

Blick

Light + Building 2018

OBO Bettermann Group Magazine

Building Connections

The walk-in OBO building

AND DONE.

Your partner in the trades

The Experts

Fire protection in electrical installations

The three dimensions of a room

Floor, ceiling, wall

Products

What's new at Light + Building

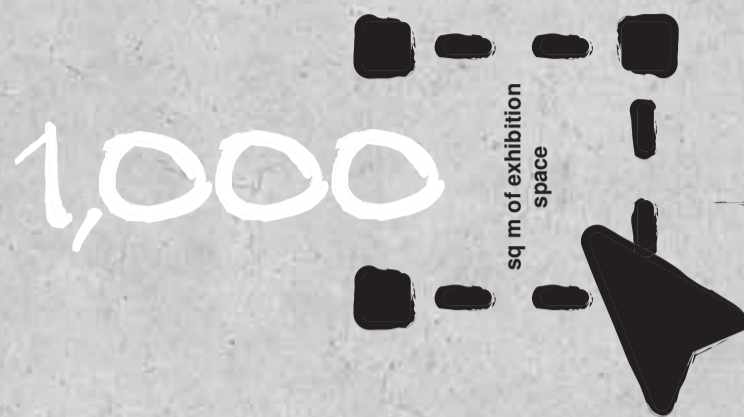
Building Connections

OBO
BETTERMANN

OBO Bettermann

is Building Connections at Light + Building 2018

Every two years, OBO Bettermann presents itself as a leading manufacturer of electrical installation equipment at Light + Building. This year, our exhibition stand extends over almost 1,000 square metres. Our family-run global enterprise will be presenting all seven of its product areas – however this time not separately from one another, but instead as one unified, application-related show. We talked about this new concept with OBO Managing Director, Andreas Bettermann.



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Blick: The slogan of this year's Light + Building 2018 is: "Networked – Safe – Convenient". How does OBO put these concepts into practice?

Andreas Bettermann: We're a company that makes connections, both at Light + Building 2018 and with our products all over the world. The three concepts you mention actually describe our daily work and the world of our products. Networking means digitalisation. The growing importance of this field is impossible to overlook and we are investing heavily in expanding our internal and external digitalisation. Placed in conjunction with safe products that are convenient to install, these concepts are not merely a slogan for us, they are the substance of our work and of our future.

Blick: Your OBO exhibition stand extends over 1,000 square metres this year. What is special about it this time around?

Andreas Bettermann: This year, we aren't just presenting products from our seven product units, we are presenting ourselves to visitors with a unified and application-related approach. Of course, all seven product areas have their own presentation spaces at the stand, but visitors will quickly see how the different areas really interact in practice.

Blick: How have you managed to illustrate this at the stand?

Andreas Bettermann: We've simply followed our slogan, "Building Connections", which describes the way products are networked in practice. To do that we divided our stand into an area for the construction phase and an area for the functional phase, and these are subdivided into an industrial area and an area especially for architects. That way, visitors can experience the world of OBO as it occurs in practice, and we have succeeded in connecting the different project phases with each other.

Blick: What does digitalisation mean to you, at the stand and at OBO in general?

Andreas Bettermann: We are showing some of our products at the stand in a virtual reality application, which means visitors put on VR spectacles and see embedded products such as those in a warehouse, and witness things like how our fire protection products respond in an emergency.

Our colleagues also have a new app on their mobile phones which takes us a step further towards digitalisation. It allows them to supply customers with the information they require after talking to us. I am especially pleased with our holographic presentation of some of our underfloor products, which shows exactly how they work, but in a very modern way.

There are also touchpoints all over the stand that invite visitors to experience more. And of course, the whole week at the fair will be covered on all our social media channels. So we're investing heavily in digital structures, both internally and externally.

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Messe Frankfurt
Light + Building

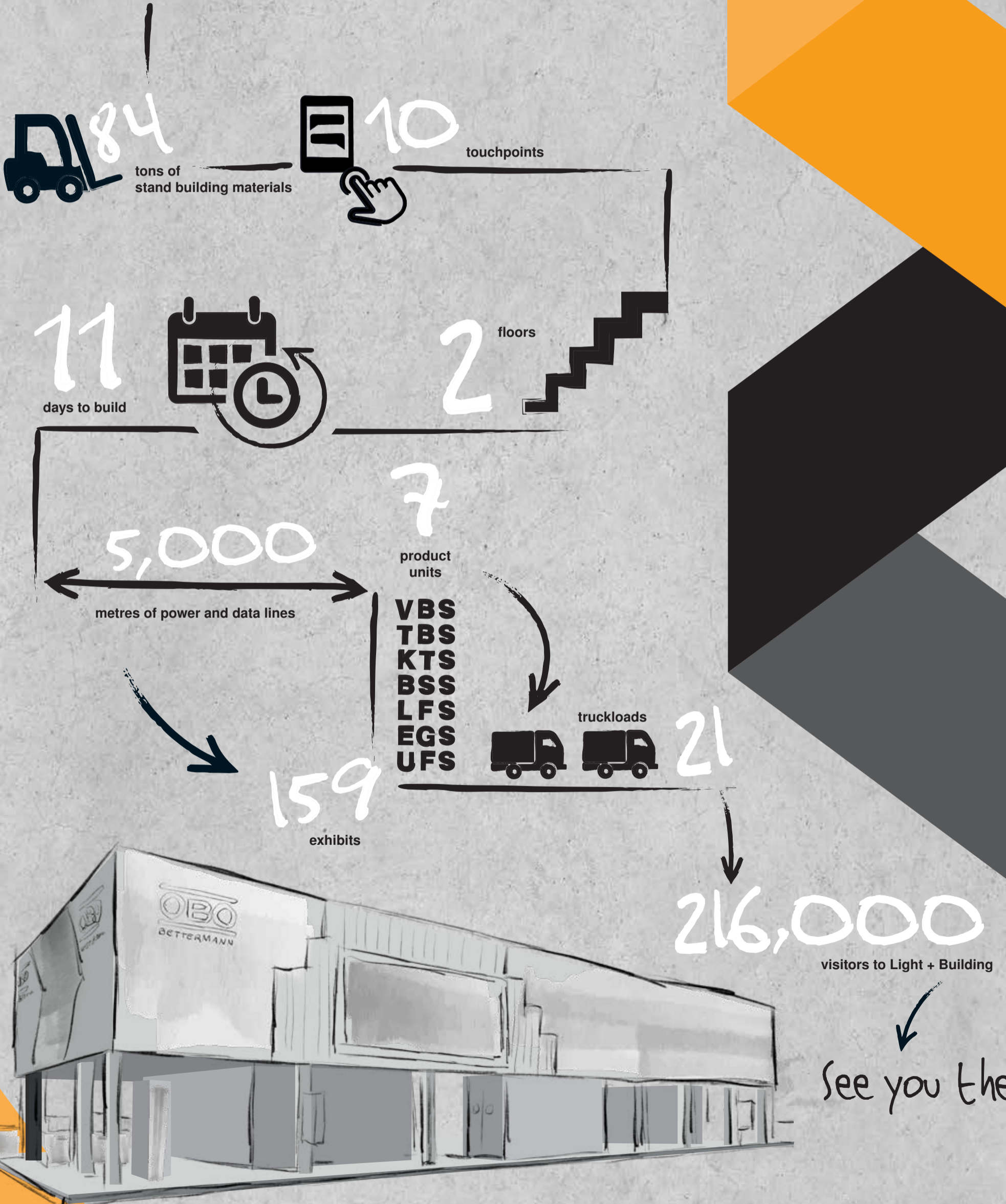
Date
18.03 to 23.03.2018

Venue
Hall 8.0 | Stand E90





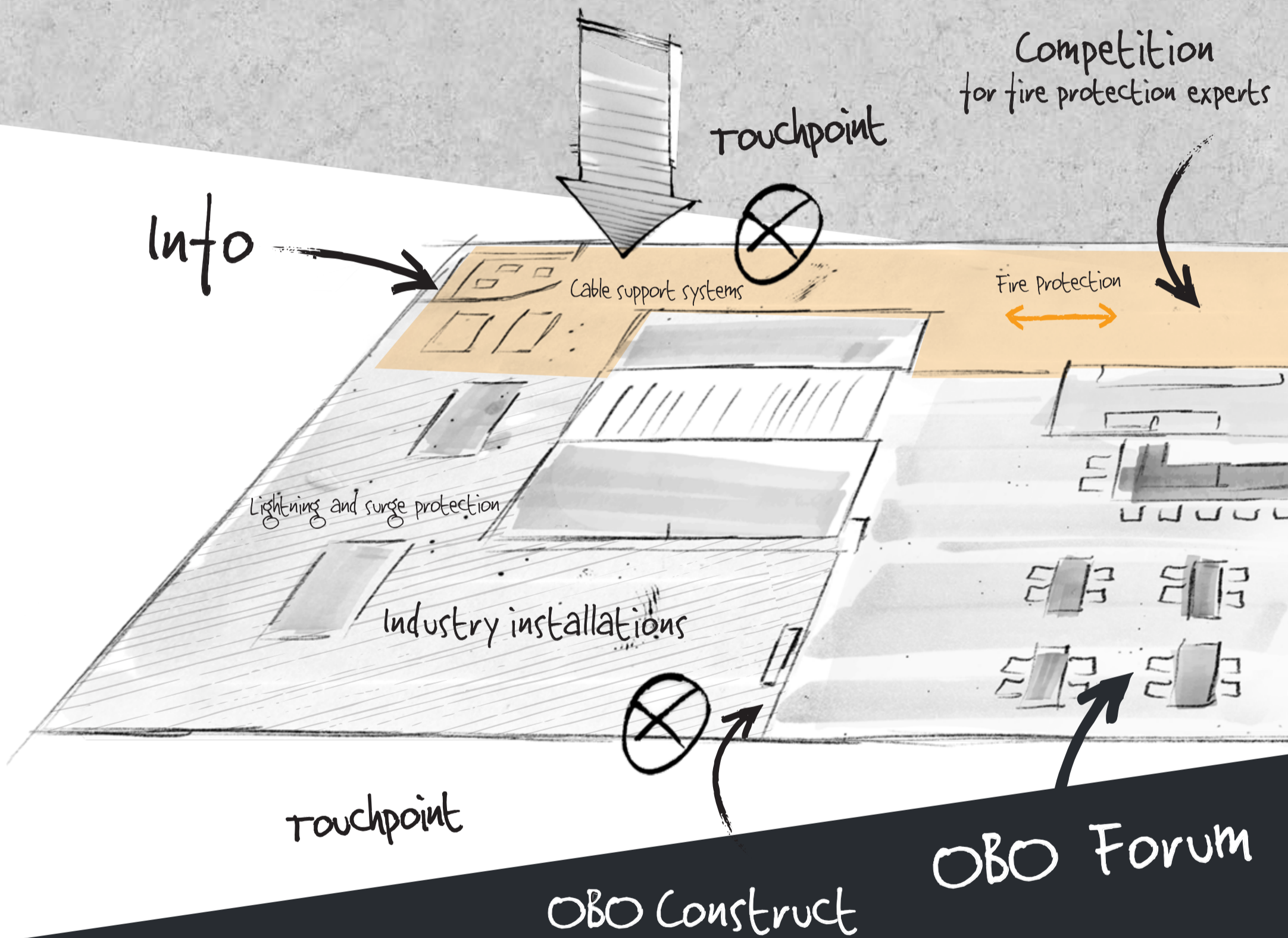
Building Connections



The walk-in OBO building

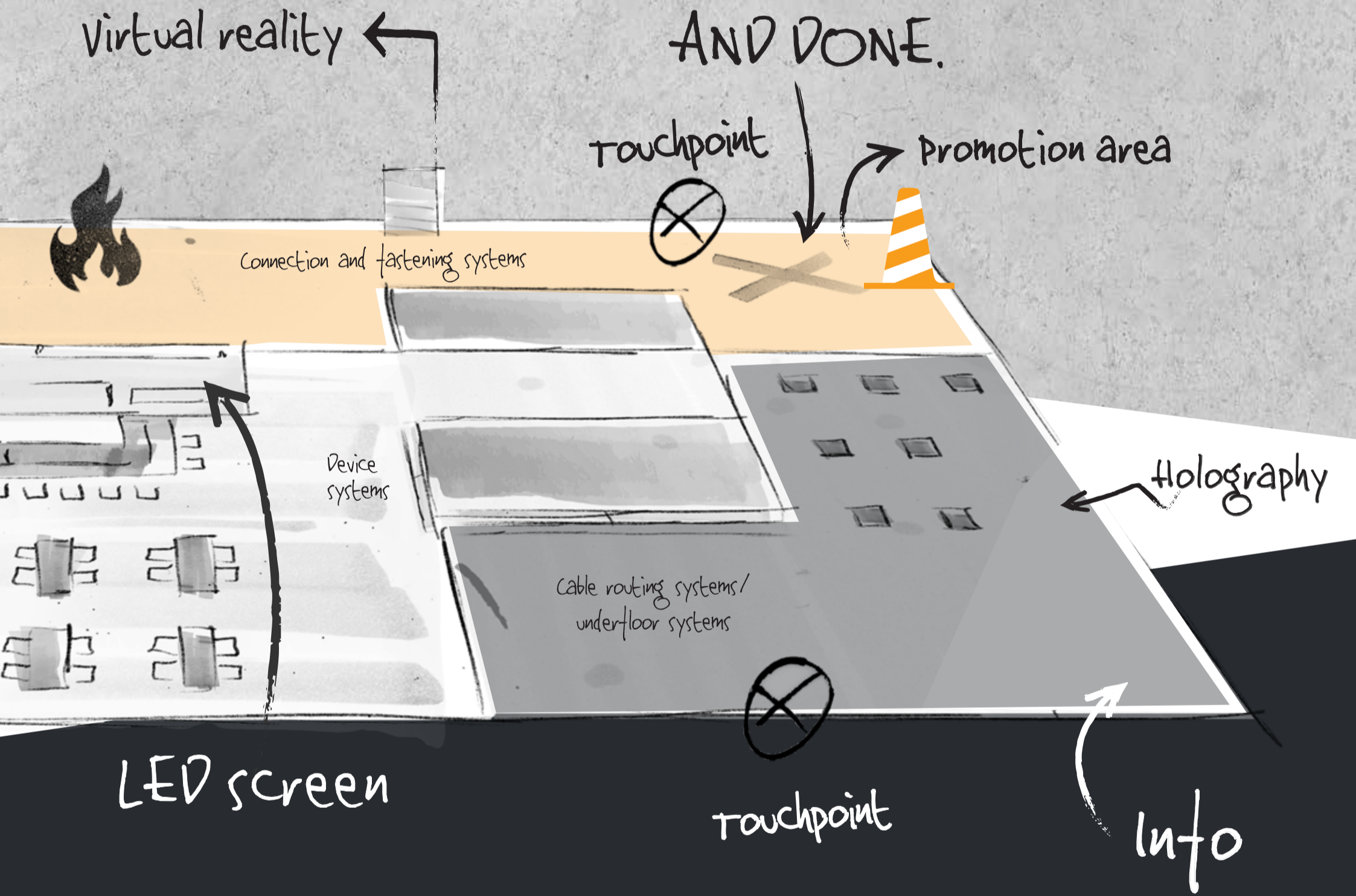
The OBO exhibition stand offers visitors an area of almost 1,000 square metres – divided into a construction phase and a functional phase, and in turn subdivided into an industrial area and an area especially for architects. The Sauerland-based family business is presenting its products not separately from each other, but in relation to their areas of application. Linked with the fair's official slogan: "Networked – Safe – Convenient", OBO is combining the presentation of its products with virtual solutions. There are a total of ten touchpoints informing visitors in detail about new products.

A tour of the exhibition stand illustrates clearly how the different product areas interrelate. One thing's for sure: it's definitely worth a visit!



FUNCTIONAL PHASE

CONSTRUCTION PHASE





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AND DONE.

OBO Bettermann's connection and fastening systems

AND DONE.

We're your partner in the trades – the new campaign belonging to the connection and fastening systems area of the business.



We're your partner in the trades – the new campaign belonging to the connection and fastening systems business unit is called "AND DONE." – and that sums it up nicely.

The mark of a really good partnership is that you understand each other and things are uncomplicated. That applies not only in life but also to our VBS products, which is why we can say with confidence: We're your partner in the trades!

Our products make your work easy and help you to get the feeling of "AND DONE." – not just any old how but in a way that is good, simple and true. Opting for OBO connection and fastening systems means choosing products that you can rely on, especially because they guarantee fast and efficient use.

Take one example from our diverse product range: the OBO Quick series offers three different types of halogen-free cable and pipe clips, each of which saves you time when safely attaching cables, lines and electrical installation ducts.

Our brand-new "AND DONE." campaign reflects this. Reliable and honest products that are easy to install. Find out for yourself.

Good.
Simple.
True.



For further information visit
www.obo.de/und-fertig



Stay connected – be rewarded.

What would a campaign be without a competition to go with it?

That is why our “AND DONE.” competition will be launched on Facebook in time for Light + Building. And it's aimed at you: the first 200 people to register at OBO.de will receive a surprise package from us containing lots of useful everyday items and installation materials that everyone can use. And if you take a photograph of yourself with these items and submit the photo or video to us, you might win one of several exciting prizes.

Anyone can enter as long as they are visible on the photo or video with a VBS product.

Every entry which is approved will be uploaded onto our Facebook page. The best ten photos or videos – in other words, the ones that get the most Likes – will win prizes worth a total of €4,000.



Launch:

18 March

Entry deadline:

30 June

Like by:

31 July



40
YEARS
OF EXPERIENCE

THE EXPERTS

in fire protection for electrical installations

Our team of experts is ready to advise and support you, from providing an initial overview, advising you on your particular needs or developing special solutions. Whatever the project, you can rely on the OBO fire protection experts.

What this means is that we can advise you on any issues relating to fire protection. Our experienced team of experts can rise to any challenge!



Fire Protection Guidelines

Summarised especially for you – the new Fire Protection Guidelines have arrived.

We highly recommend that you order a copy of our recently revised and newly published Fire Protection Guidelines, to keep you fully informed on the subject of fire protection.

They contain the latest legal requirements and rules on fire protection, as well as information about what you have to do to achieve the three protection aims shown below.

We have included the latest developments and standards for you so that the new Fire Protection Guidelines provide helpful and up-to-date insights.

1

Protection aim 1: Limiting the spread of fire

If a fire does start, then it should be limited to a small area. Smoke from the fire should not be able to pass unhindered through the building. OBO's sealing systems ensure that the spread of fire and smoke is effectively limited, and holes through ceilings and walls are effectively closed off by means of reliable installations.

2

Protection aim 2: Safeguarding escape and rescue routes

Saving human lives is the uppermost priority. In the event of emergency, escape and rescue routes have to remain usable, both for people fleeing the scene and the entering firefighters. We can answer any questions you may have relating to this second protection aim.

3

Protection aim 3: Maintaining electrical function

In the event of a fire, it is absolutely essential to maintain the supply of electricity to safety-relevant systems, ensuring that they remain operational. We can answer any of your questions about this third protection aim.

Order now at
obo.eu/leitfaden-bss
Order now



Visit New York with OBO. Competition for experts

- 1 Register
- 2 Answer questions
- 3 Win

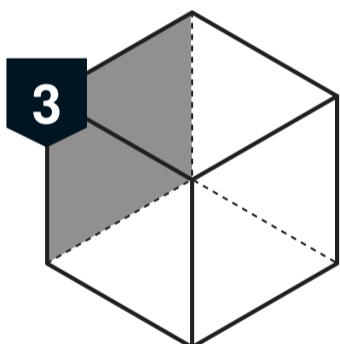
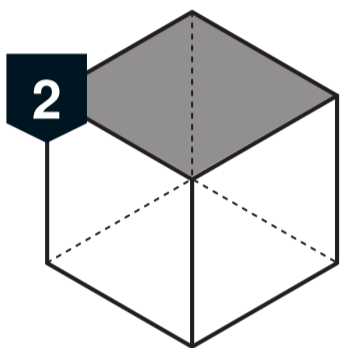
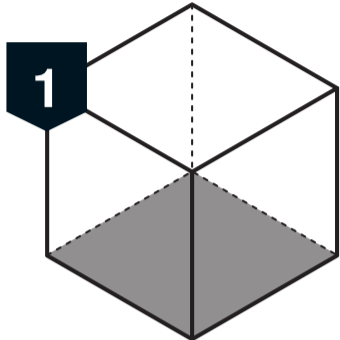
For more information about the competition and rules of entry, visit

www.obo.eu/bss-gewinnspiel



Dimension

Architecture creates spaces where people come together – where they live, work and spend time. These rooms need to be supplied with power and data. And by their very nature, rooms provide us with three dimensions to achieve this – floor, ceiling and wall.



In rooms where the appearance, the surfaces and the function must work together, three-dimensional supply routes offer a variety of solutions to suit all needs. Each technical feature has to be functional but also, at the same time, it must satisfy visual requirements. The interplay between material, shape, structure, surface and quality depends on what the space is used for and can differ greatly. The same applies in terms of technical equipment. Residential buildings, industrial halls, sports facilities and also public facilities and schools – different spaces require different points of access to power and data. These systems must, in turn, be easily accessible, safe and adjustable, and also be flexible in the future in terms of appearance and technology.

The three dimensions of the supply give the option to not only fulfil these growing demands on the electrical infrastructure, but also to further develop it, thereby enhancing safety and the quality of life and work.

OBO Bettermann has developed systems for these three dimensions that offer many versatile solutions.

Floor

The floor of a room offers three zones for the supply – from the floor area, via a system floor and from around the edges. The supply coming via the floor area is a tried-and-tested method, however it requires basic planning as the floor will be hard to access once it is finished. Duct systems enable the planning of supply outlets which can be accessed via individual and variable outlet systems.

A flexible and more long-term variant, however, is offered by trunking systems which use the cavity underneath the floor plates. This variant permits refitting or moving of the energy and data outlets to suit changing requirements. The supply via the edges of a room is suited to rooms with floor-deep glass surfaces. Here, power and data is made accessible via an inconspicuous floor plate with a brush bar.

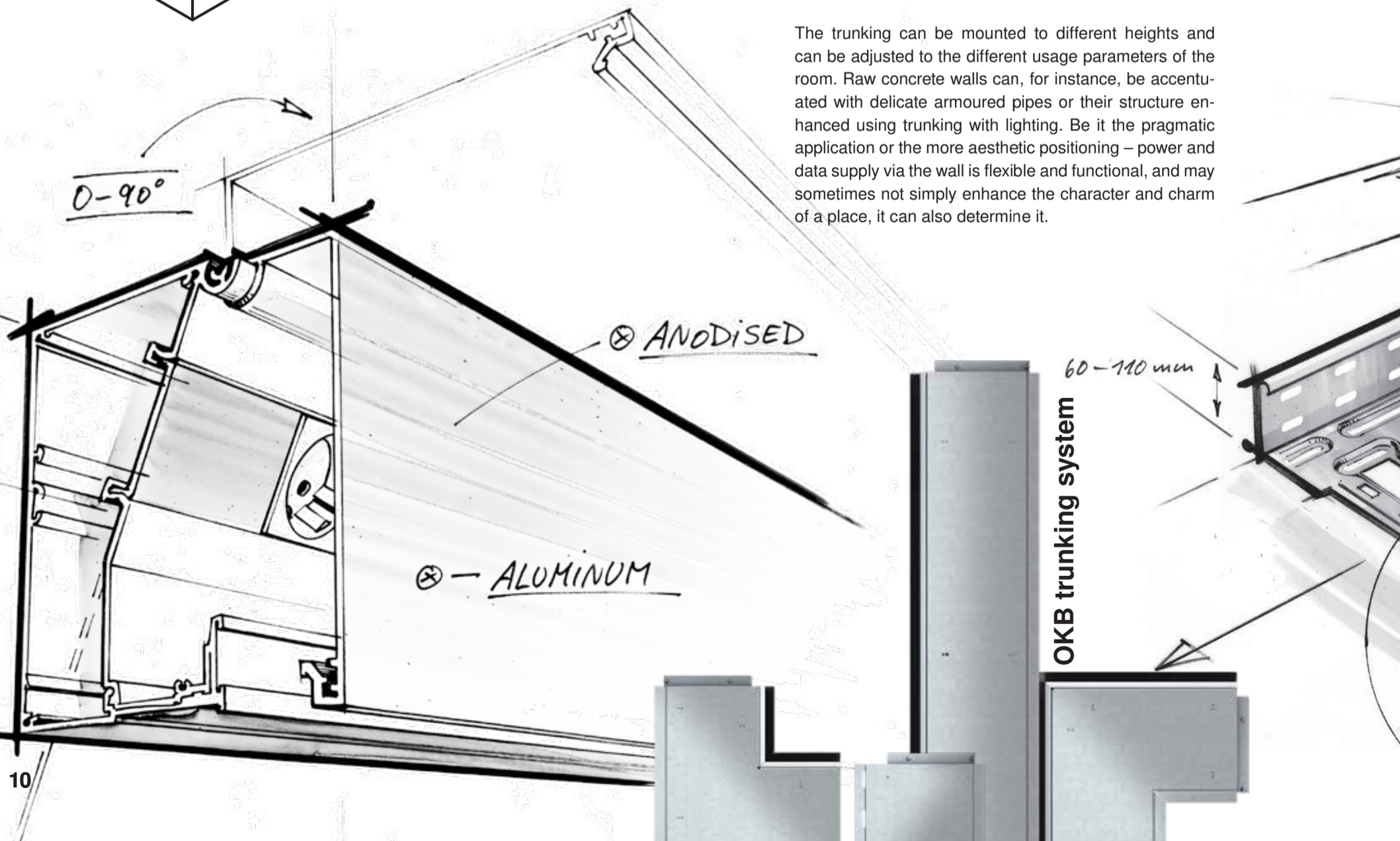
Ceiling

Power and data supply via the ceiling offers a combination of space-saving and flexible connection options, merging raw industrial charm with modern technology and ecological awareness. Classic cable trays, which are purely functional in their origin, suddenly become part of the visual character of a room when used in an open office, in a loft or in a public space. They are not merely functional supports but can add to the look and feel of a modern interior. Using floor-to-ceiling service poles, the connection systems can be connected to the open, almost freely floating trunking and be made accessible throughout the entire room.

Wall

Supply routes via the wall are a tried-and-tested method of routing power and data, particularly in offices. Wall-mounted Dado trunking and installation pipes can be installed purely for the functional use or as part of the optical design of the room. Here, numerous connections can be accommodated or design-orientated material can match the texture of the walls.

The trunking can be mounted to different heights and can be adjusted to the different usage parameters of the room. Raw concrete walls can, for instance, be accentuated with delicate armoured pipes or their structure enhanced using trunking with lighting. Be it the pragmatic application or the more aesthetic positioning – power and data supply via the wall is flexible and functional, and may sometimes not simply enhance the character and charm of a place, it can also determine it.

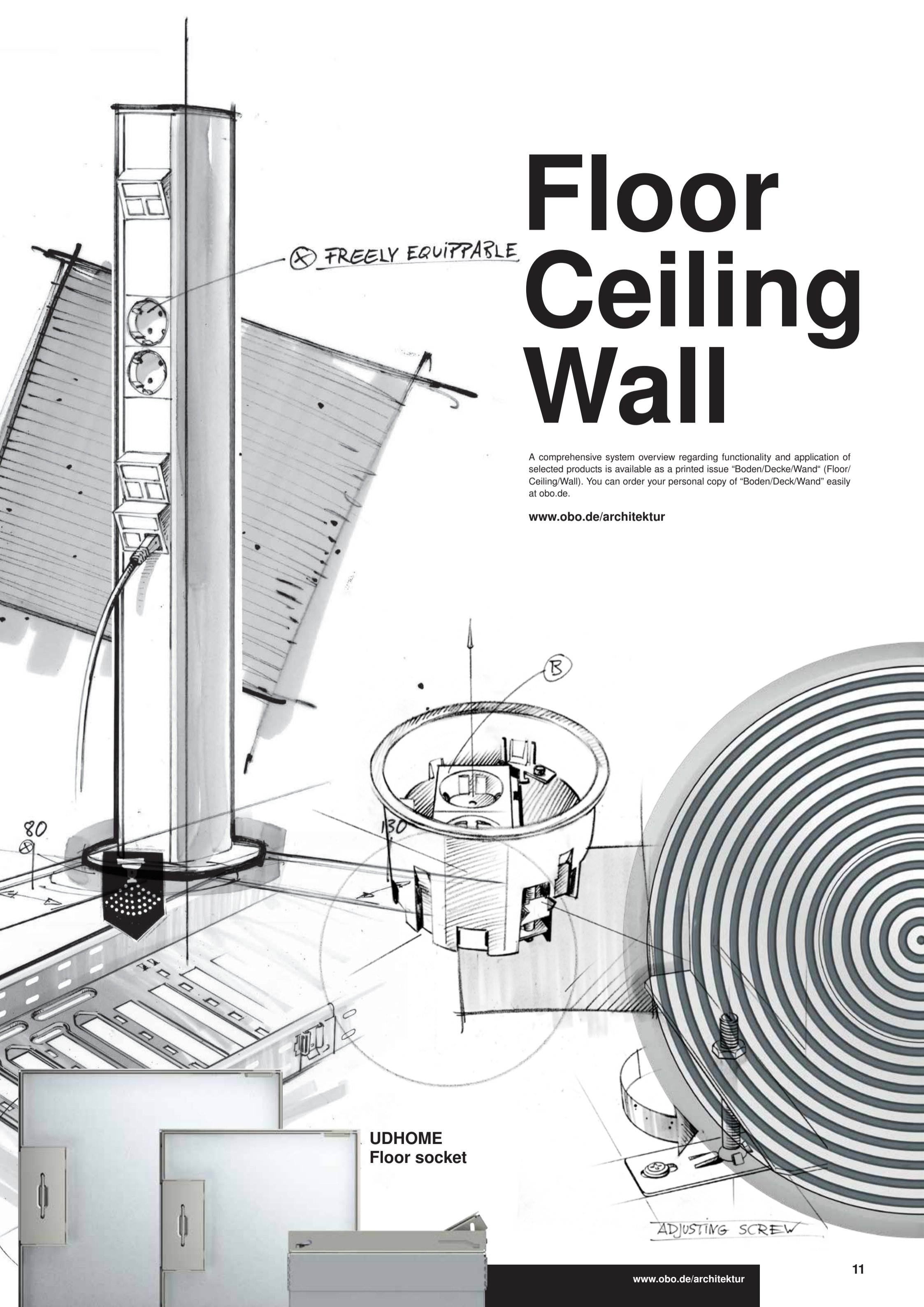


Floor Ceiling Wall

A comprehensive system overview regarding functionality and application of selected products is available as a printed issue "Boden/Decke/Wand" (Floor/Ceiling/Wall). You can order your personal copy of "Boden/Deck/Wand" easily at obo.de.

www.obo.de/architektur

⊗ FREELY EQUIPPABLE



UDHOME
Floor socket

ADJUSTING SCREW

X-TREME

The new X series

Extremely tough

OBO Bettermann's X series offers a range of junction boxes and empty housings that withstand even the most severe mechanical loads. Due to the use of special plastics based on polycarbonate, the X series meets the requirements of the highest impact resistance of IK 09. The high quality of the X series is guaranteed through certification to DIN EN 60670 Parts 1 and 22.

The X series not only impresses with its robustness, but also through its functional and well-thought-out design. Attaching the housings can either be done with inner, outer or corner fastening – it's flexible and can be adjusted to the requirements of each installation. Practical tests have shown that particularly the large space for cables is appreciated by users.

The X series covers all the requirements placed on contemporary and practical connection boxes.



IK
09





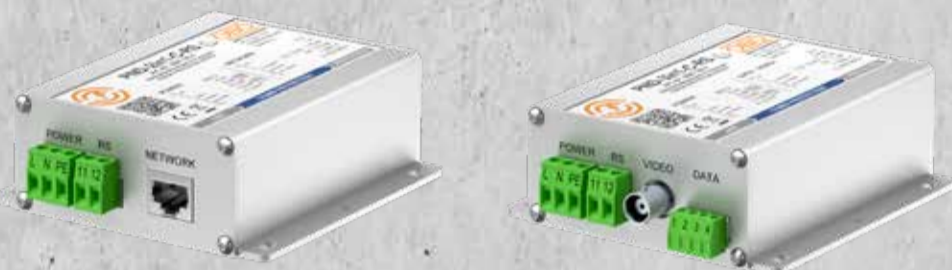
Transient and lightning protection systems

Damage through surge voltages not only occurs through direct lightning strikes, which can cause immense destruction. More common is severe damage to electronic devices and systems that have been caused by surges due to lightning striking within a radius of up to two kilometres. In order to prevent damage to people or

equipment through surges, it has been mandatory since October 2016 (according to VDE 0100-443) to have lightning protection in new or extended buildings, as well as in new electrical installations.

Surge protection combination device PND for CCTV – safety in view

CCTV (closed circuit television) stands for recordings of images that are available to certain recipients. Next to rooms and buildings, they are also often used to surveil public places, which means that they are exposed to different weather conditions. Lightning strikes, and the severe damage they cause, can disable these data transmissions.



The PND 2-in-1 and PND 3-in-1 surge voltage protection devices protect both the power and the data cables of CCTV systems effectively against surges resulting from lightning strikes. Whilst PND 2-in-1 brings the data and video interfaces in an RJ45 network connection together, they are still routed separately in the PND 3-in-1 device with a BNC and RS connection. Both device types are classified to type 1+2 and can be used in lightning protection zones 0 to 2. Errors are signalled with an LED. Optionally, a potential-free changeover contact can even do this remotely, in order to receive the operational status of recording and transmission functions in sensitive areas through fast damage regulation. Technical information can be accessed at any time using a QR code.

MCF Compact combination arrester – saving 25% more space in the distribution cabinet



Installed at the feed-in point of a building, the combination arrester secures any building type of lightning classes 1–4 with a system protection of 315 Y without a separate preliminary fuse. The combination arrester is available as a 3+1 pole version and is simply locked onto the DIN rail in the distribution cabinet. Technical details are as follows: Up to 100 kA (10/350 μ s); 1.5 kV protection level. Tested to VDE. Remote signalling with a potential-free changeover contact can be used; a colour display also signals the operational status of the device. Technical information can be accessed at any time using a QR code.



New generation isCon®

The new series of high-voltage-proof, insulated isCon® conductors ensures that the required spark gaps according to VDE 0185-305-3 (IEC/EN 62305-3) are met. Depending on the version, spark gaps of 45 to 90 cm can be managed safely. Each isCon® conductor has been certified externally (IEC TS 62561-8). With the surface-discharge-free isCon® Professional +, there is even a certified solution for highly sensitive and explosive areas available.

BASIC

se ≤ 45 cm
150 kA
Ø 20 mm



Flat roof/2 storeys

PROFESSIONAL

se ≤ 75 cm
150 kA
Ø 20 mm



Industrial building

EX

PROFESSIONAL +

se ≤ 75 cm
150 kA
Ø 23 mm



Chemical industry

PREMIUM

se ≤ 90 cm
200 kA
Ø 23 mm



High-rise buildings



A tough type:

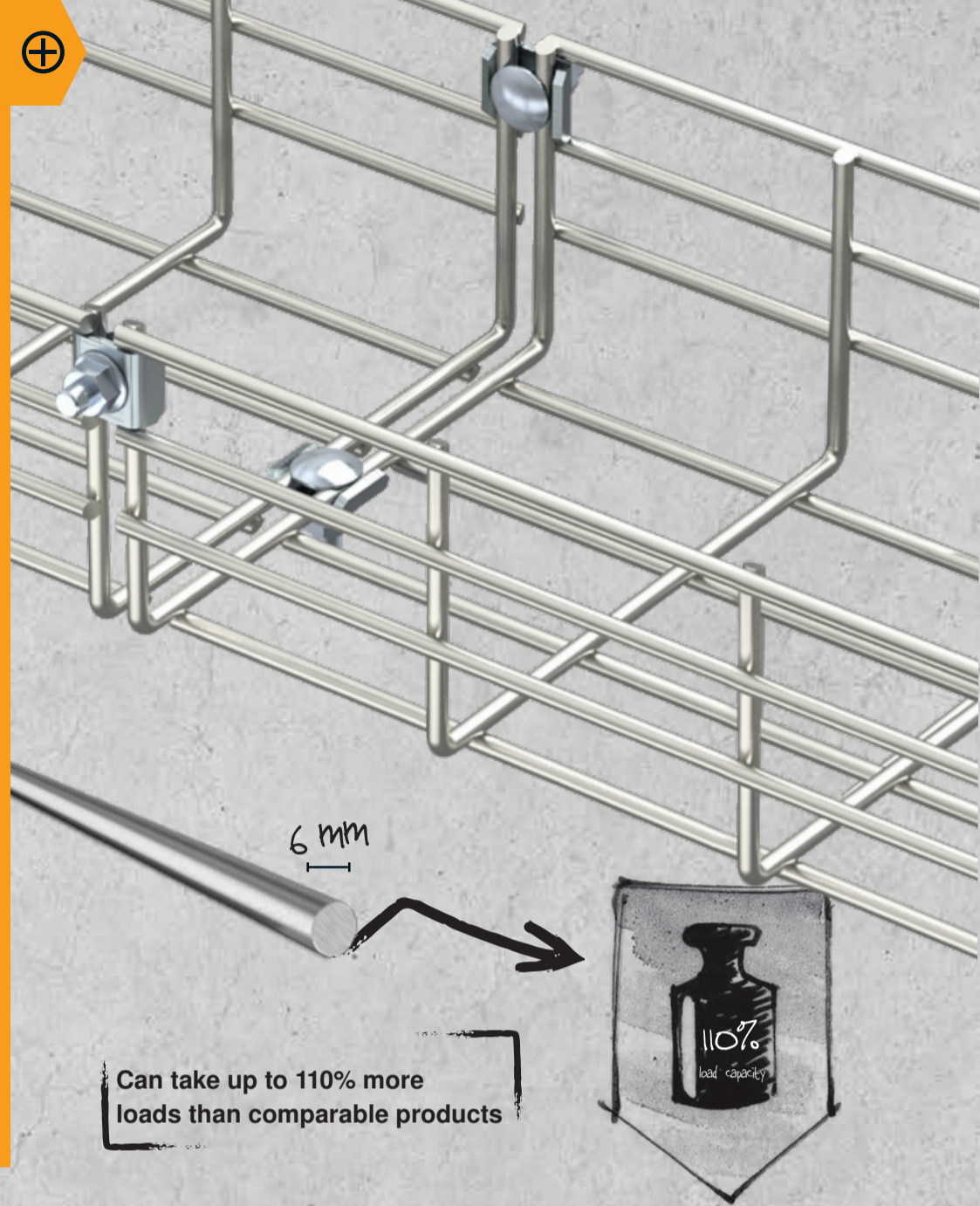
SGR mesh cable tray made from 6 mm wire

Nowadays, the requirements for mesh cable trays are very diverse due to the many different types of application areas. In addition to simple mounting, a high load capacity, dirt-repellent qualities, good ventilation and a high-quality surface finish are in particular demand.

The new heavy-duty mesh cable tray of the SGR type made from 6 mm-strong wire in a U-profile combines many advantages all at the same time. Thanks to the strong wire quality, the SGR – despite of its low weight when empty – can carry up to 110% more load than the comparable mesh cable trays of a competitor. It can therefore also be used across larger support spans of up to 4 metres.

There are three different surface versions. The mesh cable tray with the hot-dip galvanised surface can be used in industrial areas as well as in machinery and plant engineering, the stainless steel version is particularly suited for the foodstuffs and chemical industry sector and the electrogalvanised version is available for indoor areas with no specific demands.

The three different side heights make it easy to react very flexibly to different cable volume requirements, and the large mesh holes allow cables and lines to be fed in or out at any place. In addition, the open structure prevents heat build-up, and also the accumulation of dirt and dust is mostly prevented. Matching the heavy-duty mesh cable tray, there is the GUV 6 U connector in the surfaces FT, G and A2 available. This new heavy-duty mesh cable tray offers an all-round complete package for the sophisticated laying of cables in all different application areas.



Absolutely optimised

New cover for walkable BKRS cable tray system

High loads, kicks, dirt, dust – the walkable, closed BKRS cable tray system can handle everything thanks to its well-considered features. The system is mechanically highly stable and protects cables and lines against damage. Through an optimal shielding effect, electromagnetic compatibility is also achieved.

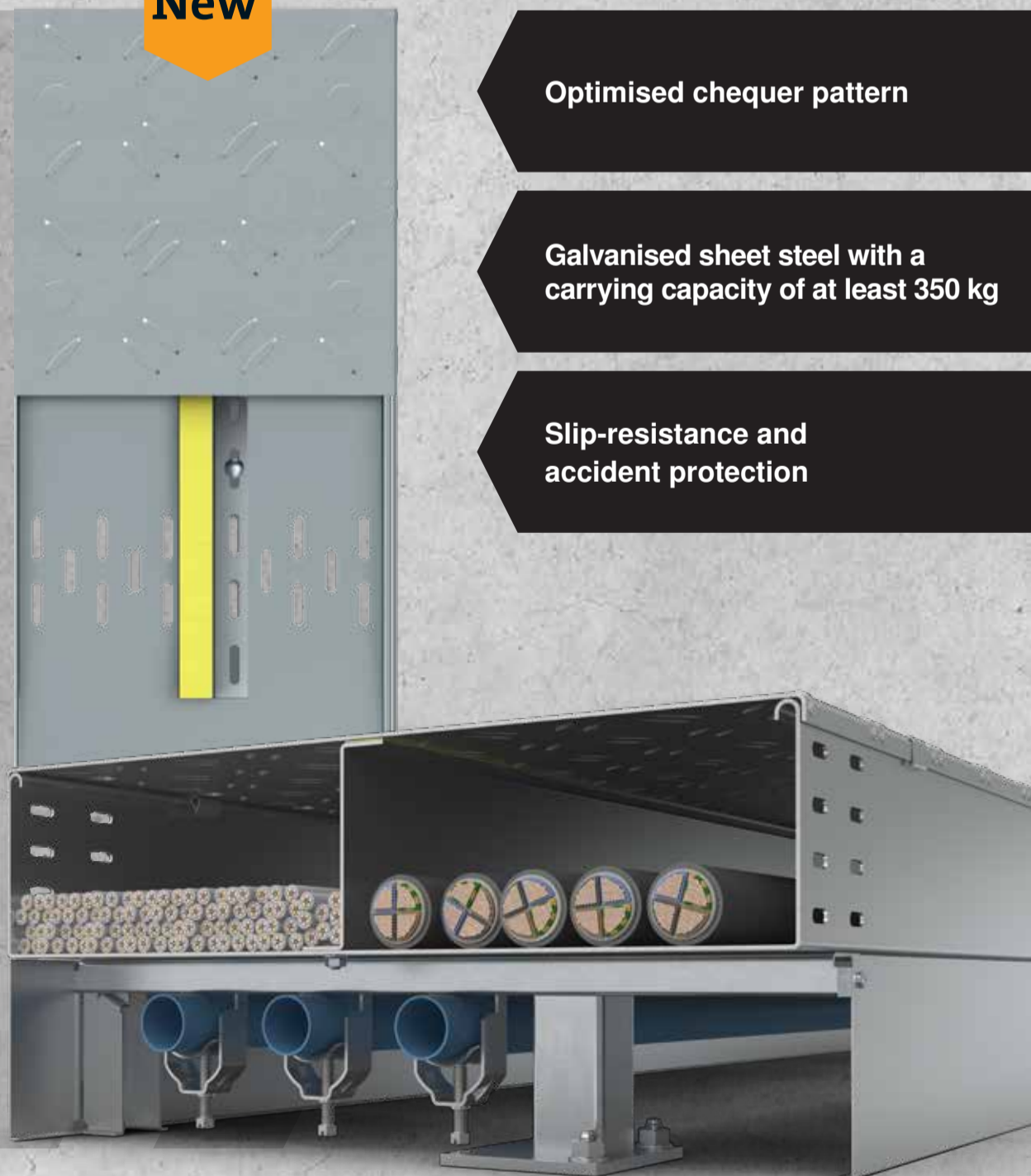
The chequer plate cover of the system has been reworked and offers even more comfort during installation and when in use. The new cover is made from galvanised sheet steel FS and has a significantly higher non-slip chequer pattern surface. This is certified by test certificates regarding slip resistance (R11) and displacement space (V10) according to DIN 51130. The new cover types can be fastened in two ways. The cover can be either fixed as previously with turn buckles, or it can be locked onto the tray with cover clamps. The turn buckles are not pre-mounted anymore, but can be attached to the sheet individually as required. They are pre-marked in 50 mm spacings so a turn buckle can be mounted at the required location. It is equally flexible to position the cover clamps. They are initially plugged onto the cover and then simply locked onto the cable tray.

New

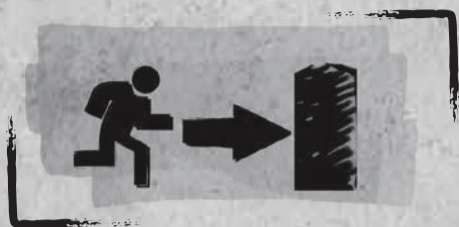
Optimised chequer pattern

Galvanised sheet steel with a carrying capacity of at least 350 kg

Slip-resistance and accident protection



Fire protection ducts secure escape and rescue routes



Protects escape routes actively against the risks of a cable fire

The tried-and-tested PYROLINE® Rapid fire protection duct is now also available in a pure white surface coating. Mounted directly onto the wall or the ceiling, the duct blends discretely into the overall design of not only company premises and surgeries, but also of public buildings used for administration, schools or museums.

PYROLINE® Rapid by OBO Bettermann can be laid quickly and easily thanks to its bespoke fittings. Despite its small outer dimensions, the duct possesses a large cross-section and can accommodate a cable load of 30 kg/m. PYROLINE® Rapid has been tested as a duct for escape routes with the fire protection classes I30 to I120 according to DIN 4102 Part 11, and is approved for the containment of fire. The duct has an intumescent internal coating which, in the event of fire, will expand and actively encapsulate the fire, preventing its spread.

Data transmission protected reliably against fire from the outside

It has become increasingly common to equip communication systems with fibre optic cables in order to process large amounts of data securely. These systems have to continue to function for a specified amount of time in the event of a fire. With OBO's new PYROLINE® Fibre Optics fire protection duct, it is now possible to lay fibre optic cables from the company LEONI Kerpen GmbH and protect them against fire to the extent that the supply of electricity can be maintained for up to 90 minutes.

Also in industrial plants, optical data transmission systems are used for controlling the manufacturing processes. In the event of a fire, the processes have to be brought to a standstill in a regulated manner in order to prevent any damage to humans and the environment. Maintaining the electrical supply is therefore of high-ranking importance and is established when no short-circuit or disruption of the current flow can occur in the cable system. If fibre optic cables are laid in the new PYROLINE® Fibre Optics fire protection duct, they are protected against fire particularly from the outside. The fire protection duct is certified to class E90, following DIN 4102 Part 12, for maintaining electrical function.

THE EXPERT

For escape route installations



PYROLINE® Rapid



I30

I60

I90

I120

Fire protection duct for escape routes

- Fire resistance classes I30, I60, I90, I120
- Stable metal with active fire protection coating on the inside
- Many mounting options and fittings

pure white

NEW



PYROLINE® Fibre Optics



E30

E60

E90

Fire protection duct for fibre optic cables

- Function maintenance classes E30, E60, E90 following DIN 4102 Part 12
- For direct wall and ceiling mounting
- For mounting on support systems
- Glass-fibre-reinforced lightweight concrete

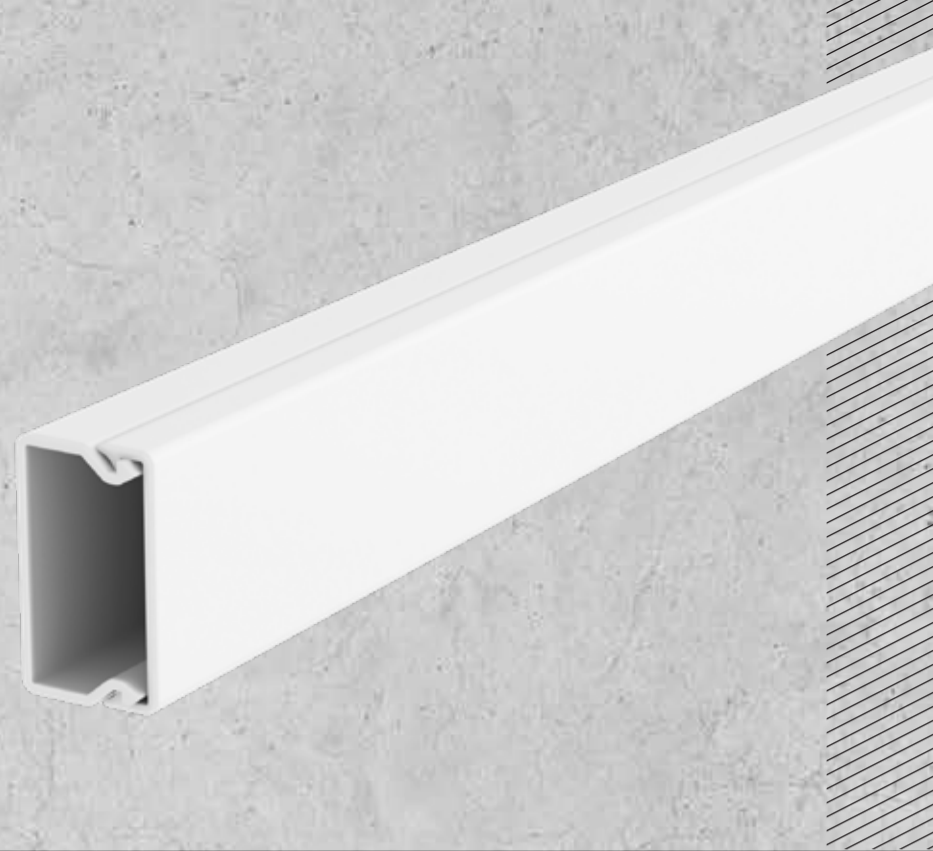


Product expansion in the WDK trunking range

WDK trunking

The WDK12022 wall and ceiling trunking is seen as an established product in the countries of France, Spain and Portugal. The system and its matching fittings, such as the internal and external corners, are available in pure white (RAL 9010) and can be assembled flexibly. The locking contour together with the comprehensive fittings achieves the protection class IP4X.

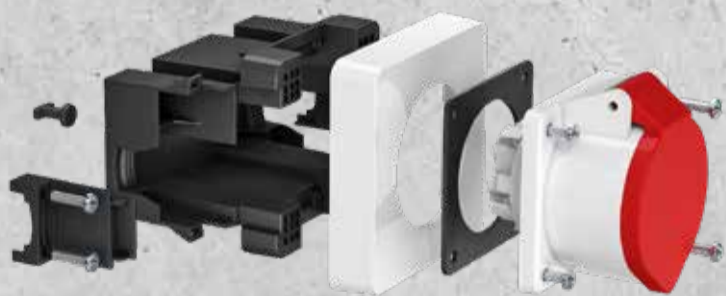
The Modul 45 device support, single permits the installation of switching and connection devices of OBO's own Modul 45 series into the WDK trunking. The device support can also be used in combination with the WDK trunking types WDK15030, WDK15040 and WDK20050. Various adapter plates to allow the support to be fitted to the different trunking systems are included in the delivery. The device support is available in pure white, as is the appropriate WDK trunking.



Accessory mounting box for CEE sockets

The installation space for standard device sockets is often not sufficient for the connection of CEE plug-in devices. This is why the accessory mounting box for CEE plug-in devices has been developed with a large installation space.

The connection unit provides a secure and reliable arresting mechanism in the locking contour of the trunking and a secure hold in the Rapid 80 device installation trunking and service poles. The accessory mounting box can accept almost any standard 16 A/32 A CEE socket due to its open design. The CEE accessory mounting box also has robust external strain reliefs.



CEE accessory mounting box with CEE socket



CEE accessory mounting box



Media poles for schools

Emergency call systems are moving into classrooms

In the course of many refurbishment measures in schools, compact media centres have established themselves in classrooms. A leader in this development is the greater Munich region. These media centres satisfy all the demands put on the electrical functions supplied to a modern classroom, and all from a central position. The pole integrates emergency call systems, ELA call systems, and power and data connections, etc.

The OBO solution provides a modular system which can be equipped according to the requirements of each individual project.



Easy charging of smartphones and tablets

The new USB charger of the Modul 45 series

The new USB charger of the Modul 45 series with a charging current of 2.1 A can charge up to two mobile devices simultaneously and conveniently via a standard USB connection. It brings the advantage that each user needs only a USB charging cable instead of a mobile charging device with a power plug.

Practical for travellers, at conferences and in meetings

Typical application areas are waiting areas at airports and hotels and in meeting rooms and conference centres. International guests can benefit especially from the convenient charging possibility via a USB connection as this is standardised worldwide. The USB charger is simply an extremely practical solution. One charging cable with a USB connector is sufficient to charge a variety of mobile devices, smartphones and tablets.

Suitable for different system environments

The USB charger has a charging current of 2.1 A and is available in pure white, black-grey and aluminium-lacquered. The product is part of the compact Modul 45 series from OBO Bettermann and can be installed in all system environments that are suitable for Modul 45 installation devices – such as on the wall in device installation trunking, free-standing in service poles or in underfloor duct and trunking systems.



Hotels



Schools



Airports



Public buildings



HALOGEN FREE



The connect UTC universal support – quick mounting without tools

The ready-to-use universal supports, connect UTC, are fitted with a WIELAND plug connector system. The connection cable can be plugged directly into the underfloor distributors. The universal supports are completely halogen-free and are available in various preconfigured versions. It is possible to connect 3x 1.5 mm² and 3x 2.5 mm² cables via the Modul 45connect. Other versions of the ready-to-use universal support are available on request or via the self-configuration tool. Different to its predecessor, this product version doesn't require the mounting of individual sockets as these are already pre-installed. The universal supports can be mounted into service outlets or cassettes quickly and easily without the need for any tools.



- ⊕ Completely halogen-free
- ⊕ Available in many different versions, with different preconfigured sockets in various colours. Also available with pre-fitted surge protection.
- ⊕ Simple and time-saving installation

Latest news



5.5 million metres of a mesh cable tray

The Cable Support Systems business unit achieved an amazing record in 2017. In November of that year, a record-breaking delivery of mesh cable tray – equipped with a special medal – left the production line of the Metal Competence Centre in Menden, with the USA as its destination. The achievement was enormous: If put together, the length of the mesh cable trays produced up to November in 2017 would cover a distance of approximately 5,500 kilometres. That would equate to the distance from Menden to Novosibirsk, in Russia.



Positive figures result in new premises at the Denmark location

In the early 1980s, OBO's story in Denmark began. In those days, sales were handled exclusively via Germany.

The positive results and the excellent cooperation with the company Solar in 2005 meant that the project business was boosted, leading to the foundation of OBO Bettermann ApS.

The Danish members of staff assist our customers in technical questions, price quotations and general advice. Over the years, the OBO Bettermann brand and its product range have been established on the Scandinavian market and it is strongly represented today.

The concrete planning of turning it into an independent sales company started last year, and since January 2018, OBO Bettermann ApS has been handling business in Denmark independently. In order to achieve this, the company moved into new offices and a new warehouse building, from where the Danish market is now supplied. At the same time, the workforce has been expanded and the Scandinavian market developed still further.



North-Rhine Westphalia's Minister of Economics, Prof. Dr Pinkwart, visiting OBO Bettermann in Menden

During his visit, Prof. Dr Andreas Pinkwart, North-Rhine Westphalia's Minister for Economics, Innovation, Digitisation and Energy, praised the company's engagement both abroad and in Germany. Managing Director Andreas Bettermann took the opportunity to explain that very large investments are planned worldwide in 2018.

Prof. Dr Pinkwart described OBO Bettermann as a driver of innovation and growth in the region and in the state of North-Rhine Westphalia. He highlighted the strong internationalisation but, at the same time, the down-to-earth attitude of the OBO Bettermann Group, as it is still investing significantly in the location in Germany, and keeping the number of employees here constant, despite its strong growth abroad. OBO is approaching important topics such as the digitisation of business models and IT data protection very proactively.

As an old friend of the family-run business, Prof. Dr Pinkwart was met by Ulrich Bettermann, Andreas Bettermann and other members of the Managing Board and of the Works Council. Ulrich Bettermann emphasised the fact that the medium-sized businesses would now be increasingly listened to by the state's government as well as by the new minister. This was an interesting and positive meeting, right at the start of the new year.



From left: Andreas Bettermann, Prof. Dr Andreas Pinkwart, Ulrich Bettermann, Torsten Schönhaus



World Economic Forum 2018

Twitter to Trump

The entire world is talking about Donald Trump, but probably too few are speaking with him. "At the World Economic Forum in Davos it was different," said Ulrich Bettermann, who is a permanent representative of the World Economic Forum and has been involved in the Forum for many decades.

In 2002, he had met Trump once before, and he met him once again in the Graubünden Mountains.



@trump

Ulrich Bettermann

"At that time at a solidarity conference for the troubled New York at the Waldorf Astoria hotel, Trump was an American real estate tycoon and I was just a humble European entrepreneur," says Bettermann. "The gap has rather increased of course, but I was utterly delighted when World Economic Forum Chief Executive, Prof. Klaus Schwab, called me with the news that we had succeeded in securing the attendance of the US President at the Forum in Davos. It goes without saying that I sent President Trump a thank you message on twitter straight away..."

#davos #trump #obo

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"In Switzerland it was recently said that Davos had become rather tame and boring. I personally don't think that, and I am sure that Donald Trump will 'make Davos great again' in every respect," wrote Ulrich Bettermann in his regular column published on the "Die Welt/Bilanz" website. It would be better to talk with – rather than talk about – each other.

More than 3,000 visitors from more than 100 countries took part at the World Economic Forum early this year. Amongst them were more than 60 heads of state and government. Internationally leading economics experts, politicians and academics debated under the motto "A shared future in a fractured world".

After Davos, Ulrich Bettermann took stock: "Good economic times and flowing tax revenues ought to be utilised in order to tackle real reforms and to solve structural issues. The rest of the world isn't sleeping, as could also be observed at the World Economic Forum. Some 60% of the economic leaders are expecting the world economy to pick up once again during the next twelve months. Digitisation will intensify international competition, yet it will also offer opportunities for new ways of creating value in the established industrial states. The changes in the world of technological innovations are already here, but will certainly not wait for German and European political sensitivities. It is high time to wake up and to focus not only on yourselves."



Building Connections at Light + Building

OBO Bettermann is combining each of its seven product areas in a task-specific way at this year's Light + Building.

Experience how OBO's well-known products work together and can be combined when used in a project together. To showcase this, the family-run company is dividing its exhibition stand into a construction phase, which illustrates how OBO products provide essential industrial and technical infrastructure, and into a "functional" phase, which shows both functional and stylish systems and solutions. This way you can experience the world of OBO products up close, and see how they enable the creation of beautiful interior spaces. We are looking forward to seeing you at our nearly 1,000-square-metre exhibition stand at Light + Building. You will discover how our systems and solutions are Building Connections all around the world.



Messe Frankfurt
Light + Building

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Hall 8.0 | Stand E90

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