



**Höchsmann**  
TECHNOLOGY FOR WOOD

**Annual review**

**2006**

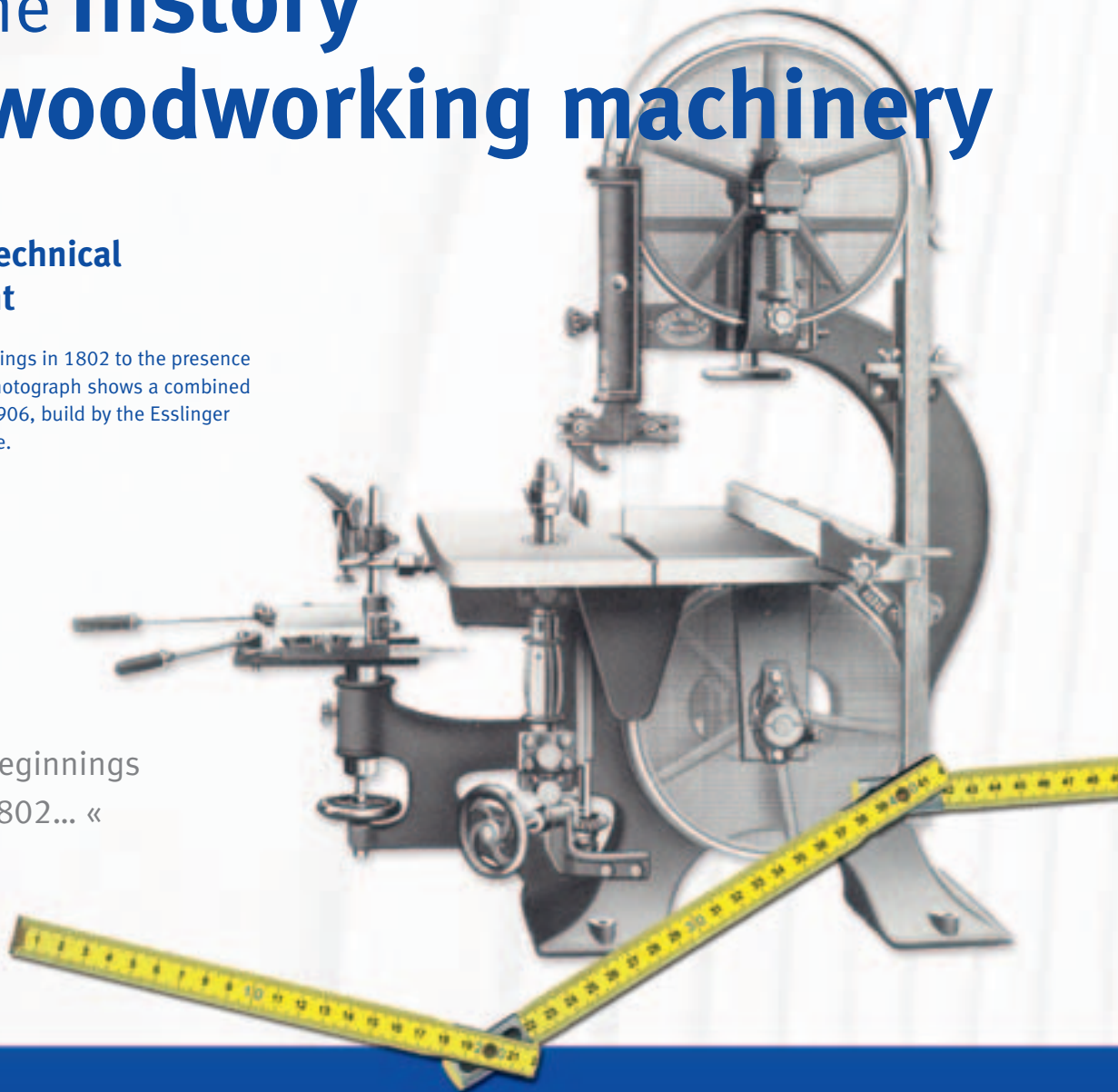
A company's research  
into the **history**  
of **woodworking machinery**

**Follow the technical  
development**

from the early beginnings in 1802 to the presence  
in 2006. The cover photograph shows a combined  
machine back from 1906, build by the Esslinger  
Maschinenfabrik Kölle.

Page 3

» From the beginnings  
in 1802... «



Machinery History:  
**The history  
of woodworking  
from 1802**  
Page 3



General History:  
**World history from  
a German perspective  
from 1813**  
Page 3



Company history:  
**History of  
Höchsmann Limited  
from 1968**  
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# foreword

“He who does not know **history** cannot understand the **presence** nor shape the **future**” (R. von Weizsäcker)

## introduction

When Richard Bahma invented his “Trying up machine” in 1802 ushering in the era of large industrial woodworking companies, these words had not yet been spoken. However even for such an apolitical branch that used machinery dealers are, knowledge of the development of machine technology plays an important role.

Be it the insignificant things such as obtaining spare parts or technical consultation, knowing about the technical specification or the model range of the manufacturer when a product was made – as well as being well informed about major upheavals in the industry, acquiring this knowledge and competence often provides a competitive edge. Understanding interrelation and development can help to better assess the market, aid decision-making thereby improving your position in the market.

Höchsmann has been able to this steadily over the years, due to a complex, sometimes even meticulous data management. Important events in the history of manufacturers, important information to products and ranges



have been documented as well as an ever increasing archive of company brochures.

We always address one particular topic in our ‘Annual Review’ which appears every Christmas. This year we are focusing on the history of woodworking machinery. Even the older experts in our branch will find something interesting or new.

As in world history, the view of the beholder plays an important role.

Höchsmann GmbH’s priorities lie in the field of furniture production as well as window production and joinery. In the following history the innovations and trends will always be viewed from this perspective. The impor-

tant inventions and developments of sawmill and the lumber industry will not be addressed. Our research was carried out thoroughly and very meticulously. As a result it was very difficult to find the inventor of the wide belt sander, as all the firms which could come in to question “declined” to confirm being the first. The answer can be found in our history.

Nevertheless this history is neither exhaustive nor infallible. On the contrary, we are grateful for any important tips and corrections the reader may have.

We wish to thank all the companies that have supported us with pictures and information. Please excuse us, where we couldn’t

include all available information in our history. However as dealers, not bound to any one manufacturer, we can lay claim to be neutral. It was our goal to include all technical innovations as well as developments, which set off new trends on the market.

We have been unable to ascertain who invented or first used one important innovation of yesteryear.

The scorer, found in nearly all sliding table saws today, must have been introduced in the 1920’s or earlier, but by whom remains unknown. We hope you will learn something new from reading this short history of woodworking machines.

**Norbert Zeller**  
Sales



## current supplies



»On Offer«

**MORBIDELLI CNC-machining centre AUTHOR/X 5**  
built in 2004, working range X 4.895/Y 1.465/Z 400mm, 8-fold tool changer, 12 vertical drills, 4 horizontal drills X/2 Y, 1 routing spindle, 5-axes-machine

price: 99.000 EUR

»On Offer«

**BRANDT Edgebander KD93**  
built in 2001, Solid lip machine up to 20 mm lips, sawing and tiltable milling aggregates

price: 18.900 EUR



# The history from 1802 till 1949: **Patents and transmission** for large factories

»1802«

Joseph Bramah (in England) invents the "Trying up machine", a type of automatic joiner. This commences a wave of inventions leading to industrialisation of woodworking, which till this time had been a handicraft.

The last larger factories convert to individual electrical single motor drives. This marks the end of one era in the woodworking industry.

»1928«

»1936«

B Routers with a frequency converter up to 18 000 rpm. make brand new product shapes possible.

»1906«

Wilhelm Altendorf designed for his own joinery the first sliding table saw.

»1934«

Wadkin presents the first double end profiler with chain feed, at this time still designed for solid wood.

»1907«

Wadkin's "DC Pattern Miller" ushers in the triumphal procession of machines powered by electric motors, each with its own motor.

»1827«

A planer and moulder machine is patented, as a forerunner of today's four-sided planer and moulder.



»1920«

Armin Börner constructed a planer. After joining Gubisch, its further development is introduced as the first genuine four-sider (with surfacing spindle).

»1947«

First export-fair in Hanover after the war.

»1866«

H.B. Smith constructed the first double end tenoner.

»Ca. 1900«

Ca. 1900 Weber constructed a drum sanding machine with feeder.

»General History«

## Wars and economic crisis

1813 Battle of Nations by Leipzig

1929 Black Thursday ushers in the Great Depression.

1832 Hambacher Fest

1939-1945 Second World War

1871 German Empire founded

1949 GDR and FRG were founded.

1914-1918 First World War

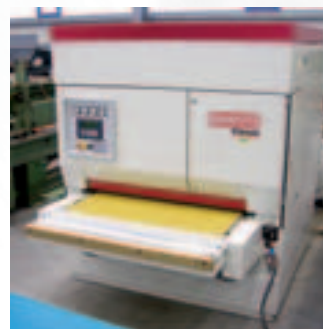
1919-1933 Weimar Republic

## current supplies

»On Offer«

**SCM beam saw SIGMA 90C**  
 built in 2002, cutting length 3,200 mm,  
 saw blade projection 90 mm,  
 saw blade diameter 350mm, groove cutting,  
 scoring aggregate

price: 23.000 EUR



**BÜTFERING wide belt sander CLASSIC 413QRCE**  
 built in 2001, sanding width 1,350mm, 4 sanding belts:  
 cross belt/roller/pad/comb.  
 electronic segmented sanding pad brushing aggregate, intermediate lacquer sanding.  
 Ex price aprx. 110.000 EUR

price: 49.000 EUR

# The Fifties: New **concepts** for new **materials**



»1952«

SCM commences production of woodworking machines with L"invincibile".

»1953«

Viet introduced a machine, which can sand even warp sheets due to electrically regulated pressure elements similar to today's segmented pressure bar.

»1951«

Veneers are replaced in the furniture industry with paper web and hardboard printed with a wood pattern.

»1953«

Böttcher and Gessner for the first time used a segmented pressure bar with pneumatic pressure regulator on a long belt sander in order to sand.



»1951«

Böttcher and Gessner produced the first wide belt sander as per patent of Sherill, USA.

»1953«



With the model AVM ("Submarine") IMA introduced a through feed edge bander with a post-processing function.

»1954«

Weber built the first top sanding wide belt sander FKA with its typical egg shape.



## current supplies

»On Offer«

### VIET wide belt sander VALERIA 4CTTT-EL

built in 1995, sanding width 1,300mm, 4 sanding belts total: 1x rollers/3x pads, brushing aggregate, segmented sanding pad

price: 29.500 EUR



**Selection, price  
and performance!**

More information about currently 713 machines:  
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[www.hoechsmann.com](http://www.hoechsmann.com)

»General history«

## Television, cars and satellites

**1950** NWDR in Hamburg transmitted the first television pictures after the war.

**1951** The first German Automotive Exhibition was held in Frankfurt.

**1955** Occupation West Germany ended.

**1957** The Cartel Act passed to protect open competition.

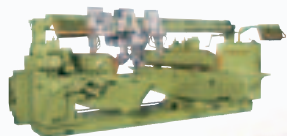
**1957** The Soviet Sputnik 1 is the first artificial Satellite to orbit the earth.

**1958** The USA put its first Satellite "Explorer" into space.

**1958** The D-Mark can be exchanged freely with the US Dollar.

»1956«

Torwegge introduced the "Multi-purpose machine" H88, the first which could drill, rout and saw in throughfeed.



»1956«

Schwabedissen introduced the first double end profiler with automatic width adjustment and synchronisable units.

»1958«

Schelling built the first horizontal panel saw with moving saw blade.

»1957«

Max Himmelberger applied for several patents, which enabled chipboard to be produced economically giving this alternative to solid wood, invented twenty years previously, its breakthrough.



»1958«

Holzher presents the vertical panel saw.

»1954«

A. Bulleri experimented with a router having the first NC-controller worldwide in a woodworking machine.

»1954«

Weinig was granted a patent for a multi moulder with adjustable moulding spindles.



»1959«

Martin produced the first sliding table saw with a 45° tiltable saw blade.



»1959«

Giben was granted a patent for a horizontal pressure beam saw, the forerunner of today's panel sizing plants.

»On Offer«

**WEEKE**  
**CNC-machinig centre BP 12**  
built in 1998, working range X 2.750/Y 900/Z 90, 1 routing spindle, 18 borers vertical/per 2 horizontal X/Y, 6 tool changing positions

price: 28.000 EUR



 **Höchsmann**  
TECHNOLOGY FOR WOOD

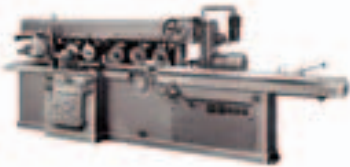
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# The Sixties: First **electronics** for a growing **market**

»1960«

Harbs were the first in the world to offer moulders with a continuous feed.



»1963«

Homag built "Fräsrotor" (milling rotor), the first machine designed specifically for window production, a spindle moulder with a tool changer.



»1964«

Celaschi introduced "TSA 360 C" double end profiler with electronic position controller.

»1962«

Homag presented on Ligna the first continuous edge bander with hot melt glue application as per the hot-cold method.



»1963«

Heesemann introduced the first crossbelt sander.



»1963«

Fraval developed the first edge bander for curved panels.

## History of Höchsmann GmbH

»Cellar sharpening service for Rhine-Main«

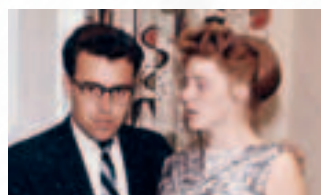
»1962«

After some years working as a joiner Leopold Höchsmann made his master in the age of 29.

»1963«

Leopold Höchsmann became representative for 'Leitz'.

His son Stefan sitting on the company car.



»1968«

Started up sharpening service with his wife Brunhilde in the cellar of their house.

»1969«

Already in the very beginning Leopold Höchsmann experimented a lot, in order to create solutions for his customers demands.

The first development was an edge trimmer, with pre-cutters, which was later sold to many countries in the cast iron version.

»General history«

## Crisis, wall and VAT

**1961** Berlin Wall built.

**1961** First man in space:  
Juri Gagarin.

**1963** Chancellor Konrad  
Adenauer resigns.

**1963** John F. Kennedy assassinated.

**1963** Maiden flight of  
Boeing 727.

**1966** First crisis in the West  
German economy, signalling the  
end to the economic miracle.

**1967** The metal- and wood-  
working industry lowered the  
working week to 40 hours.

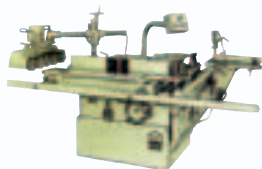
**1967** European Community,  
EC founded.

**1968** Value-added tax is  
introduced in Germany at the  
initial rate of 10 % and 5 %  
respectively.

**1968** The Hong Kong flu kills  
nearly 1 million people.

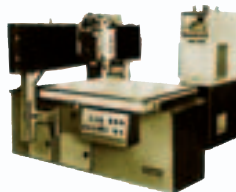
»1968«

Funk (Okoma) were given  
the patent for the first  
angular plant for window  
production in the world.



»1968«

Schelling and  
Teutomatic intro-  
duced simultane-  
ously the first  
automatic position-  
ing panel sizing  
plants. Teutomatic  
can position in  
two directions.



»1968«

Shoda introduced the  
router NC-111A the first CNC-  
controlled woodworking  
machine in the world.

»1969«

Biesse founded  
from a former  
parts supplier for  
the industry.

»1968«

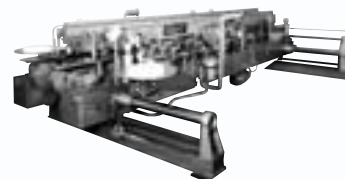
Shortly after  
Shoda's launch  
Bulleri introduced  
the first European  
CNC-router.

»1969«

Brandt developed the  
hot-air reactive method and  
introduced the first edge  
bander for pre-coated edging  
material.

»1967«

Homag introduced a combined  
format processing – and edge  
banding machine.



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# The Seventies: Automation and lines for mass production

»1970«

IMA introduced an automatic magazine for edgebanders.

»1971«

Holzma was given the patent for program controlled pushers on panel sizing saws.



»1971«

DMC developed an electronic time controller for the first clock-controlled aggregate on wide belt sanders.

»1973«

IMA introduced the "Manufacturing plant", the first to combine format processing, edge banding and complete finishing process. Later the plant was slightly modified and sold under the name of "Combima".

»1973«

MDF-boards were introduced in Europe.



»1974«

Homag built the first double end profiler with NC-punch card control.

»1971«

Gubisch introduced the GN14 moulder, where a full cardanic feed and individually driven milling spindles as well as an left to right changeable spindle were used for the first time.

»1972«

Heesemann is first to use an electronically controlled segmented pressure bar for sanders.



»1974«

Reichenbacher and CMS simultaneously launched RANC AM and AP TRIAX (the first AP TRIAX is still in use today!) CNC-machines with several units and set off a trend which later led to the introduction of machining centres.

»1970«

Holzma developed a panel sizing saw with electronic controller for the width stop as well as an externally adjustable, horizontally and vertically, scoring unit.

## History of Höchsmann GmbH

»Specialist tools for Hessen«

»1972«

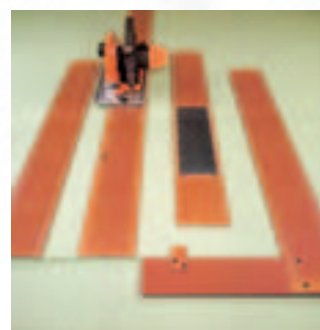
In the seventies Leopold Höchsmann concentrated in particular on the sale of woodworking tools and on his sharpening customers. The business flourished and worked together with partners like AKE, Stehle and JSO.

»1972«

First exhibition at a fair for woodworking in Karlsruhe: presentation of the edge trimmer.

»1972«

The pertinax guide system, suitable for all hand circular saws, for clean cuts at building sites, e.g. when cutting doors.



»1973«

First exhibit at a tradesman's exhibition in Munich: presentation of guide system.

»1975«

New building built on industrial estate in Langen.

Started trading in woodworking machinery.



»General history«

## Oil crisis, mars and smog warning

**1971** Walter Ulbricht resigned as First Secretary of the SED party in the GDR. Erich Honecker succeeded him.

**1972** The space probe Mariner 9 sent pictures from Mars.

**1972** First global Environment and Development conference in Stockholm, at which the report of the Club of Rome "The Limits to growth": the state of humanity" was introduced, clearly warning against environmental destruction.

**1973** First Oil crisis: Saudi Arabia stopped oil deliveries to Israel's allies, a year later OPEC increased prices drastically.

**1974** The ÖTV union struck, forcing a pay rise of 11 %.

**1975** First G7 Summit conference.

**1975** In FRG law is passed reducing official coming of age from 21 to 18 years.

»1975«

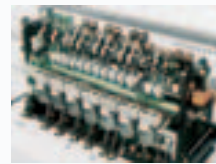
The newly developed Weinig tool-clamping system entered production and was used in the Uniplan and Hydromat models.

»1976«

Homag bought the majority of shares in Brandt, laying the foundation of the "Homag-Group", which is the world leader in industrial furniture production machinery today.

»1977«

Homag and Brandt together presented the Softforming technology based on PVAc.



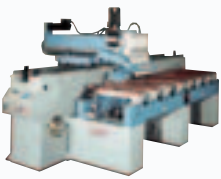
»1978«

The first CNC-controlled cut-off-saw was introduced by Paul.

»1976«

IMA developed the post-forming technology

Busellato launched a "numerically controlled machine for drilling and routing" and therefore the first machining centre.



»1978«

Stefani patented the corner-rounding technology for the vertical work piece edges on through-feed edgebanders (contour copying).



»General history«

**1975** Microsoft founded by Bill Gates and Paul Allen.

**1976** The Federal German Railways decommissioned their last steam engines.

**1976** The US company Apple launched Apple II, the first computer with keyboard and VDU.

**1977** "Year of three Popes after death of Paul V, John Paul I died after 33 days. His successor was Pope John Paul II.

**1979** European Monetary System started.

**1979** Metalworkers strike for a 35-hour week.

**1979** Smog alarm is sounded for the first time in Germany in the Ruhr region.

»1977«

Martin Höchsmann (first son) became a sales representative.

»1978«

Leopold Höchsmann discovered windsurfing. The effects this passion had on business should not be underestimated. The inspiration behind several inventions, such as the flow coating



system or the overlap seals was only possible because of this.

»1978«

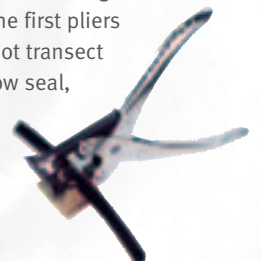
L. Höchsmann sells his first Funk Okoma window production line.

»1979«

Stefan Höchsmann (second son) commenced his apprenticeship as a wholesale trader.

»1979«

The mitre-cutting pliers. To the best of our knowledge these were the first pliers that did not transect the window seal, thereby enabling a weld-free method.



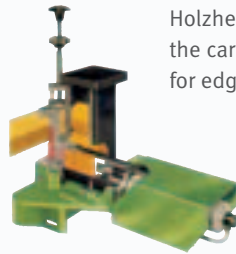
# The Eighties: Computer engineering for the industry

»1980«

Hemag developed a method to separate the glassing bead from the window profile during profiling.

»1980«

IMA introduced the first router for woodworking with a tool changer – Model ANC.



Holzher developed the cartridge system for edge banders.

»1985«

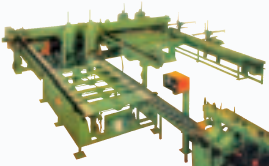
Reichenbacher introduced the first 5-axle-CNC-router for wood-working.



»1980«

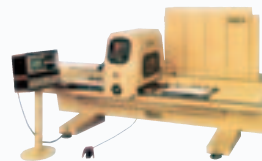
Homag and Brandt introduced the “Quick melt”-method.

Gubisch built first complete interlinked window production, only one user is required for machining.



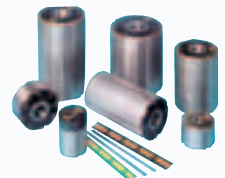
»1982«

The BIMA machining centre realised automatic drilling and installing fittings and was thereby the first to combine chipping and non-chipping processes on one CNC-machine.



»1985«

Martin introduced the TERSA-System for the first centrifugal clamping of the planer blade.



## History of Höchsmann GmbH

»Own inventions for Germany«

»1980«

Höchsmann Limited was founded - shareholders were Leopold, Martin and Stefan Höchsmann.

»1980«

At the start of the 1980's Leopold Höchsmann delivered and installed approximately 80 Oko-

ma production lines for windows, equipped with a lot of Höchsmann accessories.

»1980«

After several inventions in the field of small tools in the 70ties, the 80ties brought innovations like the seal profiles and flow coating lines, raising the company's profile nationwide.

»1981«

Stefan Höchsmann became sales representative for the company.

»1983«

The electric edger: a handy router for rounding edges. This original idea from L. Höchsmann was taken up by many leading power tools manufacturers and

sold throughout the world at the end of the 1990's. Today this machine can be bought f. e. in India, known there as a 'Radius Trimmer'.



»General history«

# Computers, Tschernobyl and fall of stock values

**1980** Ronald Reagan voted president in USA.

**1982** The first German test-tube baby born in Erlangen.

**1984** Start of private television.

**1985** Commodore introduced the Amiga.

**1980** The political party The Greens was founded.

**1983** BTX started in Germany.

**1984** Apple introduced the Macintosh.

**1985** "Tetris" programmed.

**1981** IBM introduced the Personal Computer.

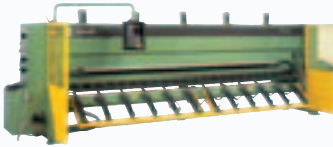
**1983** Microsoft presented Windows 1.0.

**1985** Nearly 2.5 mill. Unemployed in West Germany.

**1986** Reactor catastrophe in Chernobyl.

»1985«

Brandt took over a South African patent for stationary postforming. This first allowed postforming technology for handicraft.



»1987«

Homag and Brandt launched the first through-feed machine for format processing and edge banding of moulded parts.

»1989«

First presentation of Z-Laser Systems to position work pieces on CNC-centres.

»1987«

IMA presented the first stationary CNC-machining centre with edgebanding.

»1989«

Bütfering launches the AWS-E, the first machine with electronically controlled segmented pressure pad for smaller industries, creating a foundation for this technology to come into widespread use.

»1987«

Heesemann introduced the CSD System, which via electromagnetism allowed pressure adjustment of each sanding segment.

»1986«

Schelling first made possible a complete user interface with graphic pictures.



»General history«

**1987** First mobile phone.

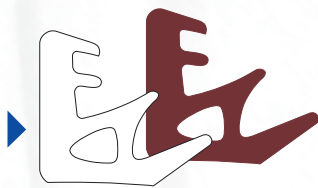
**1987** Shares tumble "Black Monday" on New York Stock Exchange, greatly affected world markets.

**1987** Quality Standard ISO 9000 agreed upon.

**1989** Berlin Wall fell.

»1983«

Window frame overlap seal invented. The launch of own APTK seal profile in 1979 with the innovative double lip for wooden windows, was followed by the overlap seal. This invention was taken on by most tool manufacturers in the industry and became known as 'H' – as in Höchsmann seal in the Stehle catalogue.



»1983«

Exhibition hall finished. Martin Höchsmann started dealing with machines for joinery production.

»1983«

Stefan Höchsmann placed in charge of tool department.

»1985«

Invention of flow coating line by Leopold Höchsmann. Plant construction department opened. In response to an inquiry from a window manufacturer in Bavaria the first Flutanlage was developed.

At virtually the same time a company in Demark independently produced a similar unit. To the best of our knowledge these were the forerunners of flow coating lines, which are in use to today.

»1989«

Political change in Germany. No plans for eastward expansion.

# History

## The Nineties: PC and CNC for individual products

**90's** With the rapid development of data transfer and computer power at the start of the 90's remote diagnosis systems for CNC-machines became the norm. The interlinking of the office workplace and the machine became an important production factor. New innovations played a large role such as the ability to load dxf-files without new programming into CNC centres and being able to convert them into machine programmes.

**Early – mid 90's** The demand for new solutions in the field of window technology and the search for new markets led to stationary CNC-Centres being used for wooden window production. This development was introduced by several companies, for example by IMA as one of the first.

»1990«

The angle plant Multiflex from SCM with electronic programming of spindle height and tilting stop system for tenoning was introduced.



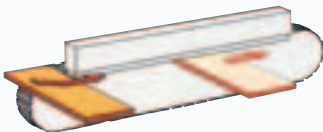
»1991«

Schelling launched "FW Unique", the first model with turntable table. Head cuts became possible for small industry and joineries.



»1990«

Ima introduced a new concept with the edge bander Quadromat, for individual single user production.



»1991«

Homag introduced a comprehensive group solution for machines with the Homatic-controller system.

A. Costa launched a wooden window production plant with fully CNC-controlled Spindles.

»1992«

First Exhibition "Holz-Handwerk" in Nuremberg.

»1991«

Biesse launched the Rover-series, one of the most successful CNC-stationary machines and ushers in a new era in machine design.



## History of Höchsmann GmbH

»Woodworking machines for the East«

»1992«

Stefan Höchsmann left Langen, changed his place of residence and started a sharpening service branch in Radebeul in former Eastern Germany. A second Höchsmann limited with the shareholders Leopold, Martin

and Stefan Höchsmann was founded in the east.

»1993«

Start of new machinery trading with SCM, Ott and other manufacturers in Radebeul.

»1993«

The Höchsmann Clip press made it possible to lacquer glass

beads in the frames without needing to be individually handled.



»1995«

The new Subsidiary in Eastern Germany has grown to about 20 employees and moved into new premises in Klipphausen/Saxony.

New facilities allow a permanent machinery exhibition. Flow coating line production transferred from headquarters in Langen to Klipphausen.

»General history«

# GDR, GER and World Wide Web

**1990** The former GDR after re-unification acceded to the Federal Republic of Germany.

**1990** The commercial phase of the internet began.

**1991** Warsaw Pact dissolved and Endo Soviet Union after 69 Years marks the end of a centrally planned economy and communism.

**1992** The EG became the European Union (EU).

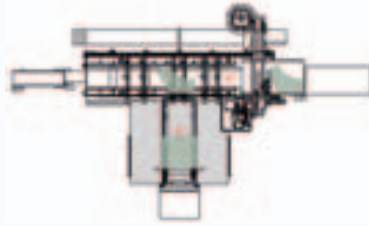
**1993** The European internal market came into being.

**1993** The triumph of the WWW commenced with drastic growth rates in available websites.

**1994** Yahoo along with Amazon.com was one of the first large companies of the New Economy.

»1993«

Ima launched “Bima – Cut” to process board materials in one process; the first manufacturing cell for “Batch sizes of one”.

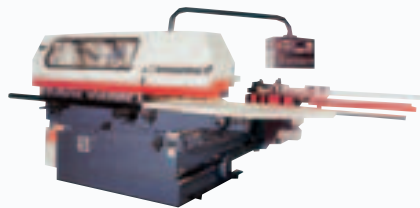


»1993«

Celaschi first presented with the range “Kompakt – 2” a double end profiler with two movable sides.

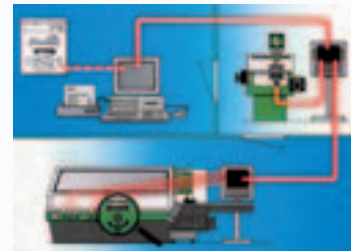
»1993«

Weinig introduced Unicontrol 6 as the first angular plant with fully automatic work piece processing and -feed in pairs.



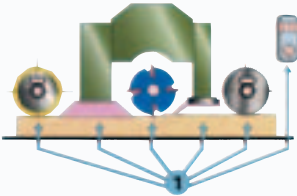
»1994«

Weinig launched the automatic adjustment systems CAS LogoPac and CNC-Logopac.



»1993«

SCM launched its model Superset with the “Set up” system of adjustment, which electronically adjusted all important parameters automatically after the diameter of the tool had been entered.



»1996«

Three employees decided to leave to set up Homatec, working in same branch with focus on sharpening and tool sales in nearby Freital.

»1997«

The two Höchsmann limited companies Langen and Klipphausen were split. Leopold

Höchsmann left the company and founded his own company in Haunetal near Bad Hersfeld. Martin Höchsmann now held 100 % of the shares of the Langen GmbH. Stefan Höchsmann now held 100 % of the shares in Klipphausen



# history

## The Nineties: PC and CNC for individual products

»1995«

Martin first introduced with the T25 CNC, a spindle moulder with 5 controlled axes.

»1996«

Ima's "Wieseltechnik" first allowed an automatic feeding of shaped panel material on a stationary machine, a big step which enabled the popular nesting process to be used efficiently in the future.

»1995«

Morbidelli introduced the 4<sup>th</sup> axle (C-axis/B-axis) called Vector in 57 models of the Author-Series.



»1997«

Homag presented the "Powerline" machine concept for high performance plants and was the first to use a closed loop control system rather than a control system in the whole production process.



## History of Höchsmann GmbH

»1998«

The first Höchsmann used machinery list 05/98 was published.

»1998«

Economic climate in the sharpening trade and the new opportunities in trading used machinery led Stefan Höchsmann to close down the sharpening section. The manager of the tool depart-



ment Mr Tempel transferred to the machinery department.

Mr Uhlemann became head of production line construction; this enjoyed its heyday due to the sale of various production lines.

»1998«

www.hoehsmann.com started in the internet.

»General history«

# ISO 14000, stock market and hybrid drive

**1995** The Online auction EBay founded.

**1997** Crisis in Asia, Thai currency collapsed.

**1998** ATTAC the organisation of globalisation critics founded.

**1998** boom of Start-up companies began. Stock exchange "fever" broke out in Germany.

**1996** The environmental standard ISO 14000 was passed.

**1997** Unemployment rate in Europe reached record heights (4.3 mill. in G)

**1998** First vehicle with hybrid drive (combination of electric- and internal combustion engine).

»1998«

Ernst introduced a new machine generation with Touch-Screen-monitors and intuitive user interface working in Windows. This type of controller became very popular in other machines and manufacturers in the years that followed.



»1999«

Homag took over the IMA Group, which led 2000 to the launch of Lignum AG.

»1999«

Weinig introduced "Power Lock" toolholders based on HSK-cones.



»1999«

The HOMAG-Group and Reichenbacher introduced clamping systems with freely positionable tubeless cups for holding work pieces in stationary CNC-Centres.



»1999«

Leopold Höchsmann developed a new flow coating line with moving jet technology, helping to increase market share in the flow coating line field.

»1999«

First Polish employee, rise in importance of export.



# The new millennium: High-Tech and flexible manufacturing cells for globalised markets

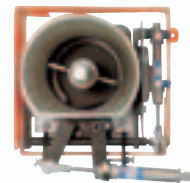
»2000«

Giben introduces the "PM-System", the first to enable a free-positioning of different strips when cutting boards.



»2000«

Introduction of new window and door processing concept "Sapiens" from Working Process, a throughfeed machine with elements of stationary CNC-technology.

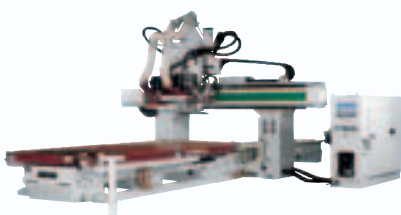


»2002«

With Introduction to the new range "Euro 2000" Hebrock presented a system that automatically cleaned hotmelt adhesive tank via the heating rod.

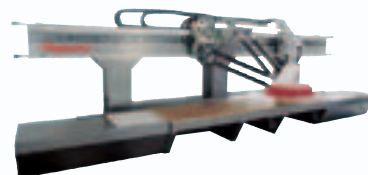
»2001«

In USA, under the name of Nesting, a complete processing of carcass parts was realised in one manufacturing cell on a Centre of the Cabmaxx range launched by Anderson.



»2001«

Reichenbacher explored new avenue in CNC processing: with Pegasus, a machine with parallel kinematic system, speed of up to 120m/min. were possible



»2001«

SCM introduced with the new Version of the edgebander "K 203" an innovative system for switching from thick to thin edges.

## History of Höchsmann GmbH

»Used machinery for the world«

»2000«

Agreement reached over company philosophy, "First Integrity, then success".

»2000«

The outdoor sales team (in peak times 6 men) is completely stopped. Instead the salesmen work

from the office and wait for the used machinery clients to come.

»2000«

Trading in used machinery has expanded gradually.

»2001«

Sale of new machinery discontinued in favour of used machinery department.

Ever more foreign customers became aware of company due to trips abroad and trade shows.

»2002«

Meanwhile in 4. year appearing used machine list contributes considerably to the expansion of the used machine business.





»General history«

# Dotcom, Euro and terror

**2000** The dot.com bubble bursts, as a result many IT-companies go bust.

**2001** 9/11 Attack on world Trade Centre in New York.

**2002** Introduction of Euro in twelve EU-states.

**2003** Iraq war started.

**2004** Ten states join the European Union.

**2005** Introduction of unemployment benefit II (Hartz Concept)

**2006** Moslem demonstrations against controversial Mohamed caricatures in a Danish newspaper.

**2006** The world population reaches the mark of 6.5 billion people.

»2003«

Homag and Nordson introduced in co-operation edge tempering with a duroplastic tempering compound. This enabled a direct edge coating, without an adhesive joint on chipboard as well. This technology is used especially in the soft-forming-process.



»2002«

Schelling's "Evolution" concept was the first to achieve a combination of high cutting speeds and large depth of cut with only one saw blade.

»2004«

Lignum AG liquidated and merged into the Homag-Group, IMA/Meinert separated and became an independent company.

»2003«

Ott introduced the edging centre Shark. Several innovations at once: „Combimelt“, a variable system with exchangeable adhesive tanks and electronically dispensed adhesive applicator as well as a pressure point with segmented pressure pads.



»2003«

HolzHer introduced an adhesive applicator, which could change from cartridge to granulate without re-adjustment.

»2003«

Holzma introduced "Speed concept - an innovative system, which essentially ( without changeover time ) could cut different board materials, patterns and thicknesses to a batch size of one.

»2002«

After 10 years living in Eastern Germany S. Höchsmann decided to move back to the west. He and his family with 2 children took their residence in the town of Bad Hersfeld, the home of Kupfermühle machines. This central location enable him to put more ambition into travelling. From now on he visited the

company in Klipphausen only once a month.

Mr. Tempel took ove the plant management. In the following years it became obvious, that this decision did not hinder the economic development, but stimulated growth.



# The new millennium: High-Tech and flexible manufacturing cells for globalised markets

»2005«

A concept of Working Process introduced in 2000 adopted in many variations by many other manufacturers, especially for window and door production. Elements of stationary CNC-processing with throughput technologies as well as many toolchanging options and new clamping system combined to achieve maximum flexibility by constant optimal productivity.



»2005«

Weinig introduced the through-feed- and profiling centre Con-turex" with the innovative "Power Grip" clamping system.

»2005«

HOMAG introduced several new concepts for feeder systems, amongst others a "Magnet hover" System. Undreamed of feeder speeds at constant minimal wear levels became possible.

»2005«

SCM introduced "Electa", a new sash profiling, drilling and profiling centre on the basis of a CNC-machining centre.



»2005«

Biesse introduced the Win Lab, a centre for the complete machining of windows – individual pieces on only one machine.



## History of Höchsmann GmbH

»2003«

An innovative Database Marketing of used machines – the Höchsmann Infosystem – commenced and marketed all interesting offers and purchases to end customers and dealers.

»2003«

The annual review "Christmas Post" was published first.



»2004«

A new 1,600 sq.m machinery warehouse built in Klipphausen.

»2005«

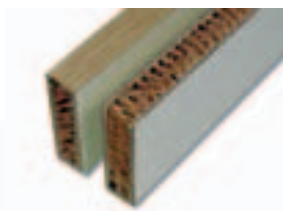
Re-orientation: CNC-technology now the most important product group.

»2005«

Mission statement "Arriving

»2005«

IMA introduced 4 methods to directly apply edges to lightweight building boards. Frames were now no longer required.



»2005«

Morbidelli introduced the X5 EVO, the first combination of 3-axes-machining centre and 5-axes-router.

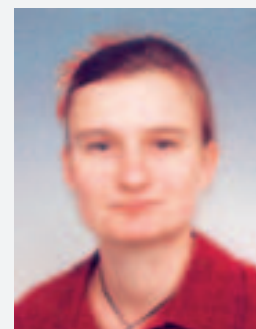


## Hard-working research

We express our gratitude to our student Mrs. Rößler, who has worked very hard alongside Mr. Zeller in advancing the project of the history of woodworking machinery.

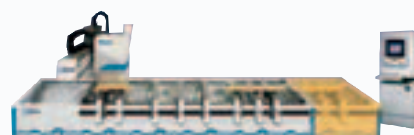
If you have any further infos please contact us:

[info@hoechsmann.com](mailto:info@hoechsmann.com)



»2006«

Homag first exhibited on Xylexpo a combination of five axes processing and edging in one machine (Venture range, developed with Weeke)



SCM took over DELMAC-Group. This has created a new potential for market share redistribution.

»2005«

With T92 Martin presented the first moulder with direct drive spindles such as those in CNC-Centres.



»2005«

With the introduction of Polypan 47, Panhans first introduced a combination of vertical panel saw, drilling-, and routing centre.



»2005«

Bütfering first introduced a thickness measuring technology with wireless data transfer independent of the machine.

»2005«

The HOMAG-Group introduced the "Lean Factory" concept, with new optimised total solutions based on the Nesting-technology.

together" is developed and made public.

»2006«

Large order for 14 spray coaters for a big window producer.

»2006«

First fully revised spray coater with feeder speed of 40 metres and more produced.



»2006«

Mr. Tempel granted sole general commercial power of attorney.

# A trustworthy used machinery dealer?

Whilst I was writing this article we took delivery of a 'fully functioning machine' we had purchased, only to discover that the main motor was missing. Unfortunately many value profit maximisation higher than honesty. Can we, as second-hand machinery company, really point the finger at others? How honest are we? Ever since starting at Höchsmann 11 years ago, honesty has been written with a capital "H". In 2000 we even incorporated this officially into our company philosophy. Under the heading "First integrity, then success" we defined, amongst others, our "honesty" goals as follows:

- a ...is law-abiding and actively stands against twisting the truth
- b ...without exception only expresses the truth both verbally and in writing
- c ...sticks to the truth even if this should prove disadvantageous.

This initiative for sound values has proven itself over the years, and the resolve of the employees to make this stand has grown noticeably. It is becoming ever clearer to all of us, what an advantage in "trust" we through these values have, and what difficulties we avoid.



For us it is a taboo, to consciously deceive our customers, e.g. trying to hide a fault on a machine. As soon as a fault is discovered, it is communicated openly. Our customers also benefit from the fact that our employees are permanently developing their experience and expertise. Only with such a solid foundation are we actually in the position of being able to locate harder to find hidden faults. Mr Polei for example, (photo page 31) is responsible for the visual inspection at the machinery arrival. During this inspection, the machine is not fully tested, assembled or even attached to the electricity supply. It is rather a rough assessment of condition, ascertaining if parts are missing, and damage in transit, and transferring data in our EDP. This invaluable information is then available to the sales department when communi-



ating with customers. A highly effective team of excellent Höchsmann-technicians, in addition to this, is also able to test in detail a wide spectrum of woodworking processes and repair them. Recently one of our technicians noticed a rip in the carpet of a valuable wide belt sander. Unfortunately the problem was only noticeable when the machine was switched on, because the rip was still inside the machine at time of the delivery. Since this fault was discovered, we have displayed this sander in such a way, so that our customers will be spared the same disappointment.

Human failure is natural, but the point is, whether we admit our failures. In 2006 I sold a vertical panel saw, without any indication of the year of manufacture. When taken into stock we initially assumed the year 1990. I had

also included this non-binding estimation of the year in the sales contract. We subsequently ordered a few spare parts for the machine from the manufacturer. He pointed out that the machine must have most probably been made in 1975. The slight differences between these models were barely recognisable. I informed my customer about the incorrect estimate and offered him the option of reconsidering this purchase. However we were able to agree upon an appropriate reduction in price.

Whether a used machinery dealer is trustworthy or not is dependant upon his competence and character. We are convinced that we are trustworthy partners for our customers.

**Norman Schmidt**  
Purchases



»KIRCHNER multiblade saw with return conveyor«

»The Höchsmann team«

## “Our 40ties and 50ties”

(f.l.t.r.)  
Hermann Berger (Service)  
Liebgard Böhme (Administration)  
Lutz Thürbach (Service)  
Ute Thürigen (Administration)  
Gunter Birkner (Service)



# Setting off for the unknown and arriving together



It is a good custom of ours, that once a year the whole workforce does something special together. This time it was really something else. Nearly everyone made it to the company outing in hot air balloons, as suggested by Mr Höchsmann. 6 balloons were reserved and 30 Höchs-“men” and -“women” set off early in the morning on June 9th, accompanied by perfect weather as we set off for the unknown. It was a great act of trust for us, to climb into a cramped basket together, rely completely on the pilot and his equipment whilst hovering up and down about 500m above the ground, to hang in there together, and all this without knowing where we were actually

going to land. This kind of being together reminds us of our company mission statement »Arriving together«. The “together” stands for a focus on people, which is hallmarked by sound values. The “arriving” stands for a target focus, pursuing success and economic stability. We view both as one, a unity within the company, in the field in which we operate and the society in which we live and work.

During the balloon flight we succeeded in being together as well as arriving.

Just as in our normal day to day business life there is always an element of uncertainty, whether the decisions taken were sufficiently long term or even right. Either way, many employees invested themselves in the company and have not been disappointed. By the way, one colleague, who didn't like to join the flight, remained on the ground.



And what did he do in the meantime, while we were in the air? He prepared a tasty breakfast for all of us! It was an unforgettable experience.

**Mathias Tempel**  
Plant Manager



## Sales 2006

Höchsmann sold from January till the 11th of December 2006:

56 CNC-machining centres  
68 Edge banders  
18 Beam saws  
42 Wide belt sanders  
and 757 other machines.

»The Höchsmann team«

### “Our early 60ties”

(f.l.t.r.)  
Matthias Martin (Service)  
Frank Reimers (Service)  
Peer-Olaf Weniger (Sales)  
Henry Berthold (Service)  
Frank Schubert (Service)  
Holger Liebscher (Service)



»SCM L'INVINCIBILE combined machine«



# Defining and implementing quality standards



Within the framework of our annual motto we have started to develop a quality lexicon. By lexicon we mean a collection of quality guidelines which have been developed together with the employees designed to serve as a standard for our daily work. The main focus is not that from now on we want to do everything perfectly – definitely not: On the contrary, we wanted to change the way we think, as well as provide available resources to everybody, committing one another to quality.

How did this all come about? When mistakes were recognised the most we did was talk with the person concerned. Nobody

could eliminate the possibility of a similar mistake from happening again. Rules were made – an unmanageable number of rules.

Internal memoranda were written which sometimes contradicted each other or only dealt with part of the problem, were then forgotten or simply not fully applied. Additionally most of the improvements came from the managers or the boss himself. The opinion and experience of the entire workforce affected was often not requested.

Today we do things differently. A typical example from the sales department:

We daily receive requests to reserve different machines. Even until the start of 2006 we placed these machines on reservation without asking too many questions or arranging any conditions. Without a written order or deposit we blocked the sales of machines for several weeks sometimes. Our sales staff ultimately hindered each other by not selling on, always having to ask and await a reply, whether the potential customer had made a decision. Valuable time was lost.

Now we do things better; our sales force agreed upon the following guidelines:

Machines are only to be reserved if there is a very definite interest to buy.

The reservation period is to be kept as short as possible. (Target 2-4 days).

We include a short note stating the actual status quo of the reservation and keep each other informed.

A written order (where appropriate with opt-out clause) and respectively a down payment must be present, if we are to extend this period or machines are to be comprehensively tested.

Quality for us is when our sales personnel stick to these guidelines and explain them to the interested parties. Incidentally, our sales have not fallen as a result – however we have much less internal consultation such as: “Has your customer decided yet?”, “When are you going to call him again?” and “When does the reservation end?”

Many guidelines have developed in this way. Tested before being entered into our quality lexicon, then optimised and eventually also applied. However we have also noticed that not everything can or even does need to be regulated. Often



»BÜTFERING FBS wide belt sander«

»The Höchsmann team«

## “Our late 60ties”

(f.l.t.r.) Mathias Tempel (Plant Manager)  
Stefan Höchsmann (General Manager)  
Helen Höchsmann  
Mayk Ziegs (Service)  
Ronald Ulbricht (Sales)  
Thorsten Schulz (Production Manager)  
Olaf Tietz (Service)



»On Offer«



#### MITEK Nail truss facility GREIM-Mortise-Automat

built in 1998, working range 350 mm, 2 sawing aggregates, 6 saw blades, workpiece height max. 400 mm, 2 vertical tenoning aggregates, automatic feed, incl. 8 m roller feeder in front and ahead of machine, price: 49.000 EUR



#### SCM OLIMPIC S212

built 2001, edgeband thickness max. 15/ edgeband height max 55 mm, aggregate: premilling, trimming saw, 2 flush/radius/chamfer milling station, contour copy milling, scraper, buffing unit, price: 29.000 EUR



#### WEINIG wooden windows production line

built 1995, transversal conveyor, loading, moulder WEINIG Profimat 23, fine finish planer WEINIG Uniplan, double sided tenoning automat KOCH, lengthwise moulder WEINIG Univar 26, transversal conveyor price: 85.000 EUR



#### Machines not in use?

We buy from stock at short notice. We pay before collection.

If you need an evaluation, do not hesitate to call us.

#### Purchase Department

Höchsmann GmbH  
Technology for wood

good common sense is more than sufficient to decide a matter correctly, one way or the other.

We will not forget the standards agreed upon in the coming year 2007, but will continue to consistently optimise procedures and the decision making process.

Another example of a quality standard:

#### Verifying tax registration numbers

We sell many machines abroad; the majority of machines in EU countries, without charging value-added tax. We never used to check the tax numbers that customers gave us; we simply accepted them. Problems with such a casual approach appeared months afterwards, when

the Federal Tax Office in Saarlouis sent us the required supplier's declaration covering internal EU trade and were informed that some of the tax numbers of our customers we had listed did not have an EU registration.

Try convincing a foreign customer several months later that he now needs to pay 16% German VAT because he had not bothered to get his tax number registered for trading in the EU – not a chance!

This sometimes entailed us taking heavy losses. We therefore introduced a quality guideline which we have adhered to strictly since then:

Tax numbers must be verified by the sales person in every case, before an order is confirmed to the customer or an invoice issued.

I would like to expand upon this quality standard a little with a very annoying case in point. We sometimes do not get the "yellow forms" of the export declaration back if the customer has personally collected the goods. We are then unable to prove to the tax office, that the machine has left the EU. Unfortunately, it seems common practice for invoices to be issued without VAT. And as long as this is the case, we will continue to insist upon return of the documents to the point of

charging a 16% loss because of the non-returned export declaration. How do you handle this?

**Mathias Tempel**  
Plant Manager

m.tempel@hoechsmann.com



»The Höchsmann team«

### "Our early 70ties"

(f.l.t.r.)

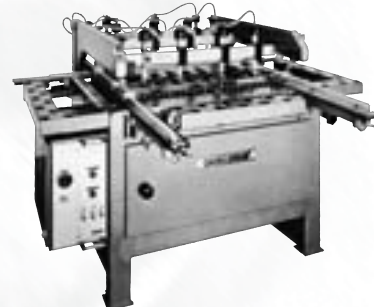
Norman Schmidt (Purchases)

Robert Janas (Sales)

Norbert Zeller (Sales)

Nataliya Ulbricht (Sales)

Silke Szameitat (Sales)



»GANNOMAT DELTA STAR dowel & line boring machine.«

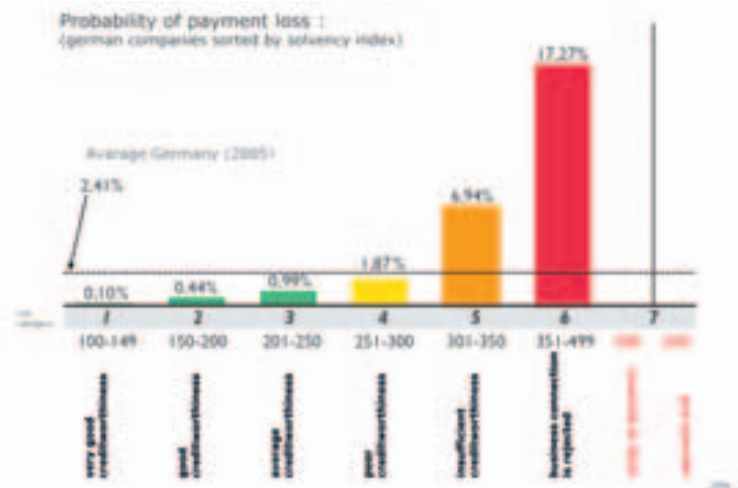
# Creditreform

## Buying a machine is a matter of trust



– this is true when buying a new machine, and especially so with used equipment. Every used machine has its own particular history; some were well serviced, others abused. Its history, and therefore the condition that determines its value, is not always externally visible. If a customer recognises the poor condition of a machine he will insist on a better price, or leave it. It is therefore a question of

conscience for the salesman when selling machines with hidden faults whether he points out the faults he is aware of to the customer or not. There are enough players in the used machinery market who value personal advantage and profit higher than a good conscience. This might be the reason, why in parts of the Anglo-Saxon world the word “used car dealer” has sometimes a strange flavour and calls for associations with “cheater”. Of course such a generalisation is not representative of the facts, as we work



### Creditreform lights

- 1 **excellent creditworthiness**  
100 – 149 risky points
- 2 **very good creditworthiness**  
150 – 200 risky points
- 3+ **good creditworthiness**  
201 – 250 risky points
- 3 **average creditworthiness**  
251 – 300 risky points
- 3- **poor creditworthiness**  
301 – 350 risky points
- 4 **insufficient creditworthiness**  
351 – 499 risky points
- 5 **dilatory payment**  
500 risky points
- 6 **business connection is rejected**  
600 risky points

together with many valued machinery dealers which have proven to be highly trustworthy over the years.

If however we deal for the first time with a new company, we are rather careful. So we inquire about their creditworthiness at the credit agency Creditreform. This gives us at least a provisional assessment, which is often sufficient in order to reach a decision about continuing a project. Here is an extract of our assessment in 2006. You can see by our solvency grading of 180 (in 2005 we had 210 on a scale of 100 – 600) that in terms of credit we at Höchsmann are trustworthy. That we also provide honest information about our wide range of used machines, is some-

thing we would very much like to prove to you in an honest and mutually beneficial long term business relationship

**Stefan Höchsmann**  
General Manager



► We are constantly looking for purchases! Individual machines and complete plants.

Tel. 0049 (0)35204 651-0  
Fax 0049 (0)35204 651-90  
info@hoechsmann.com  
www.hoechsmann.com



»GUILLIET KXY four side planer«

»The Höchsmann team«

### “Our late 70ties”

(f.l.t.r.)  
Rafal Idczak (Administration)  
Heiko Lesch (Service)  
Titus Polei (Purchases)  
Susanne Staub (Purchases)  
Norman Barth (Service)





# 10th Anniversary 2006

## from Thorsten Schulz



### Thorsten Schulz

married, 2 children 6,  
10 years old

In 1995 we moved from Dresden to Klipphausen, where we renovated an old mill, and the new industrial estate offered many career options. Armed with a list of the companies I called everybody I could get hold of. In the end I landed at Höchsmann. Before I officially started I was already at the exhibition stand in Leipzig. A lot of people, a flow coating line, a Hofmann router milling cutter and a profil grinding CAD-Station filled a large exhibition stand. Here I was supposed to get acquainted with the special profile knife business.

My dream job was actually construction in the production section, but at this point in time there was no vacancy. I therefo-

re worked in many different departments within the company. I have experienced several ups and downs, as well as played my role in helping the company to survive, re-orientate and develop. The following functions were, or are still part of my remit: organising deliveries, installation /repairs, planning dust extraction units, CAD-special profile cutter grinding, replacing colleagues on holiday in the sharpening department at a universal grinding machine. Here we ground milling cutters, drills and specialist tools. Further I worked in cleaning machinery, selling in the warehouse, helping to disassemble plants, preparing projects, and the construction of facilities in our flow-coating production. Helping to assemble a flow coating line on site, attending exhibitions, disassembling exhibition stands and return transport. Inspecting machines on site and at the warehouse. Then again in the machinery purchasing department and now again 120% in the production section.

I have had the pleasure of experiencing many different things through the years. For example:

- anyone who wants to really belong to Höchsmann, should at some point or other drive at least once with a lorry to Lan-

gen (associated company), and on the journey both there and back stop make detours to visit the odd customer.

- The largest extraction unit I have supervised and helped with the installation, where there were 4 installation teams working in tandem, installing 2 filters, 7 ventilators (largest ventilator 75kW with 800mm piping, for a window production-line for Weinig. All measured values within range first time round.
- I have also despatched technicians in appalling weather to install a filter, as deadlines should be kept.

I'm sure that other employees have had some diversity, too..

There is always more than enough to do, and according to Mr Höchsmann's basic principle "If you're not moving forwards you're going backwards", we are all on the move.

I hope there are a lot more challenging tasks for me, and that we can continue to lead our production section alongside others, through new ideas and innovation. With sufficient time we can maintain our development. I now work in the same room where I was once interviewed 10 years ago and am head of the production section. A dream really was fulfilled, albeit a little later than expected.

**Thorsten Schulz**  
Production Manager

### Project team CNC-technology started up

Mr. Olaf Tietz has been with the company since August 2006. He is responsible for increasing our competence in the field of CNC technology. His operational area is the accurate diagnosis of machines, the expansion of our knowledge in CNC-technology and the up-building of our knowledge-database in this area.



»The Höchsmann team«

### "Our 80ties"

(f.l.t.r.)  
Marco Melzer (Service)  
Denise Wittig (Administration)  
Stefan Wittig (Administration)



»MARTIN T25 CNC spindle moulder«

# When **vice** becomes **virtue**



When my English teacher back in the 1970's encouraged me to work harder, I responded in front of the whole class, "forget it - I'll never need it!" Upon leaving school with a miserable average of C- and being unable to find a job, my parents mercifully offered me a commercial apprenticeship in the family business in Langen. I found wood-working tools and machinery just as boring as school, but at least I could now enjoy success without needing to learn much. I was soon placed in charge of the tools department because of my sales skills, but when the first computer appeared in the 1980's, I made no changes in my section. The only thing that I knew about these things was that they were complicated, and that I would never understand them anyway. I was equally convinced that I would never be able to sell machinery due to my

lack of a technical education. I was still unable to differentiate between a Surface Planer and a combined Surface Thickness Planer at my sharpening customers after 10 years' sales experience. As a 25 year old I still had a big mental blockage to learning.

Today I know how valuable quick learners are; in expanding enterprises ambitious learners are highly desirable and often earn astronomical wages. On the other hand, the difficult learners aren't sought after and must occasionally fear losing their jobs. When we consider,

that nobody can choose the talents with which they are born, such differences seem unfair. However, the real problem does not rest in our genes but in other factors, which we certainly can influence. When our Minister for Education states, "If we wish to maintain our standard of living and the convenient comforts, we need more education and innovative energy", what she really means is this; each one of us must tap into the potential that most definitely lies in our genes, and not waste it. This article wishes to address what can hinder the release and development of these talents.

Learning when viewed from the word root has something to do with "following a lead". Initially therefore we need to expend energy to follow a lead, in order to experience the satisfaction of achieving the goal. Perhaps a good definition is, that 'learning initially requires effort, in order to reap a future benefit'. Neither the type of school nor the cancelled classes were the reason why my potential lay unexplored in my youth. I just couldn't be bothered to learn. My mother didn't like my attitude towards learning, she called it laziness; my school mates were impressed by my raging drive for more



»Trend«

## Growth in modern furniture machines

The turnover of window technology is stagnating. The trend of

recent years has confirmed this. Höchsmann is increasingly selling large and high quality technology for modern furniture production. Main customers are still those machinery traders doing business Europe wide but also the furniture industry. In comparison to this trend, sales of window technology have been falling in Germany and in Europe.





– we called it greed. I only felt good if I looked good – this is called vanity. This vice hindered me from making any effort to do things such as learning, which only promised a benefit sometime in the distant future. On the one hand my family encouraged me to make the effort now, but the media promised me instant gratification far more attractive than the effort of learning. This contradiction in our society between demands for more education and promoting vice has not improved since my youth. On the one hand we want an ambitious younger generation with excellent learning skills in our schools and businesses, yet on the other hand expend much energy creating a culture which very often promotes anti-educational vices as virtues. It is suggested that only one effort is required – the effort of buying. Perhaps my criticism of vice sounds old fashioned. After all, vice has once again been “in” for a few years now. Surprisingly, it was an ice cream company that revitalised these, but not as something negative, but as something pleasurable: Marketing strategists brooded over what to call their new products. Which names or phrases would appeal the most to today’s consumers? Someone had the bright idea to name each of the 7 different flavours after a vice:

Laziness, Greed, Vanity, Jealousy, Gluttony, Revenge, and Lust. However there are risks and side effects for those who in addition to the ice cream also “consume” these pleasure-packaged vices, in particular when it comes to their learning potential. It would be easy to prove such negative side effects of each of these seven vices, but I will address only three – laziness, greed and vanity. The effect of laziness upon our learning potential is obvious. Laziness avoids the effort of following leads, desiring benefit without any strain. However just as a sportsman can never attain any results without training, laziness without any effort will result in poor education. It hinders innovation, along with its cousins, lethargy, comfort, self satisfaction and pleasure seeking. Greed also hinders learning because it is thoughtless. It is driven by the stomach, anxious only to satisfy all desires irrespective of the consequences of any actions taken. Thoughtful consideration and reflection are just as foreign to it as are self-discipline and perseverance, both essential building blocks in the learning process. Greed perhaps due to its speed might produce some innovation, but these are neither sound nor fully thought out. Vanity hinders learning in a barely visible, yet

no less real way. Self criticism is taboo. You don’t learn from your mistakes; instead much effort is expended to cover up weaknesses. It looks down upon humility, which presents itself just as it is, willing to learn from others. Vanity loses much of its learning potential through its perfectionist demands. Rather than making faults and show weakness, e.g. when learning a foreign language, it remains quiet and misses a chance to learn. A fix reference point outside oneself is ideal for building up knowledge, which can always be used as a benchmark when examining the truth. A compass can only function when it can orientate itself via the North Pole. All three vices affect learning negatively, because each contains

only a movable reference point in itself. Laziness has comfort, greed has satisfaction, and vanity its appearance. Overexposure to these vices causes a loss of orientation. As our society is essentially orientating on the reference point money, these vices are very popular despite the side effects, because they ‘consume’ far better than their counterparts– diligence, self-control, and modesty. Laziness buys in order to avoid effort; greed spends money hastily and thoughtlessly, whilst vanity follows every new trend in order to find recognition. The vices portrayed by the ice cream company are hypocritically effective and dangerous.

»continued on next page«

## We are interested in machines not everybody is interested in:

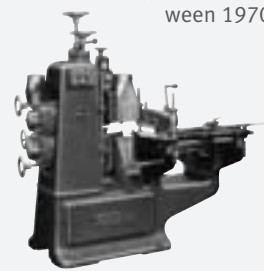
Rover 342 built approx. 1990

Wadkin mortiser Types DM/DMV built between 1970 – 1985

◀ Wadkin ECA and EKA tenoning machine built between 1970 – 1985

Festo tenoning machine ZA built between 1970 – 1985

Holz-Edgebänder Type 1401 built between 1980 – 1990



### ▶ Changing machines

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fer costs to the seller’s warehouse are incurred. Contact us as early as possible so that valuable marketing time can be gained and we can achieve the best possible prices for you.

**Purchase Department**



▶ **HOLZHER edgebänder SPRINT 1417**  
built 2001  
premilling  
profile and  
flat scraper

· **HOLZHER edgebänder SPRINT 1310**  
built 2003  
trimming,  
1x milling,  
scraper, buffing

Technical info and prices:  
verkauf@hoechsmann.com  
Tel. 0049 (0)35204 65127

»continued from page 27«

One could argue that such product names should not be taken too seriously. Nothing wrong with irony and cheerfulness, but if masses of people in our country are deliberately made stupid, instead of developing their learning potential, then this is cause for concern. The issue with the confusing ice cream flavours is not the only one. On the contrary, catching customers with vices has become accepted practice in the 21st century. Listening to the radio in America 2 years ago whilst on business confirmed this. Initially they ran an ad encouraging us to indulge ourselves to the seductive pleasure of a particular chocolate. Immediately afterwards followed a commercial for the overweight, how consuming different products would make them healthy again. Some time later I read that several US states are considering taxing fast-food in order to offset soaring health costs. A few creative fast-food companies responded instantly by distributing free tickets to fitness studios. Now consumers can purchase a rather time consuming fitness programme along with their high fat meals. Laziness calls us from every corner. 'Treat yourself to our product!' - 'Enjoy yourself at long last!' - 'Let yourself be wellnessed!' Greed suggests daily, 'buy now, pay later!' - 'even more, even bigger!' And vanity? Aren't we constantly bombarded by it? Or stinginess, which is even described in one ad as 'cool'? Not only virtue and vice have lost their meaning.

Nobody believes the jargon of a clothes store, 'Every buyer will be happy', or a photographer boasts, 'our pictures will make others jealous'. A consumer is considered rational if he doesn't think, always seeks recognition, follows every trend and has no self-control. But this is short-term thinking. In the long term, such mind numbing of customers will lead to a collapse of our education and prosperity. We should consider past civilisations which fell due to decadence, their general moral decline. Some politicians have probably recognised this dilemma of 'Vice versus Education', however they seem to lack the courage and creativity to act accordingly.

Stimulating people to common sense instead than to irrational consume, would be - admittedly - a challenging task, if you consider the expected short-term results on business turnover and jobs. Anyway, as business people we should realise that to embark on a new course in learning virtues would actually be beneficial to our long term interests. If we took our special responsibilities to steer society seriously, we could expect to see a more innovative youth coming forth. We should therefore take the risk and stop selling bubble phrases anymore. True innovation and quality speak for themselves and do not require any twisted words designed to convince. We should stop promoting these bad vices and communicate to the world around us that a new learning environment is needed instead.



»On Offer«

**RIEDEL-TECHNIK Dust extractor  
ECO MODUL RTF-FH-229**

built 2002, 229 sq.m filter surface, 3 ventilators, with recirculated air tubing, screw conveyor RTZ 25, automatic switching (winter- and summer mode), 20 automatic slide gates.

price: 27.000 EUR

We must once more learn to call a vice a vice. This is difficult for Germans, as in the past virtues such as diligence and single-mindedness were misused as vices, in order to achieve self-glorifying goals.

Our striving after virtues does not have to lead to harshness or recklessness. There are many colleagues in our company who prefer virtue to vice, yet are gentle, open and willing to learn. This change in focus from vice to virtue took place in my life many years after my apprenticeship in the 1980's. I had just begun to read my first book, which was incidentally the Book of books. Twenty years have passed since then and my youthful expectations have not been fulfilled. I can now speak English, use a computer and understand machinery. Today I find it easy to achieve learning goals when I choose to set them. A few months ago we discussed in our company how important it was for us to employ talented linguists. The question was then raised, why not learn languages ourselves?

A few leftovers of French lingered from my youth. Even if I was convinced at the time that I would never learn it, I suddenly found myself with a totally different approach. Lo and behold, after 4 months of self-study I understand more than I did after 4 years at school. When I think back to my former learning blockage, much has changed due to my striving after virtues.

Why have I expressed my personal opinions in such detail? The answer is obvious; I want my employees and readers to tap into their learning potential with the greatest of success. Here are a few practical tips. How can we prevail in our daily lives against these anti-learning vices? Time management is essential, in order to free up a few channels so that we can act rather than react. It is helpful to examine all time-consuming activities, including our sales-drive. I have consciously spent less time selling, without taking any harm. If you overdo selling, you may well become a specialist, but will then have insufficient time to develop other important skills,



**Evaluation of special  
machines**

I do not always offer maximum prices, but always sincere advice.



Stefan Höchsmann  
Tel. 0049 (0)171 3111226

»On Offer«

**GUBISCH Moulder GD 4U**

built in 1994  
planing width 230/planing height 125 mm,  
table length 2,500 mm,  
5 spindles b-r-l-t-uni,  
glazing bead separation.

price: 18.000 EUR



which are just as necessary in order to sell successfully. Another of my time wasters was listening to unnecessary radio news programmes in my car on business trips. I used to listen to the same news about seven times a day; this may have satisfied my curiosity, but I had no time left for French CDs. Another key is 'doing without' – not gratification. If you can't abstain, you can never truly enjoy. It shouldn't be a problem to miss a meal occasionally, in this way you instantly gain 1 hour to learn, or just to relax. Mind the TV; it encourages inactivity, greed and vanity on most channels. We have banished our TV from the living room and use it rarely, to watch a few selected DVDs. This is probably the reason why our 9 year old daughter - with an curious and hyperactive temperament, taking after her dad - has nevertheless developed in to a strong reader. Buy the way, there are still some books available, which encourage learning virtues. I recently read Uncle Tom's Hut with my children. What a thrilling and virtuous book! It's a shame that most bookshops have only the uniformed fantasy stuff; which always bears the risk that their consumption leads to a loss of contact with reality.

The time has come to take a stand against those vices camouflaged as virtues, for a new learning culture highlighted through virtues such as diligence, self-control and modesty. Perhaps this leaves the impression that learning is my greatest passion – on the contrary. All the knowledge of

this world is only noise and junk compared with what I actually desire. I have learnt that knowledge is not essential. What I desire is a peace of heart, which carries me through all struggles and difficulties. But this is something we cannot learn, we receive it as a gift and there is only one person I know can give it – Jesus Christ. However, after establishing peace of heart He gives us ideal conditions for learning; He is an unchanging point of reference for building up knowledge; He guides us to a realistic and discerning self-perception, which allows us to learn from our mistakes; He surrounds us with His love and accepts our weaknesses, so that we do not collapse through them and can freely learn from His strengths; He send us his Spirit, so that we can mature in self-control, that we can achieve our goals. He deals with laziness, vanity, greed and all other vices that hinder. It may surprise some people when I attribute my learning achievements to Jesus Christ. However when we are quite well versed of our Western World history - and we should, if we want to understand the present – one thing becomes clear: We once had a religion from which we derived our definitions of virtue and vice. The followers of this faith called themselves Christians, and when we take the biblical word 'disciple', translated out of the Greek, we are left with the English term 'one who learns'.

**Stefan Höchsmann**  
General Manager & "Apprentice"

»On Offer«



**HOMAG CNC-machining centre BOF 41/45/K**

built in 2000, working range X 4.500/Y 1.300/Z 410 mm, 12-tool changing positions, 17 vertical borers, 12 horizontal borers, 1 moulding spindle, price: 63.000 EUR



**VITAP Dowel-hole and line-boring line SIGMA 2TA**

built in 2000, Boring supports bottom-up 4, boring beams per support 9, Working width max 2.500/Working depth 70 mm, price: 27.500 EUR



**HOLZHER Edge bander SPRINT 1315-2**  
built in 2002, edge band height max. 51 mm, edge band thickness max. 8 mm, trimmers, 1x milling, corner copying, profile scraper, buffing. price: 13.900 EUR



► **Brochure partnerships**

Our collection of brochures is as extensive as our history of woodworking machines. We look for brochures from

every manufacturer, model, year of manufacture and type. Please contact us if you have old brochures which you no longer require. We'll gladly come and collect them, put them in our archives where they are still available for you. **Purchase Department**



»On Offer«

◀ **BRANDT Edgebander KD 56C**

built in 2000  
edge band thickness max. 4 mm, trimmer, 1 x milling  
corner copying, scraper, buffing

price: 16.500 EUR



► **Company closure**

We buy complete production plants from stock at short

notice. If you have enough time, we will market your machines for you medium term, sharing the risk and achieve higher prices.

**Purchase Department**

# Opportunity International

## Providing work instead of handouts



Photograph: Regina (56) from Mosambik

The 2006 Nobel Peace Prize was awarded to Muhammad Yunus, whose microcredits are a very efficient method of development aid. The [www.oid.org](http://www.oid.org) foundation functions in the same manner, which we have been supporting for a few years.

OID helps the poor, but nevertheless economically active people who would otherwise have no access to capital, via microcredits. The principle is simple: no handouts, but rather helping others to help themselves; the borrowers are viewed as serious business partners, not as passive beggars. They are integrated into a Trustbank-

Group, where members act as guarantors for one another and support each others' business ideas.

The microcredits are repaid with interest (repayment rate of 97 %) and lent once more, thereby creating a multiplier effect.

*I recommend the work of OID. I consider it appropriate to allocate a part of our profits as a donation for microfinancing tiny businesses in developing countries.*

**Stefan Höchsmann**  
General Manager

### More objectivity when seeking advice, which is the best machine?

A machinery trader who has no preferences about certain manufactures, and is therefore not biased towards his own products, would be pleased to advise you:

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[verkauf@hoechsmann.com](mailto:verkauf@hoechsmann.com)



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# Our motto for 2007

## Increasing **competence** – securing **quality**

Competent and motivated employees belong to the key factors of successful enterprises. In 2007 we want to focus on increasing technical and social competence in important fields, which should guarantee us continued recognition as well as lasting economic success in our branch.

Essential elements in putting our motto into practice are personal learning goals and projects, which we wish to agree upon and merit individually with our employees.

In addition to increasing competence, continuing the work begun in 2006 to develop, agree upon, and apply quality standards is still very important. It should be pursued with the goal in mind, of seeking out shortcomings in our daily work routine, looking for optimum solutions with the people concerned, and to then agree upon these as quality standards and apply them permanently.

**Mathias Tempel**  
Plant Management



**Coming together**  
*is a beginning.*

**Keeping together**  
*is a progress.*

**Working together**  
*is success.*

*(Henry Ford I.)*

We express our gratitude for your partnership in business. We want to learn with our business-partners the ability of working together successfully in the long-term. In this sense, may we all contribute shaping a positive future of the history of woodworking machinery.



▶ **Any supplements to our history**

Have you found any mistakes

in our history? Do you have any additional important information concerning innovations in our industry? Please contact us. We are planning a more extensive release on our new Internet site in 2007.



▶ **Valuing machines**

Here are two fundamental factors:

- Our excellent knowledge of the market makes us competent
- Our sound company values make us fair

**Purchase Department**



**Höchsmann**  
TECHNOLOGY FOR WOOD

Deutsche Post 

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01662 Meißen

A company knows the  
**history** of **woodworking machinery**  
and tries to understand the presence  
and shape the future

» ...to the present state  
of technology in 2006. «



*Greetings from the Höchsmann offspring, which are our 90ties and 2000s.*

(f.l.t.r.)

David Höchsmann (2004)  
Silas Polei (2005)  
Martin Tempel (2005)  
Lisa Tempel (1998)  
Anna Tempel (2000)  
Christian Schulz (2000)  
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