

Dear Customers,  
Dear WACHTEL friends,

The year flew by! We experienced so much and want to share our year 2019 with you. Therefore, we put together some highlights in pictures for you. For our further international expansion of the WACHTEL brand, we have found a professional partner in China, we have developed our new ATLAS rack oven and launched it on the market. Overall, we grew 10% in the past financial year 2019; We successfully have combined innovation, growth and tradition. But take a look for yourself:



RECORD! For the 5th time in a row, our annual Advent bakery took place. 180 employees with their 52 children baked around 4,500 biscuits out of 180 kg dough in our show bakery in Hilden.



WACHTEL signs a 50:50 joint Venture contract with KINGDOM, the leading cooling technology manufacturer in China. A professional partner was sought for a long time in order to meet the growth potential in China. Starting January 2020, various models of our PICCOLO will be produced and distributed locally for the Chinese market "in China for China" according to German engineering quality standards.



ATLAS – the master of all classes. We presented our new, revolutionary rack oven for the first time at südback 2019. With its top baking quality, high-tech functionality and energy saver, it is convincing the first customers since December.



WACHTEL and WILDBAKERS in a joint mission for great bread  
New brand ambassadors for WACHTEL: at the südback 2019 trade fair, the WildBakers appeared as new WACHTEL testimonials for the first time. We are more than happy about this great and valued partnership!



We are pleased to have gained 33 new colleagues across all divisions this year. We already have a tradition: New colleagues bake pizza for the "old ones" in our show bakery. Welcome again to the WACHTEL family!

Sadly, two of our highly esteemed colleagues passed away early this year. We think of you, Detlev Ott and Uwe Hinz.



There also have been some changes at our production site in Pulsnitz (near Dresden): Michael Koos took over the position of Branch and Construction Manager as well as being in charge of our new ATLAS.



WACHTEL has been awarded the quality label "Trust in Germany – Made in Germany" – as the only company of its branch.



Many new projects with interesting customers were planned and implemented. Here you can see the Vakschool in The Netherlands.



WACHTEL at the südback 2019 in Stuttgart – 4 days full of successful conversations and great customers. We love our job!

In huge excitement we are looking forward to 2020, when we will modernize and expand our location in Pulsnitz near Dresden with the latest technology on laser machines. With this in mind, we wish you and your families a blessed Christmas and a Happy New Year 2020.

Yours sincerely

**Oliver Frey**  
Owner and CEO of WACHTEL GmbH