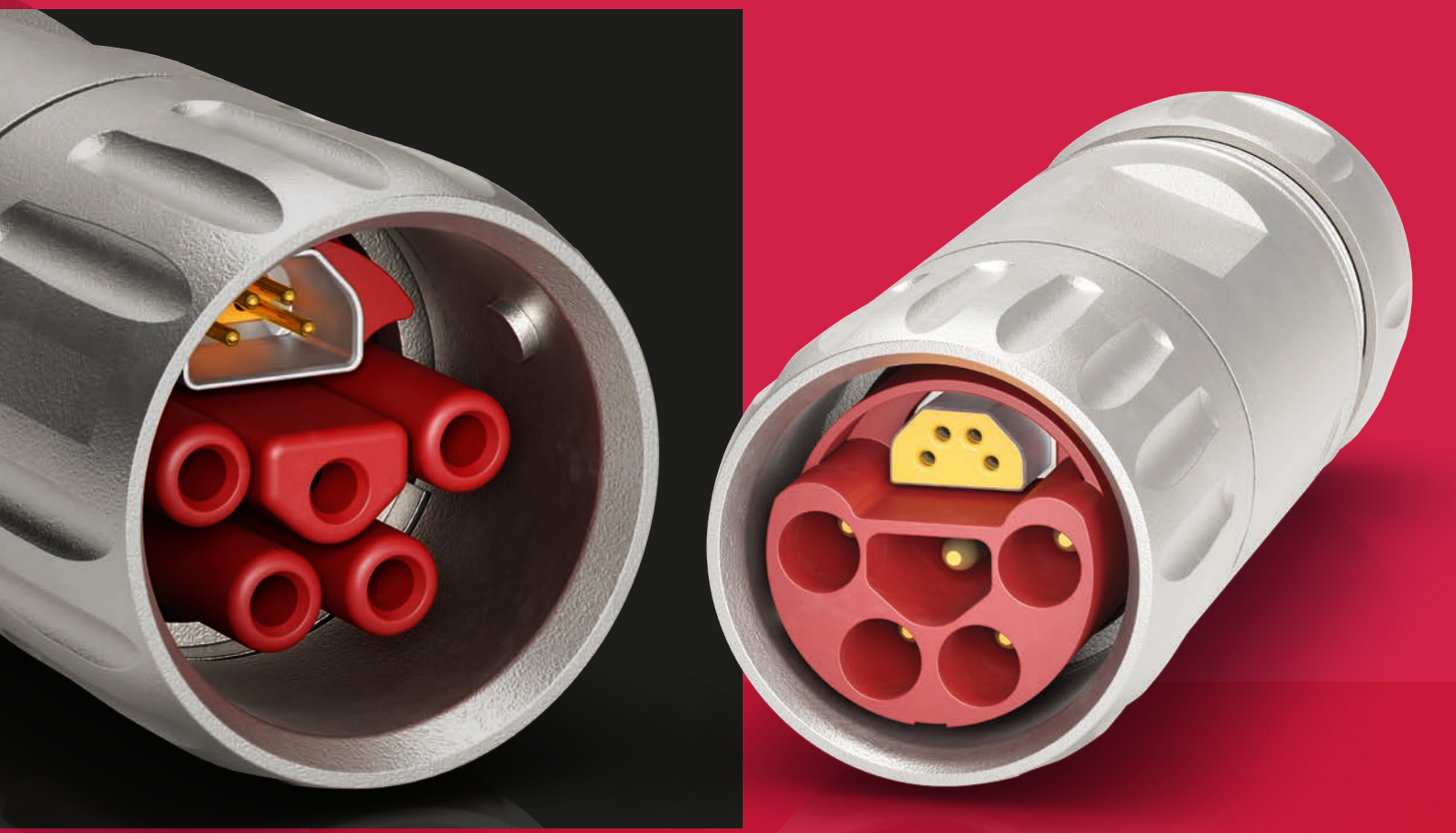
ISSUE 64

verbinder

The magazine of the binder Group



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/01

KEEPING THE GOAL IN SIGHT

EVERYONE KNOWS: PROGRESS NEVER HAPPENS OVERNIGHT.

IT TAKES PERSEVERANCE, DISCIPLINE, AND PASSION.

PRETTY CLEAR, ACTUALLY.

THE VERBINDER IS ALSO ONLINE

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www.binder-connector.com/en/news-press/our-magazine

YOUR OPINION COUNTS

We are open to suggestions, ideas and every form of criticism – both positive and negative – because it is only by keeping a dialogue going that the ve binder will keep its dynamic quality. So be brave and tell us what you think of the verbinder:

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/02 A YEAR, MANY CHANGES

A KEY SUCCESS FACTOR IS OUR CLEAR CUSTOMER FOCUS

DEAR READER,

I am very pleased to inform you that, following the successful appointment of Len Binder to the management board, our eldest son, Ron Binder, officially joined our company on October 1, 2025. He will begin with an orientation phase, focusing in particular on the areas of digitalization and finance. Starting in 2026, he will join Len in leading the binder Group, with Len continuing to concentrate more strongly on sales, production, and engineering.

For my wife and me, it is a special moment to see Len and Ron taking on responsibility not only as brothers, but as a strong team. Their collaborative, trusting partnership is an important signal for the future of our company, because stability and strength grow where unity is lived.

Like the previous year, 2025 was a very challenging year. Following the historically poor economic year in 2024, it was impossible to predict how 2025 would develop. What we have achieved together is therefore not a matter of course, and we greatly appreciate your support. The order situation improved over the course of 2025. A key factor in this success was our clear customer focus: we want to be more than just a manufacturer. We want to be a reliable partner guided by the needs of our customers.

Looking ahead to 2026, the overall economic and geopolitical situation remains tense. We do not expect a significant economic recovery in 2026 and anticipate a similar level to 2025.

We also made important progress in digitalization. With the launch of the Salesforce CRM system on November 3, 2025, we are creating greater transparency, more efficient processes, and improved connectivity across the Group. Further measures, such as the implementation of M365, will follow. In parallel, we are driving the strategic development of the Group:

MPE-Garry GmbH will operate under the name binder mpe GmbH, Macrocast GmbH as binder diecast GmbH, and binder cable assemblies Bt. as binder manufacturing Hungary Bt.

The Hungarian site in particular has developed into a fully fledged production location, making a decisive contribution to the strength of the Group.

In addition, our former technology centre has been developed into a new technology hub, enabling production-ready manufacturing processes to be transferred into production more quickly and quality to be increased — a direct contribution to our Sales Drive strategy.

We are on the right track, but there is still much ahead of us.

At the end of the year, we would like to wish you and your families a peaceful Christmas season and a good start into 2026. Thank you for your daily commitment, which is what makes our family business so strong.

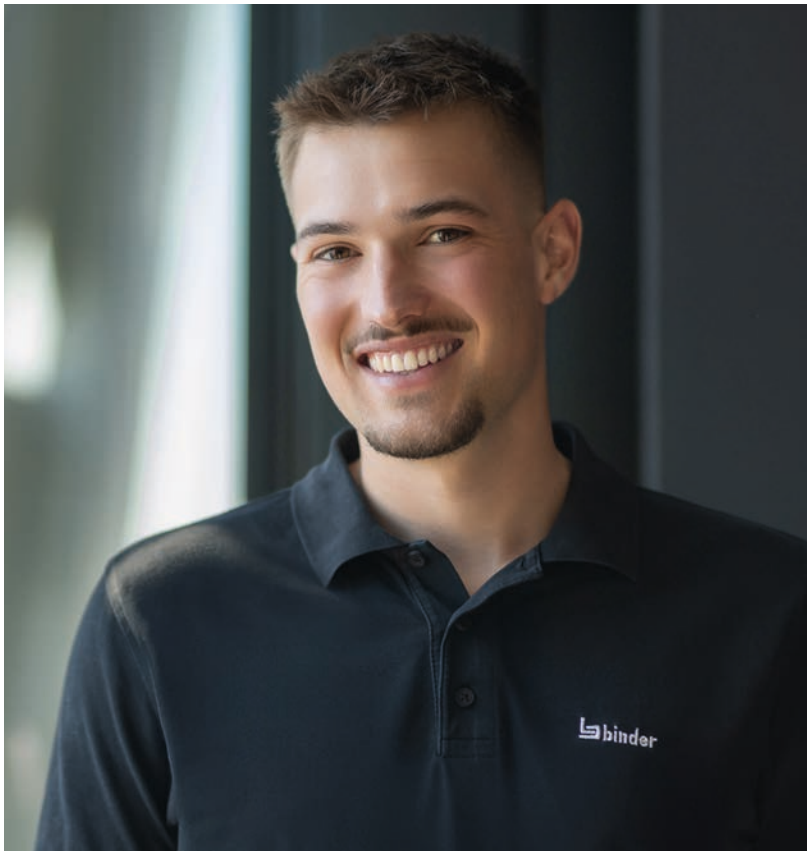
With warm regards

Markus Binder

CEO & Owner

Len Binder

CEO



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binder

/04 INTERVIEW TORSTEN HERTWIG

TECHNOLOGY AT BINDER: CLEAR CADENCE, STRONG TEAMS, RELIABLE QUALITY

Following the insights into Sales and Finance, the focus now shifts to the Technology division. The Technology division is a crucial lever for the future of binder. Torsten Hertwig has been with binder since March 2020 and has been Head of Technology and a member of the Executive Management since January 2025. Before joining binder, he worked for 20 years in the automotive industry, gaining extensive experience in development, testing and special-purpose machine construction.

YOU ARE RESPONSIBLE FOR THE TECHNICAL DIVISION WITHIN THE EXECUTIVE MANAGEMENT. WHAT ARE YOUR MAIN PRIORITIES?

In Development, I set the strategic direction. Goals and priorities are defined together with Product Management. In Quality Management, my original department, the focus is on stable processes and consistently high product quality. We support production in reducing scrap and guide our suppliers with targeted quality topics.

In Technical Procurement, the goal is to balance price, delivery performance and quality. Our ambition is not to buy cheaply, but economically — combining fair prices with reliable quality. A well-thought-out design at the beginning ultimately makes both quality assurance and procurement easier.

What matters most to me is the interaction between the people behind all these tasks. Exploring new paths together with my team, further developing methods and evaluating new technologies for practical use are central to my work.

HOW DO YOU AIM TO FURTHER DEVELOP BINDER?

We have separated development from series support organizationally. Previously, one team handled "everything," which slowed down projects. Now we are specializing roles, increasing throughput and adjusting processes. The team actively contributed to the restructuring through workshops. In parallel, we are standardizing our system landscape — moving away from isolated solutions toward seamless workflows. In addition, we are investing more in training, ownership, decision-making confidence and a positive error culture.
It is important to me to provide perspective so employees can grow and deliver their best performance. We must not stand still — we need to be willing to reinvent ourselves and try new things. Those who identify with their work and enjoy making a difference ultimately achieve better results.

WHERE IS THE TECHNOLOGY DIVISION HEADED IN THE NEXT FIVE YEARS?

We are defining clear cycle times: new developments should be completed in about two years, customer-specific projects in around six months. Exceptions must remain exceptions. Interfaces with Quality and Procurement will be clearly defined right from the start. Our goal is to be the technological pace-setter again. Innovation for us means translating market-driven impulses from Sales and Product Management quickly into mature products. With the Technology Hub, we took a big step forward this year. It is crucial to make innovations transparent to production and provide the necessary understanding — that is how the tran-

sition succeeds. For my team, it is important to bring all departments along and answer open questions. Only those who understand why things are the way they are can overcome obstacles.

WHERE DO YOU SEE FURTHER POTENTIAL?

In the team. Transparency, trust and personal responsibility are our greatest levers. With the right mix of experience and fresh perspectives, we can increase both speed and quality. Add to this process clarity, training and consistent specialization.

The task is to foster and manage these factors sustainably. It is important that all departments work hand in hand and address issues openly and honestly. Under these conditions, we can offer innovative connectors of high quality at an attractive price — and do so for the long term through the continuous development of our processes.

HOW DOES THE COLLABORATION BETWEEN SALES AND TECHNOLOGY SUCCEED?

Very well, thanks to close communication. We speak the same language and pursue the same goals.

With my experience in Sales and direct customer contact, I bring a perspective that was sometimes missing in the past. Technology was often very technology-driven, while customer and market perspectives were somewhat neglected. For me, the customer comes first. In the end, the customer has to be satisfied — they pay for our products and thus for our work. That does not mean the customer dictates everything, but their needs must be taken seriously and integrated.

Sales and Technology depend on each other. Sales needs information from Technology to create realistic offers, while Technology needs feedback from the market. Only in this way can solutions be created that are technically feasible, economically viable and accepted by customers. This close collaboration already has a strong impact today and will bring us even closer together in the long run.

GLOBAL SUPPLY CHAINS ARE VULNERABLE. HOW DO YOU ADDRESS MATERIAL SHORTAGES AND GEOPOLITICAL RISKS?

With structure and risk management. Multi-sourcing instead of single-sourcing, closer supplier relationships, expansion of European procurement markets — especially in Eastern Europe — and clear dependency limits, for example for Asia. Global sourcing remains important, but it is not the answer to everything. In parallel, we are combining strategy and procurement in an integrated purchasing organization to strengthen both our negotiating position and delivery reliability. Where meaningful, we deliberately keep value creation within the group.

The past years have shown the strong impact of natural disasters, pandemics and geopolitical events. We are repositioning ourselves and incorporating these insights into our strategy. Risk management is becoming even more important and shapes our direction.

WHAT DOES BEING A FAMILY-OWNED COMPANY MEAN TO YOU?

Togetherness, trust, openness and the freedom to make decisions in the best interest of the company and its employees. Direct exchange with the family provides support and speed. With Len Binder, we have additional drive — shared goals, lots of spirit — you can feel it.

WHICH VALUES ARE IMPORTANT TO YOU AS A LEADER — HOW DO YOU LEAD?

Reliable, transparent, demanding. I lead with trust and honesty. Wherever possible, I give people plenty of freedom, stepping in when necessary. My employees' problems are also my problems. I create the framework and remove obstacles. I challenge everyone to keep developing. We are only as strong as our weakest link. Not everyone performs at their best every day — that is why team spirit is crucial. Performance and lightness are not mutually exclusive, and a humorous, respectful approach helps even in difficult situations.

WHAT MOTIVATES YOU IN THIS ROLE?

People and technology. I enjoy solving problems — from customer complaints to optimizing machinery — and I bring a fresh perspective. I am especially motivated when employees take responsibility, grow and when we become measurably better as a team.

Motivation is renewed every day. The strong sense of togetherness, the cohesion and the topics we tackle together are a major driving force. The open, trusting relationship with the Binder family, especially with Len Binder, motivates me even more. Trust is not a given — it has to be earned again and again. Appreciation is the foundation for that.

HOW WOULD YOU DESCRIBE YOURSELF IN TWO TO THREE SENTENCES?

Cheerful, humorous and clear in my approach. Passionate about technology, confident and team-oriented. I don't take myself too seriously, but I take my goals all the more seriously.

/05
INTERVIEW
JOHANNES GAUS

DIGITALIZATION AT BINDER: EFFICIENCY, TRANSPARENCY AND CONNECTIVITY AS GUIDING PRINCIPLES

Digitalization is long past being just a buzzword. It determines a company's competitiveness, speed, and future viability. At binder, this transformation is not only being accompanied but actively shaped. The focus is on deploying digital technologies precisely where they create real added value – in processes, decision-making, and collaboration across all areas.

WHAT DOES DIGITALIZATION MEAN FOR A MEDIUM-SIZED COMPANY, AND WHAT DOES IT MEAN FOR THE BINDER GROUP?

Digitalization now shapes all areas of life and work. For a manufacturing company like binder, this means using technologies in a targeted way to improve processes, support decisions, and facilitate collaboration. It is not an end in itself – like any investment, it must provide a return. I see digitalization as a tool. What matters is selecting, from the many possibilities, the solutions that truly move us forward. In my view, the digital transformation has only just begun. At binder, it is not about creating completely new business models but about how digital tools can make our existing business more efficient, innovative, and competitive.

WERE THERE MOMENTS IN YOUR CAREER THAT PARTICULARLY SHAPED YOUR PERSPECTIVE ON DIGITALIZATION?

After my technical training and my studies, I started working with ERP software in the mid-1990s. During this time, I was involved in SAP implementations in the automotive supply industry and was able to witness how SAP R/3 – today SAP S/4HANA – entered the mid-market. I was fascinated from the beginning by the idea of mapping and controlling a company's entire operations through a single software platform.
To close functional gaps, we developed additional solutions at the time, so-called add-ons, for example in shipping processes. These extensions were in high demand because companies quickly realized that the investments often paid off within just a few months. This period was formative for me: I learned that digitalization should not be pursued because it sounds modern, but because it pays off. It makes sense when it measurably improves efficiency and transparency. This conviction continues to guide me today.

WHAT DOES DIGITALIZATION MEAN SPECIFICALLY AT BINDER?

Digitalization is not a new topic at binder. We introduced SAP at the headquarters back in 2005. Today, the main focus is to drive digitalization across the entire group. This means rolling out our central systems – CRM, ERP, and in the future also a shared collaboration platform – to all binder Group companies.

We also assess where gaps still exist in our digital landscape and what added value new group-wide solutions could offer. The goal is to create consistent and structured data that forms the basis for the next step: the use of Business AI.


binder

At its core, it is about connectivity, standardization, and a shared data foundation. binder has grown significantly and is still partly organized in a decentralized structure. To me, digitalization means harmonizing processes and data, connecting systems, and making information usable across the entire group. We will experience a transformation in the way we collaborate – making us faster and more effective.

WHAT ROLE DO SYSTEMS SUCH AS SAP, CRM AND COLLABORATION TOOLS PLAY IN THE "CLOSE TO THE CUSTOMER" INITIATIVE?

Our key systems – SAP S/4HANA, Salesforce CRM, and Microsoft 365/Teams – are central components of our digitalization initiative. SAP S/4HANA is our central ERP platform and forms the basis for all business processes. With Salesforce, we establish a unified customer management system that ensures global transparency and efficiency. Microsoft 365 will become the backbone of our daily collaboration.

Through the "Close to the Customer" initiative, our goal is to speak to our customers worldwide with one voice – quickly, transparently, and personally. Our key application systems and digital tools play a major role in this by providing reliable, consistent information and increasing speed. Beyond that, I see additional potential in areas such as sales platforms, social media, and AI-supported applications. Exciting perspectives are also emerging in strategic sourcing and product mining (optimizing the product portfolio using data analysis).

AI AND DIGITAL SYSTEMS OFFER OPPORTUNITIES BUT ALSO RISKS. HOW DO YOU ENSURE DATA PROTECTION, DATA SECURITY AND IT SECURITY?

Data protection is a top priority, of course. We operate in full compliance with GDPR, ensure that data is stored in Europe, and secure interfaces with targeted measures. Our on-premise IT systems remain within the company network, and cloud services run exclusively on European servers. Data sovereignty is extremely important to me. Our AI usage policy sets clear guidelines regarding data protection and data security. It is firmly integrated into our processes and is continuously adjusted due to the dynamic nature of the field. Interestingly, we also use AI-powered tools for IT security, which detect unusual usage patterns and reveal risks at an early stage.

HOW DO YOU GET EMPLOYEES ON BOARD WITH DIGITAL CHANGE?

Digitalization is a clear mandate from the Binder family, and that carries weight. It is important to me that change management and user adoption do not remain buzzwords but are put into practice. Together with the Key Users and Process Owners, we do everything we can to make the transformation successful – supported by Marketing, which communicates the core messages.

We are not digitalizing to appear modern, but to make our company future-proof. The most valuable employees in the future will be those who use digital possibilities purposefully and effectively.

WHEN DOES DIGITALIZATION ACTUALLY PROVIDE A COMPETITIVE ADVANTAGE, AND WHEN IS IT JUST A FACADE?

Digitalization becomes a competitive advantage when technology, data quality, and organization are perfectly aligned. New tools alone are not enough – they must be understood and used effectively. Digitalization helps when it increases decision-making and reaction speed.

But it can also be overdone. When the digital world overwhelms an organization, it becomes an expensive façade. At binder, we have learned not to be too early or too late. It's simple: the first movers often pay tuition, and the last ones are already overtaken by the time they finally act.

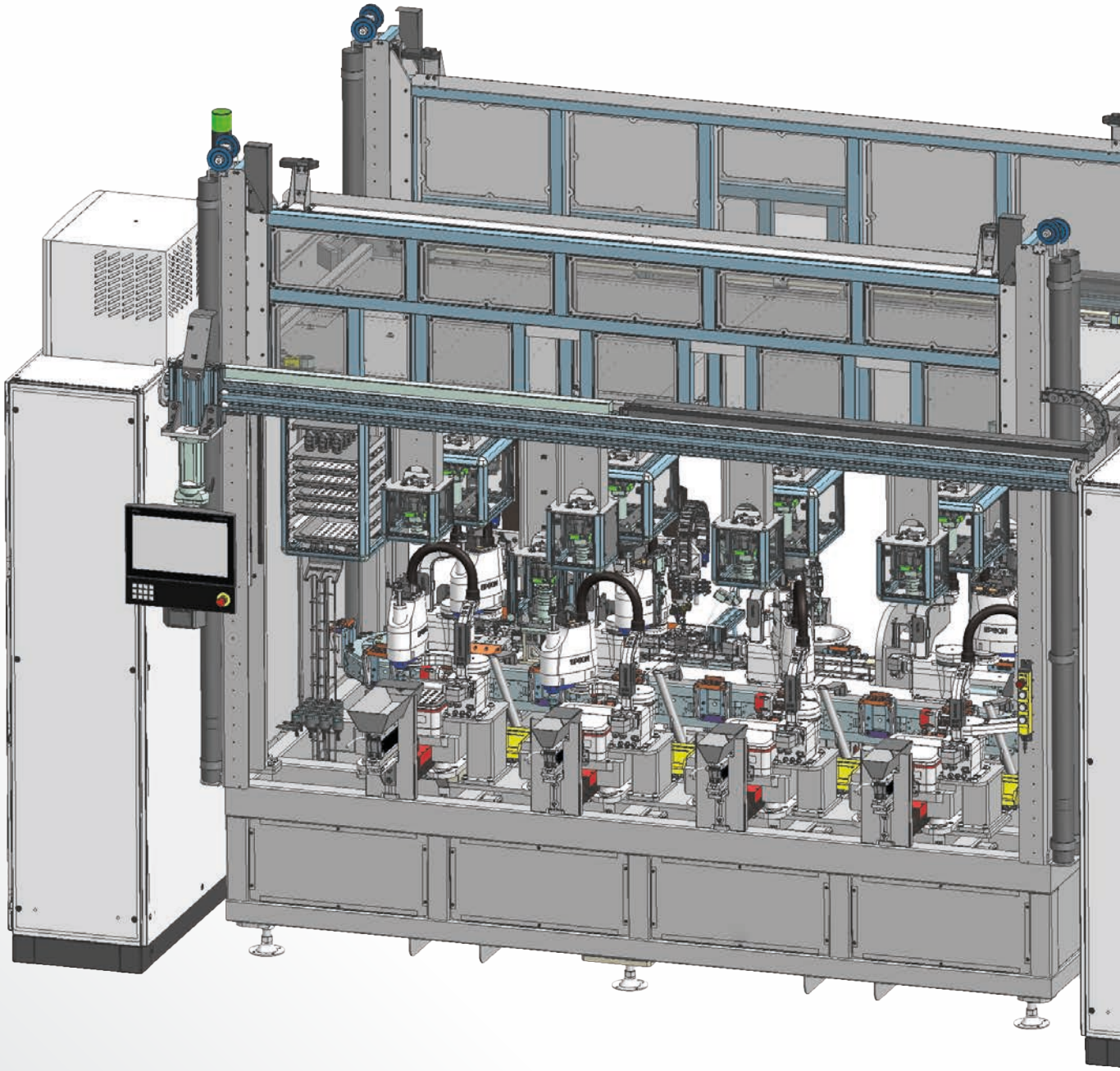
WHERE DO YOU SEE BINDER DIGITALLY IN THE NEXT FIVE YEARS?

In five years, I see binder operating at a new digital level. Our systems – SAP, CRM, and M365 – will be fully established and seamlessly integrated. With the help of Business AI, we will intelligently link data, enabling more accurate planning, reducing inventory, and increasing delivery reliability. This will allow us to act significantly faster and more efficiently – in short, to be at the forefront.

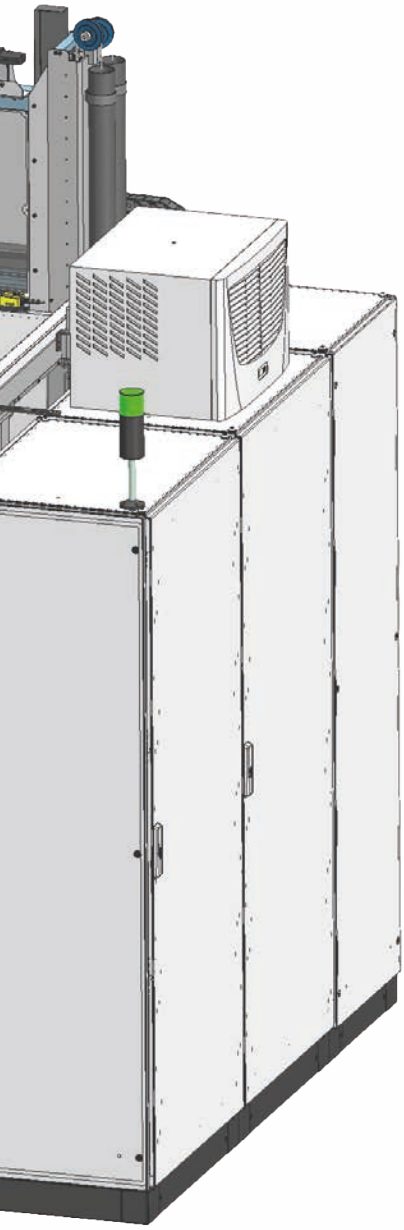
WHAT BRINGS YOU PERSONAL JOY?

Progress excites me – both professionally and personally. I enjoy seeing things grow, whether in the garden, in craftsmanship projects, or in digitalization. Success becomes visible when you implement things with care and structure. I often follow the principle: better 80 percent soon than 100 percent never.

I am happy when my employees approach topics with enthusiasm, when we see progress together, and when decisions show impact. I find balance at home, in nature, in the garden, and with my family. It never gets boring there either – and that's exactly what I like.



AUTOMATION AT THE HIGHEST LEVEL



/06

HOW BINDER COMBINES PRODUCTION, PRECISION, AND FUTURE VIABILITY WITH A NEW ASSEMBLY MACHINE

With the new assembly machine for the 719 and 620 connector series, binder has taken another step toward modern, efficient production. The fully automated system from Urmann Automatisierungstechnik GmbH combines precision, variant diversity, and process reliability—setting a new standard in manufacturing.

The machine handles all process steps, from feeding individual components and carrying out assembly to the inspection and sorting of finished products. While the 719 series has been manufactured automatically for many years, the new machine replaces an older system and brings production to a high technical level.

For the 620 series, this marks a milestone: for the first time, assembly is now carried out fully automatically. Manual steps are eliminated, product quality increases, and production efficiency rises significantly.

PRECISION IN EVERY CYCLE

At the heart of the system is a chain-driven transfer unit that moves the workpiece carriers through the stations in precisely timed steps. Robots feed the contact inserts and contacts, while 2D and 3D camera systems monitor every position and orientation. A servo press inserts the contacts to a defined depth before the 3D inspection checks the insertion depth and alignment of the solder cups (as well as the contact positions).

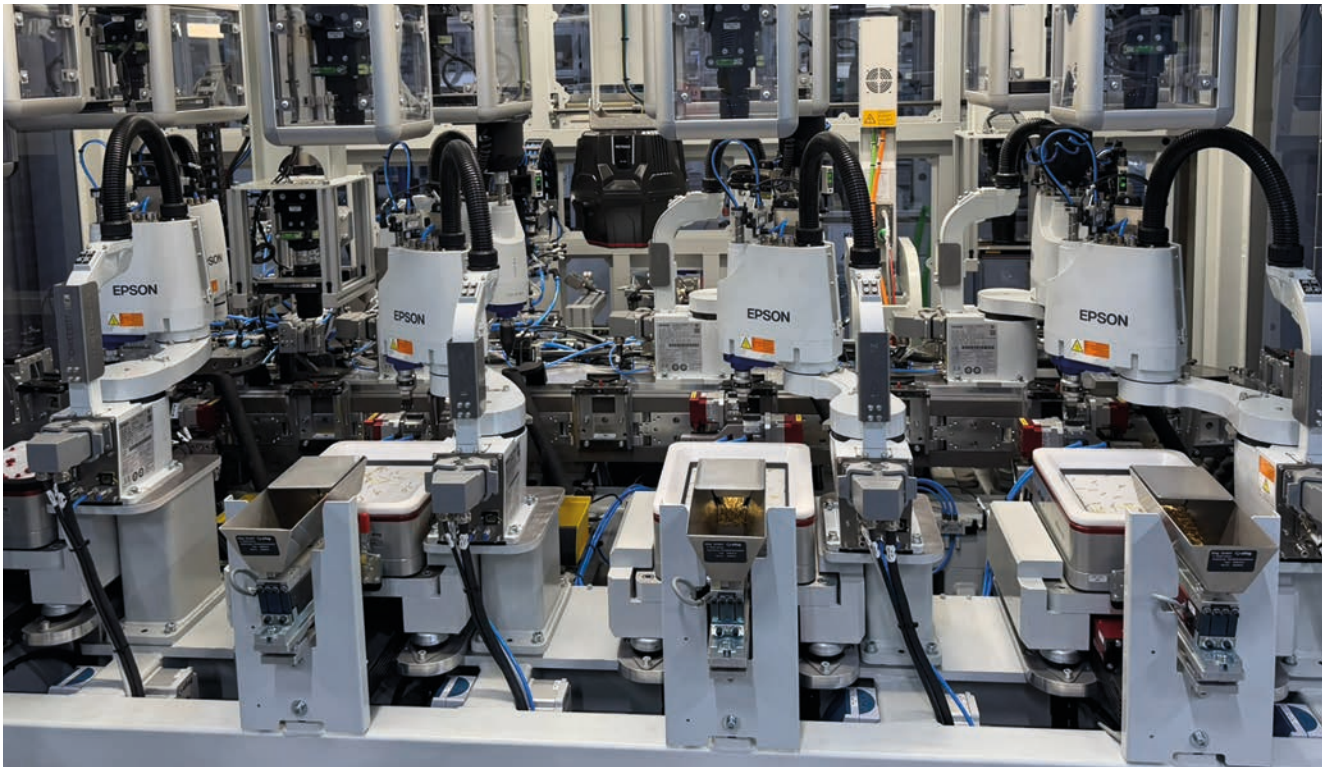
O-ring assembly is also fully automated and monitored by a camera system. At the end of the process, finished parts are automatically sorted into a closed system as “OK,” “not OK,” or “rework,” ensuring top quality and minimizing scrap.

HIGH PRECISION MEETS VARIANT DIVERSITY

The entire system is designed for durability and variant flexibility. In total, 101 different articles can be produced, varying in size, number of poles, color, or termination type. This broad range ensures that a wide variety of connector configurations can be manufactured on a single machine.

Every station of the new assembly machine contributes to quality assurance and process stability. All steps—from component feeding to final inspection—are precisely coordinated.

FOR THE 620 SERIES, THIS MARKS A MILESTONE: FOR THE FIRST TIME, ASSEMBLY IS NOW CARRIED OUT FULLY AUTOMATICALLY



EFFICIENCY MEETS ERGONOMICS

The new system significantly increases both productivity and process reliability. Sources of error are reduced, cycle times shortened, and quality remains consistently high. At the same time, automation relieves employees of physically demanding tasks while creating new roles in machine operation and process monitoring.

For binder customers, this results in even greater delivery reliability and consistently high product quality—decisive factors in a highly competitive market.

A PARTNERSHIP THAT WORKS

The system was designed and built by Urmann Automatisierungstechnik GmbH from Lower Bavaria, a family-owned company specializing in assembly systems. In close coordination with binder, a system was developed that is precisely tailored to the requirements of the 719 and 620 series. Through this collaborative partnership, ideas, experience, and technical expertise were combined to create a highly modern, practical solution for series production.

Parallel to commissioning, training for operating and service personnel is currently underway to ensure that the new processes can be quickly and safely integrated into daily production.

AN INVESTMENT IN THE FUTURE

With the new assembly system, binder is making a targeted investment in the future of its production site. The machine stands for increased efficiency, stable processes, and flexibility for future product developments. It is a clear example of how technological advancement and tradition go hand in hand—and how automation at binder has long been part of everyday reality.

"Automation is no longer a topic of the future at binder—it is already a lived reality. It is the key to ensuring long-term quality, cost-effectiveness, and competitiveness." – Marcel Sandrisser, Team Leader Equipment Engineering

ABOUT THE AUTHOR

Marcel Sandrisser has been with binder since September 2005 and is the team leader responsible for the operating resources and sample organization department.

/07 VERSATILE IN USE

Modern industrial processes demand lighting solutions that can do more than simply provide brightness. With the LED luminaires from binder, users now have access to technology that combines workplace illumination and status indication in a single system. Whether it's precise white light for detailed illumination or clear process signals within the RGB spectrum, these luminaires enhance safety, ergonomics, and efficiency in a wide variety of applications.

PRECISE WHITE LIGHT AND RGB SIGNALING – COMBINED IN A SINGLE LUMINAIRE

The LED luminaires from binder are available in various colour temperatures, allowing the light to be adapted to the specific application – from daylight-like illumination for long working periods to high-contrast light for particularly precise inspection tasks.

PRECISION AND ERGONOMICS WITH WHITE LIGHT

The integrated daylight white light with 4,000 Kelvin ensures uniform, flicker-free illumination. With a high colour rendering index (CRI > 90), even the smallest details can be reliably identified during testing and inspection processes. This creates optimum conditions for quality control and ergonomic working – even during long shifts.

CLEAR SIGNALLING WITH RGB

The luminaire offers the full RGBW colour spectrum, enabling clear status indication. White light signals smooth operation, indicating to operators that all processes are running without disruption. If a fault occurs, red light immediately warns and alerts personnel to ensure rapid intervention. In addition, further colours can be used flexibly, for example to visualise processes or implement individual signal codes. In this way, the luminaire combines two functions in one device, without requiring additional signalling technology or increased installation effort. Furthermore, binder also offers customised versions – from addressable LEDs to special wavelengths such as UV or IR light, which are particularly suitable for inspection and sensor applications.

ROBUST, DURABLE AND HYGIENIC

The LED luminaires are designed for harsh industrial environments. Rated to protection class IP69K, they withstand dust, water, oils, chemicals, and intensive cleaning processes. The robust housing prevents loose parts and meets the highest hygiene standards – making it ideal for use in the food industry. With a service life of up to 50,000 operating hours, the luminaires ensure long-term operational reliability.

VERSATILE FIELDS OF APPLICATION

The LED luminaires are suitable for a wide range of uses: they provide precise illumination on machines and workstations, support production and inspection processes as well as testing and measuring stations, and ensure optimum lighting conditions in CNC systems and production lines. They also impress in the food and packaging industries with their reliability and durability, while meeting the highest requirements for cleanliness and safety in cleanroom and hygiene applications.

"Thanks to their compact designs and standardised M12 connectors, these solutions are easy to integrate and can be used in a variety of ways," explains Dieter Sandula, Product Manager at binder.

CONCLUSION – FOCUS ON USER BENEFITS

With their combination of precise white light and flexible RGB signalling, binder's industrial LED luminaires create safe and ergonomic working conditions. At the same time, they enable clear visual communication of machine statuses – a dual function that increases process efficiency and enhances workplace safety.

TECHNICAL DATA

- Combination of white light and RGB signalling in one luminaire
- Colour temperature 4,000 K (daylight white), CRI > 90
- Flicker-free, homogeneous illumination
- Robust housing, protection class IP69K with stainless steel components
- Service life of up to 50,000 hours
- Temperature range: –25 °C to +60 °C
- Available in different lengths: 250, 358 and 412 mm
- Transparent and frosted covers
- Easy integration: A-coded M12 connector

/08 MINIATURIZATION

IN POWER SUPPLY SYSTEMS

M12 SOLUTIONS INCREASINGLY USED IN SMALLER MACHINES – 7/8" CONNECTORS REMAIN ESSENTIAL FOR EXISTING SYSTEMS

As modern machinery continues to shrink in size, the demand grows for powerful yet compact connectors. binder, a market leading manufacturer of industrial circular connectors, meets this need with its M12 Power connectors, which transmit high voltages reliably in space-critical environments. Due to changing application requirements, these connectors are increasingly replacing traditional 7/8" connectors. However, the latter continue to play a crucial role—especially in legacy systems.

"With increasing decentralization, device designs are becoming smaller and more compact—large machine layouts must be avoided. As a result, modern machines and control systems require components that are both space-saving and high-performing. This includes connectors, which must also be compact," explains Ron Hautzinger, Product Manager at binder.

These trends are driving demand for M12 connectors, as they are particularly small and powerful. They flexibly adapt to the evolving needs of the automation industry.

STRONG CONNECTIONS IN COMPACT DESIGNS

M12 connectors have become a standard for signal, data, and power transmission. Their compact design allows them to fit into tight spaces while still supporting voltages of up to 630 V. Since M12 connectors are widely recognized as a standard, they are easy to assemble in the field and integrate into machines.

Thanks to standardized codings—such as S, T, K, and L—these connectors offer not only safe but also precise

solutions for a wide range of applications. For instance, S and K codings are typically used in AC applications, while T and L codings are optimized for DC power. This differentiated coding ensures high safety and flexibility across various system types.

Ron Hautzinger states: "M12 Power connectors are highly versatile in power applications—from AC motors and frequency converters to LED lighting and network devices. They are ideal for providing a stable power supply within the familiar M12 form factor."

With its M12-S, M12-K, M12-T, and M12-L series, binder offers a wide range of configuration options.

7/8-INCH CONNECTORS DELIVER POWER IN LEGACY SYSTEMS

While M12 solutions are increasingly used in modern, space-critical machines, 7/8" connectors remain essential in existing systems. These connectors were specifically developed for high-voltage and high-power transmission and are known for their robust construction—making them ideal for applications where larger components are appropriate.

"In the USA, 7/8" connectors are still the standard, as the trend toward miniaturization is less pronounced there. For applications in older systems or in areas where the larger form factor is not a drawback, 7/8-inch connectors continue to be the right solution," says Ron Hautzinger.

binder thus offers solutions for both worlds: M12 Power connectors are compact and powerful, while 7/8" connectors deliver proven reliability in existing systems. This allows automation professionals to respond flexibly to the needs of both modern and legacy infrastructure.

The product portfolios include solutions with 3 to 5 pins (depending on coding), comply with protection class IP67 or IP68 and meet UL standards (UL2237 & UL2238). They have a mechanical service life of more than 100 mating cycles and are suitable for operating temperatures from -40 °C to +85 °C.

ACCESSORIES AND ADAPTERS FOR SEAMLESS INTEGRATION BETWEEN M12 AND 7/8"

To better integrate modern and legacy technologies, binder has developed an expanded range of accessories and practical interconnection solutions. These address both the trend toward more compact M12 Power connectors and the continued relevance of 7/8" components.

New to the portfolio is a redesigned 7/8" T-splitter available in three versions — 3-, 4-, and 5-pin. It was specifically designed for building high-performance networks in existing systems and offers simplified installation thanks to integrated mounting holes. This new version replaces the previous model.

Also new is a 5-pin T-splitter with L-coding, designed to meet the requirements of modern DC applications in the M12 format. Its compact design makes it particularly suitable for efficient and structured power distribution in space-constrained environments.

Another highlight includes two newly developed adapter solutions that enable intelligent connections between 7/8" and L-coded connectors. These adapters support the gradual modernization of existing systems and the flexible implementation of hybrid system architectures. All products are available immediately.

The technical specifications vary between the different series, but all offer reliable and secure connections.

- binder series: 813, 814, 820, 823, 824, and 870
- Coding: K, L, S, T, and 7/8"
- Pins: 3 to 5, depending on coding
- Protection class: IP67 or IP68
- Mechanical durability: >100 mating cycles
- Operating temperature range: -40 °C to +85 °C
- UL standards compliance: UL2237 & UL2238

CLEAR THE TRACK FOR CONNECTIVITY IN RAIL TRANSPORT

/09

CONNECTORS IN RAIL TRANSPORT

Rail transport will play an increasingly important role in the future. Driven by the mobility transition and investments in infrastructure, it is becoming more modern, interconnected, and efficient. In this context, connectors that enable seamless communication between different subsystems assume a key role. However, connectors for rail applications must meet strict requirements in terms of fire protection and mechanical resilience, and must therefore undergo special tests and qualifications.

Railway companies and governments around the world are investing heavily in infrastructure, digitalisation, and automation in the rail sector. Connected systems and digital technologies help make rail transport more efficient, safer, and more environmentally friendly. Automated processes, alternative propulsion technologies, and smart infrastructure solutions, for example, allow better use of existing capacities and a reduction in CO□ emissions.

These developments require connectors that can withstand the harsh environmental conditions of the rail sector while delivering the necessary connectivity. Potential areas of application demand a wide range of technologies that ensure communication both within trains and between trains, infrastructure, and rail personnel. Connectors are an essential component here, as they provide the reliable link between the different subsystems.

HIGH-PERFORMANCE CONNECTORS FOR THE RAIL INDUSTRY

binder is increasingly focusing on the development of connectors designed to meet the special specifications of the railway industry. The products must not only withstand extreme environmental conditions but also meet the highest requirements in terms of sealing and mechanical resilience. A prime example of this is the X-coded M12 cable assembly. A prime example of this is the X-coded M12 connector able.

"The areas of application for our connectors in the rail industry are both in rolling stock – for example in braking systems, door controls and passenger information systems – as well as in infrastructure, such as camera or lighting systems on platforms," explains Lucas Lochbihler, Product Manager at binder.

COMPLIANCE WITH INTERNATIONAL STANDARDS AS A KEY REQUIREMENT

To adapt existing catalogue products to the specific criteria of the railway industry, binder tests and qualifies its products according to strict industry-specific standards. DIN EN 50155, for example, stipulates how electronic equipment used in rail vehicles must be designed, tested, and certified. This standard includes requirements for electrical safety, fire protection, and the mechanical and climatic resilience of components.

DIN EN 61373 is part of DIN EN 50155 and covers the testing of shocks and vibrations to which components in rail vehicles are exposed. It ensures that mechanical and electrical components, such as connectors, can withstand vibrations and impacts during operation without losing their functionality or safety. In this regard, crimp connection variants are particularly suitable, as they are highly reliable with respect to shock and vibration. Regardless of this, binder's products with screw clamp connections are also tested and approved in accordance with this standard.

A special fire protection standard is DIN EN 45545-2. It regulates the fire resistance of materials and components in rail vehicles and defines requirements relating to resistance to ignition, flame propagation, and smoke generation. The requirements for products are determined on the basis of various factors. On the one hand, there are three hazard levels HL1, HL2, and HL3, which are defined depending on the operating and design class of the rail vehicle. On the other hand, there are 27 re-

quirement sets, R1 to R27, which set various specifications for components depending on their application and design. For instance, requirement set 26 (R26), which specifies that plastics used in the product must have a UL-V0 classification, is a common stipulation for various applications in rail vehicles.

THE RAIL INDUSTRY AS A DRIVING FORCE OF THE MOBILITY TRANSITION

The mobility transition will further increase the demand for sustainable transport solutions. By deploying high-quality connectivity solutions that promote networking and digitalisation, rail transport is becoming not only more efficient and safer, but also more environmentally friendly. Manufacturers such as binder, who adapt and further develop their connectors to meet the specific requirements of the railway industry, are making an important contribution to the future viability of rail transport.

Lucas Lochbihler concludes: "The rail industry offers numerous applications for our connectors. For us, it is a highly exciting market that is becoming increasingly relevant, especially in the context of the mobility transition – and we want to contribute our part, together with our partners, to shaping this transformation successfully."

BINDER TESTS AND QUALIFIES ITS PRODUCTS IN ACCORDANCE WITH STRICT INDUSTRY-SPECIFIC STANDARDS.

JOB HIGHLIGHTS

As a Product Manager at binder, I have the opportunity to collaborate with many different departments within the company, including across locations. This not only allows me to get to know numerous colleagues, but also to work together on advancing the company. What I particularly value is the trust placed in me when it comes to actively contributing and helping to shape innovative products and processes. This versatility—combined with responsibility and creative freedom—makes my job especially exciting and fulfilling.

THE JOB IN THE FUTURE

Due to the current restructuring within the company and the "Sales Drive" approach, the role of Product Management will continue to evolve in the future. Medium- and long-term planning and strategic alignment of the product portfolio will become increasingly important. Only in this way can we respond flexibly and effectively to economic developments. I therefore see the focus of my work shifting more and more towards strategic tasks, meaning the forward-looking design and further development of our products and markets.

INTERVIEW /10 LUCAS LOCHBIHLER

PRODUCT MANAGER AT BINDER

CHALLENGES IN THE JOB

From a product perspective, the A- and B-coded M12 connectors present a significant challenge. These products are widely used, standardized, and offered by many manufacturers around the world in good quality, making price an increasingly critical factor. The challenge is to sell successfully despite the intense competition while remaining competitive through cost reductions.

In addition, rapid technological progress plays a key role: it is essential to identify the right trends at an early stage and integrate them into the binder portfolio. "Time-to-market" is also crucial—how quickly new products are brought to market often determines their success.

APPLICATIONS

A-coded M12 connectors are used in a wide range of industries. They are particularly common in automation technology, such as in sensors and actuators, robotics, and measurement and control technology. They are suitable both for power transmission in smaller devices and for data transmission in different communication systems. This versatility makes them an important component of modern industrial applications.

PRODUCTS OF THE FUTURE

How products develop in the future depends heavily on the specific area of application. In general, rationalization and cost efficiency will remain central topics for our customers. Material properties and manufacturing processes will therefore need to be continuously optimized.

Furthermore, connectors will take on more functions in the future. Hybrid solutions—such as SPE technology or connectors with additional functionalities—will become increasingly important. These developments open up entirely new possibilities for more efficient, intelligent, and future-proof connectivity technology.

WHAT MAKES OUR PRODUCT MANAGERS UNIQUE

I am a very open-minded and cooperative person, and I try to bring these qualities into my work every day. It is especially important to me not to lose a sense of fun and humor despite all professionalism and seriousness. I firmly believe that a positive team atmosphere not only strengthens collaboration but also fosters the best ideas.

BEING A PRODUCT MANAGER AT BINDER MEANS ...

... having the opportunity to actively shape things and grow together with the company.

AT BINDER, I HAVE THE OPPORTUNITY TO ACTIVELY CONTRIBUTE AND TAKE ON RESPONSIBILITY. I PARTICULARLY APPRECIATE THE TRUST THAT HAS BEEN PLACED IN ME.

CONNECTED BY BINDER

DRIVEN BY SALESFORCE /11

DIGITALIZATION MEANS CHANGE — AND CHANGE CAN ONLY SUCCEED TOGETHER.

With the project "Connected by binder, driven by Salesforce", we are purposefully advancing our sales and customer processes. Our goal: A central, transparent platform that connects our teams worldwide and puts the customer even more at the center of everything we do.

In close collaboration with our experienced implementation partner Kliqxe and our key users, we defined binder's requirements in detail. After completing the design phase, we transitioned into the build phase, during which the defined requirements were implemented step by step.

A particular highlight in September were the "CRM Insight Talks" — a format used to keep all users informed about the project's progress and provide first insights into the new system. We presented key functions and used the opportunity for open dialogue. The valuable feedback from the key users flowed directly into further development.

A decisive milestone was the User Acceptance Test (UAT). Together with the key users, we tested the most important functionalities and released them after successful completion.

In October, site- and team-specific CRM trainings followed. Using practical application examples, we were able to convey the new way of working effectively and address the specific needs of each group.

At the beginning of November, the time had finally come: Salesforce went live as our new CRM system — the result of intensive collaboration across departments, locations, and functions. With more than 40 active Salesforce users in the headquarters, binder Austria and binder Swiss, we have established a strong foundation. In the coming quarters, additional binder locations will be integrated step by step. The global introduction of Salesforce is a strategic step toward greater efficiency and transparency. The goal is to centrally consolidate data so that information can be accessed quickly, securely, and by everyone in the future. Salesforce is part of binder's comprehensive digitalization strategy, which also includes projects such as M365 and S/4HANA.

CLOSE INTEGRATION

"Its close integration with our IT landscape — particularly with the S/4HANA ERP system — enables improved data processing and creates valuable synergies between business processes. At the same time, Salesforce offers a wide range of expansion options to further tailor the platform to the needs of our teams — with the aim of continuously improving customer service." Nicole Schock, D-IT

SALESFORCE IN EVERYDAY WORK – PRACTICAL INSIGHTS

How Salesforce supports daily work is shown in a firsthand report from the Sales team:

"Salesforce supports us in Sales by making all customer-relevant information centrally accessible. Colleagues from Key Account Management, Customer Service, and Inside Sales gain a complete overview of contacts, quotations, projects, and sales opportunities. This improves planning and creates more transparency across all customer activities.

With individually configured dashboards and reports, we can work more purposefully on sales opportunities and keep track of developments. As a result, quotations can be better tailored to the needs of our customers — with the goal of increasing the closing rate and improving internal coordination.

Additionally, notes, tasks, and communication histories are shared within the team, ensuring that no information is lost and that everyone's knowledge is always up to date. Salesforce also supports us in capturing customer satisfaction by enabling more targeted post-sales follow-ups through improved collaboration between departments."

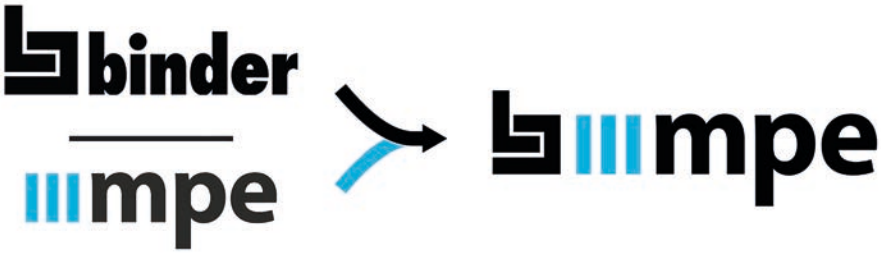
IN SUMMARY:

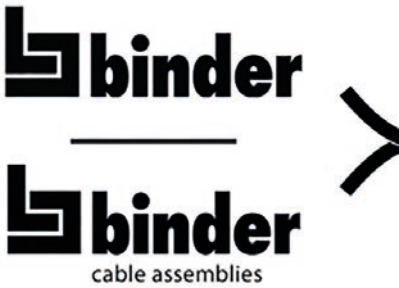
Salesforce optimizes processes and increases global transparency. We are all motivated and looking forward to gaining our first experiences with Salesforce.

"I am firmly convinced that Salesforce will take the global sales activities of the binder Group to the next level."
Goran Uremovic, V-CS

ABOUT THE AUTHOR

Goran Uremovic has been with binder for 24 years and has been Head of Customer Service (V-CS) since 2016. **Nicole Schock** joined binder in November 2024 and works in Processes and Organization (D-IT).





FUTURE REALIGNMENT OF THE BINDER GROUP

As part of the ongoing realignment of the binder group, three of our companies have recently adopted new names. MPE-Garry GmbH has become binder mpe GmbH, binder cable assemblies Bt. is now binder manufacturing Hungary Bt., and Macrocast GmbH now operates as binder diecast GmbH.

A STRATEGIC STEP WITH VISION

With the name changes, binder emphasizes the shared path of the entire binder group. This step is more than a simple adjustment – it is a clear signal of unity, identification, and forward-thinking. We are one group and more than just a connector manufacturer. Accordingly, we can, should, and must leverage these synergies and act and work as one group, both internally and externally.

WHAT WILL STAY – AND WHAT WILL CHANGE

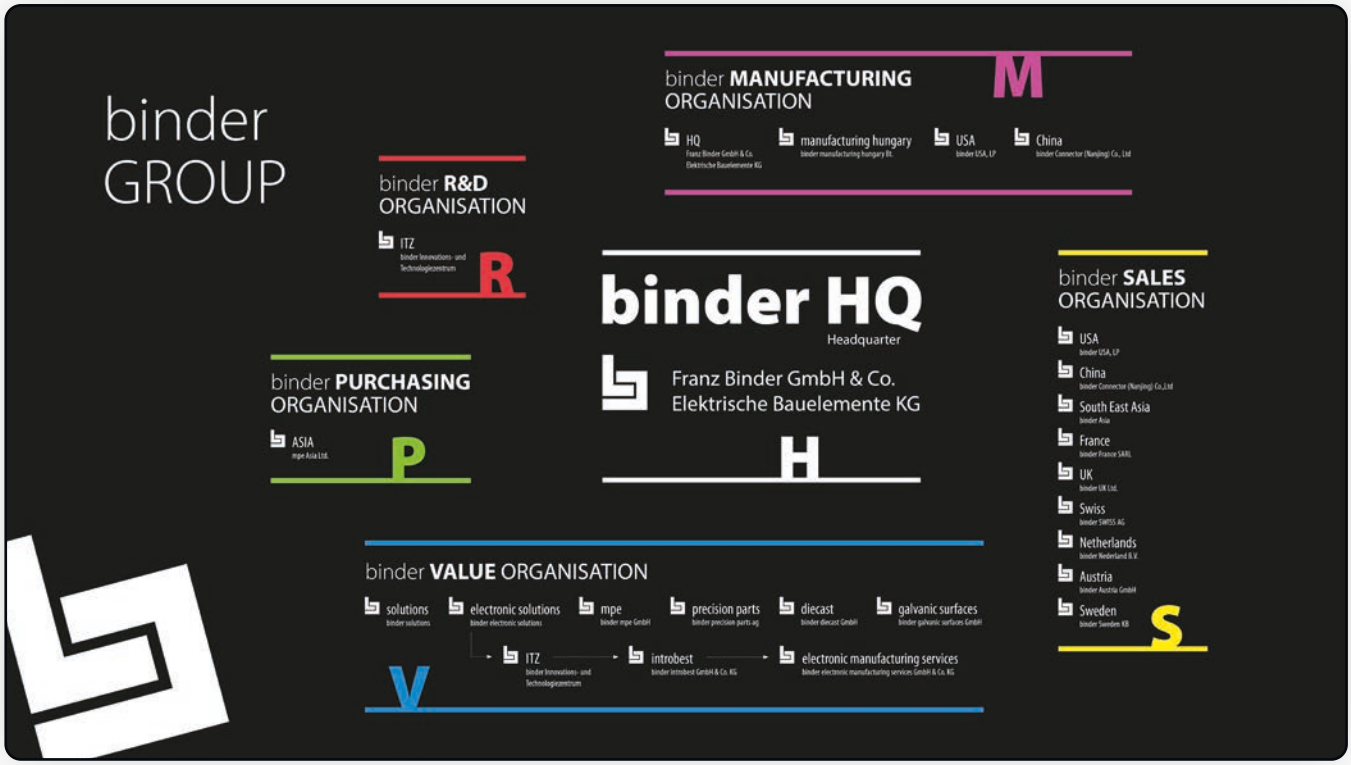
For customers, partners, and employees, the renaming primarily means one thing: continuity and trust. All previous contacts, processes, and procedures will remain unchanged. The familiar service, the quality of our products, and our cooperative partnerships will continue to form the foundation of our actions. Wherever we can improve and unlock potential through working together, we do so – always with a clear, group-wide focus on our customers.
The site in Hungary, binder manufacturing Hungary, has undergone significant development in recent years. It is no longer merely a cable assembly location but has evolved into a fully integrated production site for the binder group and now plays a key role in our manufacturing operations.

STRONGER THROUGH UNITY

"We are one group, and we present ourselves as such. The new names send a clear message: We are leveraging our strength as a unified organization – for our customers, for our employees, and for the future of the binder group." – Len Binder

binder manufacturing hungary

binder macrocast diecast



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THESE CHANGES MAKE THE AFFILIATION OF THESE COMPANIES WITH THE BINDER GROUP CLEARLY VISIBLE TO THE OUTSIDE WORLD – ANOTHER STEP TOWARD A UNIFIED AND STRONG BRAND PRESENCE.

SPS 2025

SPS – Smart Production Solutions in Nuremberg, the most important international trade fair in our industry, once again demonstrated the direction in which industrial automation is heading at this year's event from November 25 to 27. With 1,175 exhibitors, 122,000 m² of exhibition space, and 55,938 visitors, it provided an impressive stage for innovations and future technologies.

binder presented itself on a 171 m² stand in Hall 10, right next to Harting. For the first time, we hinted at the integration of the binder Group and presented new products and key core competencies. As part of our digitalization strategy, we also relied on digital lead capture via the Leadsuccess app.

Thanks to the significantly higher visitor frequency, we were able to increase our leads by around 115% and gain many high-quality contacts.

In short: SPS 2025 was a success for binder. We were able to make many new contacts and meet numerous customers again – a clear sign of how important personal exchange is for our cooperation.

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binder
binder GROUP
binder HQ
Franz Binder GmbH & Co. Elektronische Bauelemente KG
binder VALUE ORGANISATION


new
connectors
B23
HEC SCHRAUBKLEMM
M12 THR GEWINKELT
M8 LÖTKELCH & UMSPRITZT
M12-L T-VERTEILER
ADAPTER M12-L AUF 7/8“


more
than connector
MEDICAL TECHNOLOGY
Application in medical devices
Production-oriented design
Up to 5000 V and acc. to ISO 13485
MICROSCOPE SLIDE WAND
FORCE SENSOR

MICRO RESISTANCE WELDING /14

IN INDUSTRY AND SENSOR TECHNOLOGY

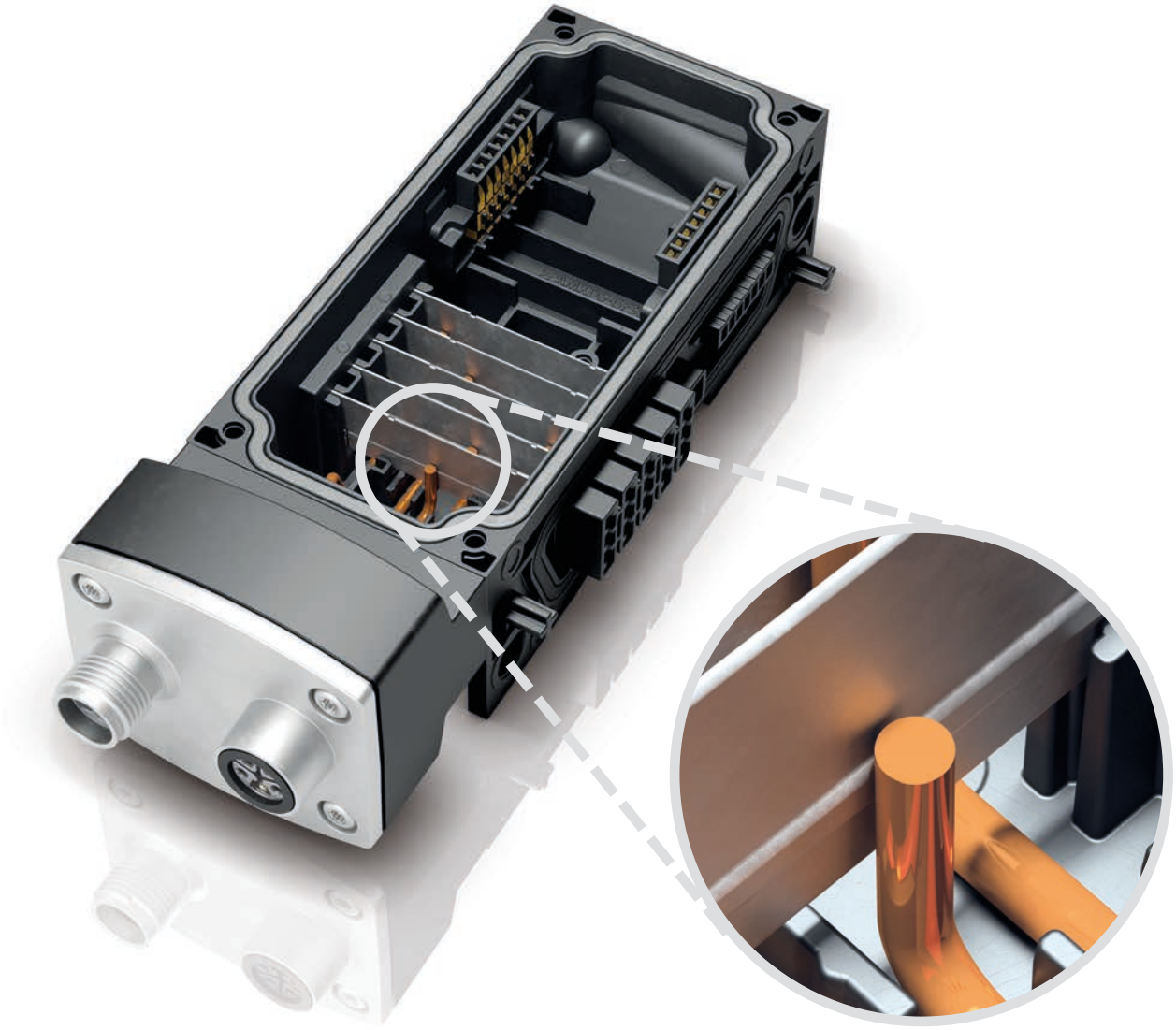
WHY SOLDERING IS OFTEN ONLY THE SECOND CHOICE

In industrial and sensor assemblies, precision is not a luxury—it is a prerequisite for reliable function. Wherever the smallest components need to deliver maximum performance, the chosen connection technology determines stability and service life.

Traditionally, many applications rely on soldering. However, as miniaturization increases and demands for robustness and current-carrying capacity rise, the method reaches its limits. This is why binder relies on micro resistance welding—a technology that offers clear advantages for critical applications.

PRECISION, STABILITY, AND PROCESS RELIABILITY

In micro resistance welding, electrical contacts are permanently joined by localized heating and compression—without any additional filler materials. The result is reproducible, mechani-



cally stable, and electrically conductive connections that perform reliably even under high loads.

A practical example illustrates the difference: In a specific assembly, currents of up to 16 amperes must flow without interruption for 500 operating hours, even under shock loads of 100 g. Thanks to micro-precise welding tongs and a fully automated process, all current transitions are connected flawlessly, even in high quantities. The process parameters are fully documented, ensuring it is always verifiable that no defective connection has occurred.

NEW POSSIBILITIES IN CONNECTION TECHNOLOGY

In combination with the compacting process for stranded wires—introduced in the previous issue of verbinder—entirely new ways of connecting assemblies safely and flexibly are emerging. Both technologies complement each other perfectly: compacted stranded wires create optimal conditions for micro welding, and micro welding ensures maximum process reliability and electrical stability.
This makes one thing clear: wherever precision, long-term durability, and traceability are required, micro resistance welding is not just an alternative—it is the logical advancement of connection technology.

ABOUT THE AUTHOR

Michael Schroers has been working at binder since 2013 and is responsible for sales and logistics at binder solutions.

BINDER AUSTRIA

FOUNDED IN 2015
IN WIEN

/15

PRODUCTS ALL OVER THE WORLD

HOW OUR CONNECTORS ENABLE TECHNOLOGIES WORLDWIDE


BINDER FRANCE
FOUNDED IN 2008
IN NANTERRE
BINDER
SOUTH EAST ASIA
FOUNDED IN 2013
IN SINGAPORE

CONNECTION CREATES THE FUTURE – WORLDWIDE.

BINDER AUSTRIA, BINDER FRANCE & BINDER SOUTH EAST ASIA

Whether in Austrian rail vehicles, French rehabilitation equipment or South East Asian ventilators – our connectors prove once again in these markets that reliable connection technology is the foundation of technological progress.

After exploring Switzerland and Sweden, we now turn our attention to three further international markets within the binder Sales Organisation: Austria, France and South East Asia combine high technical requirements with strict regulatory frameworks – and impressively demonstrate how local characteristics influence our product development.

BINDER AUSTRIA – VERSATILITY IN INDUSTRY AND RAILWAY TECHNOLOGY

The Austrian market has a strong industrial focus: mechanical and plant engineering, sensor technology, automation and increasingly railway applications are the key sectors. Of particular importance is the M12-A Series, which, thanks to its extensive and continuously expanding portfolio (including Push-Pull and SPE), covers a wide range of requirements. Its high degree of standardisation and global availability make it the preferred solution for numerous application scenarios.

With the growing use in railway technology, compliance with strict standards has become increasingly important – above all EN 45545-2, the standard for fire protection in rail vehicles. binder connectors can, for example, be found in spreading vehicles used in rail transport, where specially overmoulded connection cables are employed in accordance with these safety standards.

Another key product line is the 620/720 Snap-In Series (IP67). It offers a secure, quick connection without the need for screwing and is primarily used in measurement and control technology as well as in handheld medical devices. Applications such as infrared therapy or neurofeedback systems demonstrate that, in Austria too, reliability and ease of handling are crucial selection criteria.

THE M12-A SERIES COVERS A LARGE PART OF THE REQUIREMENTS DUE TO ITS EXTENSIVE, CONTINUOUSLY EXPANDING PORTFOLIO.

BINDER FRANCE – FOCUS ON CERTIFICATIONS AND MEDICAL TECHNOLOGY

The French market is particularly driven by certifications. The choice of connector depends less on price or form factor and more on proven compliance with relevant standards. The M9 Series and the 620/720 Snap-In Series are especially in demand, standing out from competitors through technical differentiation and verified durability.

A large proportion of applications are found in the medical sector – such as infusion pumps, rehabilitation systems or physiotherapy devices. In addition to the medical field, railway and transport technology also play a key role. Accordingly, connectors must comply with standards such as EN 60601, ISO 13485, ISO 10993 (medical), as well as EN 45545-2 and ECE R118 (rail and automotive). Furthermore, across all markets, plastics must meet the UL94 V-0 flammability requirement.

A particular feature of the French market lies in its usage patterns: the number of mating cycles – how often a connector can be plugged and unplugged – is a decisive selection factor. Durability and soldering resistance are priorities, often combined with project-specific testing requirements.

CASE STUDY – PERSISTENCE LEADS TO SUCCESS

One project in particular highlights the importance of our technical support and flexibility: a French manufacturer of therapeutic equipment showed strong interest in our 620/720 Series. To ensure maximum safety, extensive testing – including endurance and lifecycle tests – was required and financed by the customer. After successful completion, the customer initially used prototype units from our own stock to bridge development time.

Today, this project is one of the most important in the French market and continues to grow – currently with the integration of NCC solutions. It clearly shows that trust in technical expertise and collaborative partnerships leads to long-term relationships.

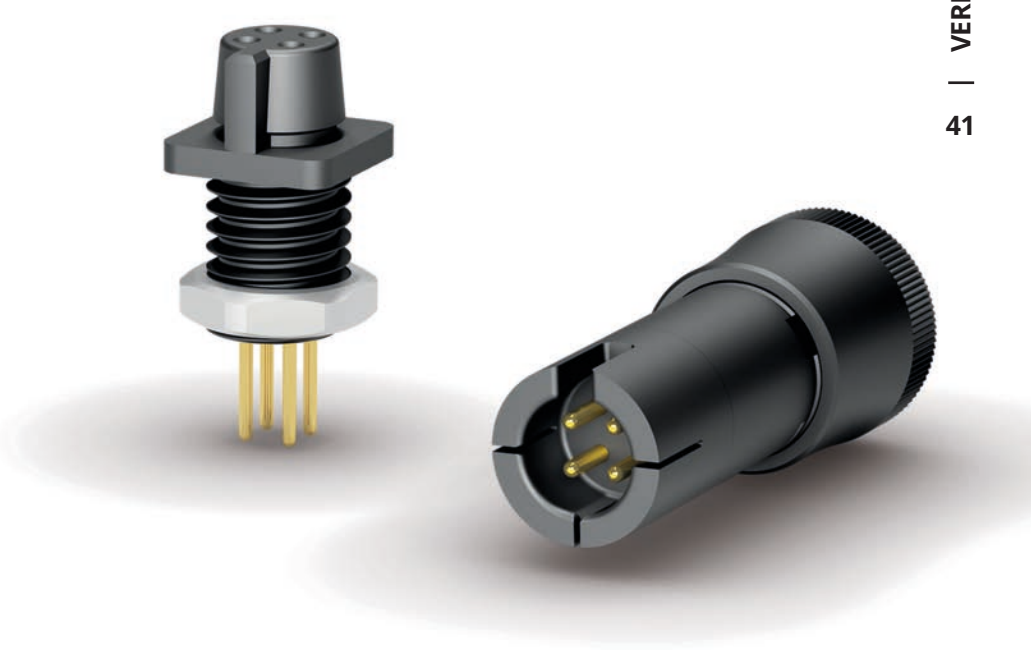
BINDER SOUTH EAST ASIA – MEDICAL TECHNOLOGY IN TRANSITION AND A FOCUS ON MATERIAL COMPLIANCE

While Europe is characterised by a strong focus on certifications, in South East Asia practical use in the healthcare

sector takes centre stage. The Snap-In Series (IP40) is the main product here, particularly used in ventilators. Demand remains stable – and surges during infectious disease outbreaks.

Formal certifications play a lesser role, but material requirements are becoming increasingly significant: more and more customers request proof of PFAS compliance to meet environmental and health regulations.

A current project underlines the growing importance of this region: a clinical vital signs monitor application is being developed with an expected annual demand of around 30,000 connectors. Durability, mating cycle strength and continuous technical support throughout the project are the key priorities.



LOCALLY ROOTED – GLOBALLY CONNECTED

Whether in Austrian railway infrastructure, certified French medical technology or clinical applications in South East Asia – all markets demonstrate in their own way the diverse applications of our connectors worldwide. Different standards, industries and customer requirements demand flexibility, innovation and technical understanding. This is precisely where our strength lies: standardised quality combined with locally relevant solutions.

With every international application, we continue this success story – proving that connection technology is more than just a component. It is the key to the future.

FRÖHLICHE
WEIHNACHTEN UND
EINEN GUTEN RUTSCH
INS NEUE JAHR

BOLDOG
KARÁCSONYT ÉS
BOLDOG ÚJ ÉVET

MERRY CHRISTMAS AND A HAPPY NEW YEAR

JOYEUX NOËL
ET BONNE ANNÉE

VROLIJK KERSTFEEST
EN EEN GELUKKIG
NIEUWJAAR

GOD JUL OCH
GOTT NYTT ÅR

圣诞快乐，祝你新年顺利

A WARM THANK YOU

TO EVERYONE WHO HAS WRITTEN ARTICLES FOR THIS ISSUE!

It is only through you that a magazine can come into being, only through you that ideas are generated, only through you that the verbinder comes to life. Feel like writing something? Then please send in your idea for an article – the moment one issue of the verbinder is finished, it's time to start the next one!

References | Franz Binder GmbH & Co. Elektrische Bauelemente KG Bilder p.4, p.5, p.14, p.16, p.18, p.20, p.24, p.25, p.26, p.28, p.30, p.32, p.33, p.34, p.35, p.36, p.37, p.40, p.41 | Fotoatelier M p.3, p.6, p.11 | Fotolia_119090624_XXL p.22 | salesforce.com/news/salesforce-logo/ p.28 | stock.adobe.com/alena p.9, p.13, p.17, p.43

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