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# peiker press



Inside:

- › Investment & motivation
- › Technology & industry
- › Teamwork & social engagement

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# Reaching our goal together



The front page of our company newspaper shows what it's all about: we create networks! We use the latest technology to connect people with the help of our innovative products and system solutions.

As you can see, we have ambitious goals. And to achieve them we need qualified employees and an effective strategy so that we can successfully implement our projects. The new CTO of peiker Holding, Dr Christoph Schillo, is sure of one thing in particular: "You grow with your challenges." He tells us more in the interview starting on page 8. peiker CEE is also growing, in terms of its products. As of 1 September 2018, we took over the well-established business activities of Oldenburg company PROEQUI. This has brought experts into the team to help us ensure that our products will soon be able to interact with each other.

On the subject of products: peiker CEE is currently launching a new product with targeted acoustic stimuli that has a calming effect on horses. Not only veterinarians are impressed, but also multiple world champion and Olympic medallist, Isabell Werth. Have a look at page 16 to find out more about our new device for horses.

Our partners FTI and peiker International have also set themselves a number of goals for the coming years. While peiker International is currently expanding its global sales network, FTI is literally taking off with its products. The company specialises in the development of video-based security systems for aviation. Both peiker companies are introduced from page 18 onwards.

We all know that you can only achieve your goals with a good team. This is why the companies in the Peiker family are in close dialogue with each other and often work together on joint projects. An example of this is the Hofgut Liederbach estate, which now functions as a testing centre for peiker CEE (page 22). It is fun to work together and support each other. You can read what this support looks like in practice from page 23 onwards.

But that's all I'm saying about it for now. To find out more, take a look at our peiker press yourself and let us surprise you with all our latest news.

I hope you enjoy the read!

Warm regards

A handwritten signature in blue ink that reads "R. Bensing". The signature is stylized and fluid.

**Reiner Bensing**  
Executive Board



# Investment & motivation





# Positive action: peiker invests in new properties

Only 15 kilometres from Frankfurt, in the lush, green area of Wetterau, Karben offers an excellent combination of city and countryside. These are ideal conditions for a modern construction project, prompting significant interest at peiker. By the end of 2020, a total of 119 high-quality owner-occupied apartments will be built on the outskirts of Karben. peiker has secured 44 apartments, spread across four buildings.

The apartments, which are between 60 and 140 square metres, were designed both for individuals and families and offer comfortable and convenient living options for these target groups. These include light-flooded rooms with floor-to-ceiling windows, exclusive designer furnishings and attractive outdoor areas with balconies or terraces and a beautiful view of the Wetterau. “So we couldn’t resist it”, says Reiner Bensing, Executive Vice President of Finance & Properties at peiker Holding.

In fact, peiker bought 34 apartments in Gross-Karben back in 2017. These were also newly built and should be ready for occupancy by the beginning of 2019 at the latest.



# Online launch: peiker Holding has its own website

People say that a company's business card is its website. So it's high time for peiker Holding to have a presence on the web as well.

At [www.peiker-holding.de](http://www.peiker-holding.de), the company explains how it came to be and tells the story of its history. The website gives a clear overview of the company network and presents the individual companies within the peiker family.

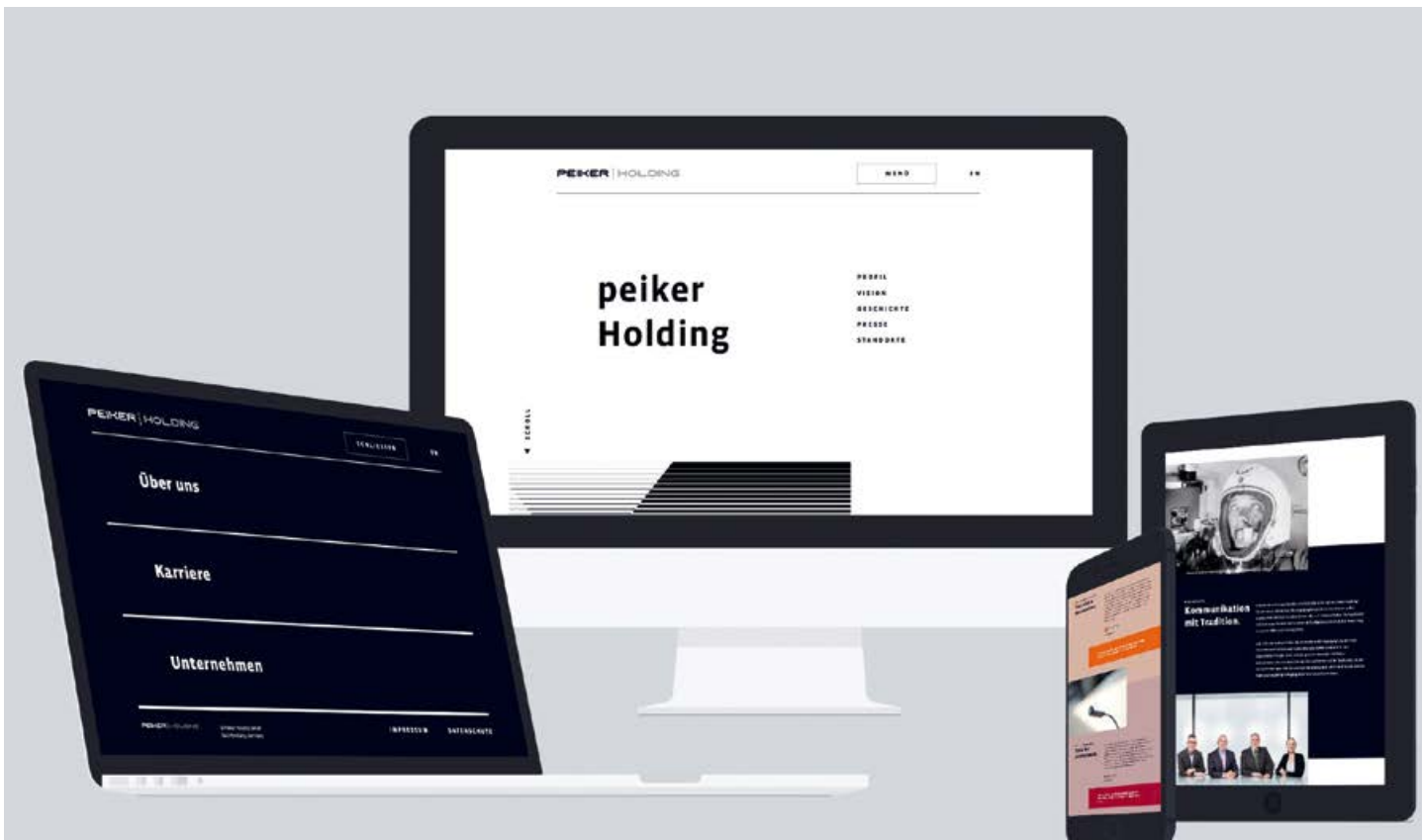
"The career section of the website was especially important to us," explains Elina Zinke, Head of Human Resources at peiker Holding. "We wanted to create a platform to present ourselves and the other peiker companies. The management team quickly saw that we had to become "visible" on the web in order to do this.

"At peiker, the signs are pointing to growth," says Reiner Bensing, CFO of peiker Holding. In his opinion, in

order to gain good people for the company, you also need to show what you have to offer and what you can do. But it is just as important to show that you take social responsibility seriously and demonstrate a strong understanding of sustainability.

The websites for peiker CEE and the Hofgut Liederbach are currently being redeveloped and will soon be launched for all to see.

Come and take a look! You can find us at [www.peiker-holding.de](http://www.peiker-holding.de)



# Interview with the new CTO of peiker Holding: “We want to set ourselves apart from the competition”

Some call him “the brain”, others just call him “Christoph”. The fact is, Dr Christoph Schillo is one of peiker’s foundation stones. At peiker acoustic, he headed the Advance Engineering department for eleven years and was responsible for the development of the CEECOACH Bluetooth communication system. He also played a key role in setting up the Development department at peiker CEE. In his new role as CTO of peiker Holding, Schillo now acts as an important interface between the holding company and the development departments in the individual peiker companies.

**In your position as CTO, you play a key role. You advise the holding company management on strategic decisions, and you are also the contact person for the subsidiaries when it comes to joint development projects. That’s certainly not an easy task!**

**Dr Christoph Schillo:** You grow with your challenges. But all joking aside. What makes the whole thing so exciting is that the individual companies are specialised in completely different areas, and we also serve different target markets with our products. At the same time, the companies are closely interlinked with each other and support each other when needed. This can sometimes be very interesting – especially when you venture into fields that have nothing to do with the actual subject area.

**What do you enjoy most about your job?**

**Dr Christoph Schillo:** That there is so much variety. After all, this isn’t the kind of job where you sit in the office from 9 to 5 and at the end of the day everything is done. The interesting thing about my work is that I get lots of input from many different sides and am able to keep up with the latest trends and market developments. I find that really cool! *(laughs)*

**Back when you were a child, did you want to become someone who creates things?**

**Dr Christoph Schillo:** Yes, absolutely. Even as a child, I loved to make, develop and try out all kinds of things. Of course, I didn’t know then that you could do something like this professionally. A few years later, I also found I enjoyed doing things with computers. Basically, my career, which began in childhood, has continued and developed over all these years.

**When Andreas Peiker decided to make a fresh start in 2015, you were there right from the start. How would you describe the company’s development so far?**

**Dr Christoph Schillo:** I would almost describe it as breath-taking. Because when we made a new start a few years ago, there was only peiker CEE at first. Then suddenly, the aviation sector brought with it a completely new line of business. It was very fast paced and we gained a lot of new skills within a very short time.



*Dr Christoph Schillo is a real foundation stone for peiker.*



# PEIKER | HOLDING

**Let's take a look at the future. What direction will peiker's technical product developments take?**

**Dr Christoph Schillo:** The individual companies will definitely continue to focus on their product areas. This means that their directions are predefined from the outset. Nevertheless, in the future we will see more interaction across the companies and will develop new products that cross company boundaries. We have already planned a few pilot projects and are in the process of refining these. It has become clear to us that we need to have some sort of basis for the development, which can then be adapted by the individual companies. We are currently working on creating this.

**Which technological trends could become interesting for peiker, do you think?**

**Dr Christoph Schillo:** There are many things that would be relevant to us. Like LTE advanced, for example. There is currently a great deal happening in transmission technology. This will open up completely new opportunities for us. Of course, we would like to apply these latest developments to our products and use them to set ourselves apart from the competition.

**peiker CEE plans to launch a new product in 2019 that is currently in development. How challenging has the product development been?**

**Dr Christoph Schillo:** When it comes down to it, every project is time-consuming and labour-intensive, if you want to do it properly. Developing a product that is not just the current standard is always hard work. At peiker acoustic, we were previously able to rely on experience in our projects, but now this is only possible to a limited extent. Because now we are working in completely new areas. Sometimes you suddenly have to face challenges that you didn't initially expect, especially in software and hardware development.

**In your opinion, what is the biggest challenge in the development of a good product?**

**Dr Christoph Schillo:** To answer this question, you first have to be very clear about how you define a good product. In my opinion, a good product is not automatically a commercial success. I would describe a product as good if all entities within a company were satisfied with it. This would be something that can be sold for a premium price and is warmly welcomed by the customer because they recognise the benefits and it is easy to use. But if you ask an engineer about a good product, they will associate it with the word "challenge". A developer will be all the more proud of a product the more brain power has gone into it and the more individual the product is.

**How would you describe a good developer?**

**Dr Christoph Schillo:** That's a difficult question. Someone who develops a predefined product in line with a particular specification and within a given timeframe. But a good developer is also someone who is not narrow-minded. They must also be able to cope creatively with unforeseen problems. But good developers doesn't lock themselves away in order to get things done, either. This would not be possible with our systems because they are so complex that we simply have to work in a team.

**Is it true that there is an inner child inside every developer?**

**Dr Christoph Schillo:** Yes, there is a mini developer inside every adult developer – and they want to play. (*Smiles*) If you approach problems with a childlike openness, you are much more creative in finding solutions. It's much easier to think outside the box if you don't run around with your adult blinkers on.

## Changes at the top: peiker CEE under new management

In the peiker CEE management team, the signs are pointing to change: Gerd Naumann has been the new Managing Director for Sales and Development since 1 September 2018. Naumann takes over from Andreas Peiker, who wants to focus more on the strategic direction of the peiker companies in the future.

“We deliberately took our time when looking for a new director. I am convinced that we have made the right choice with Gerd Naumann”, says Andreas Peiker, who explains that this decision is also intended to reflect the internationalisation strategy at peiker CEE within the management team.

Naumann is the owner of a company specialising in occupational safety and environmental protection and has been working as an external consultant for peiker CEE since 2016. He is thus very familiar with the company’s strategy. “It is extremely important to ensure the quality of the products remains at the highest level. Top quality is always associated with trust in the brand”, says Naumann. The new managing director says of his role at peiker CEE: “Continuing peiker’s success story is both a requirement and an incentive. I look forward to working with this strong team and tackling new challenges together.”

### New CTO for the development team

Marcus Schulze, who took over the technical management of peiker CEE on 1 October 2018, is also looking forward to new challenges. As the new CTO, he is responsible for consolidating the technical roadmap and strategic planning for the development team. He is an important link between management and the technical department and is motivated to implement the company’s vision.

Schulze, who worked at peiker acoustic for seven years as deputy head of the development department, as well as working in the automotive sector for 20 years, is looking forward to the new projects that await him at peiker CEE. “I am very pleased to be returning to a medium-sized company where I can create things and make a difference, applying my specialist knowledge and my strong commitment to the role”, he explains. Schulze sees the balancing act between being on-schedule and ensuring effective execution of ongoing projects as the greatest challenge. Because these needs can sometimes clash with the development and management of other innovative product ideas. “Our primary goal is to achieve independent and future-proof growth based on the products we develop”, explains the new CTO.

*Gerd Naumann,  
CEO at peiker CEE*



*Marcus Schulze,  
CTO at peiker CEE*





# Technology & industry



# New addition to the family: peiker CEE strengthens its team

The objective of peiker CEE is clear: within a few years, they want to be the number one in technical product development and system solutions for equestrian sports. But this can only happen if you have the expertise and the corresponding talent. That is why peiker CEE took over the well-established operations of Oldenburg company PROEQUI on 1 September 2018. PROEQUI specialises in the development of web-based software solutions that are used for the administration of horse farms and equestrian businesses and make day-to-day stable management easier.

“The new product range and team are the perfect addition to peiker CEE. With this expansion, we want to further consolidate our market position, while also opening up new markets”, explains Jeroen Brinkman, Sales Manager at peiker CEE.

## PRO | EQUI

### Vision for the future: products that interact with each other

“We are currently working on ensuring that the peiker CEE products that are intended for equestrian sports and retailers can interact with each other”, says Dr Christoph Schillo, CTO of peiker Holding. Existing and new solutions, such as sensors, should then be able to exchange information via a specific software interface and trigger particular processes. One conceivable solution for riding facilities would be a combination of stable management, access authorisation and monitoring systems that could all be automatically controlled.

PROEQUI already knows a lot about electronic stable management. Its complex software solution was developed in collaboration with well-known breeders, studs and industry associations. “One advantage of the software is that it can be operated via internet-enabled systems and can therefore be used by many different users”, says Volker Bialluch, PROEQUI’s previous managing director, who will continue to play an important role in the company.

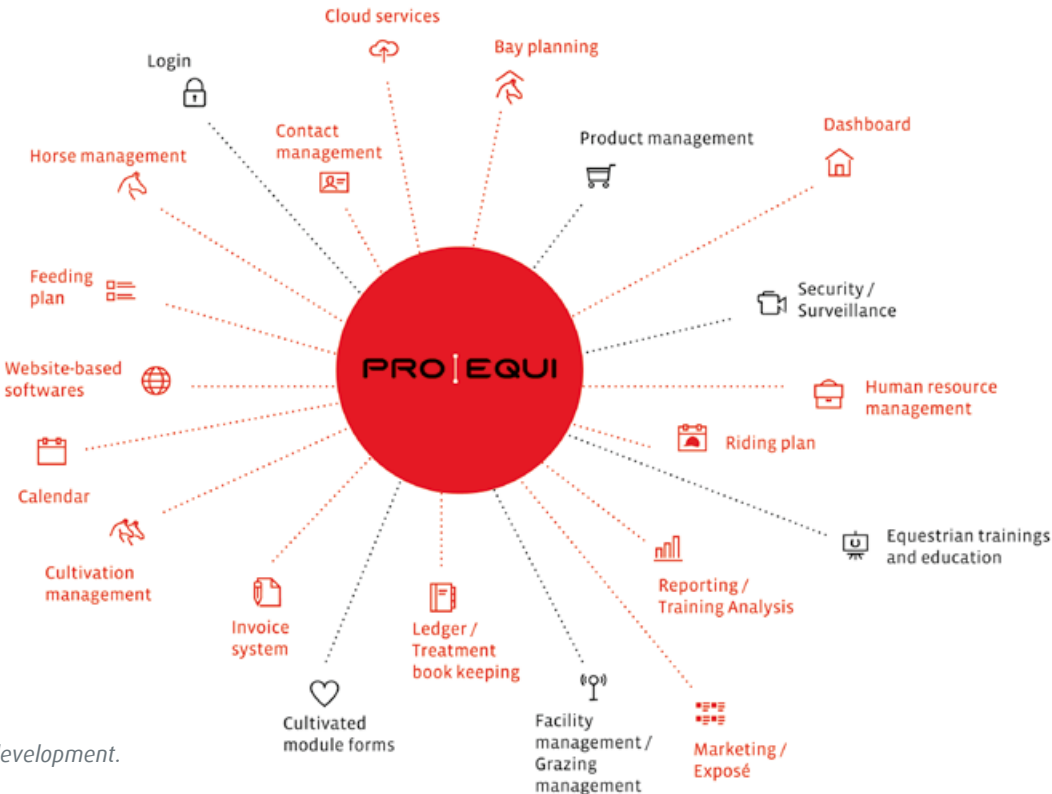
### Recognised with EQUITANA Innovation Prize

Other product developments by the Oldenburg-based company include the “PROEQUI esl” digital box sign, which was awarded the EQUITANA Innovation Prize in 2017. “Current information about feeding, illness or movement is clearly displayed on a screen”, says Heiko Willer, software developer at PROEQUI.

Since PROEQUI and peiker CEE mainly focus on the same target group, PROEQUI is currently being integrated into peiker CEE and will be managed there in future as an additional product area. Both sides are looking forward to working together on interesting projects in future.







Black modules are under development.

## Interview with pei tel Managing Director Thomas Martin:

# “Much of our investment will go into developing future system solutions”



pei tel Managing Director  
Thomas Martin

Thomas Martin has experienced the development of pei tel Communications GmbH from almost the very beginning. Starting out as a regional sales company, it has repeatedly reinvented itself during its 27-year history. Thomas Martin has been the managing director of the company since 2004. In our interview with him, he gives us his insights into times past, current challenges and new opportunities.

These changes can be challenging, but they can also offer interesting new perspectives. Our customers have continued to benefit from our reliable, high-quality products, while the company has gained some promising synergies. Taking over further production steps enables us to react even faster to customer requests and optimising the process chains allows us to shorten our delivery times.

**Is there a danger that knowledge that was previously held by peiker acoustic, and has been incorporated into the products, will be lost?**

**Thomas Martin:** No. We have successively built up our own development and production capacities. This process will be continually adapted to market requirements and will be continued.

**What do you personally see as the biggest challenge?**

**Thomas Martin:** There are a number of issues that we are tackling in parallel. The structures have to be adapted to the new conditions and sales must be secured. But at the same time, the product must be transferred successfully and both old and new employees need to be motivated.

**pei tel is a company that is active internationally. It generates around half of its sales abroad.**

**How do you organise your international sales?**

**Thomas Martin:** We have agencies in important international markets such as the major European countries, China and the United States. We are in close contact with these so that we can provide information about the development of new products, for example, and keep up to date with the needs of our international customers.

**pei tel is currently going through a phase of significant change. The company will have to develop and manufacture even more itself in the future. Do you see this as an opportunity or a risk?**

**Thomas Martin:** It is a great opportunity. pei tel was originally a trading company. Now we are a company that can accompany our national and international customers from the product idea through to mass production.

**What does this mean for employees and customers?**

**Thomas Martin:** For employees, being part of a growing company means that their working environment can change: There are new team members, work processes have to be adapted and sometimes roles need to move to new locations.





**What are currently the most important national and international developments and how is pei tel responding to these?**

**Thomas Martin:** We have employees whose role it is to track national and international trends. Of course, we are interested in what developments will be relevant over the coming years. We are monitoring our core markets in the industrial, transportation (rail/public transport) and BOS sectors in particular.

Digitalisation presents a further challenge for us, especially developments with 5G. In this respect, our target markets will also change dramatically. In order to be well positioned for this digital transformation, we must have a future focus and act with foresight. That's why much of our investment will go into developing future system solutions.



*pei tel headquarters*

**What priorities will pei tel set in terms of products and industries in the near future?**

**Thomas Martin:** As I mentioned earlier, we are already thinking and acting in a future-focused way. It goes without saying, however, that we will continue to remain true to our core products. Here, too, we are increasingly focusing on intelligent devices. We have also recognised that our car phone range must adapt to market trends. The new generations will differ significantly from their predecessors in terms of performance. The new models will have the latest voice and data transmission options, offer a range of ports for a wide variety of system solutions and be controllable and accessible via web-based platforms.





# CEECALM product launch: peiker CEE presents acoustic calming device for horses



You don't hear much, but what you do hear is enough to calm horses. CEECALM is the name of the new product from peiker CEE, and the world champion in dressage, Isabell Werth, is impressed.

Horses are prey animals with a well-developed fight-or-flight response. Technology company peiker CEE has taken on this problem and developed a device that can have a calming effect on horses with targeted acoustic stimuli.

The principle behind CEECALM is based on the social behaviour of horses. When a horse is grazing, for example, the resulting eating noise has a calming effect on other horses. Observations have shown that they also begin to graze and adopt a relaxed body posture. "We have analysed these natural trigger noises and prepared them in such a way that they can be used at any time to calm the horse, using our device", explains Dr Christoph Schillo, who is in charge of development at CEECALM.





# CEE | CALM

But what does this mean in concrete terms? Wouldn't it have been easier just to play soothing music? Surely what works for humans must also work for horses. "No, not always", says Dr Holger Fischer, vet and Managing Director of the Veterinary Competence Centre for Horses Großwallstadt ALTANO GmbH. "Horses don't associate music with relaxation, because it is not a natural stimulus for the animal. If, however, the horse hears familiar noises that would occur in nature, this has an instinctively positive or negative effect. A horse would never eat in a tense situation in which it might have to flee", confirms his colleague, Dr Wolfgang Mayrhofer, who supports the approach of using soothing natural sounds. Both vets were actively involved in the development phase of the calming device and provided consultation to the development team.

peiker CEE has drawn on expert knowledge for the product design and development. The process involved months of research, analysis and testing at the Hofgut Liederbach estate. Even a behavioural researcher for horses was included in the decision-making. Everyone involved is very pleased with the resulting device. Its size means that it can be used flexibly, for example, in the horse box or during transport, as well as during veterinary examinations. "We have not only ensured that CEECALM is small and light. It was also important to us that the device should be easy to use", says Sophie Lotz, product manager at peiker CEE.



## World champion in dressage is impressed

The fact is, a relaxed horse also has a positive effect on its owner or rider. And it is well known that natural sounds also make people quieter. World champion in dressage, Isabell Werth, believes that the principle behind CEECALM really works. She is permanently on the road at international tournaments and knows that a stressed horse also causes tension in the rider.



Isabell Werth

## Another peiker CEE product planned for mid-year

Riders can look forward to another innovative product being launched in the middle of next year. "This system expands our product range of communication devices and brings a completely new and highly modern technology to the market", says CTO Marcus Schulze. Compared to the previous CEECOACH product, the new system offers considerably more range and enables a higher number of participants in group communication. This is an important product feature that is not only a decisive factor for horse riders and outdoor athletes, but also for other industry users. The modern communication system will therefore also be launched in a business version and promises excellent potential for application by retailers, event managers and others.



# Ready for take-off: Why FTI products are taking to the air

FTI Engineering Network GmbH has been part of the peiker family since January 2018, expanding the group to include the aviation sector.

Founded in 2001 as a service company for Flight Test Instrumentation (FTI) in Wildau near Berlin, the company initially focused on extending its expertise in testing. Soon FTI was developing and building end-to-end test systems for the aviation industry, which are used in Airbus aircraft, for example. This resulted in FTI creating a service business that involved operating the plants and other project-related engineering services. The portfolio was also expanded to include camera-based measuring systems as another key focus. The successful deployment of the first systems and the growing demand in this area led to the expansion of this business segment. More recently, FTI has specialised in intelligent video and evaluation technology for the aviation industry. Important milestones include certification as a design organisation by the European Aviation Safety Agency (EASA) and as a production company by the German Federal Aviation Authority (LBA).

These authorisations by the aviation authorities enable FTI to offer its customers an end-to-end solution from design and manufacture to integration into the aircraft. Initially, the authorisation as a design organisation was only valid for small modifications, such as those required to install a camera. Since 2018, the company has been authorised by the EASA to certify major modifications to aircraft as a service to aircraft manufacturers, owners or maintenance companies. The spectrum ranges from small private aircraft to large passenger and cargo aircraft and includes modifications to the avionics, electronics, structure, aerodynamics, interior and software systems.

## Wide range of requirements

The first FTI camera systems were developed for the Airbus A310 MRTT as a surveillance system for use during air refuelling. The system gives pilots an accurate image of the tank hose and the aircraft to be refuelled, including at night or with strong backlight from the sun. A special sensor system for distance measurement provides the fuel operator with the data on distance in addition to the video image. "Our system means that the refuelling process can be much faster, more reliable and safer", says Michael Weisel, Managing Director of FTI. He explained that one of the biggest challenges is the complexity of the different system solutions that FTI now offers for different types of aircraft. In addition, FTI operates in a very strictly regulated market and the requirements for camera systems vary greatly depending on the type and area of application.



*In-flight refuelling with support from FTI technology*



## Current projects

“Our core project is the further development of our intelligent camera”, says Michael Weisel. The aim is to offer the customer a less complex solution, for example, by equipping the cameras directly with the appropriate software and storage media. This means that a complex system with a central computing and storage unit is no longer needed in certain applications.

In terms of design organisation, the focus is currently on ADS-B Out. ADS-B stands for Automatic Dependent Surveillance-Broadcast. This is an airspace surveillance technology that enables aircraft to be actively tracked using GPS-based aircraft data. Previously, this technology was only mandatory for aircraft above a certain size. However, to meet European Aviation Safety Agency (EASA) specifications, most smaller aircraft types will also have to be equipped accordingly by mid-2020. A separate Supplementary Type Certificate (STC) is required for the conversion of each aircraft type, which FTI can issue and award as a design organisation, following certification by the authority.



## Mutual support

Weisel sees the collaboration with the other companies in the peiker family as particularly positive. “From the very beginning, the dialogue was very open and constructive. Various ideas quickly emerged as to how synergies could be exploited among the companies”, says Michael Weisel.

Mutual support is already being provided in the form of project-related services. Due to its many years of experience and expertise in system solutions, in the future FTI will be increasingly active as an internal service provider for strategic projects.

“Another approach is to transfer our expertise in camera and evaluation technology to applications outside aviation, such as railways or equestrian sports”, says Weisel. Intelligent camera technology and video analysis make it possible to detect unauthorised access, count people or analyse movement paths, for example. This is not only helpful for safety reasons – it also supports the planning and management of visitors or passengers. This is an important area that many start-ups around the world are working on.



*We are keen to exploit synergies: Michael Weisel, Managing Director of FTI, and Andreas Peiker*

# Ambitious plans: peiker International to expand global sales network

Following the sale of peiker acoustic with all of its international subsidiaries, peiker now intends to become active internationally once again and set up a global sales network. peiker International has been founded as a company specifically for these activities. The new managing director Reinhard Kromer has set himself a number of goals, so we got in touch to ask him about the future.

**Mr Kromer, what are your plans for peiker International?**

**Reinhard Kromer:** In the future, peiker International will primarily focus on building up and expanding its global sales network in the industrial sector. This also means that we will support our partners in more effective marketing of their products internationally.

**Which markets will you be targeting for peiker's industrial products?**

**Reinhard Kromer:** The diversity of our product range, combined with our extremely high safety standards, makes peiker industrial products very interesting for international markets. I initially see great potential for increasing sales in North America. This is why we have founded our subsidiary peiker International, Inc. in Dallas. We also have a strong focus on the Asian sector, which is an important region. Asian countries are technological pioneers in many respects and incorporate innovative functionality even earlier than their US counterparts in some cases.

**What are the first steps you will need to take in order to realise your plans?**

**Reinhard Kromer:** A big step is often preceded by lots of smaller steps. For me, this includes supporting peiker companies in gaining access to international markets. We will establish international partners who will help us to sell peiker products in their region. Despite our ongoing expansion, we still have room to grow. In addition to having our own sales team, we take a collaborative approach in this. We also have a good network, and we need to exploit the potential here even more.

With **Kusbel Consulting LLC** in Boulder (Colorado), in which we will also hold shares from 2019, we have gained an important and experienced team of specialists in mobile communications technology. Pat Kusbel will also support us in technical sales for the US market.



*Pat Kusbel (l.) and Reinhard Kromer*

**PEIKER | INTERNATIONAL**



# Teamwork & social engagement





# Riding stable, event location, testing centre: The diversity of the Hofgut Liederbach

The Hofgut Liederbach estate has long moved on from being just a “normal” riding facility. World champion in dressage, Isabell Werth, who attended this year’s Skyline Cup tournament as an honorary guest, is in full agreement. The complex is also developing into a modern event location with a very special atmosphere. Because where else do you have the opportunity to enjoy an exclusive dinner in the stables? Some companies even use this location to entertain guests or for important corporate events. Take pei tel, for example,

which hosted the evening event for its two-day dealer conference at the Hofgut Liederbach.

In any case, Isabell Werth is very happy with Hofgut Liederbach, which has been recognised as a 5-star riding facility by the German Equestrian Federation (FN): “It’s always fun to come here. Last year I was at Hofgut Liederbach for the first time and I am very impressed with what has happened here in just a year.”

## Riding facility and test centre in one

But that’s not all! Since Hofgut Liederbach, like peiker CEE, is a company in the peiker family, both work together closely. The riding facility also serves as a test centre for technical product developments for equestrian sports. “Even before the actual development phase, there is close collaboration with the Hofgut Liederbach estate on the product research. We can draw important conclusions from this for future developments,” says Marcus Schulze, CTO of peiker CEE. Even after the product development is finished, the close collaboration is ongoing, as the development and sales team makes use of test reports from reliable sources. Brainstorming meetings on new projects are held regularly at the riding facility – not least because the location itself is also an important source of ideas. For example, on the theme of “Smart Horse 4.0”, there is currently work on a concept for the safety and health monitoring of horses as part of modern stable management.



*Guest of honour at the Skyline Cup: Isabell Werth, most successful dressage champion of all time*

*pei tel also used Hofgut Liederbach as an event location. Managing directors from left to right: Andreas Peiker (peiker Holding), Rita Reisenauer (Hofgut Liederbach), Thomas Martin (pei tel) and Daniela Büdenbender (Hofgut Liederbach)*



HOFGUT LIEDERBACH

# Help for the helpers: How pei tel products help to save lives

When the starting shot is fired on the traditional regatta course in Berlin-Grünau, it is not only participants but also DLRG helpers from the neighbouring district of Berlin-Lichtenberg who respond. These volunteers take care of anyone getting into trouble by, on or in the water. Modern communication technology from pei tel is what enables them to do this.

The regatta course is the oldest sports facility in the capital. Races still take place here regularly. Whenever there is a race on, the volunteers from DLRG Berlin-Lichtenberg are also on duty. This sub-group within the national association is responsible for a 40-kilometre-long section on which the regatta course is also located. Their most important piece of equipment is the boat with the radio paging name of Pelikan 68 – a donation from the Technical Relief Agency. The boat was recently fitted out with modern communication technology from pei tel.

## Problems with understanding

Safeguarding the races is the focus of activities for the DLRG team in Berlin-Grünau. As in all other cases, the DLRG acts as a first responder for the sports competitions to provide first aid on site. Until now, they were using a radio for communication. “In the past, communication often caused us problems because of the loud engine noises. We were in urgent need of better technology”, says Josef Kullak, station manager of DLRG Berlin-Lichtenberg.



Through a personal contact, pei tel became aware of the situation at DLRG Berlin-Lichtenberg. “As a developer and manufacturer of high-quality communication solutions and radio accessories, we saw it as our obligation to help”, says Thomas Martin, Managing Director of pei tel. The company took over the technical fit-out of the boat and a PTCarPhone 530 was installed. The telephone with extended telematics functions has particularly good reception and speech quality, as well as effective suppression of echoes and ambient and background noise.

## Communicating with the control centre

The DLRG uses the PTCarPhone 530 primarily to talk to the control centre. During a mission, the boat crew usually consists of four people. In addition to the boat driver and two helpers who go into the water in an emergency, another volunteer maintains communication with the control centre. Support from the Berlin fire service can also be requested over the phone when required.



pei tel started producing the PTCarPhone series more than ten years ago and it has become a success story. In the beginning it was only delivering a few hundred, but now it is delivering thousands of units to customers each year. Originally designed as a professional car phone series, these days the devices are also used in vehicles that are not on the roads. The series owes its attractiveness to its outstanding acoustic properties and its numerous telematics features. DLRG Berlin-Lichtenberg, for example, uses an integrated GPS module to locate its boat at any time and even transmit exact position data to its volunteers.

### Use in difficult conditions

As well as the PTCarPhone 530, the DLRG boat was also fitted with a DHL1/R pressure chamber loudspeaker, a special signalling system attached to a TM110 handheld microphone, as well as an LHM850 charging holder for a Motorola MTP850. All devices have been designed for use under severe environmental conditions. On the DLRG boat, the microphone is used for announcements at close range, for example, to clear the water surface. "A real improvement is that the pressure chamber loudspeaker was able to be mounted at the height of the boat driver.

Radio announcements that previously could not be heard due to engine noise are now a thing of the past", says Kullak.

The station manager and colleagues are rarely in enclosed spaces. The high ambient noise level, due to engine noise, for example, must not be allowed to substantially impair communication, however. After all, in an emergency, it's about saving lives. pei tel is assisting the team by equipping the new boat for the DLRG Berlin-Lichtenberg. For Josef Kullak, this commitment from companies is indispensable. "We are financed exclusively by donations. We are therefore delighted with the support from pei tel", he says.



*For Josef Kullak, station manager at DLRG Berlin-Lichtenberg, the pei tel PTCarPhone 530 is an important tool for communication with the control centre.*

## Blind faith on the ski slopes: peiker CEE equips visually impaired skiers with CEECOACH

60 centimetres of fresh snow under a cloudy sky. The ski slope is teeming with skiers. A group with neon green vests is standing on the edge of the piste. Not an unusual scene, but what's special here is that every second person in the group is visually impaired. The participants are part of the Snow & Eyes project, which is being run by the Sportsgeist e. V. non-profit sports association in collaboration with the Institute for Sports Science at Keil University and the Kiel Ski School.

The project, which is run every year in Hemsedal, Norway, aims to help children, adolescents and adults who are blind or visually impaired to gain a wide range of experience in snow sports. The CEECOACH communication system, which can support communication on the piste, is also in use here.

Andreas Märzhäuser is the Training Manager for snow sports at Kiel University and one of the overseers of the project, which was run for the first time in April 2013. While the number of participants was quite small in the beginning, it has now risen to over 50. In addition to the unique experience in snow sports, the aim is also to enable participants to gain useful skills for their everyday lives. And according to Märzhäuser, this is not just an expanded repertoire of movements, but also about self-confidence. Each "ski pair" consists of a specially trained ski guide and a visually impaired skier, both of whom are equipped with the CEECOACH communication device and are continually in direct contact with each other.

### Saying goodbye to self-doubt

The couples glide down the piste at a relaxed pace, almost like synchronised skiers. Self-doubt disappears automatically, because it's all about the experience here. "The body in motion, feeling the speed on the slope – all of this defines the motor skills of the athletes completely anew and promotes a sense of security", says Andreas Märzhäuser.

Once at the bottom, the participants are overwhelmed by their experience. Their self-confidence is just as high. The atmosphere is exuberant and the participants want to go straight up or down a second time – and they want to go faster. In the end, it's the feedback from the skiers that really counts: they say it was a really cool trip.





## CEECOACH in use since 2016

When asked whether the ambitious skiers found it difficult to trust a device completely, Andreas Märzhäuser answers: “We have been using CEECOACH equipment for communication between guides and skiers since 2016. The guides and their students are particularly impressed by the ease of use of the device and the ability to communicate over long distances without any interference.

## peiker CEE focuses on social engagement

Actively supporting social projects has long been a key focus for peiker CEE. “If we can help people with our products in their everyday lives, we are delighted to do so”, says Gerd Naumann, Managing Director. That is why everyone at peiker CEE was so enthusiastic about the idea of providing the Sportsgeist e. V. non-profit sports association with CEECOACH equipment. “Obviously, with our communication system, we were able to help the participants on the project to gain more confidence and develop their skills. For us, this is great feedback and confirmation that it is worth supporting initiatives such as these”, says Gerd Naumann.





## Would you like to get in touch? We look forward to hearing from you!

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