

# PROBAT 150

## MAGAZINE



1868 – 2018

### THAT'S HOW IT ALL STARTED

In 1868 Theodor von Gimborn, Johann Heinrich Lensing and Alexius van Gülpen founded Maschinenfabrik und Eisengießerei van Gülpen, Lensing und von Gimborn, revolutionizing the coffee market in the following years. CEO Wim Abbing and his wife Tina von Gimborn-Abbing, great-granddaughter of the company founder, look back on the four generations of entrepreneurs since then and talk about the greatest milestones and the most exciting moments in the history of Probat.



### THE FUTURE OF COFFEE

Does the global coffee production need to double by 2050? Is China going to succeed the USA and Brazil as the largest coffee consumer worldwide in the near future? Will machine learning and artificial intelligence belong to everyday life in the coffee industry soon? And is anyone still going to talk about "specialty coffee" in a decade? In two guest contributions Michal Molčan, founder of the coffee magazine Standart, and David Foxwell, editor at Coffee & Cocoa International, take a look at the future of coffee.



## Dear partners,



The preparations for our anniversary celebration, including this special issue PROBAT 150, made me realize once more that it is our stories and experiences that make our company history come alive. These stories are stories of people – our customers, staff, management, and shareholders. The coffee business has always been and will continue to be about people. And we're proud to have been a part of it these past 150 years – from our beginnings as a small engineering company on the Lower Rhine to this era of globalization and digital transformation.

We have always maintained a strong network that encompassed the international world of coffee as well as the regional economy, be it by casting propellers for the growing steam boat industry on the Rhine or manufacturing agricultural equipment for regional farmers. Our forefathers were often on the road. It was not unusual to see them ride their bikes to business meetings in Germany and Benelux. As early as 1912, they crossed the Atlantic by boat to visit partners in the United States.

The stories that make up our history are stories of connections across continents. Up to the 1980s, client dinners were conducted in the home of our managing directors. To this day, many of our customers and partners around the world are like family – and not only on the executive level. Our customers have always been a source of inspiration.

Last, but not least, there are the stories of our loyal and highly motivated staff who have written Probat history for 150 years. So many families in our small town on the Rhine are closely woven into the fabric of Probat. It is this close connection between owners, management, and staff that the excellence we are so rightly proud of springs from.

We celebrate this anniversary in humble appreciation of the accomplishments of our forefathers and past generations of Probat employees. They inspire and motivate us as we continue on our path. And they showed us how to reinvent ourselves as a company – time and again, and with great success. They taught us how to find innovative solutions for the coffee industry today and tomorrow.

Our anniversary issue PROBAT 150 takes a look at the innovative spirit and creative force with which Probat managed to face the challenges of the past 150 years and emerge stronger every time. These qualities we can rely on as we address current issues in a globalized market shaped by digital transformation.

As a family business, we always strive to build on our foundation for generations to come so that Probat will continue to be a reliable partner and exemplary employer.

In short: We expect good things from the future and are looking forward to many more inspiring connections!

Kindest regards,

Wim Abbing

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## IMPRINT

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# PROBAT IN NUMBERS

## 94

**Thaler** (2,481 Euro) was the turnover of Emmericher Maschinenfabrik und Eisengießerei in **1868**, **9,183 Thaler** (249,777 Euro) in **1869**, **22,277 Thaler** (581,429 Euro) in **1870**. In **2017** it amounted to **150,000,000 Euro**.

## 100

**people** were employed by Emmericher Maschinenfabrik in 1888, and **600** in 1968. Today Probat has around **900 employees** around the world, about **550** of them work in Germany.

## 7

**offices** in Germany, Italy, USA, Canada, Brazil and India are maintained by Probat. In addition, **40 agencies** worldwide ensure proximity to the customer.

## 25

**years and more** a total of **572 Probat employees** have worked for the company.

## 50,000

**roasting machines** of various sizes were delivered **until the turn of the century (1900)** already.

## 1877

Emmericher Maschinenfabrik was granted its **first patent: Patent No. 100**: 1st patent on a knock off moulding box. Today, Probat is the world market and technology leader in the

coffee roasting machines and plants segment with **115 patents**.

## 217

**customers** from **39 countries** visited us in Emmerich. (first half year 2018)

## 16,456

**kilometers** our customer **mad about means** had to travel from Melbourne, Australia to reach us in Emmerich, which was the **longest customer journey** in the first half year of 2018.

## 18,500

**m<sup>2</sup>** measures the **Probat production area** – that's the size of about 2.6 soccer fields (68 m x 105 m).

## 1,450

**meter above sea level** lies the Probat coffee plantation **Songwa Estates** in Tanzania.

## 122

**Probat runners** covered the **5-kilometer** course at the company run in **26.6 minutes** on average. That corresponds to an average speed of **11.3 km/h**.

## 900,000

**lines of code** were written for the basis of the **Probat data management system**.

## 565

**booked flights** to customers all over the world (first half year 2018)





# AN INTERGENERATIONAL DIALOGUE

## “ We often arrive at unexpected joint solutions

With 43 years of tenure at the company, Head of In-house Logistics Norbert Klümpner is one of Probat's longest-serving employees. His colleague Janek Arntzen started working as production supervisor in December after completing his dual study program. We talked to them about bridges across the generational gap, the things they can learn from one another, and how working at Probat has changed over the past four decades.

**Mr. Klümpner, you joined Probat as an apprentice in 1975, when you were fifteen. Did you have any contacts in the company prior to that?**

Klümpner: Yes, quite a few. My neighbors, my uncle, and several people I knew from Emmerich had worked at Probat at some point or other. Today's staff often comes from much farther away. This is partly due to the fact that job profiles have become more complex, especially in administration and engineering.

**You trained as machine fitter and worked your way up to Head of In-house Logistics. Do you sometimes miss working with your hands?**

Klümpner: I doubt that I could make weld seams as clean as my younger colleagues' (laughs). And I really like the organizational responsibilities in my current position.

**What is the most interesting part of internal logistics, Mr. Klümpner?**

Klümpner: We cooperate closely with all the other departments; that is particularly interesting. It makes things both challenging and fascinating.



## “ I was able to influence my career path at all times

**Mr. Arntzen, even though you have been part of the company for seven years now, you represent the younger generation at Probat. How did you join the company?**

Arntzen: I grew up in Xanten, not far from Emmerich. After graduating from high school in 2011, I applied for the dual study program here.

**What does this dual study program entail?**

Arntzen: I started training as an engineering draftsman at Probat and simultaneously did a B.Sc. in Engineering at Krefeld University, followed by a Master's degree in Business Engineering. The great thing was that I was able to influence my career path at all times and had a say in which departments I would intern in. As of December, I work as production supervisor.

**Would you have liked a little time out at some point?**

Arntzen: The dual study program sets a pretty tight schedule. Then again, it allowed me to complete my Master's degree and launch my career by the time I was 26. Now I enjoy the free time after work – and training for the triathlon (laughs).

**What exactly do you do?**

Arntzen: I work closely with our Head of production Markus Hilgers and with Norbert Klümpner, supporting them any way I can. Our production processes are pretty complex, so I still have a lot to learn. Helping design new processes is a great experience for someone like me who is just starting out.

## “ If you played in the same brass band you also worked on the same line

**What has changed over the past 40 years, Mr. Klümpner?**

Klümpner: Many of my old colleagues are retired now or have passed away. As far as the processes go, we used to cut the metal sheets by hand, whereas now we use laser punch technology. There also have been huge advances in health and safety regulation protecting the staff from gases and fumes. And piecework labor is a thing of the past now.

**Your apprenticeship was probably a bit different from Mr. Arntzen's dual study course.**

Klümpner: Yes, indeed. Back then, learning skills was important but so was sharing the same hobbies. If you played in the same brass band you also worked on the same line. This kind of team spirit was important in piecework labor: the line could help carry



individual colleagues. Fortunately, that isn't necessary anymore. New technologies have made our work significantly more productive and also less hard.

## “ Individual customer requirements will be a key challenge over the next 20 years

**Mr. Arntzen, you are a digital native and have grown up with globalization and new technologies. Do you see that as an advantage?**

Arntzen: Technology definitely makes production processes easier. On the other hand, it distances us from the manufacturing proper. This brings benefits as well as disadvantages. We now need a lot of documentation and reports, which means that the workload has increased on the organizational level. The reports help us improve our key indicators but all that data needs to be processed efficiently and made available across the company. But we're making good progress there.

**Where do you see Probat in 10 or 20 years, Mr. Klümpner?**

Klümpner: We will need to continue optimizing our production and logistics processes in order to keep pace with market requirements. Currently, we are literally bursting at the seams – which is an indicator of our successful development, to be sure.

**And where do you see the trend heading, Mr. Arntzen?**

Arntzen: During my studies I was able to get an inside view of the automotive industry, where the traditional factory plant has been replaced by light, clinically hygienic manufacturing halls. That is a stark contrast to companies like Probat, where we still have a lot of manual production. What both industries have in common is the demand for increasingly customized products. Individual customer requirements will be a key challenge over the next 20 years.

**Customization in cars is a common concept. But how do you customize a coffee roaster?**

Arntzen: Take the Probatone. The customer can choose between different color options for the roaster and design parts as well as silver or black for the cast front. Often, the electronic control modules and software are also adapted to individual customer requirements.

**The automotive industry is facing technological revolutions like e-mobility**

**and autonomous driving. Could there be comparable developments in the coffee roasting industry?**

Klümpner: Our revolutions are a bit slower and on a smaller scale. But they are still revolutions. There used to be times when we built eight identical roasters per week. Now we have switched to customized production: Mondays, roasters in red, Tuesdays, green, and so on. We are in the process of completely transforming the workstations.

## “ Different attitudes can be highly productive

**Let's talk a bit more about different generations. Do you think you can learn from one another?**

Arntzen: Absolutely. As someone who is just starting out I have to learn from senior staffers. When it comes to processes and procedures in particular I would be quite lost at times without the help of Norbert Klümpner and Markus Hilgers. University studies are one thing. Practical experience is quite another.

**Do you think that the older generation may say about the youngsters: "There come the theoreticians"?**

Arntzen: Maybe they do say that behind my back (laughs). Fortunately, I did not only study at university but had a lot of hands-on training, too. However, having manufactured the products with his own hands at some point, Mr. Klümpner is much more skilled in this respect than I am.

**Mr. Klümpner, do you benefit from your younger colleagues' expertise as university graduates?**

Klümpner: Of course. We oldies have quite some difficulties when it comes to handling information technology. Take the EcoWeb in health and safety: it is a huge step for us, but I am grateful to have Janek here to show me how it works.

**Are there any misgivings between the generations?**

Klümpner: Not that I can think of. Usually, the older ones will say: "Let the young colleague do his thing. He needs to make his own experiences." I think we complement each other pretty well.

Arntzen: Combining the different ways of thinking can be highly productive. When both generations leave their respective routines behind and start questioning things, we often arrive at completely unexpected joint solutions.

**And now, our most important question: How many cups of coffee a day?**

Klümpner: Four to five.

Arntzen: In my job interview I had to admit that I don't drink coffee. Now I'm up to three to four cups a day, which I enjoy very much.

**Thank you, Mr. Klümpner and Mr. Arntzen!**

# GUEST CONTRIBUTIONS

## ON THE OPPORTUNITIES OF ARTIFICIAL INTELLIGENCE, DECENTRALIZED SOLUTIONS AND ONLINE COFFEE COURSES

Autumn is well and truly upon us (those of us in the Northern Hemisphere anyway), and with it comes a chance to dial it back a little. These sun-tinted evenings can be ponderous times, home to languid self-reflection and lengthy conversation. Recently I've been thinking about the past few years, but also about the future. Here are just a few things I'm excited about.

We all know automation is real. From automatic espresso machines to data-driven retail management, we can expect the coffee biz to continue to embrace 'smarter' ways of doing things – no surprise there since specialty coffee caught the eye of Silicon Valley and venture capital. The hope now is that this leads to more novelty and innovation that improves our industry instead of just

looking flashy. It's also interesting to think about the intersection of the artisanal and the technological, which has allowed us to grow much more rapidly.



Decentralized approaches to certifications, verifications, and financial transactions is one of the developments with the most potential to fundamentally change how we communicate. Take, for example, Project Provenance, an organization I first discovered at the 2017 Re:co Symposium in Budapest and

who is dedicated to providing open information about supply chains and product origins. Powered by mobile, blockchain, and open data, the software enables consumers, retailers, and producers to access product data and track the journey of goods. Their slogan, 'Tech. Transparency.

Trust' embodies exactly where we should be heading as we continue to incorporate data-driven solutions to supply chain problems throughout our world of coffee.

Our friends at Barista Hustle have been putting digital communications to great use, namely with their interactive online courses

aimed at baristas both fresh and seasoned. I'm excited to see new language versions providing much needed access to knowledge to coffee professionals historically less able to benefit from it.

We have a ton of great opportunities for innovation in breeding, cultivating, processing on the horizon.

And, of course, roasting. But I will let the pros take over from here.

*Michal Molčan is the founder of an independent print magazine about specialty coffee, Standart. His magazine has currently a readership in 68 countries and was recently awarded as the Best Coffee Magazine of 2017. Today, Standart is being published in multiple languages, including English, Japanese and Russian. Michal Molčan likes to travel, meet interesting people (over a cup of coffee) and drink good cocktails.*



## NEW MARKETS SET TO SHAPE THE COFFEE INDUSTRY OF THE FUTURE

**For a company to celebrate its 150th anniversary is a remarkable achievement, but what might the coffee industry look like when Probat celebrates its 160th anniversary?**

Looking a decade into the future and making predictions about anything is difficult, but I think it is probably fair to say that new markets for the coffee supply chain will certainly have opened up by then.

In fact, by 2028, there is a very strong chance that the world's largest consuming country will not be the US, as is currently the case, but Brazil and that countries such as China and India will have become much more important consuming nations. These changes will have a profound effect on companies in the supply chain.

Brazil will probably overtake the US as the world's largest consuming country quite soon. Looking further ahead, by 2040 it is possible that China could have become the world's most important coffee market, in terms of the amount of coffee that is consumed.

What kind of coffee will consumers in countries such as China and India drink? Will they be predominantly soluble markets or will roast and ground coffee assume a significant market share? I'd wager that as

the number of middle class consumers in both countries grows and as incomes rise so high-quality roast and ground coffee will continue to grow in importance, as it has in mature markets. As the US and Europe have proved, drinking high-quality coffee out-of-home encourages consumers to prepare better quality beverages at home.

In what format might the consumer of the future prepare coffee? The inventiveness of leading companies means that new products and ways of preparing coffee will certainly come to the fore, as they have in the single-serve segment.

What will the coffee industry landscape look like in a decade? Will there have been more and more consolidation? Probably, yes, but I also expect that we will continue to see growing interest in artisan coffee prepared by smaller roasters. Will the coffee that we drink taste better? Will it have become a more consistently high-quality beverage? Yes, I think it will.

But what price might we have to pay for our coffee in 2028? As I write this, coffee farm-

ers are enduring another long spell of low prices. I first began writing about coffee during the 'coffee crisis' as it came to be called when low prices wrought devastation on farmers.

Margins for coffee growers are as low as they have ever been, even though in the period 2012-2017 coffee consumption increased by an average of 2% per year. As highlighted above, consumption is rising fastest in new markets. If this pace of growth continues, the coffee sector will need 300 million bags of coffee by 2050, which means doubling global production.

Faced with prolonged low prices, widespread prevalence of diseases such as coffee leaf rust and climate change farmers are turning to other crops. Those that stay find it hard to invest in their farms and there

seems little doubt that the current system of coffee production will not be able to meet demand in the coming decades. Some argue that, without a major effort to adapt coffee production to climate change, production could actually fall. If production stagnates or simply cannot keep up with demand, prices will rise.

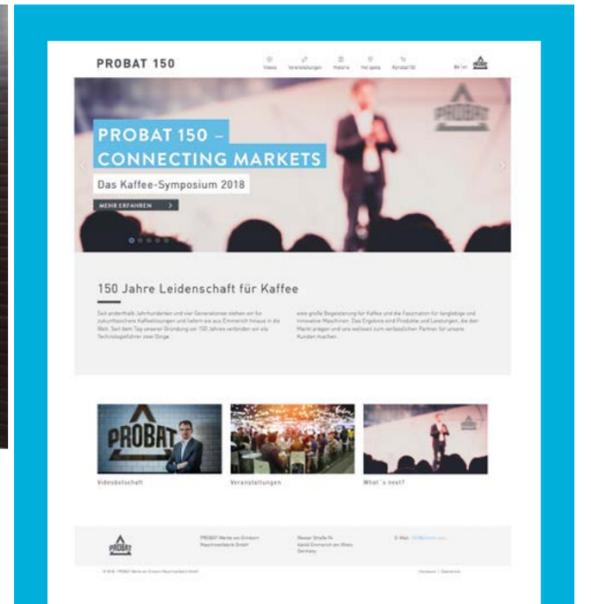
Rise they might, but will the average coffee farmers' lot be any better by 2028? I doubt it. We shouldn't forget that in the mid-1990s, supply scarcity was followed by a period of moderately high prices that prompted a surge in production. This so altered the global supply structure that it helped precipitate the crisis.

However, I do see a more concentrated – and hopefully a more sustainable – global industry, one in which food safety and environmental regulation will have become even more important to coffee companies, and in which products tailored to emerging markets will have forced everyone in the supply chain to adapt to coffee's changing demographics.



*David Foxwell has been Editor of Coffee & Cocoa International (C&CI), the leading international publication for the coffee and cocoa trades, for 15 years and has been writing about shipping and commodities for nearly 30 years. David has a BA Hons from the University of Southampton and has edited numerous trade magazines and contributed to many others. He travels widely to attend events in producing and consuming countries around the world.*

# PROBAT CELEBRATES 150 YEARS



## KICK-OFF OF THE PROBAT CELEBRATIONS FOR THE 150TH ANNIVERSARY

Probat kicked-off its 150th anniversary celebrations at the 7. Indian International Coffee Festival (IICF). Together with Probat Kaapi, its Indian subsidiary, Probat invited customers and partners to a special dinner in the framework of the IICF award ceremony at the Lalik Ashok Hotel in Bangalore. After the presentation of the anniversary film, Wim Abbing took the opportunity to thank everyone present for the exceptional cooperation in the past.



[www.probat150.com](http://www.probat150.com)

Here you can find all the information on 150 years of Probat and the jubilee events.

## PROBAT BUILDS SYMBOLIC FLOAT

At this year's carnival parade in Emmerich, Probat participated with its own, homemade float. 30 employees in traditional costumes accompanied the Probat float. On the loading area, there were a Probatone 25 and a globe made of steel coffee beans, symbolizing both tradition and internationality.





## PROBAT INC. HOSTS EXCLUSIVE ANNIVERSARY RECEPTION

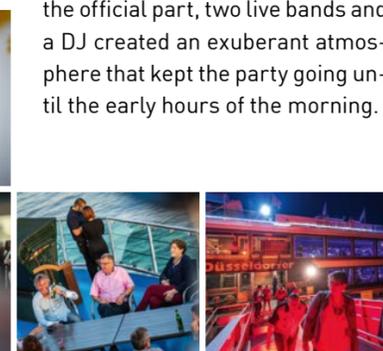
The NCA Annual Convention is an important industry meeting point for Probat and as such represented an ideal platform for another special event on the occasion of the 150th anniversary this year. Together with the North American subsidiary, Probat celebrated with customers and partners at an exclusive reception at the Sheraton Hotel in New Orleans.



## PROBAT EMPLOYEES HAVE A GREAT PARTY

The employees of the German Probat offices celebrated the 150th anniversary with a great party on Europe's leading event ship, the MS Rhein-Energie. After the catamaran left Emmerich in the early evening, Wim Abbing addressed the 900 invited guests with an emotional opening speech: "We are here today to celebrate ourselves and Probat, our tradition and our achievements. Because it is the people and their stories that shape this company, but

that are also affected by it." After the official part, two live bands and a DJ created an exuberant atmosphere that kept the party going until the early hours of the morning.



## ANTIQUA PROBAT BALL ROASTER ON SCA EXPO

The exhibition presence of the American subsidiary Probat Inc. on this year's Specialty Coffee Expo in Seattle was dedicated to the round birthday as well. The heart of the exhibition booth, an antique Probat ball roaster, emphasized the motto "150 years of passion for coffee".



## PROBAT SENDS THE LARGEST GROUP INTO THE RACE

The field of participants at this year's company run in Emmerich was impressive: A total of 1,300 runners lined up for the 5-kilometer course through the city center at high summer temperatures. Probat sent 122 employees into the race, making it the company with the most participants.





“PERSONAL CONNECTIONS ARE AS IMPORTANT TODAY AS THEY WERE 150 YEARS AGO”

## A journey through our company history

Over coffee, we talked with President & CEO Wim Abbing and his wife, Tina von Gimborn-Abbing, great-granddaughter of one of the company founders and Head of the Probat Museum for Coffee Technology, about 150 years of Probat. Looking back on three generations of entrepreneurs, our hosts highlight the milestones and key moments since the company was founded in 1868 and share some of their experiences as leaders of a family business with global reach.

### THE START:

50,000 ROASTERS PRODUCED

The founder’s great-granddaughter has a surprise in store for us. “The official version is that Probat was founded by three men. That is not correct,” says Tina von Gimborn-Abbing. “There were three founders – but one of them was a woman.” As Alexius van Gülpen, the third male founder, was not yet of age, his widowed mother Sophie van Gülpen stepped in. Together with Theodor von Gimborn and Johann Heinrich Lensing she bought a piece of land outside the Emmerich city walls. There, the factory was built. “The concept of selling roasted instead of green coffee and manufacturing coffee roasters on a big scale marks the beginning of the convenience era,” Mrs. von Gimborn-Abbing explains.

The previous practice was to roast small quantities of coffee in cast-iron skillets. For the first time ever, the newly established machine factory and iron foundry facilitated the production of large numbers of coffee roasters. The three founders started out with manually operated ball roasters. As early as 1889, they patented their first gas-heated quick drum roaster. The demand for coffee skyrocketed, not just in Germany but worldwide. By 1900, the factory had delivered approximately 50,000 roasters, an impressive amount compared with our modern times of plant engineering and service industry.

### “International scope from day one”

“We basically had an international business scope from day one,” says President & CEO Wim Abbing. Engineer and founder von Gimborn drew his coffee inspiration from his business partners Lensing and van Gülpen. The two of them ran a grocery store where they also sold green coffee. To build up his metalworking expertise, von Gimborn went to England, where he met some eminent historical figures.

He corresponded with Karl Marx and Friedrich Engels, who had some reservations against the Probat founder.

“The two political philosophers suspected Theodor of visiting British industrial plants in order to spy on them,” Abbing says, smiling. His cosmopolitan attitude made von Gimborn the perfect managing director. Lensing and van Gülpen, both born retailers, acted exclusively as shareholders. This division between the three families remains unchanged.



Alexius van Gülpen



Johann Heinrich Lensing



Theodor von Gimborn

### Theodor von Gimborn

#### The dawn of the convenience era

- 1840** Birth of Theodor von Gimborn in Emmerich on August 11
- 1868** Maschinenfabrik und Eisengießerei van Gülpen, Lensing, und von Gimborn founded
- 1870** First ball roaster with roasting bins produced in modern manufacturing style
- 1889** Gas-heated quick drum roaster patented
- 1916** Death of Theodor von Gimborn, November 14 in Emmerich
- 1916** In honor of her late husband, Antonie von Gimborn establishes the charitable Theodor von Gimborn Foundation

### SECOND GENERATION:

UPHOLDING TRADITIONS WHILE BREAKING CONVENTIONS

Upon Theodor’s death in 1916, his son Carl, who had joined the family business four years previously, took over the management. That same year, Theodor’s widow established the Theodor von Gimborn Foundation to support Emmerich families in need, irrespective of their religious beliefs. In those days, inter-confessionalism was still a controversial issue. “My great-grandparents were pretty progressive in that respect,” says Mrs. von Gimborn-Abbing. “Their own marriage was cross-confessional. Theodor came from an inter-confessional family. Unlike his sisters, he was a Protestant. Antonie was a descendant of a catholic provost.”

Carl seems to have inherited this open-mindedness along with the family business. Before the First World War, young von Gimborn travelled eight months across the United States. Years later, returning from yet another trip to New York City, Carl met John D. Rockefeller Jr. on the boat to Europe. It was the beginning of a friendship that would survive decades. “Carl’s daughter Herta, born 1914, was traveling with him,” says Wim Abbing. Herta von Gimborn and Rockefeller’s son David were of the same age and got along famously. “He must have made quite an impression on her,” Mr. Abbing says, laughing. “Many decades later she still sent David her congratulations on their joint 100th birthday.” Herta reached the venerable age of 102 years.

### Rising from the ruins, literally

Like most German factories, Probat did not survive the two World Wars unscathed. “In the aftermath of the First World War, production came to a halt,” Mr. Abbing says. “It wasn’t until the introduction of the fixed currency that the company became fully operational again.” Just two decades later, in 1944, the factory was destroyed almost completely. “Carl and his son, Hans von Gimborn, literally started the company up from ruins,” Mr. Abbing says and adds an anecdote that

proves how sturdy Probat roasters really are: "Following the Emmerich air raid, a roaster fell from the third floor at Lensing and van Gülpen coffee roasters. They found the machine, pulled it from the debris, and fixed it. It has been running smoothly and roasting the finest coffee until very recently."

Well into the post-war era, Probat relied on additional revenue streams beside their coffee roaster production. Few people remember that almost 50 percent of the Rhine screw steamer fleet used to be equipped with propellers made by Probat. The company also manufactured and distributed dial balance scales and spring tension testers. This diversification paid off and the business gained momentum again. "Thanks to our roasters' supreme quality, soon coffee became our key business," Mr. Abbing says.

Carl von Gimborn

### World at war and reconstruction

- 1885** Carl von Gimborn born in Emmerich, June 17
- 1912** Carl von Gimborn joins the company
- 1916** Carl von Gimborn takes over management of the company
- 1926** First quick drum roaster trademarked PROBAT
- 1920s** Liquidation of the Foundation after excessive loss of funds due to inflation
- 1944** Machine factory destroyed in WW2
- 1949** First product cast in the newly reconstructed foundry show
- 1950s** Carl von Gimborn establishes the Emma von Gimborn Support Foundation Emmerich e.V. in memory of his wife, who was killed during the Emmerich bombings
- 1974** Carl von Gimborn dies in Emmerich on January 3



## THIRD GENERATION: "CUSTOMERS FROM AROUND THE GLOBE WERE OUR DINNER GUESTS"

After the Second World War it was Hans von Gimborn's turn to travel the world on the Probat mission. Having joined the company in 1948, he became co-managing director along with his father in 1962. During the boom years of the 1950s, Hans laid the foundation for Probat's strong market presence in the United States. Personal connections were of the highest priority to him. "Customers from all over the world were guests at our home in Emmerich," Mrs. von Gimborn-Abbing remembers. "As kids, we were used to having business partners from the U.S., Japan, or India join us for dinner."

International business contacts, employees, or members of the community – the von Gimborn family welcomed guests of all backgrounds. "My father knew how to listen and felt responsible for the community and the people he worked with," the founder's great-granddaughter says. For his commute, Hans von Gimborn chose his bike over his VW Beetle. He brought back strip lights from one of his transatlantic trips so that his workers would have better lighting. For his efforts to improve relationships with the neighboring Netherlands, he was named Dutch Honorary Consul in Kleve in 1983 and Officer of the Order of Orange-Nassau in the early 2000s.

### The Probat brand – from brand name to company name

It was Hans von Gimborn who saw through the renaming of the company in 1959. "Probat" had been the name of the classic drum roaster since the 1920s. "This name was much catchier than our long and awkward company name, and much easier for our international customers," says Mrs. von Gimborn-Abbing. "Looking back on his career on his 80th

birthday, my father said that changing the name to Probat was his most successful business decision."

Did Tina von Gimborn-Abbing ever feel tempted to take charge of the family business? "Definitely not. And I have never felt at a disadvantage for being a woman. Growing up, there was no pressure on us kids. We had the freedom to forge our own paths," she says with some pride. Pride is something the family of entrepreneurs seldom shows. They prefer modesty. "We're too busy doing our jobs to feel much pride," Mrs. von Gimborn-Abbing explains, laughing. After a short pause, she adds: "There are moments when I do feel proud of our business. It's when I introduce myself as a member of the fourth generation during my museum tours, pointing out the names of my great-grandfather, grandfather, and father on the me-

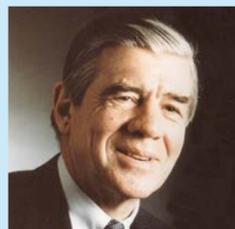


morial plaque and mentioning that my husband now runs the company. Once a clearly impressed Dutch visitor commented that I must feel very proud of my family's extraordinary accomplishments. That did move me to tears."

Carl Hans von Gimborn

### German economic miracle and name change

- 1923** Hans von Gimborn is born in Emmerich on July 23
- 1959** Emmericher Maschinenfabrik renamed Probat-Werke von Gimborn & Co. KG
- 1962** Hans von Gimborn joins his father in the company's management
- 1968** Hans von Gimborn becomes sole managing director
- 1969** First tangential roaster Rapido Nova
- 1973** First centrifugal roaster
- 1981** Emma von Gimborn Support Foundation Emmerich e.V. renamed Von Gimborn Foundation
- 2003** Death of Hans von Gimborn, November 20 in Emmerich



## PRESENT AND FUTURE:

### "THE STAFF STOOD UNITED

### BEHIND ME"

When he joined Probat's management in 2002, Wim Abbing was only 35 years old and had worked just three years at the company. Seven years later, he faced one of the worst crises in recent company history as sole managing director. Mr. Abbing, a business school graduate and the grandson of an Emmerich coal merchant, had never been a stranger in the von Gimborn household. He and his wife Tina were schoolmates.

"There is a special connection between the Probat staff and the family, which proved to be a strong support, especially during my early years as President & CEO, when I was still rather young and inexperienced," Mr. Abbing recalls.

### Turning the company inside out

In the early years of the new millennium, Probat went increasingly global. The American subsidiary had been in operation since the 1980s. Now followed branches in Brazil, Italy, India, and Canada. Abbing took the economic crisis of 2009 as a chance to restructure the company. "We basically turned the entire business inside out," he says. The transformation included a strategic refocusing. Customer relations and customized solutions became an even stronger priority and the company prepared for the fourth industrial revolution. In 2012, Probat inaugurated its unique Research & Development Center. The new strategy and investments soon paid off. In just one decade the company value tripled. Probat's position today is better than it ever was.

Asked about the biggest changes over the past 150 years, Mr. Abbing says: "The ways we communicate and travel have changed fundamentally. The pace has become so much faster, which makes a lot of things easier but also increases the pressure immensely." One thing has remained constant over all those decades:

at the end of the day, it is still the personal connections that count. "The coffee industry has been and always will be a 'people business' – and that is something we are really good at," Mr. Abbing says. "After the first 150 years, three wars and an eventful company history, we look ahead with serene confidence. We strongly believe that Probat is solidly set up for the future and the next generation."

Wim Abbing

### Globalization and restructuring

- 1967** Wim Abbing born in Emmerich on February 8
- 1999** Wim Abbing joins the company
- 2002** Wim Abbing and Stephan Lange take over the management of the company
- 2007** First FRD 6000/C, the world's largest cocoa roaster
- 2009** Wim Abbing becomes sole President & CEO
- 2011** New generation of JUPITER Hybrid tangential roasters
- 2012** PROBAT R&D Center inaugurated
- 2017** Smart factory with customized control solutions

PROBAT 150

# CONGRATULATIONS FROM OUR CUSTOMERS

## Adrian Khong, Jewel Coffee, Singapore

From all of us at Jewel Coffee, congratulations to Probat on your 150 year anniversary. We are proud to be part of the Probat family and we look forward to an enduring relationship with you!

## Armin Machhörndl, Machhörndl Kaffee, Germany

Thank you for the great collaboration,  
keep up the good work!  
Congratulations on your 150th birthday! BRAVO!!

## Mike Murphy, Kokako, New Zealand

Congratulations to Probat on reaching this milestone. Our 25kg Probatone (also known as Gunther) is at the heart of our business. From the team at Kokako Organic Coffee Roasters, Mount Eden, Auckland, New Zealand.

## Les Schirato, Vittoria Food & Beverages, Australia

As the market leading brand in Australia, Vittoria Coffee, which was established in 1958, is proud that we have partnered exclusively with Probat in Australia.

To maintain market leadership, quality is paramount and that's why we use Probat roasters. We would like to congratulate you on your 150 year anniversary.

## Goran Huber, Kaffee-Institut Goran Huber, Austria

Dear Probat & Team,

I would like to congratulate you and your employees on your 150th anniversary.

The name Probat has stood for quality, reliability and competence for 50 years. Your company is one of the best examples that the basis of all business relationships consists not only of the reliability of a partner, but also of a trustful relationship. The long time that Probat has existed speaks for its success.

Our mutual great enthusiasm and fascination for coffee unites us and I would like to express my appreciation for you and your employees.

I continue to look forward to a good, fair and trusting cooperation and wish you many more decades with your enthusiastic, committed and valuable team of employees.

Sincerely, Goran Huber

## Jörg Bieß, Azul Kaffee GmbH & Co. KG, Germany

We congratulate and say  
thank you for the successful  
collaboration in the past years!

## Marc Käppeli, Blaser Café AG, Switzerland

Coffee unites people – the long-standing partnership between Blaser Café and Probat is the best proof of this. The entire Blaser Café team congratulates the company Probat on its 150th anniversary and says "Thank you" for the always friendly relationship. We wish Probat many more successful years.

## Audun Sørbotten, Audun Coffee, Poland

Congratulations, Probat! Your  
machines are the best choice!  
Happy anniversary!

## Marco Lavazza, Luigi Lavazza SpA, Italy

Celebrating such an important event as a company's 150th anniversary isn't an everyday occurrence, particularly in today's economic scenario.

Today's market is becoming more and more complex. Distances are ever shorter and modern technology has turned the world into one big global village. On the one hand, these changes have simplified a company's work and increased the possibilities, but on the other, instability has become an integral part of its life, and fluctuations in a geographical area thousands of miles away can have strong and unexpected repercussions.

The characteristics of what we might call a "liquid market" mean there is increasingly the need to find reliable partners with which to build solid ties that are long-lasting and add value.

This is the sense of the partnership that has existed for years between Lavazza and Probat, two companies with many points in common, not least a long history, a passion for quality, precision, attention to detail and reliability.

The 150th anniversary of this company is a memorable milestone, telling the story of a business that continues to grow in an ongoing dialectic between tradition and innovation. At Lavazza we are proud to be part of this story.

Happy birthday Probat and the best of luck!

Marco Lavazza

## Jaime Duque, Catación Pública, Columbia

I am very proud to be a part of the Probat family. Many years ago, I met Probat on my way and I decided to visit its factory in Emmerich. I trained there and learned more about roasting concepts. After that, I started my roasting journey up until now. CATAACION PUBLICA in COLOMBIA joins and congratulates you on 150 years of supporting the roasting sector with quality, technical and professional experience.

## Timmo Terpstra, Koffiebranderij G. Peeze BV, Netherlands

We would like to extend our warmest congratulations to Probat on its 150th anniversary. Peeze has a very successful partnership with Probat for more than 70 years. Since then we have used three types of roasters for our coffee blends and single origins.

We are especially proud of being the first roasting house using the re-circulation method, which we have developed together in 1994. Today, we are still very pleased with our collaboration and look forward to start new innovative projects.

**Jinho Yang, EL CAFE, South Korea**

Probat has a long history but is still innovating technology. With the development of Probat we could describe the whole coffee industry.

**Gábor Laczkó, Kávékalmár, Hungary**

Probat celebrates its 150th anniversary – as happy roasters (powered by the birthday child) we wish Probat all the best for this remarkable anniversary! [bitly.com/happybirthdayprobat](https://bitly.com/happybirthdayprobat)

**Pierre Guérin, Café Piha, France**

What an honor and a chance to be part of the Probat family, on behalf of all fans and coffee lovers of France we wish a very happy anniversary and see you in 150 years ;) !!

**Soedomo Mergonoto,  
PT. Santos Jaya Abadi, Indonesia**

The 150th anniversary of Probat-Werke is a highlight for the distinguished institution with its fine people. Durability, reliability and trust are the values that make your company successful. Happy 150th anniversary to our valued associate, Probat-Werke, with best wishes for many years ahead.

Sincerely Yours, PT. Santos Jaya Abadi

**Patrick Hanssens & Nicolas Hanssens,  
Grootmoeders Koffie – Café Grand'Mère, Belgium**

Dear Probat family, for more than 80 years, 4 generations of the Hanssens family have been roasting coffee with Probat machines. Still today Grootmoeders Koffie sticks to the tradition of roasting the artisan way.

We wish Probat success in developing and supporting family coffee roasters worldwide.

Patrick Hanssens & Nicolas Hanssens  
3rd and 4th generations coffee roasters

**Giorgio Fioravanti, Costa Ltd. HO Wholesale Central, Great Britain**

Congratulations on 150 years in business. You have achieved tremendous growth and built a leading global brand, providing an exceptional product and excellent customer service. It's our pleasure to have been working with you for nearly 20 years, our last project demonstrating how your business has developed and grown.

Congratulations from all of us for your fantastic journey of 150 years and we wish many more years of ongoing success.

**Anders Boajé, Johan & Nyström  
Kafferostare & Tehandlare AB, Sweden**

Dear Probat: a warm congratulations from your Swedish friends at the Johan & Nyström roastery in Stockholm, Sweden. The old 1950s UG90 served us well for many years and we are happy to report that the new Neptune 1500 is doing really well in the new roastery. Special regards to Ingo Binzen and Jens Dammers along with their teams.

**Oleksandr Andreyev,  
25 Coffee Roasters, Ukraine**

Hello! We are 25 Coffee Roasters. Ever since we picked our equipment, for the past five years we have been concluding that we have chosen the right equipment every day. Probat roasters do not leave compromises. We are proud to be the part of the life and history of the Probat company. Please accept our sincere congratulations on your 150th anniversary!

**Jean-Pierre Rajotte, Mother Parkers  
Tea & Coffee Inc., Canada**

The Mother Parkers Tea and Coffee (MPTC) Team would like to extend our very best to Probat as you celebrate 150 years of business continuity. Probat has been a significant contributor to MPTC's success over the years and we take pride in having also contributed to Probat's history and know that both of our companies will partner to write future chapters that will be as successful.

**Anders Löfberg, Kaffehuset  
i Karlstad AB, Sweden**

From Löfbergs we wish to congratulate you for 150 years of success and amazing development.

We would also like to thank you for the valuable cooperation until today and we look forward to continued good cooperation in the future.

**Ralf Rüller, THE BARN Coffee  
Roasters, Germany**

We are roasting premium coffees for many leading specialty coffee shops across the globe. Receiving consistent roast quality is key to our customers to provide a fantastic coffee experience, day after day. We are very proud to work with Probat roasting machines that form the basis of our craftsmanship.

Congratulations to 150 years of excellence!

**Jeff Juneau, Starbucks Coffee Co., USA**

Starbucks has been roasting on Probat equipment for 4 decades, and our partnership has fueled the growth of Starbucks Coffee Company as an iconic global brand. This close relationship forged in our large plants has been the foundation for our successful opening of the first two Starbucks Reserve Roasteries in Seattle and Shanghai, as well as our Hacienda Alsacia Visitor's Center in Costa Rica. We are excited to continue our shared success with Probat by opening three more Roasteries in New York City, Tokyo, and Chicago while expanding our global roasting capacity for growing customer demand.

Our relatively short history together, and the many successful projects, are testament to Probat's position as a global authority on coffee engineering.

Congratulations Probat on 150 years. We are looking forward to many more decades of successful partnership!

Jeff Juneau, Starbucks Coffee Co.

# LOCATIONS OF PROBAT

## DEVELOPMENT OF THE HEADQUARTERS IN EMMERICH

- 1868** Foundation of Emmericher Maschinenfabrik und Eisengießerei van Gülpen, Lensing und von Gimborn on Mennonitenstraße in Emmerich
- 1909** Foundation of the Austrian branch Emmericher Maschinenfabrik und Eisengießerei Vösendorf near Wien
- 1921** Foundation of N.V. Machinefabriek PROBAT in s' Heerenberg
- 1944** October 7: Complete destruction of the city of Emmerich and the Emmericher Maschinenfabrik
- 1945** The Dutch and Austrian branches are confiscated
- 1948** Reconstruction of Plant I on Mennonitenstraße

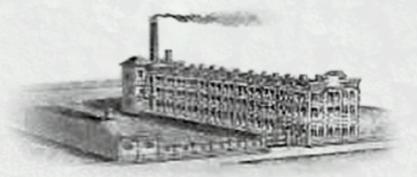


**1868  
Plant I**  
(Mennonitenstraße,  
Hühnerstraße, Großer Wall)

**1909 – 1945**

### **Austrian branch**

Emmericher Maschinenfabrik und Eisengießerei in Vösendorf near Wien



Rhine

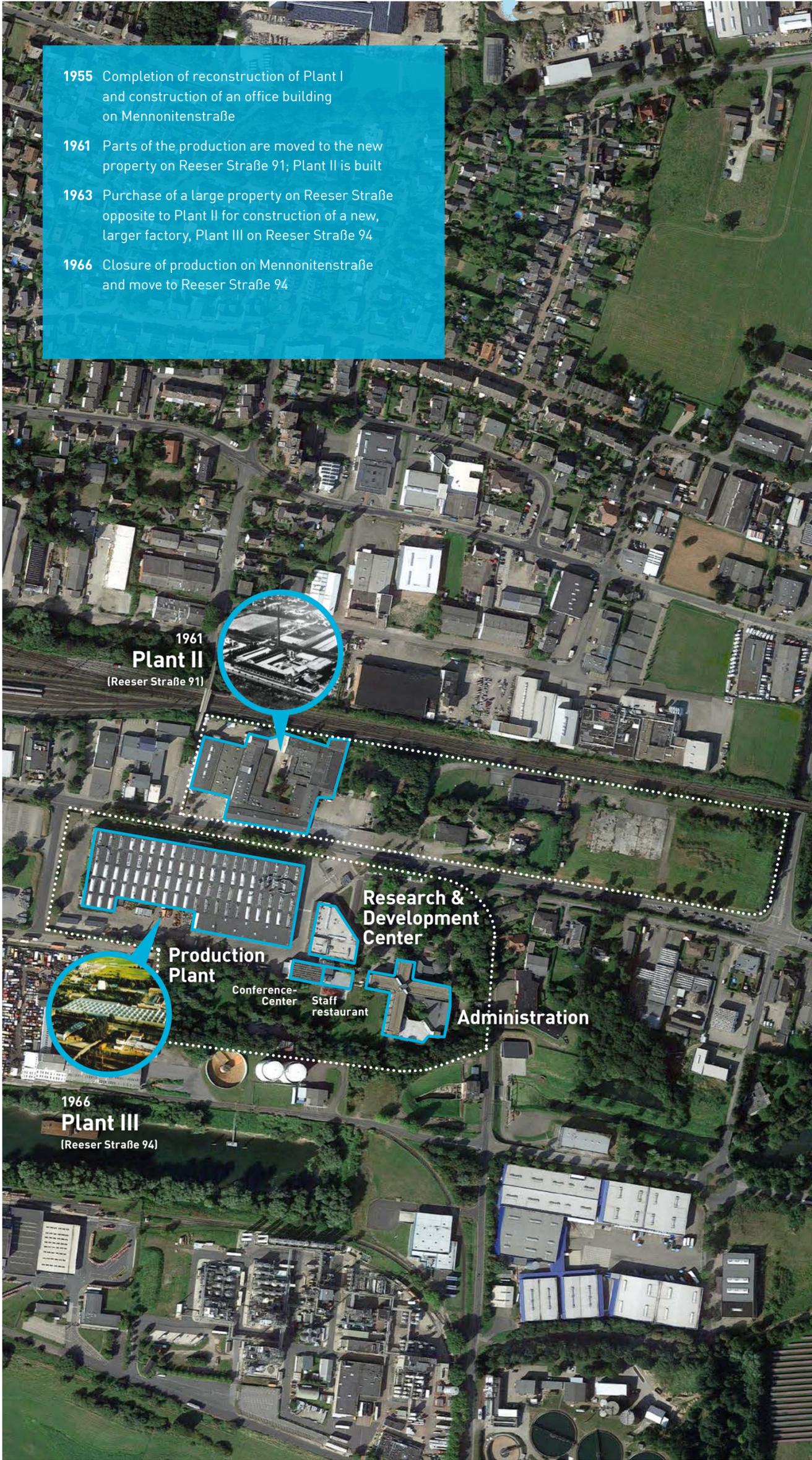


**1955** Completion of reconstruction of Plant I and construction of an office building on Mennonitenstraße

**1961** Parts of the production are moved to the new property on Reeser Straße 91; Plant II is built

**1963** Purchase of a large property on Reeser Straße opposite to Plant II for construction of a new, larger factory, Plant III on Reeser Straße 94

**1966** Closure of production on Mennonitenstraße and move to Reeser Straße 94



## SUBSIDIARIES WORLDWIDE



## PROBAT 150

Sabrina, John, Andrej, Dennis, Heiko, Frank, Carolina, Mark, Scott, Marco, Heinrich, José, Thomas, Tilo, Gabriele, Emerson, James, Kerim, Diana, Dimitri, Michael, Ricardo, Frank, Mauricio, Sara, Ulrich, Joao, Paula, Walter, Daniel, Michael, Sascha, Marcio, Gunnar, William, Uwe, Larissa, Julian, Wolfgang, Gerhard, Björn Ole, Meg, Jörg, Uwe, Holger, Larissa, David, Gabriele, Robin Moritz, Dirk, João, Detlef, Ralph, Julia, Ravi Kumar, Markus, Roberto, Denny, Erik, Sebastian, Christophe-Maria, Sahin, Georg, Kai, Fabiano, Michael, Edgar, Leonie, Patrycja, Niklas, Tim, Martijn, Danby, Lukas, Franco, Dustin, Jana, Leon, Noah, Mathis, Marc, Lars, Fabiano, Tim, Merle, Maja, Christian Frederik, Norbert, Kevin, Lukas, Olivia, Daniel, Trevor, Mervyn, Aron, Lars, Marco, Julien, Alexandra, Paul, Nils, Fabian, Nico, Connie, Manohar, Jonas, Julian, Fabienne, Peter, Frederike, Melissa, Jens, Gokul, Sven, Andre, Stefan, Markus, Roberto, Michael, Nelluana, Werner, Benedikt, Claudio, Klaus, Christiaan, Hilmar, Peter, Bruno, Gerhard, Sebastian, Christina, Mark, Andre, Dennis, Paulo, Klaus, Carlos, Richard, Michael, Prakash, Stephan, Patrick, Mike, Jens, Andreas, Jay, Alexander, Daniel, Roman, Peter, Dennis, Uwe, Guilherme, Hubert, Wolfgang, José, Michael, Simone, Larry, Andreas, Umut, Stephan, Jose, Christopher, Robin, Oliver, Hendrik, Agata, Wolfgang, Mauricio, Christian, Devid, Frank, Gregor, Michael, Heinz, Alcione, Kevin, Frank, Manfred, Alois, Christoph, Udo, Gunnar, Thomas, Andre, Remo, Daniel, Heinz-Wilhelm, Dirk, Christian, Andreas, Stefan, Jörg, Marcel, Dominik, Frank, Clemens, Friedhelm, Christian, Evandro, Heinrich, Rainer, Daniele, Karl-Heinz, Luiz, Klaus, Dominik, Tobias, Chirag, Andre, Jürgen, Frank, Christoph, Lauren, Michael, Sascha, Dieter, Benivaldo, Andreas, Jörg, Woimer, Detlef, Marc, Jürgen, Robert, Gert, Johannes, Karl, Jenilson, Wolfgang, Daniel, Marco, Julian, Andrej, Dominik, Markus, Frank, Christian, Gisela, Manuela, Ryan, Jürgen, Roman, Michael, Lindomar, Arthur, Frank, Michel, Terry, Marvin, Maximilian, Joel, Vanessa, Denis, Patrik, Lorena, Rene, Chris, Matthew, Andre, Lucas, Alina Dominique, Chiara, Maximilian, Dominik, Pascal, Hendrik, Emerson, Oliver, Tobias, Erick, Norbert, Katharina, Edson, Petra, Jair, Gisela, Paul, Michael, Jannik, Mario, Jonas, Gerard, Maik, Jessica, Wera, Sandra, Sandra, Angela, Ramona, Frank, Kai, Gabe, Michel, Larissa, Micaela, Andreas, Monique, Thomas, Nico, Claudia, Ken, Anderson, Jürgen, Michael, Pablo, Thomas, Christian, Rogerio, Hermann-Josef, Dominik, Steve, Michael, Jochem, Anja, Karin, Osmar, Martina, Maria, Tobias, Karlheinz, Gerhard, Jean, Burkhard, Jörg, Diego, Stefan, Patrick, Frank, Hinderk, Peter, Ulrike, João, Willeke, Robert, David, Jochen, Christoph, Maycon, Günter, Egon, Martina, Annemarie, Berthold, Andrea, Reinaldo, Jon, Sebastian, Alex, Michael, Ben, Georg, Daniel, Ivan, Carmen, Lou, Anja, Thomas, Richard, Arnd, Hergen, Rainer, Eluana, Jochen, Bruno, Harry, Jörg, Bertold, Hubert, Rafael, Heinrich, Kyle, Alexander, Tobias, Eva, Sebastian, Jörg, Marco, Lars, Daniel, Odile, Norbert, Justin, Norbert, Christoph, Stefan, Jens, Marcel, Christina, Guido, Yvonne, Jan, Eike, Leonan, Marie-Luise, Paulo, Bianca, Karl-Heinz, Luis, Heinrich, Dave, Wolfgang, Carlos, Susanne, Jose-Antonio, Michael, Adam, Jordan, Hartmut, Ranurys, Uwe, Guido, Iris, Mike, Jean, Tobias, Michael, Lars, Markus, Thorsten, Jose, Klaus, Susanne, Marcella, Frank, Gabe, Tanja, Artur, Rebecca, Daniela, Marco, Aloys, Karl-Heinz, Joyce, Thorsten, Marcio, Hans-Peter, John, Ralf, Joao, Ulrich, Jutta, Ursula, Ian, Jens, Philip, Andreas, Cheikh, Thorsten, Carry, Marc, Michael, Jonathan, Tina, Herbert, Matheus, Sebastian, Nataliya, Pia, Nils Kevin, Janek, David, Zara, Janis, Bastian, Nilton, Borries, Michaela, Vanilson, Andreas, Nicole, Carolin, Simon, Meike, Matthew, Janina, Kathrin, Heinz, Sergej, Thomas, Kai, Janine, Laura, Ian, Sabrina, Thaise, Marinus, Ernst, Paivi, Michael, Alicindo, Dirk, Mark, Sarah, Thiago, David, Ladislau, Michael, Juliano, Carsten, Pedro, Reinhard, Ezequias, Jürgen, Shawna, Ralf, Christoph, Mike, Dirk, Yang, Manfred, Fabiane, Nicole, Andreas, Jason, Srinidhi V, Kurt, Rogilson, Michael, Stephan, Dirceu, Rainer, Edward, Holger, Muzakir, Peter, Maria, Adriano, Ursula, Tiago, Annelore, Peter, Carola, Ralf, Kaylee, Annegret, Dirk, Edson, Dietmar, Maicon, Christina, Thomas, José, Björn, John, Annemarie, Udo, Katja, Hilton, Max, Julius, Andre, Lisa-Christin, Florian, Sérgio, Michael, Gabriel, Dustin, Ronja, Karsten, Davi, Lukas, Christa, Dirk, Ilvana, Berthold, Candi, Andre, Robert, Ulrich, Stefan, Adriana, Christof, Felix, Dan, Mauricio, Andreas, Wellington, Iris, Roland, Christian, Manfred, Jamie, Thomas, Jame, Ralf, Klaus, Erwin, Germano, Marvin-Erik, Jochen, Beneval, Ralf, Adilson, Thomas, Simon, Laura, Keshav, Corinna, Tobias, Charlie, Nick, Julian, David, Girish Borse, Matthias, Rilda, Johannes, Oliver, Maik, Jan, Carsten, Javan, Matthias, Prashanth, Dieter, Joao, Michael, Jackson, Thomas, Ronald Henricus Jacobus, Markus, Christoph, Tobias, Dominik, Roberto, Thomas, Raphael, Tina, Kristina, Reyes, Manfred, Alisson, Marc, Joseph, Eduardo, Laudemir, Manfred, Vanderlei, Linda, Rolf, Malcolm, Jan Philipp, Sonja, Martin, Jeison, Christian, Brett, Marcio, Peter, Stuart, Christoph, Nico, Spencer, Patrick, Gökhan, Matthias, Jerry, Roland, Dimitrij, Dirk, Thomas, Ferhan, Philipp, Oliver, Walmir, Johannes Otto, Rüdiger, Emerson, Ram, Ingo, Michael, Kevin, James, Katrin, Stephan, Denis, Stefan, Ozzie, Roberta, Tony, Michael, Patrick, Thomas, Nayara, Ulrich, Marco, Jens, Benedito, Mark, Tahsin, Andre, Wayne, Sven, Alexander, Juan, Ursula, Christian, Le, Elen, Manfred, Andrew, Urban, Gregor, Mario, Rakesh, Martin, K.Srinivasan, Klaus, Jose, Andre, Doug, Anton, Felix, Josef, Michael, Lucas, Nixon, Rainer, Angelica, Tobias, Henrik, Wolfgang, Karolina, Guido, Darren, Gerd, Marcel, Ellen, Ralf, John, Harald, Christine, Manfred, Gelson, Sven, Markus, Kevin, Elvira, Bernd-Heinz, Jacob, Gustavo, Björn, Klaus, Volker, Wim, Antonio, Peter, David, Christian, Heinz-Peter, Andy, Stefan, Frank, Chris, Florian, Scott, Alexander, Dirk-Wilhelm, Marco, Joseph, Marvin, Ulrike, Michael, Leandro, Klaus, Alex, Martina

THANK YOU

