishing additive for cosmetics. It is produced from the nuts of the shea tree that grows only in Central Africa. Burkina Faso is one the largest producers of shea butter. CREMER sources the cosmetic additive there and supports the local “Association Burkinabe pour la Promotion de la Jeune Femme”. This organization helps women into work so that they can earn their own livelihood. The women harvest and process the nuts. It takes them two whole days to pick five kilograms of nuts. Shea butter is then extracted from the nut kernels. To do this, the nuts are dried in the sun and crushed by hand using wooden tools. The workers mix the nuts with water and blend these in a finely tuned process. The resulting shea paste is heated in a cauldron and must be stirred constantly. Then the liquid butter is filtered several times and decanted into 1000-liter containers. The fair-trade shea butter produced in this project helps women to take responsibility for themselves and their family. CREMER has contributed to building a school, planting a moringa orchard and digging a well in a village near Ouagadougou.

ANIMALS LOVE IT

Germany’s livestock needs almost 83 million tons of fodder every year. The majority of this is produced in Germany or the EU. CREMER OLEO is also a key player in the animal feed industry. It produces mixed feed for pigs, cattle and poultry from high-quality raw ingredients. It is distributed by our sister company Deutsche Tiernahrung Cremer, which is based in Düsseldorf. A global network of subsidiaries enables CREMER OLEO to offer the highest European feed standard. Not only does the fodder taste good, it is also a prime source of energy for livestock.
EUROPE'S FIRST DEALER FOR INDEPENDENTLY CERTIFIED SECOND-HAND FARM MACHINERY

Personal support
We speak your language and accompany you along the entire purchase process

Neutral machine inspection
We check your machine thoroughly in order to avoid unpleasant surprises

Guaranteed usability
We will cover your repair costs in case of a problem

Secure payment
We protect you from making payments to unknown contractual partners

Attractive transport solution
We bring your machine safely and at the best conditions to your farm