



It's running well.

MOTIVATION 

PASSION 

INGENUITY 

VISION 





The motto that company founder Karl Hauger followed still applies at Hauraton today: Where there's a will, there's a way



Motivation

LOOKING FOR THE BEST SOLUTION.

HAURATON is one of the world's leading draining industry companies, which manufactures and sells reliable, durable and functional products. Since it was established in 1956, HAURATON has come up with many pioneering solutions for leading away rainwater. It may look like a success story nowadays, but there have also been challenges and obstacles to overcome. However, all three owner generations have shared the motivation to find complex drainage solutions for and with their customers, and thanks to their outstanding knowledge of the market they have always been able to make the right decisions for the company.





On the left is Fabian Reuter, HAURATON Managing Director from 1969 - 2013, now working for HAURATON as a Senior Consultant worldwide dealing with large projects and new markets.

On the right is Marcus Reuter, who has been a Managing Director at HAURATON since 1999. He is passionate about sales, marketing and product development.

**FABIAN AND MARCUS REUTER
BOTH AGREE: IN ORDER TO ACHIEVE
CORPORATE SUCCESS YOU HAVE
TO MAKE COURAGEOUS DECISIONS**

**"We would
not be where we are today
without courage."**

INTERVIEW WITH FABIAN AND MARCUS REUTER:

Fabian Reuter, a while ago you accompanied the Prime Minister of Baden-Württemberg to Brazil as part of an official delegation from business, politics and science. When your father-in-law Karl Hauger established the company with little more than a large portion of courage, he would probably not have been part of such a group, would he?

Fabian Reuter: No, certainly not. In those days he could not have known that HAURATON would grow into an international company.

Can you think of a few milestones in the development of the company?

Fabian Reuter: Of course, in the beginning there was a lack of everything. But that was normal during the economic miracle era. We supplied customers within a radius of about a hundred kilometres. We were given a major boost by the development of FASERFIX – a new fibre glass-reinforced concrete. We then started to export to the most important Western European countries.



Tradition and experience as the basis for future expansion.



The right material for any use - always the best possible solution with FASERFIX or RECYFIX.

The major breakthrough, both domestically and worldwide, then occurred in the 1990s with the emergence of the RECYFIX brand. The new products were made from recycled polypropylene, were easy to transport and install and were still extremely robust.

What were the biggest challenges?

Fabian Reuter: When a company expands and the number of employees is continuously increasing, the organisation grows as well, and we were forced to keep readjusting these structures. For example, in 1999 we had a bottleneck within the Management, and this occurred just as exports were booming. Fortunately, my son Marcus then joined the company.

Marcus Reuter: Which was not originally the plan. But, similarly to my father, my heart and soul are in sales, and I love to find the best solution for customers. Having said that, I also get a great deal of pleasure out of acquiring new markets. I am particularly proud of our milestone projects, such as the legendary Maracanã Stadium in Rio de Janeiro and the Moscow Raceway in Russia.



People put their trust in HAURATON, even on international prestige projects such as this one: the Moscow Raceway in Russia.



Fabian Reuter: Extremely pleasing: HAURATON has developed into a real global player over the last few years. We now export to the other side of the world, i.e. Australia, New Zealand and Brazil. And of course I am extremely pleased that my son has joined the company and everything is going so well.

In spite of internationalisation, your roots are still extremely regional.

Marcus Reuter: Yes, and in recent years we have invested heavily in a new production facility and logistics centre in Ötigheim, showing our real commitment to the region.

On the subject of the new plant. With the triumphant march of the RECYFIX brand and the rise of recycled polypropylene as a drainage material, it is a comparatively brave move to invest in concrete. The question is: will it be worth it?

Marcus Reuter: Definitely yes. We think that there is a huge market for both materials, and I have not noticed any cannibalisation effects at all. In fact, it is exactly the opposite. Both product groups are complementary, and we have made gains in both areas because we cover the entire bandwidth of customer requirements with our product range. For example, we have delivered about equal quantities of FASERFIX and RECYFIX channels for the building structures in the Olympic town of Sochi. It is important that I am in a position to advise customers in such a way that I can always supply the best possible solution and product for their individual applications. This is already the case now, and will become even more important in the future. This is another reason why we are well prepared for the coming years.

What is the future outlook for HAURATON?

Fabian Reuter: It's difficult to know during these fast-moving times. We will certainly be concentrating on our core competencies in Civil Engineering, and Landscaping, investing in new products and doggedly pursuing our targets as usual. Hopefully provide us with an exciting new market in the future.



The major investment in a new plant at our headquarters is clear commitment to the Rastatt / Ötigheim location.

However, rainwater cleaning is a completely new area that we have acquired, and we expect great things of it in the future.

Marcus Reuter: Of course, we want to continue to grow. Whereby growth as we understand it is not just about sales figures but about the further development of the entire company, and quality clearly goes before quantity. My job as Managing Director is to prepare the company and its employees for everything that the future throws at us.

Rio de Janeiro Maracanã



The legendary Maracanã Stadium in Rio de Janeiro.



**WHEN YOU GET TOGETHER WITH THE HAURATON
MANAGEMENT TEAM, YOU WILL IMMEDIATELY FEEL THE
SPECIAL SPIRIT OF THE COMPANY.**

The atmosphere is extremely relaxed and there is a lot of laughter, and whereas people may be compartmentalised in other companies, we all pull together.

*"A family company in the best
sense of the word"*





Dieter Bastian

Michael Schenk

Patrick Wieland

DIETER BASTIAN

(SALES DIRECTOR, AT HAURATON SINCE 1983)

“We are not so interested in short-term sales targets. Continuous company development is what counts. Nobody works alone in their “ivory tower” at HAURATON. Ideas are produced as a team, and solutions are developed together. The productive atmosphere that is required to do this cannot be decreed by a guiding principle or strategy papers. The feeling of togetherness and the way in which people interact with each other are much more important. This and the fun that we have at work are the best breeding grounds for our development. After 30 years in the company I still look forward to going to work every day – it is a place where I can be myself and do not have to pretend to be something that I am not.”

MICHAEL SCHENK

(TECHNICAL DIRECTOR, AT HAURATON SINCE 2008)

“Decisions are not made according to fixed budgets at HAURATON. When we are convinced that something is right, we do it. In this respect I do not just have a great deal of freedom but also the required backing. As far as I am concerned, this is a great basis for continuing my further development and taking a step closer to my goal of achieving production that is effective as possible every day together with my colleagues. I don’t just want to be working from my desk when I do this. I also walk around the production hall so that I can talk directly to my colleagues and work out solutions.”

PATRICK WIELAND (HEAD OF HUMAN RESOURCES AND ACCOUNTING, AT HAURATON SINCE 2007)

“I come from a group of companies. Before I had 47,000 colleagues, now I have real friends at the workplace. There is little in the way of hierarchies here. I know all the employees personally and speak to a fork lift driver in exactly the same way as I do to my management colleagues. It is important that our employees feel at ease. HAURATON is a family company in the best sense of the word, and stands for continuity, social behaviour and commercial conservatism. The same cause is often also taken up by other companies, but here it is actually reality. For this reason it gives me great pleasure to be actively involved in the further development of the company.”



HAURATON in Rastatt and Ötigheim



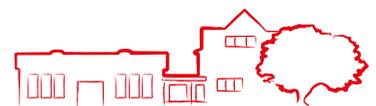
Hauraton**Zentrale**

Main office in Rastatt

Year of construction: 1956

Extensions / alterations: 1992/ 2013

Area: 4,590 m² in total



Alte**Schlosserei**

Visitor centre and offices in Rastatt

Year of construction: 1921

Extensions / alterations: 2011

Area: 1.680 m² in total



Werk**Ötigheim**

Production and logistics in Ötigheim

Year of construction: 2008

Area: 116.000 m² in total

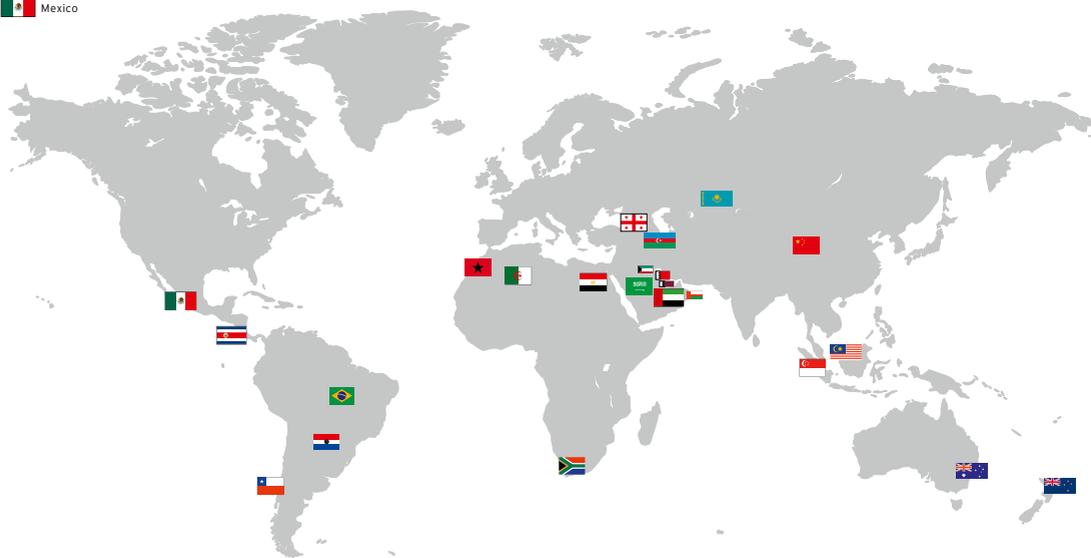
Locations and partners all over the world

Exclusive Distributors

-  Algeria
-  Australia
-  Azerbaijan
-  Egypt
-  Bahrain
-  Chile
-  China
-  Costa Rica
-  Georgia
-  Kazakhstan
-  Qatar
-  Kuwait
-  Malaysia
-  Morocco
-  New Zealand
-  Oman
-  Paraguay
-  Saudi-Arabia
-  Singapore
-  South Africa

Subsidiaries

-  Brasil
-  United Arab Emirates
-  Mexico



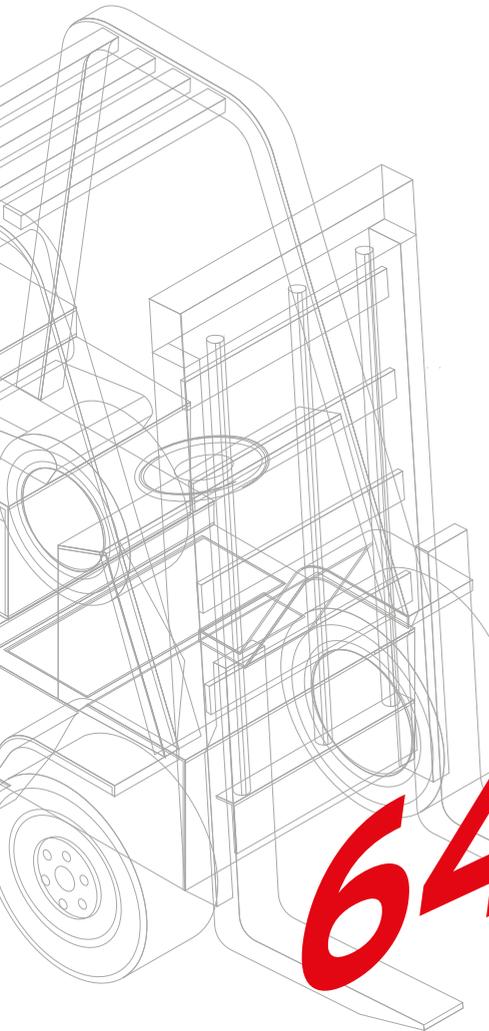
Subsidiaries

-  Bulgaria
-  Germany
-  France
-  Great Britain
-  Italy
-  Croatia
-  Lithuania
-  Netherlands
-  Norway
-  Austria
-  Poland
-  Romania
-  Russia
-  Slovakia
-  Slovenia
-  Hungary

Exclusive Distributors

-  Belgium
-  Denmark
-  Estonia
-  Finland
-  Greece
-  Ireland
-  Iceland
-  Latvia
-  Portugal
-  Sweden
-  Switzerland
-  Serbia
-  Spain
-  Turkey
-  Czech Republic
-  Ukraine





Some figures from the
HAURATON world:

647

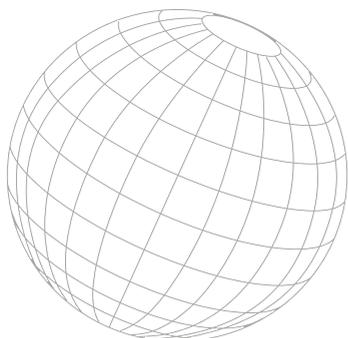
**PALETTES PACKED
AND DISPATCHED**

Current record in
logistics centre in Ötigheim

In 2013 we used 6,012 tons of cement, 28,864
tons of sand and gravel and 2,270,240 litres of
water

16,216

**PRODUCED
16,216 CUBIC
METRES OF
CONCRETE**



73

Export to

**COUNTRIES
WORLDWIDE**

57,626

CAD FILES

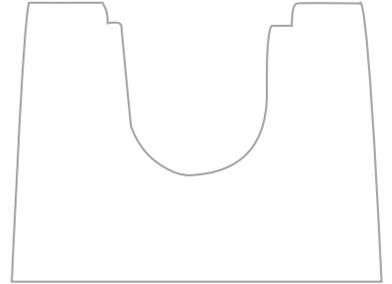
Current number of design files

0.7 KG
Most lightweight

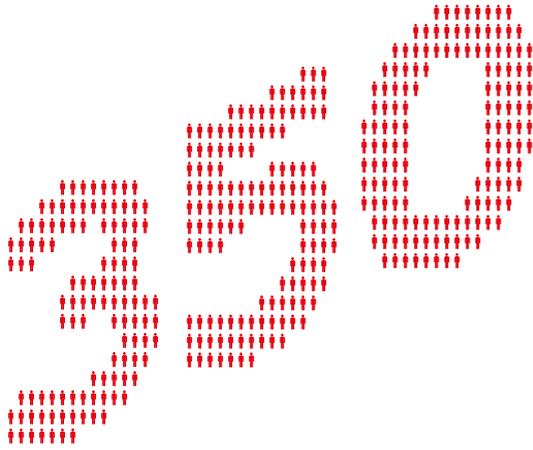


TOP Channel

3,000 KG
... and the heaviest channel



FASERFIX®BIG BL



EMPLOYEES WORLDWIDE

1,800

KM OF CHANNELS INSTALLED IN 2013

This corresponds to the distance from
Rastatt to Madrid

18,500

KM LINEAR DISTANCE

18,500 KM as the crow flies to
our most faraway project in New
Zealand





Passion





Inga Severin

Rüdiger König

ACHIEVING SUCCESS WITH FLEXIBILITY AND A WELL-ATTUNED TEAM

HAURATON is much more than just a channel manufacturer. Professional planning and good service is required, particularly on large projects. In order to be able to successfully realise complex projects, smooth cooperation between different partners within narrow time frame is required.

The Killesberghöhe project is a good example of this: A new, modern urban quarter was built on the former trade fair site on the Killesberg in Stuttgart, Germany. More than 2.3 kilometres of HAURATON channels were installed over the 25,000m² of the site. More than 50 tailor-made channel types were developed for the complex projects – a mammoth task from a technological point of view. The project was looked after by Construction Engineer Inga Severin at HAURATON and experienced Sales Representatives Rüdiger Krause (HAURATON employee since 1992) and Uwe Sprich (HAURATON employee since 1997). The customer was represented by Project Manager Rüdiger König from Bietigheim Gartengestaltung GmbH (Bietigheim Garden Design GmbH) and Building Merchant Thomas Gollnisch from the Blatter Bauzentrum (Blatter Construction Centre).





Project: Killesberghöhe, Stuttgart

The task distribution of the partners involved is clear, and the parties are well attuned due to many years of working together: The two field service specialists Rüdiger Krause and Uwe Sprich are mainly responsible for the bid phase and contact with the Property Developer or Prime Contractor. They are also responsible for tasks such as measurement. The job of Inga Severin and her colleagues in the technical area is comparable with that of an Engineering Office. She looks after the project and is responsible for technical implementation.

As the building merchant, Thomas Gollnisch is basically responsible for billing, logistics and support at the construction site. Rüdiger König is in charge of the construction site, and is responsible for ensuring that everything is actually installed correctly and finished on time.

Of course, there are critical phases in any major project. In this case it helps if professional conduct is also accompanied by good personal relationships: "Because we all know each other many things are done spontaneously, without a great deal of explanation.

„Assess feasibility and find alternatives“



One of 50 tailor-made drainage channels.

In this respect, understanding for the other party is an extremely important point“, explains Uwe Sprich. „If I am aware of the consequences that Property Developer rescheduling has on the overall progress of the project, I can also correctly pin down the resulting consequences for the site management“, and Thomas Gollnisch adds: „With my longstanding customers I already know what is going on after the first three words on the telephone, and I can assess how urgent it actually is“.

Rüdiger König agrees: „Difficulties only occur on rare occasions if the original planning has been consistently implemented“. However, if project phases are re-scheduled and timing changes, this usually affects everyone concerned“. Thomas Gollnisch says: „A typical case is where material is needed now, but has not been scheduled for several weeks. If we don't have it in stock and the manufacturer cannot deliver so quickly, we look for alternative solutions.“



Project team at the site meeting.





Discussion between Builder's Merchant and Sales Representative.



Award-winning landscape architecture drained with FASERFIX POINT.

Of course, this is only possible if you have the relevant experiences and knowledge of the market". Rüdiger König confirms: „I can be 100% certain that my builder's merchant does everything in his power“.

Rüdiger Krause remembers that a great deal has changed on the construction sites: "Competition is fierce, which is why everyone is performance-oriented. Particularly since the schedules are much tighter than they used to be. If this causes stressful situations, it is a case of keeping a cool head. However, it works really well with the well-attuned team that was here at the Killesberghöhe at the start of the project." Inga Severin remarks that at the end of the day a project is a project, and can therefore not be planned down to the last detail. „Of course, you are constantly faced with new challenges again on projects as complex as these.

For this reason it is useful to remain flexible and be capable of improvising. However, in order to be able to improvise it is good to know your trade extremely well, and everything has to function within a structured framework. Anything else unavoidably leads to chaos."

All of the team members at the Killesberghöhe project go about their business with passion, and they are all clearly enthusiastic about their work. Inga Severin: „I simply enjoy new challenges and the combination of technology and project management, plus the way that we compliment each other in order to achieve the best possible result.“ Rüdiger Krause: „For me as a Salesman the main focus is on the customer, of course. Winning tenders and supplying the customer with a result that may even surpass expectations motivates me“. Uwe Sprich: „That is exactly what we try to achieve in sales. Personally I find follow-up orders particularly satisfying, because the customer is confirming that we did a good job.“



Surface drainage with tailor-made slotted channels.

Rüdiger König: „I become motivated when it is a case of sourcing materials at short notice. You usually find some solution or other, and things are constantly on the move on the construction site, which is great.

Thomas Gollnisch: „To me, projects like that are actually like a jigsaw puzzle. It is important for everything to fit together at the end, creating a picture without any gaps.“



Technical discussion between Project Manager and Sales Representatives.





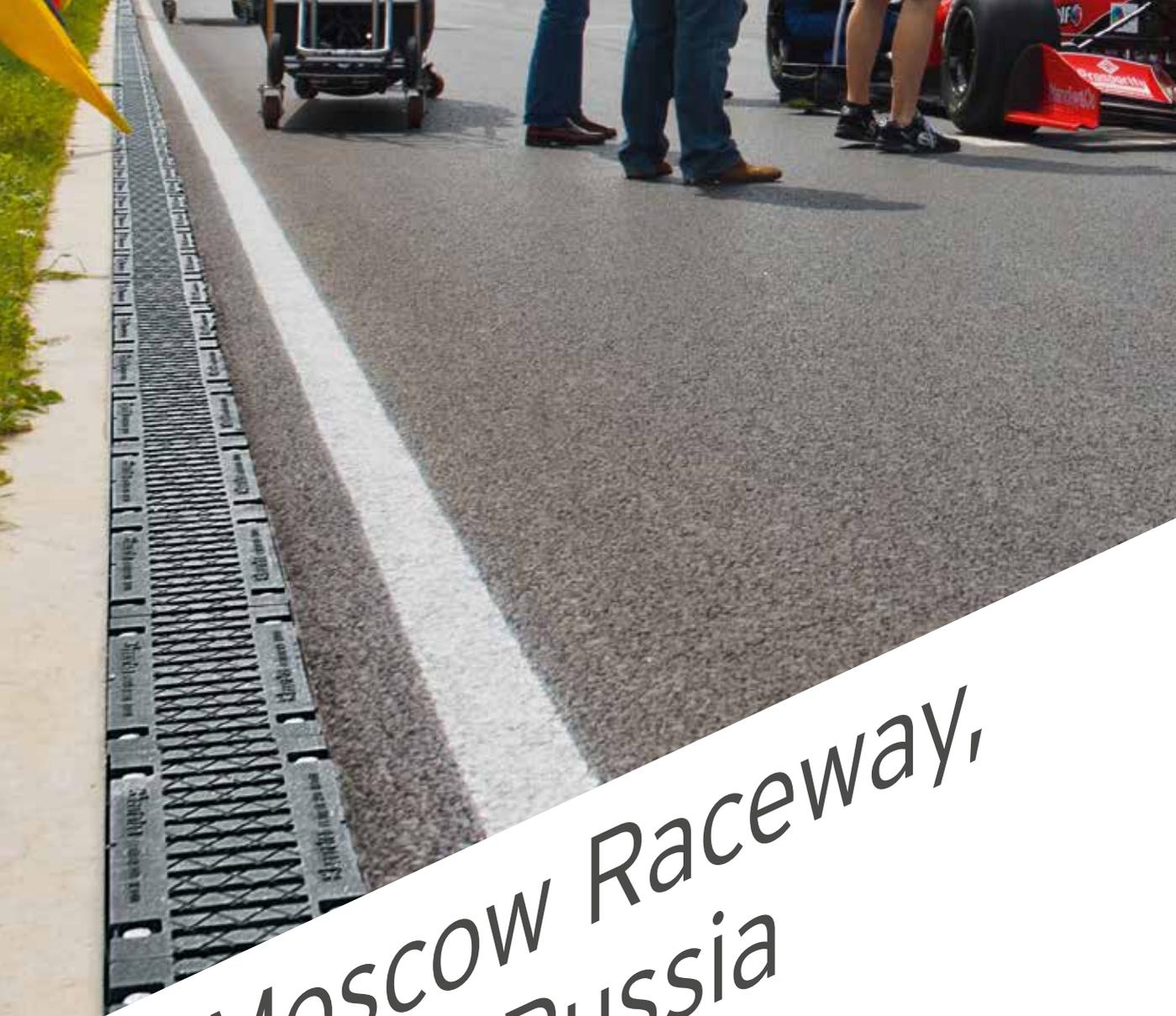


Frauenkirche,
Dresden, Germany

Drained with **RECYFIX**[®] slotted channels







MOSCOW Raceway, Russia

Drained with
FASERFIX[®] SUPER channels





Porsche Museum Stuttgart, Germany

Drained with **individually**
manufactured stainless steel channels

Frankfurt Airport, Germany

Drained with **FASERFIX**[®] BIG BL channels





Gdansk
PGE ARENA



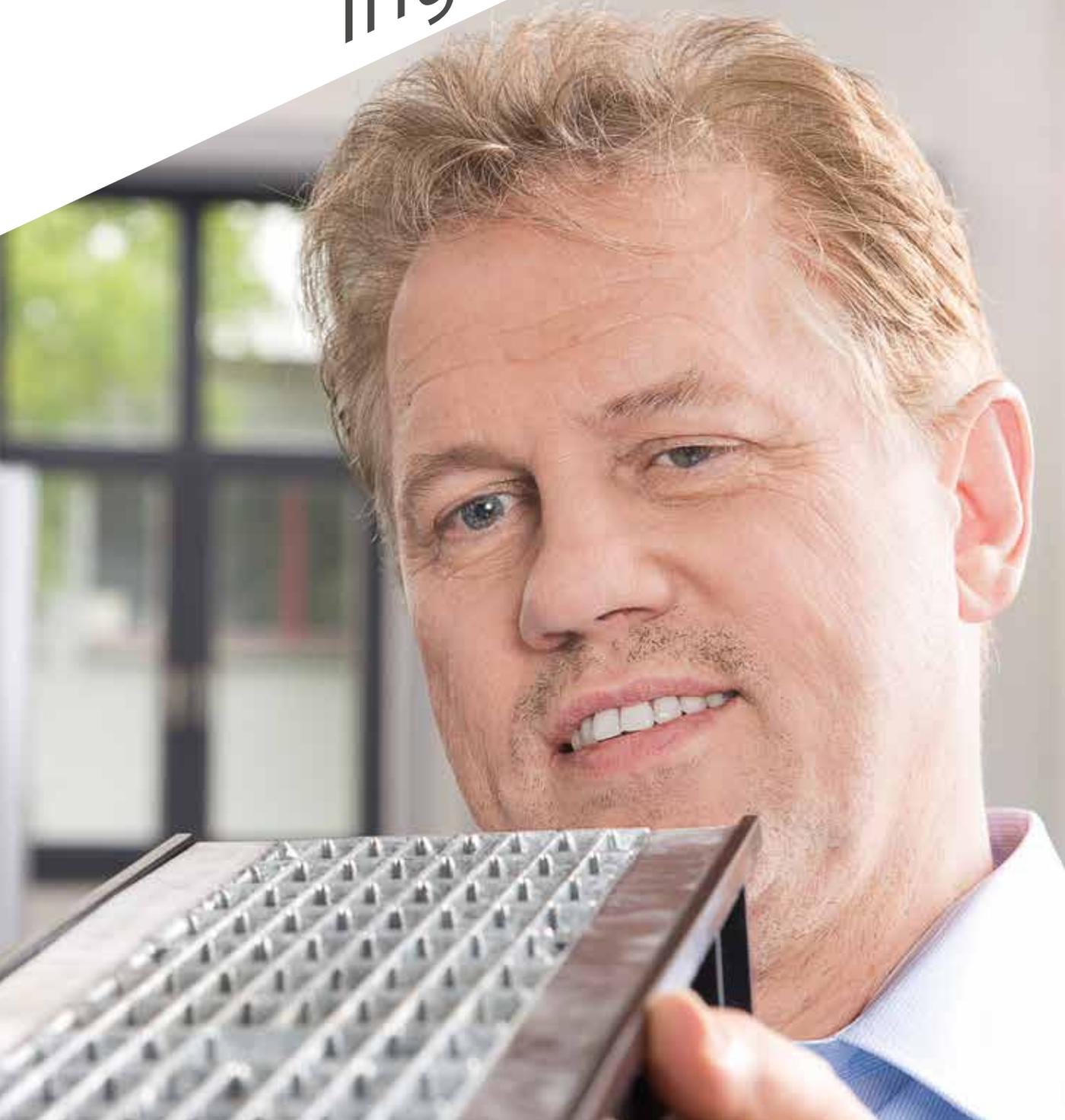
Danzig Football Arena, Poland

Drained with **RECYFIX**[®] PRO
and **FASERFIX**[®] SUPER channels





Ingenuity





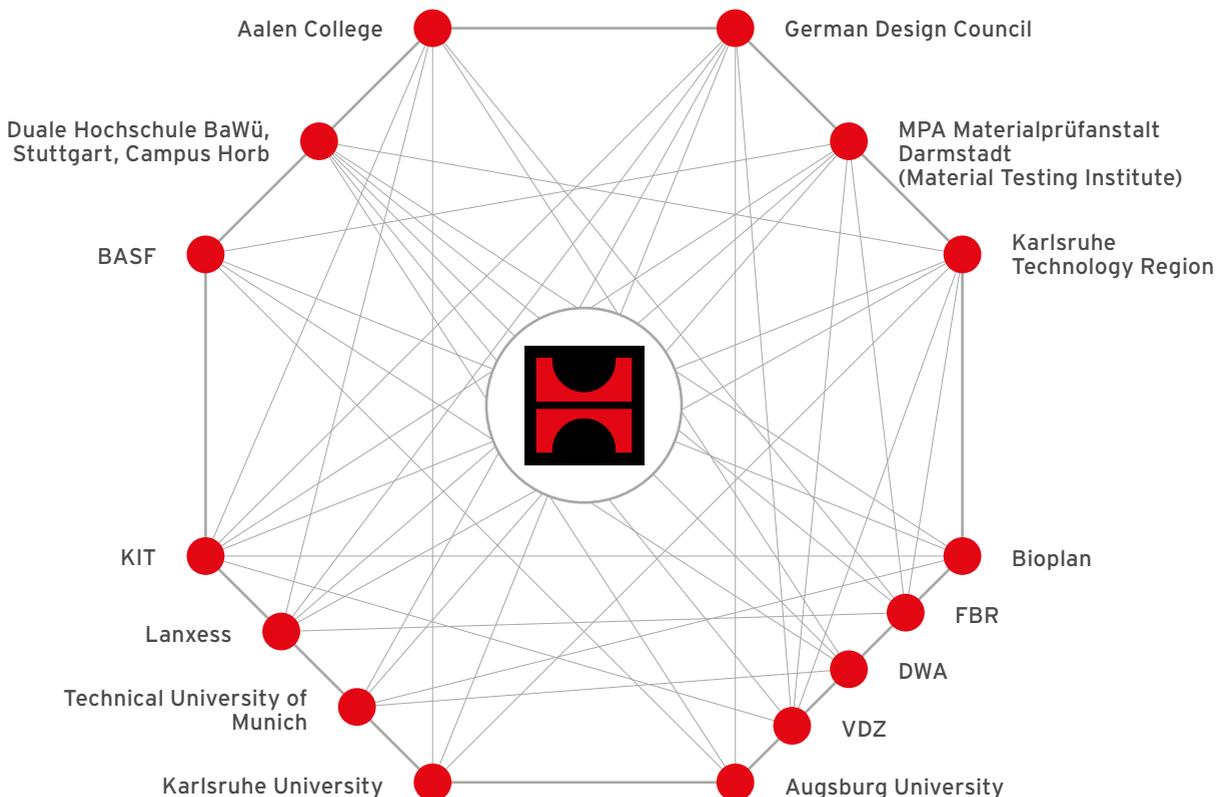
Dr. Bernd Schiller is the Head of Research and Development, and thinks of himself as a networker looking for practical and reliable solutions for the requirements of the market.

IDEAS ARE REALISED IN HAURATON RESEARCH AND DEVELOPMENT WITH IMPLEMENTATION CAPABILITY AND GOOD NETWORKING.

HAURATON is considered to be one of the most inventive companies in the industry. It is not always a case of bringing new products to the market. Existing products undergo further development and improvement, or their production processes are optimised. However, improvements are always possible at the material

side. The pioneering role that HAURATON plays is shown in the fact that research institutions from well-known institutes and universities are now pro-actively approaching the company in order to initiate cooperation. Dr. Bernd Schiller and his employees from research and development are permanently on the lookout for new ideas, and turn these into products.

The HAURATON network



From Development Aid Volunteer to Product Developer





Claus Huwe

“Ecological water usage is an affair of the heart”.

Soil sealing and the increase in heavy rainfall are a major problem for communities. Rainwater needs to be returned to the groundwater at the place where it occurs if possible. Pollutants that would affect the ecological system musn't be allowed to enter the water cycle. With DRAINFIX CLEAN, HAURATON has developed a forward-looking system for effective and ecological rainwater treatment.

Claus Huwe is the Product Manager who is responsible for DRAINFIX CLEAN. Once he gets talking about the intelligent solution for collecting and cleaning rainwater, the otherwise reserved man from Baden, is difficult to stop. The career path that Huwe has made is quite an interesting one.



Dinner (leg of goat) with the Masai.





Father and son in front of their home in Africa

It is several hundred kilometres from the University of Hohenheim, where he studied Agricultural Science, to HAURATON in Rastatt. However, the detour that he took to get there is several thousand kilometres long. After completing his studies, the engineer and his wife worked on a research project in Tanzania that was originally limited to one year. In the end, the one year that he was supposed to work on water projects in the development aid environment turned into ten.

After his time in Africa he wanted to study for his doctorate in Germany, and worked as an assistant at HAURATON on the side. "During a guided tour of the company, I suddenly realised that the company dealt with the subject of rainwater", recalls the family man. „I gave it some thought, and then told my boss about my experiences in Tanzania. Shortly afterwards I had an appointment with our Managing Director“. Before he knew where he was, the opportunity was seized and he was appointed Product Manager for the effective and ecological rainwater treatment project. „Something like this can probably only happen at HAURATON“, thinks Huwe.



Garage in Tanzania.

„The future belongs to rainwater management“.

DRAINFIX CLEAN has now become one of the leading systems for rainwater treatment. As far as Huwe is concerned, this can be attributed to three main success factors. „We have looked for powerful scientific partners and done a lot of work in networks. We have communicated all stages of development in an extremely transparent way, gained a lot of trust and in the end it became clear to us that it cannot just be about developing an optimum product and then leaving customers alone with it. Operation and maintenance must also be taken into consideration and service must be provided“. Due to this realisation, HAURATON has developed a cleaning device for DRAINFIX CLEAN, for example.

The career path that Huwe has taken only seems to be a long one at first glance. His time in Africa has a lot to do with his work at HAURATON, and not just because it is about water as an essential resource but because ecological use of water has always been a matter that is close to his heart. New solutions must be found for both areas, and with limited means.



Claus Huwe explains the method of operation and verifies the results of DRAINFIX CLEAN on the test system in Augsburg.



The former workplace of Claus Huwe in channel assembly.

Huwe identifies with his project so much that his work occasionally also runs over into his private life. „It's unavoidable. Although I'm really not a workaholic, I deal with the subject of water and ecology privately“. He has been known to build up a small test set-up in his bathtub at home. Fortunately, there is no adverse effect on domestic bliss since his wife also has the same professional background and appreciates his commitment.





Vision



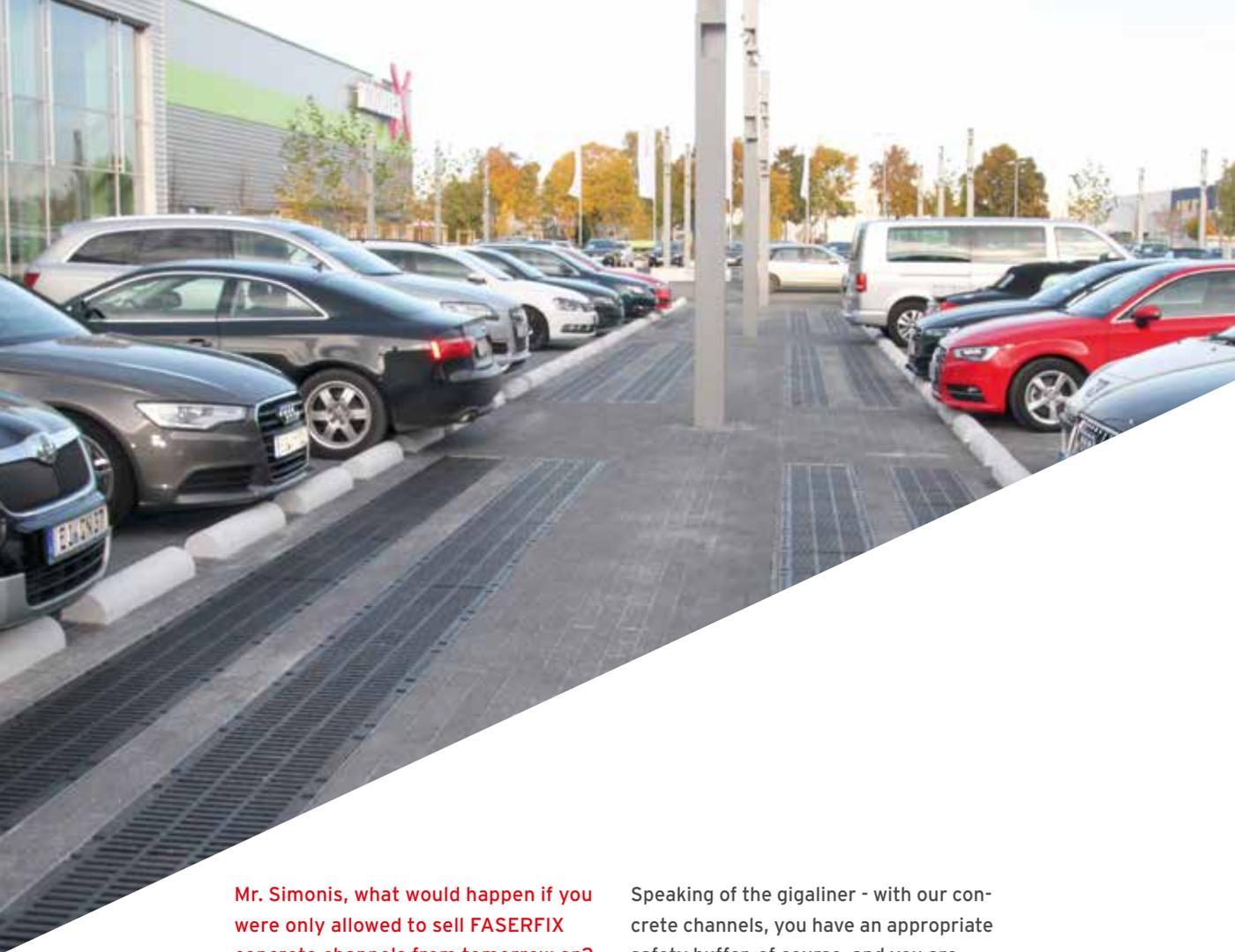


Doing one thing without neglecting the other: HAURATON puts its faith in two materials with vision: FASERFIX and RECYFIX.
(l. Heiko Schmidt, r. Rüdiger Simonis)

**WHEN PEOPLE USED TO TALK
ABOUT SURFACE DRAINAGE, THEY
MEANT CONCRETE CHANNELS.**

However, in the meantime materials technology is now so far advanced that both high-strength Polypropylene and fibre glass-reinforced concrete channels are being used in road construction. HAURATON has excellent products for both areas in its product range. FASERFIX and RECYFIX channels. It is the solution that matters to the customers, not the material. However, the material of the future is often not just a question of facts but also emotions. Rüdiger Simonis (Senior Export Manager) and Heiko Schmidt (South Germany Sales Manager) know their markets better than most and also where the journey is taking them.





Mr. Simonis, what would happen if you were only allowed to sell FASERFIX concrete channels from tomorrow on?

Simonis: That would be impossible, even from a purely logistical point of view. Particularly as far as deliveries outside Europe are concerned, weight is a decisive factor. We deliver to all corners of the globe. In some cases the lorries drive on gravel roads that wouldn't even pass off as field paths in Germany. Our RECYFIX channels withstand all of that and reach the construction site undamaged.

On the other hand: Mr. Schmidt, what would your customers in Southern Germany say if the company only had RECYFIX channels in the product range?

Schmidt: Particularly in South Germany where turnover is high, the market is more traditional. Here the motto is: „No experiments“. For this reason, our customers prefer to work with our FASERFIX channel. And the load requirements are ever-increasing.

Speaking of the gigaliner - with our concrete channels, you have an appropriate safety buffer, of course, and you are also well equipped for the future.

Shouldn't you be concentrating on a material in spite of this?

Schmidt: Working with different materials is exactly our strength. We do one thing without neglecting the other. After all, half of our turnover consists of project business. Here we not only provide products, but also solutions. Be it concrete, composite or steel - we have something suitable for any purpose. And the market is aware of this as well. A nationwide survey revealed that HAURATON is extremely appreciated when it is a matter of customised solutions. The synergy effects between the concrete and composite product ranges should not be forgotten. The strength of the one is based on the existence of the other.

Let's take a look at the future. Where is the market going? Which requests are you submitting to the research and development department at HURATON?

Simonis: In Germany and Europe we are having to deal with storm-like heavy rain and flooding at increasingly frequent intervals, but in Asia the situation is significantly more dramatic and the rainfall there cannot be compared with ours. For this reason we are going to up the ante. In order to gain a foothold in these markets, we are going to develop systems that process greater volumes of water.

Schmidt: However, climate change in Germany also means that our customers are having to allow for 30 percent more rainwater. It is important to deal with the subjects of ecology and sustainability intensively in Europe. Whereby HURATON is already extremely well prepared. For example, our modern production is CO₂-optimised. The RECYFIX products consist of 100% recycled and recyclable Polypropylene. And because communities are dealing with rainwater management, HURATON has developed the DRAINFIX CLEAN filter substrate channel for cleaning rainwater. However, I could imagine certification soon being needed at the European level. This is an area in which we should proceed in an exemplary fashion.

Another topic that is becoming increasingly important is the use of channels as a design element.

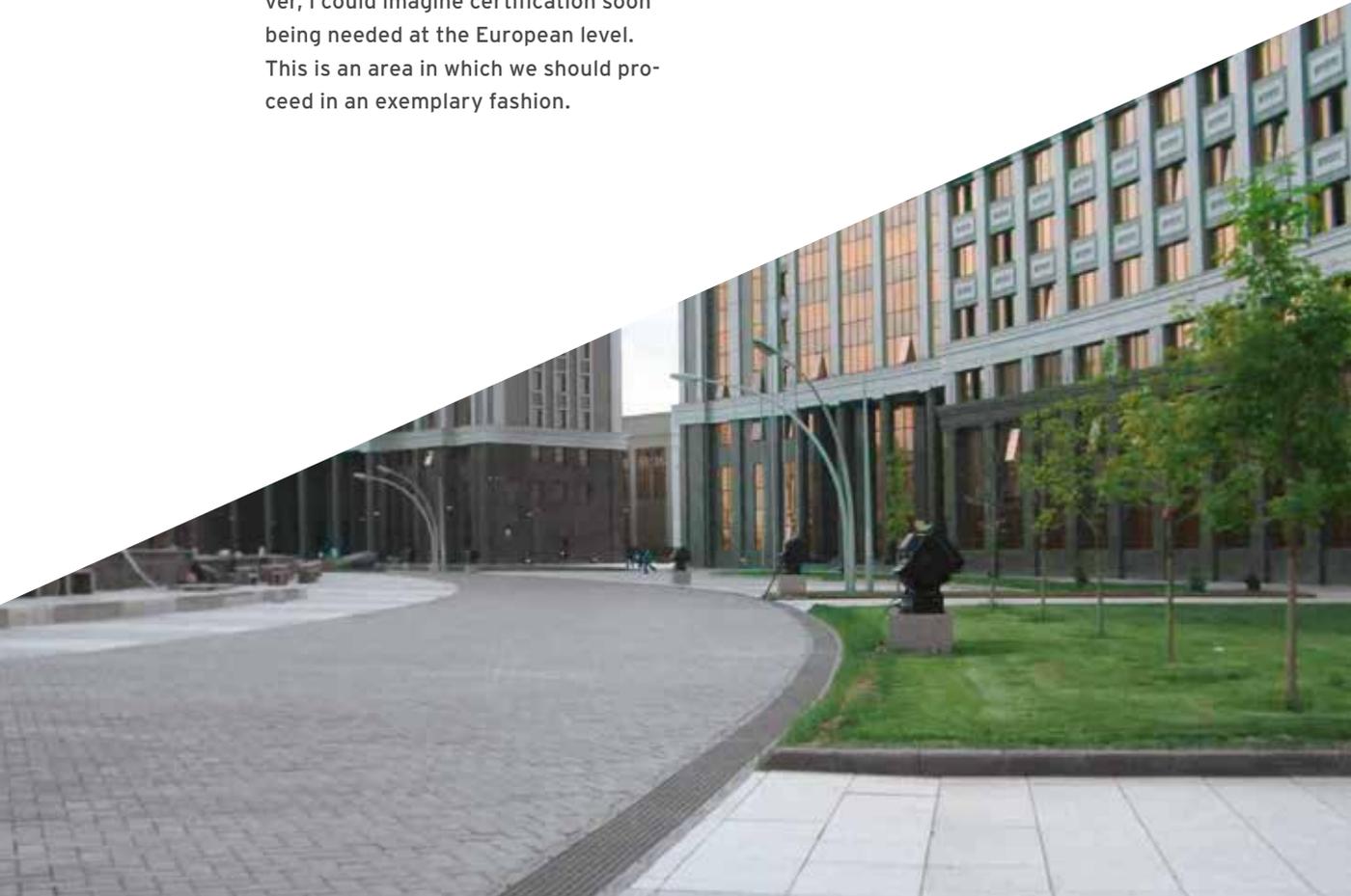
Simonis: We are looking to the future with optimism because we are extremely well prepared in all of these areas. HURATON is known for recognising trends at an early stage and developing appropriate solutions.

Schmidt: That is correct. HURATON really does bring out many new and more advanced products every year.

Finally, a personal question: How much influence does HURATON have on your private life?

Simonis: Well, my wife could sing a song about it! It starts when we fly anywhere on holiday. Whereas other people look at the countryside, I look at the ground. And that applies to all areas of life because HURATON is always present.

Schmidt: In this respect the „composite lads“ are no different from the „concrete lads“. In my case it goes so far that I bought my house because the previous owners had installed HURATON channels.



Top picture: Audi, Eching, Germany drained with DRAINFIX CLEAN channels and FASERFIX SUPER channels.

Bottom picture: Ministry of Transport, Astana, Kazakhstan, drained with RECYFIX STANDARD channels.





FASERFIX®

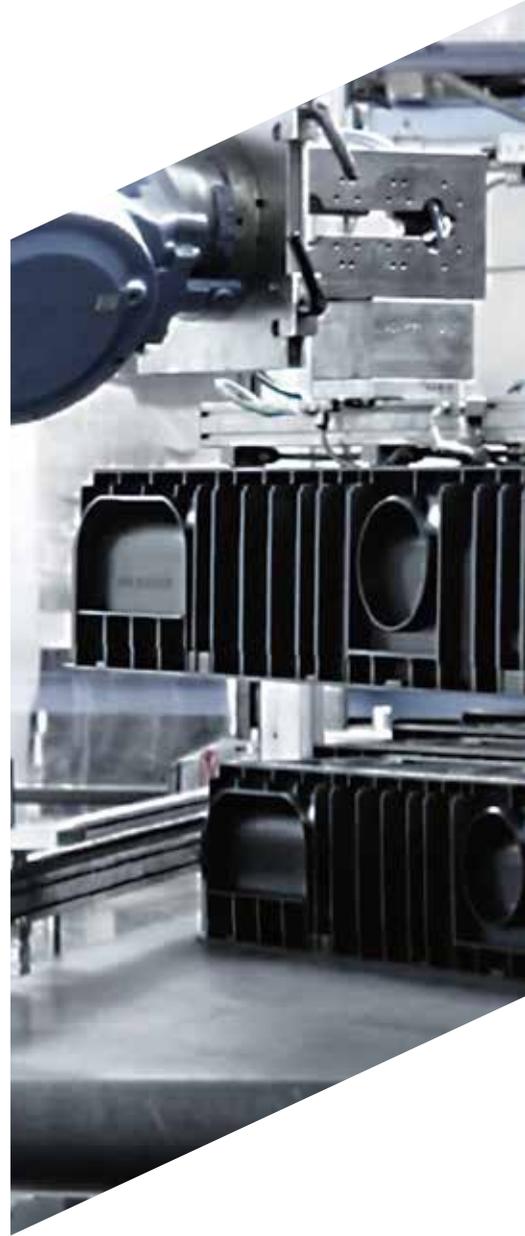
Concrete is extremely durable and robust; concrete buildings that are several thousand years old are still in use. Once it has been cast into shape, concrete retains that shape. It does not shrink or recede, and remains reliably stable and extremely resilient. For a long time, drainage channels were manufactured using conventional concrete. Since the beginning of the 1970s, HURATON has been using fibre glass-reinforced concrete for making channels. The fibres give the concrete significantly higher bending tension strength. As in trees, plants or bones, the fibres form a tightly-woven net that gives concrete a high degree of stability. Everything that is needed to make concrete is provided by nature. The main components are sand, gravel, water and cement.

Cement mainly consists of limestone or chalk and clay. Together with water it forms the cement paste that bonds the aggregate and produces an extremely hard and robust compound material.

HURATON procures these raw materials from local producers over short transportation routes. FASERFIX is a strong material for reliable and long-lasting drainage products. FASERFIX is permanently sealed, rustproof, emission-free and fireproof. And what is becoming even more important, FASERFIX is a sustainable and resource-efficient material.

RECYFIX®

At the beginning of the 1990s HAURATON started to make products from 100% recycled composite and established the RECYFIX brand on the European market. This composite has the advantage that it is easy to transport and install, and is also extremely robust. RECYFIX is so resilient that it is also used in civil engineering and road construction. The material is resistant to environmental influences and extremely durable. The initial material is decisive for the quality of recycling composite. For this reason, HAURATON searches for raw materials itself and helps its suppliers to procure the best possible recycled material.



In order to maintain the high quality standards, the intention is to combine internal and external know-how with suppliers and research institutes and perform comprehensive load testing. HAURATON is Europe's leading provider of drainage channels made from Polypropylene (PP) with its RECYFIX product line.





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