

OTTO

International edition

profil

The magazine of OTTO-CHEMIE for trade, commerce and industry



5th

THE VALUE OF THINGS.

On costs, prices and value.

**A NEW GENERATION OF
FAÇADE TECHNOLOGY.**

UNIGLAS and OTTO jointly marketing
timber-glass composite systems.

**THE HORROR LURKING IN
THE BATHROOM.**

OTTO launches mould information website.

This 5th international edition of OTTOprofil presents a selection of articles from the German OTTOprofil editions 15–17.

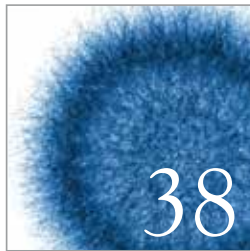
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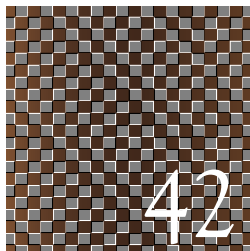
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Old values, new opportunities.



There is no formula for success. But there are many ingredients. For OTTO and its customers, traditional values such as reliability, precision, long-term thinking and action or customer service are just as much a part of putting new ideas into practice as optimism, creativity and courage. In this international edition of OTTOprofil, you will find a wealth of stories and philosophical views about how OTTO overcomes challenges and shapes its success together with its customers and partners. We at OTTO's have been doing this for many decades, day after day. In Germany and Europe. In the virtual world of the Internet as well as on construction sites and in factories. And last but not least: on a personal level. The OTTOprofil editorial team hopes you enjoy reading!

THE VALUE OF THINGS

One famous scene in the cult film *Life of Brian* by the British comedy group Monty Python is set in a bazaar. The lead character is in a hurry to buy a beard so he can disguise himself whilst running away. When he just wants to pay the stated price, he is confronted with incomprehension on part of the seller, who then forces him into a long price negotiation. This is not so much about the price itself, but about the social process of traditional oriental haggling. A comical yet insightful lesson about price and value for every seller and buyer.



This scene makes it clear: pricing is a complex issue. This is primarily because two people with differing ideas of the meaning of the world value and having conflicting goals (each of them wants to maximise their profits) always have to reach an agreement. Different cultural norms are also added to the mix. Whilst joint price negotiation is normal in certain societies and sectors of the economy, at the supermarket checkout you're certain to be met with indignation. And not just from the customers waiting in the queue behind you.





The common law of business balance prohibits paying a little and getting a lot: if you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better.”

John Ruskin (1819 -1900)

ALTERNATIVE PRICE POSITIONING STRATEGIES



Th. Stein | IMTS Mannheim

Two terms for one phenomenon?

Price and value are generally considered to be two different things. An example: the Silberadler [silver eagle], a 5 DM piece containing seven grams of fine silver, was minted in Germany from 1951 to 1974. The German Central Bank will now indefinitely exchange this former official currency for 2.56 euros, the DM-EUR rate. The silver value alone is around 3.20 euros, however. The 5 euro note, in contrast, has a pure material value of less than 10 euro cents. 'Today's money is no longer backed by any kind of tangible assets. Bank notes are printed paper.' This sentence was uttered by none other than the President of the German Central Bank in 2012. And yet we pay for everything with these cotton notes and get paid with them, too. The reason is simple: their value is not based solely on the material, but on what is termed their fungibility. We can in fact quite easily exchange the note for goods and services at any time. The difference of € 4.90 between material value and price therefore exists in the trust we place in the euro as the official currency in 18 states.

The Romans: bearing witness to ancient market mechanisms.

For the enterprise consultant Thomas Stein, based in Mannheim, Germany, whose areas of expertise include sales strategy and negotiation tactics, value and price are simply two sides of the same coin. He refers in part to the Latin word origin. 'Pretium' actually means both 'price' and 'value'. A transaction in fact only comes about when both seller and buyer agree a price. This means the price reflects the value of a product that buyer and seller finally settle upon, not the price offer the seller makes to the buyer.

The benefits from the customer's perspective.

Thomas Stein has been dealing with the issue of price for a good 40 years. In the role of an active seller and a sales trainer, he himself has been confronted many thousands of times with the question of what the key aspect of price is in price management and pricing policy. His answer is always: 'it is the value' or, to be more precise, 'the value perceived by the customer, i.e. the benefit to the customer'. The customer's willingness to pay a price – and thus the price gainable by the seller – therefore always depends on what value or benefit a product or service is perceived to have by the customer. By giving the same name to both sides of the transaction, the Romans demonstrated that they understood this fundamental connection. This understanding of the identity of value and price, as well as of supply and demand, is a viable theoretical basis for comprehending and solving pricing problems. Everywhere you go, the general complaint seems to be that it's all about money. The cheapest offer is favoured. Discerning providers have no chance any more. Stein considers this attitude to be largely misguided. If someone complains to him about overly competitive pricing, then he asks what that person has to offer over and above the 'norm' compared to the cheaper competition – i.e. what value and benefits that the customer can actually grasp. This then regularly leads to the conversation turning to the product and its features.

Invisible benefits beyond the product.

It does not mean that only the product is at fault, it can also be its availability for example. A small example: The eruption of the Eyjafjallajökull volcano also had consequences reaching far beyond Iceland itself. In particular, air traffic was grounded in large parts of northern and central Europe in mid-April 2010 due to the clouds of volcanic ash. The consequence was a hitherto unheard-of curtailing of Europe's air transport system. If, for example, a company had recently sourced and scheduled cheap moulded rubber parts from the Far East, they were out of both luck and resources. This was likely to be more expensive than the cost of using locally produced parts. And so the question has to be asked: does everything that makes our global economy cheaper on paper also actually lead to savings? Is it sufficient to only compare the technical properties and the price of two products, or are there other factors relevant to value determination that are not directly connected to the product?

Let's talk about customer service instead.

Thomas Stein is firmly convinced that both end customers and businesses are prepared to pay premium prices if they receive more, transparent value in return. Plausibly communicating these values, which are often not apparent at first glance, is a real challenge for every seller.





TITELTHEMA: DER WERT DER DINGE

Successfully raising prices through more value.

A good example for adding value to premium prices is Miele. Miele can demand 15 - 20% more for their washing machines than their competitors can. The customer-perceived and actually even acknowledged higher quality, higher reliability and longer lifespan allow for price differentiation. The same also applies to Liebherr refrigerators. In the capital goods sector, wind turbines from Enercon are often around 1/4 more expensive than those of the competition. And yet Enercon has a market share of well over 50% in Germany. The explanation is in the economic benefits, especially in the higher availability and the concomitant increase in return that Enercon has to offer. Reasons that have obviously won over many operators. Not least because the Enercon sellers place a numeric value on these advantages and link the benefits to design features. Their reasoning is either very technical or business-related – depending on whom they are dealing with.

In brief: you can explain the added value and use it to justify the premium price.



Selling valuable products more easily.

In order to successfully sell comparably higher quality products, you have to address the value of your own offering; this means the value of the product in question in the context of the customer's value chain. This requires an intensive analysis of the customer's business model and their potential problems. Only then can a business attempt to create, communicate and maintain value for its customers. Creating value means, for example, developing improved product features, making the handling of the product easier, optimising the design, improving customer service or adapting it completely to customer processes. But these steps will come to nothing if product descriptions, product positioning and promotion, as well as sales staff training are not aligned with this added value at the same time. Or, to put it more simply: the customer also needs to know what specific benefits they will be getting. The post-sale phase is often underestimated: maintaining value means customers also appreciate this in the long term, especially for luxury goods or consumer durables such as cars. Strong customer loyalty and high price tolerance are the result. The same is true, moreover, for businesses as well as customers. Customer service is the key, particularly in the post-sale phase. It especially demonstrates that selling cannot be left solely to the salespeople; instead it involves the entire company.

'Nowadays people know the price of everything and the value of nothing.'

Oscar Wilde (1854 - 1900)

Selling value or hustling?

Be honest, who among us hasn't been a bargain hunter now and again? As supposed 'smart shoppers', don't we all mainly look at the price without being aware of hidden inconvenience or consequential costs? How can we then do a 180° at work and advocate a higher price compared to the competition for our customers? Our own personality shapes our behaviour. Those who buy low find it hard to sell high – we have to 'live' in our own price league. There are no premium products in a back street business or corner shop, and premium products are only available at a premium price. If the price goes down, eventually the customer service has to melt away at some point or additional services be removed. This means delivery ex works instead of free of charge, and previously free additional services becoming subject to fees. In such cases, we are comparing apples to oranges and not even realising that, in addition to the prices, services also have to be taken into account when determining value.

If you take part in price wars you will lose – always!

Let us assume you are making € 5 million in turnover and your profit margin is 5%. You now think you have to provide an additional 2% discount on all sales due to the aggressive competition. How much do you think you would have to increase turnover to achieve the profit you had previously? You would have to increase it by a staggering € 3.33 million! Anyone working in sales knows how difficult – if not impossible – it is to achieve sales increases like this as compensation in a reasonable period of time. Profits are the oxygen of the company and its reserves for more difficult times. There have been companies that went bankrupt due to high but unprofitable turnover. In our case, the effort of preventing the 2% discount is preferable to the hardship of trying to achieve two thirds more turnover than previously.

If we therefore want to enforce value-driven prices on the market, we need three fundamental factors: We have to be convinced of the appropriateness of our own prices in terms of the product's performance for our customers. We have to be able to convincingly communicate the price to the customer, based on their situation. And finally, we have to be prepared to counter any potential 'it's too expensive' statements with enthusiastic reasoning.



The crowning glory of a royal district.

ON HER MAJESTY'S SERVICE.

Known by its four equally famous corners of Trafalgar Square, Piccadilly Circus, Green Park and Buckingham Palace, St. James in London is probably one of the most central and elite neighbourhoods in London. All the splendour and elegance of the former British Empire is reflected here. Almost half of the real estate in St. James is owned by the Crown. This is also true of the St. James's Gateway complex at Piccadilly

Circus, where a new 5,300 m² office, 1,950 m² retail and 1,770 m² living space has been created out of seven buildings. For St. James's Gateway, quality was paramount in all the details – from the architecture and design to the construction materials. No wonder that the builders of the royal building opted for OTTO once again. For example, the natural stone silicone OTTOSEAL® S 70 in 'sandstone beige' for sealing the wooden

aluminium windows in the Portland stone façade, done by the company Schindler from Roding in Bavaria.

Web tip WWW.SCHINDLER-RODING.DE



Colour-fast joints even at high temperatures.

A HOT TOPIC IN FRANCE.

Although nuclear power still has a higher value in France than it does in Germany, cosy wood-burning stoves are becoming more popular there, particularly in the mountain regions of the Alps and Pyrenees. The company Oliger offers owners of houses and chalets a wide range of state of the art stoves which are not only intended to generate pleasant radiant heat, they are also supposed to look good. There were however some problems with the grouting between the terracotta tiles of the 'Igor II' model: the originally white joints discoloured to yellowish with increasing temperatures. But this problem, too, was able to be solved using OTTOSEAL® S100. Now Igor II is providing heat aided by OTTO, and the joints remain bright white.



Web tip WWW.OLIGER.FR

The extraordinary chairs by design agency Townisland.

SITTING ON SILICONE.

Have a seat! Even if it looks like the delicious surface of a cream cake: with these chairs by designer Marco Fossati of design agency Townisland in Milan, you are actually sitting on silicone. The black chair, thanks to its all-over silicone coating, also has the advantage that hats and coats can quite comfortably be placed on it without falling off. We were unfortunately unable to try out its comforts for ourselves, but we think nervous squirming is probably a thing of the past here! But they do look gorgeous, these somewhat different seats. Whether colourful or deep black. The OTTO colour palette makes it possible.



Web tip WWW.TOWNISLAND.IT

The best

connections

virtually

CUSTOMER ORIENTATION THROUGH NEW MEDIA.

The Internet has become an irreplaceable, limitless source of information for almost any question, even for highly specific ones. Search engines such as Google make finding products and information easy. Three different search wizzard help visitors on the OTTO homepage to find precisely the right products for the job. This means anyone who knows what they're looking for can quickly find it on the OTTO homepage.



Targeted industry information with microsites.

It does become more difficult when you need different sealant and adhesive solutions typical of the industry. This is why OTTO has developed special Internet contact points, called microsites, primarily for potential customers from the solar, lighting and household appliance industries. They are intended to clearly showcase the OTTO range and its specialities for these sectors. On these mini websites, which can be found at www.otto-solar.com, www.otto-lighting.net and www.otto-appliances.com, visitors can find out which properties characterise OTTO solutions in a small opening film. Using interactive animations, they can then discover where OTTO products are used in lights, stoves or solar and photovoltaic systems. It is this playful, interactive communication of the uses and product benefits in particular that is well received by customers, and enables the provision of content without much text. The website here is the first step to building a solid relationship between potential customers and OTTO. Using the contact form, you can ask questions or request specific information about the range or individual solutions in the next step.

OTTO has developed special microsites for potential customers in the solar, lighting and household appliance industries.



Internet access is constant and ubiquitous.

Mobile telephones are today akin to what the famous Swiss Army Knife used to be. Everyone always has one with them. The difference: using a mobile phone, you can listen to music, take photographs, go online, get directions through traffic, play games, and even – lo and behold – make phone calls. Where Blackberries, iPhones and so on were initially decried as status symbols, they are now developing more and more into a technical multi-tool for 1001 tasks and are also being increasingly used by craftspeople. According to a study done by Internet portal Heinze, on average every other craftsman already owns an Internet-enabled mobile phone. At the top of this list are drywall builders (64%), ventilation installers (59%) and electricians (56%). Even though some of the 'old hands' obviously don't want to get involved with these new technologies, the trend is likely irreversible as younger craftspeople are used to using smartphones in their private lives.

OTTO telephone consultations.

This is why OTTO is also approaching its customers with new technologies in the trade sector. Like with its own free OTTO app for Apple and Android devices. Simply open your respective app store, search for OTTO-CHEMIE and download the program to your smartphone or tablet. With the app, application specialists always have a useful aid for their daily work with them. You will quickly find the suitable OTTO primer using the primer table. You can quickly and easily calculate your sealant and primer requirements using two consumption calculators. And if the app can't give you an answer, then professionals can be connected directly to the relevant OTTO department via a phone call using the contact details. In addition, the OTTO app also contains a QR code scanner. This will decipher the QR codes that will be applied to all OTTO products in the future. In this way, the craftsman can get important information on the scanned OTTO product whilst in the shop or at the construction site. This includes the technical data sheet, the safety data sheet, application instructions or notes on usage.

OTTO introduces its product solutions for special industrial applications on microsites.



The gateway to the virtual world: QR codes.

They are small, square, have strange patterns in black and white and can increasingly be found on posters, ads and packaging: QR codes. They are based on a graphical encryption technique developed by Japanese company Denso in 1978. QR codes contain texts, i.e. letter or number combinations or even web addresses, that link smartphones directly to the desired sites on the Internet. The larger the text, the more complicated the QR code pattern. The ingenious graphical encryption also allows the code to be read with a suitable scanner (or smartphone camera) even if parts of it are obscured. Give it a try!



It doesn't matter how information requests on sealants and adhesives come in: OTTO can deal with them.

UNIGLAS AND OTTO JOINTLY MARKETING
TIMBER-GLASS COMPOSITE SYSTEMS

A NEW GENERATION of façade technology.

After 10 years of research and development, the time has finally come: the timber-glass composite system jointly developed by Holzforschung Austria, OTTO and other companies is now available from UNIGLAS and OTTO under the brand name UNIGLAS | FACADE.

Up until now, the innovative timber-glass composite technology was only used in prototypes with individual permits. The 'Schattenbox' [shadow box] family house by Austrian architectural firm Superlab, the showroom of Fenster Gegg in the Black Forest, a hotel in Verden/Aller and OTTO's new logistics warehouse in Fridolfing. All of these were pilot projects in which we were able to gain a lot of experience in the new façade system, and came to appreciate its benefits. Now, UNIGLAS (see separate article) and its 22 members are taking on its marketing in Central Europe, with the help of OTTO.





NEW PERSPECTIVES FOR PLANNERS.

UNIGLAS | FACADE timber-glass composite elements open up entirely new perspectives in structural design for architects and structural engineers. This is because UNIGLAS | FACADE elements, through their structure, allow for façades with an almost continuous glass surface. Elaborate substructures with bracing and noticeable aluminium frames are a thing of the past with UNIGLAS | FACADE. Winds or vibrations impacting the glass are dissipated via the flexible OTTOCOLL® S 660 specialist adhesive and the patented wooden coupling frame onto the wooden post-and-bar structures. Its special structural properties, even under the most adverse conditions, have been tested and confirmed by independent institutes. Thanks to its excellent thermal insulation properties, the combination of wood and glass is ideal for creating particularly energy-efficient buildings. The timber-glass composite system units maximum functionality with aesthetics and energy-saving properties.

THE BENEFITS AND OPPORTUNITIES FOR THE BUILDING TRADE.

UNIGLAS | FACADE also has a wide range of benefits and opportunities for the building trade. UNIGLAS | FACADE modules are prefabricated and ready to install. On-site, the wooden coupling frame only needs to be screwed into the substructure and then the joint sealed on the side exposed to the weather. The time to install the wood-glass composite elements is thus minimised, as is the time required for any subsequent replacement of individual elements. A practical test at OTTO's new logistics centre demonstrated, for instance, that completely replacing an element can be done in less than 45 minutes, including sealing, without any problems. This is a real competitive advantage for professionals when compared to previously popular metal-based designs! The numerous potential applications of this innovative system range from two-storey façades on post-and-beam bases to extensions or conservatories. Regardless of whether it's for energy-saving or passive houses, sustainable public or commercial buildings.

▼ The façade at Gegg's showroom.

▲ OTTO's new logistics centre.

▼ Architectural firm Superlab's family house.



GENERAL PLANNING APPROVAL EXPECTED IN 2014.

So far, UNIGLAS | FACADE elements have needed individual approval for each respective construction project. Due to the previous documented tests this was not a problem, but it was relatively time-consuming. This is why there is currently an application for general planning approval underway in Germany, to the German Institute for Building Construction in Berlin (DIBt). Approval is expected to be granted in 2014. Europe-wide approval is also planned as part of an ETAG standard. But that aside, this is the first time that nothing is standing in the way of the distribution of façades with structurally effective timber-glass composite units.

MARKETING IN CENTRAL EUROPE HAS BEGUN.

UNIGLAS is taking charge of the marketing. Its 22 members – all of whom are medium-sized insulating glass manufacturers and glass finishers – advise and supply customers in Germany, Austria, Switzerland and the Netherlands. OTTO is actively supporting this marketing with their own website for UNIGLAS | FACADE, for example. But also with advice on individual specialist questions about the sealants and adhesives used. The marketing launch took place as part of the Wood and Wood-Metal Windows Symposium 2014 on 18 and 19 February 2014, organised by the VFF [Association for Windows and Façades], the RAL Quality Assurance Association and ift Roshenheim at Hotel Jagdhof, Sheraton Fuschlsee, Salzburg. Here, different perspectives on the issue were presented to the audience, interesting insights were provided into its development and tips exchanged for its creative and legally compliant usage. A foray into more practical matters, as part of a tour of the new OTTO logistics centre that had been fitted with UNIGLAS | FACADE elements, not only provided a little variety between presentations, but also impressively showcased the system's aesthetics.



Web-Tipp WWW.OTTO-FACADE.COM

Web-Tipp WWW.UNIGLAS-FACADE.COM



INTERVIEW

ENGINEER PETER SCHOBER FROM HOLZFORSCHUNG AUSTRIA SPEARHEADED THE RESEARCH AND DEVELOPMENT OF STRUCTURALLY EFFECTIVE TIMBER-GLASS COMPOSITE SYSTEMS. AS PART OF HIS WORK, HE FILED A PATENT APPLICATION FOR THE SPECIAL FORM OF THE WOODEN COUPLING FRAME AS USED IN UNIGLAS | FAÇADE.

OTTOprofil SPOKE TO PETER SCHOBER ABOUT THE NEW FAÇADE TECHNOLOGY.

Mr Schober, what made you decide to move forward with the issue of timber-glass composite elements?

Peter Schober: This of course has to do with the fact that we at Holzforschung Austria are constantly in search of fundamental innovations in the economic usage of timber. Glass building façades are a part of this. The basic idea of using glass as a structurally effective element through adhesion is nothing new. In the car industry, glass has long been firmly glued to the chassis, thus making a significant contribution to the torsional rigidity of the vehicle. So why should this not be possible with façades too? The glass façade becomes a rigidifying element for the building!

Structurally effective? Would you mind explaining that?

Peter Schober: Bonding does not just fix the glass in place. The TGC unit actually takes on a structural function – much like steel beams do, for example. This means that, for instance, winds and earthquakes, which could cause a building to fall down, are dissipated by the rigidifying effect of the TGC element. The supporting composite of glass, adhesive and wood makes this possible. The advantage: a previously unused, inherent property of already extant glass is activated!

And why has this not been done before?

Peter Schober: One important point is the adhesive, and the manner of applying the force to 'fragile' glass. The key to our success were the elastic or semi-elastic adhesives, such as the OTTOCOLL® S 660 silicon adhesive from OTTO, and the continuous load transfer onto the glass surface instead of on the edge – and that is across the entire pane of glass. Its capability was both calculated in theory as well as tested in numerous experiments.

What about the wooden coupling frame?

Peter Schober: The wooden coupling frame is a patented development by Holzforschung Austria. The choice of material and interlocking mechanism ensures that very narrow visible widths can be achieved in the post-and-beam construction, whilst still guaranteeing the

TGC element is securely anchored. Later, this only creates an exterior weather seal that would be necessary anyway. You can barely see the coupler from the inside. This makes very slim yet stable architectural solutions possible for façades.

What do you think are the benefits of this new system?

Peter Schober: There are many. Firstly, we can build using timber, which is a renewable resource. Wood has a significantly better environmental footprint than any other materials in question. The design and the materials also provide excellent insulation (passive house standard), save energy and stimulate the regional economy. They also look fantastic into the bargain. For installers, the simple assembly and the equally fast replacement of individual damaged elements are a massive advantage, which would also influence profitability and/or price.

In one sentence, what has been achieved in this research programme?

Peter Schober: We succeeded in developing a practically applicable, structurally predictable, economically manufacturable and mountable, building regulations compliant wall-slab element made from wood and glass in a structurally effective composite through adhesion, and to take it to practical maturity. ■

Web tip WWW.HOLZFORSCHUNG.AT

Life. Style.

DESIGN WITH OTTO.

IN INDUSTRY OR THE TRADES – AESTHETIC FORMS HAVE LONG BEEN CREATED WITH THE HELP OF OTTO. NOT LEAST THEIR WIDE RANGE OF COLOURS MAKES OTTO SEALANTS AND ADHESIVES THE IDEAL CHOICE FOR MANY ARCHITECTS, ARTISTS AND DESIGNERS WHEN QUALITY IS NOT ONLY IMPORTANT FOR FUNCTIONALITY, BUT WHEN THE PRODUCT, CONSTRUCTION OR ARTWORK IS INTENDED TO LOOK GOOD, TOO. THE 'FORM FOLLOWS FUNCTION' VIEW OF THE BAUHAUS GENERATION, WHERE AESTHETIC FORMS SHOULD SIMULTANEOUSLY FULFIL THEIR FUNCTIONS, IS BEING REPLACED. THE NEW MOTTO IS THAT FORM IS ALREADY A FUNCTION IN ITSELF, THEREFORE THE AESTHETICS OF BEAUTIFUL THINGS IN OUR SOCIETY IS ALREADY FULFILLING A FUNCTION OF REPRESENTATION OR COMMUNICATION IN AND OF ITSELF. THIS ELEVATES STRUCTURES TO THE LEVEL OF ARTWORKS, BEYOND THEIR TASKS AS PRACTICAL BUILDING SHELLS.

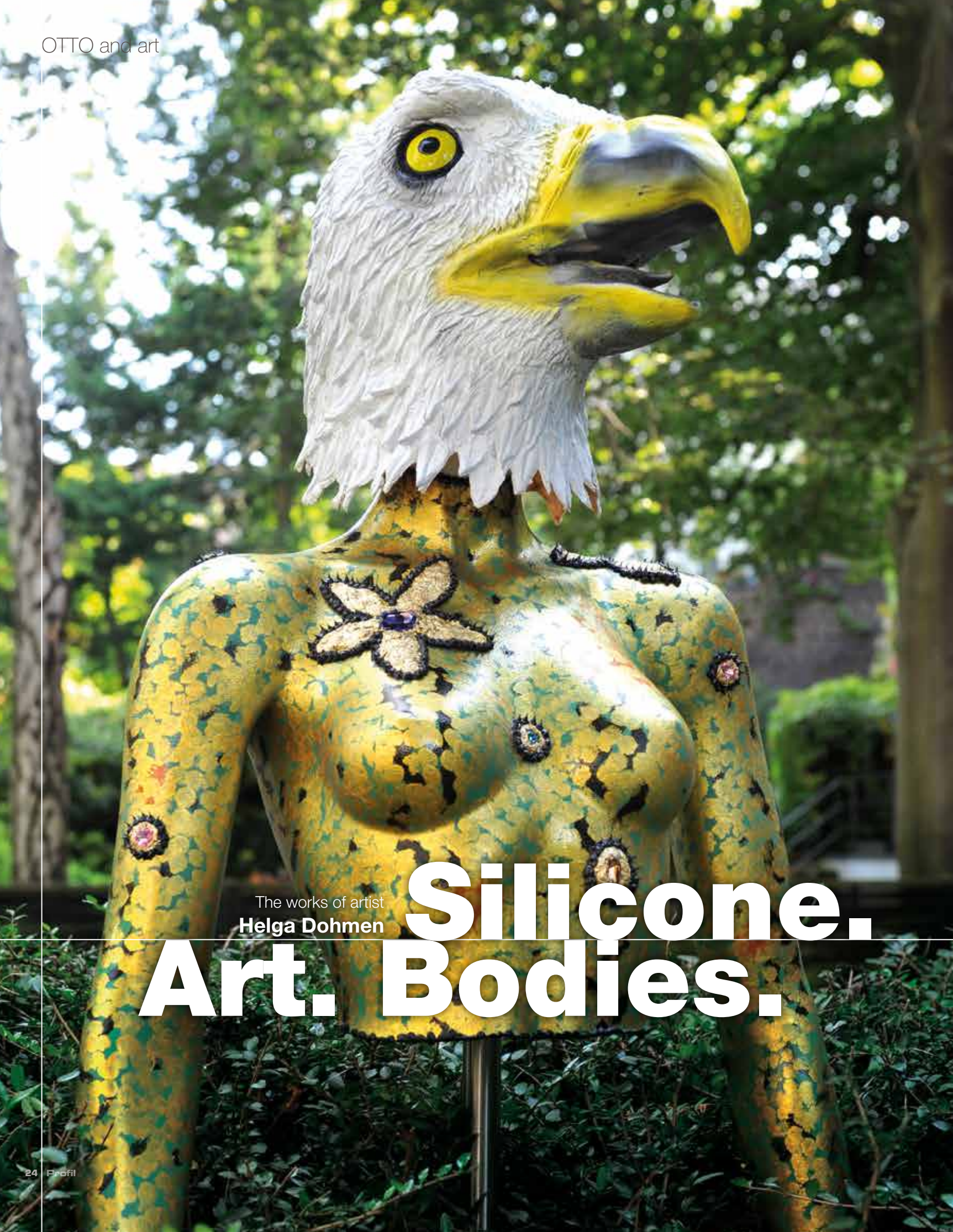
The DC Tower 1 erected in Donau City is the second highest building in Austria, standing a total of 250 m tall. Designed by French star architect Dominique Perrault, it has an interesting gradually tiered façade structure on one side, which can also be interpreted as a wave shape depending on the viewing angle, thus creating a thematic link with the nearby Danube. Whilst most of the floors are used for offices, sky-lofts as well as a restaurant and bar are being created on the upper floors. On floors 1 to 15, however, a four star hotel from the Spanish Sol Meliá Group is moving in. The glossy looks of the façade and the form are seamlessly continued here. Using a total of 2,700m² of glass, the hotel's bathrooms were transformed into true temples of pampering by the company Petschenig Glastec, from Leopoldsdorf in Austria. OTTOCOLL® S 610 was used for the bonding of glass and enamel applications in the showers, and OTTOSEAL® S 100 was the choice for the sealing work.

Web tip WWW.PETSCHENIG.COM

Even industrial buildings can do more than just fulfil their functions. For the well-known designer furniture company Vitra, located in Weil am Rhein, aesthetic design is also a must for their production and storage areas. The façade was implemented by Zeiler k-tec from Radstadt. Individual approval had to be specially obtained from the DIBT (German Institute for Building Technology) for the bonding of the façade parts using OTTOCOLL® S 610. But the result justifies the high cost, as you can see.

Web tip WWW.KTEC.AT

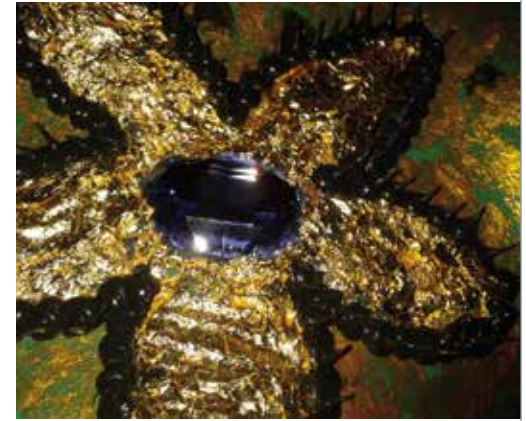




The works of artist
Helga Dohmen

Silicone. Art. Bodies.

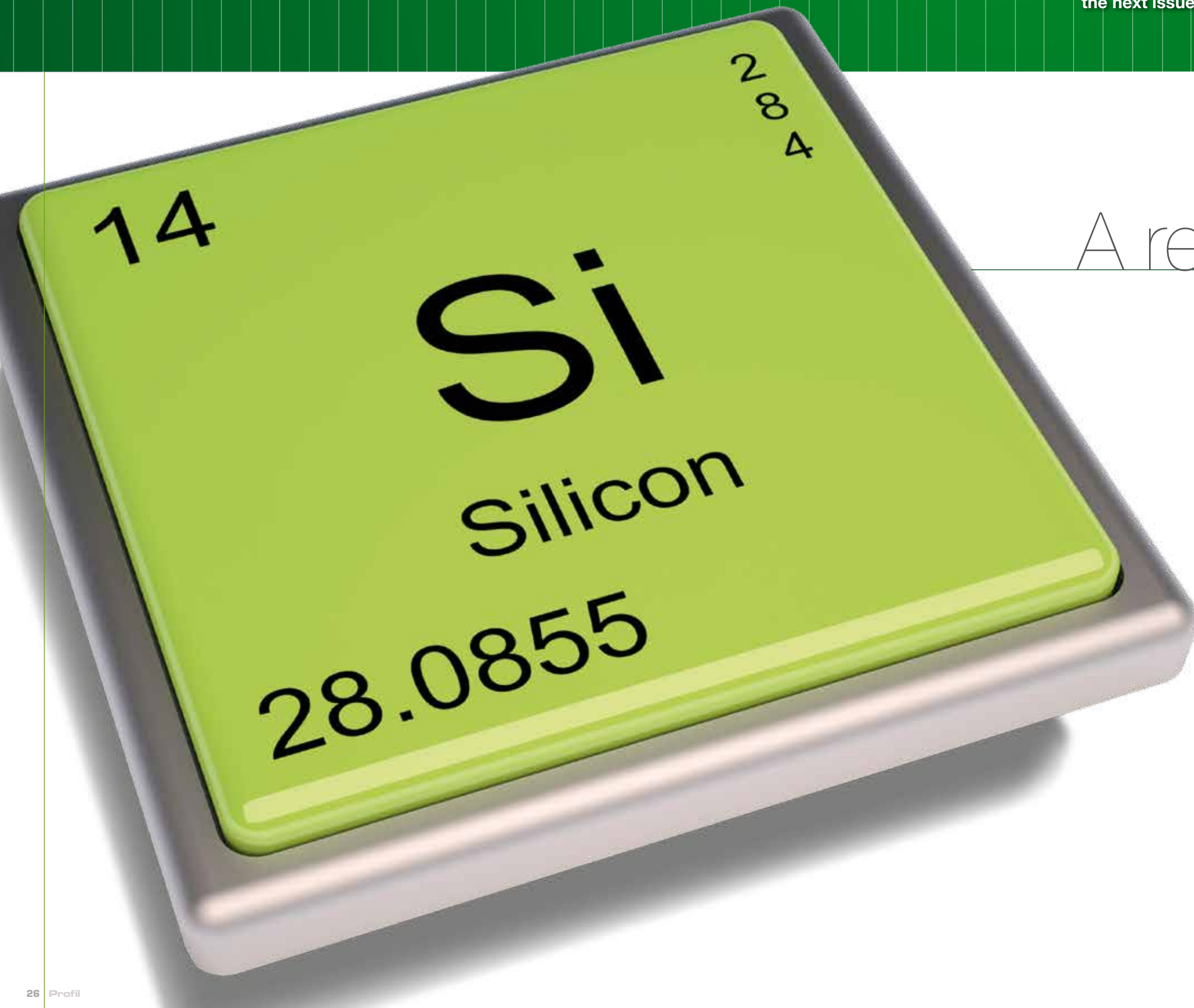
Silicone is not only used in and around buildings to ensure functionality. Artist Helga Dohmen also addresses the outward forms of bodies using silicone. She gives mannequins new identities by using silicone like decorative clothing. Its beauty enmeshes the artificial personalities and becomes the perfect material for dreamlike clothing that escapes from textile limits and becomes pure colour and shape. The fact that the dolls need no human face for this is just as much a part of the ensemble as their physical incompleteness. Playing with dolls in a different way.



Web tip WWW.HELGADOHMEN.DE



No other material has shaped OTTO's success as much as silicone. 2014 is the fiftieth time this unusual connection between a chemical discovery and its creative business use will be marked. 50 years of silicon technology at OTTO, an exciting story made up of many ingredients: coincidence, a feel for trends, innovation and collaboration across company boundaries. A story we will afford its proper place in this and the next issue of OTTOprofil.



A recipe for success from the **cartridge**

Silicone has many creators. But one 'name' always comes up in its discovery and use in various industries time and again: pure coincidence. English chemist Frederic Stanley Kipping (1863–1949) introduced the term 'silicone' at the start of the 20th century, when he was experimenting with silicon-carbon compounds resulting in resinous products. He called them 'silicon ketones', which has led to the confusion between silicone and silicon ever since. And yet the importance of this discovery remained initially unacknowledged.



1905

1910

Start of World War I
1915

1920

1925

1930

1935

Start of World War II

1940
Initial development of
silicone materialsFoundation of Dow
Corning Corp.

1945

1950

1955

First contact with silicone

1960

Berlin Wall erected

1965

Simultaneous development in Germany and the USA.

Coincidence once again had a role to play. In 1940, American chemist Eugene G. Rochow and German chemist Richard Müller both developed a process for the industrial production of chloromethylsilanes, the key raw materials for the manufacture of silicones, at the same time and independently of each other. The process went down in science history as the Müller-Rochow synthesis. But Müller's research was originally aimed at something else, as this quote shows: 'In 1932, I had the idea of inventing an artificial fog to envelop entire cities in case of another war at some future point. There was no radar at that time. But a snow-white gas was all that I could ever produce. After years of experiments – it was now 1941 – I took the experiments in a different direction. I then discovered a stringy white mass...'

A material for the defence industry.

J.F. Hyde of Corning Glass Works was the first to experiment with organosilicon polymers in order to develop resins for applications in electrical insulation. In 1943, Corning Glass and Dow Chemical Company founded the Dow Corning Corporation – a leading silicone manufacturer worldwide to this day. Early product development was primarily for military applications: silicone oils as dampers for aircraft instruments, silicone resins for insulation in electric motors, or silicone rubber as a sealant in spotlights. However, after the Second World War, silicones soon became commercially successful in civilian applications thanks to their numerous benefits.

Introducing silicone.

1964 was the first time an OTTO representative, Jürgen Lohre (the later managing director), came into contact with the miraculous material after the war. Still under the trademark of OTTO-KITTE, he and just one other employee manufactured the Forte, Vitrinaplast and Vitrocoll glass cements. These latter were very hard and inelastic, which was, however, not a problem for the window manufacturing of the time. Jürgen Lohre wanted to offer glazing company Kuball a new glass cement whilst on a sales trip to Hamburg. Mr Kuball was very interested and sent him to the workshop, where he could demonstrate the product to the master craftsman. The master craftsman took this opportunity to show Jürgen Lohre two small pieces of glass that were elastically bonded with a white, rubber-like material, and told him that if this elastic sealant – called silicone – really did adhere so well to glass, then Lohre could forget his glass cements. Lohre was so fascinated by this demonstration that he used his great powers of persuasion to talk the master craftsman into giving him his sample, so that he could show it to Dr Nath, OTTO's managing director. The sample was made available to the glaziers of American company General Electric, who wanted to use it to conquer the market for injectable silicones in Germany. Product samples in cartridges were not yet available at this time. But Jürgen Lohre had instinctively recognised the signs of the times and the prospects for this new product.

The roundabout way to in-house production.

Immediately upon his return, he showed the silicone sample to the consulting chemist, Mr Hinterwaldner. Dr Nath, too, was immediately inspired by this new development, as he was always interested in advancing his company. The chemist had read about such developments and knew that General Electric had awarded licenses to Bayer and Wacker-Chemie for the production of elastic sealants for the glass sector. They made futile calls to Wacker-Chemie, where no-one supposedly knew anything about this innovation. Once again, it was Jürgen Lohre to the rescue. He asked Dr Nath whether he might not connect with Wacker's management using his Rotary Club contacts. The plan worked. Just one week after the latest Rotary meeting, Lohre received a call from Wacker's plant manager in Burghausen and was able to visit the plant together with Hinterwaldner.

An investment that paid off.

They learned that Wacker was already in talks with companies like Polychemie and Compakta for the construction sector, as well as Perennator and EGO for the glass sector, and that there was no plan for further processors of the silicone base material. The then enormous sum of approximately 70,000 DM for basic compounding and silicone sealant filling equipment was another challenge. No bank would grant a loan without collateral, especially when taking into account that OTTO had achieved an annual turnover of just 104,000 DM at that time. OTTO's managing director, Dr Nath, was wary of the high but necessary invest-

ment on the one hand, but on the other, he also acknowledged the opportunities Lohre had presented. And, after a period of consideration, he decided in favour of the entrepreneurial risk and provided a personal guarantee for the bank loan. This set a new strategic course for OTTO, whose consequences can only really be judged now, with the benefit of many years of history.

Early years kicking up a stink.

In 1965, the plant was ready in the shape of an initial planetary mixer and a Ge-Halini filling press. At the end of April 1965, OTTO commenced production of amine-based silicone sealants in a garage in Giesing, Munich. Two to three batches of 500 cartridges each were initially manufactured per week. Only standard colours such as white, light grey, black and transparent were available. The raw materials provided by Wacker-Chemie were, at that point, delivered in 50kg pails and had to be emptied by hand with a spatula into the boiler. The recipes provided by Wacker were based on a GE patent, and Wacker had developed its own amine curing system that was, however, very difficult to compound. Smoothing with the mixing blades was only possible with great effort, as the mass was very rigid and the curing components could only be incorporated at the end. There was no extraction system, so that after adding the curing agents, those present had to press handkerchiefs to their noses to endure the terrible amine odours.

Hand made for the trade.

The silicones could initially only be stored for six months, as only aluminium-covered cardboard cartridges were available at the time. The cartridges were peeled back using a hand-held lever and the plunger pressed into the cartridge with a simple lever device. Even the cartridge labelling was done by hand. As easy as it was to produce the

cartridges, they were very difficult to sell in 1965 and 1966. Nobody in the construction industry at the time was aware of silicone sealants. The glass construction companies were still working with conventional window putties, and inexpensive polysulphide or polyurethane-based two-component sealants were used for structural expansion and connection joints.



1965

Contact with BAYER

1st moon landing

1970

1975

1980

Industrial customers

1985

Joint-sealing silicone

Fall of the Berlin Wall

1990

1995

2000

Product range
redesign

2005

OTTO Fungitect
with silver ions

2010

50 years of silicone
at OTTO

2015

2020

2025

Thermopane insulated windows to the rescue.

The new OTTO silicone sealant, called Vitroflex-A, was met in some quarters with a complete lack of understanding. Why should companies suddenly use an expensive silicone sealant for window frames when sealing with significantly cheaper window putties had worked perfectly well for decades? But everything changed with Thermopane

insulating glass, which had been recently launched on the market. As conventional window putties became brittle and cracked over time, there was a risk of moisture penetrating between the double panes and clouding the windows. Newly appointed sales representatives and an additional assistant for labelling and packaging joined the small OTTO team, and OTTO silicone finally became a success story.

An improvised store in a tank trailer.

In 1968, more personal contact with Bayer once again provided access to acetic cure silicone sealants. Lohre, who was behind this from the start, still remembers the first production trials, when he and a top-class chemist from Bayer produced a failed batch. The sealant in the mixing vessel vulcanised within an hour as the wrong curing agent had been supplied. The entire contents had to be

painstakingly cut out with large knives. But their success otherwise meant the decision to switch to silicone proved to be correct. This was demonstrated not least in several moves and later new buildings and extensions, as the increasing demand always required new premises. Pragmatic improvisation was needed here, as well as an enterprising spirit. And so it came about that a discarded tank trailer with 24 tonnes capacity had to be used as OTTO's first stationary storage facility.

Products for the household appliance industry.

The appointment of Helmut Schnee as the production and operations manager in 1983 opened up market access to the industrial sector for OTTO. Schnee brought his expertise with him from Compakta. This led to sealants and adhesives gradually being developed for the household appliance industry and marketed with success. OTTO mainly dealt with the development and sale of sealants and adhesives for the glass and window sectors until the mid-1980s. Various attempts to gain a foothold with a plumbing silicone amongst tilers and primarily the tile trade failed. The competition was too powerful and their products too well established on the market.

Introducing colours to the plumbing market.

The team at OTTO therefore feverishly put their heads together about how to conquer the plumbing market. The resourceful product developers had noticed that, until then, plumbing silicones had only been available in the standard colours of transparent, white, grey, brown and black. This meant that the colour design options in bathrooms and lavatories were severely

limited. So OTTO developed a product under the name 'joint-sealing silicone', which was available in a multitude of colours to match the most popular tile colours in the 80s. But this variety of colours alone was not a sufficient selling point for OTTO. The new product was intended to surpass all previously known joint silicones in quality, and make tilers' and grouters' daily work easier through finely tuned strength and unparalleled smoothing properties. OTTO developed another innovation in order to make the new variety of colours and product quality really 'tangible', this time for marketing purposes. The various colours, then about 35 in number, were applied by hand to a sample colour chart as genuine silicone dots, instead of simply printing the colours in a brochure. This meant that tradespeople could compare the silicone colours directly with the tiles, and did not have to rely on dubious colour indications.

Colour sample charts as an ice-breaker.

This special product was introduced – to German tile retailers in particular – as a 'joint-sealing silicone' in a circular of 1985. The circular included a colour chart as well as a quote for various quantities. The positive response was overwhelming. OTTO had not expected this. The orders flooded in by the dozen. From this point on, the market significance of OTTO silicones in the tile sector had dramatically changed. At the end of 2002, the joint-sealing silicone was renamed 'OTTOSEAL® S 100 – the premium sanitary silicone' as part of a general redesign of the OTTO product range. And that is what it is still called today.

Precious metal for precious stone.

In addition to the still legendary quality and the no less famous variety of colour, another feature stood certain OTTO silicones in good stead: unlike with unsuitable silicone products, no silicone oil migrates into the edges when using OTTOSEAL® S 70, for example, on natural stone. This disadvantage, previously well known when applying silicone joints to natural stone, could now be avoided with OTTO products. OTTO developed a silicone with added silver ions in 2008 for joints in bathrooms and sanitary facilities exposed to high levels of moisture. This innovation, marketed under the name of OTTO-Fungitect® Silver Technology, uses the natural properties of silver for long-lasting protection against mould.

After half a century: looking forward.

50 years of silicone at OTTO; this is a story full of coincidence, opportunities seized and constant innovation in product development and marketing. And a story that is nowhere near over yet, as demonstrated not least by the co-development and marketing of wood-glass composite elements, which may well become another milestone in this anniversary year. OTTO and silicone – a bond that will remain strong in the future. ■



It's finally here: the new compounding machine for silicones

UNIGLAS®

IT'S CLEAR

UNIGLAS – FREE COOPERATION FOR INSULATING GLASS MANUFACTURERS AND GLASS FINISHERS.

UNIGLAS is a unique kind of cooperation within the flat glass market segment. It is made up of medium-sized, independent businesses in insulating glass manufacture and glass finishing with offices in Germany, Austria, Switzerland and the Netherlands.

The group of members currently consists of 22 companies with 24 production sites. Each member has an equal share in UNIGLAS. Thanks to this independence, each one has unlimited freedom in terms of the best possible glass quality standards and other precursors.

The company seeks out intensive contact with its customers so as to be able to react quickly and actively to market demands. The UNIGLAS members' production facilities finish flat glass with advanced technology and equipment, producing transparent components that will last for years. They are well acquainted with the needs of architects and builders thanks to their close collaborations with glass fabricators.



Together they are strong.

Improved standards in the glass segment.

The exchange of technical knowledge between the UNIGLAS members is done in intensive work in the Insulating Glass and Glass Finishing technical panels. These technical panels continuously review and improve the standard of all UNIGLAS products – in collaboration with the float glass industry, the suppliers and the members. The technical management team at the UNIGLAS central offices provides competent support for its members in all technical issues. The numerous operations of the UNIGLAS members with their modern production facilities provide an extensive range of high-quality insulating and special glasses, as well as all kinds of glass finishing.

Training in the in-house academy.

Staff training is an important part of the UNIGLAS collaboration. This is why seminars and workshops on the topics of glass sales and consulting are offered as part of UNIGLAS Academy courses, and uptake is high. UNIGLAS is setting new standards in terms of the level of expertise across all partners with these targeted training measures.



Guaranteed security for customers and partners.

UNIGLAS set up a guarantee fund and a delivery and service warranty for all members to meet its commitment to its customers and partners. This UNIGLAS guarantee fund, a dedicated solidarity fund, ensures that acknowledged claims made by a member's customer based on guarantee liability will be fulfilled, even if the member is no longer able to pay themselves.



Marketing with a strong brand.

The marketing committee ensures that public awareness is raised about the skills and strengths of the collaboration, using the consistent UNIGLAS market and advertising identity. It develops marketing campaigns that are precisely tailored to the needs of its members. The marketing management team at the UNIGLAS central offices implements the target agreements and provides the members with professional advice in all marketing issues. By creating individual product brands under the UNIGLAS umbrella brand, the collaboration can achieve market muscle that is usually reserved solely for large corporations.

OTTO and UNIGLAS – a long-lasting bond.

OTTO has long been working closely with the Austrian glass building pioneer Petschenig glastec. This UNIGLAS member was instrumental in setting up and strengthening the contact that has now lead to the joint marketing of the wood-glass composite system, UNIGLAS | FACADE. A partnership that is certain to last many more successful years. Just like the OTTO sealants and adhesives and the UNIGLAS window and façade elements.



No sooner said than done.

ABOVE THE ROOFS OF VIENNA.

'OTTO, we have a problem!' – a cry for help that OTTO often and willingly answers in renovations. In the case of the IBM Skylooby's arched roof, help arrived unusually quickly after the call. Not half an hour later, OTTO sealant expert Günther Weinbacher, who admittedly happened to be in Vienna at the time, was on-site and assessing the situation. It was the task of executive company Fritsch Stiassny Glas & Co. to fully renovate the entire arched roof

and also to permanently seal the post and beam connections of the façade construction in retrospect, as well as to prevent water ingress into the structure and thus corrosion. Contact with OTTO was arranged via Petschenig glastec. The following products were and are used in the renovation: OTTO Cleanprimer 1101 and Novasil® S 39 for sealing the longitudinal joints against water penetration, OTTOSEAL® S 10 for sealing between the aluminium rails at the

intersections between post and beams, as well as OTTO Cleanprimer 1216 and OTTOSEAL® S 54 for bonding the EPDM seals to one another.

Web tip WWW.GLAS-CO.AT



The new Villa Melnik winery in Bulgaria.

QUALITY IN AND AROUND THE BARREL.

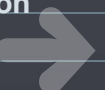
Merlot, Shiraz, Cabernet Sauvignon, Mavrud – all around the Villa Melnik winery in south-west Bulgaria, wines are maturing that would make a connoisseur's heart sing. The family business was founded in 2004 and comprises almost 60 hectares filled with international and local grape varieties. The Bulgarian winemakers already won their first international awards in 2010. The new winery building was completed in July 2013. And the use of different OTTO products, such as OTTOSEAL® S 70 for grouting the natural stone, demonstrates the high quality standards throughout the business, and not just in the barrels and glasses. Anyone wanting to see it for themselves can do so on a winery tour followed by a tasting. Cheers!

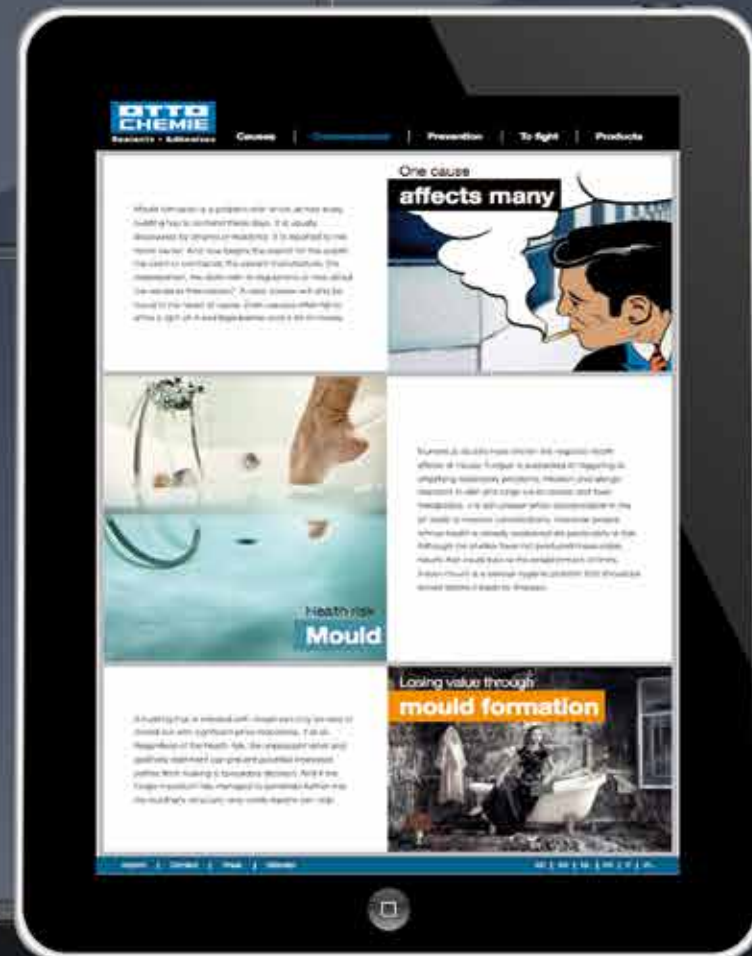
Web tip WWW.VILLAMELNIK.COM





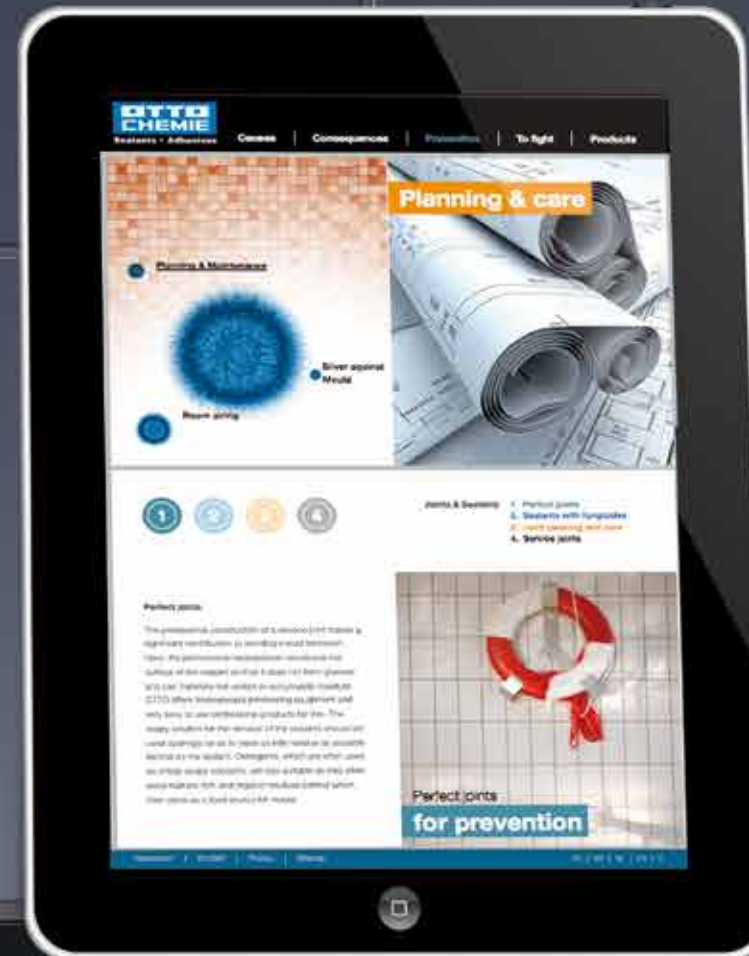
We are systematically taking the fight to an uninvited guest in many households. Mould in bathrooms is not only unsightly but is also damaging to both health and building structures. This is why OTTO has now launched a mould information website on the Internet.





Argumentation aids for professionals.

First and foremost, the new website is intended to help users of OTTO mould protection products as an aid when discussing projects with customers. They can get information about the benefits of OTTOSEAL® S 130 and S 140 on the Internet, which actively supports tillers and grouters committed to long-term quality. Home owners learn everything they need to know about the origin and consequences, prevention and combating of mould. Proper ventilation of bathrooms is discussed, as well as the care of silicone joints. This not only gives craftspeople new opportunities for business, such as bathroom renovations; it also enables them to increase customer satisfaction by demonstrating that preserving their work in the bathroom is important to them, even after the grouting has been completed. In addition, OTTO passes on requests from visitors looking for help in cases of mouldy joints to quality-conscious professionals.



Answers for critical end-customers.

OTTO took great care with the Fungitect® silver technology, so as to give the home owner a real decision-making basis with all the relevant criteria, and to also enable them to ask critical questions of their chosen tradesperson. The difference here is not just the one distinguishing it from conventional fungicide-based mould protection. As other manufacturers are now also using silver-based protection, interested parties can learn about the differences and disadvantages of silver nano-technology compared to the concept used by OTTO, which is based on silver ions. This gives professionals a helping hand in discussions, and aids them in the use of effective premium OTTO products in the long term.

Web-Tipp WWW.OTTO-ANTI-MUFFA.IT

Web-Tipp WWW.OTTO-ANTI-MOISSURE.FR



Infotainment instead of mere information.

Our microsite contains a huge amount of information on a serious issue. During its design, however, we ensured that the communication of information was not done using repulsive images and that it also remained entertaining. The advertising agency we commissioned used Pop Art style illustrations or metaphoric images. The Internet specialists also optimised the keywords for search engines on individual pages, making the new digital mould information platform easy to find for bathroom owners via a Google search. In addition, other PR and advertising measures are in the pipeline to raise awareness of the information platform on the Internet for those affected and professionals alike. ■

Web-Tipp WWW.OTTO-PRZECIWI-PLESNI.PL

Web-Tipp WWW.OTTO-ANTI-SCHIMMEL.NL

SPORTS SURFACES BY ASB GLASSFLOOR.

GLASS FROM A SPORTING PERSPECTIVE.

OTTO TREND



Wood, rubber or plastic – these are the materials that usually come to mind when talking about floors in sports venues. But glass? ASB Systembau breaks new ground with their glass floor coverings and questions traditional ways of looking at this material.

Glass is commonly considered to be hard, inflexible, fragile and slippery. Anything but suitable to serve as a floor covering, especially in multi-purpose sports halls. But ASB is familiar with its special features, as it has been developing and building ShowGlassCourts for international squash competitions since 1985. The panes in the squash court have an unexpectedly high level of elasticity. The idea became a concept. The thickness of the panes was reduced and two layers of safety glass were incorporated. In collaboration with Kinon Porz and in extensive development work, the surface was designed to be so slip-resistant thanks to the use of ceramic dots that it meets the normal standard of sports facilities. Finally, the glass floor was back-lit with an LED film. This means the floor markings can be individually selected per type of sport in the hall. The development was naturally beset time and again by problems and setbacks (e.g. in the sub-structure or surface treatment), which always had to be overcome. But the advantages over traditional sports flooring amaze even



and cleaning agents, and provide new advertising options thanks to the LED backlighting. Highly decorated athletes such as the 26-times German champion in badminton, Nicole Grether, praise the joint-protecting and pleasant properties of the flooring. The first glass hall floor was installed in the boarding school at Castle Stein, which the son of the company founder of ASB was attending back then. Today, Christof Babinsky heads up the new division of ASB GlassFloor. There seem to be no limits to either the innovations or the applications of glass floors. In hotel spas or innovative car dealership showrooms, nightclubs or luxurious private homes: the ASB GlassFloor opens up many new perspectives.



Professional athletes such as Nicole Grether (badminton) love the glass floor.

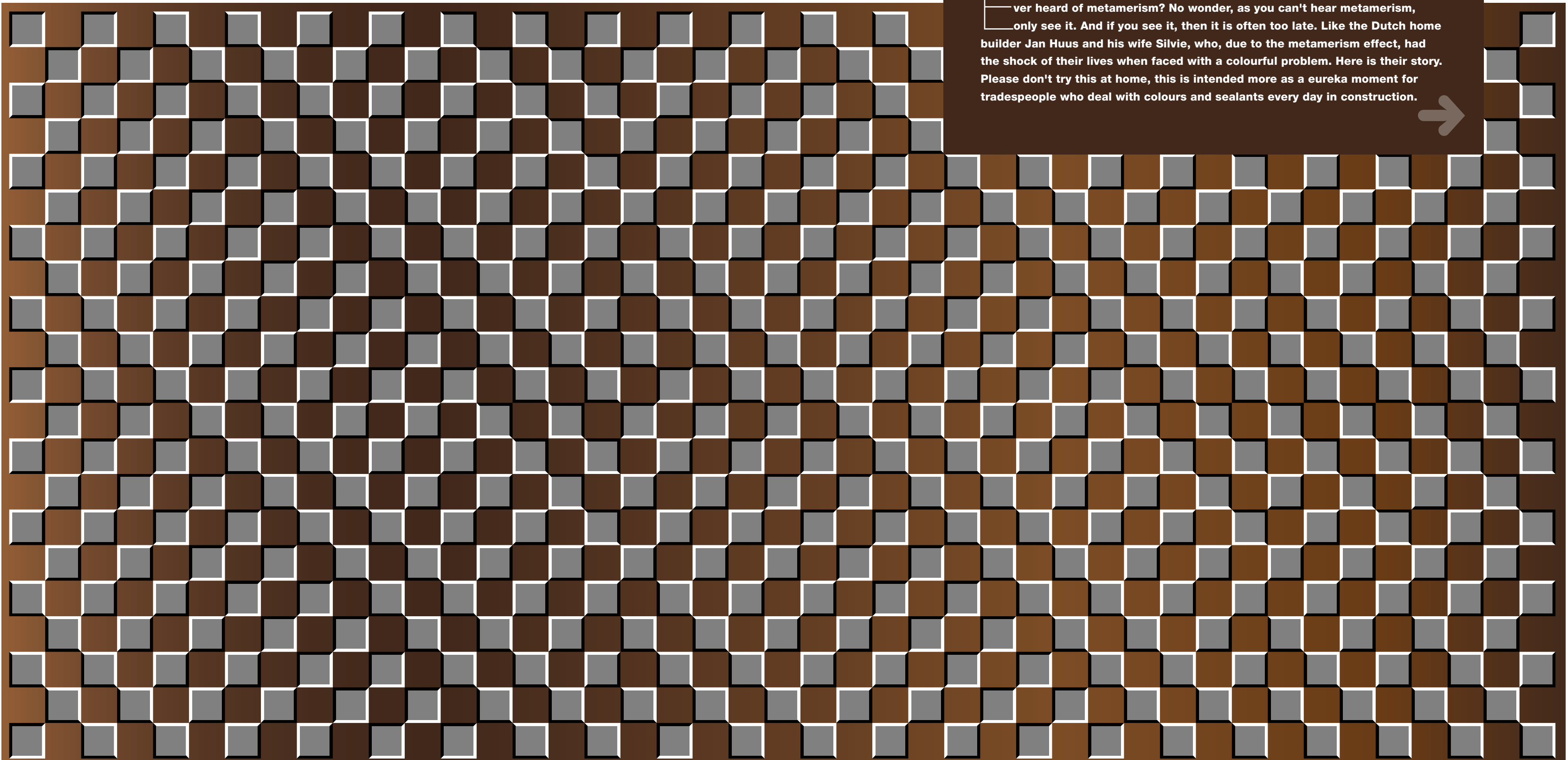
Web tip WWW.ASBGLASSFLOOR.COM

Appearances

can be **deceptive**.

WHY COLOURS SOMETIMES LOOK DIFFERENT.

Ever heard of metamerism? No wonder, as you can't hear metamerism, only see it. And if you see it, then it is often too late. Like the Dutch home builder Jan Huus and his wife Silvie, who, due to the metamerism effect, had the shock of their lives when faced with a colourful problem. Here is their story. Please don't try this at home, this is intended more as a eureka moment for tradespeople who deal with colours and sealants every day in construction.





‘My wife and I built a magnificent house with all the trimmings. Our dream house. As suggested by the various specialists in windows, parquet and natural stone, we insisted that we should have grouting in beautiful colours with silicone in matching colours for the required connection and expansion joints.’

A DREAM HOUSE WITH LITTLE IMPERFECTIONS.

At first, we were against elastic joints, but the professionals convinced us that we had to have elastic sealants. This was because elastic sealant is essential in expansion and connection joints in order to compensate for material movement due to temperature fluctuations, moisture and vibration, as well as moisture insulation, acoustic insulation and to avoid thermal bridges. So far, so good.

We had a beautiful parquet floor laid in the living room, with adjoining ceramic tiles. And underfloor heating below it. Here, we were advised to use somewhat wider elastic joints due to material expansion at different temperatures.

This didn't make sense to me as a layman; but as the underfloor heating has a maximum of 40 °C and the floor coverings can heat up to 60 °C very quickly if the sun shines on them, I took the recommendation: slightly wider connection joints than usual. The wood of the parquet is darker than the light grey tiles. In order to offset this difference in colour in aesthetic terms, the parquet layer suggested we choose an elastic sealant in the same colour as that of the grout in the ceramic tiles. In the bathroom, we have a shower with two kinds of wall tiles in dark and light grey. The tile retailer advised that we also make the elastic connection joints in the same colour as the grout, to achieve an attractive overall effect with the same coloured 'background'. On the outer walls, too, we chose the colour of the window connection joint to match the cement joints of the brick façade. Or so we thought. It turned out rather differently.

AN AESTHETIC FIASCO.

In all the elastic connection joints in our new and so lovingly and expensively house we had planned down to the last detail: the 'horror' was lurking, waiting for us. The elastic connection joints in the living room between the parquet and ceramic tiles looked lighter than the grouting in the ceramic tiles. In the bathroom, the light elastic connection joint to the dark tiles did not match the colour of the light grout at all. The elastic joint between window and masonry looked much paler than the mortar – even though we had been assured that the colour would be identical to the mortar. A real shock!

After much back and forth, we finally approached a colour specialist who scrutinised our problem. This lady could only laugh at the sight of the results. Her conclusion was absolutely accurate, simple and direct: 'I'm afraid that the application of these colours is creating a metamerism effect.' We replied: 'I beg your pardon???' She then explained in detail that metamerism means the differing perception of colour, a kind of optical illusion which can occur with certain combinations through contrasts.

SIMPLE RULES FOR THE DESIRED RESULT.

The specialists from OTTO-CHEMIE were able to help us in this tricky situation and recommend the right silicone colours for our house and material combination. With elastic expansion joints, the colour of the silicone should always be the same as the colour of the grouting. For this, there are colour comparison tables for matching the OTTOSEAL® S 100 and OTTOSEAL® S 70 sealants with various manufacturers' grouts. You can view the comparison tables at www.otto-chemie.de/informationen/farbpfehlungen. For elastic joints, OTTO also advised us to match the silicone colour to the darkest colour of the material adjacent to the joint. Thanks to these tips, the bathroom, living room and the façade now look like we had originally imagined. ■



METAMERISM, WHAT'S THAT?

Colours generally arise when materials or colour pigments only reflect certain light wavelengths. In addition, the receptors in the human brain can only recognise a limited range of colours and, even then, in different levels of quality. Colours that appear the same under certain light sources can sometimes be very different under other lighting conditions. If, for example, the new paint for a car that has been in an accident is mixed and does not consist of the same pigment composition as the original paint, then it can match perfectly in the artificial light of the workshop but show significant differences in colour in daylight. Although the pigmented silicone from OTTO cannot have the identical surface and pigmentation as a joint grout, the colours are so similar under normal conditions that you can barely see any difference. However, you should not try and combine coloured silicones with the colours of other materials yourself, as you may get an unpleasant surprise. For this reason, OTTO has matched its silicone colour spectrum as accurately as possible to the grout colours of other manufacturers on the market and made corresponding recommendations.



The old lady's letter.

ON CUSTOMER LOYALTY AND PRODUCT QUALITY.



An original label for the 100g container.

In February 2013, OTTO received a mysterious email from Belgium. A lady was asking about a product with the name 'glass inlay grout' and which retailer she could get it from in Belgium.

But our friendly reply stating that this product was unknown at OTTO and wishing her success in her ongoing search was not enough for the lady. She knew better, had definitely bought this very product from OTTO decades ago and created inlaid glass work for a nursery with it. She still remembered that it was a two-component sealant and attached the correspondence from 1973. She knew that the product might not exist anymore, but she had not found a replacement and was turning in desperation to the manufacturer who had helped her 40 years ago. This was when the research began in earnest at OTTO, as the young OTTO employee simply didn't know of any glass inlay grout:

this was because at the time of supplying it, OTTO was still located in Potsdamer Straße in Munich. The loyalty of the customer moved the OTTO employee deeply, and her persistent commitment to absolute quality impressed everyone. And so the lady finally received a modern sealant and adhesive that was suited to her purpose – and OTTO got a lesson from the past, that quality always wins through in the long run. ■



M^{me} Hernard sent us a photo of her beautiful inlaid work as an illustrative example.



Training TV

for Sealant Usage



THE OTTO YOUTUBE CHANNEL

Anyone wanting to use professional sealants perfectly needs in-depth expertise and a lot of experience. And where could be better to learn about the professional use of window joints or elastic bathroom joints than from the manufacturer of such sealants themselves? OTTO offers a comprehensive in-house training programme with extensive training materials. But there is often little time to attend such training programmes, and the printed information materials are sometimes less than ideal as teaching media. This is why OTTO is now sharing its tip and tricks on its own YouTube channel, e.g. for sealing windows or forming expansion joints in bathrooms, thus simply solving previous restrictions on time and location.

Sealant tips and tricks for professionals by professionals.

The details of application are explained step by step by professionals in short, two- to ten-minute videos. The short films also describe and illustrate the tasks that perhaps are not, or are only rarely, a part of a tradesperson's daily working life, and that can therefore pose challenges as well as cost a lot of time. For example, how do you bond overlaps on wood windows whilst also correctly using the tools and components developed by OTTO? What do you have to consider when grouting natural stone? And how do professionals grout baths? On the OTTO YouTube channel, you can find the right answers to questions that have often been unanswered before.

Illustrative presentation of special challenges in application.

For trainees, the OTTO YouTube channel is a treasure trove of tips and tricks for dealing with specific tasks that are often not dealt with sufficiently in daily work at their apprenticeships or vocational schools. But even experienced master craftspeople can find interesting hints on how to do their jobs even better and more effectively here. And with a smartphone, this wealth of experience in tasks that you are doing for the first time can even be taken with you to the construction site or workshop. Accompanying the subjects shown in the videos, the printed professional OTTO guides are still available, where you can re-read the application instructions in black and white. Anyone interested can download them as a PDF from the Downloads/ Infomaterial tab or order them from the OTTO website (www.otto-chemie.de).

Web tip WWW.YOUTUBE.COM/OTTOCHEMIEVIDEOS

Mobile consultant – free and always ready.

You are on the construction site and want to know which colour to choose for the right OTTO sealant to match the grout? No problem if you have installed the OTTO app on your smartphone! You will find the answers to all important questions relating to OTTO products here. Quickly and at any time or place. The app can also link you to the OTTO

YouTube channel so that you can obtain important tips in an illustrative way for tasks that you rarely carry out or are doing for the first time. Download the OTTO app onto your mobile device here: <http://www.otto-chemie.de/otto/app/>





A DREAM CITY

ON THE SEINE.

PARIS – THE WORD ALONE UNLOCKS STORIES, IMAGES, SOUNDS, AROMAS AND FLAVOURS THAT EVERYONE WHO EVER HAD ANYTHING TO DO WITH THIS CITY CARRIES WITH THEM. PARIS IS NOT ONLY THE CAPITAL OF FRANCE AND HOME TO OVER 2.2 MILLION PEOPLE. FOR THE WHOLE WORLD, IT IS ALTERNATELY THE CAPITAL OF LOVE, OF FASHION OR OF SPLENDID ARCHITECTURE. OTTO HAS ALSO FOUND ITS PLACE HERE AMONGST ALL THE SUPERLATIVES. IN PLACES WHERE YOU'D HARDLY THINK PRODUCTS FROM FRIDOLFING WOULD BE. IT'S HIGH TIME, THEREFORE, FOR A LITTLE TOUR OF PARIS. →

Neither a week nor a month is enough to explore Paris. The city has too many world-renowned landmarks, but also hidden treasures, to offer. The Eiffel Tower, the artists' district of Montmartre, Sacré-Coeur and Notre Dame – immortalised in literature by Victor Hugo's novel – the Pont Neuf bridge, the Louvre, the Champs-Élysées boulevard or the Moulin Rouge vaudeville are likely on every tourist's standard schedule. The boat trips on the canals are a little less well-known. And only the initiated venture illegally into the catacombs – former limestone quarries under the city where many buildings originate. And speaking of underground: those not wanting to go on one of the tour buses should use the Metro for exploring on their own, whose playful Art Nouveau-style entrances are yet another attraction.

From silicone to jewellery.

On our special OTTO tour through Paris, we begin at the Gare de Lyon. Just around the corner at 1 Avenue Daumesnil is the gallery of Israeli artist and designer Tzuri Gueta, who produces incredibly creative accessories, jewellery and even clothes made from OTTO silicones, some of which we already presented here. The exhibits are handmade by Gueta and his team, and are always greeted with enthusiasm on the catwalks, in fashion magazines and boutiques.



Tzuri Gueta is a textile designer, owner of Silka Design and of the SI51 brand. He primarily works for his own label, but also for fashion houses like Christian Lacroix, Jean Paul Gaultier, Givenchy, Dior and Armani. You can now find his jewellery all over the world, such as in the Pompidou Centre in Paris and in the MoMA store in New York.

OTTOprofil: Monsieur Gueta, how did you come to use OTTO?

Tzuri Gueta: After my degree in textile design in 1996, my arrival in Paris and discovering the possibilities when working with silicone on various fabrics, I almost automatically came across OTTO. No other manufacturer had the range of colours that I needed to make my creations.

OTTOprofil: What other aspects are important to you?

Tzuri Gueta: Our creations are 99% purely handmade. I work with up to 15 members of staff who all work with OTTO silicones. The raw material must always have the same properties. So we definitely need consistent quality, colours and appearance. Working with still-liquid silicone, extruding it through various woven structures to shape it into various forms is very demanding. Our end clients often want special colours. OTTO not only gives us the ability to acquire them quickly, but also to have them made to our requirements. Our jewellery is worn directly on the skin. That is why it is very important to us that the product does not smell unpleasant after drying. We have a great partner in OTTO – merci beaucoup.



Web tip WWW.TZURIGUETA.COM



Paris chic that melts on the tongue: macaroons, a variety of colours as rich as that of OTTO silicones.



Hairstyle trends for the whole world.

On the OTTO trail in Paris, we visit a place where the latest hairstyles see the light of the fashion-oriented world: the Académie L'Oréal at 14 Rue Royale between the Place de la Concorde and the Place de Madeleine. The French haircare product business operates a kind of showroom here for its creations, which also contain silicone, though not from OTTO. The products from Fridolfing are rather to be found in the numerous natural stone joints of the prestigious salon – masterfully produced by Real Marbre, which specialises in luxury products. Real Marbre is also responsible for many other remarkable natural stone applications in Paris, realised with the help of OTTO.

Real Marbre SAS has established itself as a medium sized company in natural stone processing with 35 employees. It specialises in luxury real estate projects for prestigious clients such as L'Oréal, Gucci or Louis Vuitton. Its headquarters and showroom are in the centre of Paris. We spoke to the owner and CEO, Manuel Soares.

OTTOprofil: Monsieur Soares, why do you work with OTTO?

Manuel Soares: Our company specialises in luxury projects. Our customers rightly expect all-round design, flawless quality and perfect aesthetics. We have often carried out special projects with special colours, such as in the construction of the Tour Ariane in the La Defense business district with Stone Italiana

products. It was very important to the customer Petraccone-Voda to select the right shade and we were obliged to really deliver on time. OTTO presented us with the special colour within a few days and were also able to deliver it in just two weeks. We subsequently acquired our standard products from OTTO.

OTTOprofil: Why do you use OTTOSEAL® S 70?

Manuel Soares: We are able to realise floor and wall joints with this product, both indoors and outdoors. And we gain a lot of time in installation thanks to its excellent processability – in extrusion and smoothing. Our staff swear by OTTOSEAL® S 70, the skin formation speed is ideal in summer and winter.



Web tip WWW.REAL-MARBRE.COM

A French overnight stay.

Our next stop is a luxury Parisian hotel. The Château Frontenac in Rue Pierre Charron, near the Champs Élysées and only fifteen minutes' walk away from the Arc de Triomphe. Its rooms are reasonably priced, the design of the hotel is modern, the fixtures and fittings create an exciting tension between typical Parisian chic and innovative ideas. Here, too, Real Marbre worked on the natural stones and used OTTO products in the joints. A little warning for male visitors to Paris with female companions: on the Champs Élysées, but also in the rest of the area, numerous major fashion brand boutiques exude an irresistible attraction to which many a man has also fallen prey. OTTO can also be found in these businesses in the works of Real Marbre. We provide here only a selection of the internationally renowned brands, prudently refraining from giving their addresses so as to go easy on your already stretched Paris budget: Louis Vuitton (bags, suitcases), Mauboussin (jewellery), Hublot (luxury watches), Patek Philippe (also luxury watches), Salvatore Ferragamo (shoes, luxury accessories), Gucci (fashion), Cacharel (pret-a-porter fashion, perfume) and – a little treat to finish with – Laduree (luxury baked goods and sweets).

The future is in the west.

La Defense is the answer to classic Paris and proves that the city has not lived solely from its magnificent past for a long time. In the extension of the Champs Élysées, a modern business district sprang up here. Its most well known building: the Grande Arche. This modern counterpart to the Arc de Triomphe with its typical frame-like construction, along with the large square in front of it, forms the centre of the open-air exhibition of modern Parisian architecture. The spectacular building was designed by Johan Otto von Spreckelsen and Paul Andreu, who won the first prize in an international competition with 425 other entrants for it. The inauguration took place on 14 July 1989 on the occasion of the 200-year celebration of the French Revolution. Around the corner, we come to a building where even more OTTO products were used. At 100-101 Terrasse Boieldieu is the Tour Franklin. The 120 m tall office tower was built in 1972. Once again, it was Real Marbre that undertook the modernisation of the imposing entrance area.



Office entrance in the Tour Franklin

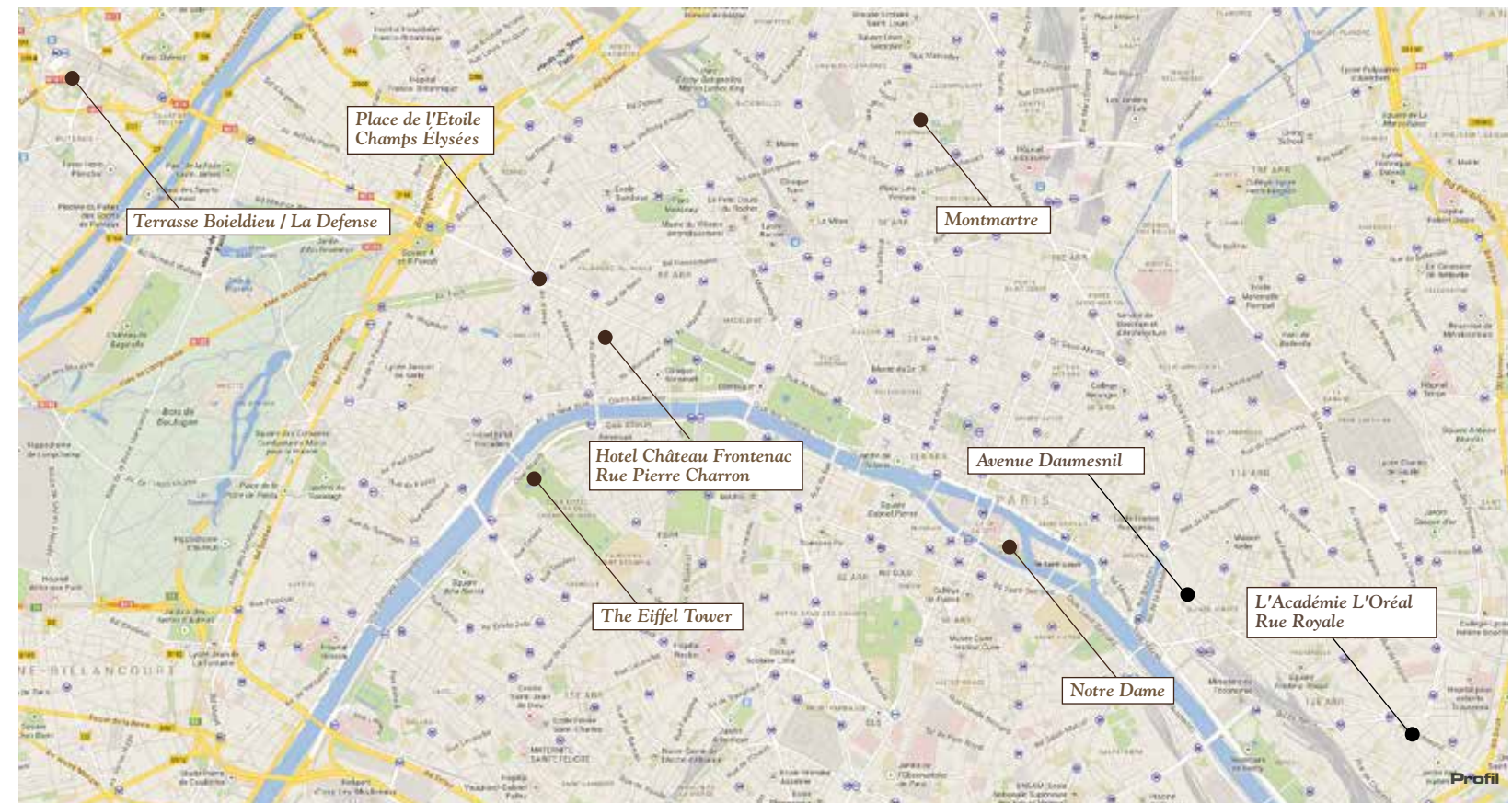


Ile de la Cité with Notre Dame

Ceramica is a natural stone and tile retailer with two showrooms in Paris, as well as two branches in the Greater Paris area. As an importer, Ceramica also sells Marazzi tiles from Italy. We spoke to the managing director Enzo Fusaro.

OTTOprofil: Why did you switch to OTTO?
Enzo Fusaro: We have worked in the tile and natural stone trade since 1977, initially without tile adhesives or grouting in our range. This has changed, however, as the tradespeople increasingly also demanded products for installation. 10 years ago, grouted floor joints were grey and those on the walls were white – now the end client wants a choice of many different shades. The silicone joint must match the shade of the grouting or that of the tile, according to taste. We cannot and do not want to stock all the colours, but they have to be available quickly – only OTTO was able to offer us this. Ceramica stocks four standard colours.

We can display the various options thanks to the OTTO colour charts for OTTOSEAL® S 70 and S 100 and can order the other shades as required.
OTTOprofil: What other products does Ceramica source from OTTO?
Enzo Fusaro: OTTO offers a complete all-round range for the tile and natural stone sector. This was a key factor in our decision. From swimming pool to building element bonding, OTTO always has a solution for the professional.





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