

Work & Life

OUR RECIPE FOR CAREER AND QUALITY OF LIFE



5 **Baby or office?**
No problem for Nadia Hofer

9 **Working or relaxing on the way**
Why time on the train is not lost

16 **Welcome to the Emmental**
Much more than cheese and cows



"To stay a leader in our field, we need the best people in their fields."

Marc Blaser, CEO

A family firm with added value. Blaser Swisslube is an independent Swiss family company with about 600 employees worldwide. As a technology leader in the metalworking industry, we strive daily to offer our customers the best solutions with optimal value-added.

We invest in your future. As an employer, we create the best conditions for our employees to fully evolve and continuously develop their skills. Because we know that individual accomplishment is the key to corporate success. That is why our teamwork at Blaser Swisslube is always based on trust, openness and mutual respect – both internally and externally.

Self-responsibility – the key to success. Innovation is not possible without the courage to seek out unconventional solutions. For this reason we promote self-responsibility and enable the greatest possible freedom for entrepreneurial thinking and action at all levels. It is this and our friendly family atmosphere that motivate so many of our employees to dedicate themselves consistently to achieving our corporate goals. We look forward to you joining our team. Blaser Swisslube offers you a multifaceted career with committed colleagues, a positive working environment, and motivating benefits.

Contents

2	Editorial Marc Blaser on individual accomplishment as the key to corporate success
4	Happiness makes the difference Renate Troxler knows what employees like
5	Balancing job and family A working day with Nadia Hofer
8	Tomorrow's upcoming professionals Melanie Zaugg and Zuhra Mansur talk about their apprenticeships
9	Traveller between two worlds An entertaining train journey with Mathias Schaller
10	A jubilee party for young and old Blaser Swisslube's 80th jubilee – with about 500 guests
12	Where research and practice meet Why Niklaus Rüttimann chose Blaser Swisslube
14	A strong brand Christian Schmidt explains the Blaser Experience
16	Living and working in the Emmental Welcome to the home of Blaser Swisslube

Happiness makes the difference

Is there a secret recipe for employee happiness? I don't think so – because it's no secret that satisfied people are happier! And the key to this is acknowledgement at the workplace. Those who get genuine recognition like doing their jobs all the more, and deliver better results accordingly. Not only do they themselves benefit from this, but also their departments and the company as a whole.

Acknowledgement has many faces, ranging from a simple thank you to staying in touch with former colleagues after their retirement. To me, the best form of recognition is taking time to talk. There's nothing better than personal dialogue to find out what is going well and where there might be problems. During such one-on-one discussions, employees also experience how Blaser Swisslube cultivates mutual trust and openness. Here we all have the chance to develop our full potential.

This also includes setting clear targets. Today, hardly anyone wants to stay ten years in the same job. That is why career development is not only important at Blaser Swisslube, but also matter of course. And the same applies to taking account of personal circumstances. Whether through part-time employment or flexible working hours, we always strive to meet the personal needs of our people.

With attractive remuneration and side benefits as well, I think we can justifiably claim to be an appreciative employer. And I see every day at Blaser Swisslube that this really does make for happy, contented employees.

***Renate Troxler** has been Global Head of Blaser Swisslube Human Resources since 2011. She spends her spare time diving to the depths of the ocean or hiking up to the mountain peaks.*



Balancing job and family

Work, family, friends – at Blaser Swisslube Nadia Hofer easily reconciles all three. We spent a day accompanying this PR/marketing professional and mother-to-be.



A hearty breakfast is important – for me as mother-to-be anyway! So I take time for it before leaving for the office. Since November 2012 I have been PR coordinator at Blaser Swisslube. My tasks include writing online and offline articles, media planning, keeping in touch with editors, and projects in the PR and social media areas. And just over a year ago I completed a course in online communication at University of Applied Sciences and Arts Northwestern Switzerland (FHNW).

My working day normally starts between seven thirty and eight. But on the way to work I often read posts in the business networks, and online news in the professional media. When I get to the office I start dealing with the inquiries and requests received from various countries; today's programme includes compiling new advertisement drafts and composing a press release for India. And at 10 a.m. a videoconference with a PR consultant is scheduled – I am looking forward to that.

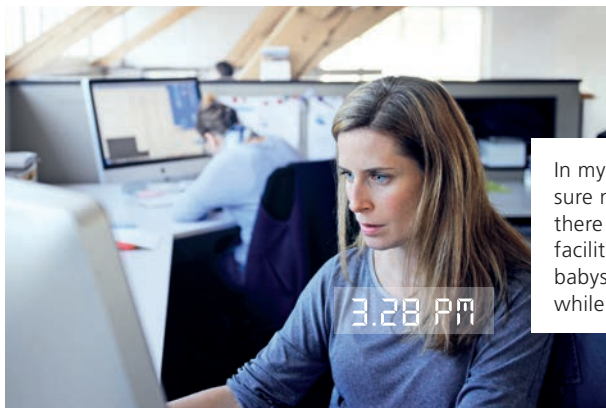




The international environment of Blaser Swisslube is great for me. I'm in contact every day with people all over the world – whether an expert in Brazil or a sales manager from China. This adds variety to the daily routine and broadens my horizons. It also gives me plenty of opportunities to practise and improve my English.



About 300 people work here at headquarters. In this friendly family atmosphere it's easy to make new contacts, and I'm glad Blaser Swisslube is keeping me on after maternity leave. The 40 per cent workload will be ideal for taking time with my child while also staying active professionally. I can even get back to looking after the online projects that I find so interesting.



In my job I have to concentrate. To do that, I have to be sure my child is well looked after in the meantime. Luckily there are plenty of excellent and inexpensive child-care facilities these days. And apart from day care centres and babysitters, grandparents are often happy to take over while Mum and Dad are at work.



After work, it's time for a change. Burgdorf offers lots of possibilities – sports and shopping, art galleries and cinemas. But tonight I have a dinner date with a friend. She just returned from a long trip, and I want to hear all about it. Who knows – maybe I'll get an idea for the vacations.



***Nadia Hofer** has been PR coordinator at Blaser Swissslube since 2012. She is expecting her first baby – and looks forward to carrying on with her job afterwards as a mother.*

Tomorrow's upcoming professionals

Knowledge is a valuable asset that multiplies when shared. That is why Blaser Swissslube attaches such importance to training and fostering young talent. Here are two of our trainees.

How did you get your apprenticeship with Blaser Swissslube? I did a trial apprenticeship when I was in 8th grade at school, and then did another two days during the summer vacations because I liked it here so much. That's why I was so pleased to get a call soon afterwards offering me an apprenticeship as chemistry laboratory assistant.

What do you like best about your training? Mathematics and chemistry always fascinated me at school. And now chemistry will be the focus of my job while mathematics is an important subject at college – a double advantage for me.

How do you see yourself ten years on? Currently I'm concentrating on completing my apprenticeship. Meanwhile I'm a keen member of the UHV Skorpion Emmental floorball team – and need time for this as well. But after my apprenticeship I think I'll attend the School of Professional Maturity.

How did you get your apprenticeship with Blaser Swissslube? I live nearby and know Blaser Swissslube well. During my intermediate year I applied for a trial apprenticeship here as well as other places. Although this is now a big company, you still feel strongly the friendly family atmosphere. I missed that in other firms. So I applied here for an apprenticeship and was accepted.

What do you like best about your training? The variety! During the apprenticeship here I go through at least nine departments, learning new things all the time. This would not have been possible anywhere else.

How do you see yourself ten years on? Maybe I will have passed the "Passerelle Berufsmaturität" (additional qualifying examination) by then and go to university. Otherwise I'll get my diploma and work in commerce. It's just important for me to move forward and keep on setting new goals.



*Melanie Zaugg (17),
Chemistry laboratory
assistant apprentice*



*Zuhra Mansur (18),
Commercial apprentice EFZ [Swiss
Certificate of Competence]*

Traveller between two worlds

My job hinges on high tech all over the world. Every day I work from my desk with colleagues in São Paulo, Hong Kong, New Delhi or New York. Such a responsible job with international interchange never loses its fascination. This is just the kind of professional challenge I was looking for – and I found it tucked away in the Emmental valley at Blaser Swisslube!

So far I have never considered relocation. I like country life – but my roots lie in the city. That is why I prefer to travel between the two worlds, even covering nearly 50,000 kilometres per year. I spend three hours in the train every day, and some people may find that crazy, but for me time on the train is not lost. Quite the opposite in fact: commuting can also mean quality time, and I look forward to it every morning.

The train is like my living room on wheels. What other people do on the sofa, I do on the way. In the mornings I read, relax, or focus my thoughts on the day to come. I would never have thought it possible to tank up so much energy on the train.

Lunchtimes I like enjoying the beauty of the Emmental. And there are plenty of nice things to do – jogging along the banks of the Emme with a wonderful view of the Eiger, Mönch and Jungfrau peaks, a hearty (and reasonable!) lunch at a cosy tavern, or a summertime dip in the nearby pool.

Going home in the evening, I mainly work on concepts and projects I didn't have time for during the day. And then I just work out leisure plans with family and friends, find out about new places to go, read about other countries and cultures, plan hiking routes, or get inspired by cookery books.



Mathias Schaller joined Blaser Swisslube in 2012 and is currently Head of Supply Chain Management. He lives in Baden near Zurich, about 73 kilometres from Hasle-Rüegsau as the crow flies.

A jubilee party for young and old

Blaser Swissslube's eightieth birthday party on June 10, 2016, continued well into the small hours. The 500 or so guests included employees with their families as well as plenty of retired colleagues. This jubilee celebration at the Hasle-Rüegsau headquarters shows just how well we not only work together but also have fun together.

"I've worked for various companies, but never before seen a standing ovation for the founder family. This shows just how highly the employees esteem their management. And I experience this appreciation here day by day."

Monika Baumann, 1986, Human Resources Development Assistant

"I like it here a lot. In this friendly family atmosphere it's easy to make and cultivate contacts."

Linda Brünisholz, 1963, Lubrication Technology Specialist

"We retirees enjoy keeping in touch with the company and meeting up again with former colleagues here."

Roland Hartmann, 1951, retired

"This is my first summer party at Blaser Swissslube – and I'm amazed! It's particularly great to see whole families here as well. That shows just how important getting together is for the founder family."

Niklaus Allemann, 1977, Sales Manager Switzerland





Where research and practice meet

Blaser Swisslube is not only a leading producer of cutting fluids, but also an international technology leader in this sector. Niklaus Rüttimann explains here his penchant for the interface between research and practice.

Dr Rüttimann, as a specialized mechanical and production engineer, what brought you with this background to Blaser Swisslube? That's a very good question! After completing my PhD I really thought cutting fluids were a matter for chemists, not engineers. Although your characteristic blue-white drums of cutting fluid were familiar to me in the laboratory, this was not a research issue for me. But I soon changed my mind when a colleague at the ETH pointed out a vacancy in the Blaser Process Engineering team.

What was it that changed your mind? It was at the job interview in Hasle-Rüegsau. First I had to look for this place on the map of Switzerland. Then I was all the more astonished to find here a state-of-the-art technology centre with first-class machine tools, the envy of many a modern research laboratory. Research partnerships are forged face-to-face here with global machine and tool manufacturers to promote applied cutting fluid research and advance our own know-how.

And what exactly do you mean by process engineering in this case? At the machining technology interface we work with various internal and external partners. As a result, our tasks are very diverse. For example, we support chemistry R&D activities because the way cutting fluid works during machining – i.e., between tool and chip – is an interdisciplinary matter. Neither chemistry nor production technology can define it completely. We also organize and lead research projects together with the Federal Institute of Technology (ETH) in Zurich and other universities to advance our fundamental and applied scientific knowledge.

So you work exclusively in research? No. We also help our salespeople with specific knowledge whenever they need it for optimizing cutting fluid applications with a customer. Furthermore, we provide support in technical partnerships with machine tool manufacturers like DMG MORI or Sandvik in order to develop market-ready solutions together.





Niklaus Rüttimann graduated from the ETH Zurich with a PhD in "Simulation of the Machining Process with Mesh-free Methods". He has been with Blaser Swisslube since 2013.

A strong brand



Christian Schmidt has looked after Blaser Swisslube branding since 2010, and is now responsible for brand management. He passionately follows up his mission of consistently realizing the “Blaser Experience” worldwide, while continuously furthering brand development at the same time.

From supplier to technology partner

Cutting fluids are still regarded by many today as a necessary evil. But the market is changing – and Blaser Swisslube plays a key role in this evolution. More and more companies are recognizing the enormous potential benefit of correctly using innovative high-grade products. And we have all the necessary know-how for fully exploiting this potential. It is no longer merely a question of analyzing the customer's situation and providing the right product accordingly. We go a lot further, by advising and supporting our customers in optimally balancing all the peripheral factors around cutting fluid so as to maximize benefit. This includes in-depth analysis and continuous optimization of their processes and results. Accordingly, Blaser Swisslube is increasingly becoming a technology partner rather than a mere supplier.

A diverse clientele worldwide

Blaser Swisslube customers range from local workshops to medium-sized technology enterprises to globally positioned corporations. But however different their tasks and demands, they all have one thing in common: they expect solutions tailored to their individual needs and situations that enable them to dependably reach their goals. However, they are subject to constantly changing conditions. New machines and processes, innovative tools and different materials are increasingly placing new machining demands that we proactively help our customers to solve systematically through close cooperation. Our customers can depend on us for first-class products and services that optimally meet their respective business needs – whether focusing on greater productivity, cost-effectiveness, process dependability, better machining results, or optimizing all at the same time. That is the “Blaser Experience” we want every customer worldwide to realize again and again. Not only does this demand outstanding competence and expertise in the respective markets, but we also have to be close to our customers wherever they are, and continuously improve our entire offering.

Technological leadership is our claim

Our state-of-the-art R&D laboratory, our own technology centre, and our ongoing drive for improvement, are the key to continuous innovation. Our production technicians, mechanics, chemists, microbiologists and other experts ensure that we establish ourselves worldwide as technology leader in all aspects of cutting fluid applications. This claim has always upheld our success and will bring us to peak performance again and again in the future, so that we continue to strengthen our market positioning. To this purpose we shall go on investing continuously in all areas of our company.

Competence at the service of our customers

Our primary objective is to provide our customers with sustainable solutions that demonstrably give them substantial added value and continuously help them to be more competitive. To this purpose we have built up comprehensive know-how in all relevant fields, which we shall continue to update and expand in future. This means in detail:

- that we have a precise knowledge of all production processes and machining operations;
- that we possess in-depth knowledge of machines and tools, and follow up the latest trends;
- that we fully understand current and future demands on cutting fluids;
- that we are fully familiar with the machining characteristics of all materials;
- that all this knowledge flows into our product development;
- that we support our customers on site with their process optimization.



The 4,000 m² technology centre and laboratory at headquarters.

Living and working in the Emmental





The home of Blaser Swisslube is in one of the most beautiful parts of Switzerland, famed far beyond the Swiss borders. But the Emmental has more to offer than the beauties of Nature and the finest cheeses. Come and discover the highlights of a region that could soon be your home as well!

Ever since 1936 Blaser Swisslube has been headquartered in Hasle-Rüegsau, Switzerland.

Around Hasle-Rüegsau

Blaser Swisslube headquarters are located between Hasle and Rüegsau in the Emmental.

The **historic arched timber bridge** is their joint emblem and has the longest span in Europe at 60.15 m.

Thanks to **train and bus connections every 30 minutes**, the main destinations in the vicinity are easily reached quickly without a car.

For **hikers, joggers and cyclists** the Emmental with its gentle hills and green meadows is a real paradise. And walks along the banks of the river Emme or one of its tributaries are also popular, not only in summer.



Housing and living

The **housing choice** in the Emmental is exceptionally varied. The offering ranges from practical **studios** for weekly residents, **apartments** with modern amenities to **comfortable houses or chalets** for the whole family. Apart from Hasle-Rüegsau, our people also like living in Lützelflüh, Affoltern im Emmental, Kirchberg, Oberburg, Burgdorf or Berne.

With a close-knit network of **kindergartens, primary and secondary schools**, the Emmental school system is well structured and organized. After compulsory schooling, the Emme training centre offers a wide range of training and further education possibilities right up to vocational school leaving certificate – prerequisite for admission to **Berne University of Applied Sciences and Industry**. The academic path leads to Burgdorf grammar school, whose maturity certificate is recognized by all Swiss universities.

The Emmental people are of robust Swiss stock, but **health services** here are impeccable. Often a visit to the **chemist** or **doctor** and a little patience are enough to get you back on your feet again. In serious cases the **Burgdorf and Langnau regional hospitals** offer comprehensive medical care. Furthermore the **Inselspital Berne** nearby is one of the biggest and most modern Swiss university clinics.





Shopping and leisure

Apart from a comprehensive selection of food and speciality stores for day-to-day shopping, **Hasle-Rüegsau** also offers several sports facilities and associations to suit practically everyone. Not far away are **Berne, Thun and Burgdorf** with their leisurely old city centres, lively markets and charming little shops for handicraft lovers.

For a more modern aspect, it is worth visiting the **Westside leisure and shopping centre** in Bern Brünnen. This striking building by star architect Daniel Libeskind incorporates not only an elegant shopping mall, but also a 10,000 m² adventure pool and a multiplex cinema.

A favourite among newcomers and long-standing residents alike is also **Lyssach Shopping Mile** near Burgdorf. The IKEA, TopTip, Diga Möbel, Lumimart, Mediamarkt, Fust, Conforama and other stores here will meet all home and leisure wishes both large and small.



Culture and entertainment

In **Burgdorf** at the **old slaughterhouse**, you can see imposing works by Bernhard Luginbühl, such as his 11 metre long moving iron sculpture called "Zwilling" (Twin). The **Franz Gertsch Museum** houses a permanent collection of this artist's works, complemented by special exhibitions on a regular basis.

Berne has a comprehensive offering for art and culture enthusiasts. At the **Concert Theatre Berne** you can attend opera, theatre and ballet performances as well as concerts by the Berne symphony orchestra – a quadruple arrangement unique in Switzerland. There are also some very interesting galleries and museums. **The Paul Klee centre, Art museum, Historical museum** and **Natural history museum** certainly offer enough diversion for more than one rainy afternoon.

Berne is also at the **centre of the Swiss pop music scene**, as shown by the ongoing success of groups and artists such as Züri West, Patent Ochsner and Sophie Hunger. During the four-day **Gurten festival** the local heroes happily share the stage with international stars such as Muse, Ellie Goulding or Lenny Kravitz. This open-air event on Berne's own mountain is a summer highlight for musicians and fans alike.

Come aboard and rise with us!



More than 30 years ago Peter Blaser had the idea of carrying our name out into the world on a hot-air balloon. This was the beginning of the Blaser ballooning group, with 20 balloons and more than 80 members in Switzerland, Germany and the USA. Innumerable customers and employees have since enjoyed ascending with one of these gentle giants and overlooking the world for a while.