

Introducing one of our distributors

The Bürklin GmbH & Co. KG is a highly esteemed distributor of SMD signal devices by Grewus over the past few years. These devices are positioned directly onto the surface of the copper-cladded circuit board and soldered underneath.

Since more than sixty years this family-led company offers high-quality electronic components which are delivered via three distribution channels: Directly over the counter in the shop in Munich, in the conventional way using the mail-order catalogue, published since 1962 and updated annually, or electronically by visiting their own online store which is constantly expanded. The industrial customers and professional users are attended to by about 160 employees. Bürklin Elektronik was founded in Munich in 1954 as a wholesale and retail company by Dr. Hans Bürklin who handed over the business to his sons in 1995.

The partnership between Grewus and Bürklin Elektronik exists since 2010 with the focus on SMD signal devices which excel by virtue of their very compact design and therefore can be mounted directly onto the surface of the circuit board (Surface Mount Device).

By now the complete portfolio of SMT components are on offer and are distributed by Bürklin, from electromagnetic and piezoelectric signal devices to our present line of Front Panel Buzzers (alarm devices).

Right now as the range of our products is being extended the focus is aimed at miniaturized loudspeakers that are especially suited for equipment and systems with very compact dimensions and little space available but which demand high-quality sounds or voice output.



Bürklin Elektronik

Quality management at Grewus (CONTINUED)

Conflict resources/minerals

Newly developed products by Grewus are accepted by the customer only after they have passed a rigorous audit. Since the Dodd-Frank Consumer Protection Act came into effect in July 2010 more and more customers request information from Grewus, within the context of a product's supply chain traceability audit, whether the tested product contains any so called conflict resources or minerals. If this is the case, Grewus as an important supplier of the automotive industry attaches great importance to ensure that the resources come from legal sources.

Section 1502 of the Dodd-Frank Act states the precious metal gold and the three minerals columbite-tantalite (known as coltan and refined into tantalum, vital for tantalum capacitors used in high performance applications), cassiterite (basic ore for tin) and wolframite (chief source for tungsten) as the most prominent conflict minerals found in the Democratic Republic of the Congo where they are primarily extracted from small mines. The eastern provinces of this African country, from 1971 to 1997 called Zaire under its dictator Mobutu, are ravaged by civil wars since 1994 in the wake of the Genocide in Rwanda, that have so far claimed more than 5.4 million lives.

War parties in the eastern Congo gain control over the small mines where the minerals are extracted, and abuse children and adults in the surrounding villages and force them to hard labour in the mines that are often in danger of collapsing. The revenues from smuggling and trading of the minerals enable the rebels to finance their army and weapons. 75% of the revenues of the militias originate from the sale of conflict resources. According to sourceintelligence.com the revenues from mineral exports of these rebel forces have diminished by 85% as a result of the Dodd-Frank Act.



Democratic Republic of the Congo and adjoining countries (esp. Rwanda and Uganda)

Although roughly 12 000 companies are affected by the Dodd-Frank Act and obliged to report, only about 1200 firms in the US submit reports to the SEC.

If a company uses conflict minerals from the conflict region it has to determine the provenance with greatest possible care and submit an audited report to the SEC containing these information:

- Description of the affected products
- Designation of the industrial processor or conditioner (smelting hut) of the used minerals
- Statement of country of origin
- Description of measures taken or

procedure to determine the specific mine or provenance with best possible accuracy

- Result of the investigations/statement (DRC Conflict Free, Not found to be DRC Conflict Free, DRC Conflict Undeterminable)

What our customers demand of us:

- Declaration of supplier regarding the origin of used (conflict) minerals
- Completing a predefined questionnaire containing specific questions following the stipulated procedures of the Dodd-Frank Act (Due Diligence)
- In addition concrete assurances concerning the origins of deployed conflict minerals.
- Even though German Law has no provisions on requirement of disclosure or response, it would be unwise to refuse a reply as the legitimate interest in disclosure and the relations to the customer have to be taken into consideration.

DID YOU KNOW...?

Contemporary art in the offices of Grewus (part 2)

In the last newsletter we gave our readers a little insight into our company-own "art gallery". We have received quite a number of emails from our readers asking us to present more contemporary works of art hanging on our office walls. This time we would like to present to our readers a couple of advertising posters, introduce two German artists as well as a Chinese paper cut and a dog.



...DENN SIE WISSEN NICHT, WAS SIE TUN (REBEL WITHOUT A CAUSE, USA 1955) OFFICIAL GERMAN MOVIE POSTER

With his second and penultimate movie James Dean finally became a legend, but sadly could not enjoy the fruits of his fame. All three lead actors met a tragic end: James Dean died later in 1955 in his Porsche Spyder after crashing into a car at an Interstate junction near Salinas, Sal Mineo was stabbed to death twenty years later and Natalie Wood drowned in 1981 after allegedly having fallen off the yacht of her husband Robert Wagner.

When the scenes were shot for the „Chickie Run“ aftermath when the teenagers ran to the edge of the cliff to look down, they witnessed what looked like the sun rising and exploding. What they actually saw was the blast of "Zucchini", the 14th and final fission bomb (weighing 28 kilotons) launched in the atmosphere for Operation Teapot.



THE FIVE RED MEN (BY CHEN GUOBIN)

Paper cut in honor of the 85th anniversary of the founding of the CPC (The slogan reads: Long live Marxism-Leninism and Mao Zedong Thought!)

Paper cuts exist in China since the 6th century A.D., having been made for prayer and burial ceremonies. The silhouettes of figures and animals were put into the graves together with the deceased as burial objects for the afterlife. During the Tang dynasty (618 – 907) women carried head dresses made of paper cuts. In 2009 this ancient craft was incepted into the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

Commemorating the 85th anniversary of the Communist Party of China (CPC), Chen Guobin, a worker of a miners group in the province of Anhui, worked for ten months to create 85 different paper cuts of the most important personalities of communism.

In the style of the old 100 Yuan bill of the PRC which was issued for only the second time in 1990, our paper cut presented here shows the five visionaries of communism: Karl Marx, Friedrich Engels, Lenin, Joseph Stalin and Mao Zedong.

Outside of China Stalin is no longer regarded as a communist visionary. The former Stalin Avenue in East Berlin is called Karl-Marx-Allee again, the huge Lenin memorial that stood next to the plattenbau (prefabricated high-rise) has been buried and the Marx-Engels monument on the former forum of that name is leading a sorry existence next to the banks of the Spree River opposite the once demolished and recently reconstructed Berlin Palace. The „really no longer existing socialism“ can be admired in the GDR Museum on the other side of the bridge.

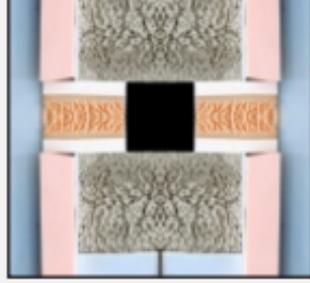


THOMAS REINELT A TEXT MESSAGE ARRIVES ETCHING (PRINT RUN OF 50 PIECES) 25X35CM, 2002

Thomas Reinelt was born in Berlin and lives in the Main-Taunus region. From 1972 to 1977 he studied at the State University for Fine Arts in Frankfurt/Main. Since 1977 he works as a freelance artist.

He has made his mark by using ravens to display statements. Many bird sculptures made of copper please the eye of the beholder in various places.

His so far largest ravens with a height of three to four meters, made of aluminum-magnesium alloy, are displayed in the Regional Park in the Nussbaumquartier in Hattersheim and at the Rhine-Main disposal site in Flörsheim-Wicker.



KATJAWINDAU (WITHOUT TITLE) SCHAUMA 2011

Katja Windau is a skilled gold smith born in 1972 in Cuxhaven. She studied at the HFBK Hamburg and after graduation became a member of the art association Frappant and founded several art galleries. She is a concept and multimedia artist.

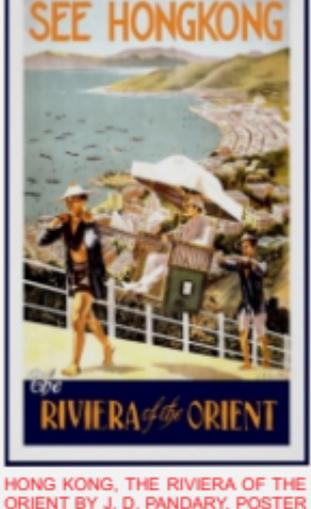
On <http://trendland.com/neoplasticism-in-foam/> we found an interesting description of this work of art written by Anna Canlas carrying the headline "Neoplasticism in foam": For her wall installation "Die Zelle des Piet M" (the cell of Piet M) the German multimedia artist Katja Windau was inspired by Piet Mondrian, inventor of neoplasticism. By covering one wall in a strict arrangement of pastel foam left over from the production of furniture, she created the illusion of a padded cell, like those used in a mental asylum for madmen.

Following the project, she took detail photos, which she abstracted, mirrored and partially re-colored on the computer. Referring to the digital collage series called Schauma 2011 she remarked: "Only by a close view can you perceive the structure of the originating material and its three-dimensionality".



GLOBAL TOURISM CAMPAIGN, INCREDIBLE INDIA 2006/07

In 2006, Delhi based creative agency (A), founded by V Sunil, was called in to create the new global campaign for 2006/07. The print and outdoor executions combined spectacular images with a wry, self-assured tone kick-started a hugely successful tourism campaign for India that went on to win the PATA Grand Award 2007 for Marketing, and was one of only four "best of show" Grand Awards out of a total of 339 entries from 132 organizations. To catch public attention for the International Tourism Fair ITB in Berlin in 2007 super-sized posters were placed at prominent places and buildings (here at the Ernst-Reuter-Platz) advertising the partner country India.



HONG KONG, THE RIVIERA OF THE ORIENT BY J. D. PANDARY. POSTER DATING FROM 1935

The poster is showing Chinese men employed as coolies carrying a tourist in a sedan chair along a terrace with a view of the city and harbor of Hong Kong. The terrace is possibly leading up the Peak. Right behind the chair Hong Kong's Central District is depicted with the typhoon-proof harbour as a backdrop, where many ships are on anchor.

This world famous advertising poster by the Hongkong Travel Association is a typical example of advertising illustrations of the 1920s and 1930s that were published in Magazines like National Geographic and others to introduce the reader to the charms of this exotic former British crown colony.

This lithograph by J.D. Pandary is exhibited in the Australian National Gallery in Washington, D.C. Original purchased in Hong Kong.



KURT HUTTON, COMMISSIONAIRE'S DOG (1938)

A commissionaire at Piccadilly Circus in discussion with a Dachshund. This might be the lobby entrance of the luxurious Ritz Hotel.

Kurt Hutton (1893 – 1960) is a pioneer of the British photo journalism in the 1930s and '40s. Born as Kurt Hübschmann in the then German city of Strasbourg, he decided in 1934 to stay in London and earn his living by working as a photo journalist. The emigre Stefan Lorant hired him in 1938 as a photographer for the famous magazine Picture Post, the British equivalent to the US magazine LIFE. He then decided to change his name to Kurt Hutton.

Many of his portraits are on display in the National Portrait Gallery in London. The extensive photo archive of the Picture Post, the Hutton Picture Archive, was sold to the BBC in 1957 and since 1996 is part of Getty Images.



GLOBAL TOURISM CAMPAIGN, INCREDIBLE INDIA 2006/07

In 2006, Delhi based creative agency (A), founded by V Sunil, was called in to create the new global campaign for 2006/07. The print and outdoor executions combined spectacular images with a wry, self-assured tone kick-started a hugely successful tourism campaign for India that went on to win the PATA Grand Award 2007 for Marketing, and was one of only four "best of show" Grand Awards out of a total of 339 entries from 132 organizations. To catch public attention for the International Tourism Fair ITB in Berlin in 2007 super-sized posters were placed at prominent places and buildings (here at the Ernst-Reuter-Platz) advertising the partner country India.