

# THINK RED!

THE VOGELSANG MAGAZINE

2020  
2021

GERMANY'S  
INNOVATION  
LEADER

F.A.Z.-INSTITUT

Germany's  
innovation leader

Vogelsang Gmbh & Co. KG

170.000 companies  
studied  
06 | 2021

[www.faz.net/Innovationsfuehrer](http://www.faz.net/Innovationsfuehrer)



## FOR THE THIRD CONSECUTIVE TIME

Vogelsang is "Germany's  
Innovation Leader" in 2021  
> Page 14

## SEPARATION MADE BY VOGELSANG

With the new XSplit separator,  
Vogelsang is responding to many  
requests for a liquid manure  
treatment solution > Page 24

## TROUBLE-FREE PUMPING OF HIGHLY VISCIOUS MEDIA

Pumping molasses is one of  
the gold-standard disciplines  
for pumps > Page 32

**VOGELSANG**



# #THINKRED!

**“Red symbolizes vitality, dynamics, progress  
and passion – a color that really suits us.  
Standing still is not part of our philosophy.”**

*Harald Vogelsang, Managing Director*

## Dear readers,

In reality, the everyday life of our customers in the agriculture, biogas, wastewater, transportation or industry segments is characterized by tackling problems and issues in person. Moreover, to see new machines and technologies with which they might work “live and in color” used to be very normal. However, the fact that the coronavirus pandemic forced you and us behind the desk and in front of the screen has encouraged us to develop virtual showrooms for you. This is a real benefit, because thanks to this new opportunity you always have access to comprehensive information as well as three-dimensional product views that support you in your purchase decision. On this platform, we will also invite you to special occasions, such as an online wastewater technology trade fair or a webinar.

Nevertheless, live experience can hardly be replaced. And not only because trade fairs and events give us a direct look at something new – it is the meeting with others in the industry that we are particularly looking forward to. It starts with the “Gülle Professional Days” in November and the BIOGAS Trade Fair that will take place in December 2021!

Despite the pandemic, Vogelsang was able to record further growth in the year 2020 and we have every reason to look optimistically into the future. Which is why we are also expanding our production capacities – among other things with a new production hall for the assembly of liquid manure spreading linkages. The basis for this constant success is of course our continuous drive for innovation and the development of future-oriented technology. Proof of this is the renewed awarding of the title “Germany’s Innovation Leader” to Vogelsang, although your satisfaction as a customer means much more to us than any award!

At this point, we would also like to thank our employees. Because without them we would not have achieved our goals, and thanks to them we have the role as technical pioneers in the industry. Finally, yet importantly, their consistent compliance with the COVID-19 rules contributed to the fact that we rarely had problems in our production halls and offices. In this way, we keep on providing our customers with the tools and equipment they need to be successful today and tomorrow.

Enjoy reading!

Sincerely yours,



Harald Vogelsang



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at your fingertips

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Rotary lobe pump tackles  
highly viscous media



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 Jan Haase, Company Manager at Hof Haase in Ketelsbüttel, Schleswig-Holstein, Germany

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# NEWS

## WELL POSITIONED

New executives  
in marketing  
and sales



With **Zeynep Temiz** (48) as the new Marketing Director and **Arne Wotrubez** as the new Sales Director in Germany for the segments Industry, Wastewater and Biogas, we have been able to secure two excellent managers for areas that are constantly growing in importance! She has been with Vogelsang since July 1 and has taken the place of Martina Ekert, who left our company after five years. With Zeynep Temiz, we are gaining an internationally oriented and experienced marketing professional with expertise in introducing and optimizing digital marketing processes. The trained business administrator has already gained extensive experience in management positions at well-known mechanical engineering companies, such as Heidelberger Druckmaschinen AG and elumatec AG. Most recently, she was responsible for developing and implementing cross-media marketing campaigns and digital marketing concepts at Reiss Büromöbel GmbH.

**Arne Wotrubez** (47), who has also been with us since July 1, joined us due to the growth and expansion of the sales teams thanks to the successful deployment of our pump, shredding, disintegration and solid matter feeding technology. He will support the Vogelsang Sales Managers Markus Liebich (responsible for Northern Germany) and Markus Weber-Corcilius (responsible for Southern Germany) in order to better meet customer needs.

Arne has already worked for many years as a sales manager in well-known industrial production and trading companies and brings technical know-how from the field of mechanical engineering, as well as successful management experience and a sensitive approach to business partners.

Welcome to Vogelsang! ■

## OXYGEN DEVICES FOR HOSPITAL WARDS IN INDIA

A donation from the  
Vogelsang Foundation

India suffered greatly in the third wave of the coronavirus due to the frequent lack of modern equipment, especially ventilators for seriously ill people. That is why the Vogelsang Foundation, in cooperation with our branch in India and the India Aid Bakum working group, has equipped two hospitals with new ventilators. We received this picture and a thank-you letter from the hospital management! ■







# INFLUENCER KENO VEITH

## TESTING OUT THE BLACKBIRD®

Many already know him from social media, especially from Instagram, where he has incredible 136,000 followers: The self-confessed contractor and influencer Keno Veith (@deschwattenostfreesjung) put the new BlackBird 24-m Vogelsang trailing shoe distributor through its paces as part of a cooperation with us. The result is a detailed test video in which Keno and our Agricultural Sales Manager in Germany, Henning Ahlers, leave no questions unanswered about the linkage. Keno himself did a few rounds with the BlackBird® and is full of praise! ■

Simply scan the QR code and watch the video from Keno Veith.



## SUCCESSFUL BLOOD DRIVE

Once again, JAV, our Youth and Apprentice Committee, has organized this event



Blood donation appointments are held regularly on the Vogelsang premises in cooperation with the German Red Cross. Our Youth and Apprentice Committee (JAV) always heads up the organizational efforts and did so again for the most recent donation event on August 9, held in our Vogelsang showroom in Essen (Oldenburg). Overall, this was the third and certainly not the last donation event on our premises. Our JAV colleagues are responsible for communicating with the Red Cross, reserving our premises, packing food packages, and of course, the promoting of the event. To make blood donation even more attractive, a raffle with coveted prizes was held again this time. The blood donation events are aimed at all employees at the Essen (Oldenburg) site.

Participation was gratifyingly good, as Hanna Runnebohm from JAV reports: "A total of 60 employees supported us in this campaign. We were very pleased to welcome 46 regular donors as well as a very gratifying 14 new donors who only decided to participate due to our initiative at Vogelsang!" ■



Even if the virtual showrooms are no substitute for an on-site visit or a personal conversation, they exploit new opportunities to explore and learn about the products interactively.



# VIRTUAL SHOW- ROOMS

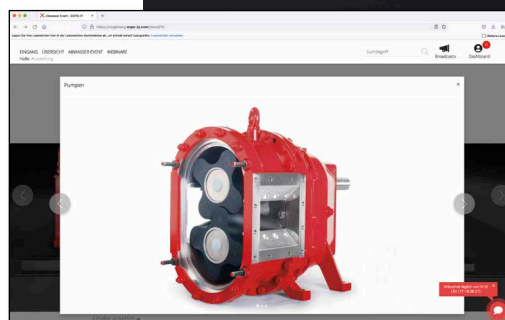
**BRING CUSTOMERS  
AND INTERESTED  
PARTIES CLOSER  
TO OUR PRODUCTS**

**Vogelsang solutions online (almost)  
at your fingertips**

The year 2021 was still very much affected by the COVID-19 pandemic and many trade shows and face-to-face events have had to be canceled – but companies and agencies have found various creative alternatives and solutions.

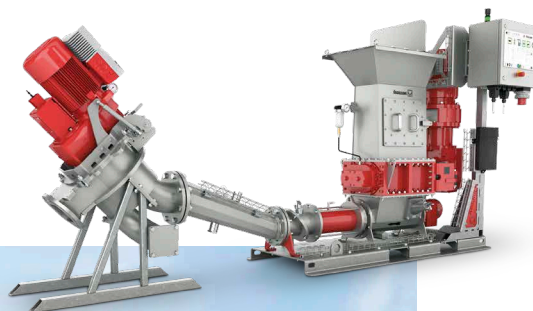
At Vogelsang, we have developed a virtual showroom where we provide a more detailed insight into our products via the digital world. In this virtual reality, we offer the opportunity to move around in a room where you can examine Vogelsang products from all sides and receive additional information via links, videos and explanations.

You enter the virtual showrooms for the areas of agricultural technology, wastewater, industry and biogas through the entrance door of our showroom in Essen (Oldenburg), just like in real life. Then you can move freely in the room and go to the individual exhibits, and as soon as you move the mouse over a product, further information and links to the technical data, pictures, brochures and, of course, videos appear. ■



**Discover our  
virtual showrooms!**

# SOLID INTO LIQUID



## There are good reasons why food production is subject to high standards

Considerable resources are required for cultivating or raising plants and animals for food purposes, as well as for subsequent processing. The currently widespread discussion about avoiding food waste is a logical consequence of the currently widespread discussion about sustainable living.

Although efforts to avoid food waste are working, waste cannot be 100% avoided. Residues and by-products inevitably arise during processing. In the past, these were "disposed of" by composting, for example, but a radical change has been emerging in recent years. More and more of this waste is recycled: as a raw material for biogas production, for example. In this way, the energy stored in it can be used sensibly – whether as electricity, heat or fuel in the transport sector. In the spirit of a sustainable recycling economy, the nutrients that are so valuable for crop production (such as nitrogen, phosphorus and potassium) are retained in the fermentation residues and can be reused as farm manure. In addition, the fermentation residues usually have a positive effect on the humus balance.

Adding a watermelon or a piece of stale bread to the digester, however, would not make sense and would be technically complex. The bacteria would not be able to break them down completely because the processing time in the digester of a modern biogas plant is simply too short. At the same time, they would cause disruptions or even

damage the equipment. The preparation of waste, residues and by-products is therefore crucial for ensuring their fermentation is efficient and trouble-free.

## The RedUnit is a tried-and-tested solution for this task

The modular concept of the solid matter shredder translates into optimal, individualized performance – from coarse shredding to preparation into a homogeneous suspension – tailored to the task, prevailing conditions at the respective biogas plant and input materials. The RedUnit is capable of shredding a wide range of solid matter in one-step and preparing it in the form of a pumpable medium, if required – despite being a compact complete system without additional conveying elements between the individual components. ■

① With the **RedUnit basic version**, consisting of an **XRipper XRL twin-shaft grinder**, carrots, onions or carcasses, for example, can be effectively shredded and then easily processed and pumped: such as by a feed screw or a conveyor belt, in a mashing system.

② Supplemented by a **CC-series progressive cavity pump installed directly below the XRipper XRL**, the material to be shredded can be pumped directly. With certain leftover food and waste, it may not even be necessary to add liquid. This is a very attractive variant for biogas plants, since the input materials can be pumped relatively easily through pipelines into the digester, mashing tank or the like. Compared to the investment and operating costs for transport as bulk goods, this is the much cheaper option.

③ Subsequent fine preparation by a **RotaCut wet cutter** is ideal for fermentation. Coarse and long-fiber components still in the mixture are further reduced in size here. The avoidable waste is thus processed into a bacteria-friendly, homogeneous suspension in one-step. These are optimal conditions for a high gas yield and therefore, the best-possible utilization. This turns avoidable waste into a valuable raw material.

## RUNS GREAT WITHOUT AIR

### The powerful ExaCut ECC precision distributor with innovative rotor technology

Innovative, as befits modern agriculture: The new ECC delivers higher throughput and cutting power. When developing the new precision distributor, Vogelsang engineers focused on integrating many new features – and the result is obviously impressive. The new model not only delivers perfect distribution without air suction, it also earns points with its versatile options for the liquid manure inlet.

All information about the new ECC can be found in the attached **Agricultural Special**.



# FINALLY, MORE VOGELSANG BIOGAS INNOVATIONS LIVE

Join us in December at the  
**BIOGAS Trade Fair**, the  
international trade fair for  
advanced biogas production

**A**s one of the first major live biogas events since the beginning of the coronavirus pandemic, the BIOGAS Trade Fair finally offers visitors the opportunity for direct, personal conversation with manufacturers and service providers – on everything to do with modern biogas production. The new concept, consisting of the “BIOGAS Trade Fair” in person event from December 7–9, 2021 and the digital conference from November 22–26, 2021, offers an ideal platform to make valuable contacts for the future and collaborate on successful concepts for the future. In Hall 9 of the Nuremberg Exhibition Centre, visitors can look forward to current topics, information and innovations relating to biogas.

At Stand D28, Vogelsang will provide information about the latest developments in Vogelsang pumping, shredding, solid matter dosing and disintegration technology.

The highlight is the new XSplit Separator, with which Vogelsang expands its comprehensive product portfolio for the fermentation line. The XSplit differs significantly from other separators on the

market. Thanks to the new design with the drive on the solid matter outlet side, the XSplit is extremely easy to service and maintain. A high-quality elastomer-sealing disc, against which the screw works in the separation area, ensures reliable plug formation without the addition of auxiliary agents – with almost zero initial leakage. ■

## VOGELSANG AT THE BIOGAS TRADE FAIR

Nuremberg Exhibition Centre  
December 7–9, 2021  
Hall 9, Stand D28



**Want to learn more?**  
Then join us at the **BIOGAS Trade Fair** in Nuremberg.



### A carefully developed health & safety plan

ensures that networking and business can take place in good conscience and in a safe environment. Walkways have been widened, the entrance and exit situation has been straightened out, and numerous hand washing and disinfection options are available throughout the entire site. A digital guidance system, floor markings and posted signs guide and control the flow of visitors and avoid excessive crowds.

# ADDED

## PRODUCTION CAPACITY FOR LIQUID MANURE SPREADING SYSTEMS

### New assembly hall successfully put into operation

Inside a 3,850-square-meter hall, Vogelsang has created new assembly stations for the production of liquid manure spreading systems at its headquarters in Essen (Oldenburg). "Extending our production capacity allows us to meet the high demand for legally compliant spreading technologies. The BlackBird trailing shoe system with a working width of 24 meters will be one of the products assembled in the new hall," says Hugo Vogelsang.

### Daylight, solar energy and rainwater support sustainable production

Vogelsang has invested around four million euros and placed great emphasis on good working conditions and sustainability in the planning and construction of the hall. Light strips ensure natural daylight and pleasant ambient conditions – and at the same time they save energy. Supplementary lighting in the hall is controlled based on the level of natural light as well as the number of employees that are present. On approximately 540 square meters, there are office and social rooms in which the employees can exchange ideas or relax. The hall structure is also designed for a further possible extension to the north.

In addition, it is planned to equip the roof of the hall with a 400 kilowatt peak (kWp) photovoltaic system. This will allow the system to generate up to 400,000 kilowatt hours (kWh) annually. The solar energy produced will be fed into Vogelsang's power grid via the new technological building and will cover part of the company's annual energy requirements.

After completion of the new system, Vogelsang will have photovoltaic systems with a total output of one megawatt at the Essen location. This corresponds to an expected annual yield of one gigawatt hour of electrical energy, which saves around 622 tons of CO<sub>2</sub> per year.

Moreover, a new test bench that reuses most of the process water is now available for functional testing of barrel assemblies. In order to reduce water consumption even further, Vogelsang also relies on collected rainwater and installed a 20-m<sup>3</sup> cistern for this purpose.

### Production process optimization

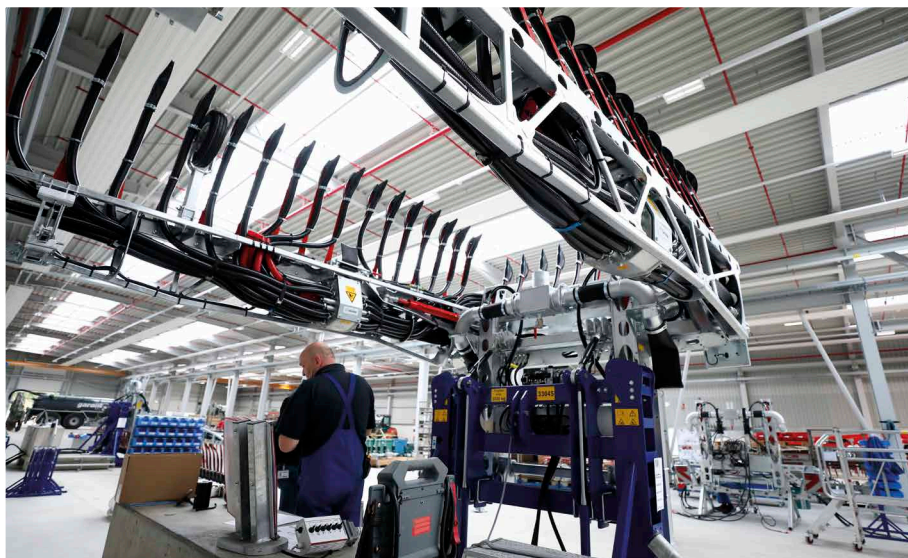
The new assembly stations also allow for optimization of the previous work processes: the entire assembly process is now divided into individual steps that are processed within certain time segments. This includes the pre-assembly of assemblies, the assembly of functional groups, such as distributors, hoses and hydraulics, as well as the assembly of the main assemblies and the final inspection. The breakdown and timing of the individual work steps not only lead to greater efficiency, but also facilitate the handover when changing staff and shifts. The shift operation made possible by this production scheduling allows for additional expansion of production capacity within the same footprint as well as flexible adjustment to market developments. ■







The assembly process is now divided into individual steps: New assembly stations enable workflows to be optimized.



During the planning and building phase of the hall, we focused on good working conditions and sustainability. Strip lights ensure natural daylight and a pleasant room climate.

INNOVATION LEADER

# 2021 2020 20

**VOGELSANG IS AGAIN  
“GERMANY’S  
INNOVATION  
LEADER”**

Vogelsang has now been awarded the prestigious  
award for the third consecutive time. ►



019



SOCIAL



E-MAIL



GLOBAL

**F.A.Z.-INSTITUT**

**Germany's  
innovation leader**

**Vogelsang GmbH & Co. KG**

170.000 companies  
studied  
06 | 2021

[www.faz.net/Innovationsfuehrer](http://www.faz.net/Innovationsfuehrer)

Business Strategy

Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

Innovation  
Branding  
Solution  
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NETWORK

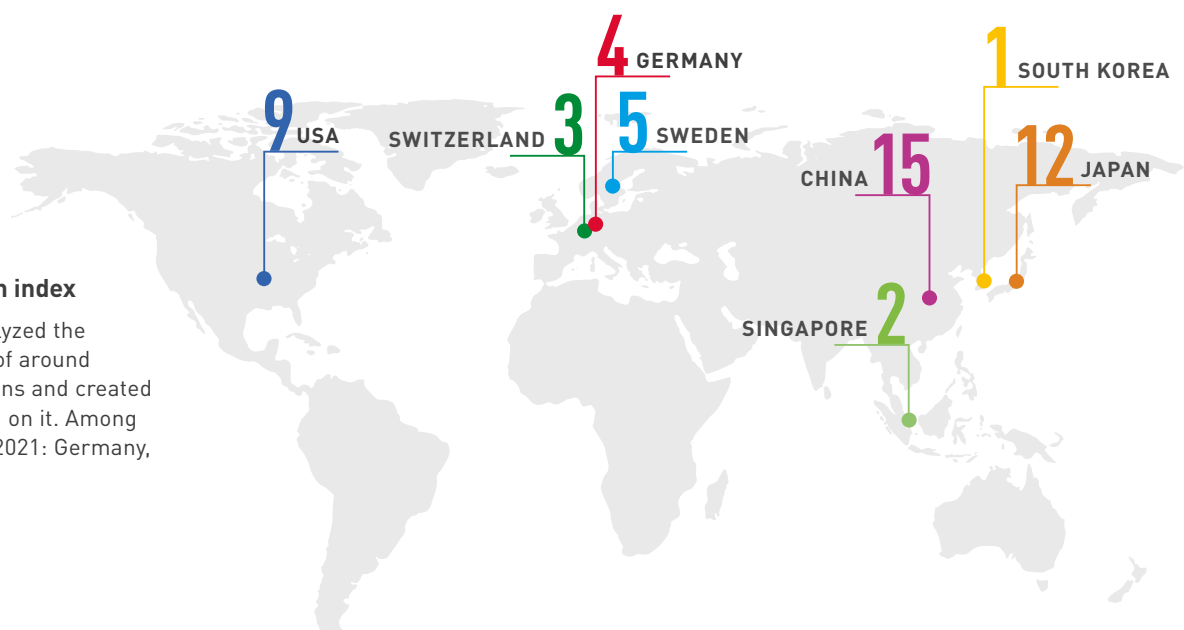
WORKSTATION

SYMBOL @

MEDICAL

# GERMANY AMONG THE TOP FIVE MOST INNOVATIVE NATIONS

The German mechanical engineering and automotive industry, which includes Vogelsang, is a key innovation driver. The company was named “Germany’s Innovation Leader” for the third time in 2021.



## The Innovation index

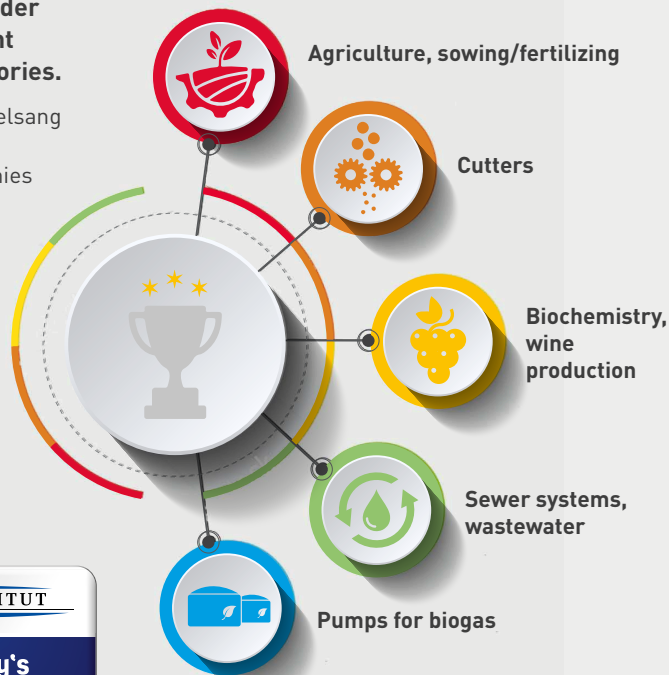
Bloomberg analyzed the economic data of around 60 leading nations and created a ranking based on it. Among the Top Five of 2021: Germany, in fourth place.





**Vogelsang was recognized as an innovation leader in five different product categories.**

This makes Vogelsang one of the most creative companies in Germany.



**Vogelsang has now been named "Germany's Innovation Leader" for the third consecutive time.**

idea alone is often referred to as an innovation. Ideas become innovations when they are converted into new products, services or processes and successfully integrated into the economic cycle.

The word "innovation" has special significance for Vogelsang: the company currently holds over 350 active patents and 37 international utility models worldwide. Each of these patents pursues economic goals. "We do not develop our innovations to keep competitors away, but to create improvements and simplifications that make our products even more durable – and therefore, more successful," says Managing Director Harald Vogelsang.

**Vogelsang always puts profitability in the front and the center – including that of its customers.**

Stable growth over a period of years demonstrates the vanguard position Vogelsang has been able to achieve in the market with this strategy. The prestigious "Germany's Innovation Leader" award is highly sought-after among German industrial companies. ►

\* Source: statista.com

**F**or eight years, the Bloomberg news organization has been analyzing the economic data of around 60 leading nations in its "Innovation Index" and using it to create a ranking. This year Germany again places among the Top Five, namely in fourth place behind South Korea, Singapore and Switzerland. This means that Germany continues to be one of the strongest industrial nations in the world. \*

Bloomberg cites the German mechanical engineering and automotive industry as the reason for this top position. The term "innovation" is one of the most overused terms of our time: immediately rolled out to describe any change, it promotes inflated thinking, but without a realization of its true meaning. An

“We know from many conversations that innovative strength is one of the strongest unique selling points of a company.”

**Dr. Georg Klose,**  
Head of Digital Development  
at Prognos AG



**Think Red spoke to Dr. Georg Klose, Head of Digital Development at Prognos AG and project manager of the study “Germany’s Innovation Leader”**

**H**e oversees the development and adaptation of digital technologies and business models at Prognos AG, an analysis and consulting company based in Basel that advises various private and public clients on economic issues. His work focuses primarily on exploiting the new opportunities presented by the digital transformation. These include big data analytics capable of identifying weak signals and unusual sources of information, as well as completely new analytic and prognostic methods. Dr. Klose is an expert on questions relating to the digital transformation and its effect on business and society.

**Think Red: Dr. Klose, why do you support the project undertaken by the FAZ Institute and the IMWF Institute for Management and Economic Research?**

We wanted to provide an overview of the innovation landscape in Germany. There are many innovation leaders now, especially in medium-sized companies. The diversity of business activities undertaken by the companies is also impressive. We examined over 500 specific technology and knowledge subject areas worldwide. Innovation leaders from Germany are represented in almost all areas. Few other countries have as many innovation leaders in so many areas of technology and knowledge.

**How many companies have you examined?**

We examined around 170,000 companies worldwide. To qualify, each company must pursue research in Germany in the relevant technology and knowledge subject area. Where the company’s head office is

located plays no role in our rating. The decisive factor is whether the company can assert itself in global competition as an innovation leader and significant parts of the innovations required for this have emerged in Germany.

**What was the data basis for your evaluations?**

Data from the EPO Worldwide Patent Statistical Database (PATSTAT) maintained by the European Patent Office forms the basis of these analyses. This database contains over 100 million patents from all leading industrial and developing countries, which together comprise all of the world’s economically significant countries.

**Can you tell us something about the evaluation methodology?**

We evaluate the innovation leadership of a company based on two criteria: innovativeness and leadership. For operationalization, we use metrics that are well established in the literature.

We understand leadership as “influencing others.” For our purposes, this means: The more a company’s invention influences inventions in other companies and research institutions, the stronger the





company's leadership. We measure the influence of a company based on certain patent citations, known as forward citations. The more often a patent family has to be cited by patent families from other companies or research institutions, the more it influences other inventions.

We understand innovation as the novelty of the invention. To do this, we measure to what degree a patent must refer to the prior art. We use patent citations here too, but in this case, backward citations. The less often a patent family has to cite other patent families, the more novel and more innovative the invention.

#### **What benefit does the company receive from the "Germany's Innovation Leader" award?**

It all depends on what the companies themselves do with this award. We know from many conversations that innovation is the most important competitive advantage for many companies. Those that actively promote the phrase "Germany's Innovation Leader" in their communications will gain important advantages.

**Dr. Klöse, thank you very much for this interview.** ■

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## **COMPREHENSIVE EVALUATION SYSTEM**

**Six steps to becoming an innovation leader**

### **Step 1: Period and region of study**

All patents registered by German companies within the last ten years were analyzed worldwide. Due to the international nature of innovation competitions, no regional restrictions were imposed.

### **Step 2: Consolidation of patents into patent families**

Since several patents with the same inventive content can be registered – in different patent offices, for example – this study relies on patent families, which can combine patents with the same content.

### **Step 3: Evaluation of patent families from over 500 areas of technology and knowledge**

Due to the differences in the content of the innovation competitions between companies, the patent families were specifically assessed for technology and knowledge areas and delimited at the four-digit level with the help of the International Patent Classification (IPC).

### **Step 4: Calculation of index values**

The evaluated patent families were then combined into company patent portfolios for each technology and knowledge area. For example, a patent registered in several areas of technology and knowledge could also be evaluated several times.

### **Step 5: Evaluation of collaboration with researchers from Germany**

When evaluating collaboration with German researchers, a number of characteristics were taken into account, including the total number of researchers with whom the company has worked.

### **Step 6: Compilation of the results**

German innovation leaders are those companies in each field of knowledge and technology that have been cited with greater-than-average frequency and that have thus significantly shaped the relevant field of knowledge and technology, and that have also registered inventions of above-average innovative quality, including German ones.

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# TOGETHER FOR LIQUID MANURE TECH- NOLOGY

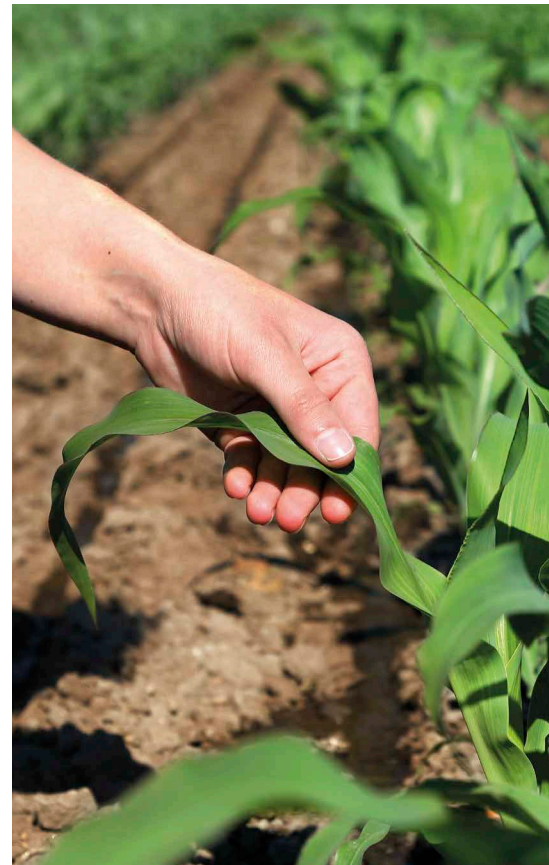
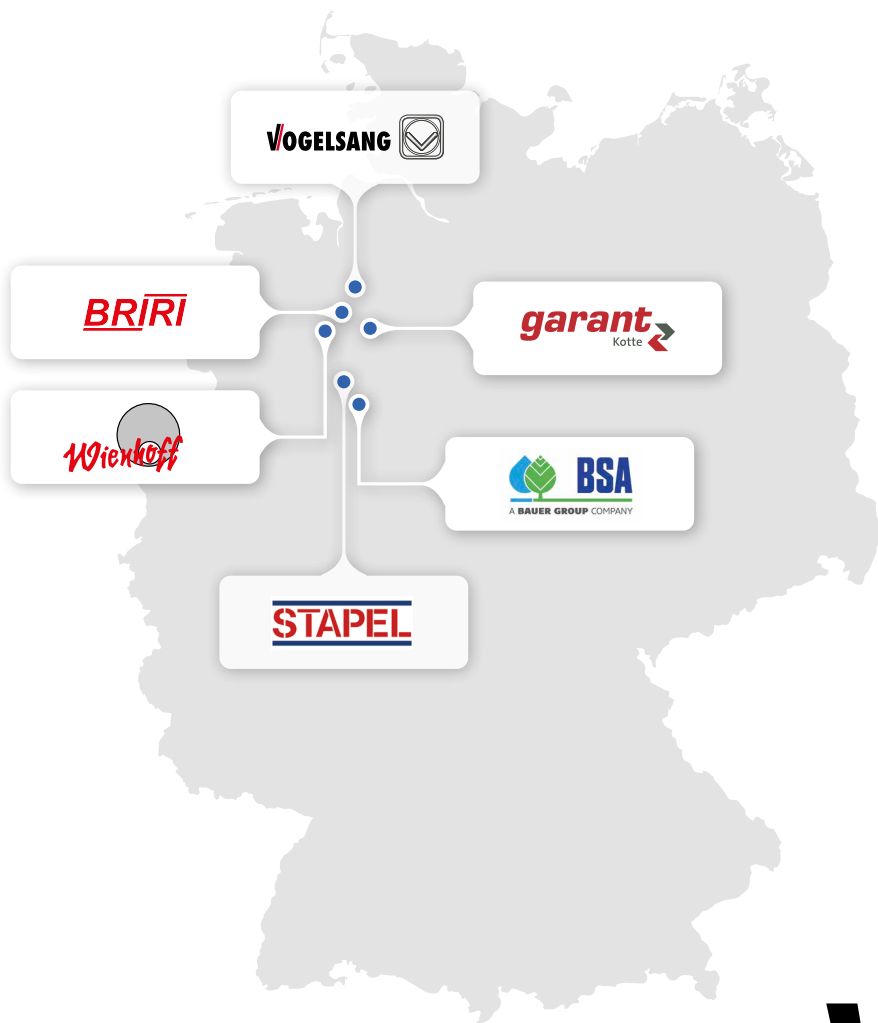
**Vogelsang initiates the  
“Gülle Professional Days”**

**S**preeding technology you can touch, a close look at precision distributors, the exchange of information about new products at the trade fair stand and cultivating contacts: the agricultural trade fair month of November is an integral part of the trade fair calendar of manufacturers, dealers and visitors. But for around two years now, the big industry get-togethers have been canceled, postponed or held virtually. On the other hand, the need for information on all aspects of liquid manure is high. So how do you inform customers about the new products and the current state of the art in good time before the next 2022 fertilization season? ►

**By the way, in our Agricultural  
Special you will find everything  
about the Vogelsang innovations!**

**“GÜLLE  
PROFESSIONAL  
DAYS”**

**Monday – Friday,  
November 15 – 19, 2021**



## Liquid manure technology presented regionally



### The “Gülle Professional Days” at a glance

Presentation of the innovations in liquid manure technology

Period: Monday – Friday, November 15 – 19, 2021

Venue: Locations of the participating companies in Germany

- Bauer Group: 59227 Ahlen
- Briri Maschinenbau GmbH: 49844 Bawinkel
- Kotte Landtechnik GmbH & Co. KG: 49597 Rieste
- Stapel GmbH: 48324 Sendenhorst
- Vogelsang GmbH & Co. KG: 49632 Essen (Oldenburg)
- Landmaschinen Wierhoff GmbH: 49844 Bawinkel

**V**ogelsang had to face this challenge as well. The marketing team was already creative last year and set up an in-house exhibition to inform OEMs, partners and customers about new technologies and components – on-site at the headquarters in Essen (Oldenburg). Additionally it was supported by a landing page that is just a click away for providing numerous information about innovations such as the BlackBird trailing shoe system and the ExaCut ECQ precision distributor. The exclusive in-house exhibition met with a positive response from visitors. “We took this as an opportunity to think further about the concept. This gave rise to the idea of a decentralized liquid manure technology event with other companies in the industry,” says Hanna Hüsing, Marketing Manager for agricultural technology at Vogelsang.

Despite the regional orientation of the “Gülle Professional Days”, the aim was to present a wide range of liquid manure technologies to as many customers as possible – from tankers and liquid manure tanks to spreading and distribution systems. And ideally in November, a month that has become established as the period for new product launches. Hüsing: “We approached other companies with these ideas and were met with open ears.” In addition to Vogelsang, the Bauer Group, Briri Maschinenbau GmbH, Kotte Landtechnik GmbH & Co. KG, Stapel GmbH and





Andreas Dieker (Wienhoff), Lukas Kuchheuser (Bauer Gruppe), Henning Ahlers (Vogelsang), Dr. Stefan Kotte (Kotte), Markus Riepenhausen (Briri) und Bernd Stapel (Stapel) promote together the "Gülle Professional Days".

### 3 QUESTIONS TO HANNA HÜSING

Marketing Manager  
agricultural technology,  
Vogelsang



Landmaschinen Wienhoff GmbH also decided to participate in the event.

#### Joint planning, individual implementation

In the course of further planning, numerous items were on the agenda, including:

- How should visitor appointments be coordinated?
- What additional services are required?
- Which communication measures should take place when, and via which channels?

After a few planning meetings, the concept was worked out and finalized. In order to comply with the distance rules and hygiene regulations, the participating companies remain at their decentralized locations. There they present their technology in compliance with applicable hygiene requirements. Visitors can put together their own routes to the different companies individually and decide on the duration of their time there as a whole.

Hüsing: *"Instead of a liquid manure hall at the fair and a conversation at the booth, it will now be a trip to our region and a get-together at the company locations. As agricultural engineering companies, we are all in the same boat and would like to offer our customers an innovative liquid manure technology event from which not only our visitors but also the companies in the region benefit."* ■

#### 1. How did you get the other participating companies excited about a joint, decentralized liquid manure technology event?

*We are all currently facing the same challenge of reaching our customers despite the canceled trade shows. Therefore, we hit a nerve with the idea and we quickly agreed to start the "Gülle Professional Days" as a joint project.*

#### 2. What is important when organizing such an event?

*Above all, a good mix of centrality and decentralization. It is important to create a recognition value for the event across the various locations while, at the same time, allowing each manufacturer a completely free design scope for the presentation of their products at the respective company location.*

#### 3. Decentralized, regionally oriented events and central, international industry get-togethers – is this what the trade fair concept is going to look like in the future?

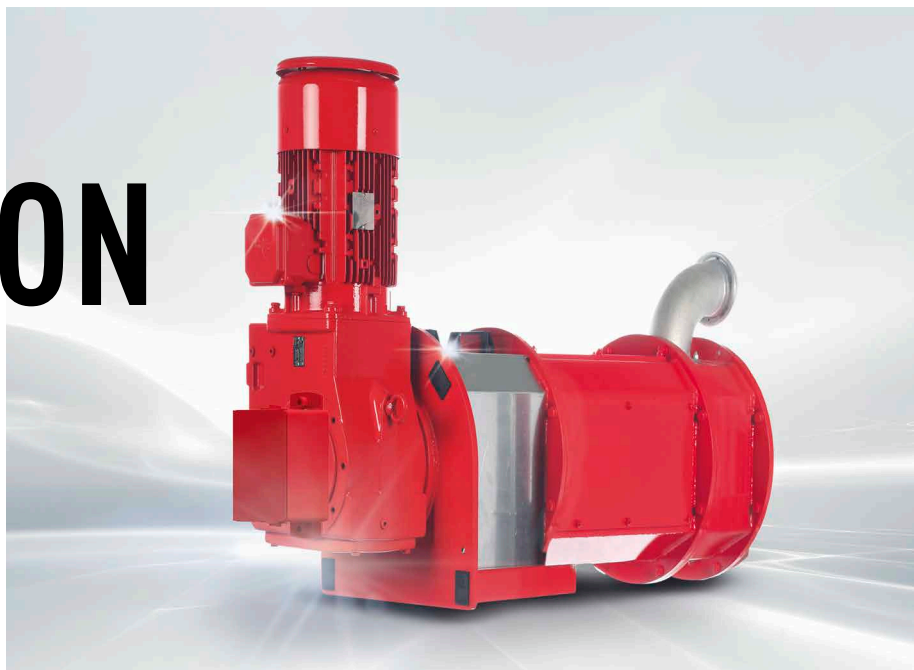
*We designed the "Gülle Professional Days" as a one-off due to the COVID-19 situation. In principle, the leading trade fairs for the industry are very important to our customers and therefore also to us. However, the pandemic and digitization will certainly also leave their mark on the trade fair sector, which means that we are allowed to try out new formats again and again.*



The unique concept behind the XSplit separator is the brainchild of experienced market experts and a creative development team.

# SEPARATION MADE BY VOGELSANG

**Technically innovative disintegration  
of liquid manure and digestate**



**V**arious factors affect the efficiency of liquid manure and digestate management. Regardless of the type of operation and the properties of the liquid manure and digestate, precise spreading technique and diverse uses, e.g., as plant fertilizer or input material for biogas plants: digestate and liquid manure are valuable materials that need to be fully exploited. Vogelsang offers a comprehensive product portfolio of agricultural and biogas technology – and is now taking the next logical step: expanding its technical solutions to include a separator for processing liquid manure and digestate. “Disintegration of liquid manure and digestate is gaining in importance for farmers and biogas plant operators. The many customer inquiries for a separator reflect this development,” says Torsten Burhorst, Team Leader Development & Design, Shredding and Processing Technology at Vogelsang.

## **New drive arrangement**

Maintainability was a particular focus during the development and design of the XSplit press-screw separator. The drive is therefore located at the solid matter outlet and not – as is customary on the market – at the inflow of the raw medium. The advantage is that liquid cannot get into the drive, so no shaft seal is required. This reduces maintenance labor and costs. In addition, easy access to the cutting screen and press screw enables

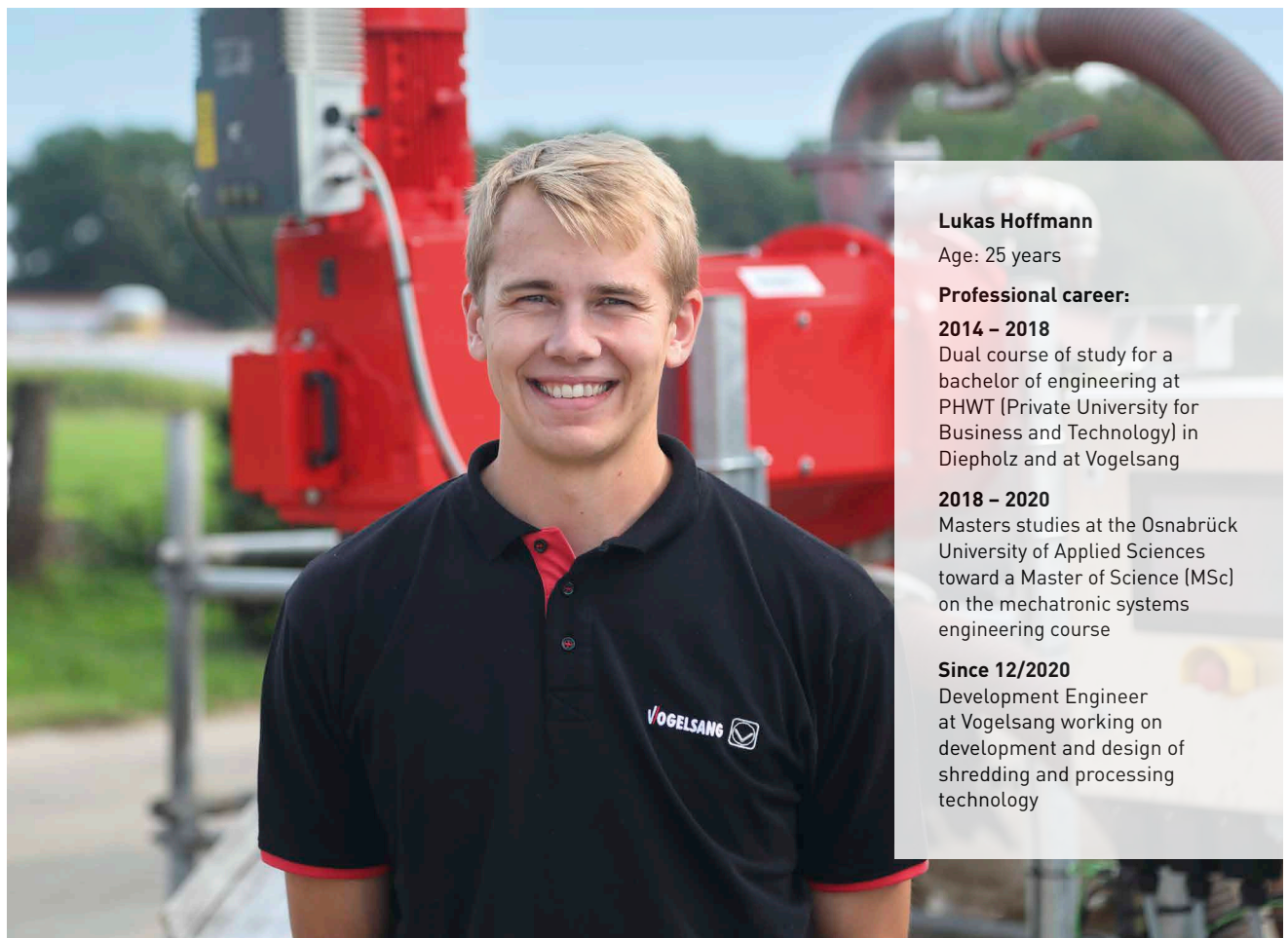
rapid servicing. A high-quality elastomer-sealing disc, against which the screw works in the separation area, ensures reliable plug formation without the addition of auxiliary agents – with almost zero initial leakage.

## **Interview with Lukas Hoffmann about the new XSplit separator from Vogelsang**

Lukas Hoffmann is responsible for technical development. The 25-year-old development engineer first completed a dual course of study, earning a bachelor of engineering followed by a masters in mechatronic systems engineering. At Vogelsang, he is responsible for the development and construction of shredding and processing technology.

## **Think Red: Lukas, why is Vogelsang adding a separation solution to its portfolio?**

Disintegration of liquid manure and digestate is constantly gaining in importance. It is the only way to ensure optimal further use of valuable materials as well as their efficient use in downstream processes. Since we specialize in liquid manure and biogas technology, it was an obvious step for us to offer a separation solution for liquid manure and digestate. We see significant potential here, including for other areas of application served by Vogelsang, such as wastewater technology or the industrial segment.



#### **Lukas Hoffmann**

Age: 25 years

#### **Professional career:**

##### **2014 – 2018**

Dual course of study for a bachelor of engineering at PHWT (Private University for Business and Technology) in Diepholz and at Vogelsang

##### **2018 – 2020**

Masters studies at the Osnabrück University of Applied Sciences toward a Master of Science (MSc) on the mechatronic systems engineering course

##### **Since 12/2020**

Development Engineer at Vogelsang working on development and design of shredding and processing technology

“Vogelsang places great importance on easy accessibility and low maintenance requirements for all of its products.”

**Lukas Hoffmann,**  
Development Engineer at Vogelsang

**The separator’s unique design sets it apart from the competition – with its drive at the solids outlet instead of at the inflow.**

**How did this idea arise?**

We are a young, dynamic development team and worked closely with experienced market experts. This mix of fresh, new ideas and the sales staff’s years of experience in direct contact with customers was very invigorating. This type of environment fosters the creation of sustainable innovations.

**What are the advantages of the innovative drive arrangement?**

Vogelsang places great importance on easy accessibility and low maintenance requirements for all of

its products. Our QuickService concept, for example, is informed by this philosophy. When developing the separator, too, we ensured that important core components, such as the press screw and cutting screen, can be accessed easily and directly. And we have accomplished this thanks to the new drive arrangement. The new design has also allowed us to do without a shaft seal on the drive shaft, since only solid matter and no liquid media are conveyed in the direction of the motor.

**What further technical steps are planned for the separator?**

Our goal is to offer the separator as a plug-and-play system solution – a complete system, comprising a pump and an optional wet cutter. We are also working on a control that ensures optimum capacity utilization of the separator and an ideal separation result.

**Looking back, what has been your experience of working on projects at Vogelsang?**

As a young engineer, I was shown a lot of trust. I was involved in the entire development process and was able to actively contribute ideas. From draft to design, prototype construction to test series, I have accompanied the development of the separator and I am looking forward to seeing it in use by our customers. ■



# HIGH GAS YIELD – MINIMAL EFFORT REQUIRED

**Trouble-free, optimized  
biogas production thanks  
to liquid feeding**

The PreMix® by Vogelsang delivers impressive performance all around the world. And the agricultural business Az. Agr. Ronconi Giacomo in Mar-mirolo, Italy, is no different. There it delivers optimal gas yield results while maintenance and energy requirements have been significantly reduced. ►







**The digester feeder plays a key role in ensuring that biogas production is cost-effective.**



**The PreMix in use on the biogas plant Ronconi Giacomo**

**G**iovanni Ronconi's agricultural business in Lombardy has been relying on solutions from technology leader Vogelsang since January 2018. This major agricultural operation, which boasts a herd of 130,000 pigs and 2,000 dairy cows, has expanded its activities to include two 1 MW biogas plants. They are used to ferment primarily liquid manure, cattle manure, industrial wastewater and, to a small extent, silage. Both plants are fed with the same input materials, but are equipped with two completely different systems for solid matter feeding. The first biogas plant uses a combination of a vertical mixer and screw conveyor, which feeds the solid matter into the digester.

**Different on plant 2: solid matter is processed and fed in using a Vogelsang PreMix®.**

Once well mashed, the solid matter is pumped into the digester. In order to disintegrate and mash the substrates, Ronconi installed a liquid feeding system that incorporates a PreMix. Now, in a single operation, fibrous elements can be shredded, foreign objects separated, and the solid matter mixed with fermentation residues and the operational wastewater. This forms a homogeneous suspension, which is then pumped into the digester.

Now that the system has been in use for more than two years, Giovanni Ronconi is able to use statistical data to analyze the production results of the processes and identify the differences. He summarizes the results as follows:

*"The most obvious thing is the significantly reduced maintenance requirement of the digester and the agitators. In the plant without a mashing system, we had to dismount and disassemble the agitators every month to remove ropes, fibers and other long-fiber materials. Nothing like this has ever been necessary in the digester fed by the PreMix. The machine itself requires very little labor. So far we have not had to do any work on the progressive cavity pump. The cutting blades and the cutting screen of the RotaCut® wet cutter were the only parts we had to replace. At the same time, feeding in the solid matter as a homogeneous suspension prevents the formation of floating layers and improves the gas yield. This allows us to reduce the proportion of silage without reducing the gas yield. Ultimately, the PreMix requires less energy than the vertical mixer and reduces the energy requirements of the agitators, which no longer have to struggle with long-fiber elements."* ■

**Vogelsang liquid feeding systems have decisive advantages that directly benefit Giovanni Ronconi.**

**Advantages of Vogelsang technology**

- Solid matter is mashed to form a suspension prepared for bacteria
- Heavy material is separated and long-fiber and coarse components are shredded
- Quick and easy on-site maintenance

**Benefits for Az. Agr. Ronconi Giacomo**

- Significantly reduced workload for maintenance of the digester and the agitators
- Prevention of floating layers in the digester
- Low power consumption for solid matter feeding and agitators
- Identical gas yield, but with reduced substrate requirements

# HYGIENIC AND DISCREET

## Wastewater disposal in Port Vauban

**T**he Côte d'Azur in the south of France is world famous for its popularity among the international jet set. The demands on marinas are correspondingly high, which is why harbor operators are fine-tuning every aspect to ensure their guests' stay is as pleasant as possible.

Marinas are more than just a landing stage for ships and yachts; they are vacation destinations and recreational areas offering a place to spend time and relax. Operators strive to constantly optimize the infrastructure of their harbors to create an idyllic ambience and offer guests a comfortable stay. The placement and operation of service stations such as wastewater systems, which although necessary, are considered eyesores, must thus be inconspicuous. ►







The VacUnit is compact and inconspicuously located at the edge of the harbor area of Port Vauban.

## DISCREET INSTALLATIONS

**T**he Port Vauban marina in Antibes, France, with over 1,500 berths relies on the VacUnit SP from Vogelsang GmbH & Co. KG to remove wastewater from boats in both a hygienic and inconspicuous manner. The harbor operator had the compact single vacuum pump station for the disposal of wastewater installed in spring 2021. As the system is located away from the landing stages, guests hardly notice it. The pipes run underneath the jetty to the berths, where boats up to 170 meters long anchor. The connector to the disposal system is located under a hatch at ground level. In order to pump out the wastewater, a harbor employee links the connector under the jetty to the boat's wastewater tank. The VacUnit empties tanks with a capacity of up to 5,000 liters reliably and quietly in just a few minutes.

The VacUnit keeps the jetty and landing stages free of larger, conspicuous installations such as individual disposal solutions or pump trucks. Port Vauban on the Côte d'Azur currently has 13 connectors linked to the VacUnit, with expansions to further landing stages in the works.

### Fast disposal

The disposal solution from Vogelsang is space saving and tidy in appearance. It enables yacht owners to dispose of wastewater easily and flexibly. Before the VacUnit was installed along the Côte d'Azur, a service provider was tasked with wastewater removal. This was unpleasant for the guests in many ways. The disposal was a noticeable endeavor as employees would

come to the jetty with the appropriate equipment. The yacht owner had to coordinate appointments in advance and schedule them within a certain time frame. They then had to pay the service provider directly on-site. Now with the VacUnit, fast and discreet disposal is possible 24 hours a day, and yacht owners can handle billing and scheduling directly with the harbor owner.

### The technology

The VacUnit, as the central pump station, generates suction in the connected pipe system to extract the wastewater from the tanks. It pumps wastewater tanks with a maximum capacity of 110 m<sup>3</sup> per hour. The core of the system is a Vogelsang rotary lobe pump with a capacity of 15 kilowatts. It runs very smoothly and thus operates very quietly. The pump is also impervious to dry running and foreign matter in the wastewater.







Vogelsang is an expert in the hygienic disposal of wastewater and fecal matter in transport technology. The solutions offered by the mechanical engineering company based in Germany have proven their value in harbors and train depots around the world – including the VacUnit.

The VacUnit is available in two variants: as a compact single pump station (VacUnit SP) and as a double pump station (VacUnit DP). The pump units in the VacUnit DP are designed with redundancy. Should a pump unit fail, the plant operation is reliably continued.



The disposal solution from Vogelsang is easy to maintain and robust when it comes to foreign matter in wastewater.



The core of the plant is a Vogelsang rotary lobe pump.

Customized adjustments and extra functions such as comprehensive operating data collection, remote plant monitoring or tailored ventilation options are possible without any great difficulty.

#### **Robust and easy to maintain**

Due to its simple construction, the VacUnit is very easy to maintain. The disposal system channels the wastewater directly into the sewer and does not require a vacuum collection tank. This prevents fibrous matter from accumulating in the wastewater and causing blockages. Vogelsang supplies the VacUnit as a factory-tested complete unit on a mounting bracket including ready-to-connect piping, fittings and controls.

The VacUnit allows harbor owners to discreetly dispose of wastewater from boats in a customer-friendly way. The installation of the system is simple and suitable for all harbors. Connectors at the landing stages can be flexibly extended. All this means that guests only see what they should: impressive yachts and a beautiful, clean harbor. ■

INDUSTRY. VISCOUS MEDIA





A close-up, artistic photograph of a rotary lobe pump component, showing the curved, polished metal surface of a lobe. The lighting creates a strong highlight and shadow, emphasizing the smooth texture and curved shape of the part.

# A STICKY AFFAIR

**Rotary lobe pump tackles highly viscous media**

In industry, pumping molasses is one of the gold-standard disciplines for pumps. The highly viscous sugar syrup is created as a by-product of sugar production and places high demands on the pump technology due to its extreme viscosity. ►

## PUMPING HIGHLY VISCOUS MEDIA TROUBLE-FREE

**T**he varying consistency of the sugar syrup poses another challenge: “The viscosity of the mass depends on various factors, such as the country of origin, temperature and whether it is molasses from sugar cane or sugar beet,” explains Uwe Vittinghoff, Operations Manager at Hansa Melasse Handelsgesellschaft mbH in Bremen.

Rotary lobe pumps from Vogelsang represent the ideal solution here because they can pump even media with changing viscosity with consistently reliable power and no performance impairment – even over long distances on an upward gradient. They can pump highly viscous or aggressive media of all kinds and can even pump fluids with coarse solid matter without being clogged.

### **Use case: Hansa Melasse Handelsgesellschaft mbH in the Bremen tank farm**

Tank farm applications make significant demands on the pumps due to the many transport processes. For example, the sugar syrup has to be filled into storage tanks from ships and into trucks or intermediate bulk containers (IBCs) from the tanks.

The company, which is specialized in the procurement and sale of molasses and related products, also faces this challenge. The company simultaneously relies on several Vogelsang VX series rotary lobe pumps to ensure reliable pumping of the sugar syrup. These pumps are used at the tank farm in Bremen to transport the molasses from a jetty on

the site into one of three storage tanks on the shore. The company uses other VX series pumps, some of which are mobile, for subsequent filling of tank trucks and IBCs.

For almost 20 years, Hansa Melasse has trusted rotary lobe pumps from Vogelsang for trouble-free pumping of its demanding product – so even the stickiest syrup can be pumped reliably from station to station. ■





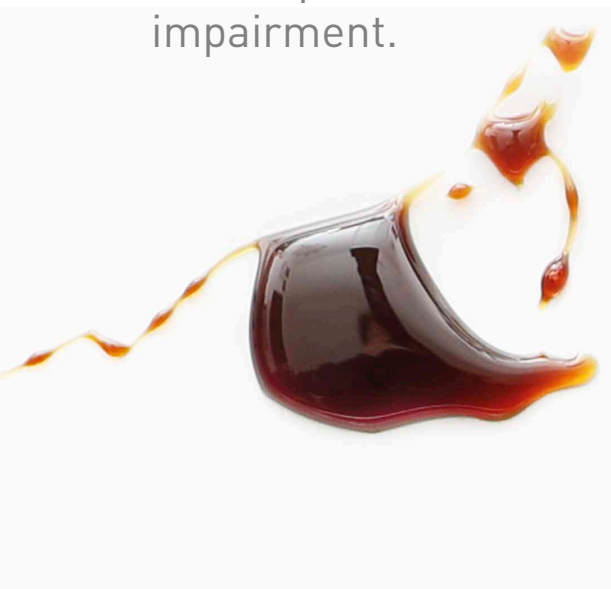


The tank farm of  
Molasse Handels-  
gesellschaft mbH  
in Bremen



The VX186-260 QD  
rotary lobe pump  
pumps the molasses  
from the jetty to the  
storage tank on the  
shore.

Vogelsang rotary lobe pumps  
can pump even media with  
changing viscosity with  
consistently reliable power  
and no performance  
impairment.




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#### The viscosity of molasses depends on variable factors

##### Temperature

In summer, the molasses is thinner due to the higher temperature and therefore easier to pump than in winter.

##### Geography

The viscosity differs depending on the country of origin or even the producer. This is due, among other things, to the different composition of the molasses during the production process.

##### Origin

The flowability of molasses also varies depending on the starting product, whether sugar cane or sugar beet.

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#### Advantages of Vogelsang rotary lobe pumps for pumping molasses

- **Self-priming and resistant to dry running and foreign matter**

This reduces wear and tear, increases system availability and enables a trouble-free pumping process even when the tank is being emptied.

- **Pulsation-free running**

The molasses is pumped gently and without foaming. Sugar crystals pass through the process undamaged.

- **Maintenance-friendly and compact**

In-house employees can carry out all maintenance work without dismantling the pumps, thus minimizing downtime. Due to their compact design, Vogelsang pumps can be integrated into any system.

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# PUMP POWER TO GO

**Wildeshausen wastewater treatment plant: Unconventional but simply practical. Emptying the tank with a tractor and Vogelsang pumps**

**W**ildeshausen: The county seat in the district of Oldenburg is located directly on the Hunte river in a region rich in agricultural land and forests. The next big city is not far away and yet – or precisely because of the location – the number of inhabitants is steadily increasing. This continuous growth and the constantly increasing requirements for wastewater treatment make it necessary to continuously develop the wastewater treatment plant, which is operated by the city. ►







## EASY TANK DRAINAGE: THE TOP PRIORITY

**H**owever, the master wastewater technician in charge, Matthias Schnieder, and his team are happy to face this task. The residents are pleased, as the fees for the predominantly domestic and commercial wastewater have been kept very stable over the past 25 years or have tended to be reduced. The secret behind this is very simple: most of the money saved through infrastructure investments is reinvested. And that pays off for the residents in the long term. One of these investments is the modernization of the biological treatment stage, in which phosphorus and nitrogen are removed from the wastewater. The necessary processes are supported and controlled by the addition of lime slurry. The sludge is also alternately exposed to anaerobic and aerobic conditions (i.e., with and without oxygen).

### **Modernization of the biological treatment stage**

The nitrogen is eliminated in two stages. The nitrogen in the wastewater, which is mainly present in the form of ammonium nitrogen, is converted into nitrate by the microorganisms present in the activated sludge. In the nitrification process, the microorganisms require a significant amount of oxygen, which is carried into the sludge by means of aeration.

During the subsequent denitrification, the oxygen is removed from the nitrate by other microorganisms. What remains is nitrogen, part of which is released into the atmosphere as a gas while part is absorbed by the microorganisms, and thus removed

from the wastewater. Anaerobic conditions are required for this process step, which is why the addition of oxygen by means of ventilation has a negative effect.

In practice, therefore, the introduction of atmospheric oxygen is repeatedly interrupted by pauses in order to enable anaerobic denitrification.

### **Refurbishment and modernization of the aeration system, beginning in 2019**

The aeration system of the Wildeshausen wastewater treatment plant, where precisely these processes take place, was expanded in 1993. As was often done at the time, two new aeration basins with interval ventilation were built and operated in parallel. The task of upgrading this part of the wastewater treatment plant was taken up in 2019. The first step saw the installation of new turbo compressors to generate the required compressed air; the units installed featured reduced power consumption of approx. 7.5 kilowatts compared to the previous equipment. Moreover, since the compressors that aerate the sludge account for much of the energy consumption of a wastewater treatment plant, even small improvements translate into a considerable reduction in costs. ►



**Matthias Schnieder, master wastewater technician at the Wildeshausen wastewater treatment plant**

## 1,500 M<sup>3</sup> OF SLUDGE PUMPED FROM ONE BASIN TO THE OTHER IN JUST TWO AND A HALF HOURS

**M**oreover, the first aeration tank was renovated and equipped with new tube aerators. Next, the bustling team around master wastewater technician Schnieder used the opportunity to optimize this part of the cleaning process. Instead of continuing to operate the two tanks in parallel and switching off the ventilation repeatedly in order to create the conditions for denitrification, both process steps will now take place in physically separate areas in order to achieve superior decomposition of the organic loads.

The wastewater that was previously pre-cleaned in the mechanical cleaning process is now mixed with activated sludge in the first tank, but no longer aerated. The expert speaks of an upstream denitrification process in which the nitrate contained in the activated sludge-wastewater mixture is eliminated. At the same time, the activated sludge-wastewater mixture flows from this basin via a 600 mm pipe system in free fall into the second tank, in which the mixture is aerated efficiently and in an energy-saving manner using the ventilation technology newly installed in 2019. Under these conditions, nitrification, i.e., the conversion of nitrogen into nitrate by microorganisms, takes place in the second tank.

The nitrate-containing mixture is then pumped back into the first tank by two highly efficient propeller pumps at a flow rate of 500m<sup>3</sup>/h (per pump) via two connecting lines newly built between the two tanks as part of the renovation project. Thanks to the optimal conditions in the first tank, as described above, the nitrate is removed from the mixture during the denitrification process.

### Process engineering conversion

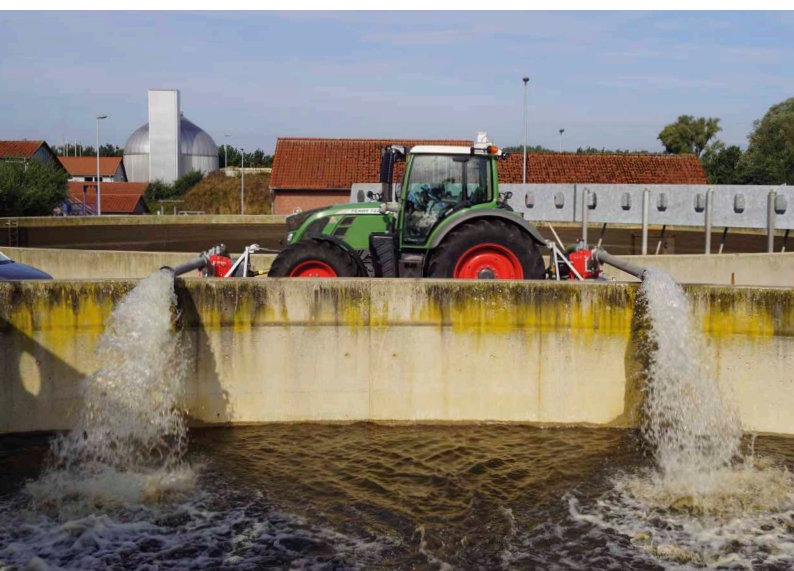
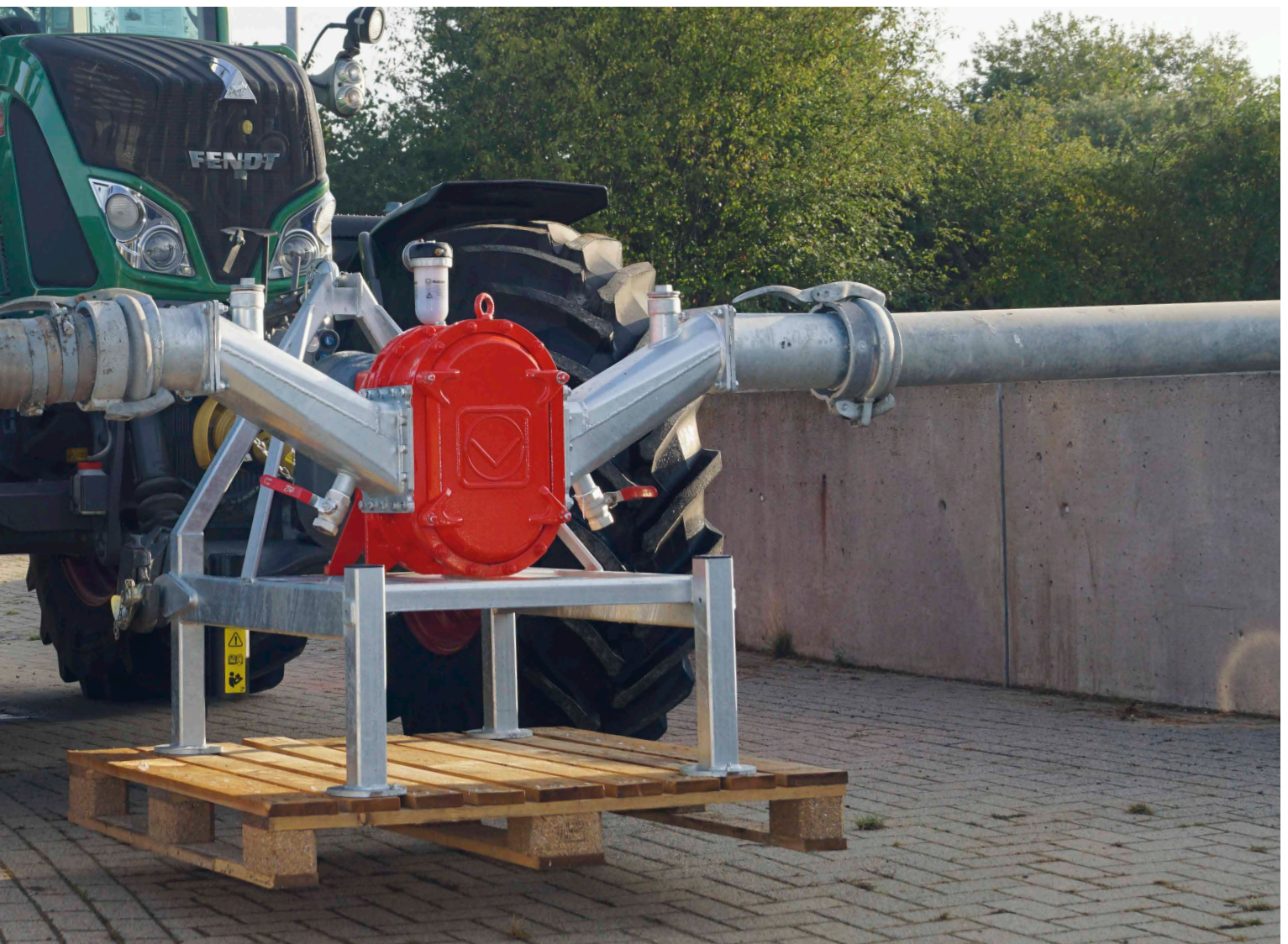
By August 2020, the time had come. The decision was made to adapt the biological treatment system to the new process principle. To do this, several more installations had to be made on the recirculation lines between nitrification and denitrification, which made it necessary to reduce the level in the basins and the connecting lines to such an extent that they went dry, at least in the upper area.

**C**onventionally, this would have meant installing one or two large submersible pumps. An electrician would have had to temporarily lay a cable from the nearest suitable connection point and connect the pump, which a specially ordered crane truck would have to lift into the basin and then lift out again at the end.

The Wildeshausen staff found a somewhat simpler and less complicated way to do this, in which they made use of the rural character of their region. They rented a powerful tractor with front and rear PTO (Power Take-Off) from the local agricultural machinery dealer. They rented two standard pumps







**The sludge was pumped over by two standard pumps with PTO shaft-drive mounted on a three-point base, driven by a tractor.**

with PTO drive mounted on a three-point base from Vogelsang. The equipment was set up between the two tanks. Using two standard hoses, the sludge was sucked out of the tank and pumped into the other tank. The delivery rate of the pumps could be individually adjusted using the tractor's idling gas.

Although the sludge had to be sucked in from a depth of several meters at the end, the job was done in two and a half hours. 1,500 m<sup>3</sup> of sludge had been pumped from one tank to the other. And at a cost that would have been incurred by the crane truck alone.

Overall, the effort put in by Schnieder and his team was worth it. The engineering processes are now running even more smoothly. The biology more robustly resists fluctuations, making it easier to adhere to the limit values during the process. And when processes run smoothly without the need for major control interventions, the result is always lower operating costs. ■



A full-page photograph of a man, Jan Haase, smiling and standing in a grassy field. He is wearing a dark green and black work vest over a dark hoodie. The background is a bright, slightly blurred outdoor scene.

## Jan Haase

**Company Manager**  
**Haase Farm**

[www.hofhaase.de](http://www.hofhaase.de)

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### **The company**

The Haase farm in Ketelsbüttel,  
Schleswig-Holstein, Germany  
Dairy and animal feed production

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### **Number of employees**

Family business with  
two trainees

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### **Services**

- Food production for livestock
  - Dairy production and distribution
  - Milk filling station
  - Farm education
  - Farm discovery tours
- 

### **Technology from Vogelsang in use**

UniSpread trailing  
shoe system

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### **Tasks of the product**

To spread liquid  
manure easily, on the  
ground, precisely and  
with low emissions



As part of our commitment campaign, we are introducing yet another satisfied Vogelsang customer in this edition. This time, our customer's voice comes from Ketelsbüttel in Schleswig-Holstein, Germany.

# "I CHOSE VOGELSANG

**because its solution allows me to retrofit my existing machinery. The spreading technology is simple to install and complies with regulations, and all for a manageable investment."**

**Jan Haase,  
manager of a dairy and  
animal food production farm  
in Ketelsbüttel, Germany**

**M**y family has been running the farm since 1920. Today, we specialize in dairy cattle and animal food production and manage 120 hectares of land. Every year, we apply around 4,000 m<sup>3</sup> of liquid manure. That's why it is particularly important to me that we invest in a straightforward liquid manure spreading system that any of our employees can use it without a long training period. We have to deposit

the liquid manure directly on the ground because of the sunlight and the wind here at the North Sea. That is why we chose the UniSpread trailing shoe system from Vogelsang. Thanks to this investment we were able to retrofit our tanker cost-effectively in July 2020. With this solution, we can apply the liquid manure precisely and directly on the ground and thereby create low emissions. As a result, we can optimally supply the plants with the nutrients they need. ■

# A JOURNEY THROUGH EUROPE

FROM THE SOUTHEAST  
THROUGH CENTRAL EUROPE TO  
THE NORDIC REGIONS

## Sites in Greece, Hungary and Scandinavia

**A**t the Essen (Oldenburg) site, Vogelsang ensures the highest manufacturing quality through its research, development and production. However, this is not the company's only site for high-quality products. As an internationally oriented mechanical engineering company, Vogelsang also operates manufacturing centers elsewhere in Germany as well as abroad.

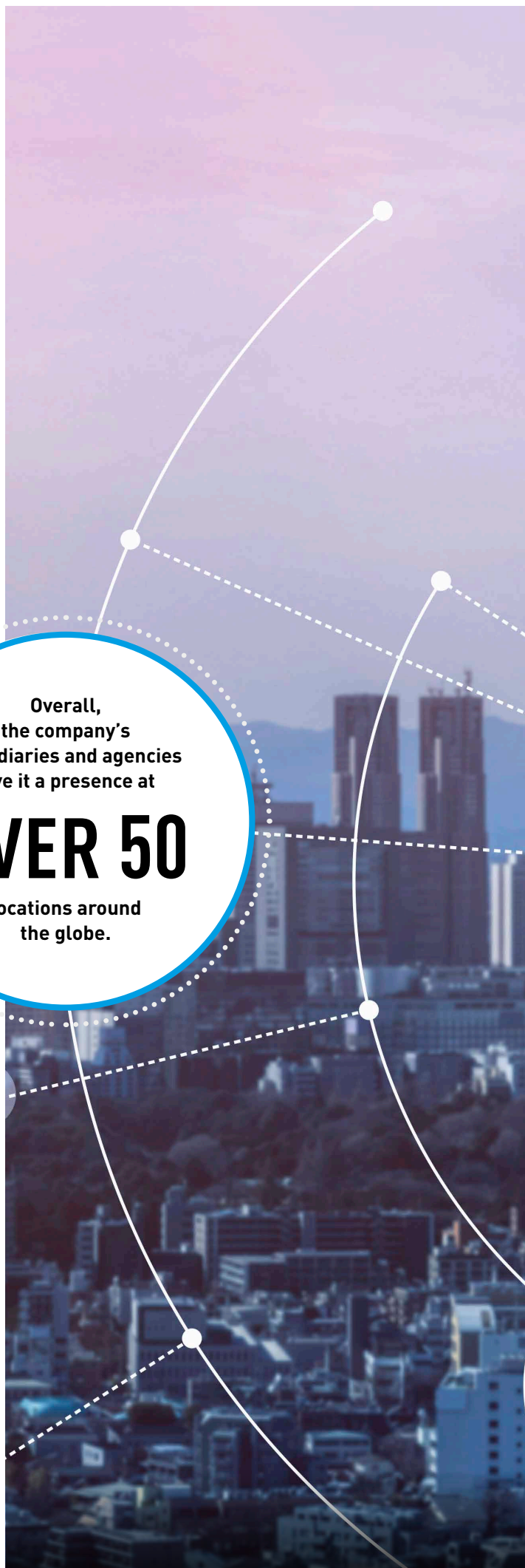
It is therefore worth having a look at three of these locations. Today, the focus is on Greece, Hungary and Scandinavia. ►



Overall,  
the company's  
subsidiaries and agencies  
give it a presence at

**OVER 50**

locations around  
the globe.







“From Athens I set myself the goal of making Vogelsang’s product portfolio even better known in Greece.”

**Maria Michalopoulou, Sales Manager**



ATHENS

# ΓΕΙΑ ΣΑΣ, GREECE!

The subsidiary in Greece, the southeastern European country on the Mediterranean, is a very recent addition to the family. Vogelsang Hellas SMPC joined the corporate group on November 13, 2020. Maria Michalopoulou manages the Greek branch. She studied mechanical engineering in Greece and then worked in England for three years. Most recently, she worked as a sales engineer for the Finnish company Konecranes in Greece, where she helped to establish the shipyards division. At Vogelsang, Michalopoulou is taking on the task of penetrating the Greek market from Athens as a sales manager. There are also plans to set up a small sales and service organization in the coming years.

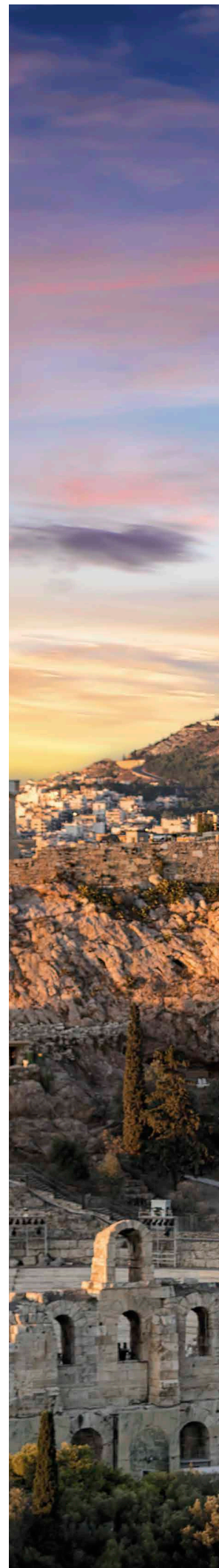
Biogas represents the Greek site’s most important core market. Vogelsang’s biogas products are already well known in Greece. The wastewater, agricultural technology, transportation and industry segments also offer further sales markets with business potential.

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## Vogelsang stays tuned

The Greek branch’s objective is to further increase awareness of Vogelsang’s entire product portfolio, in order to appeal to new customers.

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“We want to further expand our presence in Hungary with a local branch.”

**Attila Sinko, Field Sales Representative**  
in the sales office



# SZIA, HUNGARY!

Since July 1, 2020, Attila Sinko has represented Vogelsang as a field sales representative in the Hungary sales office. He lives with his wife and daughter in Gyöngyös, an hour's drive east of Budapest. Vogelsang aims to set up a local branch in Hungary with one or two additional employees.

Historically, wastewater and biogas are the leading segments, but Vogelsang Hungary is now focusing additionally on the segments agricultural technology and industry.

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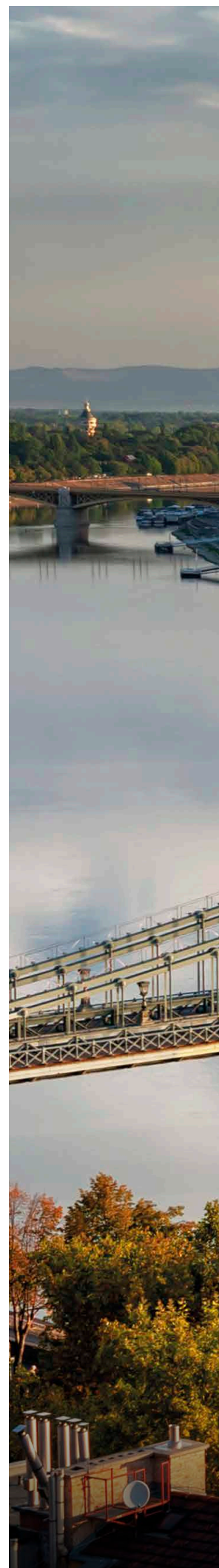
## Vogelsang stays tuned

In the biogas segment, there is the possibility of renewing and upgrading existing systems to improve efficiency and reduce operating costs. The agricultural technology segment also presents opportunities. For legal, environmental and economic reasons, liquid manure spreading in Hungary is in a transition phase towards stricter regulations. With precise liquid manure spreading techniques, Vogelsang has the opportunity to actively participate in this change.

The advantages in the wastewater segment are the high quality and competitive pricing of the Vogelsang products. This is because to date there were relatively few competitors in Hungary in this area, which led to high prices. In addition, some wastewater treatment plants are currently being converted to biogas plants. Here, too, the company can further expand its presence in the market.

Vogelsang also wants to attract more attention in the transportation segment. At Lake Balaton, marinas are being expanded and renovated. The primary goal is to appeal to operators and building contractors here and to get involved in the projects in good time. There are also other opportunities in the industrial segment.

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“My team and I have the task of establishing a sales and service organization for the region.”

**Tomas Svensson, Managing Director,  
Sweden subsidiary**



# HEY, SCANDINAVIA!

In Scandinavia, Tomas Svensson, who has extensive experience in the pump business, took over the management of the subsidiary in Sweden (Gothenburg/Varberg) at the beginning of 2021. He is also the regional manager in Sweden, Norway, Finland, Lithuania, Latvia and Estonia. Tomas Svensson's job is to set up a sales and service organization for the region. The team is currently represented by two employees in Sweden and one employee in Finland for the Baltic region.

The core business of the Swedish subsidiary is in the biogas, industry and transportation segments.

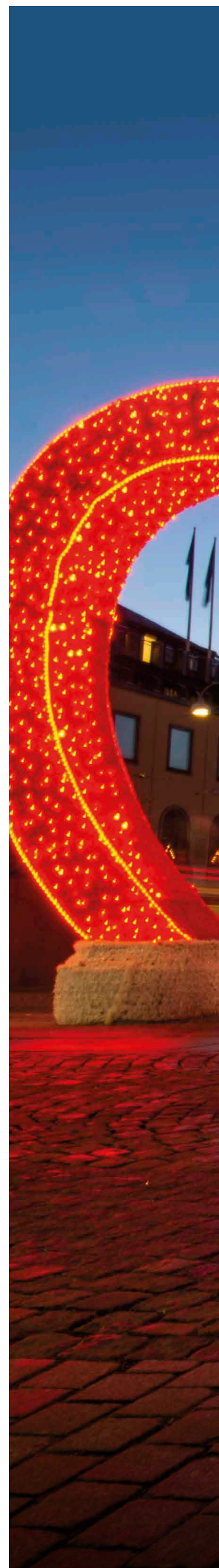
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## Vogelsang stays tuned

Biogas is a slowly growing market in Scandinavia, but it has great potential. Vogelsang expects increased investments in biogas plants and technology in about a year.

The industrial segment also holds many a wide range of applications for Vogelsang products, despite fierce competition. The Scandinavian market offers great opportunities, particularly in the petrochemical industry, where a rethink is currently underway for environmental reasons.

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# “THE FUTURE LOOKS AS PROMISING AS THE PAST HAS BEEN.”

Interview with James Tolson,  
Managing Director at Vogelsang UK

**James Tolson joined Vogelsang UK as it's Managing Director in July 2008, and will retire at the end of October this year. James has overseen a substantial growth in the size of the business, including a move to a much larger premises, and here he reflects on his time with the company.**



## **Think Red: What in any way prepared you for a career at Vogelsang?**

I studied Engineering Science with Honors in Mechanical Engineering at the University of Edinburgh in Scotland in the 1980s – with my final year thesis on cavitation erosion in ferrous metals. Little did I know at the time that that thesis might be relevant in my working life!

## **What had you done before you joined Vogelsang?**

I have spent almost all my working life selling industrial equipment. My first job in sales was with a company manufacturing shoe-making machinery. This was followed by working for a company that manufactured metering pumps and then time spent selling equipment for lithographic printing machines.

## **What were your initial impressions of Vogelsang?**

I was extremely impressed by my first visit to the factory when I met with Harald Vogelsang and Rainer Zobel. I liked the fact that the company was family owned and run and that it designed, manufactured

and assembled its own products “from the bottom up” and that it continually invested its profits into developing and expanding the company. There are so many companies in the world selling products where many of these functions are taken care of “out of house”. The company had clearly grown very rapidly and intended to continue to do so – and that has more than been the case.

## **How have things changed during your time?**

The company has grown enormously through almost totally organic growth – both at the factory and for us in the UK. This has been achieved by developing and selling new innovative products and employing more sales people, and this has also necessitated bigger premises both at the factory and locally. The factory is almost unrecognizable from when I joined 13 years ago. Locally our turnover has grown by a factor of nearly five during my time here and to achieve this we have increased our staff from 10 to 17 and have upsized to a premises over four times as large as the one we had previously.

When I came to Vogelsang UK we had no service department, or proper workshop, and the local stock of spare parts was very limited. That has all changed. We now have three service engineers who attend to customers' equipment either in our workshop in Crewe or out in the field. In addition, we had relatively limited activity in the agriculture and train care sectors. That has now changed with dedicated nationwide sales managers for both products.

## **How do you see the future for the company?**

The future looks as promising as the past has been, but this will only be maintained by continuing to offer our customers good quality and innovative products that are reliable and are well supported by the local sales and service unit.

## **What will you miss?**

I will miss the camaraderie of all the colleagues I have worked with over the years – both in the UK and internationally. Visiting some of the other subsidiaries both in Europe and North America has made me realize what a global company we have become.

## **What do you plan to do with your retirement?**

Well, I'm still thinking about that but I very much look forward to travelling and visiting parts of the world where I have never been and to spending more time with my family. Who knows, I might even find the time to pop into a local Vogelsang office! ■





**VOGELSANG**   
**LEADING IN TECHNOLOGY**

# CONSTANT VARIETY

## Organizational talent with a customer focus in the Shipping Logistics department

**T**he fastest possible shipping at the best rate while always keeping an eye on the country-specific requirements – this is the expertise and performance that distinguish the team in the shipping logistics department at Vogelsang. It is responsible for organizing the shipping of products in the agricultural engineering, industry, biogas, wastewater technology and transportation technology, including the creation of comprehensive shipping documents.

### **Coordinated shipping via ground, sea and air routes**

When Florian Smoes, Team Leader Shipping Logistics, comes to the office in the morning, he first sits down with his team, discusses the shipping figures from the previous day and asks about any difficulties. He then submits the results to the Head of Service. “As the day progresses, our department organizes, coordinates and optimizes the processes in the areas of shipping, customs and packaging,” says Smoes. He adds: “Our tasks also include the creation of shipping documents, such as invoices and documents for customs, as well as solving problems in the event of shipping difficulties between customers and transport service providers. We don’t have a ‘typical’ working day; every day is structured similarly, but always brings with it different projects.” ▶







**The team of shipping logistics, left to right: Maria Hollah, Florian Smoes, Nina Schnettlage, Sebastian Hellmann, Sarah Meyer**



**V**ogelsang products – from spare parts to complete machines – are shipped by road and rail, as well as by sea and air. Preparation for transport by airfreight is especially demanding: “I trained to become an air cargo security officer at Vogelsang and have occupied this position since October 2020,” says Smoes. He adds: “This is because for airfreight shipments, our packages have to meet the legal requirements of what is known as a ‘secure supply chain’. As a ‘known consignor,’ Vogelsang is allowed to hand off consignments for transport that are not subjected to any additional checks at the airport for potential irregularities or materials such as explosives. As a sender, we have the task and responsibility to send the packages properly and without additional effort for those responsible at the airport in accordance with the specifications of the German Federal Airfreight Office. I take over the control and coordination so that we can meet the requirements.”

The airfreight shipments are also stored in a separate, locked room until they are picked up, which is only accessible to trained and officially authorized personnel.

Vogelsang ships products worldwide – within Europe, especially to France, Spain, Italy and the UK and outside of Europe, mainly to the USA and China.

### **Mastering challenges in a positive work environment**

The young team, with an average age of 33 years, is constantly undergoing professional development. Thanks to training and advanced training courses, the team is always up to date on the specific requirements of customs, logistics and the destination country. The department has achieved a real “masterpiece” in recent years – the shipping volume has increased by 40 percent since 2018 while the number of staff has remained nearly unchanged. The additional effort was managed by optimizing and digitizing the processes, including the introduction of shipping software.

Close cooperation on shipping and customs processing with the branches around the world also contributes to ensuring well-organized and the fastest-possible delivery.

### **On the way to the paperless office**

Smoes and his colleagues have the mid-term goal of furthering the digitization of the processes in the

department to an even greater degree: “When we work paperless, we create greater transparency for our customers and subsidiaries,” says the team leader. The aim is for recipients and employees to be able to see the order and shipment status at any time, regardless of their location. In some cases, this is already possible today; for example, the team sends digital customs documents to some freight forwarders and customers. Augmented digitization would also pave the way for employees to work from home more often.

Smoes is looking forward to the rest of his time at Vogelsang: “Our harmonious team atmosphere, collective problem solving and the proactive mentality of each person drive our success. If everyone in the team is happy, so am I.” ■

#### **Florian Smoes, Team Leader Shipping Logistics at Vogelsang**

Born: 1990

At Vogelsang since: 2018

#### **Professional career:**

Completed training programs as a specialist in warehouse logistics and as a forwarding agent, clerk for project and machine dispatch, customs officer, completed advanced training as a business administrator in logistics and as a security officer

#### **What I like most about my work:**

The pleasant working atmosphere and the high level of commitment from colleagues

#### **The Vogelsang service team is distinguished by:**

A harmonious team, well-organized structures





# WORLDWIDE CONNECTIONS

The work in the Shipping  
Logistics department

Interview with Florian Smoes

Florian Smoes has been with Vogelsang since summer 2018 and holds the position of Team Leader Shipping Logistics. In an interview, he told us how he came to the department and what plans he and his team are pursuing for the coming years.

**Think Red: Florian, why did you decide to work in the Shipping Logistics department?**

Through two training courses and one advanced training program, I have gained insight into every logistics department. It became clear to me that I enjoy working in the strategic and commercial area and that the organization suits me. Shipping was just the right place to work.

**With which other company divisions is the Shipping Logistics department particularly closely interlinked?**

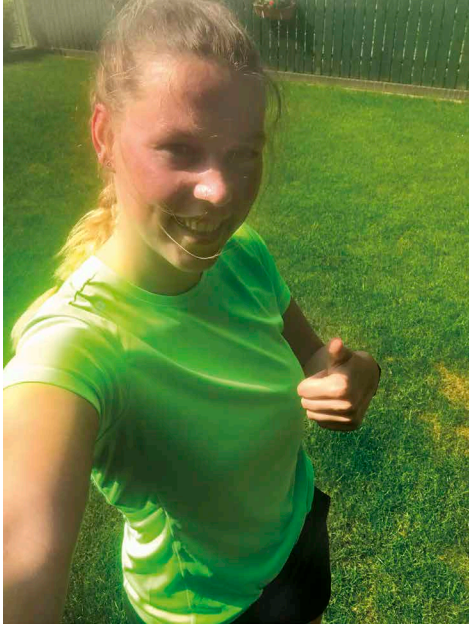
On the one hand, we work closely with Sales, that is, office-based sales and spare parts sales. This is because there are customer reports at the beginning and at the end of the process chain. As the Shipping Logistics department, we are dependent on this data. We also maintain close contact with the Production and Warehouse Logistics departments. They provides us with answers to questions such as: Is the product finished and ready for packaging and shipping? Are we on time and on schedule to meet our delivery date? However, we also have a few points of contact with the classic commercial departments such as Accounting and Purchasing.

**What have been the highlights of your career at Vogelsang so far?**

A highlight for me was definitely taking over the big team in 2019. While I was previously responsible for three employees as the shipping team leader, from then on I had eleven employees at my side as the shipping and packaging team leader. Since December 2020 my title has been Team Leader Shipping Logistics – for the sake of simplicity.

**How do you think the Shipping Logistics department will develop over the next few years? What is planned in this respect?**

We want to push the topic of digitization even further in order to create one hundred percent transparency for our customers. The goal here is to become digital, so we are striving for a “paperless office.” ■



# #WEKEEPRUNNING2021

## Fun and great times at the virtual Remmers-Hasetal Marathon

The 19th Remmers-Hasetal Marathon took place in Löningen this year. Around 3,000 runners gave their best from June 13 to 26 in various disciplines, such as a company run, a relay race and a marathon – including some of our highly motivated colleagues. ►





### Hanna Hüsing, 28

"Our team spirit during the relay race was amazing! We motivated each other and after our runs, we were proud of the work we did together. It was a great feeling. I hope that many colleagues will join us again next year at the run."

**Discipline:** 7.5 kilometer company relay

**My motivation:** The fun of running and our team spirit in the relay race

**Position at Vogelsang:**  
Marketing Manager agricultural technology



Even if the event could not take place on-site as usual due to the COVID-19 pandemic, the participants were well prepared and the atmosphere was good. The Vogelsang runners agree, it was an outstanding event that encouraged running in the fresh air and, despite the distance, strengthened the feeling of togetherness among each other.

## #WEKEEPRUNNING2021

### Sport connects: a feeling of togetherness across borders

The organizers of VfL Lönigen have proven that even a virtual marathon can be a success and that a genuine feeling of competition arises. How it worked: All participants ran their desired distance alone and used an online portal to enter their data, including the distance and the achieved runtime. Of course, the traditional photos of the "winners" could not be missing. Since the participants decided for themselves where and when to run, it was possible that nationwide people could take part in the Remmers-Hasetal Marathon. There were even participants from Austria, China, the USA, Belarus, the Netherlands and Canada. ■

### Heinz-Georg Thöle, 53

"The main thing about running is to have fun with it. For the past five years, I have been running a half marathon now and then or taken part in company runs with my colleagues. I look forward to seeing events like this happen again in person."

**Discipline:** 10 kilometer company run

**My motivation:** For the fun of running and as training for the Rose Garden Run in Hamburg

**My highlight:** The light summer rain while running

**Position at Vogelsang:** Purchasing







### Christina Schlangen, 34

"I'm proud that I ran my longest distance to date of 10 kilometers and that I made it to the finish line. Running is the best way for me to clear my head and work out."

**Discipline:** 10 kilometer company run

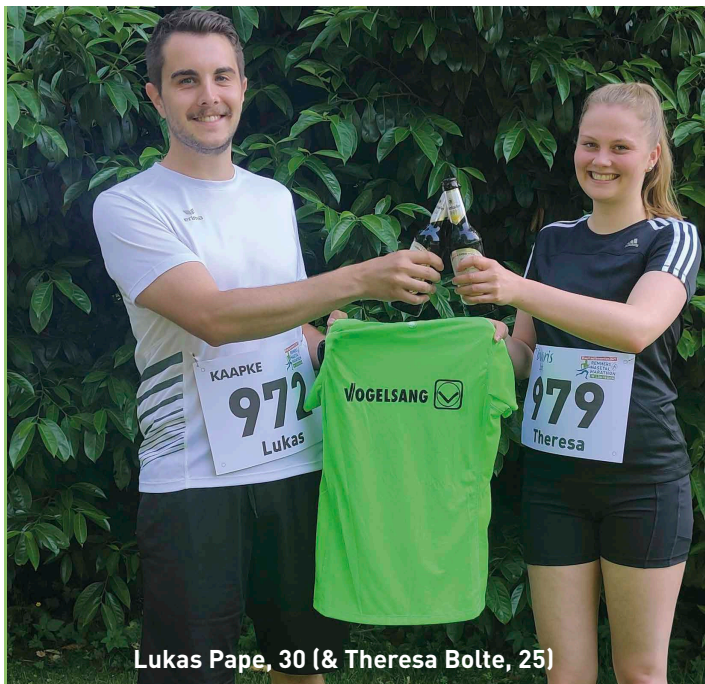
**My motivation:** To push myself beyond my limits and to increase my running distance from 8 to 10 kilometers

**My highlight:** To have accomplished that distance without having run it in practice this year

**Position at Vogelsang:**  
Referee Human Resources



Steffen Knabe, 34



Lukas Pape, 30 (& Theresa Bolte, 25)

"For me the Remmers-Hasetal Marathon is almost a tradition. This year I put in a few more kilometers. The nice thing about such events is that you are also encouraged to achieve your goals. Next I want to tackle the half marathon."

**Discipline:** 10 kilometer company run

**My motivation:** To boost myself from 7.5 to 10 kilometers. The run was also a good opportunity to validate my success in training.

**My highlight:** Since we were free to choose our running routes, my run took me through forests and along fields – pure nature!

**Position at Vogelsang:** Detail designer of E&K Pump Systems, trainer of technical product designers

"For me, running a marathon is the contrast to my everyday office life at the computer. This is how I keep myself fit and healthy. I am very pleased that more and more colleagues are showing an interest and having fun with running and the various disciplines – either as runners or supporters."

**Discipline:** 42.2 kilometer marathon

**My motivation:** For fun and as a sign for all the helpers and sponsors of the event that despite COVID-19 and the difficult time it caused, we continue to run together

**My highlight:** The beautiful weather and the landscape along the Hase river, as well as knowing that others are running at the same time

**Position at Vogelsang:** R&D Engineer





# 21 NEW APPRENTICES TO START TRAINING IN 2021

## Promotion of young talent

At the start of the new training year, Vogelsang added 21 apprentices to the team at the Essen (Oldenburg) site on August 1. *"In these times in particular, it is important to continue investing in future workers and to give young people long-term professional prospects. We look forward to welcoming the young talents,"* says Harald Vogelsang, Managing Director.

## Training opportunities in many areas

From electronics technicians for automation technology and warehouse logistics specialists to precision mechanics, mechatronics technicians, technical product designers and industrial clerks, and to the dual degree Bachelor of Engineering with a focus on mechanical engineering – the family company with over 1,000 employees worldwide offers a wide range of apprenticeships.

## Practice-oriented training with space for free development

Vogelsang can now look back on a more than 90-year tradition-rich success story in which the further development of innovative solutions is always the focus. This also applies to the training program.

*"Our familiar corporate culture with flat hierarchies offers trainees the opportunity to proactively contribute their ideas from the start,"* says Harald Vogelsang. Adding: *"The opportunity to work in our international branches and stay abroad complements the training program and strengthens the personal and professional development of young people. This is how we train the specialists today and thus, our colleagues of tomorrow."* ■





“We look forward  
to welcoming  
the young talents.”

**Harald Vogelsang,  
Managing Director**

“I’m looking forward  
to the varied  
challenges that  
await me.”

**Felix Karsch, who is starting his dual course of  
study with a focus on mechanical engineering**



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