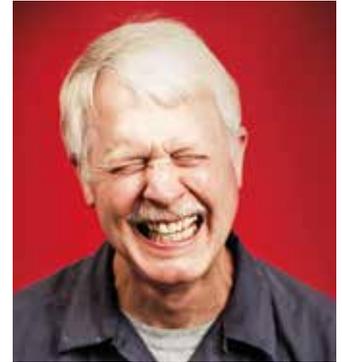




GEORGIOS ALEXANDRIS  
Production Team Member



FRANK MÜLLER  
Network Administrator



DAVE MURPHY  
Production Team Member



ALEXANDER SCHOO  
Production Team Member

WÖRWAG EMPLOYEES FROM ...

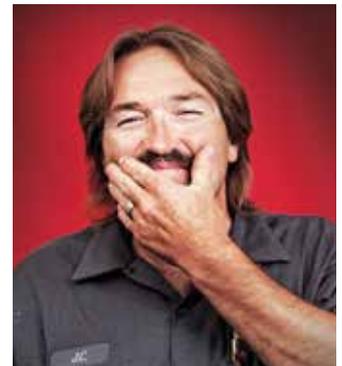
-  ... Stuttgart (Germany)
-  ... Lafayette (USA)
-  ... Barcelona (Spain)



ANITA VERDONKSCHOT  
Human Resources Manager



THOMAS FAUSER  
Customer Service KL1-A/TKM



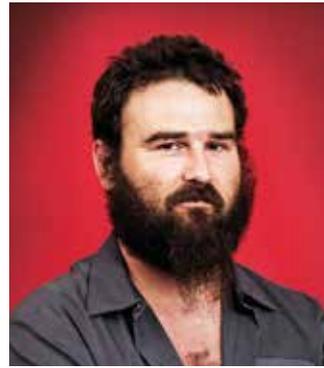
JC KILLIAN  
Production Team Member



JOACHIM STROBL  
Head of Supply Chain Management



REINHOLD GINGER  
Quality Gate Assistant



JUDD JENKINS  
Production Team Member



BRAD STOCKBERGER  
Production Team Member



SAVVAS GIAGOUNIDIS  
Color Match Team



ROB PETERSON  
Color Team Supervisor



RAFAEL LÓPEZ  
SCM Specialist



GUSTAVO DIAZ  
Production Team Member



MICHELE DI PAOLA  
Production Team Member



APOSTOLOS ANTONIOU  
Process Technology Specialist

## EXTREME SHAVING

# To a hair's breadth

**The exclusive, reliable coating of razors with high-quality paint requires special expertise. This is not the only reason why Wörwag values its collaboration with Braun. There are quite a number of reasons for a hairy declaration of love.**

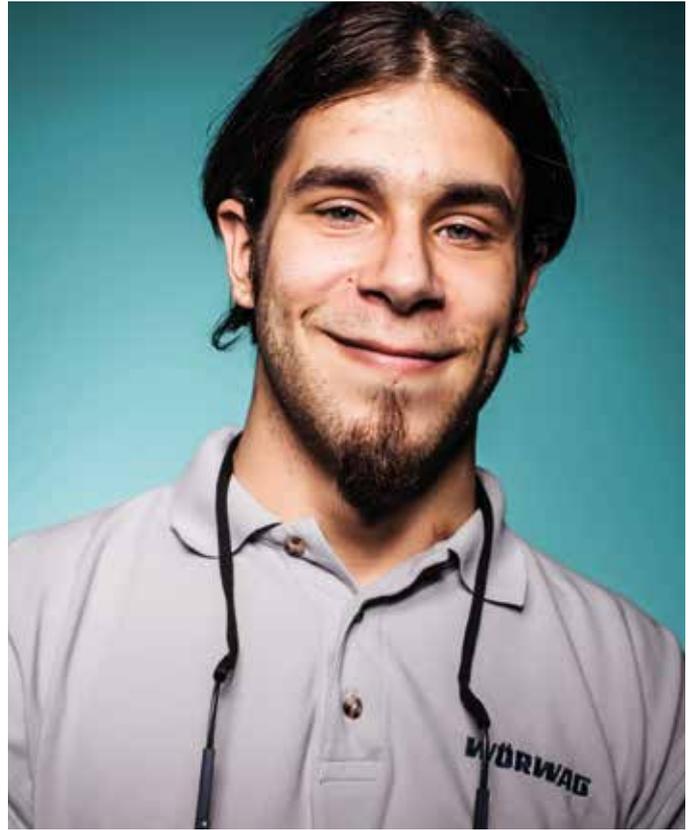
By Reiner Schloz; photos by Frederik Laux, Laurent Burst, José Carlos Zarcero Moralo



PASCAL ZELFL  
Paint Technician EW1-PE-LMBL



MARIO MUÑOZ  
Production Team Member



ROBERT HAHNER  
Production Team Member



MATHIAS PETERS values long and close partnerships with customers. The commercial technical assistant has been with Wörwag for 22 years, and has worked together with Braun for the last eight years. As a project manager in the industrial liquid coatings department, he's especially proud of one thing: "We consistently deliver the exact same premium quality."



ERICA GIBSON  
Chemist



GEORG BUSSMANN Head of  
International Technology Management

Full beard, mustache, goatee, designer stubble: facial hair is back. And, since Austrian diva Conchita Wurst's victory at this year's Eurovision Song Contest, a neatly trimmed facial hair feature even gives ladies unimagined means of expression. It doesn't have to be taken so seriously. But it does have to be cared for, trimmed, and shaped. This requires razor handling that is just as intensive, yet a little different from a clean shave.

#### Employees at the photo shoot

In any case, the bearded men at Wörwag were happy to respond to the request to be photographed for this story. A declaration of love for the customer Braun, which the ladies also wanted to be a part of. Even without any stubble, they unleashed their creativity in front of the

camera, creating images with symbolic power. After all, in addition to quality and reliability, creativity is the main reason behind the successful collaboration with Braun, which has already been in force for over ten years. "This partnership is very important to us," affirms Mathias Peters. The project manager from the General Industrial Liquid Paints department knows just how high the manufacturer's standards are when it comes to the razor coating. Good solutions aren't enough: nothing less than the best will do.

This applies to every device in every model range, including the premium razors. For the third time in a row, Series 7 blew the competition away and was awarded an overall score of 1.5 by the Stiftung Warentest consumer organization. The new "799cc-7 Wet&Dry" was in the running. The reasons for its success included: "It gives the →

Photo: Boris Schmalenberger



JOAN HERRERA  
General Manager



SEBASTIAN BIRME LIN  
System Administrator



MICHELLE BUTTREY  
Customer Service



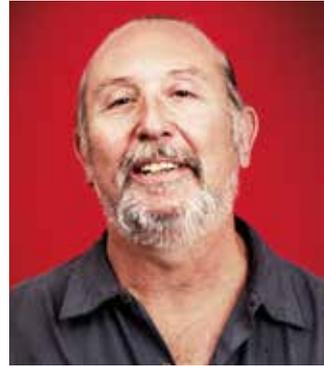
MICHAEL ROSENNOW  
Team Member Robotic Laboratory



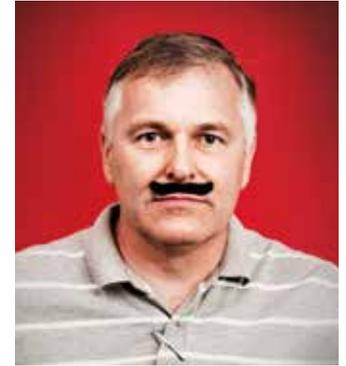
SIMON MARDINIAN  
Works Council Chairman



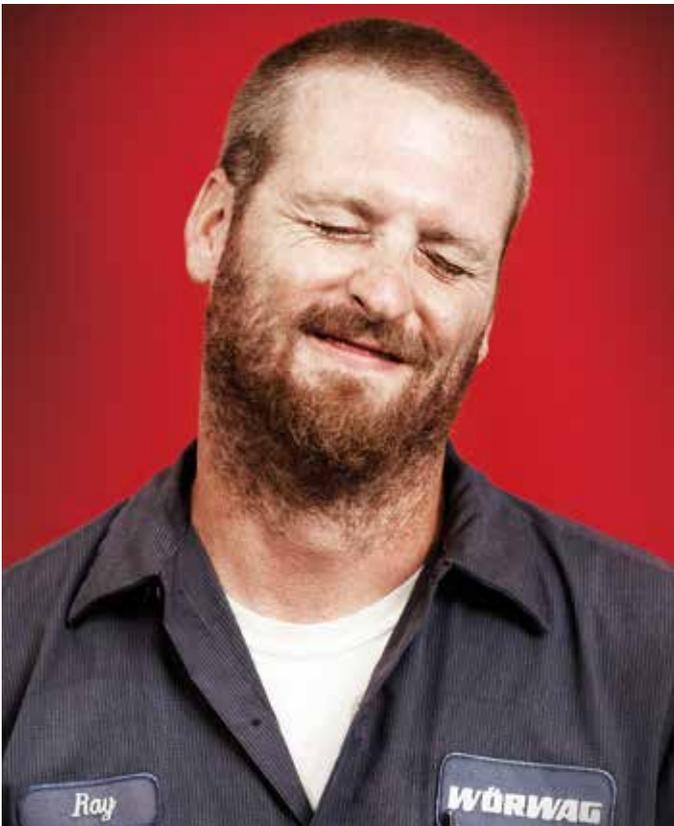
FRED WAGNER  
Product Manager KL2-IP/FL



BOB MALADY  
Production Team Member



MIKE GRANDY  
President



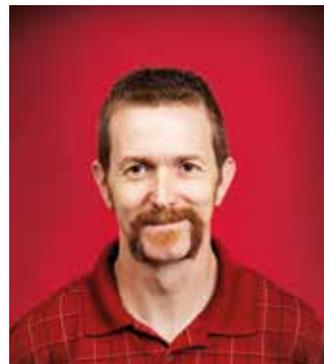
RAY GOLDER  
Production Team Member



CEM TÜMKAYA  
Production Apprentice Chemicals



RALF FRANZ  
Purchasing Specialist



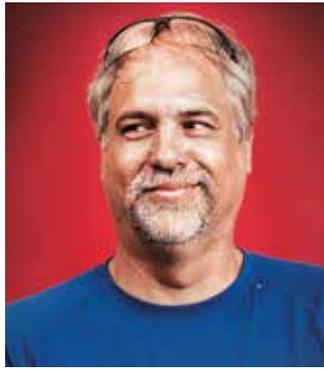
KEVIN GOAD  
Product Development Chemist



JÜRGEN ORTMEIER  
Head of Development



RICHARD GRIFFIN  
Production Team Member



RICHARD OSTERMEYER  
Maintenance Supervisor



DAVID MACÍAS  
Service Technician (Asistencia Técnica)

“We receive a special order. And then we look through our wealth of experience to see what we can refer to.”

Andreas Bäuerle



PHIL GIORGIO  
Quality Control Technician



JANOSCH STICKEL  
Laboratory Assistant EW3-WT



SIMONE SEIDEL  
Application Technician Control



DEREK STETLER  
Production Team Member



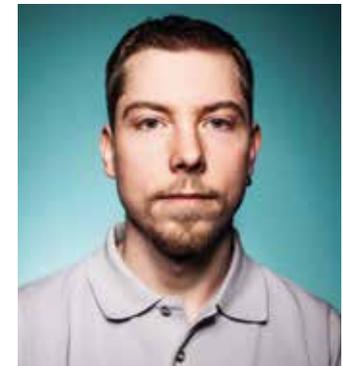
MICHAEL SABO  
Head of Process Technology



MONTSE LÓPEZ  
Sales Manager



JASON JOHNSON  
Production Team Member



DANIEL SCHUMACHER  
Production Team Member

→ most thorough shave and has the best battery life by far.” Premium razors by Braun are equipped with sonic technology. The motor operates at 10,000 micro-vibrations per minute and automatically adjusts to suit the beard thickness. In particularly difficult spots, Intensive mode is activated: the linear motor increases the sonic vibrations to such an extent that the razor manages even particularly hairy areas without loss of power.

### Resisting alcohol

Such technical superiority should be apparent to customers at a glance. That’s why the design, look, and feel of the different models plays a big part. The best possible shine, shock resistance, and resistance to sweat, salts, and bacteria are required.

However, the key lies elsewhere. Premium models are stored in a cleaning and charging station. At the touch of a button, this cleans the razor using a warm alcohol solution. “Alcohol is a strong solvent: it goes through virtually everything, even through coats of paint that are neither damaged nor weakened,” explains Andreas Bäuerle, head of the Industrial Liquid Paints department.

To solve this problem, the paint experts initially proceeded using the standard methods. Bäuerle: “That’s the nice thing about our work. We receive a special order and then we look to see what we already have, the wealth of experience we can refer to.” Braun clearly landed in the special preserve of vehicle paints. For Braun, even more than shine, it is the reliability and adhesion of the paint that counts, whether on steel, aluminum, or—as for the razor—on plastic. Project manager



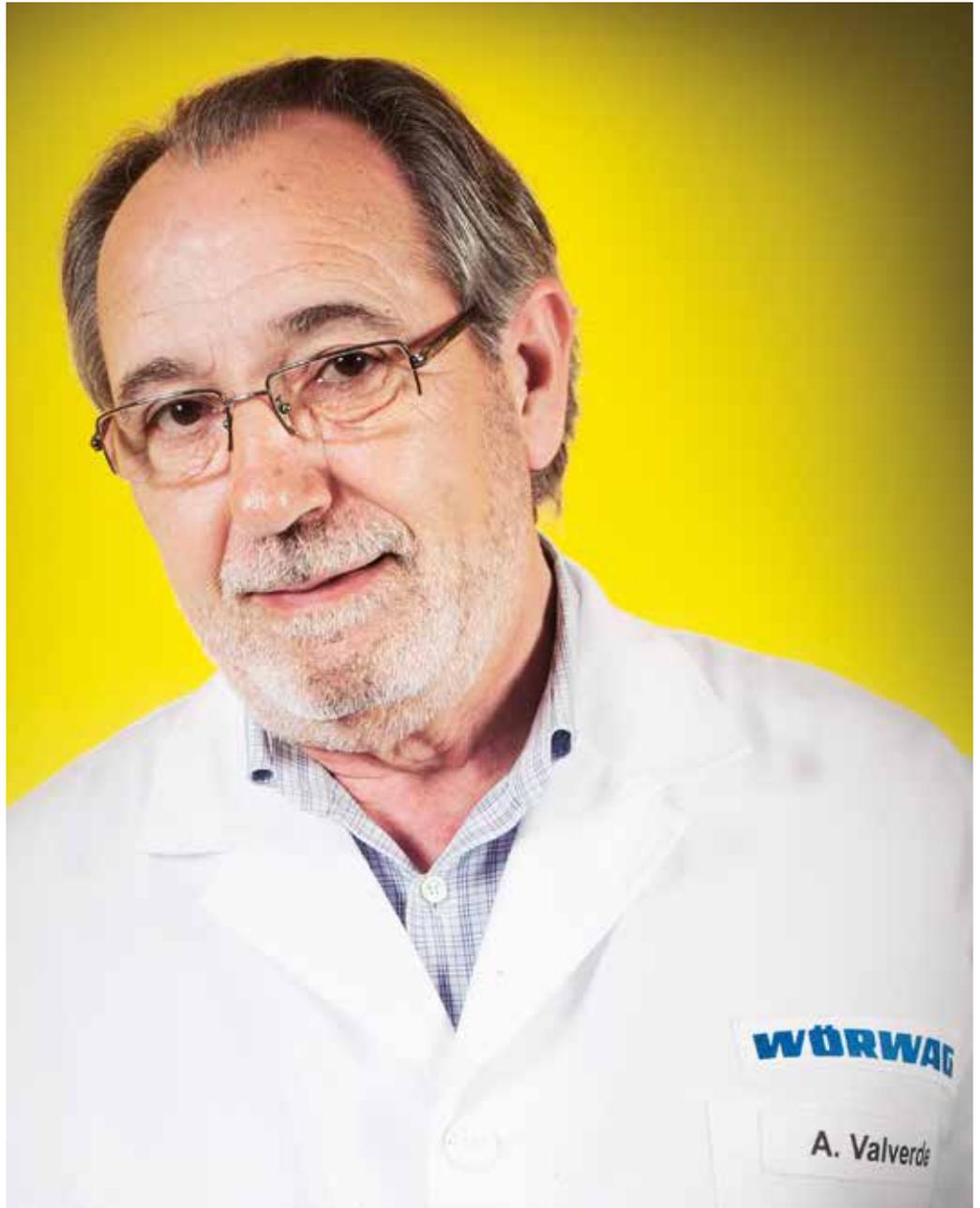
BARBARA PETERSON  
Technical Director



WILLIAM CARTER  
Color Match Team



CARSTEN SZEDZINSKI  
Production Team Member



ANTONIO VALVERDE  
Laboratory and Production Technical Colorist

Peters: "The creative part of our work starts when we customize similar products to the customer's desires."

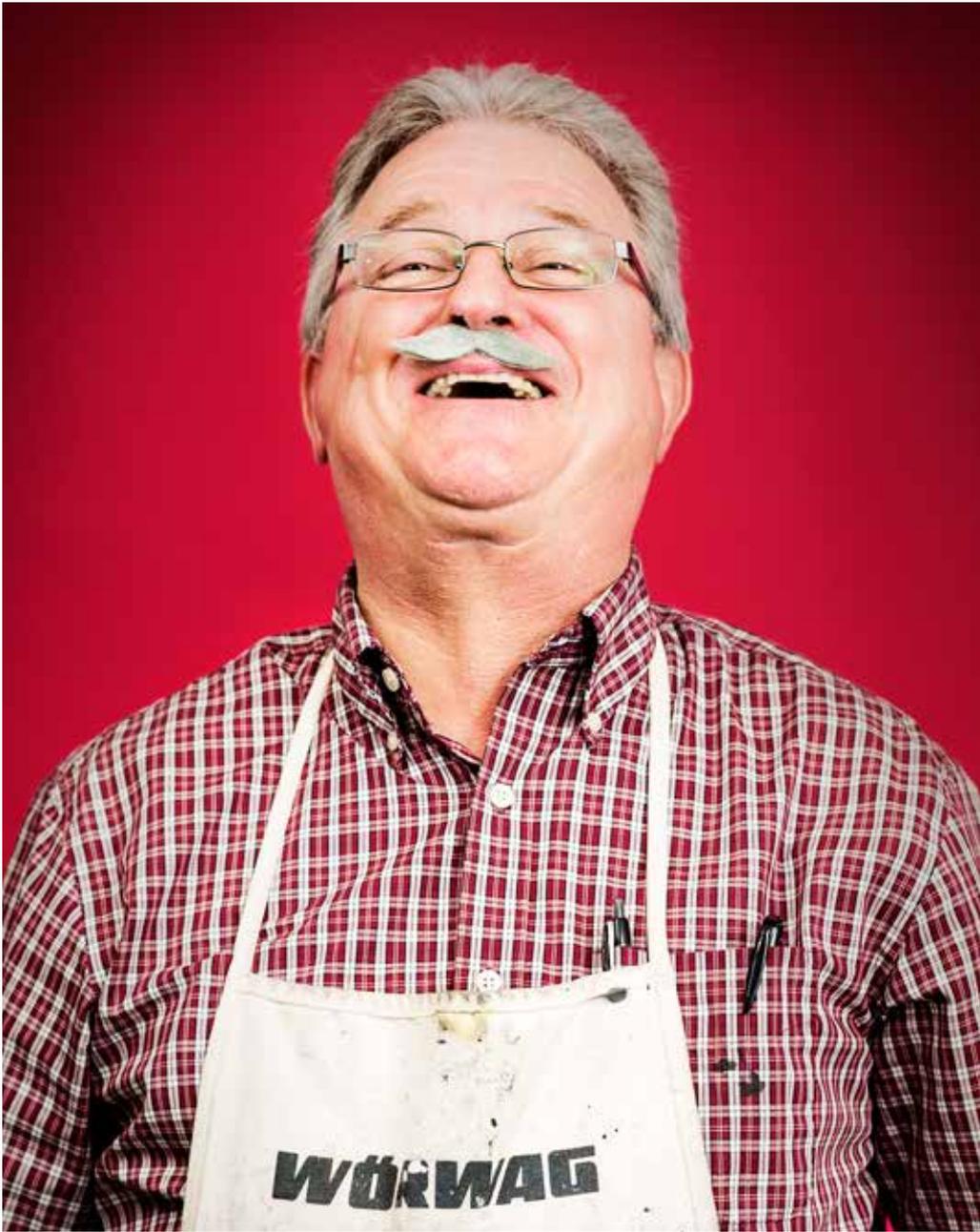
### Hard testing program

Braun razors have three coats of paint to thank for their high-quality look and feel. A primer, the colored base coat, and a special clear coat ensure an attractive appearance as well as the best possible protection. The coating has been extensively tested. Following certification and approval by Wörwag, the Braun company tests the product again in their paint shop. After all, with industrial paint, laboratory and end results may differ. It also makes sure that Wörwag always delivers the paint in the same quality, to a hair's breadth. If nothing else, this requires a constant viscosity (ease of flow). Which is not so easy if you

consider that the paint in each coat consists of 20 to 30 components. As a result, the specialists in development and production at Braun and Wörwag have established a trusting collaboration over the years. Peters: "We have an excellent working atmosphere. We get on very well as a team."

The partnership with Braun is not just an image factor, says Braun. There are also a large number of orders behind it. Premium razors are currently available in four colors: black, silver, metallic gray, and "noble metal." In peak months, several tons of paint were delivered in each color. In turn, Braun values its partner's service just as much as its product. As a result, the supplier from Zuffenhausen was awarded top marks.

Which is as good a reason as any to contentedly run your fingers through your beard. ■



RON HANCOCK  
Chemist



CONNIE HOLLIS  
Plant Controller



PATRICK THIERRY  
Color Manager



APRIL HORNING  
Quality Systems Manager



JULIA BUTCHER  
Administrative Assistant



MATT PITTS  
Manufacturing Team Member



GUDRUN POHLE  
Technical Manager



ALEX VON AU  
Senior Development Chemist /  
Automotive Interior Development



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Editor

DANIELA RENZO  
Head of Corporate Communications

LAURENT BURST  
Photographer



MELANIA HAUN  
Color Team Specialist

ANGELA TSCHIERWITZ  
Group Leader /  
Automotive Hydro Basecoat Development



MATEO DICHA  
Lab and Service Technician (Técnico Laboratorio/Asistencia Técnica)