STAND PARTY
MELTING INTO THE NIGHT

SORG® is continuing their tradition of having a stand party with live music at the glasstec. Anyone reading this is encouraged to join us on Wednesday September 21st. Official start is 18:00. Drinks will be flowing earlier.

We hope to see you there.
Nikolaus SORG GmbH & Co. KG is implementing a new corporate design. Aspects of this were already visible in 2016 glass magazine ads. A new company slogan, website and brochures are following.

We started by looking hard at what we stand for and offered all employees the opportunity to incorporate this into an appropriate slogan for a cash award. While we did not directly use any of the entries, we did pay bonuses for what our committee considered to be the best two entries. The numerous suggestions helped inspire us to come up with the new Value by Design slogan which is the subject of a separate article.

Next up was our newly relaunched website www.sorg.de in time for glasstec 2016. We decided on a modern but minimalistic approach concentrating on our core messages. There is a larger emphasis on our team with more photographs and direct email links to key personnel.

The background objects in the new web site are all made of or incorporate glass. These objects were all items that were present on our Lohr campus. Now we get the opportunity to share these treasures with a larger audience.
We are also busy asking customers for permission to display their logos on our site. If you would like your logo to be included, please send us a logo in sufficient resolution for a website.

Now we are going to work to update our brochures. Both in content and corporate design. The first two are finished and available at the glasstec in Dusseldorf in printed form. The first one is our Image brochure which is the condensed story of the SORG® family and company. The other one is Glass Conditioning. These and others will be available for download on our homepage as they are completed.

Helping us modernize our image is the local ad agency B2 Communications in Aschaffenburg, Germany.

**THAI MALAYA GLASS CHOSES SORG® AND EME**

**THE SYNERGIES OF A GROUP**

The new batch plant for Thai Malaya Glass is being built for furnace SB4 with a capacity of 300 t/d and ready for future expansion. The plant is being built as a modern tower concept for flint, green and amber glass. Included in the scope are automatic hot cullet scraper return systems. The cullet storage will be equipped with crushers and all metal detection with automatic rejection. The entire system will be fully automated through a proven EME controls solution.

As was previously the case with SB3, TMG is relying again on the technical expertise and reliability of EME.

Nikolaus SORG has been chosen to supply two state of the art endpoint regenerative furnaces complete with IRD doghouses and EME-NEND batch chargers. These will be feeding a total of nine SORG® 340S forehearths.

The SORG® Group wants to thank Thai Malaya Glass for their trust and wish them a very successful project.
German Floatglass Technology GmbH and Nikolaus Sorg GmbH & Co. KG have entered a strategic agreement to work closely together in the fields of automobile, solar and architectural glass.

The goal of the agreement is to combine the strengths of SORG® in the furnace area with GFT for the tin bath. The parties will be able to offer the hot end package for float glass lines up to 1000 tons per day. Customers have the advantage of getting best in class technologies from one contractual party for this core area.

With this cooperation, we are actively following the customer trend to buy larger project packages and reduce interfaces. Customers further benefit from having access to the state of the art in melting and forming technology which is setting standards in glass quality, low energy consumption and high production yields.

Further information concerning our cooperation and capabilities are available from both parties at the glasstec. GFT will be in hall 13 stand F94. The SORG® Group will be in hall 15 stand B39.
MANAGEMENT CHANGES
STRENGTHENING OUR TEAM

EME
Egbert Wenninger left EME in July to rejoin Grenzebach and to be closer to his family. Egbert is being replaced by longtime SORG® Feuerungsbau veteran Reinhold Wenig. Reinhold has spent nearly 30 years in the SORG® Group where he started his career at Nikolaus Sorg GmbH & Co. KG. Reinhold is more well known for his roles as managing director of both SORG® Feuerungsbau and the SKS Group.

Reinhold joins Jens Rosenthal as managing director of EME.

SERVICE COMPANIES GET REINFORCEMENTS
Completely new to the SORG® Group is Dr. Arjen Steiner. He joins SKS as Managing Director from Schaumglas Global Consulting. Dr. Steiner has an engineering degree from RWTH Aachen and a doctorate from TU Eindhoven. Following that were stints at Saint Gobain and DTEC Engineering und Consulting. Arjen is married and has two children. We are glad to welcome him to the SORG® family.

Herbert Lorz has been promoted from technical director of SKS to managing director of SORG® Feuerungsbau. He replaces Markus Bierod who took a new position closer to his home in the state of Hessen. Before joining the SORG® Group, Herbert was Managing Director at the German furnace design company Glashuettentechnik Grob GmbH.
Nikolaus SORG had an in-house competition to generate a slogan demonstrating how SORG® is delivering value to our customers. This led to our new slogan Value by Design. This slogan has multiple meanings or interpretations.

On the basic level, SORG® (and EME) create value for the customer through superior designs that meet our customer needs. The slogan Value by Design also demonstrates that value is not created by chance. This is in the foreground of our thought process. SORG® wants to emphasize that the value of your glass is our focus. Not innovation for the sake of innovation. SORG® also wants to demonstrate that there are multiple paths to ‘value’. One is certainly to lower the price.

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\text{Value} = \frac{\text{Benefits}}{\text{Total Costs}}
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If at the end customers are truly receiving value for money through excessive cost cutting is debatable. Concentrating on the denominator through obsessing over initial costs does not necessarily result in the lowest total costs. Our approach is to increase the numerator (benefits) while decreasing the denominator (total costs). This is Value by Design. This results in products that are easier to operate and offer the lowest total cost of ownership over the life of the asset.

**Sustainable designs that:**

- lower energy costs
- reduce toxic and greenhouse emissions
- minimize service and maintenance costs
- last longer

Value is not the by-product of simply making something cheaper. Value is designed into our products by taking account our customers long term needs. Great designs account for these factors.
ADVANCED REGENERATOR DESIGN
SORG® gave an extensive report on our ARD regenerator concept in glassWorldwide issue 63, 2016; SORG® ARD Regenerator Reduces Civil Engineering Costs. This article is available for download in the archive section of www.sorg.de.

SORG® decided to do an endoscopic inspection on the first regenerators built with this concept to ensure that everything is working as modeled. The inspection showed no corrosion and the checkerwork is free of obstructions. Our customer benefited by having lower civil costs (no regenerator pits) while maintaining the energy performance he enjoys from his other SORG® furnaces. The second furnace with this concept has been sold to a European customer and will be commissioned in 2017. The ARD was chosen due to a high water table. There will be significant construction costs savings with our design.

NEW APPLICATION FOR THE REFINING BANK
The SORG® refining bank has been an integrated part of many of our furnace designs for decades. Examples include the LoNOx®, FlexMelter, Boro-Oxi-Melter® and OxEcon® melters. The advantage of the refining bank is that the glass depth is shallow in this area and the glass bath temperature higher. This allows for a better release of seeds leading to higher quality.

Producers of high quality containers benefit from this feature. For this reason, the refining bank is now available from us on regenerative furnaces as well. The first three are already in operation with excellent results. A fourth furnace is in the design phase with the focus on a long refining bank life without using chrome.
Our dedicated glass conditioning department celebrates their 40th anniversary in 2016. They are responsible for what happens after the furnace. Distributors, working ends, forehearths, gathering bays, etc.

In these four decades, the SORG® glass conditioning department has:
- Delivered over 1750 glass conditioning systems.
- Been granted a number of patents including for the OMT oxygen trim system.
- Taken over and incorporated the Emhart Glass forehearth program.
- Installed over 70,000 steel/ceramic nozzles.

Working ends and forehearths are more than hardware. For that reason, SORG® offers training, service and audits handled by experts in their field. A recent project included a SORG® coloring cell cell for 68t/d green glass in Iran. Next year the 340S will be getting upgrades as part of a continuous development program. These upgrades are laying the groundwork for the next forty years of success.