

Giving up was never an option

40 years ago, Wolfgang M. Rauch, Managing Director of Harro Höfliger Packaging Systems Ltd., met Harro Höfliger for the first time. Mutually simpatico from the beginning, a friendship developed, and a last-minute action turned into a successful business relationship.

Wolfgang Rauch does not make any promises he cannot keep. When the whisky distillery Drambuie wanted to commission a packaging machine in 1976, he declined, because he could not promise the desired delivery date. His frankness paid off: The customer decided, after a quick side-trip to the competition, to order the machine from Rauch's former employer anyway. A colleague in Germany advised to get in touch with Harro Höfliger, who might be able to help with this short-term order.

"I called and visited him together with my customer shortly thereafter," says Wolfgang Rauch. "At that time, Harro did not have an office yet. We discussed all the important points in a restaurant, and then he showed us the area in his car until it was time for the return flight."



For Wolfgang Rauch, problems are challenges which are to be overcome.

Harro Höfliger had eight weeks to build the machine. If he succeeded, he would receive a bonus of 15 percent of the purchase price. Of course, he succeeded. "Even if the last assembly work took place on the truck that the customer had sent to pick up the machine," Rauch says, laughing. "I really appreciate this in Harro – and it is something we have in common: We never give up."

This anecdote is a prelude to a partnership that has proved highly successful over the years, both on a private level and in business. On the advice of Harro Höfliger, Wolfgang Rauch founded his own company in 1981. Raupack Ltd., headquartered in Old Woking near London, initially operating as a representative for several manufacturers, and the very first order completed together with

Harro Höfliger was a resounding success. Chivas Regal ordered a labeling machine with an erector feature as well as the conversion of a cartoning machine, and ultimately bought a special system without having seen a reference or demonstration machine.

The tandem team Raupack Ltd. and Harro Höfliger GmbH made a name for themselves in the United Kingdom and Ireland, as problem solvers for complex projects and development projects in the food sector, in the pharmaceutical industry and in medical technology.

Wolfgang Rauch is continuously expanding his sales team. Since November 2012, Raupack Ltd. has been a 100 percent subsidiary of Harro Höfliger Verpackungsmaschinen GmbH. The sales and service branch with 14 mostly long-term employees under the leadership of Wolfgang Rauch, is responsible for several business sectors in the United Kingdom and Ireland.

Rauch is satisfied with his career: "For me, the purpose of work is to make a living, but also to find fulfillment – and I always did and still do." He is also very proud of his employees: "Usually I only act as a kind of flipper. I start the ball rolling and give it direction. I do not believe in excessive control. Anyone who wants to work independently, should be left to do so."



The successfully completed projects of Wolfgang Rauch and Harro Höfliger include the assembly of syringes. This led to the team's establishment in the British pharmaceutical market.

Asked about the joint recipe for success, Wolfgang Rauch says: "Harro and I have never succumbed to resistance. Our customers feel that they have partners who are trying hard, who can admit when something is not working as originally thought, but always find ways to complete an order."

Although his centre of life is in the UK, Wolfgang Rauch regularly travels to the Harro Höfliger headquarters in Allmersbach im Tal. Every now and then there is still time left after work to indulge in a common passion with Harro Höfliger: Vintage cars. They started the collection together and to this day, the entire respectable fleet of historic treasures from Germany and the UK is parked in one garage. "We complement each other in many ways," says Rauch, laughing.

Harro Höfliger celebrates his 80th birthday



"Working and continually exploring new avenues", is his entrepreneurial motto. With technical understanding, perseverance and creativity, Harro Höfliger mastered a number of rather tricky challenges and always had a good sense for market trends and his customers' wishes. And he did so from the very beginning. As a man of action, in 1975 he quickly converted his garage to a workshop and dared to take the step into self-employment. In April, the passionate entrepreneur and namesake of this magazine turned 80 years old. Certainly, a milestone birthday, but no reason for retirement. Harro Höfliger has long since left the day-to-day business to others, but the senior partner is still present and active in his company of approximately 1,100 employees.

Even at the age of 80, he can frequently be found walking the factory floor. Technological challenges inspire Harro Höfliger to this day.

Excellent design

The new Human Machine Interface (HMI) by Harro Höfliger is not only multifunctional, but also exhibits exemplary design. This is confirmed by three prestigious design awards: Following the iF Award and the Red Dot Award, the intuitively operated human-machine interface also received the German Design Award 2017. For Fabian Elsässer, Head of the Central Automation Department, and his nine-member team, these awards are very high praise: "With our partner CaderaDesign, we wanted to develop a solution focused on usability, providing machine operators with comprehensive support for their tasks. And of course, we are all the more pleased that we received the most popular design awards."



Great achievement: Harro Höfliger's second generation of the HMI has won all of the most important design awards.