Special edition Light + Building 2020



New installation areas for a clearer link to applications

Interview with Ulrich Bettermann

Bettermann did not evade Trump

Be a sport

Ulli Potofski talks to experts on the OBO stage





Welcome

The world's leading trade fair, a showcase of premieres, an industry meeting point, an initiator – Light + Building is described as many things. What is certain is that it's a trend-setting hotspot for architects, technical planners, the electrical trades and retailers from all over the world. A visit is simply essential!

On behalf of OBO Bettermann, welcome to the international trade fair for lighting and building technology. I would like to invite you to take a look at OBO's latest product area categories.

Our long history, strong and steady expansion, and the development of our international business has given us far-reaching market competence. Our foremost objective is that we always cater precisely to the needs of you, our customers. Speed and efficiency are our top priority. OBO is a diverse organisation and we want to present our products to you as clearly and easily as possible. That's why we have focused on what they are used for and organised them into three new categories. This is the new structure that you will see from now on.

Light + Building The world's leading trade fair for lighting and building technology.

Industrial installations encompass cable support, connection and fastening systems for industry and construction project infrastructure. Building installations incorporate products for cable routing and underfloor systems for administrative and functional buildings, including architectural solutions. Finally, safety and protection installations combine our expertise in lightning, surge and fire protection systems.



OBO Managing Director, Michael Buenfeld

OBO's trade fair stand at Light + Building is divided into three installation areas this year. And our stand has grown yet again: At over 1,000 square metres, it's bigger than ever before. This reflects the situation of our business. OBO itself has grown. By taking over Rehau's Cable Management area this year, we have extended our product portfolio, allowing us to focus even more effectively on your needs.

Last year was the most successful in OBO's history. And we could only achieve that because of your loyalty and solidarity as customers. Both myself and my colleagues from all around the world would like to thank you for this. You can be sure that we will continue to be your reliable partner going forward. We only manage that because of the loyalty and solidarity of you and our customers.

OBO Bettermann Hall 12.1 | Stand D90 / E90 / E91

Please join us in Hall 12.1 Stand D90 / E90 / E91 from 8 to 13 March 2020. This edition of OBO Blick will provide you with a preview of this year's highlights from OBO Bettermann.

I hope you enjoy reading it. Take a look for yourself at our trade fair stand – and be our guest!

Michael Buenfeld | Chief Sales Officer

OBO Bettermann Holding GmbH & Co. KG



Light + Building 2010–2020

Bigger is not always better. We have evolved.

Expertise

2010 **80** per week



278,000 88,000 2010 675 t 2020 180 t

Number of printed catalogues

Environmental awareness

We've saved a lot of paper by steadily optimising our structures.

We now have even more experts to guide you through everything that's new in the world of OBO, so we can advise you better.



We do digital. By using the right digital tools, we've got a lot quicker at assessing needs and revealing the best possible solutions.



Product diversity

Great solutions and excellent products need space.

Space also for meeting you. We look forward to your visit.



So what's it to be this year? Revolution or innovation?

Actually, we're doing both. At this year's Light + Building, we've redesigned our trade fair stand for you and reconceived our product structure. By setting up three installation areas, we've made the link to applications much clearer. That allows us to recognise your needs more quickly and guide you confidently to the best solution.

With personal discussions with experts, lots of interviews with fascinating guests hosted by Ulli Potofski, great competitions and virtual reality applications – enter the world of our most innovative solutions on an area of more than 1,000 m² and rediscover the world of OBO.

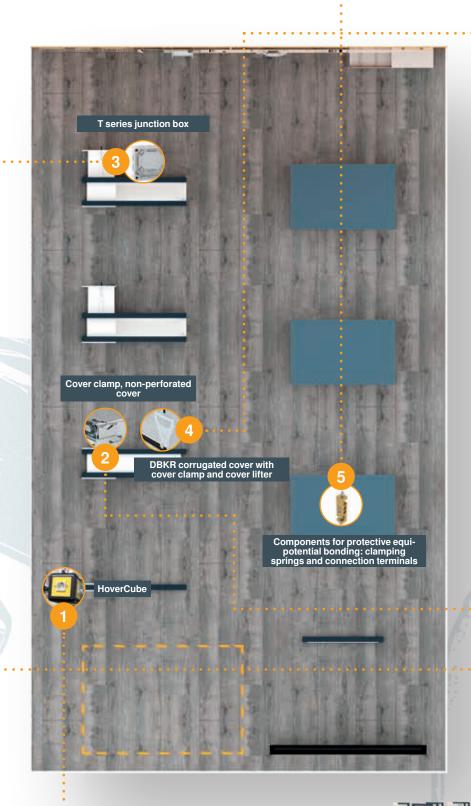
Cable support systems and connection and fastening systems for industry and construction project infrastructure

Industrial Eurinstaliations

In industrial installations, you'll find all of the OBO products you need to equip industrial buildings. Our emphasis has been on securing the attributes that are especially relevant to you. Speed, simplicity and ongoing development.

Time is precious. That's why speed is one of the attributes that are important to you when you use our products. You want your buildings to be in use as quickly as possible. To achieve that you must have another attribute: simplicity. OBO products are not complicated, they are easy to work with and simple to use. And to boost these two aspects even more, we ensure that our products are constantly evolving – especially, but not only, in industrial installations.









T series junction boxes . All-rounder made of high-grade materials

for a wide range of uses

- Protection category IP66 for use in protected outside areas
 - Ideal for installing in indoor areas without physical strain
 - With plug-in seals in the side, and pop-out openings in the base
 - Intelligently positioned assembly points
 - FireBox versions for use in maintaining the electrical function
 - Covers with retainers and screw caps
- Transparent covers for checking whether electronic components are working



DBKR non-slip corrugated cover for the BKRS walkable cable tray system

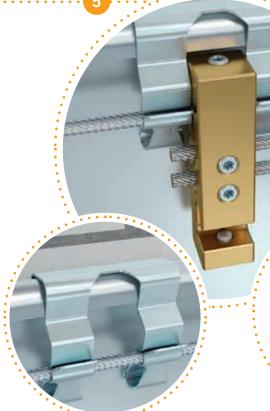
Protected every step of the way

- Certified non-slip category R11
 - Ribs on the cover and its edges make it safe to climb on and off
 - Certified displacement space category V10
 - Strip galvanised steel cover made of 2 mm-thick sheet metal
 - Snap in place using cover clamps
 - Easy to disassemble using cover lifters
 - Walking loads of at least 350 kg with a maximum compartment size of 220 mm



Quickly incorporate the BKR system into functional equipotential bonding using the KFL clamping spring and the AKL connection terminal without screws

- Simply clamp the clamping spring onto the cable tray bar
 - Press the conductor cable into the clamping spring to establish contact
 - It's easy to make branches and horizontal outgoing circuits from the conductor cable using connection terminals
 - No drilling required
 - Compact size means less space is needed
 - Connection terminals available in single and double versions

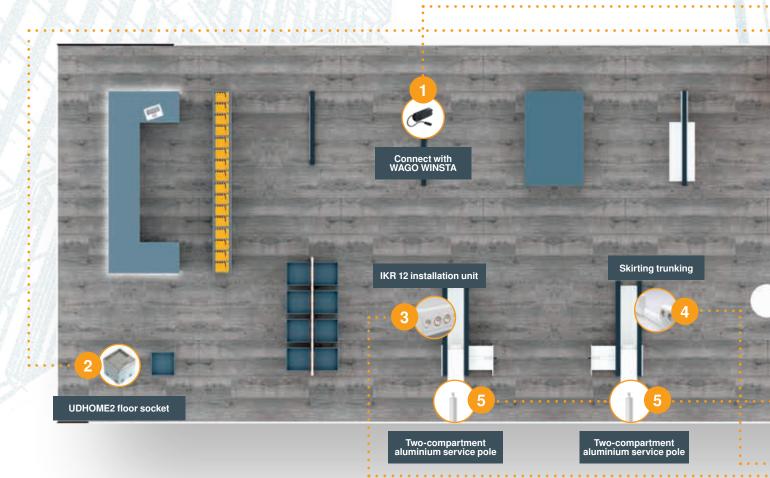


Cable routing and underfloor systems for administrative and functional buildings including architectural solutions

Buildings including Building Ellipsial Stations in the functional

You'll find all of the items you need for the construction of private and public functional and administrative buildings in the building installations area.

To fulfil your requirements, we focussed especially carefully on top-level functionality and great designs when developing our products. They can be used in lots of different areas, from private houses, to schools, to football stadiums.



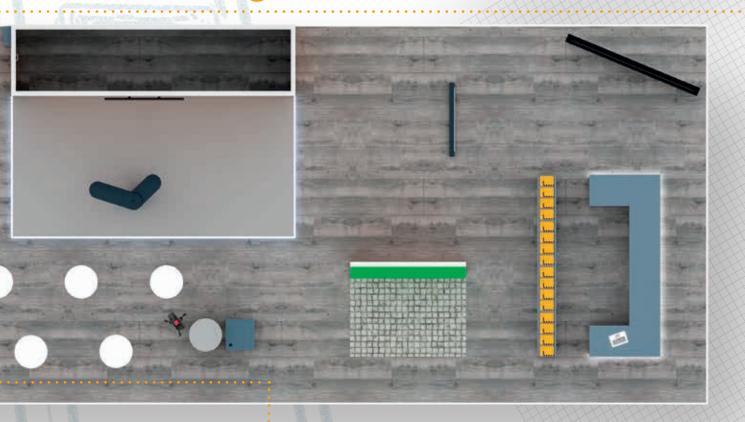


Connect with WAGO WINSTA®

. Pluggable installation solution with WAGO WINSTA®

- Pluggable connection technology with WAGO WINSTA®
 all the way to universal support in the device insert
 - Pre-terminated universal support
 - Energy distributor with fixed or plug-in connector





UDHOME2 floor socket

Elegant, inconspicuous and robust: this floor socket has a discreet design, allowing it to integrate seamlessly into interior architecture

- Complete unit for screed installation
- Any kind of plug can be connected
- Cover closed when used
- With grip for optimum operation and easy access
- In stainless steel and brass





Signa Base device installation trunking

Simple. Surprising. Different. A varied system featuring flexible handling

- Quick to install without tools: the device installationsocket sits firmly at the press of a thumb
 - Wire up your area schemes outside the trunking and
 place in from above without threading in cables
 - Install SIGNA IN sockets using plug-in connectors
 - Precise and effortless: upper section snaps in perfectly even if the bottom part of the trunking is twisted on an uneven surface



Living space trunking for quick assembly and flexible designs

- Lay wiring quickly and easily
 - Perfectly matched system components
 - Device supports can be fitted anywhere
 - VDE-tested
 - Sealing lip for fitting perfectly to walls in older buildings

Aluminium service pole, 2-compartment

For positioning supply points flexibly near to the workplace

- High levelling area due to extendable telescopic profile
- Switching and plug-in devices installed in two installation compartments
 - Easily operable clamping device
 - Spirit level for aligning pole accurately when fitting

Lightning, surge and fire protection systems

Safety O and protection installations

All of the products that you might associate with protection revolve around one common interest: safety. The safety and protection installations area contains solutions for lightning, surge and fire protection.

As well as the expertise we've built up over the years in this area, we focus especially on innovation. A good example of this is our lightning protection testing centre (BET Test Centre), which we use to help ensure that your buildings always have the best possible protection.



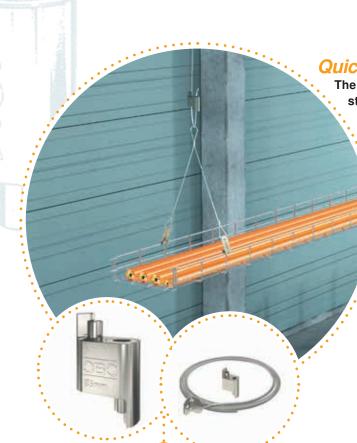


Sustainable wooden structures combined with fire protection? A new fire protection survey shows that seals can be incorporated into structural wooden parts without too much difficulty.

- Build using wood to save resources without compromising on fire protection
- Requirement: an embrasure made of non-flammable material is incorporated into the wooden component
- Suitable for wooden beam ceilings and wood-framed walls in buildings
- Various sealing systems can be used depending on the installations performed
 - Fire rating of up to 90 minutes if the wooden component is in the same category
 - Tested and approved by Ingenieurbüro IBB, engineers Dr Peter Nause and Cord Meyerhoff







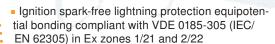
Quick Wire cable suspension system

The first choice when you want to suspend electrical installations quickly and flexibly – with selected versions approved for maintaining electrical function

- Large range of cable diameters, attaching methods and cable locks
 - Adjust suspension to any height without tools
 - Ready-to-use sets that don't need cutting to size on the building site
 - Quick and easy to fit
 - Fire-tested systems for the maintenance of electrical function with RKSM cable tray and GRM mesh cable tray
- In systems for the maintenance of electrical function: attachment spacing 1 m, cable load max. 7.5 kg/m, applies only to VA cable diameter 3 mm with VA locks

Equipotential bonding for explosive areas

EX BES earthing pipe clamp and EX PAS equipotential bonding bar together guarantee lightning protection equipotential bonding in areas at risk of explosion.



- Tested in compliance with explosion group IIC
- Lightning current carrying class H (100 kA) compliant with VDE 0185-561-1 (IEC/EN 62561-1)
- Screws secured against loosening
 - Suitable for indoor and outdoor applications
 - EX BES is easy to fit using a tightening strap
 no welding or threaded drilled holes
 - EX BES tested for ring equipotential bonding (fitted to flat conductor)
 - EX BES suitable for tubes with an outer diameter of 6 to 500 mm





SLM50 vertical ladders with maintenance of electrical function

Even if walls cannot support weight, you can attach vertical ladders with the maintenance of electrical function for safety-relevant electrical systems in a way which is safe in the event of fire.

- Suspended SLM50 cable ladders as fire-tested for the maintenance of electrical function
 - Easy to fit in front of non-load-bearing components such as plasterboard partition walls
 - Attached to load-bearing solid ceilings using screwable head plates or steel brackets
- Approved as a standard supporting structure for the vertical installation of safety cables compliant with DIN 4102 Part 12 with the maintenance of electrical function categories E30, E60 and E90

4

MCF-NAR combination arrestor

Type 1+2 surge voltage protection for fitting on a 40 mm busbar system in mains-side connection space (NAR)

- Fulfils the requirements for use in premetering area according to VDE-AR-N 4100
- Lightning protection equipotential bonding compliant with VDE 0185-305 (IEC 62305)
- Fulfils the requirements of VDE 0100-534 (IEC 60364-5-53)
- Versions for different areas of use from residential buildings all the way to the highest lightning protection category (LPC I)
- Visual indicator with no power consumption with optional FS contact
- Protection level ≤ 1.5 kV to protect terminal devices, can be used in coordination to produce type 3 SPD
- Lightning current conducting capacity up to 75 kA (10/350) 3-pin and up to 100 kA (10/350) 3+NPE



Bettermann did not evade Trump

The world's business elite met for the 50th time at the World Economic Forum (WEF) in Davos, and Ulrich Bettermann was there – also for the 50th time. This anniversary year, the head of the Menden-based electrical industrial company OBO Bettermann once again spent the end of January among the rich and powerful of a global world.







Unlike the head of Deutsche Bank, Bettermann did not evade Donald Trump. He met the American President when he appeared at Davos. Bettermann didn't have to share a hotel with him – unlike the bankers, who had to change theirs on account of Trump's colossal security apparatus. Bettermann enjoyed the advantage of his own home in Klosters, driving himself 15 kilometres through the canton of Graubünden in the Swiss Alps, and back from Davos at night.

Nor was Bettermann especially impressed by Trump, or by the hype surrounding climate activist Greta Thunberg. "Of course everybody supports the environment and conservation, but the facts speak their own language," he said in Davos. "Never before have people flown so much, never have so many cars been driven and never has so much meat been eaten.

And there are a growing number of people in Asia and Africa who want to live as we do in the West." The WEF, he says, is about finding a sensible balance between economic prosperity, social equality and the protection of natural resources.

Don't deindustrialise Germany.

"It's dangerous when political objectives become absolute – a short step from totalitarian rule and the abolition of human freedom," says Bettermann. "The Germans shouldn't be pursuing deindustrialisation," he continues. "If you destroy the creation of economic value, then affluence, jobs and social welfare will soon disappear."

A sense of proportion is also required around cars. "Banning diesel is a big activist topic in Germany, precisely the country where this excellent means of propulsion was discovered and developed into a global bestseller.

Speaking his mind is Ulrich Bettermann's lifelong habit – in public, on the radio and television, and in newspaper columns. It was the same boldness that launched his career. He was 22 when he joined OBO in 1968. He became a shareholder two years later, but his partners in the family did not want to risk anything new and preferred to rest on their money. Ulrich Bettermann was of a different calibre, even back then. He indebted himself deeply, paid out the owners hundreds of millions of deutschmarks, and invested the same again in production and sales.

The result was what we know as the OBO success story. Ulrich Bettermann always looked beyond his own business and got involved in public life. As "one of the most successful German businessmen" (*Die Zeit*), he plays an active role in public affairs. He frequently espouses the virtues of Germany's *Mittelstand* (small and medium-sized) and family businesses. "The stock exchange was never to my taste. Family businesses think in terms of generations and they build trust, security, prospects and partnership for customers, employees and suppliers."

Closely knit network

One of the keys to his activities is his closely knit network and his social engagement. Hans-Dietrich Genscher was a particularly close friend. He meets Viktor Orbán several times a year. Gerhard Schröder regularly drops in. "OBO Bettermann is a medium-sized family business that is aware of its values and was founded by my grandfather in Germany over a hundred years ago. A business only lasts that long if it stays at the cutting edge of progress," explains Bettermann, and adds: "That's what I strive for as an entrepreneur. But I have also been a political person my whole life."

And in so being he has discovered "that people quickly forget, alas". Take for example the turning point of 1989 and 1990, the importance of which Bettermann expounded at the Menden Forum in 1993 when he invited Mikhail Gorbachev, Henry Kissinger and Hans-Dietrich Genscher onto the stage. Even at this time, another

European war had just broken out in Yugoslavia. Later, in 2017, OBO honoured Hans-Dietrich Genscher at its Hungarian factory. Bettermann explains: "We could hardly have found a better place for this accolade. It was the Hungarians who broke the first stone from the Berlin wall in 1989." The opening of the Hungarian-Austrian border created a crack in the Iron Curtain which had divided Europe down the middle since 1945, and soon afterwards it fell. The Cold War ended in Europe. Europe had found its unity in freedom without war.

"Some people believed that the European transition in 1989/1990 meant we



had reached eternal peace and the end of history," recalls Bettermann. This he held to be a fallacy even then. "Today we can see that we continue to face great challenges in Europe and the rest of the world. I was born just after the Second World War, so I'm of the generation that still knows the devastation which hate, violence and war can leave behind."

The OBO Europa Forum, at the Hans-Dietrich-Genscher Building in OBO's Hungarian factory at Bugyi, near Budapest, aims to help people talk to each other instead of over one another. It is a place where people can meet to discuss their concerns and hardships, and shape a common future in peace, freedom and prosperity.

Taking the world's pulse

And that is how Bettermann sees his involvement at the World Economic Forum. In the global village of Davos, people think

about the future and try to shape it positively. "We help to ensure that politics, business and civil society work together on today's most burning issues. Over these past 50 years, we have evolved from a conference organiser into a substantial organisation that works with virtually every government and other body and is the world's biggest organisation after the UN."

For the past 50 years, decision makers from all over the world have spent around a week each January taking the world's pulse amid a mass of events, discussions and private meetings. Ulrich Bettermann has been there every year.

Because 3,000 people from all over the world gather in one place, many air miles can be saved by holding focussed meetings in a very manageable space like Davos. The Davos Congress Centre is of secondary importance: meetings between business leaders and politicians are much more important. Ulrich Bettermann believes that the world's biggest problem is that many politicians have never had a job before. "That is especially the case here in Germany. I believe that anyone who wants to assume a political office should have at least ten years of professional experience. Many decisions would turn out differently," says Bettermann.



Voices from the trade fair

Light + Building always produces inspiration for intelligent new building technology. That's why is it is as much pleasure as it is business. Aside from all the stimulus and good conversation, I especially look forward to talking others about structural engineering.

to others about structural engineering trends. The future holds many challenges for us in this respect, and we must surmount them. I'm sure we've already got answers to your questions today.

Frank Metzner, Key Account Manager OBO Bettermann



Our dependence
on electrical and
electronic devices
is ever increasing
– at work and at
home. This year we've
focussed especially on

safety and protection installations at Light + Building. Are you safe – and are you sure? I'd like to invite you to talk to our experts and myself about your protection.

Andreas König, Head of International Technical Office OBO Bettermann



The world's leading Light + Building trade fair will be showcasing innovations and setting trends once again this year. The topic that moves me personally remains current yet timeless despite all the trends – your safety.

At OBO, we don't follow trends. We set standards. Every day we work on getting better and on developing our products constant-

ly. We would love to show you our new products at the trade fair. We're sure to have the right solution for you.

Stefan Ring, Head of Fire Protection Systems Business Unit OBO Bettermann



I look forward to giving you an insight into BIM at this year's Light + Building. Building Information Modelling

(BIM) is, to us, the plan-

ning and management concept of the future. BIM opens up possibilities and can solve complex future issues. How does it do that? Visit us from 8 to 13 March 2020 and find out.

Klaus Jung, CEO ZVEI, Electrical Installation Systems Division

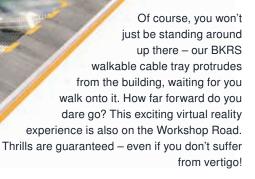
Presenting...

	Theme	Interview partner	Position
Sunday,	, 08.03.20		
10 a.m.	Rock-solid defence – everything you need to know about the three safeguarding aims in fire protection	Stefan Ring	Head of Business Unit Fire protection systems
11 a.m.	Hawk Eye – paying close attention to the requirements of building installations: a case study	Frank Metzner	Key Account Manager
12 noon	Strategy – planning made easy with OBO Construct product configuration	Melina Matthe	Applications Project Manager
1 p.m.	Right on target – production solutions in industrial installations	Oliver Laaks	Key Account Manager
2 p.m.	Coaching talent – learn from the experts at the OBO Academy	Jan Peters	Project Engineer
3 p.m.	Corner – interesting facts about the trade fair stand	Klaus Obersdorf	Head of Marketingservice International
4 p.m.	Motivational – solutions for building installations in their most extreme dimension	Ralf Höhler	Key Account Manager
Monday,	, 09.03.20		
10 a.m.	Right on target – production solutions in industrial installations	Oliver Laaks	Key Account Manager
11 a.m.	Aerial skills – structural engineering trends in building functionality and architectural specifications	Frank Metzner	Key Account Manager
12 noon	Corner – interesting facts about the trade fair stall	Klaus Obersdorf	Head of Marketingservice International
1 p.m.	Coaching talent – learn from the experts at the OBO Academy	Jan Peters	Project Engineer
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3 p.m.	Motivational – solutions for building installations in their most extreme dimension	Ralf Höhler	Key Account Manager
4 p.m.	Strategy – planning made easy with OBO Construct product configuration	Melina Matthe	Applications Project Manager
Tuesday	v, 10.03.20		
10 a.m.	Match plan – BIM: the planning and management concept of the future	Klaus Jung	CEO ZVEI, Electrical Installation Systems Division
		Stefan Ring	Head of Business Unit Fire protection systems
11 a.m.	Safety pass – all about OBO's lightning and fire protection	Andreas König	Head of International Technical Office
12 noon	Visionary – outlook and objectives	Ulrich Bettermann	Chairman of the Board of Directors
1 p.m.	Strategy – planning made easy with OBO Construct product configuration	Melina Matthe	Applications Project Manager
2 p.m.	Game intelligence – Al in text generation as a new level with natural language processing	Bernd Bretz Florian Spengler	Senior Sales Manager Retresco GmbH Client Success Manager Retresco GmbH
3 p.m.	Strong squad – the importance of the workforce to OBO as an employer	Dr Drowatzky	CEO OBO Bettermann
4 p.m.	Motivational – solutions for building installations in their most extreme dimension	Ralf Höhler	Key Account Manager
Wednes	day, 11.03.20		
10 a.m.	Game plan – the use of BIM data from the point of view of technical planners	Frank Metzner	Key Account Manager
11 a.m.	Strategy – planning made easy with OBO Construct product configuration	Melina Matthe	Applications Project Manager
12 noon	Defensive lessons – when lightning strikes, OBO protects you against unwanted destruction	Andreas König	Head of International Technical Office
1 p.m.	Motivational – solutions for building installations in their most extreme dimension	Ralf Höhler	Key Account Manager
2 p.m.	Match plan – BIM: the planning and management concept of the future	Klaus Jung	CEO ZVEI Electrical Installation Systems Division
3 p.m.	Game intelligence – Al in text generation as a new level with natural language processing	Bernd Bretz Florian Spengler	Senior Sales Manager Retresco GmbH Client Success Manager Retresco GmbH
4 p.m.	Away game – Austria: an OBO success story	Heinz Haider Jürgen Marksteiner	CEO OBO Austria Head of Technical & Sales
Thursda	ıy, 12.03.20		
10 a.m.	Strategy – planning made easy with OBO Construct product configuration	Melina Matthe	Applications Project Manager
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	13.03.20		
Friday, 1		1	50,000,000,000,000
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-	Strategy – planning made easy with OBO Construct product configuration Motivational – solutions for building installations in their most extreme dimension	Melina Matthe Ralf Höhler	Applications Project Manager Key Account Manager

The OBO virtual reality experience

Sky Walk Experience

Step this way...
In our "Sky Walk Experience" virtual reality application, we take you to the top of the highest buildings and then invite you to step outdoors. Do you dare?





Guest presenter Ulli Potofski

BEA SPORT

"I'm beyond the age of vanity," says Ulli Potofski. He looks to get to the essence, to authenticity and straightforward presenting. Reporting without frills.

That is why we decided to invite Ulli Potofski to be our presenter. Our experts and guests will be facing questions from this well-known sports commentator and presenter from 9 to 11 March 2020 on the OBO stage — in the spirit of sportsmanship and without any vanity at all. We look forward to some entertaining, engaging and fascinating exchanges.



Instagram channel @obobettermanngroup

Winner of the day

Anyone can run a contest, but only we do one which is so much fun and with so many chances to win. Our prizes range from €200 to €400!

What do you have to do? First equip yourself in our photo corner with products and accessories, then use the photo pole to produce a creative pic of yourself in front of our green screen. You can print it out or send it to us. To enter the contest, all you then have to do is subscribe to our Instagram channel @obobettermanndeutschland. Upload the photo to your own channel, give it the hashtag #obolub20 and link us in under the picture.

The photo with the most likes will win the contest of the day, and judging will take place at 4 p.m. The time of uploading counts, not the time you took the photo. The winner of the day will be informed via Instagram and asked to come to the stall. If they are no longer at the trade fair, the prize will be sent to them. The prize is worth up to €200 for Sunday to Thursday. There is also a prize worth around €400 for the person who receives the most likes over the course of the week.



See you there! Solve Stay tunect Stay tune

Intersolar
FeuerTrutz
SMM
InnoTrans
Architect@Work
belektro
GET Nord
SPS Nürnberg
Architect@Work

17.06.2020–19.06.2020 Germany Munich 24.06.2020–25.06.2020 Germany Nuremberg 08.09.2020–11.09.2020 Germany Hamburg 22.09.2020–25.09.2020 Germany Berlin 07.10.2020–08.10.2020 Germany Berlin 03.11.2020–05.11.2020 Germany Berlin 19.11.2020–21.11.2020 Germany Hamburg 24.11.2020–26.11.2020 Germany Nuremberg 02.12.2020–03.12.2020 Germany Stuttgart

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<u>Imprint</u>

Publishing and editorial:
OBO Bettermann Holding GmbH & Co. KG
P.O. Box 1120 • 58710 Menden • Germany
Tel.: +49 (0)2373 89-0
Fax: +49 (0)2373 89-1238
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Images

- OBO Bettermann Holding GmbH & Co. KG
- iStock p. 23, Freepik p. 3

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