



CONNECT MAGAZIN

EDUARD KRONENBERG GmbH
Haan | Germany

**INSIDE
SERVICE
PRODUCT
PEOPLE
BUSINESS
ARCHITECTURE
LIFESTYLE**

Edition
39



CONNECT MAGAZIN

Dear Readers!

After a year full of difficult challenges, we can look forward again in 2021 with hope, but also with due patience, thanks to the vaccinations against the Corona virus.

Prudent action is still needed to overcome the crisis together. Effective protective measures, which we already reported on in the last EK Connect, therefore remain a focus at EK.

In this issue of our magazine, we have put together some exciting new topics for you. We hope that we can all return to normality step by step - and now we hope you enjoy reading your EK Connect magazine!

Your
EK Team

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+++ NEWS IN BRIEF +++



WORK ANNIVERSARY WISHES FOR SUPER EK EMPLOYEES

Some great employees are celebrating their EK company anniversary. We believe we should and we most definitely will drink a toast with them when the time comes:

Björn Hans, Construction & Development – 20 years.

Andreas Hoh, Logistic – 20 years.

Henning Gollembusch, Quality Management – 25 years.

Thomas Krone, Production – 35 years.



EK IS NOW IMPLEMENTING BABTECQUBE

Optimized quality management: complaints are always dealt with extremely efficiently at EK – and we can do that directly now via the integrated services of the BabtecQube cloud-based platform.

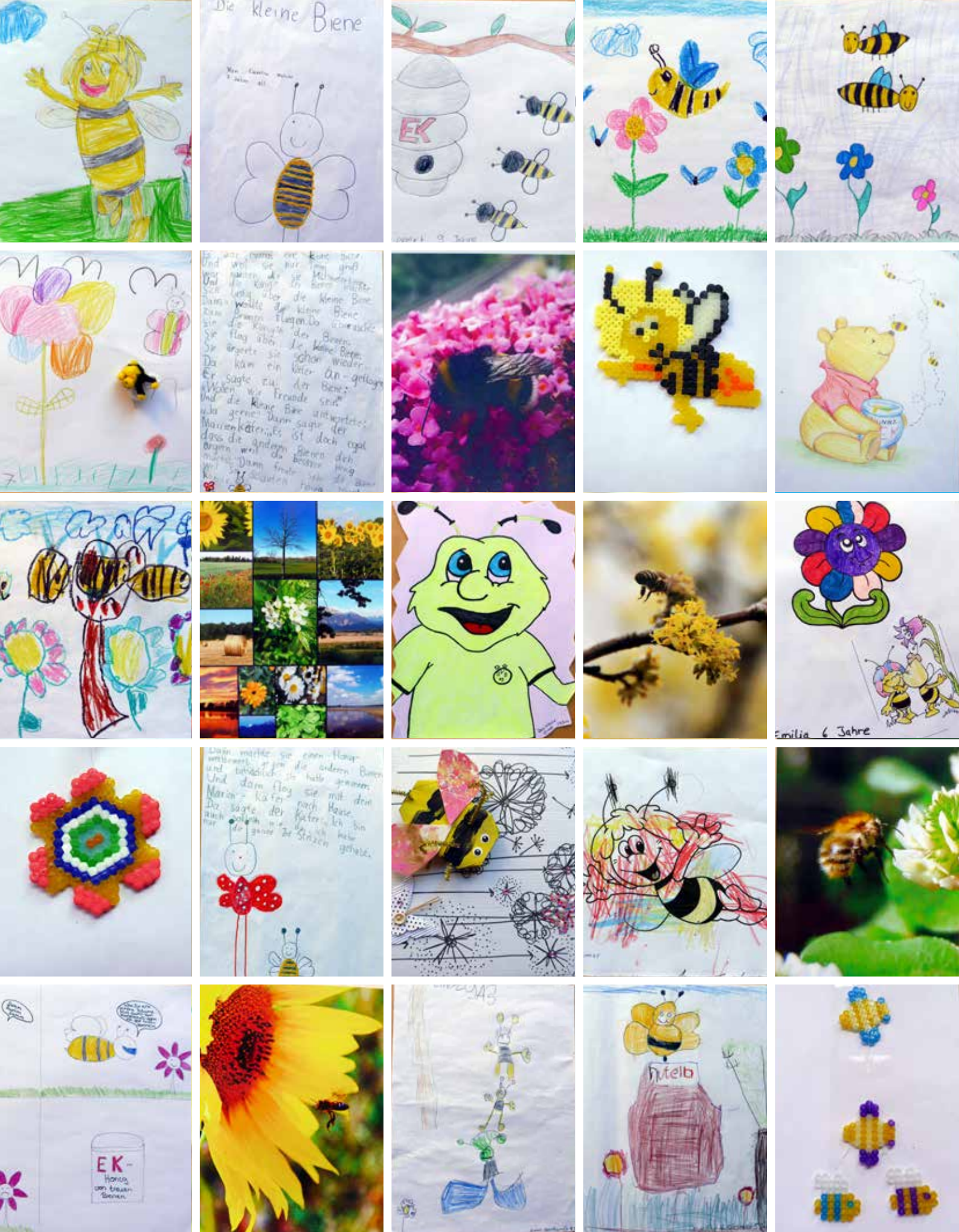
■ www.babtecqube.com

A GOOD MOOD IS ALWAYS IN SEASON AT EK

In the last issue of the EK Connect magazine, our large-scale BEE Creative! hands-on campaign for all children and the young at heart in the EK community was announced for summer 2020. We had asked for pictures the participants had painted themselves, or photos and stories based on our main theme of bees. A large number of artists subsequently sent us their works of art – which we were delighted to exhibit at EK.

On 20 May, World Bee Day, the campaign was launched and we received a huge bag of goodies created with lots of imagination: wonderful, exciting stories and marvelous colored drawings that show us just how beautiful and colorful the world we live in can be. In addition, there were extremely creative 3D works of art using collage technique, in which the wings of the painted bees on the paper had also been glued on, for example, and fuse bead pictures created with great attention to detail and carefully composed photos.

All the works of art from the BEE Creative! campaign were put on display in the EK reception area throughout the summer and admired practically every day by employees and customers alike. This meant that lots of praise was heard for the participating artists and, as promised, there was also – no, not a tangible, but rather a liquid reward in the form of a delicious glass of EK premium honey - collected especially for the occasion by our own busy beesheard for the participating artists and, as promised, there was also – no, not a tangible, but rather a liquid reward in the form of a delicious glass of EK premium honey - collected especially for the occasion by our own busy bees.



Artwork from the BEE Creative-Campaign



EK beehives right next to the EK plant in Haan.

Looking back, what comes to mind about autumn 2020? That's right, the holidays weren't exactly rained off, but fell victim to this dreadful pandemic, which resulted in the cancellation of numerous events at EK due to the incalculable health risks. Our popular summer festival, for example. Or the charity runs in which our running team competes! "But no season without us," Captain Nicole Richter decided- and in no time the new EK Team Challenge was born: 'Connect to Collect'!



The idea: even under pandemic conditions, nothing will stop us from exercising. Every man for himself - but all together to achieve something special: we will run, walk, cycle and swim - and every kilometer covered will be rewarded with one euro donated into a charity account. True to the idea: 'Connect to Collect'! And who's going to pay for it all? Well, that's where EK's management comes in, of course ...

"Agreed!" said Ralf M. Kronenberg on hearing about the proposal and immediately came up with the target: 1,867 kilometers - analogous to the year EK was founded. And he also had a suggestion as to who we could support with the proceeds: the Förderkreis KIPKEL e. V. sponsoring society in Haan. "The members of this association do a tremendous job day after day providing preventive care for children of mentally ill parents. We at EK should support this to the best of our ability!"

Money raised every kilometer for a good cause

No sooner said than done. Nicole Richter and Justine Duda, who were chosen to be responsible for organizing things, made sure that EK's 'Connect to Collect' campaign turned out a success and benefited a good cause. Ultimately, a donation totaling 1,867 euros was handed over to the KIPKEL sponsoring society at the end of the campaign. Each of the participants performed brilliantly, by the way, with every single one of them completing an average of 57 kilometers - and some of them even came to work by bike every day during the campaign period, despite the bad weather.

For this, and for much more in terms of the commitment shown, a heartfelt 'thank you' to everyone who took part - and on top of that, instead of a gold medal, we'll give you our EK golden honey.

About the KIPKEL e.V. sponsoring society in Haan

The prevention project for children with mentally ill parents has been in existence for some 20 years now and during this time has cared for over 2,000 children and young people between the ages of four and eighteen. As an association, KIPKEL is committed to raising awareness about the illness of the parents and to relieving the children by supporting them in terms of their development as individuals in a difficult family environment.

■ More information www.kipkel.de



JUST TWO CLICKS AWAY – THE NEW EK WEBSITE

Our old website has been online now for close to five years. For dedicated nerds of the digital age, that means virtually since the early Paleozoic age. Now of course we have maintained it throughout this time with utmost devotion, implementing new technologies every now and then and communicating innovative EK products. But an ultimate relaunch had been projected long ago – and was finally completed early September. And it involved much more than giving it just a facelift ...

The homepage of the previous EK website had been designed in accordance with what was at that time the fairly new principle of the 'one-pager', i.e. a website consisting of just one page. One advantage of this design is the uncomplicated presentation of the most important content as well as the ease of use by simply scrolling through it. However, in order to put all the EK business areas on an equal footing and to present our constantly growing product portfolio adequately on the website, we needed new subpages and more detailed menu navigation. And that, of course, means a clear navigation, starting with the language options of German, English or Italian and ending with faster loading times – all implemented with the latest state-of-the-art technology.

New EK website provides an even more effective product search

Modern video clips correspond to today's user habits for each main item. The 'download section' with information about the EK company and its products also has a much clearer layout and is available 'faster'; just two clicks and the user has what he's looking for.

The product search in the glass section (CONNECT) of our new website, for example, is just as user-friendly: the user gets the relevant search results in 'real time' – simply clicking an icon or selecting a manufacturer returns the results with no time delay. The various filter options available can be combined to further refine the search to meet individual specifications.



Innovative. Forward-looking. Solution-oriented.

This is what Jörg Leinfels, the man responsible for the concept and implementation from BARON LEINFELS, the communications agency commissioned to carry out the relaunch, has to say: "The optimized usability, among other things, has resulted from the improved structure and optimized navigation. All it takes is a few clicks and the desired information is available from every business unit within EK." The responsive display has also been greatly improved, and access to social media, such as Facebook, Twitter, LinkedIn and Xing has been expanded to include Instagram.

Ralf M. Kronenberg notes with satisfaction: "Following this successful relaunch of our EK website, we are once again not only transferring the innovative power of our company into the worldwide web, but are also supporting both our customers and other interested parties when they carry out a product search with future-oriented digital solutions!"

NEW NXT SERIES EXPANDS EK GEORGIAN BAR RANGE

EK is expanding its portfolio of Georgian bar connectors one connector at a time. With the introduction of the new EK POLO Connect NXT series, the Georgian bar 76, the Georgian bar 2000, Adria and Venezia, among others, now benefit from the new range of connector solutions our company manufactures with the greatest precision.

With this extensive expansion of the product range, EK's management is responding to the increased demand for innovative connecting elements for the manufacture of insulating glass Georgian bars. "With the new Georgian bar accessories in the NXT series, we are offering our customers an expanded product range for the universal production of Georgian bar grids. This means that EK is once again demonstrating its problem-solving expertise in steel and nylon covering all aspects of secure connections in insulating glass production," says Managing Director Ralf M. Kronenberg. In addition to the EK POLO Connect nylon connectors for Viennese Georgian bars and standard spacers, the new NXT series offers even more reliable connector

solutions for a variety of Georgian bar types, such as the Georgian bar 76, the Georgian bar 2000, plus the Adria and Venezia.

This how the new Georgian bar connectors work

The new EK POLO Connect Georgian bar connectors of the NXT series are manufactured to the highest standards of precision and quality and are used to provide connections as crosses and as end pieces. The Georgian bar end pieces, for example, are transparent and have lamellas positioned at an angle on both sides to provide a secure grip. The connecting surface is completely flat and can also be screwed or pressed on flush to the frame profile. The end pieces include a screw guide in the middle for secure and precise positioning. This is also how Georgian bar T-connections are made.

The EK POLO Connect Georgian bar cross of the NXT series is designed for Vienna Georgian bar profiles as well as for spacer profiles. It has lamellas positioned at an angle on both sides to provide a secure grip, in addition to an integrated ant-rattle system.

The EK POLO Connect NXT-Serie for Georgian bars: End pieces and cross connector

NEW EK NYLON CONNECTOR SOLUTION FOR WARM EDGE SPACERS

EK is also expanding its range of nylon connectors for 'warm edge' spacers - currently for spacer manufacturer Rolltech. The company's Chromatech ultra F and Chromatech ultra S products have now found their optimum connectors with EK POLO Connect L series, more specifically the special fit CT Ultra F/S.

What makes the new EK CT Ultra F/S nylon connector solution stand out is that it perfectly matches the inner contours of the two types of Rolltech spacer and can therefore be used universally. The connector also features easy insertion and secure locking, in addition to providing more user-friendly handling of the nylon connector when the frame is assembled manually. Our technical development department placed special emphasis on increasing the stability of the bond, which was achieved by the intelligent use of a 50% glass fiber reinforced, heat-stabilized polyamide 6. In addition, a sealing stage in the form of a raised section was included in the middle of the connector to further improve the sealing of the bond and virtually eliminate any leakage of the desiccant.

Our experts also focused on finding an even more efficient and more reliable way of adding the desiccant. The solution here was to design the center channel so



The EK POLO straight connectors: On the left the 'stop variant' for pre-filling technology, on the right the 'desiccant passage' version.

as to achieve the maximum, technically possible width. This subsequently results in the desiccant filling process to be completed faster and ensures an optimum distribution of the desiccant throughout the entire frame.

Production is up and running, the sample is on its way: as the client requested!

We are currently producing the new EK POLO straight connectors in 12-20 mm as well as in the versions 'desiccant passage' and 'desiccant stop'.

Comprehensive product sample

We will gladly send you our 'Connecting Elements' made of steel as well as plastic on request.

■ www.kronenberg-eduard.com/kontakt

IN FOCUS: TORSTEN SAYN AND FRANK ZIMMERMANN

This is what Thorsten Sayn likes about EK: every day is different, every day brings new challenges, there's no time for routine. The experienced Key Account Manager and the man responsible for the entire German-speaking region of Europe knows what he's talking about – after all, he's been with EK for 16 years.

When it comes to analyzing customer requirements and calculating quotations, negotiating contracts for delivery services and preparing meetings with reports for senior management, Thorsten Sayn sees himself as the interface between sales, production, logistics and quality management. And he also looks forward to becoming involved in ambitious new projects, such as the individual modification of a standard EK connector from the PSC series for the relaunched profile of a leading system provider, for instance. "As members of the EK team, we looked at the samples of the profiles, checked the drawings, and then analyzed how we could modify and optimize the connecting element." Ultimately, when an extremely satisfied customer gives the go-ahead for EK to stamp and deliver the new connector, Thorsten Sayn knows that he and the entire EK team have done a good job.



From Bochum into the wide, wide world

So much attention to the details of the profile and connector is not something that comes by chance. After all, glass was already in his DNA through a family business in the Ruhr district. He had worked there in a

managerial position for eight years before joining EK. Thorsten Sayn now lives in "beautiful Bochum" with partner. He enjoys walking with her along the banks of the nearby River Ruhr after work, or to the popular Kemnader Lake to some inline skating, which is also right on his doorstep. Or right next door along the Ruhr Valley cycle path, where they go cycling and jogging, two of his favorite sports.

Like everyone else, the two had to forget about holidays last year. They usually go to countries they've never been to before, such as California, Thailand, South Africa or Australia, where they visited Sydney and Melbourne, which included a helicopter flight over the Great Barrier Reef. "A tremendous experience and a great adventure. Travelling is our favorite hobby. Then we're ready for a week's break after the holiday, so that we can process all the memories and impressions." Recently, however, they each had the opportunity to take a tandem paragliding flight in South Tyrol. A so-called thermal flight: "Take-off at an altitude of 1,500 meters, and then using thermals to climb to 2,500 meters. An hour later, we landed back on the ground safely at an altitude of 600 meters. That was something quite new for us and very special." Next time, a tandem parachute jump has been scheduled. Could Thorsten Sayn imagine doing such a jump without a trainer? "If it's fun, we'll see. I'm open to anything!"

When you talk to Frank Zimmermann, you get to know a person who has a thirst for knowledge. There is hardly a topic that does not arouse the interest of the EK sales representative: the latest news in the fields of finance and economics, innovative IT solutions and technology, e-mobility and new drive solutions.

Podcasts are the perfect thing for Frank Zimmermann. The journey he takes every day from his home in Bochum to EK in Haan and back could hardly be more entertaining, as far as he's concerned, and at the same time more informative. And what's more, he can expand his range of topics almost at will – when the conversation turns to his great passion languages, for example, or trips to countries and cultures near and far.

Frank Zimmermann speaks several languages, which means that, in addition to the technical knowledge he has acquired over a period of many years in international sales in the builders hardware industry, he has the ideal qualifications to successfully look after EK's customers in the sales regions of the Benelux countries, France, Spain and Portugal for the insulating glass business unit. He's been doing this job now since the middle of 2019 and, to put it in his own words: "I enjoy speaking English, French and Spanish. If I can use these skills in my job, then that's fantastic - and it's very enriching for me if I can include other people in my life with their language and their culture."

Family is "quality time"

At the moment, of course, both business and private travel is severely limited. He regrets that, of course, because like any good key account manager, he believes in giving a convincing performance when he's with



the customer. "It's really about representing EK to the outside world on one's own responsibility, promoting the company with its ideas and its innovations. It's something I enjoy doing very much, but at the end of the day, of course, it's the team's success and the success of the entire company that counts!" Frank Zimmermann has also had to forgo spending his holidays with his wife in Spain. Admittedly, this is difficult for someone who loves Mediterranean life and is a self-confessed water sports enthusiast. They've now taken to spending weekends on the Maas in Holland, where they occasionally hire a sailing dinghy or a small sloop. When their adult son joins them every now and then, it's "quality time" for Frank Zimmermann, who really doesn't need much more than that.

But something he's not prepared to forgo is dancing disco fox with his wife: The two of them train two to three hours a week at a dance club and put in at least half an hour of practice at home almost every day. "It's a great workout, you stay physically and mentally fit, because there are always new difficult sequences you have to remember." So we ask him to give us a tip there and then for a piece of music that's good to dance to. Frank Zimmermann's recommendation is as crystal clear as usual: "From Master KG 'Jerusalema': a very cool record, a song to put you in a good mood – and it's great to dance to!"

THEY'RE COOL, SO WE HAD A LOOK: VIDEO CONFERENCING PLATFORMS



Until recently they were only occasionally encountered when they proposed by some bright-eyed cost controller as a way of reducing travel costs, but now during the coronavirus crisis they are on everyone's lips: video conferencing is now regarded as the effective solution for exchanging ideas with a large group of participants in a virtual meeting to avoid infection risks. In this article we present the top video conferencing platforms – including some professional tips on how to come away looking good.

Those telephone conferences of days gone by – regardless of whether you liked them or not, as soon as the number of participants exceeds a certain size, it is easier to carry on a conversation when you can see who is speaking instead of just hearing the voice. For more or less spontaneous meetings in small groups or family gatherings, the best-known platforms for video chats are ‚WhatsApp‘ and ‚Skype‘. If, on the other hand, it's a matter of visually supported communication within or between large companies, with dozens or even hundreds of participants, the use of professional video conferencing software from platform providers, such as Cisco, Microsoft and Zoom, is recommended these days.

Which video conferencing platform can do what?

Skype allows you to make phone calls via the Internet, in addition to exchanging pictures, videos and files. You either call other users of the tool free of charge or via chargeable mobile and landline numbers. Skype, owned by Microsoft since 2011, is factory-installed on Android phones and available for almost all other devices. The „Meet Now“ function allows you to hold free video chats and conferences via an invitation link with up to 50 people – with no sign ups or downloads.

WhatsApp not only enables you to share texts, pictures and videos free of charge, you can also make video calls with up to eight participants. The only costs that apply are for data usage. By the way, it doesn't matter whether you use an Apple smartphone or one with Android.

Webex from Cisco secures all content and conversations in its application with end-to-end encryption. In the free version, conferences with up to 100 participants are possible, who the host invites via a link. Participation is possible via the downloaded application, a browser or a video conferencing system. If you wish, you can share your screen and thus share documents, such as presentations and tables, during a video conference. Recording a WebEx meeting is only possible for the host.

Microsoft Teams is included as a video application in Microsoft 365 and focuses on communications in a business environment. After signing up with an e-mail address, you can use all the important functions free of charge: Teams is suitable for chats or meetings when working from home, as scheduling is possible via Outlook, and data can be shared via OneDrive or SharePoint. Up to 300 people can participate in a video chat. Apart from data usage costs, there are no additional fees for use.

Zoom comes with collaboration tools that include video conferencing, webinars, conference rooms, VoIP, team messaging and file sharing, and allows video conferencing with up to 1,000 participants. The application automatically detects who is speaking and focuses their camera: Zoom displays up to 49 videos simultaneously on the screen. Recording meetings is also possible with the program. Only the host of the conference needs an account with the provider - he or she then invites the other video participants via a Meeting ID.

Video conferencing – how to improve how you “come across”: In practice, even experienced participants often make easily avoidable mistakes during video conferences. These tips will help you to prepare your next ‘call’ professionally ...

- Be sure you have the technology under control
If you try to solve technical questions during a call, this will usually result in shaking heads and irritated looks. It is better to check beforehand with a friend or helpful colleague to determine whether your video connection works. Then make detailed adjustments to all the settings until you are completely satisfied with the result.

- Conveying the right message
Everything you see behind, next to or in front of you conveys a message. Does it match what you want to convey in a professional manner? If not, you should move these things out of the camera's field of vision immediately. And beware of the 'desktop trap': you may have to show colleagues something spontaneously on your computer and unintentionally give them a glimpse into your private digital life. That's why you should take a critical look at your desktop's user interface, including any open tabs and bookmarks, beforehand.

- Ensure you have good lighting
The ideal position is with the notebook in front of a window. If it is still too dark, place a dimmable ring lamp, ideally with adjustable color temperature, in a raised position behind the notebook. This solution, however, is only recommended if you are not wearing glasses, because otherwise the light ring will be reflected in the lenses - a mistake that even professionals tend to make. If you do wear glasses, point the lamp at a white wall that will reflect the light diffusely.

- Pay attention to eye level
Avoid looking into the camera from above. This will make the person you are talking to feel small and you will unintentionally give yourself a double chin. Always position your laptop so that the camera is in front of you at eye level.

- Get the sound right
A good acoustic connection will save you having to ask questions. Simply plug your smartphone headset into the audio socket of the notebook: this will optimize your soundtrack and you will be much easier to understand. By the way, you should switch your microphone to mute and only activate it when you speak yourself - otherwise there may be annoying feedback and noise.



DÜSSELDORF ADDS MORE SPARKLE WITH INTERNATIONAL ARCHITECTURE

The Japanese star architect and Pritzker Prize winner Tadao Ando is planning a new architectural landmark for Düsseldorf: the first smart building tower to go up in Europe. Another heavyweight of the international architecture scene, the Spanish-Swiss structural engineer Santiago Calatrava, is designing an elegant high-rise sculpture shaped like a sail. Just two of many fascinating construction projects with which the capital of North Rhine-Westphalia wants to inspire residents and visitors alike.

Anyone who, for obvious reasons, was unable to visit Düsseldorf last year and take in the architectural highlights will have a lot of catching up to do this in the future. They include what has now become famous as the ‚Ingenhoven Valley‘ in the heart of Düsseldorf, which we looked at in the last edition of the EK Connect magazine. The extraordinary commercial and office building complex, renamed Kö-Bogen II by the locals, is provided with a total of eight kilometers of hornbeam hedges, completed in April last year, to create Europe’s largest green facade.

And this quite definitely includes the spectacular headquarters building of the cosmetics company L’Oréal on Kennedydamm. The company’s new German headquarters, designed by HPP Architects, was recently awarded the internationally established iF Design Award 2020 in the Discipline Architecture, category Interior Architecture. And that is by no means all, because Düsseldorf intends to continue deliver world-class architecture in the future - with the support of some of the world’s most brilliant star architects, such as Tadao Ando and Santiago Calatrava.



Tower for Düsseldorf's 'Tuchtinsel'
© Photo: Centrum Gruppe/Santiago Calatrava



Tadao Ando Skyscraper: Mörsenbroicher Ei in Düsseldorf
© Photo: EuroAtlantik AG

Setting 'sail' - with Santiago Calatrava

Right next to the Ingenhoven Valley, a new urban development highlight can already be seen on the horizon. On the so-called 'Tuchtinsel' on Schadowstraße, none other than the Spanish-Swiss architect Santiago Calatrava is planning an elegant and slender high-rise building with a height of over 100 meters –in the shape of a sail!

Calatrava is known for designing technically sophisticated, spectacular buildings that have a sculptural effect, such as the Turning Torso in Malmö, the Bac de Roda Bridge in Barcelona or the Ground Zero transit terminal in New York, with its characteristic main concourse, referred to as the 'Oculus'. The multimodal station in Mons, Belgium, which he designed in the exceptional manner we have become accustomed to, is currently nearing completion. And his eagerly awaited 'Dubai Creek Tower' is expected to replace the 'Burj Khalifa' as the world's tallest building very soon.

But even though he has received over 20 honorary doctorates in recognition of his work and enjoys the utmost respect worldwide, approval for the project has not been completely unreserved. Members of the high-rise advisory board of the city of Düsseldorf fear that the new high-rise tower design with the height and shape as planned could have an adverse impact on the three-part building ensemble made up of the Dreischeibenhaus, Schauspielhaus and Kö-Bogen II. Christoph Ingenhoven, the architect of Kö-Bogen II, is also critical of the proportions of the urban environment at the planned location.

Mörsenbroicher Ei - newly composed by Tadao Ando

As a road junction, the Mörsenbroicher Ei has not exactly been one of the city's most sought-after sightseeing attractions. Only the smart ARAG Tower, designed and constructed by Lord Norman Forster in collaboration with the Düsseldorf architectural practice RKW, as a pleasant exception to the rule, stands out as the city's tallest office building to date with a height of 124,88 meters. However, it has now been decided that as many as three more towers are to be built on neighboring plots, significantly upgrading the district. The genuine sensation is that one of the newly planned towers is to be designed by Tadao Ando.

The Japanese star architect has won numerous awards for his outstanding buildings, including the Pritzker Architecture Prize, which is regarded as the Nobel Prize for architects. Until now, he has earned his credentials primarily for the design of extraordinary museums, cultural institutions and residential complexes.

In Düsseldorf, he is now designing another urban landmark for the state capital at the Mörsenbroicher Ei road junction with his striking glass tower, the 125-metre-high TADAO ANDO Tower – a particularly distinctive feature being the cantilevered glass prisms protruding from each side of the high-rise building. At the same time, it will set new standards, as it is also the world's first climate-neutral office tower. And because the architect has also topped it all off with a publicly accessible roof top bar, the Ando Tower and with it the Mörsenbroicher Ei are certain to be among the best-known and most popular meeting places in the state capital in the near future.

ARCHITECTURE

Tuchtinsel-Tower – the 'sail' as a sculptural signature

The elegant tower sail, rising to a height of over 100 meters, is to be provided with around 40,000 square meters of floor space. Retail space is planned for both the ground floor and the first floor in the slender sail disc. It is said that the groundbreaking ceremony for the sensational building is expected to take place between 2024 and 2027. Santiago Calatrava has already presented his design in a pre-qualifying meeting with the high-rise advisory board of the city of Düsseldorf. Accordingly, all project participants and the city itself are involved in the planning.

Going Green – the 'Ingenhoven Valley'

A total of around 8,000 meters of hornbeam hedges, over 30,000 plants - this green façade is what counts. Quite simply because it is an essential element of the Kö-Bogen II commercial and office building by Ingenhoven architects. The ensemble is part of the extensive urban renewal project in the heart of Düsseldorf and, with its magnificent green façade, also creates a new

urban perspective on climate change. The ecological benefit of the hornbeam hedges is equivalent to that of some 80 mature deciduous trees.

Horizon – the gateway to the north of Düsseldorf

The 60-metre-high building is regarded as the new gateway to the north of Düsseldorf. The overriding design principle of the horizontal structure gives the building its name: 'Horizon'. By consistently doing without vertical façade profiles, the glass panels span freely along the stories. Due to the horizontal shifts of the stories, each office floor is provided with a furnished outdoor terrace on the gable end.

In addition to the architecture of the building, HPP Architects also carried out the interior design for L'Oréal. As the sole tenant, the company has a total of 22,000 square meters of office, conference, academy and restaurant space available on 16 floors.

TADAO ANDO Tower – the first CO2-neutral high-rise building

The extensive greening of the outer façade has made it possible: a total of around 5,000 square meters of trees and shrubs offer not only visual relief, but also provide optimum air circulation. In addition to that, specially developed glass panels on the façade are designed to reflect up to 90 per cent of the sun's energy in summer, so that the space inside the building heats up only very slightly. Furthermore, a sensor-controlled network is used throughout the Ando Tower to continuously monitor and optimize all the systems in the building and provide extremely efficient energy consumption. Photovoltaic cells and a geothermal heat storage system have also been installed to improve the building's carbon footprint.



THE MAGIC OF FRAGRANCES

Fragrances possess a magical power. Available to us in concentrated form as fine perfumes in luxurious flacons, they influence our feelings and affections for others, unleash passions and release endless desire. How is it that these fragrant essences direct our moods and our actions? And who knows the secrets of their composition?

Readers of literature have been aware of what fragrances can do at least since Patrick Süßkind's novel 'Perfume'. A study conducted by scientists at the Northwestern University of Chicago has revealed that they also determine people's feelings in real life. The scientists showed portraits to test subjects under the influence of different smells. They found the same faces less likeable when exposed to an unpleasant smell and more likeable under the influence of a pleasant scent. This suggests that these emotions are evoked by scents, since the smells are sent as sensory impressions directly into the limbic system, the place in the brain where our emotional worlds are organized.

Perfumers compose the fragrances

In job interviews, aspirants who wear a fresh fragrance score points: they are consistently judged to be better groomed, more intelligent and more competent. It goes without saying, therefore, that you should always approach the choice of the 'right' perfume with caution. But regardless of whether a fragrance 'suits' you or not, it is always a perfumer who is responsible for its creation, who puts together a fragrance from the most diverse individual notes and chords like a composer and shapes them into a harmonious whole. This takes time, as the Swiss Thierry Wasser, perfumer-in-chief at Guerlain in Paris, empha-

sized, for example, in a recent interview: „Sometimes it takes me a few months to create a new fragrance, sometimes a few years. But in most cases, it takes me about 12 months to create a new fragrance.“

Perfumes are based on traditions that go back thousands of years

For thousands of years, people have wanted to smell better than their own body odor, or at least different. Which is why, even in ancient Egypt, precious perfumes were made of resin, thus making it one of the oldest fragrance families of all to perfume the body. But the decisive step in perfume production was taken in the eleventh century by the Persian physician and scholar Abd Allāh ibn Sīnā, known to us by his Latinized name Avicenna. He invented the revolutionary principle of distillation by extracting the fragrance from rose petals and transferring it to water.

From distillation to the synthetic process

Avicenna's ingenious concept of distillation remains the basis even today for the production of natural fragrance oils, which are the basic ingredients of floral fragrances in particular. Nevertheless, the cheaper method of extraction is generally used today, in which volatile solvents, such as ether or butane, are used to

extract the fragrances from the flowers. This method works at lower temperatures and thus destroys fewer fragrances. In contrast, the fragrant citrus oils are extracted by expression, i.e. by squeezing the peel of the fruits.

Of course, manufacturers of fragrances today work with a large number of synthetic fragrances, which are important precisely for animal welfare reasons. Hunting a sperm whale for its ambergris, for example, a popular base note in fragrance compositions, which used to be highly sought after, is unthinkable today. And even trained 'noses', as perfumers are called in the industry, have little chance of distinguishing the original from the synthetic version.

The more complex the 'fragrance life-cycle', the better the perfume

Perfume consists of a blend of substances with varying degrees of viscosity. The first thing you smell after spraying it on your skin, therefore, is that given off by the highly volatile substances. These are usually fresh notes that reveal the fragrance composition like an overture as a so-called 'top note'. Then the substances with medium volatility unfold, often from flower essences, to form the bouquet or body of the perfume as a more intense heart note. Last but not least, the substances with a very slow rate of evaporation and a longer tenacity develop. They form the 'base note' - an often spicy-balsamic note that accompanies a fragrance as a kind of keynote and lets it fade away. A good perfume therefore is structured in a way that allows the olfactory substances to mutually inspire each other throughout the three phases of the fragrance life-cycle and, in their entirety, produce a harmonious unfolding of the fragrance over time.



Classic ingredient: vanilla



Popular and fully in trend: so-called partner fragrances. Here: BOSS THE SCENT - for him and her.

What is the best way to apply a perfume?

Super-nose Thierry Wasser answers this question quite casually in the interview mentioned earlier: "A perfume should first and foremost be fun. There is no right answer as to how best to apply your perfume. If it makes you happy, spray it in your hair. Or on your skin. Or on your clothes - the most important thing is: you should have fun doing it."

Becoming a perfumer with the right nose

Perfumer is the term for a professional fragrance developer. In addition to an excellent sense of smell, the so-called 'noses' also need a lot of creativity. Often, the three-year training at a perfumery school is preceded by studies in biology, pharmacy or chemistry, because scientific knowledge is part of the craft. It is estimated that there are no more than 2,000 perfumers worldwide, with around 50 of them working in Germany. Among the most famous and finest noses in the world are the French perfume designer legend Serge Lutens, for example, who worked for Dior and Shiseido, and Jean-Claude Ellena, in-house perfumer of the French luxury label Hermès, or the Swiss Thierry Wasser, perfumer-in-chief of Guerlain in Paris, one of the oldest fragrance houses in the world.



Which fragrance type are you?

Perfumes are popular as exquisite gifts all the year round. But when visiting the perfumeries of this world, many men end up in despair, and even many a woman. There are so many diverse fragrance varieties, the selection utterly confusing. But with the help of our guide below, you can easily assign each of the fragrances to one of the major fragrance families: floral, oriental, aromatic, woody, chypre or citrus.

After reading the guide, you will be able to express your wishes precisely, saying things like: "I'm looking for a perfume with a citrusy top note and a pronounced bergamot component. As a base note, I actually prefer lavender or woody aromas like pine. And as a reference perfume, I would think of something like CK One by Calvin Klein perhaps, but without its distinct musky note. Do you think you can help?" So, off we go:

■ Floral fragrances

Sometimes the bouquet of a flower dominates. Or perhaps it shares the leading role with one or two other dominant notes or merges into a whole bouquet of fragrant floral essences - and depending on the choice of components, the fragrance comes across as being either light or opulent. Among the floral notes, white blossoms in particular are very popular and have become the hallmark of so-called fleur blanche perfumes. They include fragrances such as lily of the valley, jasmine and tuberose.

Reference-perfumes: a classic fragrance with white flowers, for example, is GUCCI Bloom - with Chinese honeysuckle, jasmine bud and tuberose, or from GUCCI Flora Gorgeous Gardenia with white gardenia as the prime flower essence.



Oriental touch: cinnamon

■ Oriental fragrances

The base of oriental perfumes includes the warm culinary nuance of vanilla, often accompanied by amber notes that add sensual radiance and longevity. Citrus notes, cloves, nutmeg, cinnamon, as well as fragrances such as coumarin and heliotrope, which has a vanilla-like fragrance, are also frequently found in the formulations. Complemented by the addition of sandalwood, musk and incense. Depending on where the focus lies in the ingredient cocktail, a number of different subgroups are formed.

Reference-perfumes: Perfumes with woody and leathery accents, such as CALVIN KLEIN Obsessed, are assigned to the woody oriental group. In the case of the most popular notes at the moment, the oriental-floral fragrances, the focus is on citrus and floral nuances such as rose, jasmine, iris and ylang-ylang. The classic choice in this case is Jil Sander Sun Eau de Toilette and the new GUCCI Guilty Eau de Parfum.

■ Aromatic fragrances

Aromatic notes are traditionally among the most important components of men's fragrances. Many of the ingredients could easily come from any ambitious herb garden: sage and rosemary, thyme and coriander, mint and basil. Then there is lavender, which enriches every fragrance with a sense of freshness and exudes an air of purity. Aromatic fragrances are broken down into the following lines: fruity, aquatic, green and woody, plus the so-called Fougère notes, which are among the pioneers of classic men's perfumes. Their characteristic accord consists of fragrance notes such as lavender, bergamot and geranium.

Reference-perfumes: HUGO Man, HUGO Now, GUCCI Guilty Pour Homme Eau de Toilette, BOSS Bottled Unlimited, CALVIN KLEIN Eternity for men, CK Be Eau de Toilette or Davidoff Cool Water.



■ Woody fragrances

The woody fragrance family is based on high-quality woods and conifers, such as sandalwood, rosewood, cedar and olive. It is mainly the fragrances for men that exude the character of these ingredients, but women are also increasingly turning to woody fragrances. In recent years, women's perfumes have gained in importance, particularly when floral and fruity notes are combined with noble woody aromas.

Reference-perfumes: Boss Bottled Infinite or GUCCI Guilty Cologne complement the balsamic chords with herbal aromas or fruity elements. Woody-fruity is the name given to perfumes with a woody heart or base note and a tangy, fruity top note, like BOSS Alive. Woody-musky is the name given to a fragrance when soft, creamy musky notes meet dominant woody fragrance notes, like Lacoste Pour Femme. Woody-leathery fragrance aromas are mainly found in men's perfumes and exude a distinctively warm, intensely masculine note, like Bottega Veneta pour Homme Eau de Toilette.

■ Chypre fragrances

Chypre notes are to be found almost exclusively in women's perfumes. The base of chypre fragrances usually consists of a top note of citrus oils, such as bergamot, orange, lemon or neroli. This is complemented by a floral heart note of rose and jasmine oil, rounded off by a harmoniously warm, woody-mossy base note of oakmoss and musk. The woody aspects conjure up the characteristic secondary notes of patchouli oil, vetiver or sandalwood in the fragrance. A distinction is made between the three chypre compositions - fruity, floral and leathery.

Reference-perfumes: BOTTEGA VENETA Eau de Parfum, which is one of the more typical chypre-leathery perfumes with its notes of sambac jasmine, plum and leather notes with patchouli. Chypre-floral, on the other hand, is CHLOÉ Nomade as well as JOOP! Wow! for Women Eau de Toilette.



■ Citrus fragrances

Citrus fragrances are light and volatile, refreshing and sporty, but can also show their tart, green and even bitter side. There are citrus fragrances for women, but also for men. Some of them are called unisex fragrances because of their adaptable aromas. These are characterized by never being intrusive or opulent.

Reference-perfumes: The classics in the 'Citrus' fragrance family are the unisex perfumes by CK: CK One with its musky note is described as citrus-musk, CK All with paradisiac and amber as a citrus-amber fragrance and CK Everyone with the aromas of blue tea accord and cedarwood as a citrus-green or citrus-aromatic fragrance. The citrus-floral women's fragrances include Jil Sander Sport Woman with an energetic, fresh grapefruit note, while the citrus-woody perfumes include My Burberry Indigo - with its fresh top note of lemon; with peppermint and oakmoss, it is a very invigorating, spontaneous men's fragrance.

Imprint

EK CONNECT – 39. Edition // 2021

Publisher

EDUARD KRONENBERG GmbH

Stanz- und Kunststofftechnik

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Images / Graphics / Illustrations

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