

50 Years RMA Pipeline Equipment | Concept Guide

Requirement.

"More than an employer in the region." This sentence accompanies us from the first day and date we spent at RMA. Together with Barbara Jacob, HR, and Thomas Plocher, CFO, we were the last of three agencies to sit together and get a briefing for the upcoming pitch. It was supposed to be a celebration. 50 years. Family. Employees. Innovation. Passion. Commitment. Adaptation. Change. Entrepreneurship. Zeitgeist. Courage. Growth. Rheinau. Russia. Worldwide.

Fascination.

It always motivates us anew when we sit with companies from our region, which is characterized by medium-sized businesses, where often the founding families in the second, third and fourth generation still manage the companies, and get an insight into the history, which is peppered with emotions from the very first moment.

Specification.

The RMA's requirements for us as an agency were formulated quickly and clearly. "We want to celebrate." After the party, back in the days, the 25th anniversary now the 50th anniversary. A round birthday, that is celebrated. In a village in Rheinbischofsheim, in the sister factory in Kehl at the Rhine as well as in the deepest Russia and the northernmost Canada. They wanted to celebrate together with representatives of politics, business and the family in a festival hall in Rheinau with 80 invited guests. The party was to take place the following day with the employees and company. In a tent at the site in Rheinbischofsheim. This tent was also intended for the open day on Sunday.

Order.

For these three events they needed support in almost all areas. While there is still enough to do internally in the context of an anniversary, the conception and total organization they wanted to give into professional hands. For the external presentation in the anniversary year, a corporate anniversary logo and design was also desired.

Expectation.

Some of the RMA employees are whole families - several generations, siblings, spouses and children who have taken over the positions of their parents in the meantime. The success of this event will be to inspire the workforce. Our unspoken mission was to create a celebration with which all employees could identify. Only if we manage to project the staff's identification with the company onto the staff's identification with the event, the anniversary will be a success.

Inspiration.

In order to get to know the company, we had to get to know the people. During the first briefing we visited a part of the factory and collected first impressions about the products, the people and the profession of RMA. Things are turning around here. The circle closes. "It's a round thing", a German phrase for something which succeeded well.

Conviction.

Thus our conceptional approach was "a round thing". One of RMA's most important products is the ball valve. The component that decides, among other things, whether gas, water or oil flows through the pipeline or not. In all dimensions. From the small house connection to the gigantic dimensions for the Nord-Stream-Pipeline. Depending on the perspective, filigree and transparent or powerful and impermeable. This product should be given the attention it deserves in the day-to-day business of the company and its employees.

Therefore it was obvious, that we could not do the ceremony in a town hall, but that we would go to the holy halls and celebrate the anniversary where we feel the companies pulse.

What goes around, comes around.

In addition to the ball valve, we always wanted to place round elements without go round in circles. Already in the layout for the anniversary design, the "50" associated two pipelines. For the style element we orientated ourselves on a photograph of the inside of a house connection pipe. Circular curved waves of the pipe became discreet dot lines on letter paper or text areas on slides, invitations, blocks and flags.

For the event design and setup we made round carpet cuts, a round central stage with two round rigging traverses for light and video screens, round lounge furniture, a golden mirror ball and much more. In addition, we wanted to use the ball of the ball valve as sensibly and as often as possible - as a central component of the RMA. The small ones as vase and table decoration. The middle ones as containers for plants or room dividers and eight pieces of the largest type as sculpture "the closing valve" for room and stage decoration.

One of the most exciting things, however, was the development of the prototype of a gala table for the ceremony. The ball was to serve as a base, sandblasted and powder-coated in matt grey on the outside and the bare steel on the inside. A custom-made round glass pane with a sufficient diameter for eight persons was to be placed on it. The room plan was designed for ten tables. The result in combination with the mustard yellow and black Vitra Eames Chair was not only visually perfect. With the existing components and sizes, we were able to build a table that also functionally fulfilled its purpose.

Setup.

Through the mixture of low and high furniture, modern and plain in white and black, we could build a high-quality but down-to-earth setup. No fixed seating order, which invited to take a stroll. Everybody should feel comfortable and find his favourite place. No official buffet opening with a speech but a greeting when everyone is there and has made himself comfortable. "The made plate" was the idea behind our catering concept. There should be a buffet, with enough choice and for every taste. At the same time we wanted a nice presentation of the plates and the food. We arranged miscellaneous variations of the individual dishes on plates and made them available at more than 15 serving points. Due to the flowing beginning and the large selection, we created a kind of a marketplace where everyone could find their plates. The band was always in the centre due to the

central stage, there were no bad places and from everywhere in the tent the view to the stage was great. The dessert was presented as a sweet table at various output stations. The coffee bar on the terrace was opened and animated the guests to walk around and get in touch with the colleagues. At a late hour, all guests had a perfect view of the "50 Years RMA" music fireworks, from the 250 sqm large terrace. In order not to disturb the neighbours in the residential area too much and to enable a setup change over of the tent from Saturday to Sunday, the logistic hall was opened as a surprise for the following party with a DJ. Here the trainees of the RMA built a 10m wide bar out of pallet cages. A little party never killed nobody.

Content is king.

For the celebration it was important that the program was well chosen. The content had to fit. We were planning an event for people who weren't used to it. The audience were not a proven gala guests and banquet connoisseurs. A short speech by the CEO Andreas Truttenbach, a few thanks from employees and partners and greetings from the worldwide branches found their encore in an individually created sand- and paint-animation of The Quartzbox. Weeks before the event, after several briefings and background knowledge on the company's history, important products, projects and hundreds of photos, the two artists from Hungary created a ten-minute show that gave many guests became misty eyed. The live performance among the guests and the broadcast on the eight video screens in the whole tent was a emotional highlight just before the fireworks. Several important topics of the RMA past and present were taken up. The company formation in a garage, the first major orders from BASF, completely new product lines, the opening of new locations and plants, digitization and the education and training of new specialists, which is so important for RMA, emotionally caught up with every guest on the site.

Local hero.

"More than an employer in the region" - that's the DNA of RMA. RMA bears social responsibility and is the most important employer for the city, the surrounding communities and the Alsace (France). The RMA plant is located in the middle of the residential area at the headquarters in Rheinbischofsheim. It shows the significance and affiliation in the town and the region. Almost every family has points of contact with the RMA. The second plant in Kehl, only 10 km away, is located directly in the industrial harbour. The RMA thanked the citizens for their acceptance and commitment. On Sunday with an open day. In the spirit of hospitality, 3,000 visitors came to the two plants in Rheinau and Kehl, accompanied by music, animation and a gastronomic offer. A bus shuttle was used to transport the guests back and forth between the two locations throughout the day. The employees of the individual departments and workshops presented their machines and answered all interested guests' questions. The local sports clubs were taken into account and able to fill their club coffers when selling food and drinks. Food Trucks, a live interview with former VFB Stuttgart pro goalkeeper Timo Hildebrand, vertical acrobatics with Noah Chorny on the swinging lantern pole, a vintage car exhibition and a large children's area for all age groups were gratefully received. The RMA presented itself as an innovative, down-to-earth, family-friendly and regional employer and economic engine. A true hidden champion and local hero.

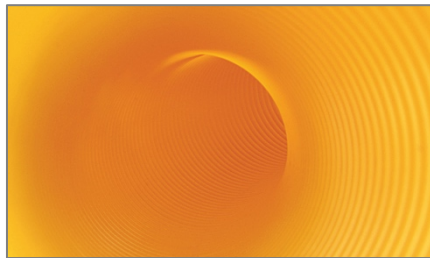
Corporate Art Work | Sketch art work anniversary logo and style element



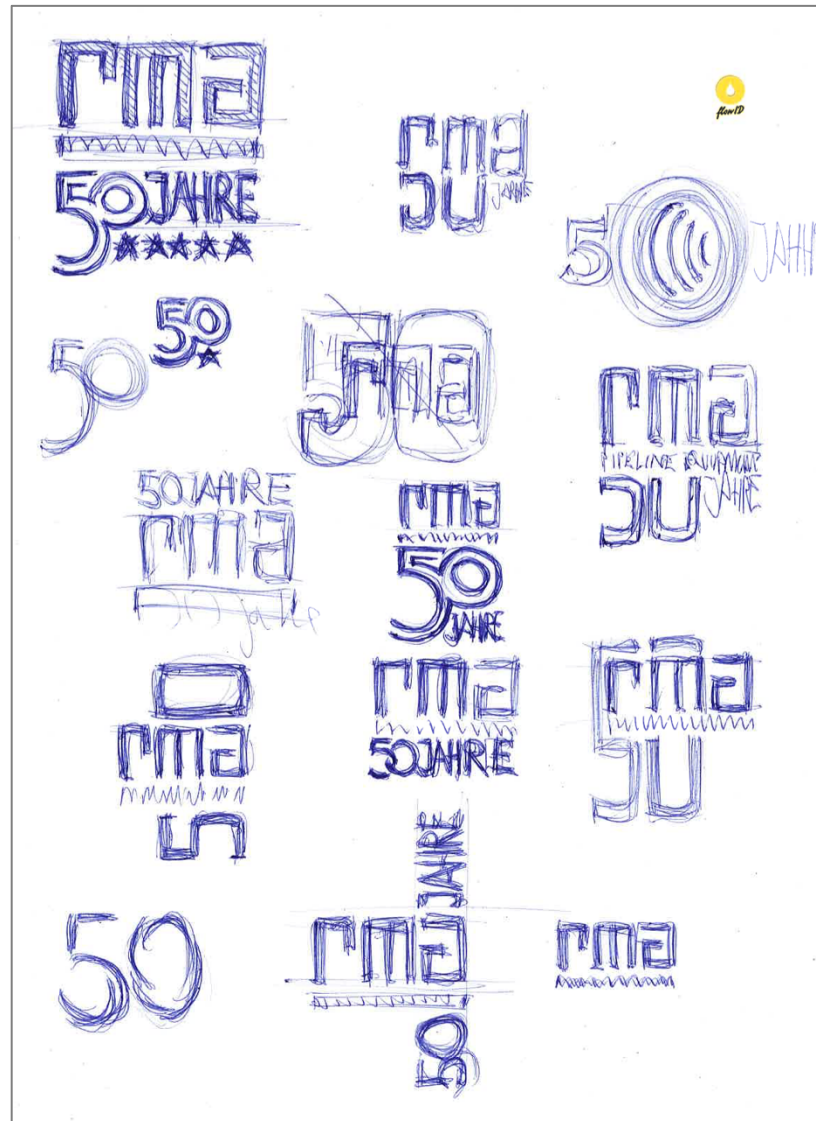
PIPELINE EQUIPMENT

Initial situation

Regular company logo



Photography from the inside
of a house connection pipe



Corporate Art Work | Mockup Final



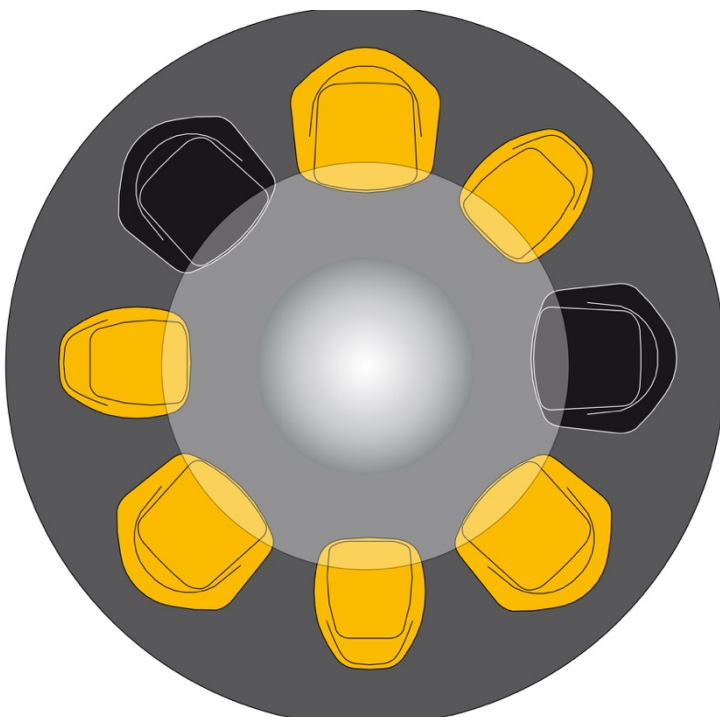
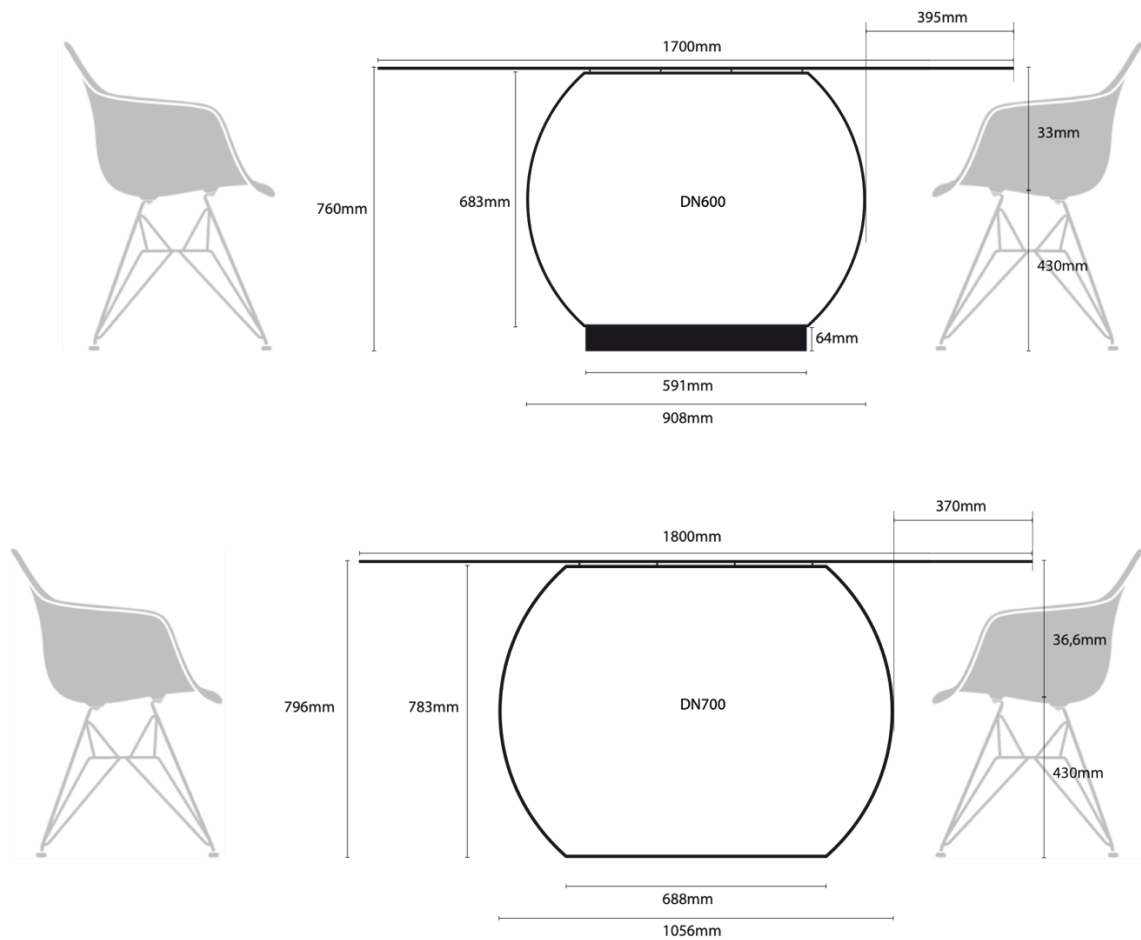
Final Version of the anniversary logo with distinct curves inspired by a pipeline

Style element inspired by the house connection pipe

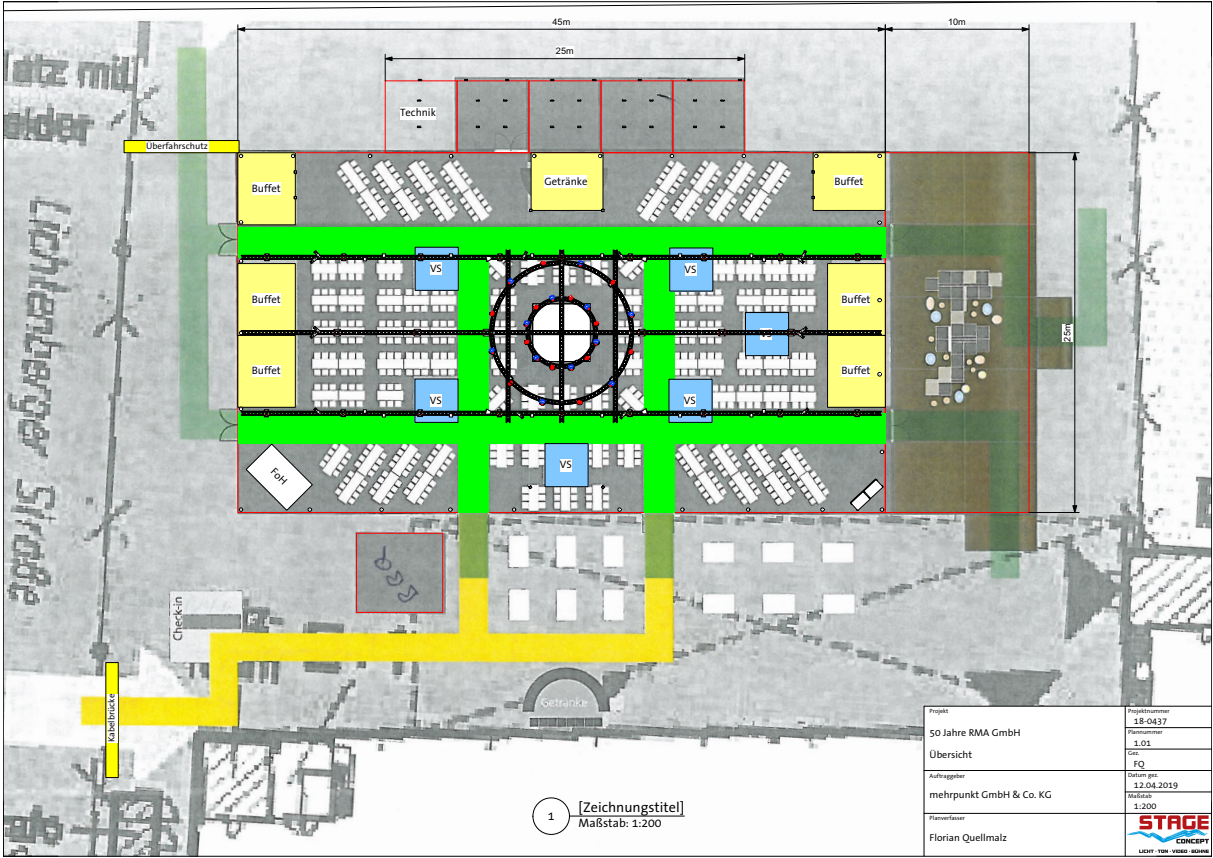
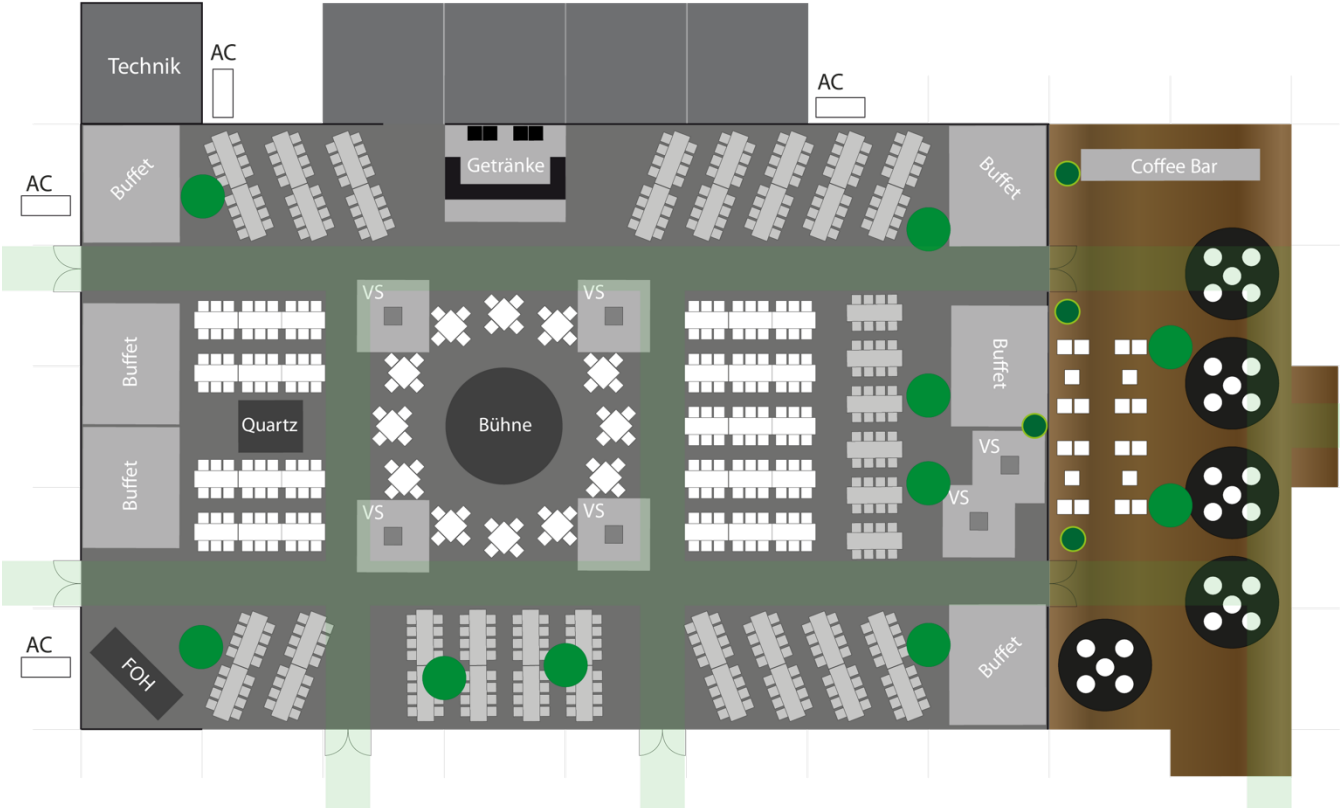


Mockup of letter paper, envelope and save the date card

Prototype table made of RMA steel ball and custom-made glass plate



Furniture assembly plan and rigging plan



Quartzbox | Selection of storyboard pictures for the sand- & paint-animation by Quartzbox



Trainee and supervisor, importance of apprenticeship



Locations on the world map, buildings in Bahrain and Russia



Anniversary cake with gas flame in the background



Sketch of the headquarter (Rheinau) with staff as scissor cut