

Greenwood, 01.04.2020

Herrn  
Prof. Dr. h. c. mult. Reinhold Würth /1A

## **RE: Happy Birthday, Professor Würth!**

Dear Professor Würth,

It is with great pleasure we send you this gift and our well wishes as you celebrate your 85<sup>th</sup> Birthday. In honor of your special celebration, we thought it would be wonderful to come together and create a Würth Industry North America birthday message that features imagery from across our fourteen companies! Each operating company created their letter with images or items that represents their culture. We hope you enjoy seeing/learning more about each location on your birthday message!

### **Würth Adams – Brooklyn Park, Minnesota**

Hockey Sticks and Hockey Pucks – Minnesota is a northern US state that borders Canada. They have long and very cold winters, typically seeing snow through April. The majority of Minnesotans still enjoy being outdoors, even in the snow and cold! They participate in a multitude of outdoor sports and activities to keep active during the long winter months. But, none are as popular as hockey!

### **Würth DMB – Des Moines, Iowa**

Popcorn and Candy Corn – Countrywide, Iowa is known for one thing, corn! They lead the nation in corn production. But, this isn't the yummy sweet corn you may enjoy during the summer. 99% of the corn in Iowa is "Field Corn". Field corn is utilized for livestock feed, ethanol production, and manufactured goods as well as corn cereal, corn starch, corn oil and corn syrup for human consumption.

### Würth Industry Canada – Brantford, Ontario

Curling Broom and Stones – The sport of curling is deeply rooted in Canadian history. It was brought over from Scotland, historians believe as early as the 16th century. Curling is played on a long, rectangular sheet of ice and players slide stones, made of granite, toward a target. Players use their brooms to influence the path of the stone by sweeping the ice in front of it as they accompany it down the sheet.

### Würth House of Threads – Gainesville, Georgia

Football Lanyards and Footballs – Georgia is a southern state and in the South, they love football, specifically college football! The House of Threads team created their letter from the lanyards of the college teams they cheer for at each HOTA branch. Several of the teams represented, like Alabama, Clemson, and Auburn, have won the NCAA National Championship title several times!

### Würth de Mexico – Nuevo Leon, Mexico

Relevant Mexico Items – The beautiful country of Mexico is represented well in this creative image the de Mexico team designed! Featuring a soccer jersey of the Mexican National Team, a variety of regional cooking ingredients like peppers, onions and garlic, a bottle of Mexican tequila, and a tiny sombrero, the vast interests, some history and the offerings of the country are showcased! The country of Mexico has an immense and diverse history, but family, friends, and food are often viewed as the most important elements in Mexican society. The delicious ingredients you see in the photo are used in many Mexican dishes and Mexico is known for its tequila which is made from agave cactus that is well suited to the climate of central Mexico.

### Würth Revcar – Roanoke, Virginia

Virginia Peanuts – The history of peanuts in Virginia can be traced back to the early 1700s when they were brought over by West African slaves and used as animal feed. George Washington Carver, a former slave, began his research into peanuts in 1903 at Tuskegee Institute. Research would lead him to discover improvements in horticulture and the development of more than 300 uses for peanuts. The talented botanist recognized the value of the peanut as a cash crop and proposed that peanuts be planted as a rotation crop in the Southeast cotton-growing areas. Farmers listened and the face of southern farming was changed forever. Würth Revcar gifts customers Virginia peanuts each year during the Christmas season.

### Würth Service Supply – Greenwood, Indiana

Indy Cars - The Indy 500 is the world's oldest currently operational automobile race. It is held annually, over Memorial Day weekend, at the Indianapolis Motor Speedway in Speedway, Indiana. The first Indy 500 race was held in 1911. The style of cars that are raced is an open-wheel open-cockpit style, often called "Indy Cars".

### Würth Snider – Louisville, Kentucky

Louisville Slugger and Kentucky Bourbon – The famous "Louisville Slugger" baseball bat has been a staple in the sport of baseball since 1884. The story says that one day Bud Hillerich, the 17-year-old son of J. F. Hillerich (the founder of Hillerich & Bradsby Company, who produces the Louisville Slugger) skipped out of work one afternoon to attend a major league game in Louisville. When the team's star, Pete Browning, broke his bat at the game, Bud invited Pete to his father's shop to hand-craft him a new, custom bat. Browning accepted the offer and got three hits to immediately break out of his slump with his new bat the first day he used it. The rest is history – famous MLB baseball players, and many Hall-of-Famers, throughout the decades have used the Louisville Slugger as their go-to baseball bat. Kentucky Bourbon – Bourbon County is one of Kentucky's nine original counties and is best known for its historical association with bourbon whiskey. Bourbon whiskey is a type of American whiskey that must be produced in the U.S. from at least 51% corn and stored in a new container of charred oak.

### Würth Timberline – Denver, Colorado

Timberline Retail Boxes – Würth Timberline, located in the beautiful and mountainous Denver, Colorado, is one of the few Würth Industry North America companies that still have direct to consumer sales and a retail presence. Their letter is made out of items from the two segments their business serves, retail boxes and our proprietary Würth Kanban bins!

### Marine Fasteners – Sanford, Florida

Relevant Florida Items – Florida, nicknamed the "Sunshine State", is the most southeastern state in the US and is known for its sun, sand, and of course – Walt Disney World! A popular US vacation destination for many, Florida has 1,018 kilometers of beach to enjoy and the world-famous Disney World theme park sees 52 million visitors every year! The creative team at Marine Fasteners choose to represent all things Florida in their letter photo. Palm tree leaves, floral print vacation shirts, beach toys and floaties, and Minnie Mouse showcase the fun and sunny state that Florida is.

### Northern Safety and Industrial – Utica, New York

Relevant NSI Items – This wonderful compilation of images represents all things NSI and all things Utica! Utica is located in upstate New York and is the home of Northern Safety and Industrial, the highest-earning WINA operating company! NSI is the industry leader in providing safety supplies and industrial products. Since their start in 1983, they have grown through acquisition and broadened their service offerings. The photo features many members of their team, several of their products and services as well as some Utica famous items like half-moon cookies, deep-dish pizza, the Utica Comets logo and the Boilermaker road race sign!

### Würth Oliver Van Horn – New Orleans, Louisiana

Crawfish Boil – From late February to early June, one of New Orleans' most beloved native foods is in season, and abundant. Boiled crawfish are served by the pound with the customary sides of corn on the cob, potatoes, sausage, garlic and mushrooms which are boiled with the crawfish to soak up the flavor. The history of crawfish intersects with Louisiana's agriculture and religious past. Crawfish were first harvested from the deepwater of the Atchafalaya Basin and later became a farmed commodity when farmers turned their flooded rice fields into crawfish ponds to meet demand. The crustacean is the anchor of the Lenten season during which Catholics abstain from meat on Fridays. Along with friends and family, Louisianans gather outdoors around newspaper-covered tables, peeling and eating this famous little crustacean every spring.

### Weinstock Bros. – Valley Stream, New York

Relevant New York Items – New York, the Big Apple, concrete jungle, the Empire State. New York City is often what people from outside of the US first think of when they think about America. Weinstock Bros. is located in Valley Stream, NY just 20 miles outside the city. They have a rich history in New York City, founded back in 1898! The photo their team designed represents some famous NYC items like pizza, bagels, and the Yankees – all things you must experience during a visit to the Big Apple! Weinstock also included bolts and an image of the Empire State Building, the first New York City building to have over 100 floors. Weinstock Bros. specializes in structural fasteners, like those used in famous NYC skyscrapers!

### Würth SW Brazil – São Paulo, Brazil

Relevant Brazilian Items – The image created by the Brazil team was slightly altered to fit into the birthday message, but will be shared in full soon. The exclamation point features two, of many, famous Brazilian icons. Towering 704 meters above the city of Rio de Janeiro, the Christ the Redeemer statue has been prevalent in Brazilian history for nearly a hundred years. Perched on the summit of Mount Corcovado, the statue stands at 30 meters tall and its outstretched arms reach 28 meters horizontally. Not only is the statue the most recognizable landmark of Rio, but it's become a cultural icon of Brazil as well. The statue has become a global symbol of Christianity that attracts millions of believers and non-believers to the top of Mount Corcovado every year. Brazil is home to one of the highest concentrations of jaguars on the planet. In Brazil's Pantanal grasslands there are nine jaguars per 100 square kilometers. The jaguar is the world's third-largest big cat but has the strongest bite of any cat. Every year, visitors travel to the northern region of the Pantanal in hopes of spotting this elusive, and beautiful big cat.

Professor Würth, we hope this year is a special and wonderful one for you as you celebrate your 85th birthday. Thank you so much for your wisdom, inspiration, and accomplishments.

Best regards,



Dan Hill