

Hey@! newsletter

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IN THIS ISSUE

- [Merry Christmas and a successful 2011](#)
- [Christmas Traditions - Mexico](#)
- [HiTRUST: a full range of expert services](#)
- [Product spotlight: Hot End Ware Handling for higher efficiency](#)

MESSAGE IN A BOTTLE



As Christmas draws nearer and, in Europe, the weather gets ever colder, there is nothing more warming than wrapping your hands around a glass of your favourite hot drink. Here in Germany, that drink will traditionally be a mulled wine, or "Gluehwein". Recipes for this winter warmer can be found as far back as the fourteenth century in the oldest recorded English cookbook "The Forme of Cury" but the idea is much older than that. In fact, it was originally called "Potus Ypocras" ("Drink of Hippocrates") after the Father of Modern Medicine, who was known to use wine as a basis for remedies and cures because, in those days, wine was purer and safer to drink than

MERRY CHRISTMAS AND A SUCCESSFUL 2011!

As another year comes to an end, it is hard not to look back and relive your successes. Here at Heye International, we are lucky to have plenty to choose from! We have exhibited strongly at industry fairs on all continents and introduced a number of outstanding innovations in technology and production processes – such as the



unique HiTRUST initiative – to the world of glass manufacture. Despite all of this, though, we know that a successful business is not one that looks backwards, but one that moves ever onwards, adapting to the changing needs of its customers. So, we await 2011 with a sense of excitement and anticipation at what it will bring and look forward to forging even closer relationships with all our existing customers, as well as introducing new partners to the strong values, trust and integrity that have made Heye International a worldwide leader for so long.

With very best wishes for Christmas and a Happy New Year!

Yours,
Dirk Pörtner

[Back to top](#)

CHRISTMAS TRADITIONS - MEXICO

Heye International is proud to be at the centre of a worldwide network of customers. We celebrate the diversity of the cultures to which this introduces us and, in this issue of the Newsletter, we want invite you to join us in taking a closer look at Mexico, a vibrant country in which we are lucky enough to have some wonderful and very long-standing partners, with whom we have jointly developed solutions covering all process steps in container glass manufacturing. Obviously, this results in a highly productive plant but, on top of that, working so closely on such diverse projects has produced a number of close personal friendships within the project teams. Every country has its own traditions surrounding the

water! Including herbs and spices such as cinnamon, ginger, cloves, nutmeg, marjoram and cardamom, these heated drinks probably did keep people healthy through the cold winters.

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celebration of Christmas, but our good friends in Mexico have one in particular that has become a global favourite for children: the Piñata – a colourful animal filled with sweets that the children try to hit with a stick while blindfolded in order to release the goodies inside!



Originating with the ancient Aztec and Mayan cultures, who used it to worship their own Gods, the Piñata was introduced to Christmas celebrations by the earliest missionaries who brought Christianity to Mexico in

the sixteenth century. Their Piñata was a brightly coloured star with seven points. The points represented the seven deadly sins and the bright colours symbolised temptation. The blindfold worn when trying to hit it represented faith and the stick represented virtue or the will to overcome sin. The sweets and other goodies inside the Piñata represented the riches of the Kingdom of Heaven, teaching that it was possible to overcome sin with faith and virtue. This is just one example of how ancient traditions have gradually changed their usage and meaning over the ages and is a fascinating insight into the rich history of Mexico.

HiTRUST:

A FULL RANGE OF EXPERT SERVICES



With roots dating back to 1799, Heye International has been building relationships based on trust and integrity with our customers for over 200 years.

We are always asking ourselves, “What do our customers need?” At Heye International, we believe the answer is simple: someone they can trust to provide whatever they need. That is why we developed HiTRUST, a complete portfolio of service solutions for the container glass industry. Whether you simply need technical assistance, want to modernise your plant, or even build a complete turnkey greenfield installation, HiTRUST is the answer.

Heye International’s vast experience offers a full range of expert services and unique advantages covering every conceivable situation. From strategic planning to know-how transfer and personnel training, from viability analyses and recommendations tailored to your local situation to process optimisation and efficiency monitoring, HiTRUST covers it all. Add to that the access to our in-house production facilities for test runs, training facilities and best practice solutions and you

have an unrivalled flexibility and ability to meet the changing needs of both the industry and our customers.

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[Back to top](#)

PRODUCT SPOTLIGHT: HOT END WARE HANDLING FOR HIGHER EFFICIENCY



In today's cost-driven economies, everyone is constantly striving for the highest levels of efficiency. However, one vital piece of the puzzle is often overlooked: the best solution for Hot End ware handling. Heye International offers a complete Hot End portfolio comprising pusher, ware transfer, cross conveyor and Lehr loader. The 3-axis servo pusher allows high-speed handling of even complex glass containers, whilst our ware transfer solutions handle every corner smoothly. Our modular servo technology approach - the framework in

which the different solutions function - offers complete flexibility and outstanding simplicity of operation. Heye International - the global leader in high speed transport for Hot End.

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[Back to top](#)