

WeConnect



Known for a History of Firsts

And innovations for tomorrow...

Weidmuller is a global company and an expert in the transmission of power, signals and data in industrial environments for more than 170 years. Advances in smart/automated manufacturing, green energy and robotics rely on products, solutions and services offered by Weidmuller USA.

1850

Weidmuller Founded
Detmold, Germany.

1975

Weidmuller Opens U.S. Location
Richmond, Virginia.

1979

Moves into Current (Southlake) Building
Chesterfield County.

1989
& 2015

Weidmuller USA Expands
Additional office and production area.

2021

Open Customer & Application Center
Training for internal and external customers.

2022

Extends Campus by 5 Acres

2023

Groundbreaking
Weidmuller USA breaks ground on U.S. engineering and manufacturing facility: Made in USA.



Weidmüller 

WeConnect

WELCOME TO THE SUMMER EDITION OF THE WEIDMULLER USA NEWS MAGAZINE.

We are pleased to highlight the many facets of Weidmuller USA. While we are based in Richmond, VA, to bring our many connectivity products and solutions to market, we have sales locations from coast to coast and connections in every state to meet customer needs, right at their locations.

Weidmuller USA is about family, culture, inspiration, ideation and connections. That is why we call this issue "WeConnect." Connections not only keep factories, plants, energy grids and other businesses operating and producing, but connections keep us thriving in our community and in the world around us. We highlight in this issue the connections our employees make with each other and with the community in Richmond through volunteering, giving back and helping each other. Of course, connections with our customers and partners are very important to us. We connect and meet with our customers every day, but we also look forward to seeing them at industry events and through visits from our mobile applications vans.

At Weidmuller, connections start early. Weidmuller USA believes in investing in our people for the long term. Our work with Virginia Commonwealth University (VCU) is one aspect of this drive to lift students up as they look to earn an engineer-

ing degree and also extend opportunities for on-the-job training. We also are pleased to have hosted interns this summer who were able to learn through doing while showing us what young talents have to offer our company – even before they get their diplomas. We are proud to have a significant number of employees who have made a long-term commitment to Weidmuller, with many celebrating 10+ year anniversaries.

Finally, a big sign of our commitment to connections is our groundbreaking and the building of our engineering and manufacturing facility in the U.S. We thank the owner families for their steadfast commitment to Weidmuller USA and our growth and their local support and connection to us. This investment represents our drive to meet and service customers right where they need us - designing, developing and manufacturing made in USA products for a spectrum of industries.

As we look ahead to the evolving needs of industrial connectivity and cloud-based manufacturing automation, we continue to draw inspiration from our 170-year history rooted in engineering and manufacturing innovation and the importance of family and connections – to each other, to the environment and most of all, to our customers and partners.



BERND SCHRÖDER
PRESIDENT, WEIDMULLER USA

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ALL EYES ON WEIDMULLER FOR

GROUND-BREAKING DAY

The \$16.4 million expansion will create more than 100 new jobs for the Greater Richmond, Virginia area.

On a picture-perfect spring day with blue skies and no rain in sight, Weidmuller ceremoniously broke ground in Richmond, Virginia to celebrate and officially announce the expansion into a new engineering and first-ever manufacturing facility in the United States.

The groundbreaking day, filled with company tours, leadership presentations, an all-employee luncheon and much more, culminated under the tent with speeches, photo opportunities, media interviews and the ceremonial “dig” to break ground.

Glenn Youngkin, Governor of Virginia, Christian Gläsel, Chairman of the Supervisory Board, along with Chesterfield County government officials gave rousing speeches that elaborated on the expansion and the importance of growth in the United States and here in Richmond.

“Most of you know that Weidmuller has been quite rapidly growing over the past years, and one of the fastest growing areas in the world for Weidmuller has been the USA,” said Chairman of the Board, Christian Gläsel.

Speaking with enthusiasm, Gläsel added, “We need to invest in the USA. We need to invest in Virginia. We need to invest in Richmond, Virginia, which is our home for almost 50 years now.”

Support for Weidmuller’s job creation will be provided through the Virginia Talent Accelerator Program in collaboration with the Virginia Community College System and other higher education partners, with funding support from the Governor’s administration and the Virginia General Assembly.

Governor Glenn Youngkin was thrilled about the growth opportunity in Virginia. “This is so exciting and particularly when we have a company that is such a high-quality global manufacturer and known for it,” Youngkin said.

“Weidmuller is a company that has stood the test of time and continues to stretch its lead, a company that is well known

for its renowned German efficiency and German reliability is growing its roots here in Virginia industries,” Youngkin said.

Numerous members of the Gläsel family, including Chairman of the Supervisory Board, Christian Gläsel, as well as shareholders, Steffi Gordinier, Inge Gläsel and Timothy Gordinier, attended the event.

Bernd Schröder, Weidmuller USA President, Volker Bibelhausen, Chief Technology Officer, Johannes-Jürgen Albus, Member of Supervisory Board, and Thomas Borst, Member of Supervisory Board, participated in the ceremonial groundbreaking “digging” and photo opportunity.

Behind the Scenes

Months of planning, that included creating detailed agendas and timelines, coordinating media visits, working with the Governor’s office, ordering marketing materials, finding tents, designing shovels and improving the facility, inside and out, meant it took all hands on deck to make everything run smoothly.

Countless employees gathered as “Team Groundbreaking” and stepped outside of their normal job descriptions to make the day a success!

Marketing was asked to deliver on the vision of the groundbreaking event and worked to implement a minute-by-minute timed agenda to ensure that a company-wide event at this scale could be achieved successfully - while making sure the “look” of the event from start to finish met Weidmuller branded guidelines.

Application & Training Center Manager Amy Black and Distribution Marketing Specialist Krista Hutchins were tapped as the day - of logistic leads to make to ensure the schedule ran according to plan. Preparations were exhaustive with multiple dry-runs to practice for the event and daily groundbreaking task force meetings.



"It was a unique and fun opportunity to organize the ground-breaking event. So many employees played a vital role in making sure the event worked seamlessly," said Amy Black.

"No detail was too small - from a minute-by-minute timed agenda, to rehearsals, to designing the shovels and creating and executing the plan, it was exciting to participate in such a monumental event," said Krista Hutchins.

Human Resources dug deep by rolling up their sleeves and digging in the dirt to plant flowers and landscape while also ensuring all employees were well-informed about security, parking and communication during the event. Additionally, they partnered with VCU's VIPs and organized the all-employee lunch.

Administration spent countless hours coordinating special guests, creating agendas, arranging special tours, dinners and lunches.

All employees, from the warehouse to customer service, to leadership and facilities crew, put in the extra work to make sure Weidmüller lived up to its Top Workplace Award. It truly was a team effort!

About the Expansion

The \$16.4 million expansion will create more than 100 new jobs for the Greater Richmond, Virginia area. As part of its 'Made in America' commitment, Weidmüller will increase its footprint in the U.S. by 24,000 square feet, allowing the company to engineer and manufacture products closer to the customer.

A focus on green energy, including utilizing recycled materials, prefabricated roof panels and 360 solar panels will be built into the new design.

Excavators and construction crews arrived on July 20, 2023, to begin the expansion project. The new facility is expected to be completed by June of 2024.





GROUND BREAKING



Top Workplace

WEIDMULLER RECOGNIZED AS A TOP WORKPLACE FOR THE SECOND YEAR IN A ROW

For the second year in a row, Weidmuller USA is celebrating being named a Top Workplace by The Richmond Times Dispatch (RTD). The award recognizes exceptional workplaces in the Greater Richmond Area and is based solely on employee feedback through third-party survey company, Energage LLC.

Not only was Weidmuller USA recognized as a Richmond Top Workplace, but we were awarded three cultural badges based on employee insights. The badges for employee appreciation, company direction and work-life balance established Weidmuller's standing in the top 5% of the 1,473 organizations that applied.

"As a family-owned company with a long tradition, we are honored to receive this employee-nominated award that recognizes our culture and values," said Bernd Schröder, President of Weidmuller USA. He added, "Our employees, whether early career graduates or seasoned professionals, represent our most valuable resource and are the foundation of our success. As a recipient of the coveted 'Richmond Top Workplaces Award' over the past two years, we are excited to continue that trend while growing our workforce in the Greater Richmond Area."

Along with the three cultural badges, Weidmuller received eight other badges for clued-in employees, trusted leaders, supportive managers, strong values, open-mindedness, meaningful work, leaders in the know and innovation. These

additional eight awards secured Weidmuller a place in the top 25% of companies that applied for the award.

The RTD honored the Top Workplace winners at an award ceremony in downtown Richmond this past spring, the event was attended by Weidmuller leadership and staff representatives. At the ceremony, Weidmuller was officially recognized for their outstanding workplace culture with a plaque that now resides in the trophy case for all employees to appreciate. With this recognition, Weidmuller can continue to pride itself on being a powerhouse in industrial connectivity and on promoting and building connections within the workplace.



MOLLIE NEETER,
SENIOR DIRECTOR OF
HUMAN RESOURCES.

HR Corner

Learn a little bit more about Weidmuller with Mollie Neeter, Senior Director of Human Resources.

Q: What do you look for in a potential employee?

A: We look for people who demonstrate a passion for our industry, people who have the soft skills to work in a team environment, as well as candidates who have a natural inclination and curiosity for continued learning.

Q: Why are the values of our employees so important to Weidmuller?

A: I believe that unless you share common values, your teams will lack cohesiveness. While values are common, we have staff at Weidmuller who bring new values and continually challenge us to evolve!

Q: How would you describe the company culture at Weidmuller?

A: Culture is king. Despite our positive, award-winning culture, we don't rest on our laurels. We need to be open to change. Lack of change equals complacency and complacency leads to disengagement within the organization. When we work on our culture, we develop a bond, and that bond creates a sense of teamwork and team spirit. We ask our employees to communicate with HR and let us know when we can help, how we can improve and develop ideas to pivot.



Tradeshows Back in Full Swing

In 2023, Weidmüller USA attended seven major tradeshows. After two years of limited attendance or online-only shows due to COVID-19, the 2023 tradeshow season is proving to be quite successful and busy for Weidmüller. By attending tradeshows, we can better form connections with our customers and partners through interactive displays and demonstrations of Weidmüller products and form true connections by listening to their challenges, in person. Take a look at our booths from coast to coast and industry to industry highlighting our innovative smart manufacturing technology, commitment to clean energy and passion for connectivity.



TRADESHOWS





CONNECTIONS



Creating Connections

The strong connections forged among our employees are what truly sets Weidmüller apart as an exceptional community. We invite you to glimpse into some of our employees' favorite moments that showcase our strong bonds and vibrant workplace culture.



What's New

WOW Vans - coming to a location near you

Weidmuller on Wheels (WOW) is our interactive, mobile fleet of Vans that brings Weidmuller closer to our customers. Currently, we have two Vans on the road traveling all over the United States, with two more being introduced in late 2023.

WOW Vans are an important 'vehicle' for reaching our customers where they work. The WOW Van pulls right up to the facility, allowing customers to explore products and solution-oriented concepts with a Weidmuller expert as a trusted guide.

When you tour our WOW Vans, you experience the Weidmuller world. The Vans feature: PV solutions, relays, MiBridge migration, power supplies, C1D2 applications, Industrial Ethernet, wireless to u-remote, u-control and much more. The WOW Van also showcases the latest in fast wiring, smart cabinets and automation.



Customer & Application Training Center

The Customer & Application Training Center, envisioned by the late Weidmuller USA President Terry Hodgson, was opened in February of 2022. The App Center is dedicated to the loving memory of Terry, for whom this training center would not have been possible. Through his inspiration, the App Center has grown from an idea into a full-featured training center.

The first in-person training, Application Week, was held in March 2022. The class was comprised of various team members and offered a weeklong, hands-on training. Since that first training, the App Center has grown to add two trainers, and offers ongoing in-person and virtual trainings sessions.

*New for 2023 is Distributor Connect. We are excited to offer specialized training for our distributors across the U.S. Stay tuned for more information in our next issue.

Warehouse upgrades

The Weidmuller USA warehouse is preparing for some momentous changes. Beginning in January 2024, the warehouse will be receiving an upgrade in the form of an automated storage and retrieval system. Through the installation of an OPEX fulfillment automation machine, the warehouse team will be able to significantly increase their productivity and fulfillment capabilities.

With just manpower, the Weidmuller warehouse is currently able to pick 800 products a day. With the help of OPEX, we will be able to pick 2,400 products a day. Not only will the OPEX machine increase our picking capabilities, but it will aid in the increase of sales and inventory accuracy. The increased picking and inventory capabilities mean that orders will be shipped even more quickly and accurately.

We believe in automation in all aspects. With the help of our new and improved automated warehouse, we will be able to help our customers receive and implement their automated workplace solutions - faster than ever.



New Products



u-OS, where industrial IoT meets automation

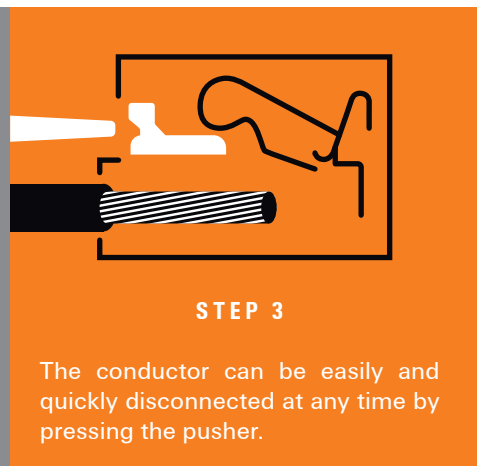
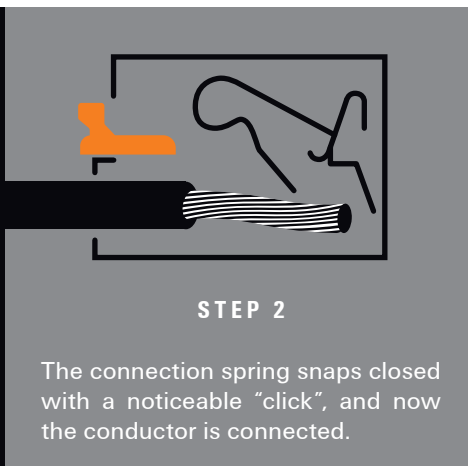
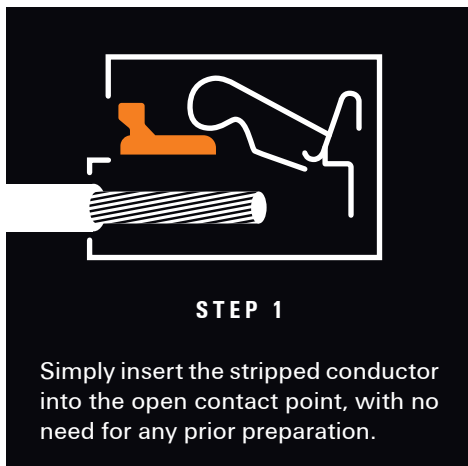
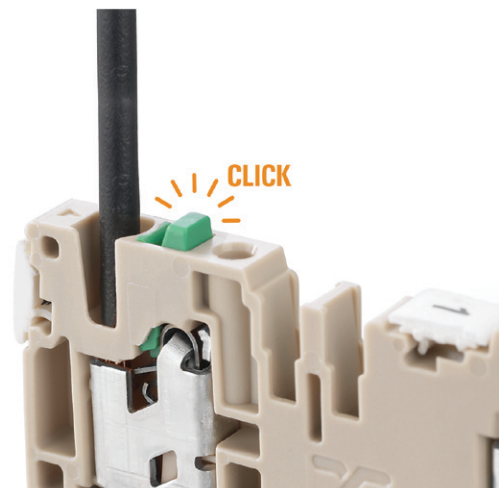
u-OS is Weidmuller's new open, flexible and independent operating system. It combines automation with Industrial IoT in just one device. A reliable edge computing solution, u-OS truly connects the IT and OT worlds. With u-OS, our customers experience open interfaces at all levels, guaranteeing easy integration of their own applications, communication drivers, runtime environments and cloud connections. The app-manager comes with pre-integrated features such as CODESYS, Node-RED and custom applications. This is the easy way to web-based edge computing.

www.weidmuller.com/u-os

Revolutionary SNAP IN technology continues to change the industry

In 2020, Weidmuller was the first company to launch game-changing technology for direct and tool-free wiring without wire end ferrules. The technology was first seen in Rockstar® Heavy Duty Connectors for the transmission of energy, signals and data outside the cabinet. Next in line was Omnimate 4.0, our configurable portfolio of connectors using the rapid SNAP IN technology. Most recently we released Weidmuller's S-Series, the world's first terminal blocks with innovative SNAP IN technology. One can now simply insert the stripped conductor into the pre-loaded connection point for a safe and gas-tight connection of the conductor in record time. Accelerated wiring is key to ready-to-robot and other automation processes. Time is money for our customers – and now they can accelerate the wiring process with revolutionary SNAP IN technology.

https://www.weidmuller.com/en/products/connectivity/terminal_blocks/snap_in_technology.jsp



Connecting with VCU

Weidmuller and VCU strengthen their partnership to grow the next generation of engineering talent.

Weidmuller and Virginia Commonwealth University (VCU) are taking strides to grow the next generation of talent in Virginia by embarking on a series of collaborative partnership opportunities. Providing scholarships, developing curriculum, providing guest lecturers, judging engineering competitions and creating a collaborative partnership are just a few of the ways Weidmuller and VCU are working together to meet the needs of an expanding manufacturing workforce.

VCU's excellence in engineering education has been proven by the 16 VCU alum employed at Weidmuller USA. "VCU prides itself that our students are prepared for their future jobs," said Director of VCU Engineering Career Services, Anita Taylor. She added "Weidmuller's donations, mentors, and knowledge are helping to propel VCU engineering students and graduates to be the top of their field."

Director of Marketing and Communications for VCU's College of Engineering, Jennifer Pulver, said the program gives the students hands-on experience. "Our students walk out career ready. VCU puts a tremendous amount of effort to prepare students so they are ready for the job. We have the career services that put students in internships, Capstone opportunities and the VIP program (vertically integrated projects). They are learning intrinsically," said Pulver.

VCU Industry 4.0

As part of an ongoing commitment to providing technology and education about Industry 4.0 products and careers at Weidmuller, Volker Bibelhausen, Chief Technology Officer, will speak to VCU Engineering students and professors in October about this vision and draw on his and the company's experience in industrial automation.

Corresponding with Volker's visit to VCU, Weidmuller plans on donating u-OS boxes to the VCU College of Engineering. This donation will help VCU grow its Control Engineering program by teaching students how to operate and work with some of the most groundbreaking technology in the field. By supporting the next generation of control system engineers, Weidmuller is investing in the future of the automation industry.

History

The partnership between Weidmuller and VCU spans nearly three decades, beginning in 1988. Peter Gläsel began the Weidmuller Endowment and chose VCU due to their recently opened College of Engineering and their proximity to Weidmuller USA headquarters. Weidmuller has provided financial grants helping VCU engineering students complete their education and cross the finish line to become an engineer. Weidmuller USA hopes to expand the endowment by creating a program that allows students to earn money working on Weidmuller projects and help them garner valuable career-ready skills necessary for employment.

VCU Executive Engineer in Residence

Along with supporting the VCU College of Engineering through scholarship and technology, beginning in August 2023, Weidmuller Engineering Manager Isaac Folk will be the VCU Executive Engineer in Residence. In this position he will consult on research, engage with students, guest lecture, assist with curriculum planning and mentor students. "I want to share my career journey with students, and hopefully that serves as some valuable insight to help students own career paths," said Folk.



Summer Interns

Summer interns bring talent, innovation and new ideas to Weidmuller USA.

This past summer, Weidmuller welcomed five interns from different colleges and areas of study to participate in a three-month internship program. The students began their internships in May and got the chance to spend time in various departments within the Richmond office based on their major. The goal of the internship program is a knowledge sharing experience that benefits both the students and their mentors. Weidmuller employees shared their expertise with the next generation of young professionals, and the interns exposed the Weidmuller team to insights being taught in higher education and a new perspective on ways to solve problems with innovative ideas.

“The goal for our internship program is to teach interns what we do and who we are while having them gain professional experience,” said Mollie Neeter, Senior Director of Human Resources. The Weidmuller HR department worked closely with staff to ensure the interns would be a good fit for the Weidmuller community. Each intern was selected based on an intensive interview process, which guaranteed that they would have the necessary skills and ability to work for Weidmuller.

The Internship Experience

The internship program was based on education and experience. Each intern had the opportunity to work on multiple real-world Weidmuller projects. “By far, my favorite experience as a Weidmuller intern has been getting to work on a Solar PV Combiner Box,” said intern Erik Long. His excitement about being a part of the inner workings of the company was echoed by marketing intern Leah Glass, who added. “Getting to research and create campaigns for social media that were posted and used allowed me to really understand social media-based marketing from beginning to end.”

Interns value being part of projects that allow for interaction with different teams, departments and with customers, as well as hands-on work in the warehouse and production area that allows them to see the business from the ground-up.

What They Learned

While some interns specialized in one department for the entire summer, others rotated through departments to better understand the many different industries Weidmuller serves. “Gaining broad experience in different departments has helped guide me on what I want to do in the future,” said intern Nick Vallance. Interns worked in every department, from warehouse to engineering. With each department came valuable insights into the industry and a more robust understanding of how a large, global company runs. “This internship has been a great opportunity to learn how companies interact and function, as well as better understand the engineering process,” stated Adam Krug, an intern in the engineering department. Not only did the interns work on Weidmuller



The interns left their mark on Weidmuller and made lasting connections within the company.

projects, but they got first-hand experience being part of the Weidmuller community by attending team meetings, town halls and staff events.

“The community at Weidmuller has made my internship experience so amazing,” said marketing intern Alexandra Clark. She added, “My mentors and the entire Weidmuller team have been very supportive and taught me so much more than I ever imagined I would learn in a summer internship.” From taking the interns to lunch to sharing insights from their careers, the Weidmuller community welcomed the intern class with open arms.

With the support and aid of their mentors, the 2023 summer interns accomplished remarkable things during their time at Weidmuller. From writing programs that will automatically compute product prices to overseeing and creating this publication, the interns accomplished more than was previously imagined. It is safe to say that the interns left their mark on Weidmuller USA and made lasting connections within the company.

We in the Community

Spotlighting employees who go above and beyond in their communities.

JERRY FARRAR

Jerry Farrar, Applications Center Technical Trainer, is a motivator, trainer and teacher both in the office and out. He can often be found coaching little league baseball in his free time. For the past 25 years, Jerry has spent two afternoons a week coaching youth sports in the Greater Richmond community. Currently, he is the coach of a 10-and-under baseball team at Ironbridge Baseball Academy, where he teaches his players lessons on and off the field. "I teach life lessons as baseball parallels life in so many ways. I like to think it teaches them how to deal with failure and learn accountability as well as the value of being part of a team," said Jerry. As a baseball coach, Jerry motivates and teaches his players to be outstanding players and people. "My goal is not only to develop great players on the field but help them become great young men off the field," he added. Jerry is an excellent example of a Weidmuller team member who is creating an impact by being involved with our local community.



Jerry Farrar



Rob Lanter

ROB LANTER

Weidmuller employees can be found working in their communities around the country. Rob Lanter, an Automation Sales Engineer based in Ohio and Kentucky, is a part of many organizations that work to serve the community. As a member of the Freemasons, Scottish Right and Antioch Shrine of Dayton, Rob is involved with many charitable and volunteer events. Through his various service organization memberships, Rob is helping his community in many ways, from serving the environment by cleaning up roads, to collecting coats and toys for kids in need and decorating the graves of fallen soldiers at Christmas time. Additionally, he ushers and assists at various concerts, festivals and parades around his community. Rob truly upholds the values of a Weidmuller employee both in and out of the office.

DARRELL TAYLOR

An essential member of both the Weidmuller team and the Richmond community, Darrell Taylor, Warehouse Manager, is the embodiment of an outstanding employee and citizen. As the senior pastor at Fairfield Baptist Church, Darrell organizes and oversees a community food pantry. The food pantry provides food to anyone in the community who needs it, free of charge. "We make sure the community is being fed," said Darrell. He added, "We tell people to give what you can and take what you need." Along with running the food pantry, Darrell is a captain for the Fitness Warriors Program. The program, run by local non-profit Sports Backers, is devoted to bringing exercise opportunities into underserved communities. As captain, Darrell teaches free fitness classes in downtown Richmond while also training other volunteers to be group fitness instructors. Through his efforts as a volunteer fitness instructor, Darrell has helped many people access exercise classes and better their health. Darrell's dedicated work at the food pantry and with Sports Backers makes Darrell Taylor a standout community member of the Weidmuller staff and the greater Richmond area.



Darrell Taylor

Anniversaries

Honoring the workplace milestones of our dedicated employees.



5 Years: Lisa Berrios, Brendan Kelly, Brian Antzak, David Johnson, Dywanne Smith, Scot Gillmore, Jeff Ternig, Jerry Soloman, Jessica McClung, John Wilhite, Kevin Dascotte, Michael Haughbrook, Corey Doise, Rob Lanter, Stacey Williams, Tammy Anderson.

MAKE THE WORLD MORE ORANGE

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