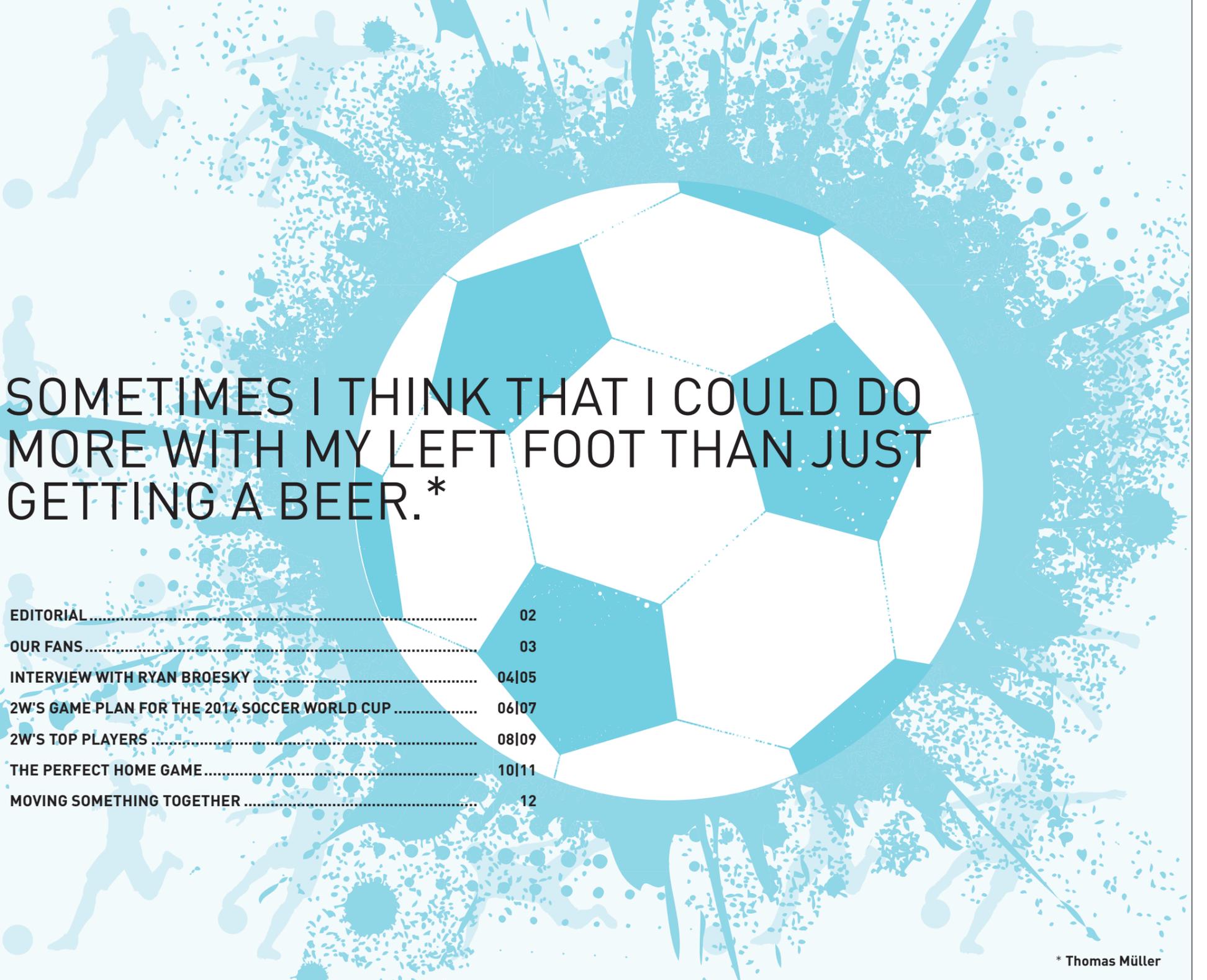




Technology
above and beyond.



SOMETIMES I THINK THAT I COULD DO
MORE WITH MY LEFT FOOT THAN JUST
GETTING A BEER.*

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* Thomas Müller



A GOOD COACH MUST HAVE BEEN A PLAYER HIMSELF.

In the year of the World Cup in Brazil, Uwe Düring and Michael Süßl, the general managers of 2W, talk about the parallels between "Germany's favourite child" – football – and present-day companies. In his youth, Michael Süßl was a passionate and excellent football player and has remained an ardent fan to this day. An essential "champion's gene" of modern companies lies in the sports-inspired basic attitude towards willingness to perform, constant training and an environment of fair behaviour towards customers, competitors and market partners. Are there other similarities? What can companies and sports learn from each other?

UWE DÜRING: "The first thing that comes to mind is the emotional roller coaster ride – here professional life and football are quite similar. One moment all signs point to success; the next an unexpected problem pops up. Football reflects life in its purest form: Joy and sorrow, teamwork and struggle, victory and defeat."

MICHAEL SÜSSL: "We face exciting new challenges every day. If we stick with football analogies – e.g. the daily condition of the players, the opponent's tactics, weather, spectators, referee decisions, injuries, field conditions, wind direction, etc. In football, as in professional life, there are many variables, you just cannot predict everything. But as stated so beautifully by Sepp Herberger: "After the game is before the game." Analyse the defeat, learn from it and look forward again with optimism. That's what it's all about!"

As in football, we compete against other teams, that is, other companies. At the end, everyone wants to be the "World Champion". However, this is what we need to demonstrate to our team: One cannot and must not always win. The key is to give your best in any situation. As winners we should never forget to respect the losers. And when others are ahead in the game, we should learn to be good losers ourselves."

UWE DÜRING: "Nevertheless, it is important to keep increasing our own performance. Those who work hard are more likely to be successful. Throughout our company history of 16 years, we here at 2W have not only accepted but also mastered the most challenging problems."

MICHAEL SÜSSL: "This is also true for teamwork and human resources. Every day we face the task of forming a motivated team based on an accumulation of talents and of committing to success. Goals must be communicated transparently, skills must be trained and colleagues must be available in top shape at the right time. Next, project teams must be grouped to ensure the right balance of stars, play makers, strikers and defenders. Experience has shown that each department also needs regular players, who understand how the company and the customers tick. The success of the mission depends on teamwork – whether winning the FIFA World Cup or fulfilling corporate goals in business. The whole team works together and aims for success. This is a tough job and requires a lot of energy, stamina and a decent amount of discipline from each individual. Just as in sports."

UWE DÜRING: "We as general managers are indeed similar to coaches. We are repeatedly called to commit our team to the next big goal. It's like our German summer fairy tale from the World Cup in 2006: Back then, Klinsmann accomplished for the spark to jump over to both, the team and the spectators, in a brilliant way. Our customers must also feel that we are a great club. Passion is a very important requirement. Klinsmann had a vision that he pursued without compromise. If you don't have that, the mission will fail. An entrepreneur without vision and without concrete goals will not get far. We must also be a little daring."

MICHAEL SÜSSL: "And this also requires that we continuously improve, break routines, optimise structures and encourage our employees to set out on new paths. Reinvent yourself every day. From left winger to striker – we must know our team well, but we have had positive experiences and discovered many hidden talents. We are awarded with highly motivated employees, who also 'think outside the box' and deliver excellent results of their own accord. Allowing the game to go on."

UWE DÜRING: "Confidence is what differentiates us as a company and as a powerful team. It is very important for a general manager to have confidence. Confidence makes us fast. This is about reducing bureaucracy, alleviating guidelines, giving employees a solid framework and letting them play freely within it. This supports creativity, motivation and flexibility. It is a little similar to modern one-touch football. All players must be able to rely on each other. Everyone knows every second reliably what his colleague is doing."

MICHAEL SÜSSL: "Ultimately, the team can only be as good as its coach. We need to be authentic and model what we expect from our team, our employees."

UWE DÜRING: "This is what 2W is based upon. For me as the founder, it is very important that we do not lose contact with the base and remain technically and content-wise up to date. A good coach must have played football himself and still remember how it works."



THAT'S HOW FOOTBALL IS. AND SOMETIMES THE BEST WINS.

Lukas Podolski

OUR FANS

03 # 1.2014

● ACR GmbH, A-Laakirchen | ALPINA Burkard Bovensiepen GmbH & Co. KG, Buchloe | appell Werbung GmbH, Munich ALKO Geräte GmbH, Kötz | Annaburger Nutzfahrzeug GmbH, Annaburg | Arnold & Richter Cine Technik GmbH & Co. Betriebs KG | AssetMetrix GmbH, Munich | AVA-Huep GmbH u. Co. KG, Herrsching | AVERMANN Maschinenfabrik GmbH & Co. KG, Osnabrück | AZUR Solar GmbH, Leutkirch | Albert Kerbl GmbH, Buchbach | Agentur 22 Werbe GmbH, Munich ● BAT Maschinenbau GmbH, Meinerzhagen | Beauty Lumis GmbH, Munich | becc agency GmbH, Munich | Belfor Europe GmbH, Duisburg | Beltron GmbH, Rödermark | Betty Barclay GmbH & Co. KG, Nußloch | Brandstock AG, Munich | BMC Trading AG, CH-Grenchen | BMR Gastronomie GmbH, Munich | BMW AG, Munich | BMW Motorrad, Munich | BMW North America LLC, Montvale | Bolenz & Schäfer GmbH, Biedenkopf-Eckelshausen | BrainLAB AG, Feldkirchen | BLANCO CS GmbH + Co. KG, Oberderdingen ● Claas Kga mbH, Harsewinkel | CANTUS Media GmbH, Munich | Combera GmbH, Munich | Christie Digital Systems, Kitchener, Ontario | Chronoswiss AG, Lucerne | Cycling Sports Group, CH-Basel | Commodas Ultrasort GmbH, Wedel ● Daimler AG, Stuttgart | Dassault Systèmes Deutschland GmbH, Stuttgart | Dr. Höntle AG, Gräfelfing | Dr. Sasse AG, Munich | Deutsche Welthungerhilfe e.V., Bonn | Deutsche Steinzeug Cremer & Breuer AG, Schwarzenfeld | DIENES Apparatebau GmbH, Mülheim | Dr. Willi Knoll GmbH & Co. KG, Krumbach | DT Swiss AG, CH-Biel | 360plus Design GmbH, Munich ● Eberhard Faber Vertrieb GmbH, Stein | ELHA-Maschinenbau Liemke KG, Hövelhof | ELWA Elektrowärme Munich A. Hilpoltsteiner GmbH & Co. KG, Maisach | eurosimtec GmbH, Düsseldorf | Emanate GmbH, Munich | Eiffage Rail GmbH, Bochum | Eugen Metzger GmbH, Bogen | Expert Communication Systems, Haar ● Faber-Castell AG, Stein | Fashion Communications GmbH, Munich | Falk Tacke GmbH, Hameln | fischerAppelt relations GmbH, Hamburg | Flad & Flad Communication GmbH, Heroldsberg | Föckersperger InTrac GmbH, Aurachtal - Münchaurach ● GALVATEK S.A.S., Bonnières-sur-Seine | GEA Küba GmbH, Baierbrunn | GESER Fahrzeugbau AG, CH-Lucerne | Grass Roots Germany GmbH, Düsseldorf | Graf + Cie AG, CH-Rapperswil | GÜNTHER Maschinenbau GmbH, Dieburg ● Häberlein & Maurer AG, Munich | hansewerkzeug GmbH & Co. KG, Hamburg | Hakuodo Deutschland GmbH, Munich | Heimat Werbeagentur GmbH, Berlin | HEAT Wärmetechnische Anlagen GmbH, AT-Biedermannsdorf | Herzschatz Werbeagentur GmbH, Munich | HEPAN Transportgeräte GmbH, Augsburg | HOBART GmbH, Offenburg | HOCHTIEF Aktiengesellschaft, Essen | Höfer & Bechtel GmbH, Mainhausen | Honda Motor Europe (North) GmbH, Offenbach | Humbaur GmbH, Gersthofen | HABRAMA GmbH, Erbach ● insoft GmbH, Großmehring | It's Live! Advertising GmbH, Munich | INMATEC GaseTechnologie GmbH & Co.KG, Herrsching | Interone GmbH, Munich ● J. Ochsner AG, CH-Urdorf | Jost-Werke GmbH, Neu-Isenburg ● Kappa optronics GmbH, Gleichen | kawomedien GmbH, Munich | KLANN Spezial-Werkzeugbau-GmbH, Donaueschingen | Kneifel Krause Kube Werbeagentur AG, Munich | Knesebeck Verlag, Munich | KAMAG Transporttechnik GmbH & Co. KG, Ulm | Knorr-Bremse AG, Munich | Kögel Trailer GmbH & Co. KG, Burtenbach | Krings Media, Munich | Kutter- und Gerätebau Wetter GmbH, Biedenkopf-Breidenstein ● Langmatz GmbH, Garmisch-Partenkirchen | LEHNER Agrar GmbH, Westerstetten | LLR, Hamburg | Lissmac Maschinenbau und Diamantwerkzeuge GmbH, Bad Wurzach | L. Kellenberger & Co. AG, CH-St. Gallen | LimnoTec Abwasseranlagen GmbH, Hille | Luxoplast Kunststofftechnik GmbH, Ampfing | Lenzing Technik GmbH, A-Lenzing ● Maag Pump Systems AG, CH-Oberglatt | MALI International AG, CH-Wettingen | MAN Truck & Bus AG, Karlsfeld und Nuremberg | Maria Galland GmbH, Munich | Matrix Elektronik AG, CH-Ehrendingen | Matratzen Factory Outlet AG, Elsdorf | Mazurczak Elektrowärme GmbH, Schwabach | Merida & Centurion Germany GmbH, Magstadt | Minth GmbH, Unterschleißheim | MBFZ toolcraft GmbH, Georgensgmünd | MovieTech AG, Munich ● Neo@ Ogilvy GmbH, Düsseldorf | NVIDIA Corporation, Santa Clara, CA ● OCÉANO Reisen GmbH & Co. KG, Munich | Ochs Schmidhuber Architekten, Munich | Ogilvy & Mather Advertising GmbH, Düsseldorf | Global 313 GmbH, Düsseldorf | OgilvyAction, Düsseldorf | ORT Medienverbund GmbH, Krefeld | ORT Studios GmbH, Munich ● Paul Nutzfahrzeuge GmbH, Passau | PACT MANAGEMENT GmbH, Munich | Plan.Net concept GmbH & Co. KG, Munich | Porzellanfabriken Christian Seltmann GmbH, Weiden i. d. Oberpfalz | Precisa Gravimetrics AG, CH-Dietikon | Promatic AG, CH-Affeltrangen | Primus AG, CH-Binningen | Profile Media GmbH & Co. KG, Munich | PSM Projekt System & Management GmbH, Kassel | Public Relations von Hoyningen-Huene und Partner, Hamburg | PUBLICIS Munich | PEIKER Acoustic GmbH & Co. KG, Friedrichsdorf im Taunus ● Rathgeber GmbH & Co. KG, Oberhaching | Red Bud Industries, Red Bud, IL | Rodenbach Apparatebau GmbH, Bergisch-Gladbach | Rolf Benz AG & Co. KG, Nagold | RIEDEL Communications GmbH & Co. KG, Wuppertal | RIEDEL Networks GmbH & Co. KG, Butzbach | Runze & Casper Werbeagentur GmbH, Berlin ● SAINT ELMO'S Campaign GmbH, Munich | Salon Deluxe Werbeagentur GmbH, Cologne | SCHEUERLE Fahrzeugfabrik GmbH, Pfedelbach | Schindler Aufzüge AG, CH-Ebikon | Schneider Electric GmbH, Ratingen | Schneeberger GmbH, Höfen/Enz | Scout24 Holding GmbH, Munich | Securenet GmbH, Munich | SES Platform Services GmbH, Unterföhring | serviceplan campaign 1 GmbH, Munich | 7seas Global Content Management GmbH, Munich | Siemens AG Industry Sector, Nuremberg | Siemens Restraint Systems GmbH, Alzenau | Söllner Communications AG, Munich | Sommer Anlagentechnik GmbH, Altheim | Staedtler Mars GmbH & Co. KG, Nuremberg | Storymaker GmbH, Tübingen | Studio 9 GmbH, Dornach | Subaru Deutschland GmbH, Friedberg ● Tischer GmbH, Kreuzwertheim | TOMRA Sorting GmbH, Wedel | TOYOTA Deutschland GmbH, Cologne | typobiertl Satz + Druck GmbH, Munich | Synchor e.K., Buchbach | TypoData GmbH, Munich | Tafel mit Kollegen, Düsseldorf | Tourismus-Service Scharbeutz, Scharbeutz ● User Interface Design GmbH, Munich ● VALEO Speed Controller (VSC) Telma SA, Zweigstelle Deutschland, Pleidelsheim ● Watson Gloves Ltd., Burnaby, BC | W. L. Gore & Associates GmbH, Putzbrunn | Webasto SE, Stockdorf | Wellington Partners Verwaltungs GmbH, Munich | Werner Weitner GmbH, Eichstätt | Wunderhaus GmbH, Munich | Wunderman GmbH, Cologne | WEGMANN Automotive GmbH & Co. KG, Veitshöchheim | W4 Services GmbH, Dresden | Wolf GmbH, Berlin ● xbAV GmbH, Munich | Xella International GmbH, Duisburg ● Zalando AG, Berlin | Zeppelin Baumaschinen GmbH, Garching/Hochbrück | zeroseven design Studio für Markeninszenierung GmbH, Augsburg ●

GLOVES AND FOOTBALL – 2 GAME FIELDS, 1 SUCCESSFUL STRATEGY

An interview with our customer
Ryan Broesky from Canada



We are very proud of our clients overseas. Sprachmarkt received its first translation assignment from the US in 2011. Three years later we are still working together with this client, but now from Canada.

Ryan, tell us a little bit about what your company manufactures. What are your products? Who are your customers? Where do you deliver?

RYAN BROESKY: Watson Gloves, as the name implies is a glove developer and manufacturer. We have been making gloves in Canada for nearly 100 years (since 1918) everything from industrial gloves, gardening gloves to recreational gloves. Our customers are anyone who needs hand protection. Our main focus is the Canadian market but we do supply gloves to international distributors as well.

The theme of our magazine is the 2014 FIFA World Cup and that's why we've come to you as one of our best leaders in assists in the game of getting the perfect translation. Tell us more about yourself.

RYAN BROESKY: I love soccer and our company indoor soccer team is first in their division and heading to the playoffs! As far as soccer goes, you've certainly come to the right place.



The Canadians had their first international match against the US in New Jersey on 28 November 1885. They lost 1:0, but it didn't count as an official match. How do both countries stack up today?

RYAN BROESKY: Well if soccer was played on skates the US wouldn't stand a chance! Soccer has come a long way in Canada. Our women's national team is in the FIFA top 10.



When you add it all up from 1885 to 2013, Canada has played 327 matches and racked up 113 victories, 74 ties and 362 goals. In general, what role does the World Cup or soccer play for most Canadians?

RYAN BROESKY: Canada is a huge mix of cultures from all around the world. This is very apparent during the world cup, no matter what country is playing you can find pubs fill with people at all hours cheering on their countries team (due to the time difference many of the live games air in the middle of the night for us). And no matter which country wins there will be people from that country holding celebrations in the streets. Party time for everyone!

Which do Canadians like better: team sports or individual competition?

RYAN BROESKY: I would say we are a team sport loving country. Things are always better when you can share them with your friends, eh?!

What is decisive for success: a.) game strategy or b.) superstar players? Keeping this question in mind, how would you describe corporate culture in North America?

RYAN BROESKY: Game strategy. North American culture can get caught up in the celebration of superstars but a strong team all moving towards the same goal will out perform a superstar blazing ahead.

In Germany, it's trendy to compare modern company management with a high-performance sport – and not just during the year of the World Cup. Are there similar comparisons in Canada and the US? Perhaps with other kinds of sports?

RYAN BROESKY: Canadians like to compare their hockey teams to the performance of their cities. Your Hockey team has to be doing great in order to call yourself a great city.

Ideally soccer is all about effective teamwork – and Germans are well known for being team players. Is that the reason why you turn to us as a German service provider in Canada?

RYAN BROESKY: Germans do have a reputation for efficiency and precision. Two things I think Canadians highly value, which makes German companies great team players for Canadians.

In your opinion, how do you assemble the perfect team using a collection of international talent?

RYAN BROESKY: Find personalities that work well together. Each person can bring their unique ideas and experiences to the table. As a team you can build out concepts that are stronger than that one original idea.

You are certainly familiar with many different playing fields, and so our question: How do you get the customer on board as a team player so that you both can score in the end?

RYAN BROESKY: Get them involved in the project early so they can have some input and feel like they have contributed to the final product.

In your opinion, what role does marketing play in all of this? Trainer? Or more of a forward?

RYAN BROESKY: I would say Marketing is more like a forward. They need to bring all the sizzle and attention to the product.

In Germany, the various clubs of the German professional soccer league can be compared with medium-sized companies due to their turnover. The media presence and marketing are often exemplary. What is this like in Canada?

RYAN BROESKY: I would say that Canadian sports clubs work hard to market their brand within their own city quite well, but may lack the large marketing budgets that are required to reach a more national or even international audience.

Finally, a point that is very important to us – whether it be in working with customers or working with our own service providers. And in our view a decisive criteria for success in team sports: Continuity. You have to work together as a team if you want to be successful and continue to improve. And a manager has to exemplify and radiate this continuity. What are your thoughts on this?

RYAN BROESKY: Good leaders create the environment for their team to succeed. You recognize your team member's strengths and give them the opportunities to use them. Providing guidance, direction and the framework to allow people to shine or learn from mistakes on their own merit. Give people room to grow and they will. In the end that benefits the whole team.

Thank you for taking the time to talk to us. As a marketing manager, we well know that time is often something that is in short supply. We wish you and Watson Gloves continued success, and look forward to our continued professional relationship.



A	B	C	D	E	F	G	H
BRAZIL CROATIA MEXICO CAMEROON Thursday 12.06., 10:00 pm São Paulo	SPAIN THE NETHERLANDS CHILE AUSTRALIA Friday 13.06., 09:00 pm Salvador	COLOMBIA GREECE IVORY COAST JAPAN Saturday 14.06., 06:00 pm Belo Horizonte	URUGUAY COSTA RICA ENGLAND ITALY Saturday 14.06., 09:00 pm Fortaleza	SWITZERLAND ECUADOR FRANCE HONDURAS Sunday 15.06., 06:00 pm Brasília	ARGENTINA BOSNIA AND HERZEGOVINA IRAN NIGERIA Monday 16.06., 12:00 am Rio de Janeiro	GERMANY PORTUGAL GHANA USA Monday 16.06., 06:00 pm Salvador	BELGIUM ALGERIA RUSSIA Rep. of Korea Tuesday 17.06., 06:00 pm Belo Horizonte
BRAZIL Friday 13.06., 06:00 pm Natal	SPAIN THE NEATHERLANDS Saturday 14.06., 12:00 am Cuiabá	COLOMBIA GREECE Sunday 15.06., 03:00 am Recife	URUGUAY COSTA RICA Sunday 15.06., 12:00 am Manaus	SWITZERLAND ECUADOR Sunday 15.06., 09:00 pm Porto Alegre	ARGENTINA BOSNIA AND HERZEGOVINA Monday 16.06., 09:00 pm Curitiba	GERMANY PORTUGAL Tuesday 17.06., 12:00 am Natal	BELGIUM ALGERIA Wednesday 18.06., 12:00 am Cuiabá
MEXICO CAMEROON Tuesday 17.06., 09:00 pm Fortaleza	CHILE AUSTRALIA Wednesday 18.06., 06:00 pm Porto Alegre	IVORY COAST JAPAN Thursday 19.06., 06:00 pm Brasília	ENGLAND ITALY Thursday 19.06., 09:00 pm São Paulo	FRANCE HONDURAS Friday 20.06., 09:00 pm Salvador	IRAN NIGERIA Saturday 21.06., 06:00 pm Belo Horizonte	GHANA USA Saturday 21.06., 09:00 pm Fortaleza	RUSSIA REP. OF KOREA Sunday 22.06., 06:00 pm Rio de Janeiro
BRAZIL MEXICO Thursday 19.06., 12:00 am Manaus	AUSTRALIA THE NEATHERLANDS Wednesday 18.06., 09:00 pm Rio de Janeiro	COLUMBIA IVORY COAST Friday 20.06., 12:00 am Natal	URUGUAY ENGLAND Friday 20.06., 06:00 pm Recife	SWITZERLAND FRANCE Saturday 21.06., 12:00 am Curitiba	ARGENTINA IRAN Sunday 22.06., 12:00 am Cuiabá	GERMANY GHANA Monday 23.06., 12:00 am Manaus	BELGIUM RUSSIA Sunday 22.06., 09:00 pm Porto Alegre
CAMEROON CROATIA Monday 23.06., 10:00 pm Brasília	SPAIN CHILE Monday 23.06., 06:00 pm Curitiba	JAPAN GREECE Tuesday 24.06., 10:00 pm Cuiabá	ITALY COSTA RICA Tuesday 24.06., 06:00 pm Natal	HONDURAS ECUADOR Wednesday 25.06., 10:00 pm Manaus	NIGERIA BOSNIA AND HERZEGOVINA Wednesday 25.06., 06:00 pm Porto Alegre	USA PORTUGAL Thursday 26.06., 06:00 pm Recife	REP. OF KOREA ALGERIA Thursday 26.06., 10:00 pm São Paulo
CAMEROON BRAZIL Monday 23.06., 10:00 pm Recife	AUSTRALIA SPAIN Monday 23.06., 06:00 pm São Paulo	JAPAN COLUMBIA Tuesday 24.06., 10:00 pm Fortaleza	ITALY URUGUAY Tuesday 24.06., 06:00 pm Belo Horizonte	HONDURAS SWITZERLAND Wednesday 25.06., 10:00 pm Rio de Janeiro	NIGERIA ARGENTINA Wednesday 25.06., 06:00 pm Salvador	USA GERMANY Thursday 26.06., 06:00 pm Brasília	REP. OF KOREA BELGIUM Thursday 26.06., 10:00 pm Curitiba
CROATIA MEXICO	THE NETHERLANDS CHILE	GREECE IVORY COAST	COSTA RICA ENGLAND	ECUADOR FRANCE	BOSNIA AND HERZEGOVINA IRAN	PORTUGAL GHANA	ALGERIA RUSSIA

LAST SIXTEEN (LS) 1	LAST SIXTEEN (LS) 2	LAST SIXTEEN (LS) 3	LAST SIXTEEN (LS) 4	LAST SIXTEEN (LS) 5	LAST SIXTEEN (LS) 6	LAST SIXTEEN (LS) 7	LAST SIXTEEN (LS) 8
Saturday 28.06., 06:00 pm Belo Horizonte	Saturday 28.06., 10:00 pm Rio de Janeiro	Sunday 29.06., 06:00 pm Fortaleza	Sunday 29.06., 10:00 pm Recife	Monday 30.06., 06:00 pm Brasília	Monday 30.06., 10:00 pm Porto Alegre	Tuesday 01.07., 06:00 pm São Paulo	Tuesday 01.07., 10:00 pm Salvador
WINNER A RUNNER-UP B	WINNER C RUNNER-UP D	WINNER B RUNNER-UP A	WINNER D RUNNER-UP C	WINNER E RUNNER-UP F	WINNER G RUNNER-UP H	WINNER F RUNNER-UP E	WINNER H RUNNER-UP G

QUARTER FINAL (QF) 2	QUARTER FINAL (QF) 4	QUARTER FINAL (QF) 1	QUARTER FINAL (QF) 3
Friday 04.07., 10:00 pm Fortaleza	Saturday 05.07., 10:00 pm Salvador	Friday 04.07., 06:00 pm Rio de Janeiro	Saturday 05.07., 06:00 pm Brasília
WINNER LS1 WINNER LS2	WINNER LS3 WINNER LS4	WINNER LS5 WINNER LS6	WINNER LS7 WINNER LS8

SEMIFINAL (SF) 1
Tuesday 08.07., 10:00 pm Belo Horizonte
WINNER QF2 WINNER QF1

SEMIFINAL (SF) 2
Wednesday 09.07., 10:00 pm São Paulo
WINNER QF4 WINNER QF3

FINALS
Sunday 13.07., 09:00 pm Rio de Janeiro
WINNER SF1 WINNER SF2

MATCH FOR THIRD PLACE
Saturday 12.07., 10:00 pm Brasília
RUNNER-UP SF1 RUNNER-UP SF2



GAME PLAN 2014

SOCCER WORLD CUP

WITH TEAM SPIRIT TO VICTORY!



Each player has special talents that make him ideal for a certain position on the team. However, individual team members must not only focus on their own strengths, but interact perfectly with others. We follow the same rules in our service areas: We follow the same game strategy and pass the ball to each other. And with the right amount of team spirit, everything just works out better and is a lot more fun.



OLÉ, SUPER 2W! TECHNICAL DOCUMENTATION

Our technical editors make complex subjects seem so easy. They all have a lot of practical experience, a clear methodology and didactic skills. The result: Technical documentation that leaves no questions unanswered and makes reading a pleasure.



RED CARD FOR FOULS! RISK ASSESSMENT

Whoever wants to avoid an image-damaging recall, should consult our experts for a legally-compliant risk assessment. In terms of safety, we provide expert input, corrections and optimisations. A defined process ensures objectivity and efficiently meets the defined goals.



LET'S MOVE TO THE TOP OF THE LEAGUE! INFORMATION SYSTEMS

Organisation is the best prerequisite for long-term success. Our experts create an electronic archive for you, built in a logically sound and comprehensible manner, and a structure that ensures optimum interaction of all elements and delivers the desired results.



PUBLIC VIEWING FOR ALL! GRAPHICS AND VISUALISATION

Our graphic designers and illustrators provide you with a product presentation without product – through graphics and cinematic visualization. The best way to illustrate complex relationships and operation modes: for example, by taking a look inside a machine.



STAY ON THE BALL! BASIC AND IN-DEPTH TRAINING

Professional training is more important than ever: first, for the success of the company; second, for employee motivation; and third, for customer satisfaction. Our experts prepare complex technical topics for teaching according to a playful learning approach.



HERE IS OUR (INTER)NATIONAL TEAM! SPRACHMARKT.DE

The translation of texts of any kind requires a feeling for the language, mastery of technical terminology and research experience. We only work with professional translators in their native languages. In order to save you time and money, all projects are coordinated and handled in Munich and in Düsseldorf.



LET US ESTABLISH A FAN CLUB! MARKETING MARKETPLACE

As a long-time service provider of technical documentation, we can not only explain, but also promote technology. Using catchy concepts, we develop consistent and entertaining product communication for you that allows technical functionality, intelligibility and marketing to be perfectly in tune with each other and to "function" in the market.



HURRAH, A NEW STADIUM! CI BUILDING AND EQUIPMENT CONSULTING

We also offer building consulting and concept designs on topics related to sustainable building to our customers. Our architects pick up the thread, where the colleagues from the Documentation department are already engaged. How must a garage for vehicle repairs be planned and implemented? How must a trade show booth be designed to optimally present products in CI-compliant manner? And does a car dealership in Dubai actually look the same as a car dealership in Finland? Yes, if one of our architects supervises.



FULL FAN BUS AHEAD! AUTOMOTIVE PROJECT AND PRODUCT MANAGEMENT

Complex IT systems, as well as quality-oriented processes and project management are essential requirements to meet the high customer expectations in the automotive industry. This is especially valid for vehicles and their supply of professional services, accessories and spare parts.



OUR HOME ADVANTAGE: TECHNICAL BACKGROUND.

You all know this from football: An away game is always more challenging for the team. Travelling is tiring, not as many fans are present, and the players are unfamiliar with the football ground. At a home game however, the team has advantages from the start. There is no difference for companies: When you move in familiar territory, you have a clear home advantage. In our case, this is our technical background. Uwe Düring and Michael Süßl, two industry professionals, have always had technology in their minds and blood. They use their technical background as a base to constantly expand our service areas. In the meantime, 2W has also acquired the experience, expertise, resources and contacts required for managing a product introduction from start to finish – from the initial idea, throughout development and production, up to marketing and distribution. Our Lightvate® innovation is a perfect example. Our Marketing Marketplace scored a big hit. Ultimately, the topic was also about name development, logo design, brand appearance and much more.

But what exactly is Lightvate®?

IDEA

Our goal was to develop the most innovative, smallest, lightest, in short, the most extraordinary safety vest according to national and international standards: Lightvate®.

TASK

Strict criteria had to be observed for earning the desired certifications. The tough requirements imposed by the vehicle manufacturers (OEMs) were another hurdle. The safety vest should not only meet the minimum legal requirements, but also take into account the functional and spatial requirements inside the vehicle.

DEVELOPMENT & PRODUCTION

We specifically developed a new lightweight composite material for Lightvate®. It is very strong and therefore highly durable, does not require bordering tape and seams are reduced to a minimum. Weighing only 87 g, Lightvate® is incredibly light and can be folded together to a slender volume of 32 x 88 x 60 mm. We use the thinnest reflective material available for Lightvate®. It is applied to an ultra-thin, bright yellow base material. Our exceptionally bright luminescent combination with highest reflective values ensures that the person wearing it is clearly visible to other traffic participants at any time of day and night. Our Lightvate® safety vests are designed and also manufactured in Germany. To continuously ensure the uninterrupted supply chain and high quality standard, we signed exclusive agreements with our suppliers, producers and finishers.

PACKAGE DESIGN

Our product is packed in a high quality case that offers excellent long-term protection against dirt, damage and fading. Due to its small size, it can be easily stored in the glove compartment. Due to its distinct look & feel, the Lightvate® case can be easily distinguished from other objects and can be quickly found. Handling the case is very straightforward as well:

It can be effortlessly opened and closed on both long sides, so that the vest can also be quickly removed and stowed again.

TECHNICAL DOCUMENTATION

We deliberately refrain from using sewn fabric or textile tags in our Lightvate®. All required product information is printed on the base material in a legible and wear-resistant manner. The instructions are packed together with the safety vest in its practical case.

NAMING PROCESS & LOGO DESIGN

The logo and name were also developed by our Marketing Marketplace. The name is a combination of "light" (meaning bright and also lightweight) and "vate", pronounced like "weight". The alternative spelling allowed us to secure both the name and the domain. The logo is a label symbolising the light weight and technology of the vest.

TRADEMARK AND PATENT PROTECTION

As you can see from the label, Lightvate® is a registered trademark. Further trademark rights are registered with the German Patent and Trademark Office (DPMA).

CERTIFICATION ACCORDING TO DIN STANDARD

Lightvate® was successfully certified by the renowned Hohenstein Institute in Germany according to the new DIN EN 20471:201. It fully meets the strict criteria as one of the very first safety vests – both in new and in aged conditions.

And since our focus is always on the customers, we also care for their health: Only materials free of harmful substances and certified according to the OEKO-TEX® standard 100 are used in the manufacturing of Lightvate®.

MARKETING & COMMUNICATION

In addition to a corporate design, a new product also needs a complete marketing and communication concept, as well as the corresponding creative implementation. Our Marketing Marketplace also took care of that.

LIGHTVATE® AS TRADEMARK

After intensive product comparison, the leading manufacturer of sports cars in Germany chose Lightvate®, expanding their portfolio of exclusive accessories with this highlight "made in Germany".

As a successful company, you too can delight your customers with high-quality and exceptional products and services. Due to its innovative, consistent and unique product concept, Lightvate® is a convincing brand ambassador for your company.

Customized with your logo and designed to your specifications, "your" Lightvate® accompanies your customers as a valuable advertising medium on every ride.

Interested in Lightvate®? If you would like to make Lightvate® your brand ambassador, just get in touch with us! Additional information can be found at www.lightvate.de.

We are proud that our innovative safety vest won the **iF product design award 2014** and that it is one of the winners of the renowned **iF Label** – selected from 3,249 submissions. Lightvate® impressed the renowned jury by fulfilling all evaluation criteria in category 01 transportation design/special vehicles.



THE JOY OF MAKING OTHERS HAPPY.

Bright-eyed children – the most beautiful thank you and the best gift. Neurologically ill children wish for an independent life more than for any toy. Unfortunately, we cannot heal them, but we can actively support them through donations!

Motor skills track course for the Dr. von Hauner Children's Hospital

Neurologically ill children need intensive support. Motor skills are a very important factor for the development of young patients. For this reason, the Registered Association for the Support of the Dr. von Hauner Children's Hospital plans to establish a diversified outdoor motor skills track in 2014. There, children can train physiological motion sequences by overcoming everyday hurdles – such as steps, slopes, or gravel. For successful experiences and more independence!

2W supports this project. We would be very pleased about your contribution to help implement this beautiful idea soon. Thank you!

Registered Association for the Support of the Dr. von Hauner Children's Hospital

Donations account:

Stadtsparkasse München

Account no. 907 205 207

Bank code 701 500 00

IBAN: DE 04 7015 0000 0907 2052 07

SWIFT-BIC: SSKMDEMM

