



Company News

HAYER & BOECKER and WINDMÖLLER & HÖLSCHER introduce their new joint Company at Achema

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HAYER & BOECKER and WINDMÖLLER & HÖLSCHER present their new joint venture AVENTUS at the Achema trade fair on June 12, 2018. AVENTUS is specialized on solutions for the packing of free-flowing loose goods up to finished pallets. The joint company was officially founded in June with each party holding a 50% share.

NEWTEC, the HAYER & BOECKER subsidiary specialized in palletizing, is now a 100% subsidiary of AVENTUS. Once under full operation, AVENTUS will employ over 300 employees and reach sales of approximately 80 million euros. With the joint company, the market leaders bundle their strengths to shape the future of filling and palletizing together.



Dr. Jürgen Vutz (CEO Windmüller & Hölscher), Kai Lammers (Managing Director Aventus) and Florian Festge (Managing Partner Haver & Boecker) announced the foundation of Aventus at the press conference during Achema.

“Today’s megatrends of globalization and digitalization are impacting the filling and palletizing markets,” Florian Festge, Managing Partner at HAVER & BOECKER, explains the motives behind the joint venture at the press conference. “Rapidly increasing innovation cycles, linked production processes worldwide along with

higher demands for flexibility are only some of the challenges the market faces. In order to optimally fulfil the customer needs of today and tomorrow, we need a strong and focused team. With AVENTUS this is precisely what we will create," says Festge. The name AVENTUS is derived from the names of both parent companies. "Avena means Hafer (the German word for oats), and ventus means wind. The new name symbolizes the unification of the best of both companies," says Dr. Jürgen Vutz, CEO at W&H. Appointed as Managing Director of AVENTUS is Kai Lammers. The graduate engineer worked at W&H for the last 16 years, most recently as Division Manager Service-Sales. "With Kai Lammers we have an experienced manager who possesses technical expertise as well as production and international experience," says Vutz. The portfolio of AVENTUS will include filling technology for open bags, FFS bags and big bags as well as palletizing and load securing technology. "With access to products of both HAVER & BOECKER and WINDMÖLLER & HÖLSCHER, AVENTUS covers the entire value-creation chain. With this broad product range, we are able to very specifically fulfil customer requirements: from standard to special applications, from low-speed to high-speed systems. The customer has one contact person and receives everything from a single source." The AVENTUS portfolio is especially interesting for customers from chemicals, food and animal feed markets. For service AVENTUS will benefit from the structures of both parent companies. "AVENTUS will offer service on all 5 continents, with access to 52 service centers, and over 500 service technicians," says Lammers. "Like its mother companies AVENTUS promises long-term service and guarantees service for existing machines from both companies as well as for new machines," says Lammers. Although the exact location is not yet decided, it is certain that AVENTUS will have its headquarters in Münsterland, Germany. By 2020 it will have its own production, R&D and other functions there. With NEWTEC a second production site is located in Alsace, France. Lammers also offered a view of the future direction of innovation: "Based on the product portfolio of both companies, AVENTUS will keep developing the product range in the future. Topics such as the integration of the entire value-creation chain and increasing digitalization with respect to Industry 4.0 have already been worked on in both parent companies over the past years. At AVENTUS we will continue to drive these developments with bundled strengths and expertise. This will result in innovations that will be of great benefit to our customers." [More information on Haver & Boecker MaschinenfabrikGoogle Search - WebGoogle Search - ImagesHaver & Boecker Maschinenfabrik on the PortalHaver & Boecker Maschinenfabrik Videos on bulk-online](#)

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