

# begira



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 **ULMA**

ULMA  
a better place

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# ULMA a better place



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**ULMA Construction** is awarded the **PEFC certificate** in Spain in **recognition of its commitment to the environment**



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**Mikel Diez.** High mountains in their purest state



> FACE TO FACE  
**Ainhoa Fernandez.** Director of Personnel Management at ULMA Packaging



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## ULMA FORKLIFT TRUCKS

### Ese Erre, the experience and professionalism that make the difference

ESE ERRE IS AN ULMA SERVICIOS DE MANUTENCIÓN COMPANY DEDICATED TO THE DISTRIBUTION AND SALE OF SPARE PARTS TO PROFESSIONALS

Ese Erre, an ULMA Servicios de Manutención company, dedicated to the distribution and sale of spare parts to professionals, is always present in the main forums of the sector. Accordingly, last May, a commercial delegation, headed by the business unit's director, Eduardo Trojaola Ayastuy, participated in the 2018 annual convention of the National Association of Aerial Work Platform Employers (Anapat), which took place in Seville. This organization, which held its twenty-fourth assembly, brought together partners, manufacturers and other suppliers from the platform rental sector and received a great response from all those present.

Throughout the day, the Ese Erre team introduced the wide range of products that it offers and more specifically the products related to the lifting platforms sector, as well as the added value it offers, thanks to the competitiveness provided by its powerful ecommerce service and the expert advisory service of its human team.



## ULMA CONSTRUCTION

### ULMA Construction is awarded the PEFC certificate in Spain in recognition of its commitment to the environment



By obtaining the PEFC (Programme for the Endorsement of Forest Certification Schemes) certification, ULMA Construction has taken another step forwards, **securing its commitment to combining its business activity with social welfare in an environmentally-friendly way.**

By joining this programme and receiving the PEFC certificate, ULMA therefore actively contributes to ensuring responsible management of the world's forests, "doing its bit" **to protect biodiversity and ecosystems** which are fundamental for preventing climate change and, in turn, guaranteeing the livelihood of many rural populations. The Chain of Custody certification involves compliance with requirements for tracing forestry products back to sustainable sources. The scope of the certification held by ULMA is applicable to the sale in Spain of VM-20 timber beams, three-layer plywood and to Birch plywood, using products from certified forests to manufacture them.

Responsible choices on ULMA's part **facilitate access to global markets**, as organisations and businesses around the world use PEFC as a point of reference for sustainable forestry management. Accreditation by means of the PEFC Chain of Custody certification ultimately represents **recognition of the commitment and effort by everyone at ULMA** to contributing to the sustainable development of its business activity, and to this having a reduced impact on the environment. It also serves to meet the demands of ULMA's clients, who are increasingly aware of the use of products certified with the PEFC Chain of Custody and of sustainable construction methods such as BREEM (Building Research Establishment Environmental Assessment Methodology) or LEED (Leadership in Energy and Environmental Design) construction, amongst others.

## ULMA GROUP

### The ULMA Group in the WORKinn employment forum

THE COMMITMENT TO GENERATING HIGH-ADDED VALUE EMPLOYMENT IS ONE OF ULMA'S MAIN SIGNS OF IDENTITY

The ULMA Group was present at the 2nd edition of the WORKinn employment forum, which took place on 30-31 May at the Bilbao Exhibition Centre, coinciding in time and place with the Spanish Machine-Tool Biennial (BIEMH).

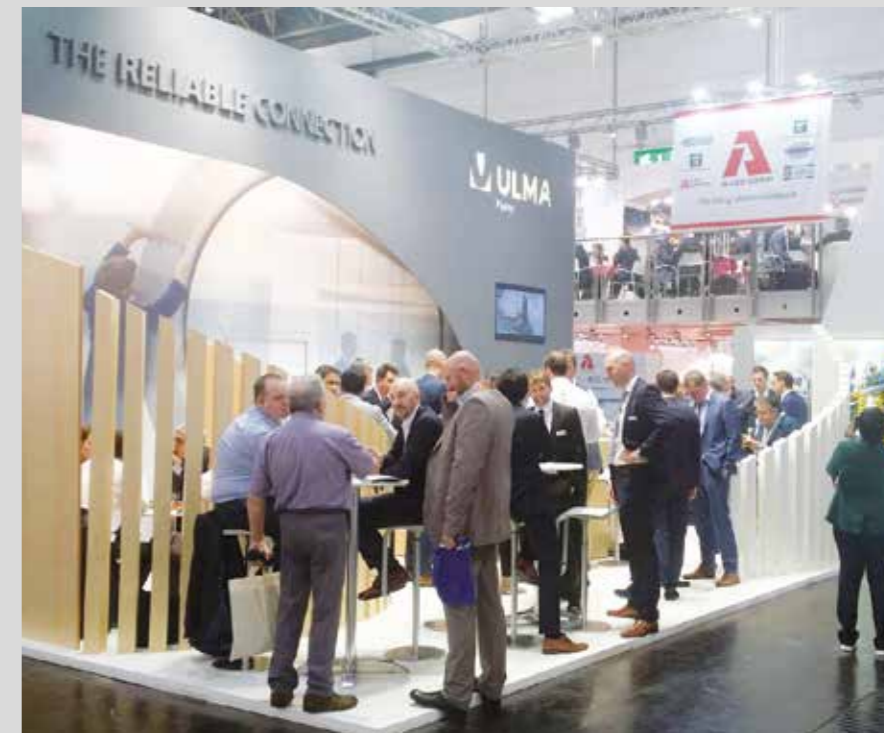
The goal of ULMA continues to be, fundamentally, to reinforce the commitment with people and the environment, in addition to continuing to strengthen links with the people interested in working in such a broad and diversified group as ULMA. To this end, representatives of several of the Group's businesses presented the profiles most requested by the businesses and presented different job offers.

The commitment to generate high-added-value employment continues to be one of ULMA's main hallmarks, without neglecting human capital, offering both professional and personal development.



## ULMA PIPING

### ULMA Piping once again participated at the Tube Dusseldorf Fair 2018



ULMA Piping participated in the most important Fair in its sector, "Tube" Dusseldorf, from 16 to 20 April, 2018.

A total of 2,683 companies from 67 countries presented their technological advances in 16 exhibition halls covering more than 117,000 m<sup>2</sup> (around 7,000 m<sup>2</sup> more space than in the previous event in 2016). Participation in this international fair is a must for all players in this business.

Obligated to a certain extent by the change of pavilion from the previous event, ULMA Piping showcased a new stand, consisting of an area reserved for meetings, and a more open space "inviting" visitors to come onto the stand.

The motto chosen for Tube 2018 was "The Reliable Connection". With this motto, supported by the images printed on the front of the stand, the idea was to create a double message. On the one hand, the necessary confidence and safety of the ULMA product, but also emphasizing the trust that the company inspires in people today or did at the time. A double

message that many visitors grasped.

**ULMA Piping's assessment of the Fair was very positive it was attended by the vast majority of key customers from around the world, who were able to share their experiences and expectations for the future in a more relaxed environment than the usual tension over price.**



Their time at the stand was accompanied by a menu based on typical Basque cuisine products.

The positive upward evolution of the oil price has increased investment and the activation of some projects in the Oil & Gas market, but not all the countries involved have the same expectations.

## ULMA CONSTRUCTION

### ULMA takes part in the construction project of the Santa Rosa Tunnel in Peru

Over the past years, government institutions have been working to solve local traffic problems with new Metro lines and expanded motorways.

The subterranean tunnel crossing

underneath Santa Rosa Mountain, joining the districts of Rímac and San Juan de Lurigancho, has considerably improved the east-west traffic conditions in the city.

Each of the tunnels constructed have two

lanes and an average length of 250 m.

ULMA has taken part in the construction project of Santa Rosa Tunnel using two MK carriages, with a height of 8.36 m and width of 13.20 m, one starting at each portal, which made the process as efficient and flexible as possible.

With **standard MK carriages**, two tunnels have been constructed in a flexible manner that considerably reduced costs for the customer. The combination of the MK load bearing structure with MK formwork in a single mobile carriage made it possible to complete 6 m sections in pours lasting 7 hours. Moreover, the metal formwork panel adjusted to the different radii with a simple curvature adjustment.



## ULMA AGRÍCOLA

### ULMA Agrícola has installed more than 5 hectares of greenhouses in Central Asia

Uzbekistan has a mild continental climate, with water supply and lots of sunny days.

This, coupled with the government's growing interest in encouraging young entrepreneurs to commit to local production, promotes the development of agriculture with a greater demand for greenhouses in the country.

In the last year ULMA Agrícola has already installed more than 5 Ha in the Central Asian country, strengthening its presence, thanks to the quality of the products and professionalism of its sales network.

ULMA Agrícola designs each project by adapting it to the country's climate, agricultural as well as the resources and requirements of each customer.

For these customers from Uzbekistan with facilities that will be dedicated to the horticultural cultivation, mainly

tomatoes in hydroponics, Gothic multi-tunnel model structures have been selected with supercénit ventilation, dual chambers, thermal screens and recirculators. In some cases the facility has been equipped with irrigation equipment, water heating and fog systems. All the facilities are equipped with the latest

technology in temperature and humidity control, fertirrigation, climate station, etc. All systems are automated and guided by the information collected by the different sensors that are installed and also operate the equipment to maintain adequate levels and thus achieve the highest yield, early harvest and crop quality.



## ULMA HANDLING SYSTEMS

### ULMA Handling Systems has achieved 230 million euros of orders for the coming two years

The ULMA Handling Systems portfolio figure for 2018 and 2019 represents a historic figure for the Cooperative and an increase of 167% compared to 2016.

As a result of intense external activity, 62% of orders originate in international

markets. Contracts have been awarded for companies such as the French distributor Intermarché, the Argentine paper mill Samseng or the meat production company Cárnicas Tello.



## ULMA ARCHITECTURAL SOLUTIONS

### ULMA polymer concrete Ventilated Facades on the Green Ray building in Malaga



#### ULMA'S SOLUTION COMPLIED WITH THE TECHNICAL REQUIREMENTS AND OFFERED A TECHNOLOGICALLY SUITABLE MATERIAL

The **Green Ray building** belongs to Andalusia Technology Park, with headquarters at the University of Malaga campus. It is a **business incubator**, with a programme consisting of offices of different sizes, with a technological focus, for new entrepreneurs as well as already consolidated companies.

**The ventilated facade is an exterior cladding system for the walls of a building, leaving a ventilated chamber between the cladding and the insulation.** It is the most effective system to improve a building's insulation, eliminating undesirable thermal bridges, as well as condensation problems. For this and other reasons, the architects responsible for the project, Rafael Martín and Isabel Cámara, opted for this system from the start "for the cladding of the apse body,

as the most efficient system to comply with thermal insulation requirements".

Regarding the **building's aesthetics**, the finishes chosen for this project were **earth texture** panels in cream-mocha colour. This texture gives the natural appearance of land tilled and stone carved by the course of time, just what the project required; "We were looking for a material resembling stone, which would give a feeling of solidity in contrast to the bodies of the premises, made of sheet metal and glass, which aimed to transmit lightness. We chose polymer concrete cladding with a slate finish, to achieve the effect we were looking for".

According to the architects, Rafael Martín and Isabel Cámara, ULMA Architectural Solutions was chosen for this project because "after carrying out a market study to analyse different possibilities, ULMA Architectural Solutions complied with the technical

requirements, in addition to offering a *technologically suitable material*".

**The architects are very satisfied** with the end result, defining the facade as "an **impeccable facade** that meets the desired image and the technical requirements of durability, inalterability and adaptation to the execution of the ventilated facade".



## ULMA ARCHITECTURAL SOLUTIONS

### ULMA channels at the Orleans Hospital in France

MULTIV SYSTEM CHANNELS WITH SINGLE-SLOT GRATING HAVE BEEN INSTALLED IN THE AREA AROUND THE HOSPITAL

The Orleans regional hospital located 10 km from the centre of Orleans, it has been a great investment for the population of the Centre-Loire Valley region, as it was designed to be the first **high environmental quality regional hospital**. In order to offer a healthy and comfortable environment, principles of bioclimatic, ecological and economic architecture were taken into account.

**ULMA Architectural Solutions** participated in this project by installing one of its drainage systems in the area around the hospital. The system chosen was the MULTIV+100 model with single-slot grating. The **MULTIV** system was developed to drain water at higher speed, improving the channel's self-cleaning effect. In addition, as the system is suitable for pedestrian areas, commercial areas and car parks, it was the ideal option for the outside area of the hospital.



#### SINGLE-SLOT GRATING: AESTHETICS AND FUNCTIONALITY

The galvanised steel single-slot grating is an inverted "T" shaped grating model ensuring invisible drainage due to its perfect integration into the paving. Its resistance (load class D-400) makes it an "aesthetic" system with hidden drainage, ideal to ensure the visual harmony of the area.

The use of this type of grating, with its discreet appearance providing a stylish solution to water collection, perfectly combines aesthetics and functionality.

## ULMA AGRÍCOLA

### ULMA Agrícola at Greentech 2018

ULMA Agrícola attended Greentech as an exhibitor, from 12 to 14 June in Amsterdam.

Greentech is a benchmark fair with a highly international focus in the area of crop and fertilizer protection. This year, the fair featured 450 exhibitors from more than 115 countries and nearly 11,000 visitors to network and catch up on technological and innovative developments in horticulture. This is a biennial fair that focuses on the first stages of the problems of the horticultural production chain and problems of interest to cultivators. It offers the perfect platform for networking, exchanging ideas and doing business.

In addition to showing the innovations and solutions offered by the deployed projects, the presence of the ULMA Agrícola staff at the show was instrumental for

sharing, with both potential customers and company, opinions and requirements for future projects.



## ULMA HANDLING SYSTEMS

### The Argentine paint company Sinteplast will open its doors to full automation thanks to the solution designed by ULMA

ULMA Handling Systems has designed and developed a comprehensive intralogistics engineering project that will automate everything from receipt of the products in the warehouse and the preparation of orders, to their shipping.

**This will increase Sinteplast's stock capacity to 13 million litres of paint.** Additionally, it will **increase shipments from 250,000 litres per day**, to a shipment capacity of 500,000 litres per day in order to meet the needs of its customers and improve its service.

The new Sinteplast facilities will have an automatic pallets warehouse more than 38 metres high and an automatic warehouse of small containers for less bulky products, which will be connected with the order preparation area by means of automatic transport STV.

Order preparation will be managed through the "product to man" concept, with the support of Pick to Light devices, which will allow preparing up to 500,000 litres a day in Sinteplast's new Argentine facilities.

Today, the company has more than twenty lines of products and 4,800 items that are distributed daily throughout Argentina. In 2019 Sinteplast will release its comprehensive intralogistics solution developed by ULMA Handling Systems logistics engineering.



## ULMA CONSTRUCTION

### Tauron Arena, the largest sports arena in Poland

After many years of planning, the largest sports arena in Krakow, Poland was finally built in Krakow. It offers a total space of almost 97,000 m<sup>2</sup> with the main sporting area measuring 4,300 m<sup>2</sup>.

The façade reaches 27 m in height, and the structure continues upward to the roof, which stands 41 m above the playing field. The roof support structure, with a 130 m span, is built on an enormous ring set on 40 reinforced-concrete pillars.

**This was a comprehensive project requiring many distinct solutions, the most spectacular of which was the shoring for the upper ring, set at a height of 40 m with a circumference**

**of 400 m. T-60 shoring** was used to support the ring at a height of 40 m while the secondary ceilings under the ring, being shorter, could be shored with **ALUPROP** towers and props.

The circular pillars standing 22.65 m tall were built with **metal CLR formwork**. ORMA push-pull props were used to brace the pillars – which together with the load-bearing walls under the ring

serve as ring supports – until construction was completed. The complex was designed with walls of diverse geometry. The straight and inclined walls were built with **ORMA vertical formwork**. The curved walls were built with **BIRAMAX** formwork. The slabs were poured on **ENKOFLEX** formwork shored with **EP and ALUPROP props or T-60 shoring towers**.



**BRIO multidirectional scaffolding** was employed at the worksite to build the mobile towers that were used for rebar installation. BRIO was also used to build a working platform stretching 70 m in length with a surface area of 670 m<sup>2</sup>, which was used to install the heating and ventilation systems for the stands inside the sports hall.



ULMA PACKAGING

## Open doors at ULMA Packaging

ON 9 JUNE, 2018 ULMA PACKAGING HELD AN OPEN HOUSE FOR STAFF FAMILY MEMBERS AND FRIENDS

On 9 June people who not usually seen at ULMA were present at the two ULMA Packaging buildings in Oñati. The Goribar and Garibai doors were opened and the families and friends of the staff had the opportunity to visit our work space. Various people had been working for weeks to organize everything: preparing the route, putting safety measures in place, assigning the guests to groups, appointing group guides ... After all these various unseen tasks were completed, everything was fully prepared for Saturday.

The first visit began before ten in the morning, and the last group entered at twelve o' clock; in total, more than 500 people visited the workshops of the two plants. The visits began in the Goribar building, with a brief explanation of what we do. From there on, in a tour of more than one hour, visitors were shown our machines and how we manufacture them. Meanwhile, the products that our customers make were also showcased.

While there were many opinions and questions about the machines, it can be said that the most successful

was the biscuit packing machine, especially if we ask the children who visited us. They paid close attention to the explanations, and were even more attentive when watching how the biscuits came out of the machine. There were even some who wanted to pick up biscuits from the floor and eat them.

After the tour, visitors were offered a snack and each visit ended with a group photo.

Although the organizational work was very demanding, the participants were satisfied, as was particularly emphasized in the responses of the visitors. It is not easy to organize this type of event and cover all aspects involved, but, given that the visitors were satisfied, the organization considers that the effort was worthwhile.

We would like to finish by thanking everybody who, in one way or another, offered their help in organizing the day, both in the most visible tasks and behind the scenes - without their effort it would not have been possible to hold the ULMA Packaging open house.

**THANKS TO YOU @LL!**



ULMA HANDLING SYSTEMS

## Intralogistics also supports spirits

THE INTRALOGISTICS SOLUTION HAS AN AUTOMATED WAREHOUSE WITH A CAPACITY OF MORE THAN 1,000 PALLETS, MANAGED BY A STACKER CRANE

The spirit distribution company MAJOR ISD (exclusive distributor of JÄGERMEISTER and other spirits and non-alcoholic beverages in France), now has a comprehensive intralogistics solution developed by ULMA Handling Systems.

ULMA Handling Systems has developed a fully customized solution taking into account the needs of the Cognac firm Major ISD. The intralogistics solution has an automated warehouse with a capacity of more than 1,000 pallets, managed by a stacker crane, which is designed so that it can operate in several aisles of the warehouse.

Also, the French firm has an order preparation station, which enables several orders to be prepared simultaneously, thus reducing the preparation time.



ULMA GROUP - NEW PROMOTIONS

## Agreement between ULMA – ICQO for the development of the “RETINAL PROJECT”

Last April ULMA signed a collaboration agreement with the Clinical Surgical Institute of Ophthalmology (ICQO) for the joint development of different diagnostic tools in the area of the retina.

Throughout 2018 a team of 6 people from ICQO will collaborate in the development of ULMA's RETINAL project. The ophthalmologist Iñigo Corcostegui and his team will work hand in hand with ULMA staff in the different project phases to obtain a **comprehensive ophthalmological solution that responds to the current needs of the health sector.**

The ICQO, created in Bilbao in 1995 by ophthalmologists Gonzalo Corcostegui

and Juan Durán de la Colina, is an ophthalmological teaching centre, linked to the University of the Basque Country. It works in eight ophthalmological specialties (refraction, retina-vitreous, cornea and ocular surface alterations, glaucoma, low vision,

etc.) and has an R & D unit with several research lines, from which several patents have emerged, such as a cornea cutting instrument and an intraocular injections system.



ULMA ARCHITECTURAL SOLUTIONS

## ULMA Architectural Solutions' reflection on empathy and active listening in group dynamics

The day started with a talk by Antonio Cancelo, founder of the Eroski Cooperative and former president of the MONDRAGON Group. Cancelo shared his story with those in attendance, recounting Eroski's origins and **cooperative values**, as well as his experiences as promoter and senior manager of the company.

Then the attendees worked on values such as empathy and active listening through a task in which they were divided into small groups and, with the help of several facilitators, they were invited to empathize and reflect on two fictional characters, representing different ULMA professional profiles.

**The goal was to put yourself in the shoes of the other person to try to listen to their message, understanding that empathy is a value that facilitates our understanding and teamwork. Finally, each participant wrote their own commitments for enhancing empathy and active listening day to day.**



watch the event video  
[https://youtu.be/AkRY\\_s382aE](https://youtu.be/AkRY_s382aE)

## ULMA EMBEDDED SOLUTIONS ULMA Embedded Solutions in IoT Week

In the first week of June the annual IoT (Internet of Things) congress was held in Bilbao. It brought together professionals from around the world involved with IoT technologies and innovations.

ULMA Embedded Solutions took advantage of this opportunity to showcase the capabilities and services around the IIoT (Industrial IoT). They offer **comprehensive tailor-made solutions, from the development of sensors with special characteristics, to data acquisition and processing and the development of monitoring and analysis applications.** As an example of this, they took some of the solutions they have developed for their customers, in this case Korta and Edibon.

Korta, a leading manufacturer of ball spindles, needed to ascertain the condition of their spindles for predictive maintenance. A wireless sensor has been developed that is integrated in the



spindle, a node that collects the data obtained by the sensor, an interrogator that receives the data from the node and finally the web application for monitoring. All these elements have been designed and developed considering the industrial environment where they will be installed.

In the case of Edibon, a manufacturer of technical and engineering didactic equipment, it required the integration of its application with a "cloud" platform for managing the use of its devices and remote access to them, in addition to acting on them and monitoring them.



## ULMA FORKLIFT TRUCKS

### ULMA Inoxtruck presented its clean equipment for clean rooms at FOODTECH AND HISPACK 2018

This year ULMA Inoxtruck was present once again at the Hispack fair, the main forum for the Spanish market in terms of technologies for the food industry. ULMA Inoxtruck and 843 other exhibitors from 24 countries showcased its complete range of clean equipment, and on the stand it highlighted its pallet transfer with built-in weighing system, as well as an EBT 10S turner and its range of solutions for handling film reels.

In the words of Gorka Imaz, Inoxtruck Area Manager, "Hispack makes it possible for us to explore the latest innovations in clean equipment for cargo handling and present them to our customers". ULMA Inoxtruck is constantly innovating to meet the demand for solutions required by the market. This type of display enables us to showcase our achievements by making them known and provides direct contact

with customers.

The next Hispack will take place in April 2021, another opportunity to show the progress achieved in this respect.



## ULMA AGRÍCOLA

### New location of ULMA Agrícola's subsidiary in Mexico

ULMA Agrícola has been operating for more than 15 years with a subsidiary in Mexico. Due to growing demand in the sector, the subsidiary has expanded its structure and changed its location.

Currently, they have offices located at delegación (borough) Miguel Hidalgo. Most of the embassies of the country are in this area and it is worth mentioning that it is the borough that has advanced most economically and structurally, making it one of the popular districts where a large volume of business and decision-making is generated.

On the other hand, the store or warehouse is located in Querétaro, the area with the best technology for agricultural activity in the country and a road communications node for the different areas of the country.

From this location, ULMA Agrícola

intends to provide a faster and closer response to several states in the Mexican Republic: Guanajuato, Queretaro, San Luis Potosi, Jalisco, Aguascalientes, Morelos, Sinaloa, Michoacán, which are large producers of vegetables and flowers in the country.

In the same way that the facilities have been adapted to the needs of the market, the organizational structure of the subsidiary has also grown with the recent appointment of a project manager and a sales representative for the Central American area.



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COL. GRANADA  
DELEGACION: MIGUEL HIDALGO  
C.P. 11520, CD. DE MEXICO. MEXICO.



#### Store:

BODEGA COMERCIAL N° 5,  
CALLE: TECNICOS N° 54  
COL. SAN PEDRITO PEÑUELAS  
C.P. 76148 - QUERETARO, QRO

## ULMA CONSTRUCTION

### ULMA Construction's adaptation to Industry 4.0 is considered by MONDRAGON to be good practice

The concept of Industry 4.0 - also known as the 4th industrial revolution or Smart Industry - involves the use of **smart support tools to optimise industrial processes.** It represents a new way of organising production means, allowing companies **to better adapt to production needs and processes and to a more efficient allocation of resources.**

ULMA Construction currently implements a **system for continuous monitoring using viewing screens** located in the operations office, which provide the necessary information for coordinating production progress, the situation of resources from different production areas and manufacturing orders.

In 2018, ULMA Construction launched a gradual digitalisation project for **real-time collection and monitoring of production data** through the implementation of the IIoT SAVVY platform in several manufacturing systems. Its aim is to **enable a software tool for data viewing**

**which can offer agile information from different sources to workers, specialists and managers.** The proposal involves the use of **viewing screens for production data in plan view,** increasing the transparency of processes and creating a dynamic of commitment and collaboration amongst all participants in this joint project.

The change towards Industry 4.0. embraced by ULMA Construction involves the integration of means to facilitate the collection and smart, real-time processing of available information to guarantee the development of a **smarter, more competitive production system**



## THE OTHER TALENTS OF THE ULMA GROUP

Many people in the Group make their professional career compatible with very demanding hobbies where they demonstrate that all obstacles can be overcome with talent and hard work.

# High mountains in their purest state

Mikel Díez, ULMA Packaging

**Mikel Díez, who has been the industrialization technician at the ULMA Packaging technological centre for 7 years, is a great fan of all outdoor sports but in recent years he has focused on mountain climbing.**

Mikel's passion for the mountains has its origin in the enthusiasm for skiing that he inherited from his parents. He started ski mountaineering to avoid the crowds at the ski resorts and it showed him the world of the mountains in winter. One Easter Week while skiing in the Alps with his family he saw Mont Blanc for the first time and promised himself that he would go there one day.

Luckily his partner shares the same hobby and together they have progressed: first the mountains "at home", then the Pyrenees, the Alps, the Andes, until they ended up in the Himalayas. This passion for the mountains enabled them to explore a lot of countries that they would not otherwise have visited, such as Peru, Bolivia, Chile, Kazakhstan, Kyrgyzstan, Nepal, India, and to see the most remote areas, away from tourist and commercial circuits, through first hand experiences with cultures and people who are very

different from us, which is wonderful and very enriching.

In 2017, together with a good friend from Urretxu, he began an expedition to a remote mountain in the Indian region of Kashmir, NUN 7135m, procuring the difficult logistics to base camp from a local Indian company, which combined another expedition of 4 Indian citizens and 4 Sherpas to his expedition. A strong storm trapped them for 3 days and nights, each one worse than the last, on a narrow ridge where the tent barely fitted, with strong gusts of wind over 100km/h and unable to climb or descend. Their food was running out and they had to start to ration it: "it was very hard, especially psychologically. The mental state is very important on this type of expedition". In the end everything turned out fine, although the mountain did not make it easy for them - they managed to climb to the summit, thus crowning their first 7000m.

*"It's a wonderful thing to find yourself alone on a mountain that high, it's completely unusual and it was very special"*

On his return from this expedition he was awarded the highly renowned Takolo grant, which was a totally unexpected surprise and Mikel describes it as *"the best possible end to a round trip, a great memory that will last a lifetime."*

*"The main thing about this hobby is everything that it has contributed to my life, it changes the way I see many things and it has given me the opportunity to meet many people who are important people in my life"*, Mikel tells us.

But to maintain the fitness necessary for expeditions Mikel practises many other sports, always in the same environment, rock climbing in summer and ice climbing in winter, trail running, mountain biking, cross-country skiing... for every season a different sport. *"I think I'm one of the*

*few people who usually look forward to winter, but I really enjoy each of the seasons,"* he tells us.

Last December, Enaitz, his first child, was born, and this has forced him to take a short break. For a few months he has barely been near a mountain - *"I would say that it has even been good for me"*.

Expeditions to high mountains take one or even two months and that is difficult to fit in with your work, although he tells us that *"whenever I have made suggestions that fit the regulations, my line managers have given me all the support they could, which I appreciate very much."*

In the future Mikel does not rule out trying one of the 14 eight-thousand, although he needs to sort out a lot of things to do so and he admits that it is not easy.





# Talent Management, a new challenge for ULMA

Currently many of our Human Resources departments are fully involved in a task that concerns and occupies everyone - the recruitment and retention of talent. We have therefore initiated a series of interviews with the HR managers of our Businesses to gauge their opinion and for them to describe how, together, they are approaching the need to attract and retain Talent and develop our existing human resources, at the Group level and in their own business.



**“We try to establish stable and lasting ties, in which both companies and schools work to align academic training and working life.”**

AINHOA FERNANDEZ.  
Director of Personnel Management  
at ULMA Packaging

**“ At what stage of need is ULMA Packaging in regarding the issue that concerns us. Is it currently a priority for the Business?**

*At ULMA Packaging we have been experiencing a strong growth for the last 4 years and our strategic commitment is precisely this, to continue growing in the coming years. To achieve this, from the personnel management department and from other areas, we have been engaged in talent developing personnel management and attraction projects since 2016 - this is a priority.*

*We have different technological challenges, multiple innovative solutions, a major international presence... all this makes us a competitive company, but we know that the bedrock of our future success is the more than 1,500 people that make this project possible. These people are our key players.*

*One of our objectives is to commit to attract talent so that we can continue to grow. To do this, we need to appoint more than 150 people throughout 2018, but we also need the collaboration and commitment of our team, because at ULMA Packaging every individual is vital. Accordingly, integrated talent management is one of our priorities. To meet our objectives we need to develop each of our people professionally, and at the same time, attract new people to an ambitious project like ours.*

**“ Talent can be defined as the ability and skill of a person that enables them to learn or perform an activity in a brilliant way; however, do you think we know how to identify the skills of each person in the organization and empower them? Where do you think this identification should come from, the cooperative or our academic environment?**

*At ULMA Packaging we believe that the academic world must work closely with companies. For this reason, we are*

*committed to working with the training centres. We therefore try to establish stable and lasting ties, in which both companies and schools work to align academic training with working life.*

*The academic environment offers people the chance to acquire the knowledge and skills that will allow them to identify their own talent. However, our work will generate a context of collaboration and trust where the individual will find a place where they can develop their talent and apply their knowledge and experiences. Moreover, we are committed to continuous training to ensure that our people can be the best professionals in their field. This is why we feel that it is very important to build methods and processes aimed at detecting and developing our internal talent.*

**“ How do you assess the contribution of the ULMA Group in this area?**

*ULMA Group is the support brand that unites us and has a differential positioning in the market. We could say that it enables us to reach the cooperative sphere, but also what lies outside it, which means that we can expand our range of opportunities. We therefore operate all the Businesses as a team, promoting our work in job fairs and aligning our social network strategy.*

**“ Are you in tune with the rest of the Businesses?**

*Undoubtedly all ULMA Group Businesses have similarities, each one from its own situation and particularity, but together we are building a project for the future. Therefore, we participate jointly in numerous activities such as job fairs, visits to educational centres etc., because we know that it through the collaboration between the different Businesses that enables us to provide added value to our people.*

**“ It seems that it is no longer enough to have a good business strategy, we must also incorporate a Brand and Communication strategy that defines us as an Employer Brand. How would ULMA Packaging like to be recognized by its target audience in this field?**

*We would like to be a benchmark as a good place to work at, where people feel cared for, engaged and proud of the socio-business project to which they belong.*

*Where employees view their work as a competitive and international work project. A company where companionship, training or the work environment are as important as the pursuit of excellence and technological innovation.*

**“ Finally, do you think we should focus more on generating and developing the talent that we already have, rather than on attracting and hiring external talent? Or is it about finding a balance?**

*We believe that these are two lines of work that feed each other, two strategic commitments that have to exist side by side. To achieve this, we must develop all our internal talent through continuous development, internal promotion, work in multidisciplinary teams ... to generate an appropriate context where people feel engaged and where they, themselves, will be our main brand ambassadors, in a way that will convey an attractive brand outside, where they explain why working at ULMA Packaging is a commitment to the future.*

# The ULMA Group presents its **new Employer Brand image** to support its business

The presentation of the Group's new Employer Brand image is the culmination of the first phase of work led by the ULMA Group's Brand and Communication area and the People Management area, which has seen the involvement of all the Businesses and, above all, the active participation of their people.

The challenge was to adequately capture the values of a different Group, with Social Commitment and a clear focus on people. As a result, we have achieved new materials and content that is suitable for this new era for the purpose of supporting and reinforcing

the ULMA Talent Management project more efficiently.

**> Employment Page; A new window to the world**

One of the most noteworthy elements of this process has been the creation of the new Employment Page ([www.ulma.com/join-ulma](http://www.ulma.com/join-ulma)) on the Corporate Website, defined and designed as a window to the world and to reflect ULMA's Mission and Values as well as our identity as a Social Group. The new Employment Landing is an important dissemination tool that enables anyone interested in ULMA to

get to know us more and better; to find out who we are and what we do. It also functions as a backbone contributing to an understanding of the existing diversity among our Businesses.

With an attractive, clean and very user friendly design, the new ULMA Group Employment Landing seeks to reflect our commitment to the development of Society and job creation. To complete the functions of the Landing and reach all the target audiences for which it has been coordinated, it has been produced based on audiovisual pieces generated with our people as protagonists.



**> The power and authenticity of good news stories**

The new videos are developed through a highly polished image and professional post-production work that provides an important degree of credibility.

This process has also resulted in the understanding of a key idea: nothing is more effective than good news stories. In this case the stories are told by our people with different views between different

*Nothing is more effective than good news stories, in this case, told by our people with different views across generations*

scan this code with the QR reader on your Smartphone and access the new employment page



Nahia Leibar & Iñaki Bellido

Ainhoa Fernandez de Arroiabe & Arantxa Anduaga

María Sendín & Jonathan Martins

Itxaso Suarez & Jon Aguiriano



Image of the new >> ULMA Group employment page

“  
the aim is to disseminate stories that convey our cooperative DNA

generations. This process contributes to reinforcing the projection of the ULMA Brand as an employer and its external perception.

Currently, it is essential to know how to transmit and disseminate the distinctive features of a company through an attractive content strategy based on stories that people can easily understand and identify with. In our case, the aim is to disseminate stories that convey our cooperative DNA. In short, ULMA now has a modern and up-to-date business card to show to all those interested in working at the ULMA Group.

# Testimonials

ITSASO LETAMENDI



*The video and photo sessions were great fun. At the start I was a bit nervous, but then I had a really good time, especially when the video was being recorded. The photo session was also good but I found it a little more strenuous. The photographer and video recording people were all very nice. This was a totally new situation for me and they made me feel very comfortable.*

*Knowing the current situation, it seems that attracting and caring for talent is vital. I think that campaigns of this type, with all the efforts that are put in place, can be very productive.*

MARIA SENDIN



*Both the photo shoot and the video session went really well, in a professional but very relaxed environment, which helped us remain cool and just be natural. Natxo is charming to work with, I didn't know him before and he made me feel really good, like the rest of the people who accompanied us in the photo and video session.*

*I think this type of campaign is very important because ULMA is aware that you need to have people in the company who are educated and trained and you need these people to want to come to ULMA not only in the medium term but also right now.*

JON AGIRIANO



*Pretty good, they were very manageable. We're not used to these situations and the truth is that the professionals who were working there, in addition to professionalism, made us feel at home. So, our performance was quite natural, both during the video recording and the photo session.*

*Yes, in the end, through the testimonies of ULMA workers we show the day to day life and the reality of our work.*

ROBERTO GURIDI



*The video and photos sessions did not feel at all like hard work, we were in a quiet environment and both the photographer and the people recording the video were very nice.*

*This type of campaign should be good for capturing talent, but the differentiating features of a cooperative, its values and benefits should also be explained properly.*



Josetxo Garmendia & Ezozí Soba

Oskar Berreteaga & Itsaso Letamendi

Luken Zamakona & José María Urigoitia

Leire Ugarte & Aitor Telleria

Roberto Guridi & Janire Rios

# ULMA Group has approved the general policies for using the Basque language



The general policies for using the Basque language have been agreed and defined within a participatory process, with more than 100 people from ULMA. The objective is clear: to make Basque the working language in all ULMA's centres in the Basque Country and to do it proactively, progressively and comprehensively.

The following people took part in the process that began in autumn 2017 and was completed in March 2018: members of the Basque Commissions, Motivation groups, ICT groups, presidents and general managers of the ULMA Group and presidents of the ULMA cooperatives.

In the ULMA Group's POGU, the need to support and promote the Basque culture and language is mentioned, which is why the general policies for Management of the Basque language have been specified. Accordingly, ULMA aims to strengthen the management of Basque and achieve its standardization. Likewise, regarding ULMA collectively and society in general, the nature of the group and its commitment to the language are also strengthened.

The objective is to work in Basque at ULMA's centres in the Basque Country, using and managing other languages too,

The general Basque language management policies are set out in these areas:



but mainly using the Basque language. Additionally, in dealings with ULMA's customers and suppliers in the Basque Country, and in dealing with society generally, ULMA wants to be an example and a facilitator, by offering its contribution to the sustainable development of the Basque language. Along with this, it is intended that the attitudes to be developed and achieved in the area of Basque reflect the following:

**-Joint responsibility:** because the responsibility for using the Basque language belongs to us all. The bodies and commissions will provide standards, management systems and resources and will serve as an example, while each person has the responsibility to do what is in their power.

**- Proactivity:** given that the aim is to drive forward continuously, plans and actions are put forward, so that the current effort does not die out.

**- Positivity:** if everybody is convinced, in both the social sphere and the executive sphere, and if the route is clear, everything that is done in this area will lead to greater optimism, confidence and internal cohesion.

**- Participation:** because it is part of ULMA's DNA, because everyone must contribute to the development of the Basque language.

In the General Assemblies of the ULMA cooperatives, the linguistic policy was introduced through a video made by the people who participated in the process.

At ULMA, the process and results are positively valued. The process itself has been enriching. On the one hand, the ideas and concerns of the participants were used as a basis to get organized. On the other hand, in the process of designing a general framework for the entire Group, interpersonal cohesion has been improved and each person's commitment to the Basque language has been promoted.

Finally, by autumn 2018, the ULMA Group's Strategic Plan for the Basque language will be finalized, taking the recently approved general policies as its starting point.



In this section, we'll keep you up to date about what your foundation has been doing, in cooperation with the people who make up ULMA, as a way to channel our commitment to transforming society into a more human and sustainable model.



#gestosostenible

## We reward sustainable mobility

From home to work and from work to home you accumulate cycles and then you can exchange your cycles for gifts.

After a six-month pilot test in the Garagaltza neighbourhood, the Ciclogreen programme has been extended to the area of Oñati.

The aim of the programme is to change habits towards more sustainable and healthy behaviours and to free up space in the car park for people who rely on a car to get to work. This will make ULMA a more responsible, sustainable and healthy company.

We reward people who go to work by a sustainable method: walking, cycling, skating, running, car sharing or LanBus. Trips from Monday to Friday from 7 to ULMA cooperatives in Oñati are valid. Each kilometre walked is 4 cycles, by bike, running or by scooter 2 cycles, and in LanBus or shared car 1 cycle.

The ULMA cooperatives in Oñati have a bidegorri (bike lane), which facilitates access without a car. It is an opportunity to exercise, oxygenate the brain, respect the environment and enjoy the landscape before or after work. And if you come from afar, car

sharing is an environmentally friendly way to arrive at work and is also rewarded!

We know that changing habits is something that takes effort, that comfort or

inertia are resistant to change, but if you make a small contribution, ULMA will reward you. Can you help us?



## Workshops for children in June

From 4 to 22 June, for the third consecutive year, we organized workshops for children ages 4 to 10, in order to help parents with the important issue of balancing work and their personal lives.

More than 100 minors participated this year (40% more than last year) in groups of 70 each week. The workshops were held at ULMA Group's gym in Oñati.

They had a great time doing experiments, manual work, singing and learning the importance of taking care of

the environment.

This year, 4 of the 6 monitors tasked with facilitating the workshops, were selected from among the family members of ULMA employees. They were therefore able to put their knowledge into practice in the field of early childhood education.

On the final day, as a memento of their participation in the workshops, we gave them a decorated wooden box made by students from the special education unit of the Zuazola Larraña Institute in Oñati. We

also invited them to come to ULMA so that they could present this special gift to our children.

more than 100 children  
40% more than last year



## We are reducing plastic consumption

As we announced in the last issue, we want to be have more sustainable coffee breaks. Do you know that every day at ULMA we were using more than 3,000 plastic cups for coffee?

To reduce the consumption of plastic cups we have distributed reusable cups in our Businesses. So, now if you use your cup you pay less for coffee: using plastic costs 5 cents more.

We are also committing to:

- **fair trade coffee.** This means decent conditions and salaries for cooperatives that produce coffee, respect for the environment, no child labour, equality between men and women and quality coffee. There are two products: Robusta (strong) and Arabica (smooth).
- **Bidebarri as sole provider** of this service. Bidebarri is an Oñati company that works for the labour integration of groups at risk of social exclusion.



## Yoga sessions

Since last April, Yoga sessions are being offered at the ULMA Group's Oñati gym. These sessions, which take place every Tuesday, Wednesday and Thursday at mid-day, are provided under the "Izan Osasuntsu" programme and seek to improve the well-being of our staff, to help them disconnect from daily stressors and connect with their bodies, improve flexibility, relaxation, concentration and balance.

The first sessions, from April to July, were a success and are already coming to an end. New sessions will be organized from September to December. Are you interested but have not yet registered? For further information, please visit [begira.ulma.com](http://begira.ulma.com). Priority will be given to people who have not yet participated in this initiative.



## A wink at the past



### Strange products of the 60s/70s

Product catalogue covers of the 60s/70s from ULMA Packaging, then under the brand SUPERMAP.

IF YOU HAVE ANY IMAGES LIKE THIS AND/OR YOU REMEMBER ANY HISTORICAL MOMENTS, YOU CAN CONTACT US TO HAVE IT PUBLISHED IN THIS SECTION WHERE WE LOOK BACK ON THE HISTORY OF ULMA.

THANKS IN ADVANCE FOR YOUR INVALUABLE PARTICIPATION!



## The march of history

In Oñati, when I arrived in 1962, an event was held on the first Friday of every month: a fair organized by the landlords of Oñati and its neighbourhoods. The fair exhibited agricultural machinery, cattle, goats and wool, fruit tree plants and cheeses in the Plaza Santa Marina. The items that they brought were bought and sold and at about two in the afternoon the event was over.

Then they all went off to the bars to eat at the Ausejo wine cellar, bar Galicia, bar Herrera, Vitoria and bar Antón, and so on during the years that the event was held. But all good things come to an end. About 15 years ago this event stopped taking place and this great good custom that was carefully preserved by the householders came to an end.

A small group in Araoz still organises this event - to continue and remember the past, the group goes to the "bar del jubilado"; in time, all of that landlord buying and selling activity came to an end.

In what year was the farmers' fair invented, which in the Basque Country was held by the landlords?



Oñati, 22 February 2018

Alfredo Corrales (ULMA Construction former employee, retired)

## RETIREMENTS: 1 April - 31 August 2018

Juan Ignacio Aguirre



Jose Luis Lete



Arantxa Iturbe



M<sup>ra</sup> Amparo Campos



Juan Jose Zubia



Rafael Elorza



Manttoni Biain



Alberto Usaola



Angel Biain



Miguel Angel Guridi



Antonia Alemán



Nicolás Santos



Nerea Andonegi



Mikel Izurieta

Thank you very much, Enjoy!

congratulations



# We are

WE ARE  **ULMA**

