

Welding process

**JL** Goslar's new €5 million anode factory became operational in the third quarter of 2014. The planning and design of the 5,000sqm plant at Ilsenburg incorporates the latest technology and know-how. A modern production environment, new automated processes and robotic welding have enabled JL Goslar to increase efficiency and extend the portfolio of products it can offer electrolysis operators.

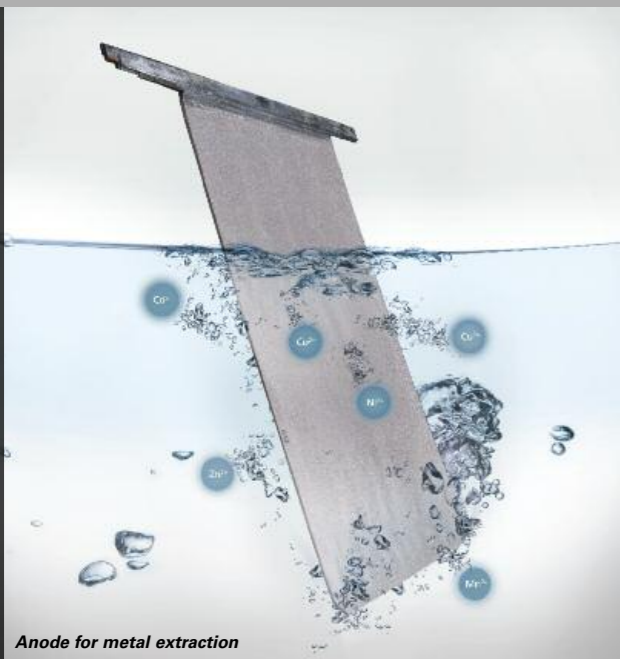
"This new facility is a long-term development focused on the needs of our customers in the chemical and non-ferrous industries," said Bernd Boettcher, Senior Vice President of JL Goslar. "As well as a wider product range, customers will benefit from better quality products and faster processes, meaning shorter lead times.

"This new plant has at project completion a multiple manufacturing capacity in comparison to the old manual production of anodes. In the future, production will be a mix of anodes and, as a new product, cathodes. ▾

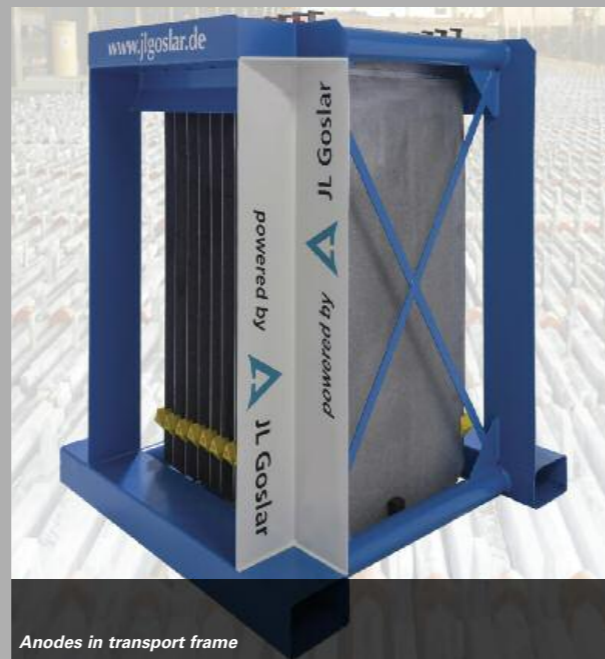


# TRADITION, INNOVATION AND PERFECTION

*Metallurgical expert JL Goslar GmbH has invested in a state-of-the-art anode plant to increase sales and develop new markets around the world. Report by David Porteous.*



Anode for metal extraction



Anodes in transport frame



Radiation shielded cabinet



Electrolytic bath

### Innovative Strength

"The opening of the factory is a further milestone in our company's development. This investment in the future of JL Goslar will increase our innovative strength and generate international growth."

Lead ore has been mined in the area around Goslar in Lower Saxony, Germany, for over a thousand years. The foundations for JL Goslar were laid down in the historic town in 1906 with the opening of a lead works.

Today JL Goslar – born out of the merger of three companies: Bleiindustrie, Metallwerk Goslar and Apparatebau Goslar – is one of the world's leading manufacturers of non-ferrous products, radiation protection components, equipment and systems made of lead, tin and their alloys.

Total turnover of JL Goslar and its subsidiaries – which include the newly formed JL Goslar Anoden GmbH and ELSOLD, established in 2011 to develop solder products – exceeds €50 million.

"The company's success story is based on our principles of tradition, innovation and perfection, which we pursue without compromise," added Mr Boettcher, who joined the business in 2010.

"Our tradition is that we originate from one region and one trade in which our expert knowledge is concentrated and continuously refined. Our innovation comes from striving for solutions that are safer, more efficient, better value and better for the environment.

### Never Satisfied

"We never rest on our laurels and we are constantly thinking about how to optimise concepts as well as manufac-

turing processes to satisfy the needs of our customers."

In addition to making anodes for extractive metallurgy, JL Goslar's range of products and services encompasses two other segments: construction of apparatus in lead/steel and radiation shielding. In the former, JL Goslar is the only manufacturer in the world to successfully use automated homogenous lead lining. In the latter, it is a recognised partner to the nuclear industry both at home and abroad.

Mr Boettcher said: "As we conduct business all over the world we are always looking for new partners in Germany or abroad who can help us supply our customers with the highest quality products and the best possible service. The qualities we are looking for in partners include a consistently high level of quality, competitive prices, well-organised logistics, reliability, entrepreneurial flexibility, and a willingness to find innovative solutions.

"Because we are working with base metals, some of our customers are also our key suppliers."

JL Goslar first introduced a certified quality assurance system in 1994. It has held accreditation to the ISO 9001 quality management standard since 2004, having been successfully recertified 17 times in a row.

As a company that handles heavy metal lead on a daily basis, and in a plant that is located close to residential areas, JL Goslar also has to show that sustainability and responsibility for the environment are not simply business

buzzwords, but key elements of its corporate social responsibility agenda.

In October 2014, JL Goslar announced that it had been accredited to the ISO 14001 international environmental standard for the very first time. This followed an inspection of the company carried out by independent auditing company DQS over five days during the previous August.

The award of ISO 14001 not only certifies that environmental aspects are considered in all the firm's relevant processes and business policy decisions, but also acknowledges that its impact on the environment is reduced by efficient energy systems. Particular emphasis is placed on achieving a 100 per cent raw material recycling rate and the monitoring of sources of emissions.

"On the one hand, our products are niche products, and on the other hand, necessary products for specific processes," said Mr Boettcher. "We have to keep an eye on the development of these processes and alternative products for such kinds of applications.

"Products that will be phased out in the market in the near future must be replaced in our own portfolio by new products and promptly made available.

"Our aim is to change from a supplier to a systems supplier and become a true development partner for our customers. With our experience and knowledge, we can ask them the right questions to determine their future requirements and guide JL Goslar and its daughter companies in the right direction."



Tank-type containers for hazardous goods