

# A working day in the life of Godfrey & Wing's Ralf Versmold

As Managing Director for a growing business in Europe, Ralf Versmold knows that every day will be different to the last.



Ralf Versmold, Managing Director for Godfrey & Wing GmbH.

I work for Godfrey & Wing, worldwide leader in the field of vacuum impregnation. As Managing Director for Godfrey & Wing GmbH, I am based in western Germany, close to the border with The Netherlands. From this location, I can easily cover the majority of Europe in our efforts to develop the company's vacuum impregnation business and to service the needs of a growing customer base. At present, our customers have facilities throughout Europe, from the UK to the Baltic States and Russia down to Italy, so my territory is both geographically expansive and culturally diverse.

## About the company...

With over 65 years' experience and headquartered in the USA, Godfrey & Wing designs and manufactures a complete line of innovative vacuum impregnation equipment and sealants. The company also operates service centres to which customers can send their parts to be vacuum impregnated. This means that whatever the customer requires in terms of vacuum impregnation – service, sealants or equipment – Godfrey & Wing has a solution to offer. For me, this is what makes us different from other suppliers, we offer customers the ability to choose the best strategy for their business. Whether that is insourcing, outsourcing or even a GW co-location, the correct economic solution can be delivered.

## Driving continual improvement

In an industry where old traditions die hard, Godfrey & Wing continually innovates. If a customer comes to us with a new vacuum impregnation application for example, we have the ability to apply one of our proven sealant formulations from the thermoset and anaerobic sealant product lines that will exactly meet or exceed their impregnation requirement. Godfrey & Wing has seven sealants approved by the worldwide accepted impregnation standard – the US-MIL-Spec MIL-I-17563 – more than any other company in the market.

If a customer has a need for high volume, one-piece flow, we can offer them our groundbreaking Continuous Flow Impregnation (CFi) systems. The CFi has been proven the world over by the most prestigious automotive companies from Europe, the USA and Japan. For other customers with lower volumes of parts to impregnate, we have designed the HVLV (High Value/Low Volume), an impregnation system that is economic to purchase and operate. In addition, it fits into a small footprint on the plant floor.

Our third offering is service. For those customers who do not want to install and operate a vacuum impregnation system in-house, Godfrey & Wing has service centres around the world where we will impregnate our customers' components for them. So again, there is always a method

through which we can provide value to customers. This makes my job very gratifying.

My task is to bring this 'new technology' into the mindsets of the people that have to deal with leakers and to show them the benefits of our technology.

## Growth through hard work

At the time of my appointment in 2011, Godfrey & Wing was in the early stages of developing its business in Europe. Due to extensive travelling throughout Europe and the staging of in-house training sessions and meetings at potential customers, we have gained increasing acceptance in the European market.

Since opening a technology and service centre at Untergruppenbach, Germany, the company has experienced a lot more interest in our technology, as customers can easily visit the facility, 'feel' our technology and be convinced by the results of trial runs in our HVLV.

## A lovely job that changes every day

I have performed a number of jobs in my career and let it not go unheralded... I am the father of four boys, who on any given day do not always pull the line the way you would like! As such, I have learned to be ready for anything. In large part, this is why I am good at my job and why I enjoy my engagement at Godfrey & Wing GmbH so much.

I like solving problems and finding ways to do things better. This can only be done by being on the spot .... in the field, at the customer's premises! Thanks to my experience of running service centres in Germany, I know what customers/users are facing each day and this makes it easier to show them the benefits of our approaches.

Two weeks ago, I was called to a customer in Germany to integrate impregnation into the company's existing floor plan and manufacturing flow. This was not easy, since they only had 100m<sup>2</sup> to install equipment to impregnate over one million cylinder heads, combined with full part tracking and no involved labour. But with Godfrey & Wing's CFi technology, we have been able to solve this situation.

The following week, I worked with my team to install the first of two HVLV systems in Russia and conducted the training of operators and maintenance staff.

Godfrey & Wing is an expert in vacuum impregnation technology, so companies with questions about the vacuum impregnation process or with a vacuum impregnation process that requires improvement are invited to contact the company.

[www.godfreywing.com](http://www.godfreywing.com)