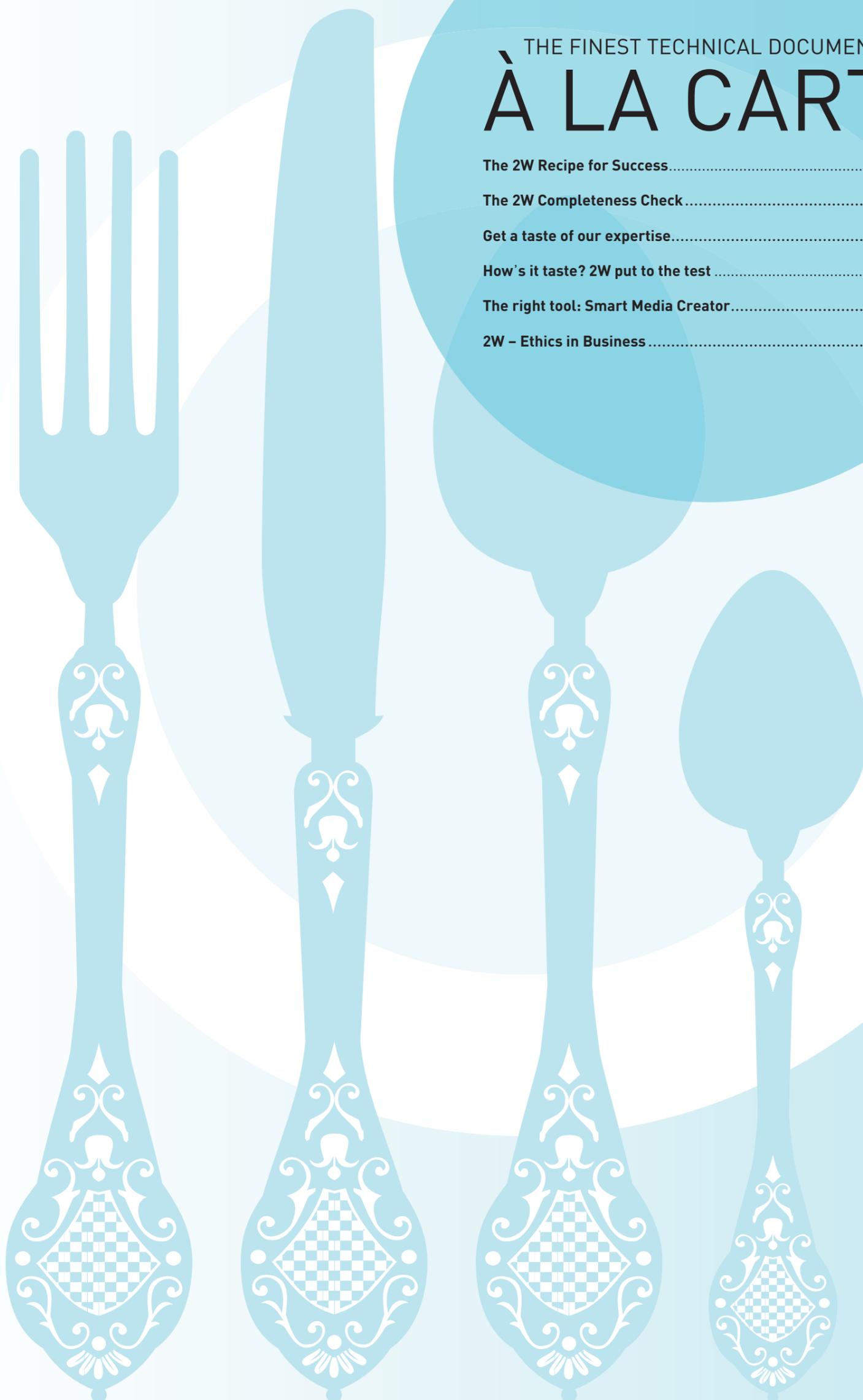




Technik  
selbst-verständlich.

THE FINEST TECHNICAL DOCUMENTATION  
**À LA CARTE**

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# FULL SERVICE. COMPLETE SATISFACTION!

**The winning recipe of  
successful technical documentation**

**Like spaghetti night, operating instructions have become the norm in our everyday lives. And like spaghetti, the quality of operating instructions has a lot to do with how it's prepared.**

If you've ever tried to put together furniture using faulty assembly instructions, then you know exactly what we mean. Carelessness on the part of the manufacturer will lead sooner or later to a poor public image that will last for a long time to come – and can only be reversed with the greatest of effort. Nowadays operating instructions are only a part of technical documentation as a whole. A poor public image is merely the most harmless consequence of a lack of due diligence. However, dramatic consequences that cost real money can include recalls, delayed sales starts or, worst case, halting sales altogether. And this is the exact area in which the specialists from 2W offer the highest degree of security – for both manufacturer and consumer simultaneously.

#### **A generous helping of development!**

With our expertise, we accompany a product throughout its entire life cycle. And this starts with development. It just makes sense to include those at the table who will be developing the technical documentation later on. This enables them to provide critical momentum in this phase with their experience and knowledge regarding complicated, legal provisions – for example, when risks are detected in advance due to a risk assessment. This can help save enormous human and financial resources later on by avoiding over-dimensioned and counter-productive safety devices, as well as increase the efficiency of development.

#### **Blend well with marketing!**

Our services become essential by the time a product is ready to go on the market. This is because according to international law a company cannot put a product on the market whose technical documentation is incomplete or incorrect. However, apart from the actual necessities, several other factors make up truly successful marketing. Anchoring a positive image of the product in the mind of the consumer is of particular concern at 2W. This is because good experiences with commissioning, error detection and troubleshooting have a measurably strong influence on brand loyalty and thus on future purchasing decisions. In this context, we set high standards in terms of graphical design and modern types of presentations – whether it's manuals, 3D presentations or mobile documentation.

#### **Nicely seasoned with after sales!**

After sales is also of particular importance to 2W. Despite careful pre-planning during development and despite detailed testing phases, many errors and risks only first become apparent later on during continual operation. And this is why we place so much value on the continued development of the technical documentation beyond the purchasing phase. This is because specialists in this area are in the best position to do something about malfunctions and consumer feedback and transform them into something constructive. This is a prerequisite for continuous improvement of current products and for the ability to take the knowledge gained and integrate it into new product development right from the very start.

#### **The perfect soup base that can be doctored to individual tastes**

2W doesn't prepare its technical documentation using the same old standard recipe – we start with a basic recipe and take it from there. This includes legal regulations such as EC Directives, which naturally must be implemented and followed in order to ensure customers and users the required minimum level of safety and usability. Anything that goes above and beyond this constitutes that special quality that our team of specialists from different disciplines bring to the table. Like an award-winning restaurant, a delicate balance of ingredients from individual customer wishes and project-specific specifications are what season our technical documentation and turn it into a unique menu with an unmistakable flavour.

However, before we can finally serve our meal, we have to first taste it for ourselves – we have to be satisfied with our results. In our own workshops, we perform tests using suitable tools to uncover the strengths and weaknesses, e.g. of instruction manuals. Here truck engines are disassembled and reassembled, or chainsaws are taken apart down to the very last screw. Here the experimentation continues until everything functions in both theory and practice. Finally after all ingredients have blended, when everything has been delicately seasoned and everything is well plated – only then do we finally satisfy our own standards and expectations. Then it's time to take off our aprons, raise a glass and give a toast with our customers to the forthcoming success.



# THE DISH IS ONLY AS GOOD AS ITS INGREDIENTS ...

## ... ONLY THE FINEST – OUR CUSTOMERS:

03 # 1.2012

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KG, Nagold | RTS Rieger Team Business-to-Business Communication, Leinfelden-Echterdingen | Runze & Casper Werbeagentur GmbH, Berlin ● SAINT ELMO'S Campaign GmbH, Munich | SCHEUERLE Fahrzeugfabrik GmbH, Pfedelbach | Scheuten Solar Technology GmbH, Gelsenkirchen | Schindler Aufzüge AG, CH-Ebikon | Schneeberger GmbH, Höfen/Enz | Schubert und Salzer Control Systems GmbH, Ingolstadt | 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 | stagehands-nord, Kiel | Storymaker GmbH, Tübingen | Studio 9 GmbH, Dornach | Subaru Deutschland GmbH, Friedberg | Sun Master Energiesysteme GmbH, A-Eberstallzell | SupplyOn AG, Hallbergmoos ● Tischer GmbH, Kreuzwertheim | TOYOTA DEUTSCHLAND GMBH, Cologne | TTR Group GmbH, Frankfurt am Main | TWIST Werbeagentur GmbH, Munich | typobierl Satz + Druck GmbH, München | TypoData GmbH, Munich | Tafel mit Kollegen, Düsseldorf | TITECH GmbH, Wedel | Tourismus-Service Scharbeutz, Scharbeutz ● User Interface Design GmbH, Munich ● VALEO Speed Controller (VSC) Telma SA, Zweigstelle Deutschland, Pleidelsheim ● W. L. Gore & Associates GmbH, Putzbrunn | Webasto AG, Stockdorf | Wellington Partners Verwaltungs GmbH, Munich | Werner Weitner GmbH, Eichstätt | Wunderhaus GmbH, Munich | Wunderman GmbH, Frankfurt | WEGMANN Automotive GmbH & Co. KG, Veitshöchheim | W4 Services GmbH, Dresden | Wolf GmbH, Berlin ● Xella International GmbH, Duisburg ● Zeppelin Baumaschinen GmbH, Garching/Hochbrück | zereoseven design Studio für Markeninszenierung GmbH, Augsburg ● 19null8 Kreativagentur Grossmann und Rudolf GbR, Munich

# ALL THE FLAVOURS COMING TOGETHER?

Everything blends together nicely – with the 2W completeness check!

The table is set. The candles are lit. The guests will soon arrive. "Hmm, almost perfect", you think as you dip the spoon into the pot one last time, "perhaps a dash of salt". However, in your hurry, a dash turns into a heap and your fish dish goes from an aroma of warm, sun-kissed waters to the taste of the salty Dead Sea. What do you do? Exactly, add some pepper to drown out the salt. And stretch it with a cup of cream.

That ties it all together. Regardless of what you do now – all in vain. The main course is a complete failure.



**When cooking, what's the worst that could happen? Well, one moment of carelessness and your guests will start bringing their own food in future. In industry, if you want to develop a new product – or even better – bring one to market, the consequences could be much more serious. For example, physical consequences for the user and/or economic consequences for the one responsible. Even having the right insurance does not help very much in this situation. There may be both financial and legal consequences. And they may be long lasting – in some cases until it has been proven that you did not act negligently or against your better knowledge. In our many years of practical experience, baffled companies have come before us time and time again lamenting: "Of course, if we had known in advance what was in store for us, then ..."**

## A pinch of 2006/42/EC

You can and should save yourself the trouble of this insight with the 2W completeness check. Especially if you develop, produce or sell goods outside of Germany in countries of the European Community. Because here the European Machinery Directive 2006/42/EC is in effect. In addition, this directive is also being demanded by more and more customers from Eastern European countries – especially Russia – even though it is not yet legally binding there.

And what does it say? For example, the following from the original text: 2006/42/EC describes "the borderline of the scope between the Low Voltage and Lifts Directives. For partially completed machinery, you must highlight which directive requirements must be followed in the associated documents." And how about this little gem: "The scope of delivery includes a declaration of incorporation and assembly instructions which must be written in an official language of the EC and which must be accepted by the manufacturer of the complete machinery in which the partially completed machinery is integrated." And so on and so forth ...

## Oversalting the business?

Complex legal provisions, complicated formulation. Simply put: it's all about whether or not your product is a machine in terms of this directive and subject to the related technical and procedural requirements so that it poses no danger to all parties concerned. Sounds a bit less complicated. So do you know whether or not an electric bicycle is now a machine in terms of the above mentioned directive? And do you know which measures along the entire process chain of development, purchasing, production, quality assurance, sales and marketing must be taken into account? The requirement for safety also relates to all phases of the machine, i.e. installation, service and maintenance work – along with transport from A to B. On the other hand, you also have to deal with a whole mess of convoluted and transnational requirements and directives in order to bring a "safe product" to market when dealing with new and used machinery.

Did you know that this results in legal and financial requirements that can lead to severe penalties for both the manufacturer and the distributor? This could result in customers cancelling orders, a reduction in the purchase price or worse: You yourself as the manager responsible risk possible long-term imprisonment in the case of personal injury.

## The sure recipe

Here comes the good news: you don't have to know all this. Keep your head clear for what's important: your business. You don't have to worry about the legal trivialities. And don't give a second thought to contract cancellation and liabilities. That's what the specialists at 2W are there for. They are experts in this subject matter, they can advise you and provide crucial information right when you need it. Expand your technical development processes with the perspective of a market-oriented risk reduction.

Our 2W Completeness Check saves you and your products cost-intensive fixes, redesigns or even the loss of innovative product properties due to additional safety precautions. It also saves you from having to conduct additional training and from communication measures that damage your reputation such as product recalls. The sooner you get us on board the better: As you know, 80% of production costs originate during the development and design phase. The greatest financial risks occur here as well and this also can affect the future success of the product. And the closer to the market launch the more expensive a product safety fix can be.

## Bombshell

At this point, we always love to quote new customers who start off with: "Yes, we are developing a wonderful, new product. And we are also planning, managing and controlling our development and business processes in accordance with DIN/ISO- and QA-oriented management systems. However, we are not that clear about international directives and whether or not we might have overlooked something. We want to simply avoid any errors." And then comes the punchline: "Oh, by the way, we want to deliver the first machine next week."

At this point, we know that we are now looking many long nights to get this done. No worries: The customer is king. And our motivation for the time ahead is the fact that the customer can breathe a little easier and we get his trust. Our 2W Completeness Check starts with a structured analysis and taking stock of the situation, which will soon give us some clarity and specific answers as to where we may have to add some seasoning – our approach to consulting is an integrated concept.

## We don't cook on the hot spot

We draw upon sound, cross-industry technical knowledge. Then we add a tried and true methodology supplemented by the invaluable capabilities of our experts: their years of practical experience with risk assessment for machines and other equipment, and their excellent nose for sniffing out gaps and potentials. They don't just deal with evaluating the formal and standard-compliant design of the technical documentation, they also frequently "scan" the structure of components, delivery scopes as well as cross-department documentation and communication flows.

## As sure as eggs is eggs

Using the 2W Completeness Check, we gain clarity in many key areas. You get a professional assessment whether or not safety-relevant properties have been recognised, evaluated methodically (FMEA, among others) and integrated into the product design in a manner that is constructive and user-oriented. In addition, to what extent special quality requirements – also for suppliers – have been communicated and demanded, such as country-specific test protocols and verification processes.

Because questions are answered as to whether or not the required content and formal requirements have been specified in and transferred to all relevant request documentation. And finally whether or not specific labelling requirements have been met for the component – such as the labelling of maintenance intervals, filling levels or limit values during operation, for example.

**In short: The 2W Completeness Check localises problem areas quickly and constructively, and defines specific control levers for immediate improvement. In a subsequent step, this can be refined and integrated into existing QA processes. The 2W Completeness Check is a practical new service from 2W, which we developed to directly meet the requirements of the market. The sooner our experts get involved in the process, the more time and money our customers can save.**





Klaus Lauber  
**BASIC AND IN-DEPTH TRAINING**

## Top of the Pops Muffins

**Ingredients for 12 muffins**

- 100 g carrots
- 75 g ground hazelnuts
- 125 g butter
- 125 g sugar
- 2 pinch of cinnamon
- 1 pinch of salt
- 2 eggs
- 100 g flour
- 50 g cornstarch
- 1 teaspoon baking powder

- For the icing:**
- 80 g powdered sugar
  - 2 tablespoon orange juice

- In addition:**
- 100 g marzipan paste
  - 2 tablespoons powdered sugar
  - Red and yellow food colouring
  - Green pastry decoration

**Recipe:**

Preheat oven to 190 °C (convection oven 160 °C). Peel carrots and grate finely. Toast hazelnuts in a pan without fat. Mix butter, sugar, cinnamon and salt until frothy. Stir in the eggs little by little. Pre-mix flour, cornstarch and baking powder, and sift into the butter/egg mixture. Add the carrots and hazelnuts and mix until the batter is smooth. Add the batter to the greased muffin pan. Bake on the middle rack approx. 30 minutes. For the icing, sift the powdered sugar and mix until creamy using some of the orange juice. Knead the sifted powdered sugar into the marzipan paste and colour the mixture with some of the red and yellow food colouring until you have an orange-red colour. Form 12 small carrot shapes from the marzipan and cut a notch into each one using a knife. Decorate the thicker end with the green pastry decoration. Top the cooled muffins with the icing and add one marzipan carrot to each. Then simply nibble away!

## Designer Muffins

**Ingredients for 12 muffins**

- 2 apples
- 280 g flour
- 2 teaspoons baking powder
- ½ teaspoon baking soda
- 2 eggs
- 120 g sugar
- 100 g peanut butter
- 80 ml neutral oil
- 200 ml buttermilk

**Recipe:**

Preheat oven to 190 °C and grease the muffin pan well. Wash apples, peel them and cut into small pieces. Mix flour, baking powder and baking soda in a bowl. In a second bowl, mix eggs, sugar, peanut butter, oil and buttermilk until frothy. Then add the flour mixture and apple pieces together and mix well. Add the batter to the muffin pan and bake for approx. 20 – 25 minutes.



Ian Hunt  
**GRAPHICS**

# PURE ENERGY!

Our experts introduce themselves.



Jan Riedel  
**TRANSLATION**

## International Muffins

**Ingredients for 12 muffins**

- 180 g butter
- 180 g sugar
- 1 package vanilla sugar
- 4 eggs
- 50 g grated chocolate
- 50 g ground almonds
- 100 g flour
- 2 level tablespoons baking powder
- 1 package pudding powder (chocolate)
- 2–3 tablespoons milk
- 50 g chopped chocolate

**Recipe:**

Preheat oven to 200 °C using the upper and lower heat setting. Then it's quick and easy: Work the butter, sugar, vanilla sugar, eggs, chocolate, almonds, flour, baking powder, pudding powder and milk into a batter. Almost done. Grease the forms with butter, add the batter, place the grated chocolate on top and bake in the oven for 20 – 25 minutes. Finished!



Klaudia Trep  
**RISK ASSESSMENT**

## No Risk, Much Fun Muffins

**Ingredients for 12 muffins**  
 150 g cream cheese  
 1 tablespoon sugar  
 1 package vanilla sugar  
 200 g flour  
 1 package chocolate pudding powder  
 1 teaspoon each baking powder  
 and baking soda  
 1 pinch of salt  
 1 egg  
 125 g sugar  
 175 ml buttermilk  
 80 ml vegetable oil  
 Grated chocolate for garnishing

**Recipe:**

Preheat oven to 190 °C (convection oven 160 °C). For the filling, mix the cream cheese, sugar and vanilla sugar in a small bowl. In a second bowl, mix the flour, baking powder, baking soda, salt and pudding powder well. In a third bowl, beat the egg whites until stiff – whisk in the egg yolk, then mix in the sugar, oil and buttermilk. Carefully fold in the flour mixture. Fill the greased muffin pan with the batter, leaving room for the filling. Then add approx. 1 teaspoon of the filling to each muffin and cover with the remaining batter. Sprinkle with grated chocolate. Bake for 20 – 25 minutes on the middle rack.



Ruth Hörbst  
**TECHNICAL DOCUMENTATION**

## Best Practice Muffins

**Ingredients for 12 muffins**  
 100 g cooking chocolate  
 (or dark chocolate)  
 50 g butter or margarine

**For the cheese cream:**  
 1 package Philadelphia cream cheese  
 Full cream cheese (200 g)  
 ½ tablespoon orange zest  
 (recommended: Dr. Oetker Finesse  
 Orange)  
 60 g sugar  
 1 egg

**For the batter:**  
 2 eggs  
 140 g sugar  
 1 package vanilla sugar  
 120 g flour  
 1 teaspoon baking powder

**Recipe:**

Preheat oven to 180 °C (hot air 160 °C). Carefully melt the chocolate and butter in a water bath and allow to cool slightly. For the cheese cream, mix the cream cheese, orange zest, sugar and egg well. For the batter, beat the eggs, sugar and vanilla sugar until frothy in a mixing bowl using a mixer at the highest setting. Fold in the chocolate/butter mixture. Sift in the flour and baking powder and mix at the medium setting. Add the batter to the greased muffin pan. Spread the cheese cream on top and use a cake fork to score a pattern through the batter. Then into the oven to bake for 30 minutes on the middle rack. Allow to cool slightly in the pan and then enjoy warm.

# HOW'S IT TASTE?

2W put to the test – we ask a group of experts about technical documentation

**A recipe for success, among other things, is offering something quite special at an acceptable price: the "Piemont cherry" and "The best from the milk" are only two of many brand promises that satisfies this successfully. Flavour tastings and scientific laboratory analyses should be able to objectively clarify what's actually behind these promises. We can't go quite so far here nor do we want to. Nevertheless we gladly put our services to the test.**

**Our promise is "Technology, it's self-explanatory." Nothing out of the ordinary for us since technology is now just a part of our daily routine. You can see for yourself at our website [www.2wgmbh.de](http://www.2wgmbh.de). Along with technical skills, there are also other factors related to working relationships that are difficult to describe. There are "soft" components that make real teamwork possible. In order to give you a better understanding of what we mean, we have put some questions to three people who deal with this every day: our client Josef Brausteffer, our network partner Florian Steidele and Arno Becke from 2W.**

**Josef Brausteffer,  
Managing Director of Habrama GmbH**

**Mr. Brausteffer, to begin, please introduce yourself and tell us a little bit about your company.**

**Josef Brausteffer:** I am managing director and also responsible for construction and design. We work in a highly specialised branch of industry: we develop and manufacture grinding and milling machines for the economical production of gear racks, broaching tools, saw blades, special profiles, gearwheels, screws, worm wheels, spline shafts, trapezoid thread spindles and toothed belts. The company was founded in 2006 and currently employs 18 people – this includes several apprentices, who we are training.

**Technical documentation is very important to your company, is that right?**

**Josef Brausteffer:** Yes, we produce highly sophisticated precision machine tools. And this also includes a lot of man hours for technical documentation. Our employees are, of course, specialists who know industry requirements, customer needs and technical details down to the smallest nuts and bolts – in this respect we could theoretically take on the job of documenting our machines ourselves. However, currently almost one third of the content includes safety instructions and information required from EU directives. And it is at this point that we definitely reach the limit of our knowledge. This area is more important than ever because this documentation now serves to safeguard the company itself.

**How did the collaboration with 2W come about?**

**Josef Brausteffer:** For reasons of quality assurance and economic efficiency, outsourcing such a complex subject area made the most sense. We looked for a reliable partner providing full service support for technical documentation. After extensive research, we finally got several offers from various companies. 2W won us over with their technical skill. They seemed down-to-earth and solution-oriented – and from the very first meeting everything just clicked.

**Was your first impression confirmed?**

**Josef Brausteffer:** If I were to describe our working relationship in just a few words, it would be: good, harmonious – everything fits together. One major condition from the very beginning was that everything would come from one source – technical documentation incl. graphics services, risk assessment, etc. This is because safety has a very high priority in our line of work. Our shelves alone are full of books over 80 cm thick filled with legal regulations regarding documentation. This is quite a lot to deal with and you need specialised partners who you can rely on 100%. The people at 2W understand our business, are zeroed in on our individual needs and requirements, and always come up with an immediate solution while remaining in direct personal contact.

**So technical documentation starts with consulting?**

**Josef Brausteffer:** Yes, that's right – the integration of technical documentation early on during the design phase of a product is absolutely critical. Within this context, new consulting concepts such as the 2W Completeness Check is of great interest to us. And in this regard, I am again speaking from the perspective of a medium-sized business: It is easier and less expensive to include planning for the corresponding safety regulations right during this phase. This is because adding safety zones after the fact is usually very complex and expensive. Take, for example, the recurring theme of safety regulations for dimensioning the suspension of machines. If the problem here is recognized from the outset, then we can immediately use mechanical protective gear – because this would be much cheaper than adding electronic safety equipment after the fact.

**And finally the million dollar question: Do you cook for yourself or do you leave that to others?**

**Josef Brausteffer:** (hearty laugh) Both naturally!

habrama.com



fs-consulting.eu



**Florian Steidele,**  
**FS-Consulting Florian Steidele**  
**Consulting services for EU / Federal / National grants**

**Mr. Steidele, what does a grant consultant do?**

**Florian Steidele:** FS-Consulting supports the innovation and growth process of small and medium-sized companies with up to 1000 employees in the area of research and development. In this regard, I have been working in the area of financing through non-refundable grants and subsidies since 2006. We specialise in "company grants for research and innovation" and are active throughout Germany. We manage projects ranging between EUR 25,000 to 1 million. Naturally, we can also support customers in other grant areas.

There are literally hundreds of grant opportunities. However, there are only a handful left available on average from which a company can realistically receive grant money. To be eligible, you have to submit 30 to 60-page applications, which in turn are not sent to one central location, but rather to various institutions for verification and approval. We help our clients navigate the application process, understand grant requirements and create progress reports and final reports. And some good news: Our work is success-oriented to a very high degree. As you can see, the work of a grant consultant is quite versatile, but, above all, it is also very difficult to stay up-to-date and maintain an overview in the grant jungle.

**A medium-sized company simply has no time for these things, right?**

**Florian Steidele:** Exactly. Successful companies also accept grants and subsidies during times of crisis to help them realise innovative projects. According to a positive expert evaluation, a company can receive a 25% to 50% grant per project – by the way this also holds true for technical documentation or risk assessments. We are talking about sums here of up to EUR 200,000. When working with other companies or universities, we are talking about grants well into the millions. We have managed approx. 100 individual projects and cooperation projects between EUR 25,000 and 1 million over the last 6 years.

**That's a lot of money!**

**Florian Steidele:** I am a business economist and work to strengthen small and medium-sized companies. Just like the use of grants can contribute greatly to the success of a company, I also think that concentrating on core competencies is the efficient way to go. Everything that can be outsourced should be outsourced. The effort that is expended to create technical documentation, for example, using your own resources – totally inefficient! Thus I found 2W as a network partner in accordance with a client mandate.

**So teamwork for networking know-how?**

**Florian Steidele:** Exactly. I am a special service provider. 2W is a special service provider. Together we provide our clients with maximum knowledge efficiency. Another advantage for clients is that they can also request technical documentation. As a team, we can both offer our customers services from one source. And due to network partner access, the client has a quality guarantee from the very beginning. In my opinion, it also makes sense to work together in a network for economic reasons.

**It sounds like you two were made for each other?**

**Florian Steidele:** Absolutely. With 2W, I have found a partner who meets my service needs 100%.

**And what meets your culinary needs? What kind of cuisine do you like?**

**Florian Steidele:** Easy answer: my wife's of course!

2wgbh.de



**Arno Becke**  
**2W Technische Informations GmbH & Co. KG**  
**Head of Technical Documentation**

**Mr. Becke, to begin, please introduce yourself and tell us a little bit about your team.**

**Arno Becke:** I am the department head, responsible for Technical Documentation. My team and I develop end user literature for the automotive, and machine and plant engineering industries, including customer consulting, graphics creation, visualisation and complete project organisation.

**This includes more than just technology.**

**Arno Becke:** Of course, on the one hand, our work naturally calls for so many different types of technical skill. However, technical knowledge alone doesn't cut it. Good documentation is at least as much a question of target group orientation. The people for which we create these documents must feel at ease and well cared for. It all starts with the setup, continues with simple orientation and readability, then you finally arrive at a type of presentation that fits with the CI.

Technical documentation is at best not just a well-designed book, but rather it must also comply 100% with the legal regulations that guarantee user safety. And along with customer requirements, technical documentation today also has become, above all, a sales argument for industry, which it uses to differentiate itself from the competition. In this respect, 2W must bring our skills to bear in all of these areas.

**So it's the mix of employees.**

**Arno Becke:** We are quite diversified in terms of specialists. However, we also look for employees who bring more than just technical skill to the table. Good marks and references are important to us, but not decisive. Whether or not someone fits on the team depends on his/her communication skills, openness and empathy, for example.

This is because one of the requirements of running a project well also includes emotional intelligence along with technical knowledge. Our success depends on a good blend of different personal backgrounds and skills. We don't work in isolation, but rather for people. In this regard, psychology plays a major role. We need to empathise with the user and know what makes our target group tick; we have to know their wishes and needs. A mechanical engineering degree with honours doesn't help out a lot in this situation.

**So 2W is more than just technical documentation?**

**Arno Becke:** The human factor in any case. Because we place such a high value on our sophisticated employee recruiting. We look for people who are a right fit for us and give them room for networking and communication.

However, we also see technical documentation as more than just operating instructions. There are many interfaces to marketing, design, logistics and editing. That's why we continue to develop new instruments and services. Our latest development is the 2W Completeness Check. And very soon we will be starting a new pilot project. You will certainly be hearing more about this at a later time. (grins knowingly)

**Mr. Becke, one last question: Are you a creative cook or do you prefer sticking to a recipe?**

**Arno Becke:** Neither. I am a creative eater who loves to try everything.



# TOP QUALITY STEAKS REQUIRE TOP QUALITY TECHNOLOGY

Grill season is in full swing. And for real professionals, the kettle grill is the only way to go. That's because steaks do not sit directly over the charcoal. It's much more sophisticated: The spherical shape evenly distributes the heat to the steaks from all sides. This cooks the meat in its own juices, making it exceptionally tender. The peak of pleasure – as always, it all comes down to using the right tool.

There is a comparable tool for technical documentation that we would like to introduce to you. This multifunctional content management system from Expert Communication Systems makes publishing extremely efficient and improves the results considerably. The system ensures excellent quality and timely availability of product and company communication. And it meets the requirements related to the increasing range of product variants, shorter publication cycles and increasing number of languages. Smart Media Creator is a content management system that simplifies work processes and ensures improved and structured results with less effort.

## Succulent results with less effort!

2W has been using Smart Media Creator for creating manuals, service, e-learning and for marketing for quite a while now. Its numerous application options offer us and our clients many advantages. It is possible to implement a project within one system while taking into consideration the numerous aspects that are intrinsic to technical documentation. This results in a significant increase in efficiency in company and product communication (optimised automation, location-independent teamwork and accelerated processes). All of these advantages lead to high productivity and an excellent cost/benefit ratio.

## Anyone can be a grill master!

Smart Media Creator is based on web technologies. Therefore, no complex installation is required. Access to the system is easy via an Internet browser. Thus all process participants from 2W editors to our clients can use all system functions anywhere and with ease. When several authors are active simultaneously, for example, with an operating or installation manual, the multi-authoring function prevents the loss of entries and updates using check in/check out processes. Content is managed in one database and managed there centrally.



# STRUCTURED DOCUMENTATION LOWERS COSTS AND INCREASES PRODUCTIVITY

The open architecture of the system also offers access via various browsers for training and service. The advantage of this is that we can reach and support our clients anywhere 24/7. Thus we can provide service to our clients quickly and at the highest level of quality. In addition, the system also has a modular structure that enables the flexible use of various media.

## There's a tasty treat for everyone!

That's especially true for industrial clients that manufacture machines with many different variants. The requirements here for operating, assembly and maintenance instructions, and their various translations are especially high. In this case, it makes sense to enter the technical data only once and then assign it to the proper instructions. Using a variant control function, it is possible to create various versions from one database and thus keep the generation effort low. Smart Media Creator supports this variant control function with variables and modules, as well as gives you the option of generating manuals for different variants all in one go with the help of control files.

The biggest advantage is the modular design for publications. This creates synergies within a project. In addition, new publications can be put together quickly and easily via a drag & drop function. In practical application, this means: text modules are created that can then be assigned to several documents. Compared to other workflows, this design represents the ultimate simplification, especially with regards to projects with model ranges and device series. The same content is used to ensure a uniform message via the reuse of modules – thus Smart Media Creator ensures a consistent image in all media and languages.

## Delizioso, yummy, délicieux!

While we're on the topic of languages: translations always had to be reworked to some extent via a complicated DTP process up until now. This work step is eliminated because translations are available here as a finished publication immediately after import. The generated text modules are translated and then assigned to each document as a translation. Time-intensive, manual text entry is now a thing of the past. In addition, the uniform and modular layout ensures very fast integration. It's also worth mentioning that the system also automatically analyses available translations and the text to be translated using an optimised automated process. This is another very strong cost argument.

## Who wants seconds?

Smart Media Creator is an XML-based online publication system for technical documentation, online help, Apple/Android apps, interactive presentations, interactive e-learning content and marketing publications. It ensures:

- Efficient company and product communication
- Location-independent work because system access is possible via various browsers
- Uniform and modular layout for automated and optimised generation
- Reuse of content via modularisation
- Variant management of modules and versioning
- Lower implementation costs due to the reuse and automatic analysis of implemented modules



## BASIC PRINCIPLE

- Generation and management of layout-neutral modules and media
- Composition of publications with structured modules
- Generated modules can be used as many times as needed



## TIME-TO-MARKET

- Shortens the time-to-market process
- Easy and quick publication via a drag & drop function
- Translations are immediately available after import as a finished publication
- Considerably reduces the effort of desktop publishing
- Easy variant management for the simultaneous and clear generation and maintenance of entire series or device series



## APPLICATIONS

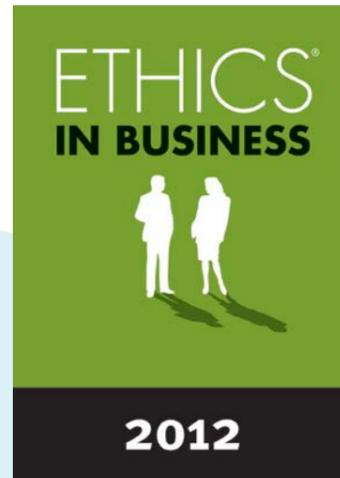
- Technical documentation
- Manual generation
- Operating, maintenance, and repair instructions
- Service
- E-learning
- Marketing, e.g. micro-websites, data sheets, info brochures, catalogues



## OVERVIEW

- Generates and filters content according to properties/metadata
- Controls the translation workflow and language management
- Handles user and rights management
- Handles version management
- Is easy to integrate with databases (ERP systems)

# GOOD IS NOT ENOUGH!



**2W becomes a member of the "Ethics in Business" association.**

"In management, treating employees and business partners fairly has always been self-evident to me. Today, we incorporate many other issues such as environmental protection and health promotion into our stance regarding ethical business practices and green business ideals. In my opinion, these areas are still not taken seriously enough by managers in many other companies even though these values make a significant contribution to a company's positive public image, as well as demonstrably promote employee satisfaction, motivation and, last but not least, productivity."



**UWE DÜRING**  
Managing Director

This quote from Uwe Düring, 2W Managing Director, is a perfect match for the issues of a newly founded initiative. "Ethics in Business" was born in October 2011. Its purpose is to instil fairness, responsibility and sustainability into the business world. Like a medieval guild, "Ethics in Business" is an association of companies that requires a commitment to specific values when accepting new members. This makes the organisation a "seal of approval" at the same time.

Internally, this commitment is based on company comparisons. This means that businesspeople and companies analyse one another and use the knowledge gained for a knowledge transfer. The initiative offers an immense learning effect, on the one hand, and a viral advertising effect on the other – both for the idea itself as well as for the companies. The association includes small and medium-sized companies from Germany, Austria and German-speaking Switzerland.

It is under the scientific direction of Dr. Thomas Beschorner. He is a professor and director at the Institute for Business Ethics at the University of St. Gallen. The project mentor is television journalist Ulrich Wickert, who puts his commitment to the project this way: "It is high time for an instrument that helps small and medium-sized companies systematically implement their value-oriented self-image within the company."

This is because we are usually talking about small and medium-sized companies who already have high ethical and moral standards. More and more company bosses are professing clearly and actively their business responsibility. In some areas, they are often even role models. But not in all areas: Frequently, there is a lack of structure through which personal convictions can be sustained throughout the entire company – at all levels, in all departments, in the hearts and minds of all employees.

For more information, go to [www.ethics-in-business.de](http://www.ethics-in-business.de).