



profil

Tires on Tour

Fast, reliable, transparent:

New worldwide logistics structure
improves delivery performance

Road Tubeless: Schwalbe has all the answers

All about Road Tubeless tires now in the new Schwalbe Tubeless-Wiki ... [page 7](#)

Schwalbe's old hand Bernd Hopp retires

From a five-person company to a global enterprise:

Sales manager Bernd Hopp looks back and ahead ... [page 8](#)

Topping Out Ceremony of Schwalbe's New Hybrid Building



"This new building at the Reichshof (Germany) location will be the perfect setting for tire innovations in the future", state Frank Bohle (l.) and architect Ralf Janz.

In April, Schwalbe celebrated the building's structural completion by inviting guests to its headquarters in Reichshof near Cologne (Germany) for the topping out ceremony. Due to steady growth, the family run business is investing large sums into its international logistics center. A progressive, four floor hybrid building of 2,200 square meters will soon be at the core of this location. "The new hybrid building will complement our building complex, consisting of four large high-bay warehouses, a commissioning hall and an administrative wing. These sections will all come together and will also visually reflect our company values: Technological dynamics, human creativity and responsible use of resources", explains Frank Bohle, executive director of Ralf Bohle GmbH. To achieve the latter, the Schwalbe planning team is working closely together with the internationally renowned environmental institute EPEA in Hamburg (Germany). As much as possible, the sustainable design was inspired by the cradle-to-cradle principle, where the only materials used are those that can be recycled at the end of their life span. Frank Bohle: "The new building should provide our present and future employees with an attractive working environment and adequately represent our globally successful brand."

Schwalbe Pressure Prof: Individual Calculation of Air Pressure for Maximum Performance

■ Mountain bikers get the most out of their bike using the correct air pressure, but the correct pressure is as individual as mountain biking itself. As a guideline, Schwalbe now offers an online calculator: Schwalbe's Pressure Prof determines the optimal tire pressure – this is a true innovation in the bike world.

As the only connection to the ground, tires have a much larger effect on how the ride feels than any other bicycle part. "But the correct air pressure is rarely used. Many cyclists inflate their tires way too much or too little, which results in a loss of potential performance of the tire as well as the bike," explains Schwalbe Junior Product Manager Carl Kämper. "Pressure Prof allows you to



precisely and quickly calculate the optimal air pressure for your tires – for all mountain biking disciplines and with several options for all terrains."

The Pressure Prof thinks of everything: it analyzes nine parameters, from the rider's body weight to the width of the rims to the type of terrain. This and many other calculations are based on algorithms which contain the expertise that Schwalbe has accumulated

during the past decades of research and development. The recommendations therefore apply exclusively to Schwalbe MTB tires. Even experienced riders benefit as the pressure is recalculated and optimized for each individual ride. For example, Prof knows that the use of Tubeless or Procore allows the minimum recommended tire pressure to be reduced, because puncture protection is much greater and so accounted for in the calculation.

"This can take your performance to a new level. Optimal tire pressure is the easiest and cheapest way of tuning any mountain bike," concludes Carl Kämper. Find the free Schwalbe Pressure Prof at www.schwalbe.com/pressureprof

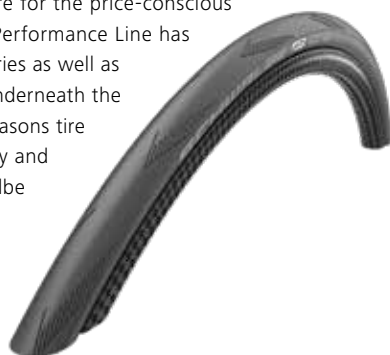


Eddy Current: "King of E-MTB-Tires"

Several reviews have featured the E-MTB specialist Eddy Current: "Fantastic handling and endless grip" was the call of the online magazine eMTB News. "This is due to the Addix Soft rubber mixture and being able to ride at low air pressure without problems. The thick tread on the rear wheel digs right into the ground and generates lots of traction on loose gravel. We were positively surprised with the front wheel's precise handling during every direction change." The World of MTB Travel Special 2019 also recommends Eddy Current as the ideal tire for E-MTB's with "enormous grip and safe riding". And the test riders' review at Portal Pinkbike was: "Overall, the Eddy is currently the king of eMTB tires. Superb overall grip, predictability, damping, puncture protection, and durability."

Schwalbe One Performance Line Tubeless

■ Here is a high-quality, robust Road Tubeless Tire for the price-conscious user: The new Schwalbe One Tubeless from the Performance Line has a Dual Compound from the renowned Durano-Series as well as the time-proven RaceGuard puncture protection underneath the tread. These features make it into a durable, all-seasons tire with all the advantages of the Tubeless technology and render it a cost-effective alternative to the Schwalbe top model Pro One. (Size: 25-5622 / 700 x 25C)



Dear retail partners,

from vulcanization to the shop display, Schwalbe tires travel halfway around the world on a container ship. Transporting the right goods at the right time to about 70 countries requires a highly complex, global structure of logistics. In 2018, we implemented such a system completely from scratch. Read our headline story to find out how you will benefit from improved delivery performance and how you will be able to track goods during shipping.

Road Tubeless is the hottest trend on the road tire market. Schwalbe has been a leader with its innovative Tubeless tires. Its expertise now comes packed into a Tubeless-Wiki with more than 50 specific tire-rim combinations, technical background knowledge and many tips and tricks (page 7).

At the end of this issue, we honour one of Schwalbe's oldest hands who has been with us for decades: Our first apprentice and longest-serving employee Bernd Hopp retired in February. He told Schwalbe profil stories from 42 years at the company, many of which he worked in the role of sales manager (page 8).

Kindest regards,

Frank Bohle

Frank Bohle

■ Masthead

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Tires on Tour



From vulcanisation to shop displays, Schwalbe tires travel half way around the world. Controlling the flow of goods to almost 70 countries is a science in itself. In 2018, Schwalbe started a completely new logistics system for faster, more reliable and environmentally friendly transport.

Nobody at Schwalbe will forget the year 2018 any time soon. As of 1 January, the old computer systems were shut down and a new, highly complex computing environment simultaneously started operation – without any fall back. What several project teams had been planning for years and which the staff had been trained on for months, became reality



Responsible for logistics (from left to right): Maik Kuttig, global warehouse manager and project director logistics software, André Bösinghaus, head of global logistics, and Luca Neumann, operations manager and responsible for the Schwalbe Tire Tracker.

at the turn of the year. The result was to be expected by all those who have experience with computer system changes: teething problems. If a small wheel doesn't turn, there are immediate effects on the other ones. Schwalbe's Head of Logistics André Bösinghaus: "Thanks to the exceptional commitment of the teams involved and months of hard work, we were able to announce during the third quarter: The new systems are up and running!"

Whether it be warehousing, international customs regulations or managing shipping lines: The highly complex value-added chain of Schwalbe products is now controlled even more progressively and efficiently. Various new, interlinked systems, especially for resource planning as well as warehouse and data management, were installed. These are

controlled by a new group level. Here, all strings are coming together: for an impressive number of 3,500 items, developed in Reichshof-Wehnrath (Germany), produced at the Schwalbe factories in Indonesia and Vietnam, stored in one of the two, newly built, main central warehouses in Asia, and distributed by the five Bohle Group companies to customers in 69 countries.

And all faster and more efficiently than before. Data and cost assessment, inventory and logistics within import and export frameworks are the basis for targeted decision-making. The streamlining of ordering procedures and supply structures, digital integration of production within joint venture partner Hung-A as well as central warehouses reduce the number of single factors that need to be dealt with individually. At the beginning of 2019, André Bösinghaus reviews the changes made: "The new structures are working. We are now able to plan production with more foresight and meet our targets. If we get more precise information about customer requirements at an earlier stage, it means we can increase our delivery performance more sustainably."

Two new central warehouses for global distribution

Simultaneously with the computing system changes, Schwalbe also started operation of its two central warehouses in Indo-

The new Master Barcode System

All tires are now registered with a single barcode which contains all production data.

When tires are packed into containers, their individual

barcodes are bundled into one master barcode. This guarantees that each individual tire can be tracked in accordance with quality management.





Worldwide logistics: Schwalbe delivers 3,500 items to 69 countries. At any time, more than 100 containers with Schwalbe tires are transported by ship, truck or rail – from production to the central warehouses in Asia, to head-office in Reichshof-Wehnraht (Germany) or to three of the five subsidiary companies which have their own warehouses: Schwalbe Netherlands, Schwalbe UK and Schwalbe North America.

nesia and Vietnam. Previously, they had served as warehouses for the Asia-Pacific-Region. "Central warehouses mean that goods are delivered directly from there to their destination", explains André Bösinghaus. "Pre-storage happens in these warehouses. Goods queue here to be distributed to all other warehouses". At the same time, Schwalbe has massively increased warehouse capacities worldwide from 26,200 pallet bays to 44,000. This is an increase of about 70 per cent within only four years. In order to be able to fully take advantage of the new warehouse structure, another new system called master barcode, has been installed (see box about the "Master Barcode System").

Worldwide deliveries to 69 countries – what does that mean in real life? André Bösinghaus: "Every detail must be researched and accounted for meticulously – such as political systems, customs regulations, infrastructure, climate, different cultures and languages. This is only possible with many competent partners all over the world, for example international

Why are Schwalbe tires produced in Asia?

Bohle, originally founded in 1922 as an export company for bicycle parts to Asia, turned into an import company at the beginning of the 1970s. Since 1973, the Korean family-run company Hung-A has been Ralf Bohle GmbH's production partner. Its original "Swallow" brand turned into Schwalbe. In 1992, Hung-A moved production from Korea to Indonesia and opened a second Schwalbe factory in Vietnam in 2015. Both companies are not only joint venture partners – they also look back on 45 years of close friendship, which is unique in the industry.

logistics companies or shipping agencies that are able to assure us that the required capacities will be available on container ships."



Whether container or parcel order, with the help of clear information customers will get a precise insight to where the shipment is located.

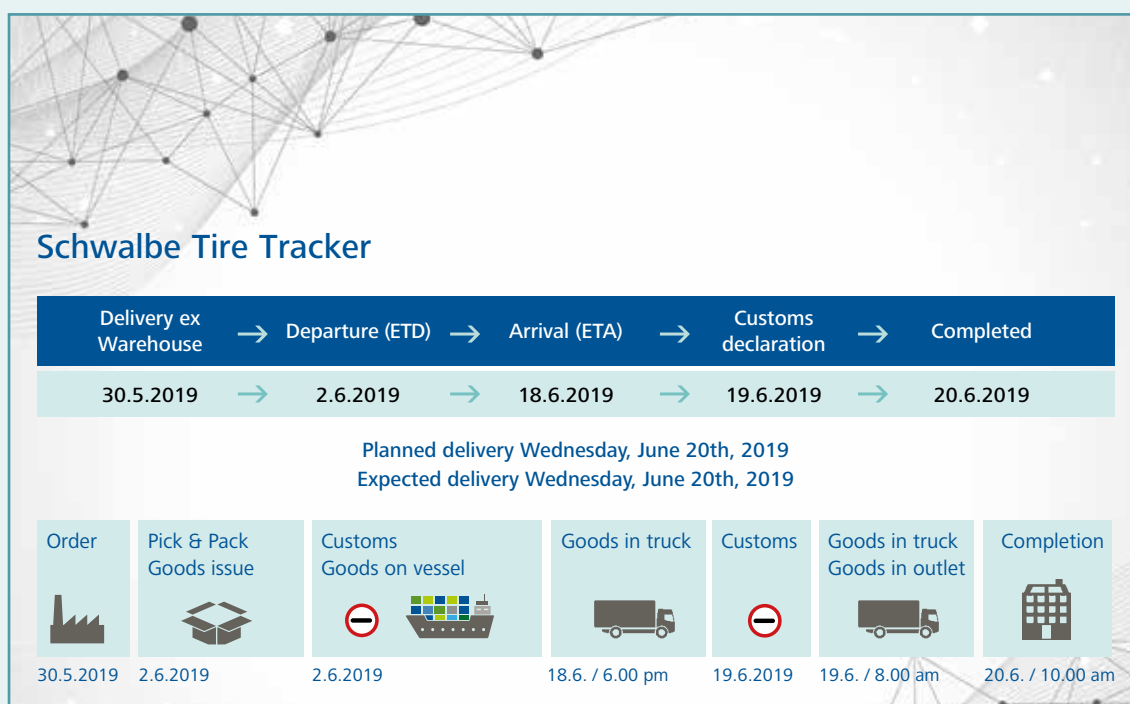
Furthermore, Schwalbe is in the process of switching more and more deliveries to rail transport. Two of the largest German customers are already receiving goods via rail services. Others will follow suit. Over time, this will make the long journey of Schwalbe tires more environmentally sound.

Schwalbe Tire Tracker: Transparency and ability to plan

Another logistics milestone will follow in 2019: The "Schwalbe Tire Tracker" will be launched. So far, this is a unique service in the tire market. All orders which are directly on the way from

Asia or from Reichshof to a distributor or OEM can be tracked by the customer to find out where the goods are currently located and when they will be delivered.

Head of Logistics André Bösinghaus explains: "The primary goal of our logistics development is more transparency for our customers. Apart from quality and timely availability, a high standard of delivery performance is important to them. This also includes good warehouse planning in close cooperation with our customers who need to manage their own logistics and rely on the availability of the goods they require."



Schwalbe customers will be able to follow the shipments via the new tracking tool. The Tire Tracker will be finalized in the second half of 2019.

Road Tubeless: Schwalbe has all the answers

Road Tubeless is the hottest trend on the road tire market where Schwalbe has long been a leader with innovative Tubeless tires. Its expertise now comes packed into a Tubeless-Wiki – with more than 50 specific tire-rim combinations, technical insights and many handling tips and tricks.

Which tires and wheels work well together? What is important to know during installation? How is tire sealant best used? Answers to these and many more questions are provided by the new Tubeless-Wiki. Here, Schwalbe shares comprehensive Tubeless expertise accumulated during ten years of development. It also includes many technical drawings and charts with more in-depth details as well as an installation video.

The Tubeless models Schwalbe Pro One and Schwalbe One Performance Line Tubeless are compatible with 99 per cent of all wheels on the international market. Interested cyclists can also refer to the database to find out which rims these are. "Our recommended tire-rim combinations ensure very high security from roll-off. Additionally, they are easy to mount and inflate", says Felix Schäfermeier, Schwalbe Junior Product Manager Race. "For road bikes it is particularly important that Tubeless tires and wheels are a good match. Only then is it possible for cyclists to fully benefit from the system advantages: low rolling resistance, more comfort, grip and puncture protection."

Breakthrough 2018: Sales surge and Ironman Hawaii Triumph on Schwalbe Tubeless

2018 was the year Tubeless road technology kicked off at full speed: Sales of Schwalbe TL-Tires increased by 70 per cent in the German market. Internationally, these gains were even higher, such as in the USA and Australia.

Schwalbe Tubeless racing tires gained additional tailwind with as much as four top



Marta Bastianelli, Team Virtu Cycling, on the way to victory in the well-known Dutch spring cycle classic Ronde van Drenthe 2019, from which she took the lead in the UCI Women's World Tour. The reigning European road race champion was on Pro One Tubeless 28 mm all the way.

results in tests by leading German and international print and online magazines. Patrick Lange also gained an advantage by choosing Tubeless during the Ironman World Championships 2018 on Hawaii. He fitted Schwalbe Pro One Tubeless for the cycling leg of his triathlon. Long before the event, he had already switched to Tubeless as his first

choice. "Schwalbe Pro One Tubeless are, up to now, being used in competition by many top triathletes and more than ten pro bike teams", says Felix Schäfermeier.

As a former bike pro rider, the Schwalbe developer was able to contribute his expertise to the Commission of the European Tire and Rim Technical Organisation (ETRTO). Here, he played a major role in the development of the "Road Tubeless Standard". Schwalbe even goes beyond the standard: "We are particularly concerned with safety, so we test using higher tolerances. For example, compared to the maximum allowed tire pressure, we use a tire pressure that is 1.6 times higher, while the standard only requires 1.1 times."

"With many years of experience in developing Tubeless tires we have gained an innovation advantage. Today, Schwalbe is the benchmark for Road-Tubeless", summarizes Schäfermeier. Now, much of this knowledge is available to the public on the Tubeless-Wiki: www.schwalbe.com/de/tubeless-technology.html



In the new Road Tubeless-Wiki, Schwalbe shares comprehensive Tubeless expertise accumulated during ten years of development.

Farewell, Bernd Hopp!

From night time telex sessions to digital logistics all around the world, sales manager Bernd Hopp has experienced five eventful decades as an employee at Schwalbe. Now, Schwalbe's longest serving employee has retired.

Bernd Hopp started his first day at work on 1 August 1976, becoming the first apprentice of Bohle's Schwalbe era. He joined during times of change as just three years before, Ralf Bohle GmbH had started importing Swallow brand tires, later Schwalbe, from Korea. "The company was located in the basement of the Bohle family home in Bergneustadt and there were only five employees, including me. In the mornings, I unloaded overseas containers at our warehouse together with the warehouse manager. Then we went to the office where all data of the newly arrived tires and tubes were written on index cards. The names of the container ships carrying the tires from Korea to Hamburg were attached to a pin board on the wall. Around the 20th of each month, we sat for long hours at night to transmit our orders by telex.



Bernd Hopp

Several years of steady growth followed and in 1976, the Bohle family moved into a new house next door. The old building became our company headquarters. The first large orders from bicycle manufacturers were secured from customers such as Kalkhoff and Kynast. And in 1983, the first Marathon prototype rolled around the world during testing in preparation for its presentation at IFMA 1985 as the first high-quality general usage bike tire. "Ralf Bohle was concerned that this tire might be too exclusively priced at 20 Deutsch Marks", says Hopp. "But it turned out that it was purchased mostly by students, because it was so durable." The Marathon trend, followed by the BMX and MTB booms were driving forces for growth during these times.

1990 saw Bernd Hopp become responsible for sales to wholesale, since at that time in Germany there were still more than 70 wholesalers. "But in the following years, unfortunately many wholesalers filed for bankruptcy – often after major anniversaries – so that we usually accepted invitations to attend jubilees with mixed feelings", says Bernd Hopp recalling these times of upheaval.



The Schwalbe team at IFMA 1976 (left to right): Bernd Hopp, Andrea Bohle (now Jahn), Norbert Bohle, Mr. Lese, Technical Director Hung-A, Susanne Drenks, Hermann Marx, Frank Bohle, Hyo-Tek Jung, Chairman Hung-A, Karl-Heinz Gsänger, Dietrich Sting, Ralf Bohle, Klaus Jurk.

During the 90s, Schwalbe innovated in order to continue to grow: directly communicating with retailers by using sales promoters, founding five international subsidiary companies and, in 1995, moving to Reichshof. "The very spacious headquarters and four enormous warehouses seemed almost surreal", Bernd Hopp remembers. Now these buildings are also too small and a new one will be completed in 2020.

Bernd Hopp does not push to the front. He is a reserved business man of the old school. He considers his greatest merit to be his long-term and trusting relationships with his business partners, which he built up over the years. "Only when things are going well for our customers, do they go well for us. Even though we have grown almost every year, we have never lost sight of this. While competitors were fighting tough battles, we dealt with one another respectfully, be it customers, suppliers, or competitors". A colleague from a competitor company once took him aside. "Why couldn't Ralf Bohle have imported bananas?"

"I have been married to Schwalbe longer than to my wife", says the 62-year old father of three sons and one daughter between the ages of 19 and 40. Now he is very much looking forward to spending time with his family and friends.

German Design Award for Addix Campaign

Addix wins. Not only on the trails, but also for its communication line. In February, the campaign was awarded the "Special Mention" in the category "Integrated Campaigns and Advertising" by the German Design Awards. The campaign by Schwalbe's advertising agency fellowz impressed the jury with its digital focus and consistent design concept. "If an exceptional idea is implemented and the campaign is as successful as with Addix, then this award is the icing on the cake!" says Gregor Strathmann, director of fellowz. The German Design Award is the international premium award by the German Design Council and is among the most prestigious design competitions worldwide.

