

we in europe

For esco – european salt company staff

News: Vision and Mission of esco

In the past year, the K+S Group for the first time formulated its company identity in a Vision and Mission Statement, thereby setting down and communicating the principles which will guide its future development. – What does this now mean, in concrete terms, for esco and the Business Unit Salt?

“As far back as 2008, we started working with numerous management staff and employees from across Europe to develop a strategy for the business unit salt and ,consequently, esco,” explains Reinhard Dust, Managing Director of esco. “Embedded in the overall strategy of the K+S Group, we have defined objectives for the coming years and have decided upon concrete measures to achieve them,” adds Erich Krug, also Managing Director of esco. This shared vision of the future has now been formulated in the following vision for esco:

We set the European Standard for Excellence in Salt

So that this ambitious aspiration does not remain an abstract objective, a concrete mission statement has been formulated:

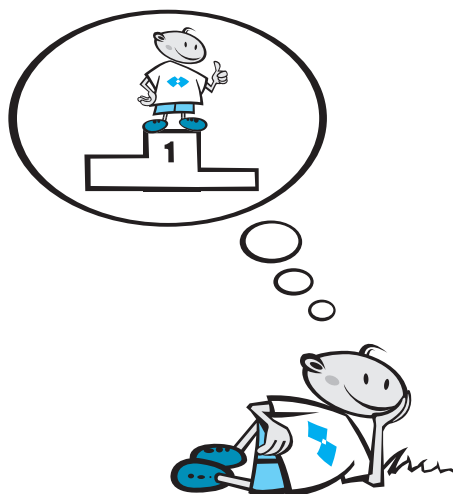
We want

- ◆ to further develop our market positions through innovative productions and services,
- ◆ to grow into new market regions and enhance synergies,

- ◆ to offer the best service and excellent quality,
- ◆ to be the preferred supplier for our customers throughout Europe,
- ◆ to be the most profitable salt producer in Europe.

The Vision and Mission Statement describes what esco stands for, what we want to achieve together at esco and how we want to be perceived by others. At the same time, this is also a demand, which we set ourselves as Europe’s leading salt producer and for which the combined commitment of all our employees is a fundamental factor for success. Because only if each and every one of us adopts this vision for themselves and implements it in their everyday working life, it will be possible to achieve our goal.

Holger Bekemeier



Market News: New Arrival at PEGASEL® – KLAIBER Herbal Salt Lick for Horses



“We launched this new 5-kilogramme salt lick for horses at the end of 2009,” explains product manager Eike Riedel. “It is made from pure natural rock salt and a special mix of herbs, so-called Klaiber herbs, which have a positive, regulating and supportive effect on the horse’s entire metabolism and immune system.”

Heinz Klaiber was a very valued and successful German chiropractor and alternative medical therapist in the world of sports horses, who himself kept and trained racehorses. In the course of his over 40 years of practical experience, he developed his own clinical diagnostics for equestrian diseases and also treated the animals with the help of homeopathic remedies, herbs, chiropractics and electrical acupuncture.

There has also been a change in the SOLSEL® salt licks: from the spring of 2010, the popular 5- and 10-kilogramme salt licks will also be available with a carrying strap for safe and convenient transportation.

Bianca Schanklies

Editorial: A Winter Afterthought 2009/2010

Dear Colleagues,

There is no question that the extraordinary winter that is now behind us pushed us to our limits. Lots of frost, lots of ice and snow – an icy white blanket lying across the whole of northern Europe for more than eight weeks on the trot. Both the winter services and the salt industry were confronted with an enormous demand, which was virtually impossible to manage. Salt was the top subject in all forms of media and even becoming a political issue.

Within the first four winter weeks, esco and our subsidiary Deutscher Straßen-Dienst GmbH (DSD) received orders at a level, which customers would normally place during an entire winter season. Therefore, our warehouses, which were well filled with over 800,000 tonnes, which is normally only used up towards the end of winter, was so empty within such a short period of time that we

were only able to supply our customers from the daily production.

That we still managed to sufficiently deliver to the vast majority of our customers is down to the fact that we stood together as a team and all pulled together: our colleagues in production worked around the clock in a three-shift operation, as well as on Sundays and bank holidays. Our potash colleagues produced road salt at several plants for esco, while SPL sent us a vessel with another 60,000 tonnes. The sales and logistics units of esco also put in a number of extra shifts as well as on-call services, on weekdays and weekends, and not just for de-icing salt.

We would not wish for the stresses and accompanying aspects of such an exceptionally hard winter again in a hurry but, in some green winters, we have only dreamt of such rapid sales of de-icing salt. To supply double the

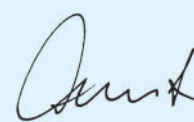


amount of an entire average winter within just eight weeks is certainly a historical exception, but also an outstanding accomplishment. And for this, we would like to express our special recognition and our thanks to all of you.

Best regards and “Glückauf!”



Erich Krug



Reinhard Dust



Whether it is historical salt production in Lüneburg, modern mining in one of the esco mines, Lake Chad in Africa or the mines in Pakistan – around 180 photos and films as well as bilingual text guide take visitors on a fascinating and informative journey through the world of salt.

Sponsoring: New Cutting Edge Exhibition Centre Piece for the German Salt Museum in Lüneburg Thanks to esco/K+S

Since the beginning of the year, the German Salt Museum in Lüneburg has had a new attraction: an interactive projection table with multi-touch function. On January 22nd, the new exhibition centre piece, which was supported by esco and the K+S Aktiengesellschaft with pictures and text as well as with a donation of 150,000 Euro, was unveiled.

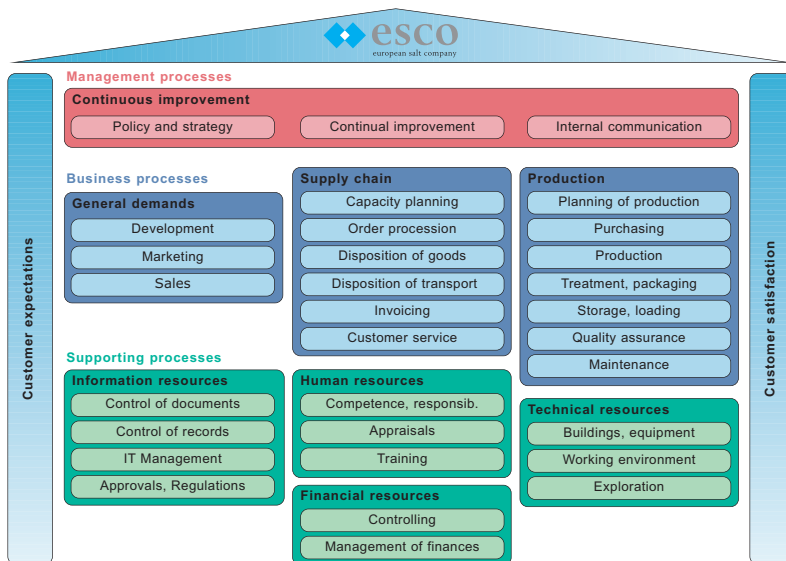
The special appeal is that every visitor can choose his own travel route through the world of salt, by touching

one of the many salt crystals (which, by the way, are handpicked crystals from the esco plant Braunschweig-Lüneburg) on the animated world map on the table. A sophisticated system of projectors and mirrors makes it possible to display text and images, which document the past and present of the omnipresence of the “white gold”.

You can find out more about the German Salt Museum in Lüneburg at www.salzmuseum.de

Bianca Schanklies

TQM: A More User-Friendly “Search Documents” Process with the Process House



This is the Process House, which has been available in the K+S Portal since the end of 2009.

Search and ye shall find – and, thanks to the new document search engine in the K+S Portal, the Process House, you can now do this even more quickly.

“To find documents such as guidelines, forms or process descriptions, there are two basic options,” explains Sandra Gerhardt from Total Quality Management of esco in Hanover. “You either search using *Detailed Search* or using the *Process View* in the Process House itself. You can find both of these in the portal using the *Compliance* and *BS Salt* flags.”

The two search forms are directly linked with the SAP Document Management-system (DMS). As a result, there is no need for additional maintenance by the document managers, and the seeker will always find the current and valid documents.

“By narrowing the search down to plants and type of document and

selecting the right process, in which the search should take place, you can reduce the search time to a minimum,” explains Gerhardt about the other advantages of the Process House. “When selecting the right process, the brief descriptions, which are displayed when you move the mouse cursor over the word, are helpful.” Of course, it is also possible to search in all processes.

Using a reversible filter, the search result can easily be revised further without any delays. Gerhardt says, “By clicking on the column header, the search result is quickly sorted by *Responsible Person*, *Document Description* or *IK Date*¹. Using the URL button in the results list, the required document can, for example, be forwarded as an email link to colleagues.”

For anyone wanting to know more about the Process House and searching and processing in the DMS, try the following: select your *Plant* and *Work Instruction* from the Type of Document, then click on the *Control of Documents* process in the Process House graphic. Anyone who then enters the term *Search Documents* as a filter will narrow the displayed results down even further – and find what they are searching for more quickly.

¹ IK: Document has come into force.

Jürgen Bunk

News: International Exchange of Experience – Morton Salt Visits esco



At the beginning of January 2010, ten colleagues from Morton Salt and K+S NASH travelled to Germany for almost five days to better acquaint themselves with the K+S Group and the European salt industry. The agenda included presentations and meetings in Kassel and Hanover as well as a

mine visit with factory tour in Bernburg. The visit to the esco HQ on January 13th was enthusiastically used by all participants for a lively exchange of experiences and as an opportunity for personal discussions.

Bianca Schanklies

Specialist Fields of esco: What Does the Application Technology (AT) of esco Actually Do?



Dr. Denis Vidovic, Dirk Grube and Vincenz Caronna (from left to right) of the Application Technology Service of esco.

The “Technical Application Service” is the link between production, marketing & sales and our customers. Its main tasks include the determination and monitoring of the defined product specifications and application technology customer service.

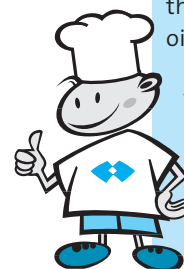
“We at the AT laboratory monitor and optimise the quality of esco products, advise customers, sales units and production plants in all questions relating to application technology, develop new products – such as our Balance® salt – as well as contribute to the management and investigation of the causes of complaints,” says Dr. Vidovic outlining his team’s main tasks.

Functionally, the Application Technology team with its AT laboratory is attached to the Production department of the esco headquarters (HQ) in Hanover. The recently appointed head of the three-person AT team is Dr. Denis Vidovic, who coordinates the diverse tasks of the laboratory, which is based in the Braunschweig-Lüneburg plant, from Hanover.

“Of course, we carry out a lot of laboratory work, for example, analyses relating to the granulation, chemical composition and physical and chemical properties of our products,” continues Dr. Vidovic. “In addition, we carry out tests with anti-caking agents and storage trials.”

In close cooperation with the sales units, Dr. Vidovic, Dirk Grube and Vincenz Caronna advise esco customers on all technical issues relating to the selection and use of the various products. In addition, the team provides support for the development and operation of silo installations. “The practical, product-related workshops, which we regularly carry out for customers and colleagues are also very popular,” concludes Dr. Vidovic.

Jürgen Bunk



Recipe: Morton® Sweet and Salty Grilled Pineapple Salsa



Makes 6-8 servings (2 cups)

Ingredients:

- ◆ 1 cup* fresh pineapple, cut into rings
- ◆ 1 teaspoon jalapeños, diced
- ◆ 1/2 teaspoon garlic, chopped
- ◆ 1/2 cup* tomatoes, diced
- ◆ 1/2 teaspoon fine sea salt, e.g. Morton® Fine Sea Salt
- ◆ 2 teaspoons honey
- ◆ 1 tablespoon lime juice
- ◆ 1 tablespoon cilantro (coriander leaves), chopped
- ◆ 1,5 teaspoons olive oil

* 1 cup = 225 ml

Preparation:

Grill pineapple rings about 3 min. per side until caramelized and golden. Dice the grilled pineapple. Combine the diced pineapple, jalapeños, garlic, tomatoes and salt, and mix well. Add the honey, lime juice, cilantro and olive oil, and stir until combined.

This salsa works great as a dip or served as a relish over fish and chicken – combine as you like, enjoy!