



## Grewus welcomes a new team member

Our department of Quality Assurance lead by Ralf Hinnerichs has been topped up: Since July 2015 Mr. Michél Köllmann is enhancing our QA team and as Application Manager ensures that the Grewus product range will continue to meet the highest technical and qualitative demands.

Mr. Köllmann has german-dutch roots and was raised in Eindhoven, but returned to Northern Germany at the age of ten.

He completed his training as industrial mechanic and electronic technician for devices and systems at ECH Wil, was assigned by a manufacturer of monitoring devices for combustion systems in power plants and in his previous post worked as a Certified Quality Assurance Manager (DGG) for a leading manufacturer of machinery and plants for tobacco processing.

Mr. Köllmann gathered valuable experience as a trainer for electricians and person responsible for the supplier management of complex plants in our partner country China, which is of great value for Grewus and its customers.

## Quality management at Grewus

Beginning with this Newsletter we will start a series, introducing to our readers relevant aspects of the quality management at Grewus. We will start off this issue with the implementation of the QR code (short for quick response) at Grewus.



## Interesting facts on the QR code

Owners of a smart phones know this procedure: You read an ad or see a billboard and you immediately want to get more input or buy the new gadget on the spot. So you look for the small square with the familiar matrix of black and white dots, make a snap shot and, Bob's your uncle, a website opens on the phone's display without any key stroke needed where you can instantly purchase the coveted ticket or retrieve further details.

This versatile QR code (Quick response code) made a triumphal march around the world and has become an everyday essential. The QR code was invented in Japan in 1994 by DENSO Wave as an enhanced replacement for the BAR code, which could only store as many as twenty alphanumeric characters. With a gigantic storing capacity of up to 7089 numbers or 4296 alphanumeric characters and a capacity to instead encode up to 1817 Japanese characters (Kanji), the QR code has quickly established itself as the standard in the Japanese car manufacturing industry as a time-saving way of recording and tracking parts and components in the electronic Kanban logistics system.

By now the practical diversity of the QR code has been recognized globally, especially in connection with quality management. Leading car makers such as BMW and Daimler AG meanwhile equip safety-relevant components with a label similar to the QR code called Data Matrix Code. When quality issues arise, by employing its unique QR or Data Matrix code, a critical component can be directly **backtracked** from installation to manufacturing. This traceability of components enables the manufacturer to effectively delimit vehicle recall actions to defective product batches.



## Data Matrix code introduced at Grewus

Leading car makers install more and more hitec into their limousines' tailgates: The standard electrical closing aid and power release with sensor is supplemented by the latest trick: When the electric closing aid of the tailgate is activated, a warning sound will be heard, generated by a buzzer made by Grewus. This component is labelled with a Data Matrix code similar to the QR code that contains all relevant product data: Part number, article number, supplier, production facility, manufacturing date, serial number (i.e. 1 – 10 000). Thus, our variant of the QR code complies to the standards ISO/IEC 16022:2006 and 15418.

Every buzzer has to pass an End of Line (EOL) test, where a scanning unit scans every part and generates a Data Matrix code whilst at the same time a measurement is performed on the buzzer. The electric parameters and exact production data are then combined into a single file and saved in our internal QA system.

Should a defect be detected after the buzzer is installed in the tailgate, using the Data Matrix code, the production period can be traced and narrowed down very quickly to identify defective production batches.

Without the QR or Data Matrix code the traceability from installation to production would be a costly time-consuming and labour-intensive endeavour.

### Further explanatory links on the internet:

- <http://qrcode.wilkohartz.de/>
- <http://www.qrcode.com/en/history/>
- <http://grandzebu.net/informatique/codbar-en/datamatrix.htm>



## DID YOU KNOW?



## Contemporary art in the offices of Grewus

When you enter the long corridor in the first floor of our office building, you are immediately enveloped by the air of a modern art gallery. The walls showcase large format, expertly framed pictures, mainly posters from art exhibition in Hamburg and elsewhere but also film posters of classics starring James Dean or Marilyn Monroe, hung next to advertising art and oil paintings by Chinese artists, who prolong the Mao cult into the present but inadvertently spoof the Great Chairman as Pop Art kitsch.

In the offices of the employees, originals from Thomas Reinelt and Philip Halsman are arranged side by side to famous photographs of Bengal tigers from India and landscapes of New York City. Next to the entrance to our chairman's office a small advertising art of the former Dresden Cigarette factory Greiling (where in 1934 the world's first filter cigarette was produced) elegantly replaces the name plate on the door.

The walls are adorned by rare curiosities and exhibits from Asia: Commercial art from a bygone China and a seductively smiling film goddess by the name of Butterfly Wu vie with photos of Western cultural icons like BB (Brigitte Bardot), MM (Miss Monroe) and Elvis Presley to catch the eye of the beholder.

This fascinating assemblage from the seemingly inexhaustible pool of the art loving Hamburg merchant Florian Greiling has been personally arranged in this manner and in a way mirrors his entrepreneurial life, an exciting constant commuting between East and West.



**PORTRAIT MARILYN-MAO BY PHILIPPE HALSMAN**  
Silver gelatine print, numbered print 16 of 250 from 1981  
Size: 13 13/16 in. x 10 7/8 in.  
(35.08 cm x 27.62 cm)

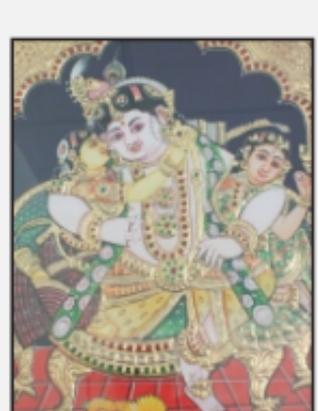
The portraits of two icons of the Twentieth century blend into one in this photography of the revolutionary Mao Zedong, leader of east-asian communism and american film star Marilyn Monroe, the embodiment of the sex symbol in the west.

In 1959 Philippe Halsman realized the idea of his friend Salvador Dali, who made this portrait available for the American fashion magazine Vogue to appear on the cover.

With this bewildering and at the same time humorous fusion of two of their best known symbols, Halsman anticipated the rapprochement between China and the USA (at least in the world of art) a full decade in advance.



**THE GREAT CHAIRMAN MAO AS A POPART INTERPRETATION, PAINTED BY A STREET ARTIST IN SHENZHEN.**



**TANJORE PAINTING FROM INDIA,** with an inlay of glass beads and gems. This classical painting style comes from the town of Thanjavur in the South Indian Tamil country.



**SOME LIKE IT HOT**  
Original Italian 2-foglio 39" x 55"  
Poster Year: 1970  
Year Movie Released: 1959

The classic 1959 Billy Wilder (nominated for the Best Director Academy Award) romantic musical "drag" crime comedy starring Marilyn Monroe ("and her bosom companions"), Tony Curtis, Jack Lemmon (in his nominated for Best Actor Academy Award role), George Raft, Pat O'Brien, and Joe E. Brown.

This film poster was a birthday present for Mr. Greiling from our Marketing Director Elisa Santella.



**'ART DECO À LA ROUTE:**  
(1907/08 – 1989)  
World's Greatest Historic Automobiles!  
Artist: Charles Avalon  
Unframed, 100% cotton paper.  
Limited edition of 280 prints.

The Grand Hotel Villa d'Este is a former summer residence of the cardinals of Como at the Lake Como from the Renaissance. Charles Avalon chose this place as a background for the Ferrari 250 GT Lusso, designed by Pininfarina in 1962. From Von 1929 to 1952 the automobile concours Concorso d'Eleganza Villa d'Este was staged here by the Automobile Club of Como. It was revived as an Oldtimer concours in the 1980s. Had there been a competition in 1963, the winner would definitely have been the 250 GT Lusso.



**BLACK ICON VOGUE**

Famous fashion photographer with a studio in Hamburg, where she made a famous shooting with the first afro-american supermodel Donyale Luna 1966 for the fashion magazine Twen. The entire works and estate of Charlotte March are part of the Collection Falckenberg in Hamburg.



**RARE JAPANESE FILM POSTER OF THE HOLLYWOOD CLASSIC CASABLANCA (1942)**

All these art works are the result of a long-time passion for collecting and a small selection shall be introduced to the interested reader in this section.



**BUTTERFLY WU OR HU DIE,** (1907/08 – 1989)

A flamboyant Chinese movie goddess in the 1920's and 1930's, was voted China's first Movie Queen in 1933 and winner of the Asian Oscar in 1960. During the Second World War she fled from Shanghai to Hong Kong and then to Chongqing. After the war she settled in Hong Kong and emigrated to Canada in 1975.