

reflex

Thinking solutions.

Management Manual





Thinking solutions.

Contents

Who we are.	p. 3
How did we get to where we are today?	p. 4
We have a plan!	p. 5
We are building trust!	p. 6
There's a method to it!	p. 7
The future has begun!	p. 8
Management policy	p. 9

For ease of reading, we do not use the various gender forms male, female or transgender and others. All job descriptions apply equally to all.



Who we are.

Reflex Winkelmann GmbH is one of the leading manufacturers of high-quality systems for heating and hot water supply technologies. Under the proven and future-oriented model concept 'Thinking Solutions', we stand for an integrated solution competence and – through the synergies of the brands Reflex and SINUS – we provide a comprehensive offer for our customers.

Portfolio

In addition to diaphragm pressure expansion vessels, our portfolio includes innovative components and integrated solutions for pressure maintenance, make-up feed, degassing and water make-up as well as hot water storage tanks, heat exchanger and hydraulic distribution & storage components.

History

Under the umbrella of the Winkelmann Group – founded in 1898 as a craftsman's workshop by Heinrich Winkelmann and Caspar Pannhoff – three independent business divisions are combined today. In this respect, Reflex Winkelmann GmbH is one of the main pillars of the reflexGroup division.

Development

The "reflex" brand established for decades on the market will celebrate its 50th anniversary in 2022, meanwhile having advanced worldwide as a synonym for high-level product quality.

Yet, "reflex" is far more than just product quality. Aside from extensive services within the scope of systems planning, commissioning and after-sales support, many digital services are meanwhile offered in order to help our customers facilitate planning, installation and operation of our products.



How did we get to where we are today?

We see ourselves as a driving force in the development of first-class products, intelligent concepts and highly efficient solutions for systems of any size and level of complexity.

Energy policy

We are committed to a sustainable energy policy and, with our products, we support the globally adopted climate policy targets.

Due to their efficiency and sustainability, our products significantly contribute to climate protection and CO₂-reduction so that they are supported within the framework of government stimulus and subsidy programs.

Environmental protection

Since environmental protection is a major concern for us, our participation in recycling circuits can also be substantiated by means of independent certifications for the environmental management system (ISO 14001) as well as the energy management system (ISO 50001) in their respectively valid versions.

Sustainability

We think in terms of generations, grandchildren and sustainability; this means remaining persistent and consistent, not being perfect, but striving to be.

Objectives

High quality standards, strong customer orientation and great flexibility will ensure long-term success for all parties.

With our objective of continuously optimising our self-imposed high standards, we installed a management system providing us with the framework for such successful work.

Requirements

We meet the requirements of ISO 9001:2015 with the expansion by the quality assurance system according to module D pursuant to the directive 2014/68/EU (pressure vessel directive).

Scope of the certificates are the development, manufacture, distribution and sale, as well as the service of diaphragm pressure expansion vessels, pressure maintenance systems, as well as other components for sanitation, heating and air conditioning installations.



We have a plan!

Process safety

Successful collaboration among individual companies of the business division requires a uniform management policy as well as clear objectives of all departments participating in the corporate success. In this respect, we developed a uniform target vision to visualise our corporate objective.

Also, Reflex Winkelmann GmbH developed specifications for processes which are valid for all other enterprises of the reflexGroup. Thus, process transparency along the added value chain is possible which can be continuously examined for its improvement and efficiency.

Corporate strategy

The coordinated corporate strategy of the reflexGroup is the basis for our successful global cooperation. Because global objectives provide orientation for the local objectives of the individual locations which can be implemented in their own responsibility and clearly defined for every special technical field.

Our coordinated key performance indicator system allows us to continuously monitor the respectively current actual situation, and identify the optimisation potentials as well as review the efficiency of measures.

Enforcement of the procedure across the business divisions is only possible with qualified and motivated employees. Accordingly, with specifically focused further and advanced training we ensure that we can meet the ever increasing market requirements with a high performance team.

In this respect, communication, mutual respect and integrative leadership are crucial cornerstones for successful collaboration.

In order to meet increasing requirements and the ever higher complexity of processes in the future as well, we purposefully press ahead, group-wide, with the digitalisation of processes.

Safety concept

Today, our customers' expectations concerning certified products and certified management systems present the basis for trusting cooperation. Yet, in our digital age, the issues of data security and data protection are also more important than ever for a reliable partnership.

We implemented a group wide data security concept as well as the data protection requirements of the GDPR. For us, strict compliance with this Regulation is not just a mandatory component but goes without saying. Our customers' expectation in this respect also applies to us of course.

We defined Group-wide compliance rules which our employees are regularly trained in and subsequently committed to observe. We also established corresponding monitoring measures.

Ethics and social responsibility

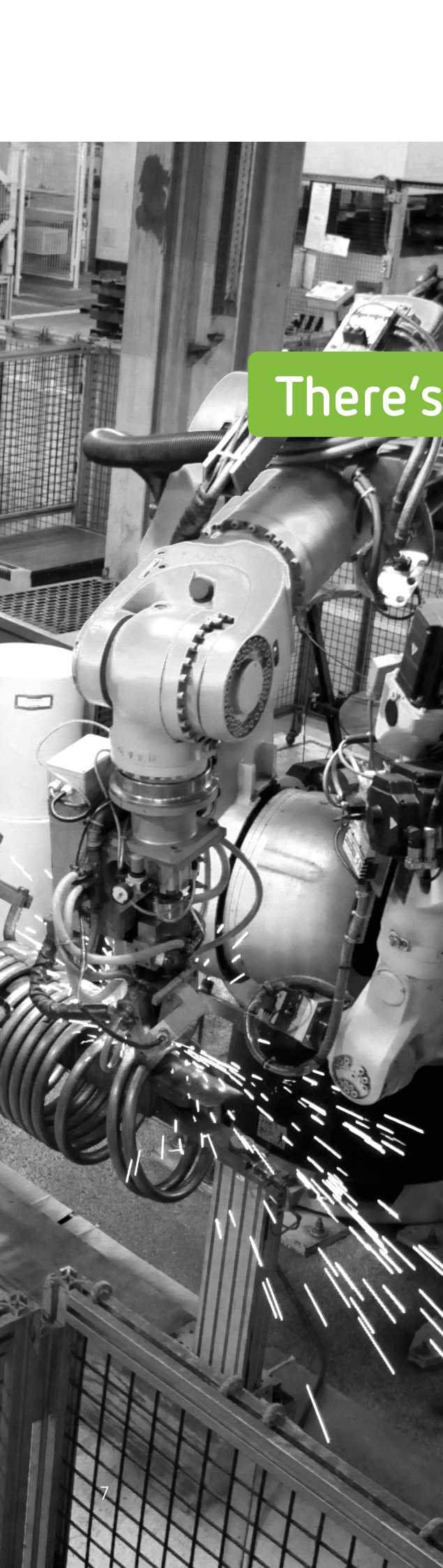
We formulated comprehensive global purchasing conditions which specify clear requirements regarding our suppliers of goods and services. Among them also compliance with ethical and human rights requirements as well as compliance with socially acceptable working conditions.

We identified the parties involved in our processes or those influencing them; we took into account the interacting points; and above all, we assessed the internal and external risks which might have effects on the business relationships.

Through corresponding measures, we minimize the probability of occurrence and any potential impacts.

We are building trust!





There's a method to it!

Optimisation of work processes

- We have a process environment describing the framework conditions for our daily work and ensuring the flow of information in this respect.
- We have a construction guideline in which uniform specifications are defined in the business division across our different locations.
- We develop our products in a hybrid manner, i.e. agile, combined with the classical project management approach at the required places in the overall process.
- We implemented a change management system in order to include all required internal and external participants in the decision-making and implementation process.
- Based on the lean and kaizen philosophy, we are living the Winkelmann production system as an integrated approach extending over the entire added value chain.
- In this respect, the operative as well as the administrative divisions (Lean@Office) are working hand in hand and create a new process-oriented working environment.

Continuing scholastic development

We are working with modern training and schooling approaches – both in digital and in classroom events – and we thus ensure the development and propagation of knowledge and knowhow in our organisation.

In our modern training centre, we are training our customers and users in handling our products in practical trainings.



With innovative products and operative excellency, we want to generate sustained customer loyalty, at the same time gaining new customers and opening up new markets. Our company is well set up for this objective, and we'll go this road together.

Sustainability with strategy

Sustainability is important for us. Accordingly, we implement an integrated sustainability strategy, thus supplementing our products' efficiency increase, and thereby saving resources in the system over the entire added value chain. This also includes training and further education in our training centre.

Continuous monitoring of production and quality indicators enables active control of processes and avoids waste.

Process optimisation

Aside from the optimisation of own processes, the digitalisation strategy results in a customer-oriented and targeted provision of information by means of new digital application potentials.

A long-term strategy will sustainably and future-proof set up the entire business division.

Our cultural change will contribute to us also being successful in the long run and to our ability to face future requirements.



Management policy

Customers and suppliers as partners

The business division reflexGroup has set itself the goal to create an environment beyond the statutory and normative specifications in which customers and suppliers see themselves as partners.

The customer also determines what quality is; and we determine the way to it.

By means of our preventive and sustainable entrepreneurial activities with risk awareness, we meet the requirements of valid environmental and labor protection standards, supplemented by our resource-saving measures from our own energy-saving objectives. Through meaningful key indicators, we monitor compliance with our set objectives and continuously improve our management systems.

Material compliance is also a high priority for us. Constant monitoring of changes to the REACH regulation, RoHS

guidelines and other regulations ensures that the legal requirements for substances in our products are met. Through regular dialogue with our suppliers, we provide our customers with the necessary information about the supply chain. Material compliance complements our measures in the area of sustainability. After all, we are preparing for the future today.

Protection of the environment

We all agree to protect the environment and to enable safe and healthy working conditions for our workforce and also to continuously improve our working and environmental protection management system and thus as well our employment protection and environmental protection performance. We monitor and eliminate health risks and let our employees or their representatives participate in important issues of occupational safety and health protection.

Target vision

In order to integrate all functional areas, we developed a medium-term target vision to face the challenges and especially to clearly establish continuous improvements along the total added-value chain. This is supplemented by a long-term program to sustainably set up the business division.

Flexibility

For our workforce, we created a working environment enabling us to react flexibly to non-plannable and unpredictable events.

We develop new products and technologies with partly agile, partly classic development methods in order to continuously increase with their use our contribution in saving resources. We here consider it our responsibility to ensure this over our entire supply chain by selecting suitable partners and by a clear description of our requirements and monitoring their compliance.

Production technologies

We are producing with modern production technologies, taking into account a resource-saving added value chain and we are living the kaizen approach in the company with the Winkelmann production system.

Communication

In the course of digitalisation, we communicate not only internally over all locations but also with our customers and suppliers as important external partners via modern communication channels. We thus ensure fast global availability of relevant information for our joint tasks and responsibilities.

Standards

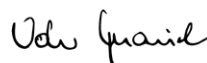
By means of the global support of central processes of the Winkelmann Group, we are using uniform standards in all companies of the Group and ensure the collaboration with interested parties, taking into account all applicable laws and directives.



Dr. Sandra Bell,
Chief Executive Officer



Alexander Eick,
Chief Operating Officer



Volker Mauel,
Chief Sales Officer



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