

ROTATE VIEW UNDERSTAND

KALEIDOSCOPE

THE WÜRTH GROUP MAGAZINE

two
2020

IN THE LAND OF SCREWS

The company's 75th anniversary and Reinhold Würth's 85th birthday are cause for reflection and for looking ahead into a year full of challenges.

SIDE VIEW



HELPING OTHERS IS DEAR TO OUR HEARTS

“Strong together” was the motto of this year’s Special Olympics in Germany, the national winter games for people with mental and multiple disabilities. Between 2 and 6 March, more than 900 athletes stepped up to the starting blocks in Berchtesgaden to battle for the medals and top places in various disciplines, such as alpine skiing, snowboarding, snowshoeing, and curling. Würth has participated as an official partner and sponsor for over ten years now and was involved once again on the ground: A total of 50 helpers actively supported the athletes and supervisors, celebrating Olympic highlights and emotional experiences with them.

CONTENTS



4 WORLD WIDE WÜRTH

The Group page.

6 EDITORIAL

How Reinhold Würth embodies corporate culture.

8 IN THE LAND OF SCREWS

A look at the history and future of Würth on the company’s 75th anniversary.

18 #HELLO

Employees of the Würth Group talk about their personal #HelloW experiences.

21 A TURNING MOMENT

Taking responsibility.



22 “MY FRIEND DIETER”

A day in the life of Würth sales representative Dieter Laier.

28 COUNTRY PROFILE

30 PROTECTING THE POPE AND PILGRIMS

In the Vatican City, St. Peter’s Basilica and the Pope’s private chambers are disinfected using Würth products.

34 GLIMPSES INTO A COLLECTOR’S HEART

Museum Würth 2 is the centerpiece of the new extension at Carmen Würth Forum.



38 PROBING FOR ANSWERS

“Tatort” actor Joe Bausch on his private and professional roles.

39 RECIPE

Lentils with spaetzle: recipe from gourmet chef Boris Rommel.

40 ART LOVERS



KALEIDOSCOPE

In this publication, discover the many different facets of Würth—just like the kaleidoscope, which is emblematic of the Würth Group and its magazine: ROTATE VIEW UNDERSTAND.

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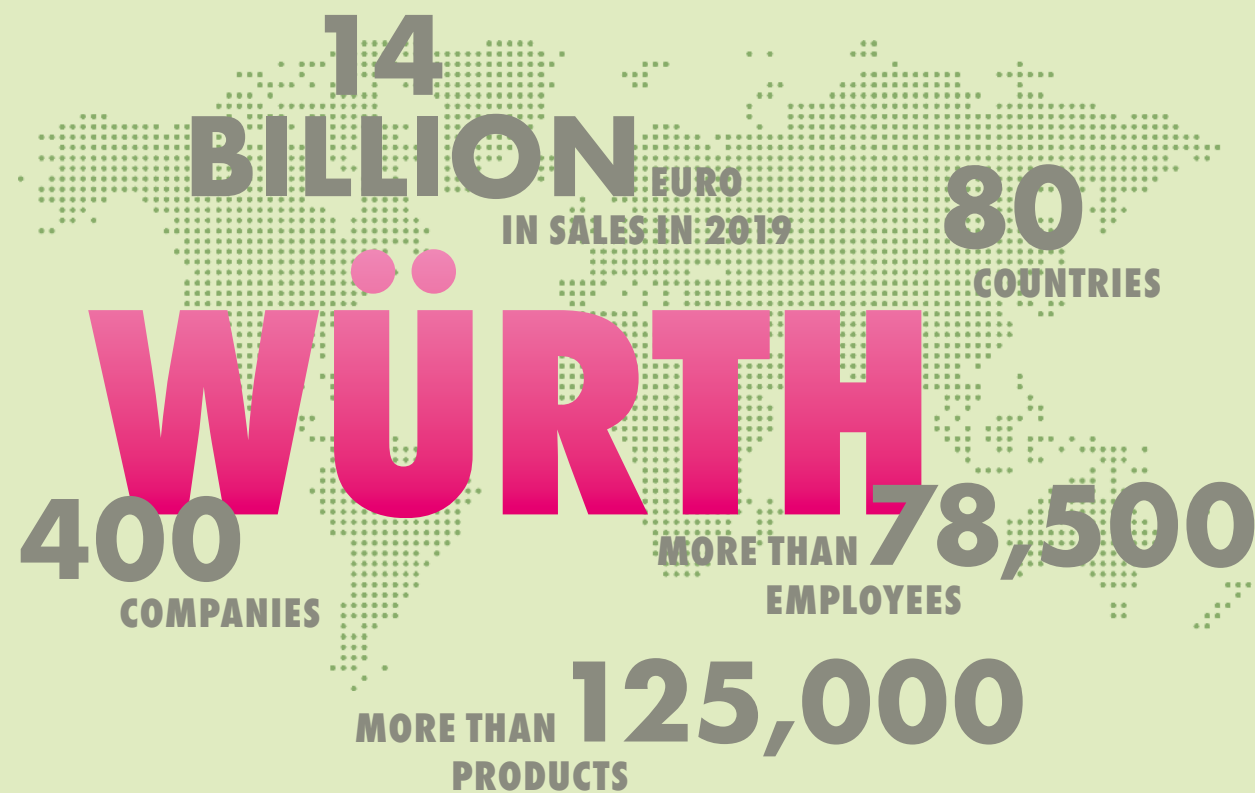
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OUR PATH TO SUCCESS

Despite the corona pandemic and the lockdown, the Würth Group has continued to report stable growth. In July of this year, the e-business segment even delivered a record sales volume. Further valuable facts from Würth's anniversary year can be found here on the Group page.



MULTI-CHANNEL SALES



Würth's initial business relationships were based on direct sales. Nowadays, the company employs a multi-channel strategy, and quite successfully at that.

Roughly 40 percent of the Würth Group's 78,500 employees work on the sales force. Direct relationships with over 3.7 million customers worldwide continue to be a decisive factor in terms of building trust. However, today Würth stands for multi-channel sales, with all of the channels complementing each other, including the sales force, pick-up shops, e-procurement, and e-business. Contact by phone is also important in times of corona. In addition, orders can be placed in the online shop and via the Würth app.

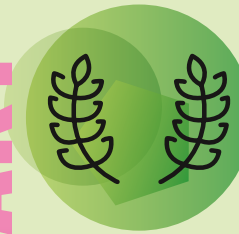
INNOVATIONS



The Würth Group is the global market leader in the sale of assembly and fastening materials. New to the product portfolio: the ASSY®4 screw along with matching bits.

For over 25 years, Würth's ASSY® wood screw brand has stood for innovation and quality. Numerous product generations have proven their worth across the globe. This year, the high-tech ASSY®4 screw joined this brand family with its patented RW drive (Reinhold Würth drive). It optimizes the transmission of power and can be installed more quickly while making it safer to work with one hand. The ASSY®4 is available in more than 1,400 different sizes, boasting the best performance of any Würth screw to date.

ANNIVERSARY



2020: A year full of anniversaries at Würth.

A year full of auspicious anniversaries: Prof. Dr. h. c. mult. Reinhold Würth, Chairman of the Supervisory Board of the Würth Group's Family Trusts, celebrated his 85th birthday in April, tying in almost seamlessly with his 70th work anniversary in October 2019. As the nucleus of the company and thus of the entire Würth Group, Adolf Würth GmbH & Co. KG looks back on 75 years of success, demonstrating that values and tradition will continue to shape the future.

EDUCATION



The Würth Group's values also include social commitment, which manifests itself in the area of education.

The company has always shouldered its social responsibility by continuously promoting projects related to education and training. An example of this is the Skills Center for Economic Education in Baden-Württemberg, which was founded by the Würth Foundation 15 years ago. This institution aims to teach both students and teachers about economic processes and entrepreneurship.

LADIES AND GENTLEMEN, DEAR READERS,



PROF. DR. H. C. MULT. REINHOLD WÜRTH
CHAIRMAN OF THE SUPERVISORY BOARD OF THE WÜRTH GROUP'S FAMILY TRUSTS

This year, the Würth Group is celebrating its 75th anniversary, and I am celebrating my 85th birthday. The best part about it: We are both in good health. I have to admit, and I say this with great humility and gratitude, that I take a certain pride in this. As my father died unexpectedly in 1954, I was basically thrown in the deep end from one day to the next as a 19-year-old boy. And I started swimming, without really giving it much thought. Should I, can I, do I even want to? I simply did it. This “doer mentality” continues to define our company’s path to growth to this very day. If you get off to a running start while others are still in the process of deliberating whether or not they should even take their position at the starting blocks, you are sure to win. Just think: Back then, we were a two-man business with an annual sales volume of roughly EUR 80,000. Today, we are the world’s market leader in assembly and fastening technology with more than 78,500 employees on the payroll at over 400 companies in 80 different countries, reporting EUR 14.3 billion in consolidated external sales in 2019. With all modesty, I would say that is quite remarkable.

Nevertheless, success must not be taken for granted. It is greatly dependent on the passion we bring to the table. It is only possible to inspire others if this flame burns brightly inside of you. This is why I

am convinced that a wealth of knowledge does little good if there is a lack of execution. This is a decisive point if we want to ensure that our company remains competitive in the future. By the same token, visionary thinking and plenty of imagination are paramount when it comes to our position on the market. Our employees need goals that are reasonable and inspiring, promising positive change and thus improvement in the future in order to ignite this inner pride in being part of a successful project. That is why our highest guiding principle is: the greater the success, the more freedom and liberty. This represents an uncanny motivational factor for our staff, while at the same time serving as a driving force behind the modern and innovative image of our company on the market.

It was difficult to build on this. Maintaining this is even harder. Our customers have confidence in the quality of our products, our reliability, and our servic-

“OUR CUSTOMERS HAVE CONFIDENCE IN THE QUALITY OF OUR PRODUCTS, OUR RELIABILITY, AND OUR SERVICES.”

es. They know that they are in good hands at Würth. This predictability gives our customers the freedom to concentrate on their business and thus their success. Maintaining this trust is hard work day in and day out. Always being there for the customers and not letting up is our mission for the future. At the moment, we are building a research, development, and innovation center at our location in Künzelsau-Gaisbach, where we can address our customers’ needs through the lens of science and research in collaboration with the Karlsruhe Institute of Technology and the Universities of Innsbruck and Stuttgart. A cluster of knowledge and expertise is emerging here on 15,000 square meters of space with cutting-edge laboratories and workshops, a climate chamber, the latest in 3D printers, and seismic test rigs for anchor technology—a wide range of possibilities to advance our in-house research activities in the long run and to shorten the innovation cycles of our products. We are investing around EUR 70 million in this project. None of this would be possible without the trust of our customers. I would like to take this opportunity to thank them from the bottom of my heart!

In the wake of the corona pandemic in particular, we have become very much aware of the fact that the prosperity in which our children are growing up and which we have enjoyed over the last 50 years is not a matter of course. I myself witnessed the end of the Second World War. I know how it feels to duck for cover as a fighter bomber flies over your head. If these existential fears have run through your head at one time or another, you know that there is nothing more precious than living in peace and freedom. That is why it is so important for us not to forget and to ensure that we are informed properly, even 75 years after the war has ended. My dear wife and I are therefore very committed to the War

Graves Commission. For Memorial Day, the German War Graves Commission (Volksbund Deutsche Kriegsgräberfürsorge e. V.) created a steel commemorative wreath, with the financial support of the Würth Foundation, decorated with 1,000 blue and red flowers: forget-me-nots and poppies to pay tribute to the victims of war. The past and the future are inextricably intertwined. Against this backdrop, it is our obligation as a strong and united Europe to continue flying the flag of peace and freedom with confidence for the superpowers China, Russia, and the USA to see.

The current election campaign in the USA is a splendid example of what worries me (I am writing this article on 15 October 2020). If the quote “Will you shut up, man!” from the presidential debate becomes a headline across all major media outlets worldwide, then I have to ask myself the question: What ever happened to respectful, objective, fair, and critical debates? What kind of discourse is this? Asserting yourself through insults? Is this the new attitude? Is this how we solve the fundamental problems of our time? Of course not! We should demand of the highest dignitaries just as we do of ourselves to serve as role models for upcoming generations as far as decency and consideration are concerned so that arrogance does not turn every growth curve into a loss curve, in turn promoting a dog-eat-dog society, which our company strictly opposes. Our company history is characterized by a deep-rooted corporate culture that upholds the values of predictability, reliability, honesty, and respect in our interactions with one another. But just writing these values down is not enough, you have to embody them. Let us continue to work on this relentlessly in the future hand in hand.

Yours truly,

Reinhold Würth



IN THE LAND OF SCREWS

In the company's anniversary year 2020, the Würth Group continues to be the world's market leader in assembly and fastening material. But how did this come about in the first place?

1945-1965



1

1945 The company was founded The Adolf Würth screw wholesaler commenced operations on 16 July 1945 in Künzelsau.
Photo 2 Aerial view of the castle mill (Schlossmühle). The company's story began here.



2

1954 A stroke of fate Company founder Adolf Würth died. At the young age of 19, Reinhold Würth took over his father's business.
Photo 1 Reinhold Würth in front of a picture of his father Adolf, taken around 1953.



3

1960 Company outings Carmen and Reinhold Würth with part of their staff in Berchtesgarden, at the front left of **Photo 3**.

1962 An international character Business was running so well that Reinhold Würth decided to found the first foreign subsidiary in the Netherlands. By 1987, the Group was represented on all five continents. **Photo 4**



4

There are two reasons to celebrate this year—the Group’s 75th anniversary and Prof. Dr. h. c. mult. Reinhold Würth’s 85th birthday, Chairman of the Supervisory Board of the Würth Group’s Family Trusts. This is the perfect occasion to look back on our company’s phenomenal history: Today, our product range includes 125,000 products, and over 400 companies have joined the Group’s ranks both at home and abroad. The hub of Würth’s activities is its corporate headquarters in Künzelsau, Baden-Württemberg: The region of Hohenlohe certainly lives up to its reputation as the land of inventors. A company need not operate from a headquarters in Paris, New York, Tokyo, or Berlin in order to be successful, or to grow into a global corporation over the course of many decades.

Entirely different things are required for this purpose, such as “collegiality, respect, trust,” as Reinhold Würth likes to reiterate. And this requires “Values. Changes. New Directions.” The title of the annual report from this memorable year captures Würth’s credo in a nutshell. The family business has grown continuously around Reinhold Würth and thanks to his efforts. Even to this very day, the “Lord of the Screws”—as best-selling author Helge Timmerberg dubs him in his biography, which was released in April—feels a sense of responsibility for his company and his employees.

Indeed, Würth’s origin story sounds almost like a fairy tale. The main character of this story: Reinhold Würth, born on 20 April 1935 in Öhringen, Germany. And this is how it all began: At the age of 14, Reinhold Würth started

IN HIS FIRST FISCAL YEAR, REINHOLD WÜRTH ACHIEVED DOUBLE-DIGIT SALES GROWTH

his commercial training at his family’s screw business. He learned the ropes from the ground up, watching over his father’s shoulder and gaining insight into the trade. His sales training consisted of trips to visit their customers together with his dad. In 1954, following the death of his father Adolf Würth, the 19-year-old took over the company with its two employees. He closed the first fiscal year under his leadership, 1955, with a double-digit increase in sales and an annual sales volume of roughly DM 170,000. A good start. From then on, the milestones in the company’s history stacked up one after the other, as if success were the most natural thing in the world. ➤



1966-1986

1966 SWG
On 1 July, the screw manufacturing division was spun off from Adolf Würth KG and established as an autonomous company under the name SWG: Schraubenwerk Gaisbach GmbH.

1969 The company grows
The office at the train station in Künzelsau reached the limits of its capacities. **Photo 2** The administration moved into a new building in Gaisbach. In the USA, the first foreign subsidiary outside of Europe was founded.

1975 Innovations Würth developed its first in-house products under the name ZEBRA®. They stand out with their ergonomic design, optimal functionality, and long service life. **Photo 1** The cover photo was shot in London in front of Big Ben.

1979 Würth’s spring conference in the USA. **Photo 3** shows the participants in front of Würth USA’s former office building in Allendale, New Jersey.





1987 2005

1987 The Würth Foundation is founded by Reinhold and Carmen Würth. **Photo 3** the married couple on an outing to Lake Federsee near Bad Buchau.

1993 Robert Jacobsen Prize After the death of sculptor Robert Jacobsen in 1993, the Würth Foundation endowed the Robert Jacobsen Prize in cooperation with Museum Würth. **Photo 2** Prize awarded to sculptor Lun Tichnowski.

1994 A new mission Reinhold Würth withdrew from the operative business. He took over the Chair of the Würth Group's Advisory Board.

1995 Wrapped up "Wrapped Floors and Stairways, and Covered Windows" was the name of the work of art created by Christo and Jeanne-Claude. Museum Würth and sections of the administration building in Künzelsau-Gaisbach were wrapped in 2,900 sqm of material for around four months.

Photo 1 Reinhold Würth with the artist couple.

2001 Inauguration of Kunst-halle Würth in Schwäbisch Hall, attended by former Federal Chancellor Gerhard Schröder.

2003 Inauguration of Hotel-Restaurant Anne-Sophie People with and without disabilities work here.

Photo 4 Hotel staff in the kitchen.

2005 On 1 June 2005, Robert Friedmann took over as Chairman of the **Central Managing Board** of the Würth Group.

In 1956, Reinhold Würth married Carmen Linhardt. On her 80th birthday, after 61 years of marriage, Reinhold Würth dedicated the Carmen Würth Forum to her, designed by David Chipperfield Architects as a token of his appreciation and love. The multi-functional convention center was inaugurated on 18 July 2017.

In the intervening years, Würth had long since risen to become a thriving global corporation: In 2019, the Würth Group reported a sales volume of EUR 14.3 billion with over 78,500 employees. In its core business, the sale of assembly and fastening material, the Group evolved from a distributor to a manufacturer. Its research and development activities were expanded considerably: An in-house innovation center in Künzelsau was built to pool together expertise from the realms of science and trade under one roof.

Reinhold Würth, the recipient of numerous honorary doctorates, champion of culture, and fervent supporter of a common European identity, has remained a driving force behind the Group's current orientation—for him, retirement is a synonym for regression. Furthermore, he is considered one of the largest art collectors of our age. The Würth Collection now contains more than 18,300 works of art. "We always talk about the difference between the rich and the poor," said Reinhold Würth shortly before a cultural event in Stuttgart. "Art allows us to set aside this discord entirely. With free admission, everyone is equal inside a museum. It was my desire to create oases where this is possible."

As fate would have it, a virus turned the whole world upside down at the start of the 2020 anniversary year. As was the case at most other companies, the headquarters in Künzelsau were thrown into disarray by the consequences of the pandemic. Nevertheless, Würth is well positioned to ride out the corona crisis with its multichannel strategy, which offers customers a wide range of options to cover their needs via its online shop and the Würth app. Particularly in July, September, and October of this year, it was back to great business as usual at the parent company, which even managed to achieve record sales. Torsten Elias, Managing Director of Sales at Adolf Würth GmbH & Co. KG, commented on the company's tactics: "We reacted dynamically to the circumstances, re-evaluating the situation on a daily basis. At the same time, we proved >





“WE NEED PERSONAL INTERACTION”

INTERVIEW WITH BETTINA WÜRTH
CHAIRWOMAN OF THE ADVISORY BOARD OF THE WÜRTH GROUP

The relationships between Würth and its business partners and those within the company among the employees follow entirely new rules in times of corona. In her interview, Bettina Würth, Chairwoman of the Advisory Board of the Würth Group, talks about changing forms of communication and the success stories that have been achieved as a result.

Interpersonal relationships changed during the lockdown, as did business relationships. How does communication work in times of the coronavirus?

I have observed my surroundings, including myself, and I realized that most people bear a new trace of seriousness. We do not necessarily act with less optimism or even less pleasure, but there is a new intensity in our encounters, because we have less contact with others in general. I find it particularly pleasing to see that the hint of vanity that had crept into our egos has taken somewhat of a back seat. This is something I have also noticed around the office. There is more respect in our interactions with one another at Würth and with our business partners. We are more affectionate and more open at the same time.

How was the transition at Würth to digital forms of cooperation?

Events and meetings were not allowed for a number of months, and even travel was called off. As a result, we had more time on our hands. If we are honest with ourselves, then we have to admit that this has also done us all some good. We finally had a chance to breathe. I am still extremely impressed and pleasantly surprised at how quickly we were able to set up our mobile office system at the company so that our employees would have laptops and so that the data cables would work properly. We pulled everything off without a hitch. A great accomplishment.

How were daily business activities restructured during the second phase?

The first video and telephone conferences were a little bumpy to start with, since they called for a completely different type of moderation. I even held my Advisory Board meetings online. If you are sitting at a table with your colleagues and a decision needs to be made, then you can ask the group whether they all agree and you can see their heads nodding. It is not possible to see that on the phone. But we learned very quickly how to deal with this.

In your opinion, what are the advantages of this new digital form of communication, and what are the disadvantages?

I think that it has allowed us to become more effective and rigorous to some extent. We prepare ourselves better for meetings and are able to reach decisions more quickly. Nevertheless, several aspects inherent in direct interactions are missing: facial expressions, gestures, frowns, the group dynamics that you have in a physical space. As such, we are somewhat limited in our daily activities. Interpersonal relationships fall away, and everything is much more focused on facts, data, and figures. However, I am worried that abstaining from traveling, for example, might cause us to fall victim to a new sense of comfort, making us think that working from our living room fills the bill. But that is not enough. We need personal interaction and socialization. We need to make an effort for one another. Visiting our customers is also a matter of respect.



Will we progressively work differently in the future regardless?

Over the last few months, we have been able to gain a great deal of new insights. For example, our sales representatives have suddenly contacted twice as many customers as in the last several decades. They used the time that would otherwise have been spent sitting in the car driving to the next customer meeting to call their business partners. This has given rise to new opportunities to work together, which had not even been considered until now. Many of our customers were happy to hear from us at all as we inquired about their needs in this new reality. After all, construction workers were able to continue working despite the lockdown, albeit with certain restrictions. We will maintain many of these new ideas and insights while continuing to work on improving them.

2006

Change in leadership The daughter follows in her father's footsteps: In March 2006, Bettina Würth took over for Reinhold Würth as Chairwoman of the Advisory Board of the Würth Group.



2007-2020

2007 One billion Adolf Würth GmbH & Co. KG was the first company in the Group to hit the 1-billion-euro mark in sales. **Photo 2**

2008 Freie Schule Anne-Sophie moved into its current school building in the residential area of Taläcker in Künzelsau. The concept of the all-day school is based on appreciation, mindfulness, motivation, and optimism. The school was founded in 2006, renting facilities initially. **Photo 3** The schoolyard in Künzelsau.

2013 Würth House Rorschach Würth House Rorschach was opened in Switzerland with roughly 800 square meters of exhibition space.

2017 Carmen Würth Forum Reinhold Würth dedicated the multi-functional convention center in Künzelsau-Gaisbach to his wife Carmen to commemorate her 80th birthday on 18 July.

2020 Carmen Würth Forum An extension was opened with Museum Würth 2.

2020 Inauguration of logistics center In July, Würth commenced operations in its central warehouse in the Hohenlohe industrial park. **Photo 1** Approximately 5,000 deliveries per day are set to be dispatched from here.



3

how agile we truly are by adapting, changing, and digitizing our processes.”

The sales force, which was suddenly thwarted in its field sales activities, seized its opportunity: the telephone. Torsten Elias: “Right from the outset of the pandemic, the sales team began organizing phone battles each Friday. With an increase of around 6,000 orders compared to previous Fridays, it quickly became clear that this held enormous potential.” The foundation for this success during the lockdown was the personal relationships built on mutual trust, which had been nurtured over many years, and even decades in some cases. Meanwhile, the head of sales is delighted by the spirit at the company: “The employees worked together to develop creative solutions for how we could ensure a continued supply to our custom-

DURING THE CORONA CRISIS, THE PHONE HAS PROVEN TO BE A SUITABLE MEANS OF MAINTAINING CONTACT WITH CUSTOMERS

ers.” This led to new forms of customer communication. “In individual sales areas, we are testing ‘digital customer visits’: In a type of video conference, customers can experience live the world of Würth that is most relevant to their business model.”

But whether it is digital or personal contact, both Reinhold Würth and Torsten Elias are sure of one thing: “The business relationship between our customers and our sales representatives is our greatest asset.” That was the case in the earliest days of Würth and that will remain the case in the future. Maybe that is the secret. □



ROBERT FRIEDMANN
CHAIRMAN OF THE CENTRAL
MANAGING BOARD OF THE
WÜRTH GROUP

“In this special anniversary year, it is fascinating to see how the company Würth has developed over the last 75 years. In addition to his many economic successes, Professor Würth took the social obligations that come with being a business owner seriously very early on. In

1987, he founded the non-profit Würth Foundation together with his wife Carmen, which has since financed numerous projects in art and culture, research and science, education and training, and the integration of refugees and immigrants. Würth’s commitment is visible in the entrepreneur’s home region with a wide array of different initiatives. However, despite his success, Professor Würth has stayed true to his roots, cherishing values such as modesty, appreciation, and pragmatism. Regardless of whether sales curves and statistical results are on the rise: He continues to remind us of our duty to serve our customers professionally and amicably, not only to ensure that they are satisfied but also to inspire their confidence in Würth. During all of his years on the job, Professor Würth has demonstrated to us that Würth’s customers and employees are its most valuable resources. This attitude has characterized our business, and we are proud to be part of this company.”



2

1



HELLO FUTURE

As a student, it is not always easy to decide which path your future should take: How are you supposed to know what awaits you in the working world? In order to answer this question, Würth's training department invited the graduating class of Freie Schule Anne-Sophie for a visit to offer them glimpses into the diverse training possibilities at Würth. This was a remarkable HelloW moment for the students!

Graduating class from Freie Schule Anne-Sophie's secondary school in Künzelsau

HELLO INSPIRATION

The Art Galleries of the Würth Group provide a wealth of inspiration. This holds true for Martina and Katrin, too. The two of them experienced their HelloW moment during a private tour through the exhibition rooms while on an outing with the marketing department. Martina and Katrin, Würth House Rorschach



HELLO LITTLE HELPER

During a ski trip in the mountains, Yuri was unexpectedly caught in a snow storm, at which time the binding on his skis also came loose without warning. Luckily, that is precisely when he experienced his HelloW moment. He stumbled across a small service station stocked with various Würth tools and was able to quickly repair his ski equipment. For Yuri, this was precisely the help he needed at exactly the right time.

Yuri, Manager of the Development of Client Base Department, Würth Russia




HELLO FAMILY

Elżbieta has experienced several HelloW moments since she started working at Würth in 1996. One particularly special memory, however, has stayed with her in connection to her wedding: All of her colleagues attended the ceremony. "Since that day, I consider them part of my family."

Elżbieta, Chief Accountant, Würth Poland

#HELLOW

The title of this year's annual report was at the same time an invitation to our employees around the world: "#HelloW - Values. Changes. New Directions."

Namely, we wanted to know: What was your personal #HelloW moment? We received a multitude of responses and posts—including stories of love in Australia, surprise parties in the USA, trailblazing insights in Germany, and traveling to far-off lands. The hands of the participants form a "W" as a symbol of the amazing moments. 

HELLO PASSION

"We are our customers' employees." To this day, Henk draws a great deal of motivation from this quote by Professor Würth in 2007. It is important for him to be present with heart and soul, and to show his passion each and every day. By doing what he loves, he is able to experience new HelloW moments time and again.

Henk, Sales, Würth New Zealand





HELLO WORLD

Evalia usually experiences her most beautiful HelloW moments when she can discover the world thanks to Würth. Conferences in other countries, such as Argentina or Brazil, give her the opportunity to learn about new regions, cultures, and people—even together with her family.

Evalia, Sales, Würth Mexico



HELLO LOVE

They say home is where the heart is. If that is indeed the case, then Würth is home for Kate and John. They experienced their HelloW moment as their paths crossed for the first time at the office in 2002 and they became more than just colleagues. They now have two children and between them, they have been working at Würth for more than 40 years. Kate, Marketing, and John, Head of Product, Würth Australia



HELLO ALLA

As Alla immigrated with her family from Belarus to the USA, she struggled to come to terms with always being a “foreigner”—until her own personal HelloW moment. On the day she finally received American citizenship, she had to leave the office briefly during working hours. As she returned, her colleagues surprised her with a round of applause and cake.

Alla, V.P. IT & E-Commerce, Würth Baer Supply Company

Other employee contributions can be found at: www.kaleidoscope-wuerth.com/hellow

TAKING RESPONSIBILITY

What does entrepreneurship have to do with responsibility? A guest commentary by Helge Timmerberg, Biography of Reinhold Würth.

ILLUSTRATIONS BY VERONIKA KIENEKE

Whoever thinks about themselves too much will suffer from fear.” The Dalai Lama told me this once upon a time in Rishikesh and I considered myself to be a perfect example of this, although I was never entirely devoid of responsibility. I always took responsibility for my texts, but only for them and nothing more, and I imagined that I was not alone in the club of dead and living poets. The list of authors who are good fathers to their prose but not to their children is rather long. Of course, the same holds true for musicians, painters, and the dying swans of the ballet. Art would appear to be a rather jealous deity. Is that bad? Is that wrong? If a man like Dostoevsky bequeaths the world of literature with six great novels, while leaving his wife with nothing. He went as far as to take away her last fur coat to pay off his gambling debt. Even scientists are guilty of only acting responsibly when it comes to their work. Einstein did everything imaginable to prove his theory of relativity, but he did precious little for his schizophrenic son Eduard, whom he left alone in a mental hospital for nearly 20 years. And this finally brings me to someone who has succeeded in taking a more holistic approach.

Reinhold Würth learned all about shouldering responsibility on his own. When he was 19, he took charge of his family, his employees, and his company. We all know what became of that. Is Reinhold Würth happier than Albert Einstein as a result? That would be one question. The other is: Does this have anything to do with happiness? I am amazed by people who say “no” to this. Because clearly, they have freed themselves from chasing after happiness. It is not about happiness. Instead, it is about making the best out of life, ideally for everyone.



The entrepreneur once said, “The interests of the company are inextricably linked to the interests of the employees.” And of course, the opposite also holds true. A company that goes bankrupt can do very little for its employees. And employees who do very little for their company will ensure that it goes bankrupt. In this case, pressure to succeed is not a form of chicanery but rather a survival technique for the greater good. And because Reinhold Würth took this to heart years ago, more than 78,500 employees around the world can be grateful for a secure job. Most of you have families, adding up to a total of 150,000 to 200,000 people, or the population of a medium-sized city, who live off the company’s success. A great example of what a sense of responsibility can achieve.

Certainly, there are also less rational motives to do the right thing. Love is one such motive.

If it is a matter of love, then you do not have to give a moment’s thought as to whether and how you want to help yourself, your family, your company, the arts, and the world. That comes naturally. The same applies to love’s little sister: empathy. This takes me back to the Dalai Lama, since he speaks a great deal about compassion. Without empathy, responsibility is often limited to a sort of humanistic ideology. In fact, this is good news because it makes everything so much easier. You need only turn on your heart and it will take care of the rest. ■



HELGE TIMMERBERG

An explorer, journalist and travel writer, our guest author Helge Timmerberg was born in Hesse in 1952. On the occasion of Würth’s anniversary, the bestselling Spiegel author wrote a biography titled “The Lord of the Screws” about Prof. Dr. h. c. mult. Reinhold Würth, which was published in April 2020.

“MY FRIEND DIETER”

When Würth sales rep Dieter Laier chats with his customers, they talk about products, orders, vacations, and children’s birthdays, but almost never about unit prices or discounts. How does he manage that? In order to find out, we followed him around for a day on his rounds.

7:36 A.M. Dieter Laier arrives at his office in the heart of Ladenburg, roughly 20 kilometers north of Heidelberg. He has been working for Würth as a sales rep for more than 28 years. We met up with this trained fitter in a relaxed atmosphere. “Mr. Laier? Let’s get one thing straight before we start: We’re not as formal on the construction site. Call me Dieter.” First, we brew some coffee. “It’s like my elixir of life,” says Dieter. Next, he turns on his computer and checks his inbox. Then, the first call comes in on his smartphone. The customer calls directly from the construction site. He urgently needs some special screws. Dieter thinks for a second and then offers him two products offhand. The screws would arrive at the construction site that very same day.

7:53 A.M. Dieter packs his bag for the customer visits. He has put together a folder for each customer. In addition to brochures, offers, and orders, these folders also contain handwritten notes:

Dieter kicks off the day with his “elixir of life.”

“likes fishing,” “daughter’s birthday on 12 April” or “huge Eintracht Frankfurt soccer fan.” When asked why he still carries everything around with him in folders, he replies: “I prefer to spend my time with the customers dealing with their concerns, questions, and challenges. And of course their orders. A computer puts distance between us.

8:22 A.M. Departure. In his car there is a place for everything and everything is in its place. Brochures, information sheets, product samples. Dieter knows exactly where everything is. First destination: Mannheim. During the drive, he talks about his birthday party last Sunday. He also mentions that three of his customers partook in the celebration. How did that happen? “Why not?” he asks. “They’re my friends after all.”

8:49 A.M. Dieter parks his car in front of a modern wooden building. He gets out and walks to the main entrance. With a face mask on of course. “I’ll pick up the merchandise that was delivered to the reception.” As we walk to the production hall, we ask him if anyone is coming to escort us. His answer: “Why would they? We’re just restocking here. Orders are fully automated.” Dieter greets everyone on the premises, exchanges a few words, and says goodbye. Then we ➤

The day’s route has been prepared, everything is ready to start.



Dieter restocks an ORSYmat®.





Each customer has their own reordering system for storing Würth products: from classic to fully automatic variants.

realize what he meant. We are standing in front of an ORSYmat® in the back of the production area, a fully automatic storage and arrangement system. He inputs the new merchandise using the integrated scanner and a door opens for each box as if by magic. Impressive. "As soon as an employee empties a box, an order is triggered automatically. The CEO saw the device at a Würth Customer Day and wanted it at all costs. He asked me about it and we made it possible. Despite the large investment, it's worth it for everyone involved."

9:18 A.M. On our way to the next customer, Dieter's area manager calls. Not only do they talk about numbers and orders, but also about a colleague's wedding that coming Friday. A few Würth employees wanted to meet in front of the register office. They exchange details.

9:47 A.M. Arrival in Wieblingen near Heidelberg. With a customer who has been supplied by Würth for many years. A mighty oak tree is standing in front of the entrance, some 18 meters tall. "This tree was just a tiny sprout when Würth gave it to the CEO as a present once upon a time. Since then, our relationship has grown continuously. Just like the tree and our mutual trust." Shortly thereafter, we understand what he means: The company premises are empty because all of the employees are out and about at construction sites. Only one woman at the reception is working on the computer and opens the door for us. With purpose in his step, Dieter confidently makes his way through the workshops, filling up various storerooms with new merchandise and writing down which products need to be reordered. No negotiating. No budging when it comes to the unit price.

10:35 A.M. His phone rings. Another customer. The conversation starts off with the words "Dieter, my friend," after which Dieter's imagination

and experience are demanded. A C-profile (a component used to install drywall) needs to be fastened onto a firewall. The customer needs a solution by tomorrow. Dieter asks about the thickness and consistency of the material and then bids farewell to the customer with the words: "I'll take care of it and call you back in a bit." His next moves appear well-versed. He turns on his computer and opens the ordering software. He then calls the Würth branch office, followed by the promised call back to his customer. When asked why there was no talk of costs, Dieter simply replies: "Because the customer trusts us."

11:27 A.M. The next parking lot, the next customer. "One of my biggest," mentions Dieter as we walk down the hall to the workshop. There, Dieter meets the warehouse manager and two employees. They chat about their last vacation and their children's grades at school. In between, he shows the three of them a few new Würth products. Their boss joins them, but the conversation remains casual. Here there is no talk of unit prices or bulk rebates either. "We purposefully chose a single-brand strategy," explains the boss. "We procure all the products we need from just one supplier, like Dieter. You can really count on him. The quality and service are up to par. Why should I waste my time constantly comparing prices?" ➤

Dieter checks the inventory and writes down a reorder.





The newly delivered merchandise in hand, Dieter strides across a customer's production floor with purpose.

3:32 P.M. After a quick lunch, visits to two more customers, and numerous phone calls in the car, we reach our last stop on today's tour. The customer (a CEO) proudly tells us how they completed the construction of a timber-framed kindergarten building a few days earlier. In the workshop, they then discuss new products and test results. The master carpenter is satisfied. Dieter takes the new order. He jots it down by hand again in his notebook. Then he is presented with a great opportunity, in passing, to expand the customer relationship even further. And for new business. The customer explains that he has been having a problem with his drills when fastening especially hard shingles. All of the drills from other manufacturers that he has used to date are worn out after five shingles at most. Dieter recalls a similar case. He thinks for a second, skimming through the online catalog, and then talks with the colleagues at the branch office. He is then able to present the customer with several viable options. He marks two special drills on the order as test products. "The customer will be able to try both of them for free. If the drills work, which I assume they will, then he'll only use our special drills in the future. That strengthens our relationship and also allows us to run a real-life test under extreme conditions free of charge."

4:42 P.M. Dieter parks his car in front of his office. Briefcase in hand, he returns to his computer. "Now I need to enter all of the day's orders in the online system. The customers rely on us to deliver everything correctly and on time." All of the paperwork is finished after two hours or so. Orders have been placed, emails have been answered, voice messages have been listened to, and the route has even been planned for the next day.

6:37 P.M. Time to go home. Dieter makes his last cup of coffee for the day. He guzzles it down in one gulp. He is pleased with today's work. And tomorrow? He most likely will not talk much about prices and rebates, but rather about vacation memories, illnesses, grades, and birthday parties. After all, a good customer relationship is the foundation for success. We wish him happy hunting and take our leave. ▣

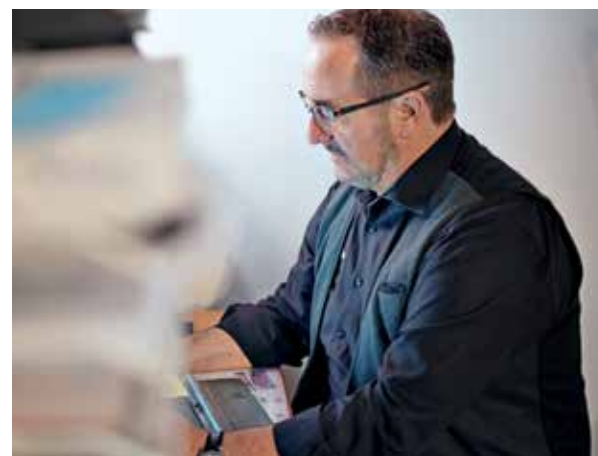


30,000

Dieter Laier drives 30,000 km each year along the streets of his sales territory in Heidelberg, Mannheim, and southern Hesse. He serves a total of 200 customers. Most of them for many years now.

Dieter also uses his computer now and then to present new products. Otherwise, he mostly prefers the old-fashioned way.

In the evening, the day's orders are entered into the ordering system.



GER WAY NY

As Reinhold Würth set out for **Düsseldorf** on his first sales trip in 1951, he almost certainly passed by the twisted **tower of St. Lambertus Church**. Because the wood used to restore the tower in 1815 was too fresh, the tip became twisted. It was left like this at the request of the city's inhabitants.



Düsseldorf

Hamm

Where ore and coal were once transported **between Duisburg and Hamm**, the **longest bicycle highway in the world** is currently under construction. The 101-kilometer long, continuous route links 1.7 million people living in the vicinity.



Duisburg

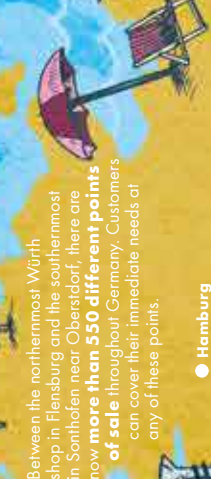
Düsseldorf

With more than **11 million hectares of forests**, Germany is one of the **most heavily forested countries in Europe**. This makes up a third of the country's total area. Spruces, pines and beeches are the most common varieties to be found.



Hamburg

The **most popular attraction** among foreign tourists is the **Miniatur Wunderland in Hamburg**. Miniature worlds containing over 1.5 km of tracks for model trains are waiting to be explored on the 1,499-square meters of floorspace. ASSY® screws from Würth hold it all together.



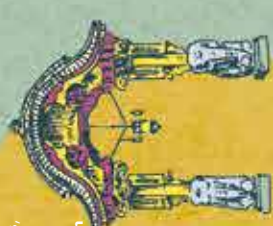
Between the northernmost Würth shop in Flensburg and the southernmost in Sonthofen near Oberstdorf, there are now **more than 550 different points of sale** throughout Germany. Customers can cover their immediate needs at any of these points.



Political, economic and social tones are set in **Würth Haus Berlin**. This representative office offers facilities for rounds of discussion, conferences, receptions, and concerts.

Berlin

With almost **1,200 different species**, the **Berlin Zoological Garden** presents the most comprehensive collection of species in the world. In addition to monkeys, elephants and co., it is also home to especially rare species such as axolotl and okapis.



With 80 letters, **Donauampfschiffahrtsgesellschaft** (Association for Subordinate Officials of the Main Maintenance Building of the Danube Steam Shipping Electrical Services) is the longest word published in the German language, appearing in various editions of the Guinness Book of World Records.



In 1916, Germany was **among the first countries to introduce daylight saving time**. Of course, this was no coincidence: During World War I, energy suddenly turned into a vital commodity, and saving electricity became a national interest.

Wellness area, Michelin stars or golf course: Guests at the Würth Group's magnificent **Wald & Schlosshotel in Friedrichruhe** want for nothing. Würth also operates hotels and restaurants in Waldenburg, Ailingen, Künzelsau, and Schwäbisch Hall.



Zweiflingen

Künzelsau

Schwäbisch Hall

Individual pieces from Würth's extensive Art Collection are on display at **Johanniterkirche in Schwäbisch Hall**. The twelfth-century building has survived all of the wars and urban transformations to date.



Munich

A place for **inspiration, vision and dialog**: **Carmen Würth Forum in Künzelsau** can accommodate events with up to 14,000 guests and houses a museum with works of classical modernism and contemporary art from the Würth Collection.



One of the **most popular destinations** for foreign tourists is the state of **Bavaria**, with highlights such as Neuschwanstein Castle, the state capital Munich, and enchanting wonders of nature against a breathtaking mountain backdrop.



Basic figures about Germany: 83 million inhabitants, 16 states, an area of roughly 358,000 km². But there are lots of other interesting facts hiding fascinating stories about this country nestled in the heart of Europe. For example, the twisted tower in Düsseldorf or a word with 80 letters. We hope you enjoy our country profile on Germany.

PROTECTING THE POPE AND PILGRIMS

Major cleaning in the holy halls: In the Vatican, all of St. Peter's Basilica along with the chambers of Pope Francis and other buildings are disinfected daily with Würth products. This protects the pontiff, the Roman Curia, and religious believers from being infected with the coronavirus.

It is an unusual spectacle in Rome's St. Peter's Basilica: Cleaners in white full-body protective suits, armed with disposable rubber gloves, respiratory masks and safety goggles, scour every last inch of the largest Catholic house of God. They spray the floors, stairs, columns, statues, banisters, and altars with disinfectant and then clean them thoroughly and with great care by hand. They repeat the process each day all over again. If Saint Peter's Basilica is to remain open to the public during the corona pandemic, there is no other option.

After the outbreak of the pandemic, Italy suffered heavily from the consequences of the virus. In the wake of precautionary measures, Saint Peter's Basilica was closed for several weeks, only reopening its gates in mid-May to believers from around the world. The lockdown lasted for a total of 68 days. Since then, it has been possible to celebrate mass again in the opulent place of worship. Admittedly with safety precautions: Since >

THE VATICAN

The Vatican represents the nucleus of Catholicism, encompassing the incumbent pope in Rome along with the Roman Curia, the highest administrative body of the Catholic Church. However, the name stands for the Vatican City State, the smallest recognized sovereign state on earth. The Vatican is home to several famous works of architecture, including St. Peter's Basilica with St. Peter's Square, the Apostolic Palace, and the Vatican Gardens.



St. Peter's Basilica in Rome represents the center of Christianity and a popular destination for pilgrims from around the world.



The stoups built in the 18th century based on designs by Agostino Cornacchini are among the many exceptional works of art disinfected with Würth products. Their monumentality exemplifies the magnitude of the entire church interior.

the onset of the corona crisis in Italy, the Vatican has relied on professional protective workwear, spray pumps, and disinfectants from Würth Italy in order to keep the buildings in the Holy City free of the virus, thus safeguarding the Roman Curia and tourists visiting Rome from being infected with COVID-19.

In addition, the Vatican has developed a hygiene and safety concept. Since the beginning of March, when the lockdown was implemented, each and every accessible surface in the 20,000-square-meter cathedral has been dili-

gently disinfected. Numerous other buildings in the Vatican City, such as the Apostolic Palace, the Domus Sanctae Marthae guest house, various offices, and the private chambers of Pope Francis have been meticulously cleaned and disinfected on a daily basis ever since. The Vatican sends more than 100 specially trained cleaning personnel through the buildings on several shifts in accordance with a strict schedule.

In this multi-phase process, each individual room is tackled with Würth products for approximately four hours. The Papal apartments are even cleaned each time His Holiness enters or exits the rooms. Hand sanitizer, germicidal disinfectant with lemon fragrance, the sanitizing cleaner Ultrasan, and the germicidal disinfectant Polar Ice are all used for this purpose.

This is not the first time that Würth has worked with the Vatican. We established a business relationship back in 1986. In 2016, contact was resumed on the spur of the moment. "A representative of the Vatican called us to order some screws," recounted Stefano Brilli, Key Account Manager at Würth Italy. Together with sales representative Marco Barbini, he has been serving the prominent customer ever since. Both of them have continued to serve as indispensable contacts for the representatives in the Vatican during the corona crisis. Stefano Brilli: "Thanks to Würth's

WÜRTH ITALY

Würth Italy, founded in 1963, supplies 240,000 customers from the automobile, craft, construction, and industry sectors, including the Vatican. Customers in Italy are served by around 3,500 employees, roughly 2,300 of whom are on the sales force. There are over 170 pick-up shops across the entire country. Würth Italy generated a sales volume of EUR 540 million in 2019. Its core product range contains more than 125,000 items: from screws, screw accessories and anchors to tools, chemical products and personal protective equipment.

"IT IS AN HONOR FOR WÜRTH ITALY TO SUPPORT THE VATICAN IN PROTECTING THE POPE AND HIS VISITORS."

products, it is possible to ensure people safe access to the basilica and the other buildings." Marco Barbini added: "It is an honor for Würth Italy to support the Vatican in protecting the Pope and his visitors. Our collaboration is based on mutual appreciation. We consider ourselves to be a small member of the Vatican family." □



Michelangelo's sculpture Pietà in St. Peter's Basilica was carved into a single block of white Carrara marble. Würth products are also used to disinfect this work of art.

GLIMPSES INTO A COLLECTOR'S HEART

The extension of Carmen Würth Forum was opened at the end of June 2020. The new centerpiece of the convention center: Museum Würth 2. The opening exhibition "The Long View. Reinhold Würth and His Art Collection" displays landmark pieces of contemporary and modern art from the Würth Collection, while at the same time revealing a unique perspective on the arts.



THE CROWNING OF A LIFE'S WORK:

200 key pieces of modern and contemporary art in Museum Würth 2 provide an overview of the enormous diversity in the Würth Collection.

Aptly named "Points of View", three immense bronze sculptures designed by Tony Cragg wind upwards like cork screws, just a few steps away from Niki de Saint Phalle's "Nana dansante bleue" dancing in a colorful dress next to the monumental work "Pi" by Lun Tichnowski. A total of 55 pieces of art by renowned sculptures adorn the grounds of Carmen Würth Forum, pointing the way to the new Museum Würth 2. Designed by star architects at David Chipperfield Architects, the extension was inaugurated at the end of June, complementing the existing convention center with a conference area and an art museum. This building complex was creating to unite art, culture, and business, the likes of which one would ordinarily only see in large cities, crowning the Hohenlohe region in southwest Germany like an acropolis.

Just a stone throw's away from Würth's headquarters, where it all began for businessman Prof. Dr. h. c. mult. Reinhold Würth, acclaimed works of modern and contemporary art from his collection have found a home. The exhibition area, encompassing roughly 1,150 square meters, extends across a vast main hall upstairs and a small, protected gallery for light-sensitive works downstairs. In the belvedere, floor-to-ceiling windows grant visitors a view of the sculp-

**"AS I NEAR THE END OF MY LIFE
AT THE AGE OF 85, I CONSIDER THE
COMPLETION OF CARMEN WÜRTH
FORUM TO REPRESENT A CERTAIN
END POINT IN MY PERSONAL LIFE AND
IN MY PROFESSIONAL CAREER."**

Reinhold Würth

ture garden and the surrounding landscape all the way to the Waldenburg Mountains, joining the inside and the outdoors, while connecting architecture, art, and nature.

The opening exhibition "The Long View. Reinhold Würth and His Art" presents 200 key pieces from the collection from the late 19th, the 20th and the 21st century. At the same time, they reflect the collector's personal predilections. "Our goal was to create a space for contemporary and modern highlights from the Würth Collection. It was an absolute pleasure to select works from Reinhold Würth's 'personal' collection that are particularly close to his heart, some of which have accompanied him for decades," said C. Sylvia Weber, Director of the Würth Collection. Whoever passes through the five-meter-high rooms flooded in light with a frosted glass ceiling will encounter classic artists of modernism such as Max Beckmann, Pablo Picasso, and Ernst Ludwig Kirchner on display alongside the greats of contemporary art such as David Hockney, Georg Baselitz, and Anselm Kiefer.

The exhibition title could not be more fitting: Vision is an attribute that defines Reinhold Würth in a very special way. He has led his company with vision for over 65 years. It was his vision that allowed him to acquire art while at the same time running his business. Over the course of 50 years, he accumulated a private collection that is now among the largest in Europe with over 18,300 pieces. Direct contact with the artists themselves is very important to him. He even maintains close friendships with a few of them. "Many such long-standing relationships with artists have influenced the Würth Collection, creating a multi-faceted and individual perspective," said art historian Maria Würth. The granddaughter of Carmen and Reinhold Würth and daughter of Bettina and Markus Würth is a member of the Würth Group's Art Advisory Board.

DIALOG BETWEEN THE INSIDE AND THE OUTSIDE:

Tony Cragg's "Red Figure" in the belvedere and his "Points of View" in the sculpture garden.



"TRANPOSED INTO THE INNER WORKINGS OF CARMEN WÜRTH FORUM, REINHOLD WÜRTH'S CORE BELIEFS REGARDING THE INTERPLAY BETWEEN ART, CULTURE, AND WORK CULMINATE QUITE COMPELLINGLY."

C. Sylvia Weber

Reinhold Würth even enjoyed a long friendship with renowned wrapping artist Christo, who died earlier this year in May. "I met Christo in Hamburg and we hit it off straightaway," recalled Würth. "I simply asked him if he might be interested in wrapping something for us at our headquarters in Künzelsau." The result of this encounter: In 1995, Christo and his wife Jeanne-Claude wrapped the inside of Museum Würth in panels of fabric and wrapping paper. The project "Wrapped floors and stairways and covered windows" was a tremendous success, considered to be the largest interior wrapping ever achieved by Christo. With more than 130 exhibits, this American-Bulgarian artist's work represents a mainstay in the Würth Collection. Numerous wrapped projects by Christo are also on display in the new Würth Museum 2. Reinhold Würth used his unique "vision" not for himself but first and foremost to grant his employees and the public at large direct and free access to art, thus broadening the perspective of all visitors. ■



THE BUILDING TAKES CENTER STAGE:

Showcased in the new surroundings, often with the pronounced ambiance of natural light, the artwork shines like new: Mortensen's "Opus Rouen" and Kapoor's "Untitled".

ACROPOLIS OF ART: Also designed by David Chipperfield Architects, the new extension was inaugurated in June.

"IN MY OPINION, HE DOES NOT COLLECT IN ORDER TO OWN SOMETHING BUT RATHER TO SHARE SOMETHING, TO ENRICH THE COMMUNITY, AND TO PRESERVE CULTURAL ASSETS."

Maria Würth

MUSEUM WÜRTH 2

Museum Würth 2 is open daily between April and September from 11:00 a.m. to 7:00 p.m., and between October and March from 11:00 a.m. to 6:00 p.m. The opening hours may vary during events in Carmen Würth Forum.

The digital Museum Würth 2: The Museum Würth 2 app offers visitors a personal guide through the museum. The app is available free of charge in German and English from the App Store and Google Play. Guides can be rented on site.

MUSEUM WÜRTH 2
in Carmen Würth Forum
Am Forumsplatz 1
74653 Künzelsau



FIVE ANSWERS TO...

Joe Bausch, 67 years old, legal name Hermann Joseph Bausch-Hölterhoff, is known for his role as forensic doctor Dr. Josef Roth on the police drama Tatort: Cologne. However, Bausch is not just an actor, author (Knast, Gangsterblues, Wieder frei), and audiobook narrator. He also worked as a doctor for more than 30 years taking care of tough guys at a high-security prison in North Rhine-Westphalia. In March 2021, Joe Bausch will visit Carmen Würth Forum. He finished the following sentences for us...

On Tatort, it is clear at once that I am a "real" doctor, because ...

I use the appropriate medical instruments properly while shooting.

For me, the most appealing of my professional roles is ...

always the one that I am currently playing. The role on the stage and in front of the camera is certainly the most appealing, even if it is not always the most exciting.



JOE BAUSCH

Doctor, actor, and audiobook narrator Hermann Joseph Bausch-Hölterhoff, alias Joe Bausch, was born on 19 April 1953 in Ellar, Hesse. He studied Theater, Politics, German, and Law in Cologne and Marburg. He went on to study Medicine in Bochum. Bausch served as Chief Medical Officer at Werl Prison. He has appeared several times on TV, including on the police drama Tatort: Cologne.

As an author, I reveal to my readers a glimpse into the abyss of human nature. My intention is to show them ...

that good and evil have a human face and bear a close resemblance to one another.

My next project ... **is the revival of the play *Oui* by G. Arout, which I last played in 1993 and which unfortunately has not lost any of its contemporary relevance.**

put an end to this culture of outrage, indignation, and disgust. Instead, we need to focus more on the common good and see beyond our personal well-being.

In times of crisis like the present, it is important to ...



LENTILS WITH SPAETZLE

Lentils with spaetzle is Reinhold Würth's favorite dish. The entrepreneur particularly enjoys those prepared by Boris Rommel in Wald & Schlosshotel Friedrichsruhe in Zweiflingen. Here is the Michelin chef's original recipe for the Swabian classic:
www.kaleidoscope-wuerth/lentils

PHOTO BY NILS KRÄMER

Back:

Art for collecting by

EDVARD MUNCH

* 1863 in Løten, Norway
 † 1944 in Oslo, Norway

Mystic Shore (1892)

Oil on canvas

Würth Collection, Inv. 9356

to fascinate people around the world. Millions use it every day as an emoji. One year prior, in 1892, he painted Mystic Shore, his earliest symbolic work. The dusky brightness of the midnight sun gives the painting a surreal tone, imbued with a special intensity in its amorphous rocks and seemingly troll-like boulder. Munch left behind 40,000 paintings, graphics, letters, photographs, and work materials when he died in 1944 in Oslo. His existential motifs, including loneliness,

love, fear, jealousy, and melancholy, have proven timeless and ever relevant. "In my art, I attempt to explain life and its meaning to myself. My art reflects a desire to bring light into my life." Munch's Mystic Shore is on display at Museum Würth 2 in Künzeisau as part of the exhibition "The Long View. Reinhold Würth and His Art." A worthy frame for this world art.

@ wuerth_collection

AT THE BEACH WITH CHARLOTTE

CHARLOTTE,
12 years old



You don't see the happy face on the small hill at the bottom right straight away. The hill is probably just shaped like that, the boulder formed like that. Nobody painted anything on it. Actually, I think the entire landscape was thought up in Munch's head. He discovered the beach as well as the hill with the friendly face. And then he painted the shore. With a dim light,

the pink sun starting to set, drawing a straight line over the water to create a bright light that shines onto the waves and the dark rocks and the greenish-brown hill at the front of the picture. I imagine that the rocks in front represent the fact that sometimes we have to walk along a rocky road in life. I think the picture is very creative and unique. It is quite thought-provoking.

