

40 Years of Boerger

From Weseke into the World

Chronology of a Success Story

40

Jahre

BÖRGER

**IDEEN
WERK
STATT**





Greeting

40 years of Börger

Review of Alois Börger

» Think of all that I have been able to experience during these 40 years ...

An anniversary is a good opportunity to see where we come from and in which direction things will change.

The future market, the customer and the customer's desires have always been the most important things to us and have spurred us forward on a daily basis. Very often we have taken risks, whether with new products, the markets or world locations. We have always met these challenges with the desire to develop special products and methods out of them. Especially in our early years we had to change the goals we set, usually to even more demanding goals. Together with our employees, we have grown into a company that will always remain conscious of its roots forever. Down to earth, honest and trusting in our own strengths – this has always been the driving force behind our actions and our method to approach skeptical people.

Things have changed a lot over the last 40 years but one thing will remain: Börger is and will stay an independent family enterprise.

It's been a tremendous amount of fun – to make our company what it is today, and we are looking forward to the future!

Alois und Ursula Börger

Anne Börger-Olthoff



The first company vehicle was designed ourselves with attention to detail.

1975-1980

1975

The 25-year old agricultural machinery master mechanic Alois Börger founds his first company in the barn on his parent's farm. His goal: agricultural machinery sales and repair.



The start-up center 1975 on his parent's farm Börger in Wesoke.

1977

Relocation to the first factory workshop (20 m long and 15 m wide) and to the newly built home for the Börger family on Benningsweg in Borken-Weseke, where the parent plant still stands today. Thus begins the way to a new idea. While Alois Börger founded the company with agriculture in mind as the target sector, his original product range soon encounters its initial limits. In the search for alternative business segments he expands his product line first to pumps and agitation technology.

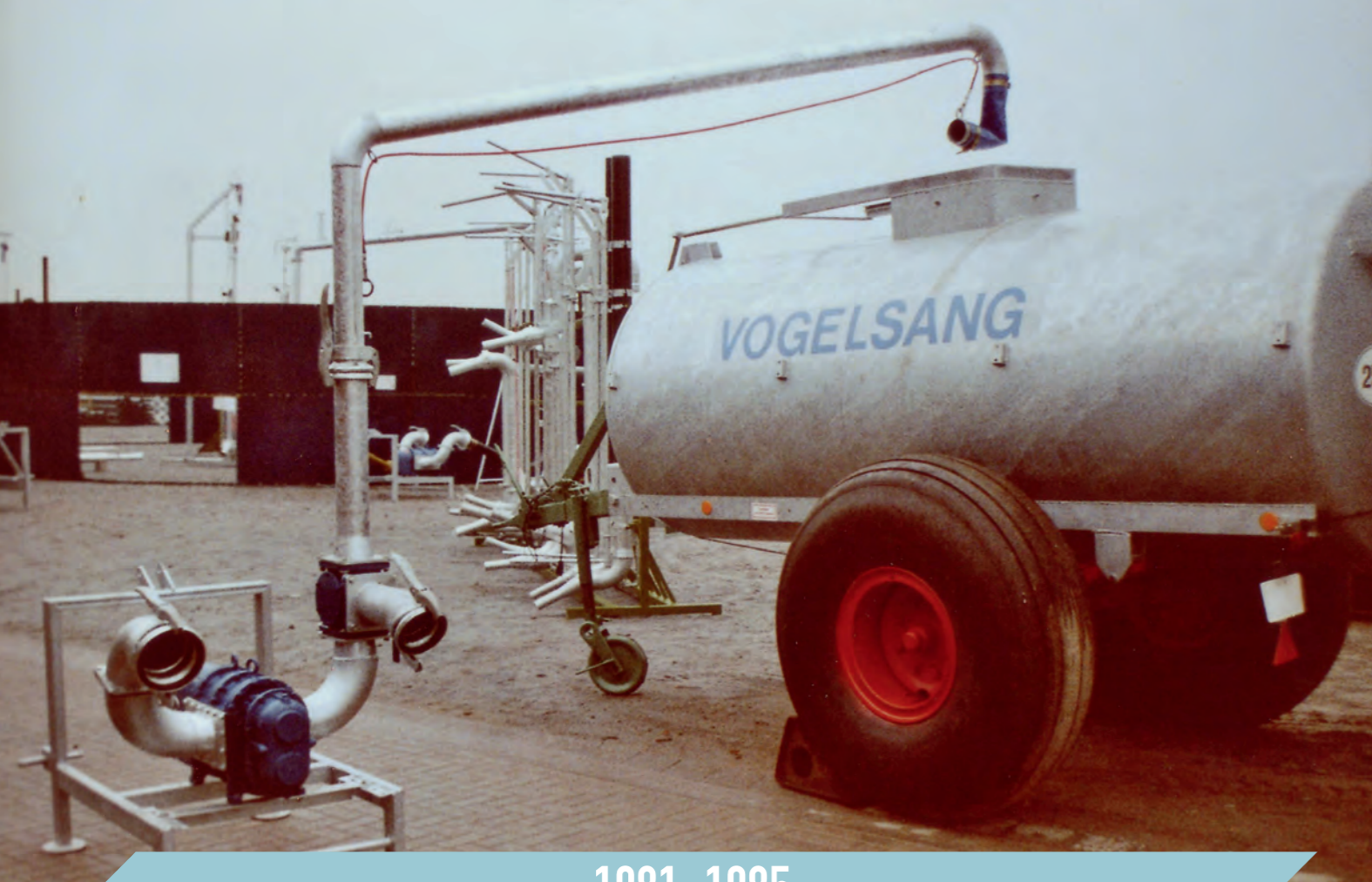


The agricultural machinery trade center was open in the evenings and at the weekends and has been on Benningsweg since 1975.

1980

A gap in the market is found: Liquid manure technology with the focus on pumps and agitation technology will become the first milestone in Börger's success story. Initially, the pumps are bought and assembled with metal components to form larger units. In this way the company steadily develops as a specialist dealer for the sector, first in the Münsterland region and a little later in North Rhine-Westphalia and Weser-Ems.





1981-1985

1982

The company's success is also reflected by its number of employees: The original 1-man operation has become a 10-member team. The targets are achieved, the customer base expanded and Börger establishes itself as a specialist through its production, assembly and planning operation.

1985

The year of superlatives! Around 500 pumps, mixers and associated tanks, valves etc., are sold to customers in Münsterland. Besides the sales figures, the number of employees also continues to grow. Of the now 25 people, some are already working in sales and in planning. To accommodate this growth, the company also expands its premises.



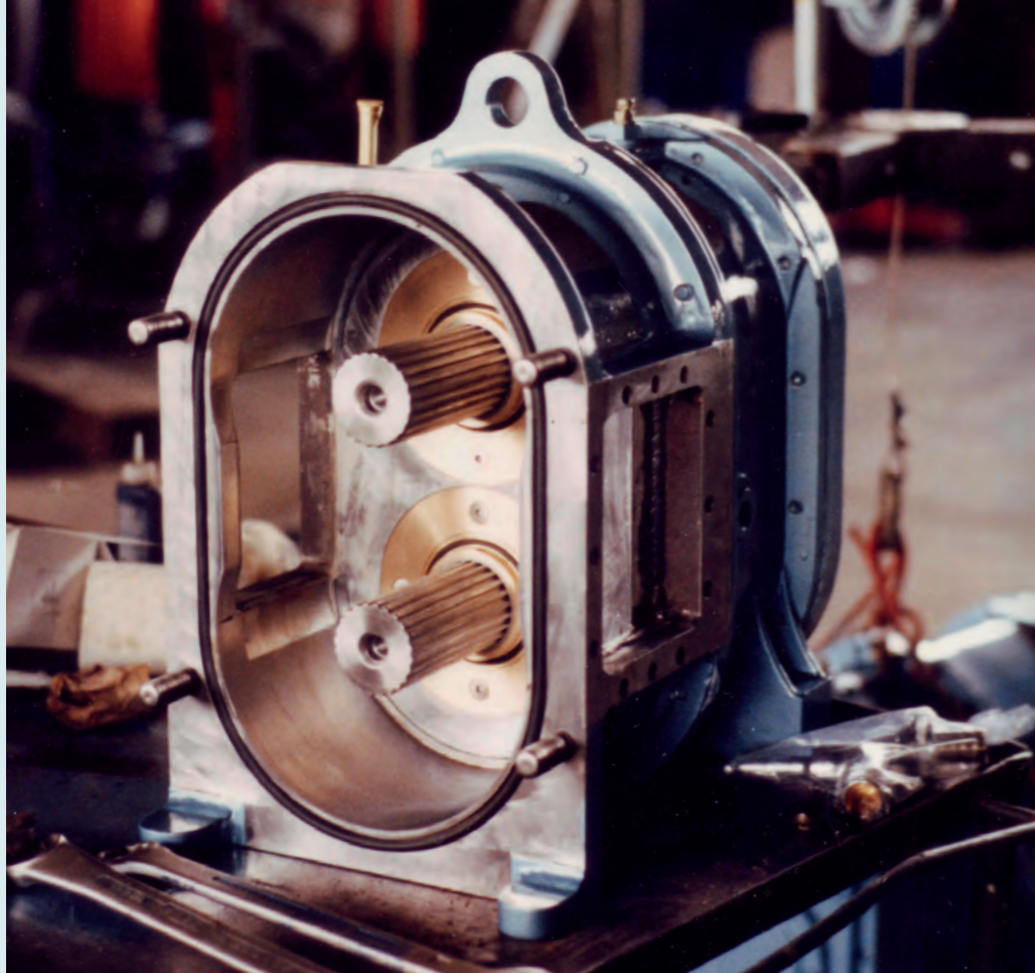
Entrance of a special agitation technology building.



Imagination was demanded. Advertisements were designed ourselves.

➤ A wonderful time, strong growth, in the office and shop until 10 o'clock in the morning, and then the rest of the day with our agricultural clientele: I knew every "Tom, Dick and Harry," and could travel along agricultural roads as far as Paderborn, for example, without a navigation system. Those were great times.

Alois Börger



1986-1990

1986

The start of own pumps

The birth of an idea: an original Börger rotary lobe pump. Reason: Nothing that suppliers were providing could meet the high demands of Börger. The newly designed pump had to fulfill very precise developmental specifications: An easy-to-maintain rotary lobe pump in a stable block design with a one-sided bearing mount. And above all: All products exposed to the fluid such as shaft seals, rotors, casing liners, etc., should allow independent replacement by the operator within the shortest possible time.



1987

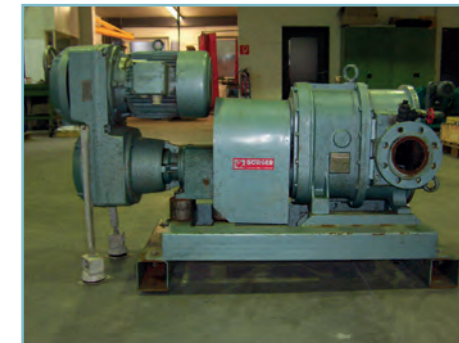
The first patent publication of the Börger rotary lobe pump, with a feature that has retained its novelty through today, and one of the major advantages of the larger pumps: the quick-change, rubberized lobe tips.

The main principle of Börger pumps: All wear parts were supposed to be replaced quickly. Screwed lobe tips were still used here.

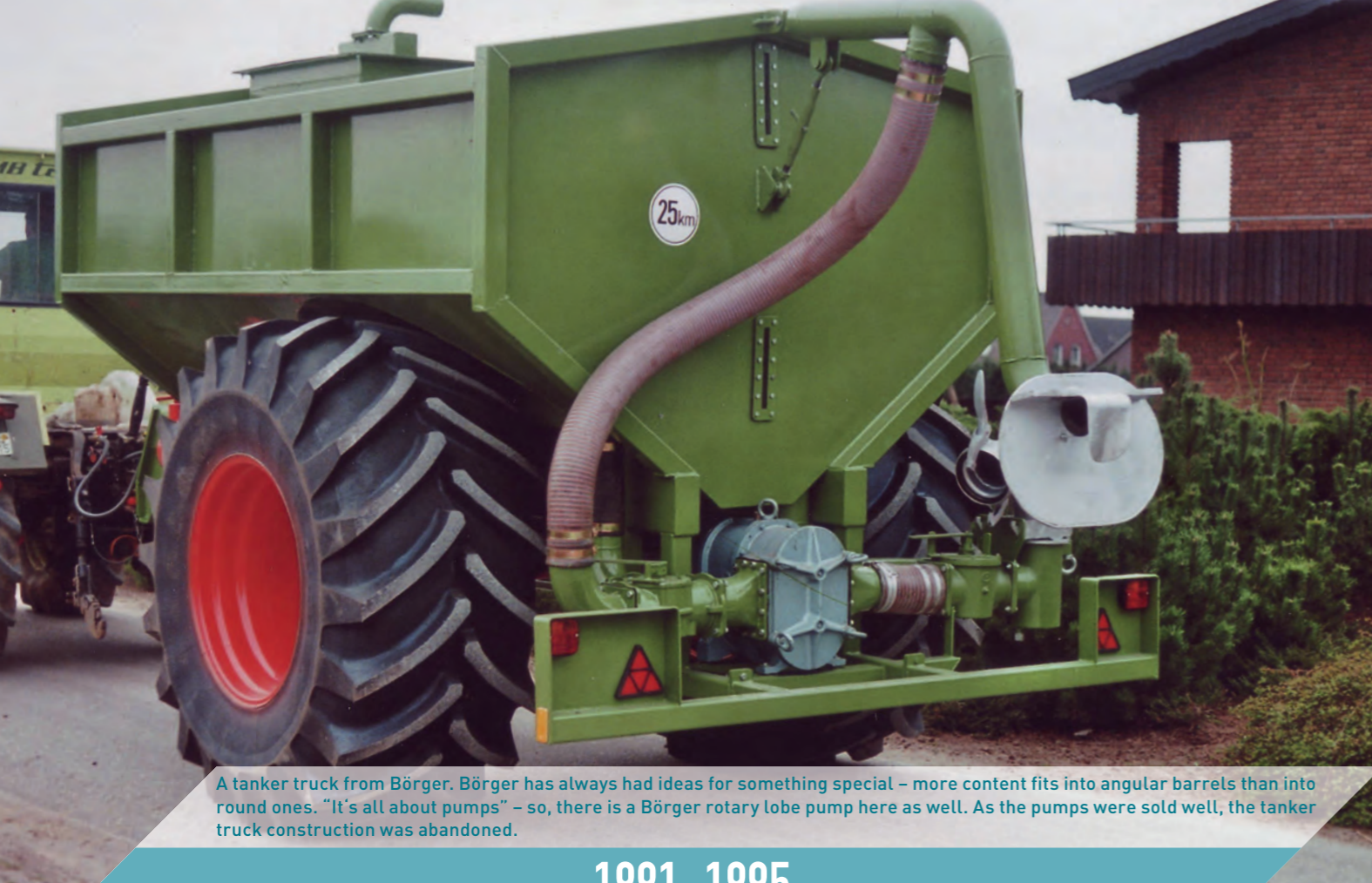


1988

The year of changes: The first trials of the new Börger FL pump series with the subsequent market launch confirm the development from an agricultural machinery operation to pump manufacturer. A new role that would become more and more successfully fulfilled through hard work and dedication.



It all started. The manufactured pumps were ready to enter the market.



A tanker truck from Börger. Börger has always had ideas for something special – more content fits into angular barrels than into round ones. “It’s all about pumps” – so, there is a Börger rotary lobe pump here as well. As the pumps were sold well, the tanker truck construction was abandoned.

1991–1995

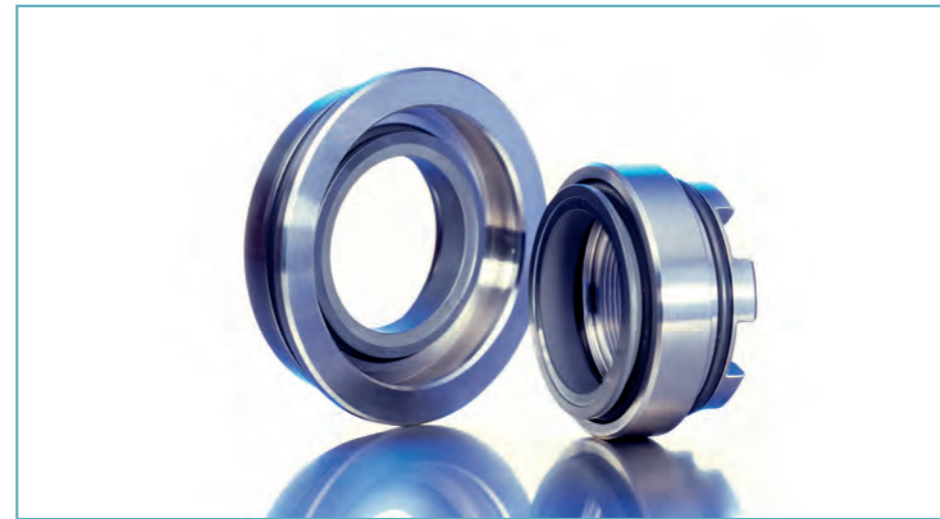
1991

The Börger principle: “Everything that the market does not offer, we develop and build ourselves” continues to guide the very details of our activities. In 1991 the simple and rock-solid mechanical seal is developed, tailored especially to rotary lobe pumps – to date, a novelty on the market.

To a constant provider to the agricultural sector, applying high-quality and solid products in other sectors seems almost self-evident. Good operational experience with the treatment of liquid animal waste suggests actively approaching companies with waste water and sludge operations as a new target market.

1992

International activities culminate in the establishment of the first sales organization abroad, in the Netherlands. At the same time, Börger files its 10th patent. The most important patent is the advanced design of easy-to-maintain, push-on lobe tips.



Simplicity is simply better – this was already our guiding principle for this single-acting mechanical seal.

1992

The sales organization is divided into the target markets of agriculture and industry. Sales in agriculture rise rapidly. The industry demands pioneering work for publicizing and establishing the rotary lobe pump for conveying solid-laden fluids.



“Sales stories from that time.”
Alois Börger still knows them all.
Order 252 from 17 June 1992



The first test pump in a waste water treatment plant in a German big city. Later a key account!
Order 427 from April 1992

“Pioneering work” in the sense that we first had to explain to the market the possible applications of the fully new method of pump operation – something we had not realized beforehand. Nor did we expect potential customers to be skeptical about this type of pump. To be clear about the situation: Five wheelbarrow manufacturers are present in the market, and now I arrive as the 6th. First of all I am perceived, and if I can offer a better product or one at a lower price (one of these factors is necessary), then customers will take me into account in their purchasing decisions. We initially encountered skepticism, even though we were cheaper and better. After then the proverbial spark was ignited, and things began slowly to develop in the “wonderful world of pumps”.

Alois Börger

1993

A new challenge arises: The industrial market requires a smaller pump. Börger’s answer: the development of the smaller PL series. A short time later the even smaller AL series comes on the market.

The Börger world is becoming bigger. Appearance at trade fairs and travel to potential customers now become a matter of routine.

1994

The growing size is also reflected by the premises: In 1994, the first production facility dedicated to the Börger pump is built (Hall 5 today). Börger thus increases its production from 1,200m² to an additional 600m².



Die Profis unter den Drehkolbenpumpen.

Patente Lösungen von A wie Abwasser bis Z wie Zuckerfabrik.



13 starke Typen:
Leistungsvielfalt von 0,5-600 m³/h.

Die AL-Baureihe:
wirtschaftlich und kompakt im Einsatz.
Freier Kugeldurchgang: 25 mm
Markenführung: 1994



Die PL-Baureihe:
der Allrounder für jeden Job.
Freier Kugeldurchgang: 40 mm
Markenführung: 1990



Die FL-Baureihe:
leistungsstark und flexibel.
Freier Kugeldurchgang: 70 mm
Markenführung: 1987



Die FLA-Baureihe:
der starke Profi für die großen Aufgaben.
Markenführung: 1994







Im hochmodernen Gebäude des deutschen Handelszentrums in Singapur ist das Weseker Unternehmen seit Anfang des Jahres mit einer Niederlassung vertreten.

"Borkener Zeitung" newspaper 14 February 1998

Von der Scheune in Weseke führte Weg bis nach Singapur

Börger Drehkolbenpumpen sind inzwischen in über 40 Ländern im Einsatz

Standort Borken – unter diesem Titel startet heute eine BZ-Serie, die den Weg führt von der Scheune in Weseke bis nach Singapur. Die Börger Drehkolbenpumpen sind inzwischen in über 40 Ländern im Einsatz. Seine Anfänge hat der „nachgeborene Bauernsohn“ dabei still, können schnell und andere weiterempfohlen worden. 1992 ein weiterer Erfolg: ...

1996-2000

1996

Back to the roots: The generally intensive design and market development in the industrial sector was occurring somewhat at the expense of the agricultural business. To re-establish its firm footing here, Börger needs an attractive new product. Sought is a marketable tank with Börger quality.



This was the prototype of the WBA tank.

PS: WBA stands for "Weseker Behälter- und Anlagenbau" which means tank and plant construction in Weseke.

And Alois Börger remains true to his principle that "What the market doesn't offer, we'll develop ourselves". The WBA stainless steel tank in segmental design is created – tailored to the needs of agricultural customers. After the successful market launch it does not take long until these high quality tanks are also being sold for industrial use.



The horizontal segmental design proved to be suitable for series production and has been used to this day.

1997

Until this time, all export business had been handled by the Weseke site. The costs of travel to potential customers are continually increasing. But this is no longer the case for Singapore: The first subsidiary is founded in Singapore as a hub for the Asian & Australian region with a long-serving sales staff from Germany.



We traveled to Singapore once again for the 10th anniversary. It is always a great experience to be in Asia for people from Weseke.

1998

Börger finds another partner for international business in Alsace. Near Hagenuau (Strasbourg), the BÖRGER France S.A.R.L. is founded, which will also serve the North African countries.

A new idea takes shape: the development and launch of the screw rotors for practically pulsation-free delivery (patented).



In addition to the maintenance friendly design, these rotors were available as screw rotors – gentle for the medium and the system.

1999

Minneapolis, Minnesota, becomes the new location for the entire American market. Today, the US contains the largest Börger subsidiary with its own production of unit components.

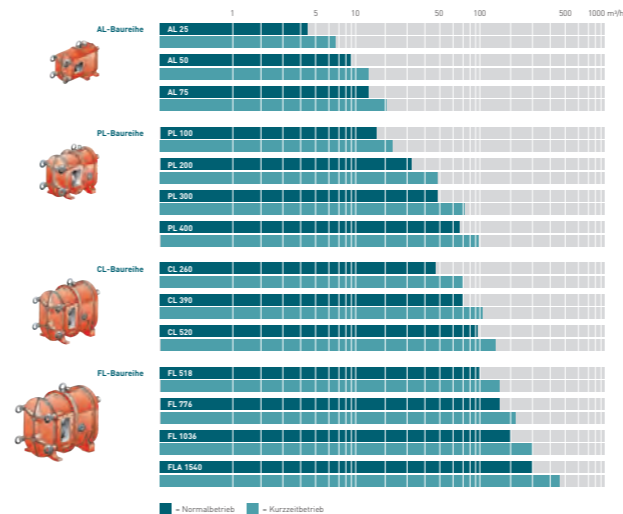
For the design philosophy the MIP label is created. MIP stands for Maintenance in Place and signifies that Börger products can always be opened on site for fast and easy access to all wetted parts.



Only a few pictures say more than a thousand words here.

2000

Things are also happening at the Weseke site. Five series (AL/PL/CL/FL and FLA) with flow rates of up to 800 m³/h in the pump product segment are now available, with a large number of the pumps being also available in stainless steel.



“Gradually, things go well.”
We can already cover a wide flow rate range.

Die Wartung von Verdrängerpumpen

Alois Börger: “My pump is even suitable for a comic strip.”

Drehkolbenpumpen und Zerkleinerungstechnik

BÖRGER®



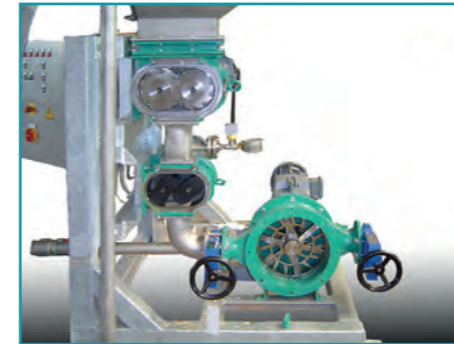
2001–2005

2001

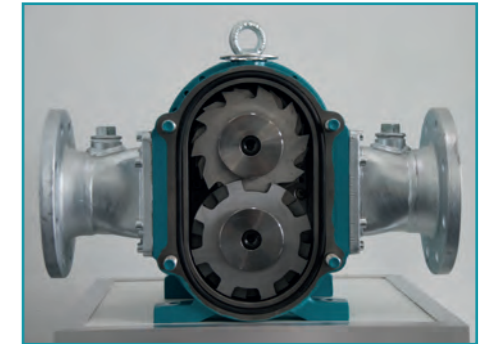
A new administrative building is constructed, the present 600 m² Office 1. Realization of this idea of Börger requires demolition of an existing building.

The workforce is growing worldwide; in Poland, a new subsidiary is founded.

At the same time, Börger begins the design and production of the Multichopper and Multicrusher macerating units. While the Multicrusher is based on the dual-shaft design of the rotary lobe pump, the Multichopper is a perforated disk macerator.



Pump and macerating combination



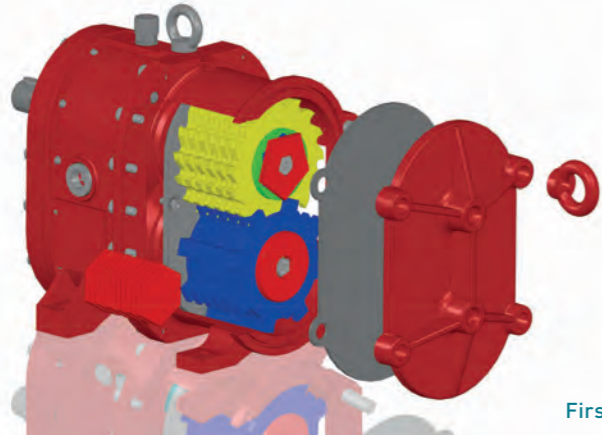
Multicrusher

2002

Börger moves with the times and responds to the growing requirements of customers from various industries: The new products are designed with increasing professionalism and with the aid of CAD and subsequent field testing.

Our success proves Börger right: In 2002, the company becomes completely independent of banks.

Progress and technology – this is our direction!



First 3D illustration

› From 1985 to 1990 our pump was being created. Then came the market launch and things became tight financially. At the time I said to my wife: "Now we have to see that we get a foothold in the market while at the same time becoming independent of the banks." Both goals were achieved in 2002. This was an amazing feeling... This new leeway made it easier for us to continue growing worldwide.

Alois Börger

2003

Börger also changes its appearance. The logo and the overall market presence are re-launched.

The 30th patent is registered, including many rotor versions. Special emphasis this year is placed on protection: ATEX-compliant pump and macerating units as well as the pressure protection at the quick-release cover (Variocap), to name just a few innovations.



BÖRGER®

new logo

Bewegt was



logo of 1985



logo of 1999

2004

We remain international: In both the UK and China, individual sales reps begin spreading Börger's presence. While the UK is under the management of the parent company in Weseke, China is headed by Börger Asia in Singapore.

Looking ahead: The XL rotary lobe pump – the largest elastomer-coated rotary lobe pump in the world – with a capacity of 1,000 m³/h, or 1 million liters per hour, will be presented at the IFAT international trade fair for waste water in Munich. The market for this product must still be developed, however.



Our smallest pump stands in front of the largest.

Börger stands for flexibility. The Metal Construction Department, the "creative department" of the company, enables Börger to respond to customers in very individualized ways and to offer "tailor-made" units and pumps. Over 80% of the series production parts of the pumps continue to be manufactured by suppliers.



View of the metal construction department.

2005

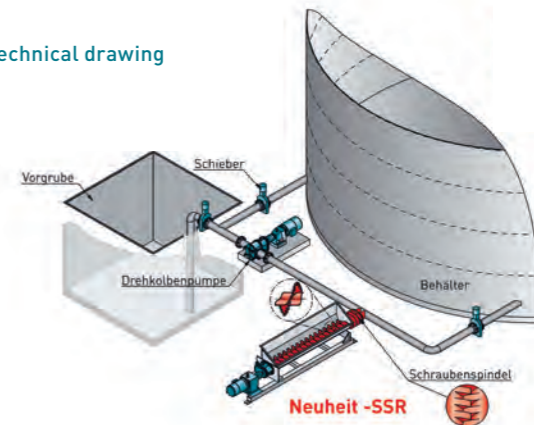
The field of alternative energy sources is growing. The biogas plants now employ the Powerfeed, the new patented feeding technology, in addition to the pumps, the macerating technology and the WBA tanks.

A great success: the major contract from Hong Kong for a waste water treatment plant in the amount of EUR 800,000.



View of the assembly hall.

Powerfeed SSR technical drawing



➤ We have never wanted to mass-produce components ourselves. Our goal has always been to develop good and creative ideas – unmistakably Börger products for specific applications – and to turn those ideas into reality. While on the regional level a product may sell by itself (if it's good enough), for the world market we need a very well-informed sales organization as well as a self-organized information system for clearly discerning global demand. For processing orders you also need production, of course. We have always had the largest share of parts manufactured by our associated suppliers and delivered in time for assembly, which takes place in our specialist departments under observation by our quality engineers.

Alois Börger

Pumps sold per year



The figures speak for themselves! Our advantage is that each pump involves a subsequent deal.

2006-2010

2006

is the most successful year in company history, with a nearly 40 % growth in sales.

Mobile pumps have been mere prototypes thus far. In 2006 the first major order for mobile disaster and flood pumps comes from the German Federal Agency for Technical Relief (THW). A million-dollar contract is handled by the team in addition to its daily business. The dedication pays off: Further orders from the THW follow. Börger has opened the door to this specialist market.



Our powerful 9000-liter pump helps the THW with their flood protection operations.

In addition to the construction of an additional 2000 m² production facility (Hall 6), Börger begins its product campaign for sophisticated applications. The development of the Protect and Select versions begins, with entry into the sector of highly demanding premium applications.

During this year the company succession is laid down, namely with the appointment of Anne Börger-Olthoff to Management. So it's still all in the family.



› In past years, I was repeatedly asked by business associates if we had children and if there would be a permanent successor for the company. When I replied that we have 4 daughters, the reaction was often: "But who will continue running the business?" I always answered – Anne is doing that and it's working!

Alois Börger

2007

The factory premises have now increased to 30,000 m².

The line of products is also growing: With its EL series, Börger succeeds in closing the gap between the FL and XL series.

The company now offers pumps with flow rates between 1 and 1000 m³/h, many of them made of stainless steel.



Bioselect prototype during its first application.

But development is not standing still: The Bioselect, an innovative separation device, brings life again to the guiding principle: "It's all about pumps". Two pumps and a specially devised, patented filtration unit now form a completely new and additional business unit.



► Here we can unveil the mystery behind the pump name. The first series was called FL, F = Förderleistung (flow rate). The following pumps were named after our 4 children: PL (Petra), CL (Catrin), AL (Anne) and EL (Eva). The new pumps of the ONIXLine are named after our current grandchildren: BL (Lynn), BJ (Julius) and, in the future, BC (Charlotte) and BF (Filippa).

Alois Börger

2008

In the meantime the company has come to comprise, in addition to the very large sales & development organization in Weseke, a further 6 subsidiaries with 20 sub-representatives in many major countries and economic regions around the world. We also maintain other trade ties in over 50 countries.

The development of the Premium profile rotor provides a solution for many difficult applications in the biogas sector. Fiber material accumulates in the rotor profiles and thus becomes a sealing and wear layer.

Thereby, the Börger rotor range is extended to a variety which is unique throughout the world.



2009

As part of the company's expansion and the construction of a new factory building, Börger erects a state-of-the-art testing facility with a 9-m-deep suction shaft with fully automatic control and display system.



Börger survives the general economic crisis better than others: A wide range of products as well as a customer base with companies from various industries puts the company on a solid footing.

» *The mutual sense of loyalty we share with our associates and suppliers notwithstanding, there have always been problems now and then in procurement. Once it was a fire and another time it was a bankruptcy that jeopardized our supply. We decided to develop our own machining department with CNC-controlled machine tools. Later, after only a brief period of deliberation and construction, Hall 8 (tank construction) emerged. Our declared goal was to produce 20% of all parts ourselves. Of course, given our rapid growth, we have so far been unable to attain this goal. Very helpful has been in-house production in the form of fast and uncomplicated manufacture of special parts and prototypes.*

Alois Börger

2010

The 4000 m² Hall 7 goes into operation; above the testing facility is established the new 500 m² office for research & development as well as quality assurance and documentation.

The rearrangement of the production facilities, including the very large and clearly organized Hall 7, is accompanied by an overhaul of Production Planning. A young engineer with a degree in Logistics and the young managing director Anne Börger-Olthoff with a degree in Business Administration and many years of experience put their organizational skills to work here. For forward-looking production planning, a new ERP system is introduced, along with PDA software. All master data are updated and expanded and the processes redefined.



» *The period until 1985 was the start-up period, during which I was very much on the go on the national, and from today's perspective, short-range, level. These years made us a dedicated pump manufacturer. Now, 25 years later, we have succeeded in launches on the national as well as international markets. Before, I knew my way through Münsterland's roads, today international airports are my hubs. Except for Africa, I have visited every continent in the world. While so far we have not established subsidiaries in all the economically important countries, we continue to think about expanding to new economic regions. It's no longer "just about pumps" – we also need to think about the world market for our pumps.*

Alois Börger



2011-2015

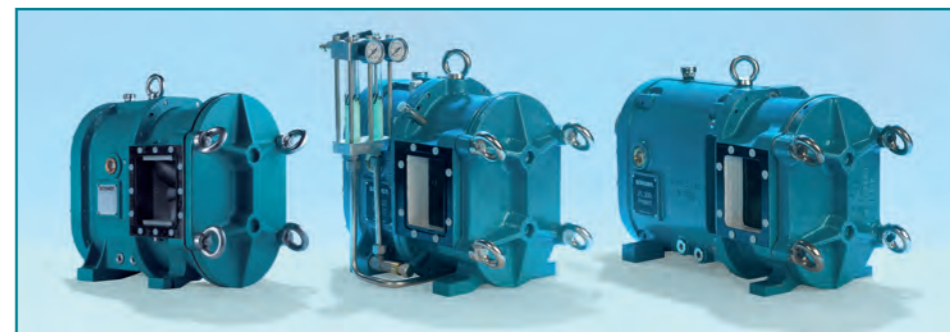
2011

Boerger LLC., USA has grown into a company with almost 40 employees, and moves into its newly acquired building comprising almost 3,000 m². The European market continues to be served from Germany. In the US, Börger remains open to the option of further spatial expansion with a 15,000 m² plot of land. In Asia, the larger location is still open for the future. Börger is already present in Singapore, India and China.

Due to the growth in volumes and sales, the product range is undergoing increasingly rapid expansion. Products of macerating technology are added, the RC 50 is added to the Bioselect family and the Classic, Select and Protect pump lines are introduced.

» *In the last 10 years we have quadrupled both our sales and the number of employees. The large investments in spatial expansion and in the optimization of logistics and operational organization are yielding better productivity. Particularly pleasing is that we have been able to do all this under our own financial power.*

Alois Börger



Classic

Select

Protect

2012

Things are getting tight: Following the production campaign, more space is needed again for sales and administration. A prestigious building with 1,000 m² of office and training facilities as well as an apartment emerges instead of the 30-year old residence. Alois and Ursula Börger now live again at the same place, only 8 m higher up.

The awareness level of the Börger premium brand has increased many-fold throughout the world. Still, Sales is experiencing its first "growth pains". To forestall the possible consequences, the company sets out to reorganize its sales structures with the aid of outside experts. With success!



The re-orientation is also noticeable in appearance: The Website is redesigned and public relations in traditional and new media are intensified.



2013

The start of a new pump

In the minds of Alois Börger and his R&D department, the idea of a new generation of rotary lobe pumps takes shape. After a 10-minute general meeting with Alois and Ursula Börger as well as Anne Börger-Olthoff, a decision is taken. The declared goal: Create a very special pump. A pump that can be used beyond the limits of others, even where the company has reached the limits with its BLUEline pumps.

In short: The new pump will increase the number of applications many times over.



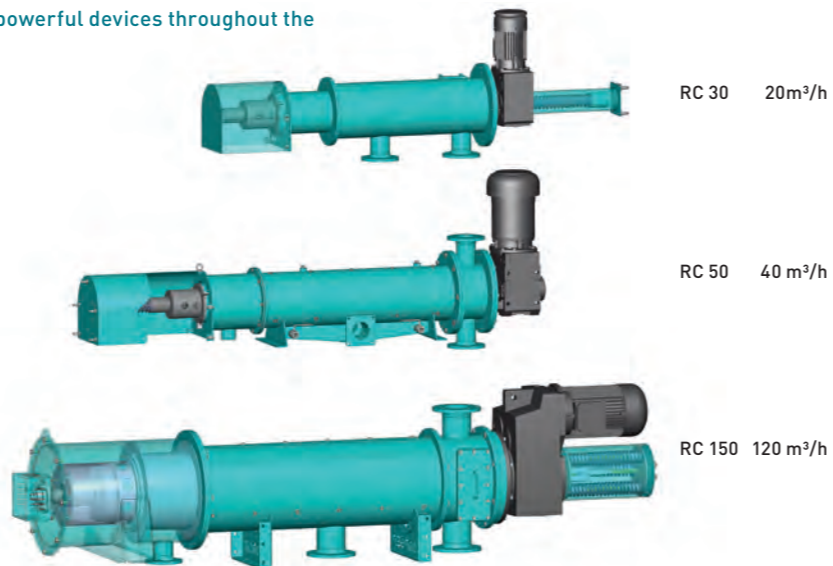
› The hour of the second generation of Börger rotary lobe pumps had come; the same situation as in 1986 but under different conditions. In 1986, the new design started on a white piece of paper. There weren't any model designs. Now, all the advantages of our proven BLUEline pumps were summarized. Each new idea was checked; rotor and casing geometries were re-calculated. In addition, the new pump was supposed to resist a very high pressure load. General target: It has to remain a rotary lobe pump and the cover at the rear side has to look like the one of our other pumps. Everything else can be new or changed. The new pump had the working title "elephant" during the design time.

Alois Börger

2014

The filtration segment develops nicely, with the market demanding smaller devices as well as devices handling larger and more demanding flow rates and yielding better results. Börger builds Bioselect RC 150 in addition to the RC 30. During this year, these products are presented live for the first time at the Agritechnica.

The most powerful devices throughout the world



2014 | 2015

Hall 2 from the early days and the Hall 3 from 1984 have now become obsolete. They are replaced at the same location by the new 1500 m², partly 2-story Hall 3. Here the agricultural unit is now housed.

At the same time, Hall 7 is expanded by 2500 m² to include the departments 7.5 and 7.6, so that there's room and expansion space for the machining department and our electrical engineering and control unit department.

Things are also happening internationally: The planned start-up in Russia is put on hold because of the political situation there. In China, independent Boerger Pumps (Shanghai) Co., Ltd. is founded after a year of bureaucratic red tape.



2015

To mark the 40th anniversary of Börger and the 25th anniversary of the Börger rotary lobe pump, the new generation of rotary lobe pumps – the ONIXline series – is presented for the first time at the ACHEMA in Frankfurt. For Börger still has big plans: The new generation will open up new markets for the company.

The ONIXline pump also embodies the motto of Alois Börger: "Always gear part of the products and their quality to serve demanding markets. After all, there will always be imitators and copiers from the low-quality end of the spectrum."

Die neue **ONIXline** Drehkolbenpumpe wird Sie spielend überzeugen!

ExzenterSCHNECKEpumpe
KREISELpumpe
SCHRAUBEspindelpumpe
DREHKOLBENpumpe

Besuchen Sie uns auf der ACHEMA 2015 in Frankfurt, 15.–19. Juni, Halle 8.0, Stand A38.

Wegweisend. Innovativ. Überzeugend. Das Know-how aus 25 Jahren Börger-Drehkolbenpumpenbau ist in die Entwicklung der neuen **ONIXline** Pumpe geflossen. Die neue Generation Börger.

BÖRGER
Die effizienteste Form des Pumpens

Börger GmbH | Borken-Weseke | Telefon +49 2862 9103-20 | www.boerger.com | info@boerger.com

* Four buildings from the years 1975 to 1984 have already been replaced within the context of the development of the company premises. →

*	2001 Office 1	2014 Hall 7.5; 7.6	2012 Office 2	2015 Hall 3	2010 Hall 7	2013 Hall 8	1994 Hall 5	2006 Hall 6
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Company premises 2015

Summary

Börger GmbH

From an agricultural machinery dealer to a global player

We started in 1975 with the ambition to make something special in the agricultural sector. This ambition changed in the years to come again and again. We focused more and more on the area of liquid manure technology already during our first years. Soon, one main product was identified – the pump technology which was still purchased at that time. True to the motto of “making things better”, we developed the Börger rotary lobe pump in the mid-1980s. New possibilities opened up for us with this pump. We didn’t focus on the agricultural sector any more but sold more and more pumps to industrial companies. The Münsterland sales area wasn’t the only target market any more but the whole of Germany and then Europe – and eventually we sold our products to the whole world. The macerating technology and the Börger stainless steel tanks were added to our product range in the course of the years. Later, these were followed by the feeding technology, separation technology and agitation technology. However, the rotary lobe pump remained at the heart of Börger’s product range down to the present day. In the course of the last forty years, things have also changed a lot at our company’s headquarters. We started out small in our “start-up center” at the farm on Börgersweg in Weseke. With the first growth of the company, the headquarters soon moved to Benningsweg. We built our premises spartanly at that time due to scarce funds. We soon needed more space with the company constantly growing. The first buildings and halls were demolished little by little in order to create space for new, larger and more modern production halls and office buildings. Today, more than 170 members of staff work at our company’s headquarters in Weseke. Several thousand pumps in 30 different sizes are built a year on a production and office area of 15,000 m². Currently more than 280 members of staff throughout the world have the Börger logo on their chest.

This is what we are today: the very healthy Börger GmbH operating worldwide.



*July 2015. It's smooth sailing...
For the first time in their married
life, Alois and Ursula Boerger
on a three week long vacation.*

Börger GmbH
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