



Service*plus*

The Dussmann Group magazine
Edition winter/spring 2012

CULTURE

Ancient culture and service culture on
Berlin's museum island

SHOPPING TEMPLE

Stettin in Poland has a new shopping
paradise – in a historic place



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Dear Readers,

Today, opinions are widely exchanged through social media so it is an obvious place to look for answers to difficult questions. What concerns us in this issue of *Serviceplus* is the significance of art and culture. How much do we value it? This question was asked on one of our Facebook profiles and the reaction was amazing: "You cannot place a value on it in Euros and cents!" Should that make it invaluable?

How do you get people enthusiastic about visiting a museum? We put this question to Richard Armstrong, Director of the Guggenheim Foundation and the Guggenheim Museum New York in an interview.

What needs to be done to promote and safeguard culture, what are the challenges in the culture of nursing and care? Read more about the background to these questions in this issue. On Friedrichstrasse Berlin, at our multi-media store, KulturKaufhaus, culture is on sale every day and well into the night too; join us there for a stroll through the book shelves. It's not news that cultural activities are fun for both old and young but the principle has taken on a new dimension at our KulturKindergarten.

So what is the answer to the question concerning the value of culture? We believe that art and culture must always have pride of place – even in the face of a Euro crisis. This is also a question of social responsibility. Cultural values have a very special place in the corporate culture of the Dussmann Group. We have developed a business division focusing on the respectful handling of cultural assets, on the museum island in Berlin for example. As part of our social commitment, we promote the arts and culture in all its forms. We place a great importance upon maintaining a culture of partnership with our customers. And our personnel? We continue to emphasize our appreciation of their unique contributions and hard work for the company and our clients. We hope that you will find your own personal answer to the question in this issue and wish you an enjoyable read.

Yours truly,

Yours truly,

Catherine von Fürstenberg-Dussmann

CATHERINE VON
FÜRSTENBERG-DUSSMANN

Dirk Brouwers

DIRK BROUWERS

Title picture:
The Old National Gallery at
Berlin's museum island
Photo: Kay Herschelmann

Publisher's Details

Dussmann *Serviceplus* – the
Magazine of Dussmann Group

Publisher:
Dussmann Group,
Corporate Communications
Friedrichstraße 90, 10117 Berlin
Tel.: +49 / (0)30 / 20 25 25 25
Email: mehls@dussmann.de
Editor in Chief: Michaela Mehls

Layout and typesetting:
Marketing communication
Printing: K+L DruckenPlus, Berlin

Editorial deadline:
December 01, 2011

Nofretete Never Sleeps

The world-famous collections exhibited on the Berlin Museum Island are a magnet for visitors and during opening times, they are full. When the museums close, the peace is only surface deep. Twenty-four hours in the biggest museum ensemble in the world.

By: Gerd Hartmann
Photos: Kay Herschelmann



Always busy: Each day, up to 7,000 visitors visit the Pergamon Museum and its famous antique altar



Pergamon. Yadegar Asisi created this photographic 360-degree view of the city and its surrounding landscape which can be viewed from a 15-meter high platform. The platform, which offers astonishing insights into day-to-day life in Pergamon 2,000 years ago, holds only a limited number of visitors at a time so the control of the flow of visitors is challenging. A video-supported counting system controls traffic lights which signal when visitors can begin the climb up the viewing tower.

A good dozen attendants listen carefully to instruction from the exhibition organizers, ask questions and make notes. While this goes on, the day passes in Pergamon; ten minutes from sunrise through sunset and the blue-black of nighttime – a fascinating light simulation. But Hentsch and his colleagues ignore it for the moment.

Safety issues which must be clarified before the opening in a few days take precedence. They too, will probably discover the Pergamon altar on the panorama at a much later point – obscured among the tangle of buildings and other structures.

Somewhat later, just before 10 a.m., the attendants gather in front of the original in the interior of the museum. The short daily team meeting takes place on the steps of the legendary altar which gave the museum its name. In addition to the antique collection, the building accommodates the Museum of the Near East and of the Museum of Islamic Art. Hartmut Hentsch informs his colleagues about a film team and an unusually large number of guided tours which are expected during the morning. The Dussmann team members then take their places and the doors open. A quarter of an hour later,

the hall starts to feel like a bee hive. The Pergamon museum receives 7,000 visitors on busy days.

The building complex is located on the island in the river Spree in the middle of the historical city center. It was built between 1830 and 1930 and is on the UNESCO world heritage list. The art collections reflect over 6,000 years of art and cultural history. There are exhibits from the stone-age, as well as the blue-tiled Ishtar gate from the procession street of Babylon. Byzantine ivory carvings radiate charm in the Bode Museum, paintings by Caspar David Friedrich and the French impressionists fascinate art buffs in the old national gallery and in the Egyptian museum, Nofretete reigns in regal glory. Around three million visitors from all over the world come to admire these unique treasures each year. ▶

Client-oriented and competent: Dussmann employees are given special training

Fascinating architecture for a journey to the afterlife: The Egyptian culture of death and the Egyptian court at the Neues Museum

Art and culture is traditionally closed on Mondays. However, by 9 a.m. on this sunny Monday in autumn, the waiting line in front of the cash desks at the Bode Museum already stretches around the corner. And the cash desks don't open until 10 a.m. Leonardo Da Vinci's *Lady with the Ermine* and other art treasures are being displayed and guests pour into the city to see the exhibition titled "Faces of the Renaissance". The museum island no longer takes days off; the fair Egyptian, Nofretete and the Pergamon altar can be viewed seven days a week, four of which extend until 10 p.m. in the evening. Only one of the five museums still adheres to the old weekly schedule.

This means round-the-clock deployment for the Dussmann team. There are

350 Dussmann employees who work on the museum island. They work as attendants, supervising the works of art and acting as contacts for visitors from across the world. They sell tickets at the entrance and they store coats and rucksacks safely in the cloakroom. The security guards are responsible for safety and security during and outside opening hours, around the buildings and at the many construction sites on the island. The re-opening of the New Museum in 2009 following extensive renovation marked a very important step in the progress of a master plan for reconstruction on the museum island. Buildings there were badly damaged during the war and there are a number of major projects planned during the coming years. A fourth wing will be added to the Pergamon museum and on the banks of the Spree, diggers are already

preparing for the construction of a new, central visitor center. Built in a modern architectural style, it will provide facilities to receive the growing number of visitors and will accommodate new exhibition space.

Hartmut Hentsch was already busy at 8 o'clock this morning. He supervises all of the Dussmann staff who work at the Pergamon museum. Before the doors open, they will receive instruction on a new feature in the Ehrenhof courtyard, which makes a monumental impression on visitors as they enter the museum. A 25 meter high metal rotunda has been installed containing the heart of a new exhibition which is causing excitement on the island where excitement is not in short supply and which will run until the end of September 2012: a 103 meter-long panorama of antique



Attendants are museum representatives

It is now late afternoon. The queue in front of the Bode Museum has grown a little and an accordion player entertains those waiting with a sparkling street concert. The atmosphere is relaxed – the right moment to meet with a security specialist. “The visitor should be able to feel the aura of the original artwork in the museum – as closely as possible” says Hans-Jürgen Harras. But the works of art must also be preserved for posterity and research. According to the head of security at the state museums in Berlin, these principles do not contradict each other. It’s more a balancing act. Cabinets, plinths, railings – these are all ways of maintaining distance from works of art. But they are not much help in preventing “the growing tendency to crime over the past decades” diagnoses Harras. This requires an arsenal of technology. The multi-level security systems are taken into consideration during construction planning and involve a great deal more than the alarm systems which work with movement sensors. Nevertheless “technology records, technology alerts, technology never sleeps – but a

camera can’t jump from the wall and arrest the thief. We need staff in addition who can act, sometimes at only a moment’s notice. This is not the only task of the attendants. They are perceived as museum representatives” emphasizes Harras. If a visitor is received in a friendly and competent way, he or she feels welcome and follows the rules. “An attendant is not just a guard who simply stands there.”

In order to meet these demands, leading European museums have developed the standard ECHOCAST for visitor services. The training program instructs all museum staff in client orientation, security and safety. Training for Dussmann Service personnel takes place at the company’s own training center. Communication, conflict management and de-escalation training are central to the two-week training module. “Participants learn to deal with difficult situations” summarizes Siegfried Gierke, Dussmann security area manager. A visit to the museum from the client’s perspective is a part of the program.

The state museums in Berlin have outsourced many services since 1995. That in-

creases flexibility, especially for the growing number of special events. “It would be much more difficult to manage with our own personnel” says Hans-Jürgen Harras. Not only that: “We can define quality parameters very precisely in the tender and insist that these are conformed to.” The high levels of service on the museum island are confirmed by colleagues from other international museums. “I hear a great deal of praise”.

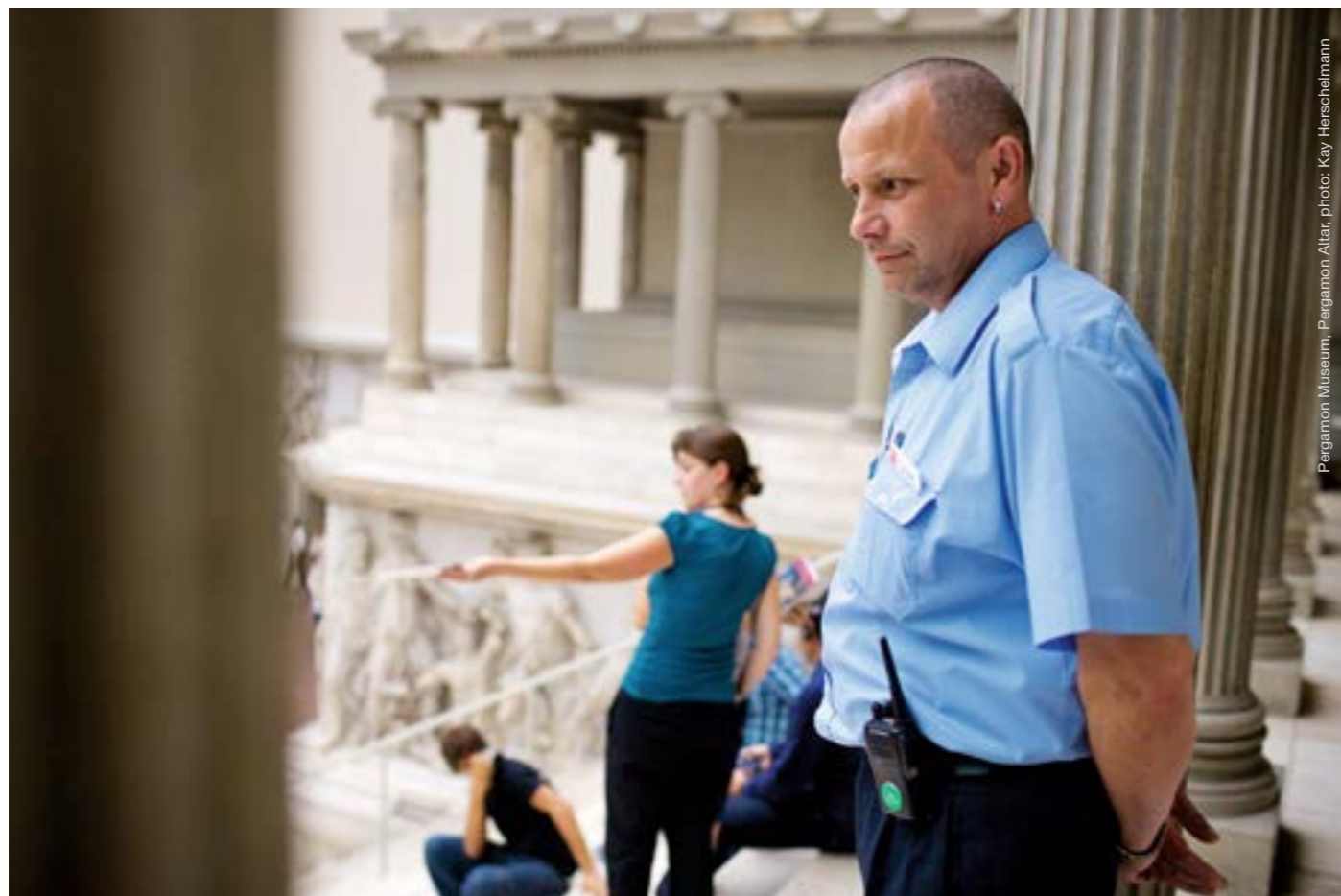
Old Egypt comes to life in the Old Museum

In front of the New Museum there is regular afternoon traffic. Bernd Becher and Ronnie Sagur don’t only check entrance tickets; they also answer visitors’ questions. Why is the duration of the visit limited? Is there somewhere nearby where stamps are sold? They give the answers quietly and cordially. “We want to grant their wishes” smiles Becher.

In the sanctum, around Nofretete, there is less noise. This is intended as a place of peace. No photos, explanations are possible only before entering the imposing domed



Majestic: the figure of the Egyptian king Amenemhet III in the Neues Museum



Pergamon Museum, Pergamon Altar, photo: Kay Henschelmann

hall – and visitors follow the rules. They are reflective during a face-to-face encounter with the fair Egyptian. Gülsen Canberli looks in the opposite direction; she watches the visitors. The 30-year-old has worked in the New Museum for one and a half years now and her favorite post is here. Not because of Nofretete but because of the visitors. “I enjoy watching them”. There is rarely trouble. Mostly, there is respect for the special atmosphere and a short exchange is enough.

It is almost 6 p.m. Lutz Schlaffke is bright and cheerful as he comes through the personnel entrance of the New Museum. He has the night shift today. He and his colleague take on responsibility for the pharaohs until six o’clock tomorrow morning. But they are not alone yet. There are still craftsmen in the building who are coordinated by the previous shift so Schlaffke takes a seat in the security center first of all. He can see what’s going on inside and out-

side the building from there. The cameras on the walls monitor every last nook and cranny.

Now it’s time: the last member of staff has left the exhibition area. Lutz Schlaffke activates the systems and from now on, any movement will set off an alarm. The fault alarms for technical systems are also monitored in the security center. The 58-year-old enjoys working at night. “It’s so peaceful. During the patrols you stop in front of a work of art and read which dynasty it comes from and what its significance is”. Lutz Schlaffke has plenty of opportunity to do just that every night. He has to make patrols through all of the exhibition rooms including his favorite room in the cellar: the Egyptian court. He is particularly fond of the many stone sarcophagi which tell stories of the journey into the afterworld.

By 5 in the morning, Lutz Schlaffke has walked approximately 18 kilometers. But

he still doesn’t look tired. The building is beginning to come to life. The first cleaning operatives arrive as does the next shift. When Schlaffke leaves at 6 a.m. he just misses the supervisor, Steffen Franz. At this time in the morning, Franz is busy dealing with the takings of the previous day and preparing the cash desks for the coming day’s operations. Cash administration is also the responsibility of the Dussmann team.

They ensure that everything functions smoothly and swiftly so that the doors open punctually at 10 a.m. to admit tourists and local visitors to the art treasures. ■

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By: Gerd Hartmann, Photos: Schloss Wackerbarth

The Vine Experience

From the big city to a vineyard by tram? Why not? An exciting tour through the sekt production line? Several times a day. A specially arranged candle light dinner in the middle of the vineyard? That's possible too. The adventure vineyard Schloss Wackerbarth is right next to Dresden and is a very special cultural ambassador for Saxony.

Yet again, a tractor heavily loaded with grapes turns into the yard. Simultaneously, the mobile phone rings. In autumn, during the grape harvest, Jürgen Aumüller doesn't really have time for interviews. The cellar master at Schloss Wackerbarth in Radebeul has to be everywhere at once. At the loading ramp, in the vineyard to check grapes for the right time to harvest, in the cellar to test the grape-must already pressed. The taste of the young wine changes almost every day in the first phases of fermentation. But it's not only at

harvest time that the expertise of the cellar master and his winegrowers is so important. The state vineyard has won dozens of medals and awards over the past few years for its excellent wines.

Quality not quantity is the motto. The sun is a frequent and welcome guest on the southern banks of the Elbe valley but the harvest in the northeasternmost wine-growing area in Europe is comparatively small. Thanks to the minerals in the soil and the many steep slopes which are cultivated by

hand, the wines have an individual character described by Jürgen Aumüller as "delicate and authentic".

The 64 hectares cultivated at Schloss Wackerbarth produce half a million bottles of wine and *Sekt* (sparkling wine) each year. But figures are an inadequate description of this baroque idyll. Visitors to the vineyard receive insights into the whole world of wine. "We have no secrets" claims cellar master Aumüller and the evidence, made of glass and wood, stands right next to the

baroque palace: a modern production plant. The prize-winning rectangular building surrounded by vines is not only an architectural gem. It also reflects the corporate philosophy of openness and transparency inviting closer acquaintance with the Saxonian wine. In the sunny market place, re-

gional products are on offer together with the wine and *Sekt*.

On the other side of the building, the coopers at work can be observed through the giant windows. Not only from outside. There is a faint smell of yeast which accom-

panies the tour through the *Sekt* production halls and cellars in the afternoon. It emanates from a glass cylinder in a fermentation tank, as Josephine Schäfer explains knowledgeably. She is the host leading a group through the inside of the plant, past ancient racks where the inverted *Sekt* bottles are turned by hand several times a day until the yeast settles into the bottle neck. They pass *barrique* barrels and metal instruments. In the center of operations, wine-making is directly tangible without being obscured by elite jargon or cordoned off by ropes.

There are no fences around the vineyards; you can walk through them alone, or with a guided tour to the best spots to enjoy the wine and the view. Schloss Wackerbarth is a successful combination of the traditional and the modern. Vines have been grown here since the 18th century, when the cabinet minister after whom the palace was named retired from the court of ▶





Photo: Käthe

August the strong and built the prestigious, peaceful residence here. Premium quality *Sekt* was produced during the era of the GDR too; unattainable for ordinary citizens. For want of an investor, the Saxonian state stepped into the breach and in 2002, Saxonian wine took on a fresh face. The production hall has exceptional acoustics and prestigious concerts take place there. Last year, 160,000 visitors were attracted to the venue. The renovated palace and baroque gardens are also stylish locations for meetings and events. In the elegant pavilion Belvedere, in the middle of the vineyard terraces, a couple celebrates the wedding of their dreams each weekend. In the guest house, visitors dine like royalty and on the market, there is an array of original Christmas presents. There is puppet theater for smaller guests and sometimes glittering New Years parties – in winter too, there are events for all of the senses to feast on.

Over 1,000 events take place around the wine palace each year. Nevertheless, floors shine everywhere. This is the job of the Dussmann team as they are responsible for



maintenance cleaning on the site. “I’m here 30 weekends each year” says Kay Zarschler. As site manager, he not only has an eye on cleanliness of the floors. Kay Zarschler and his staff ensure that there are enough impeccably polished glasses available. Responsibility also means submitting suggestions for improvement and implementing them too. On the initiative of the cleaning experts, the unsealed sandstone floors in the wedding pavilion Belvedere were impregnated which has improved its dirt-repellent properties substantially. And since the marble floor in the palace was crystallized, it shines almost without help. The heavily frequented wooden parquet in the market

building was also returned to its former glory through an innovative idea. Instead of sanding the floor layer for layer as is generally done, Dussmann Service used a one-step method: a wet deep cleaning with a scrubber-dryer and roller technique which lifts the surface layer off without dust. The shelves didn’t even need to be covered.

Cellar master Aumüller’s telephone rings again but he is able to answer one more question. What does he drink himself at the end of the work day? He never drinks massed produced wine. “Wine needs to be enjoyed, not simply consumed.” He would rather drink beer – the best quality of course. Best of all from a small, select country brewery. ■

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Dussmann in Saxony ...

... has a twenty-year-old tradition as a multi-service provider. Peter Dussmann founded the twelfth new company in the former DDR in Dresden in 1990. Since then, the company has demonstrated civic commitment by promoting a number of cultural projects in the area such as renovation and reconstruction of historical buildings, church organs, fountains and bronze statues.

One example is the Eule organ, built by Herrmann Eule from Bautzen in 1888 in the St. Markus church. It was hardly functional and, following a repair, the tone was distorted. In 2006, donations made the renovation of the church building and the organ possible restoring it to its original technical condition and the timbre of its sound. Today, the Eule organ accompanies church

services and is available to students of the college of church music.

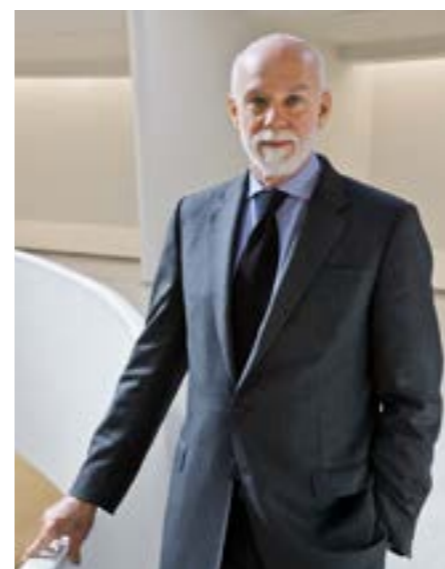
The Dussmann Service branch office in Dresden is located at Königstraße 5, a carefully restored baroque villa. The building also accommodates Dussmann Office which rents out fully equipped office rooms.



Interview: Gerd Hartmann
 Photos: The Solomon R. Guggenheim Foundation, NYC

“Art helps to shape the future”

The Guggenheim Museum in New York is one of the best-known museums in the world. It is a global cultural mediator with affiliate museums in Bilbao, Venice, Berlin and, in the near future, in Abu Dhabi too. It is currently causing excitement with a mobile “future-lab” which will be coming to Berlin next year. Richard Armstrong, Director of the Guggenheim Foundation and the Guggenheim Museum New York speaks to *Serviceplus* about the BMW Guggenheim Lab and the value of art in the era of globalization.



Personal data:

Richard Armstrong, 62, has been the Director of the Solomon R. Guggenheim Foundation and the New York Guggenheim Museum – one of the most important posts on the international museum landscape – since 2008. The art historian who was born in Kansas City, was previously head of the Carnegie Museum of Art in Pittsburgh.

Over the coming six years the BMW Guggenheim Lab will travel to nine major cities on several continents across the world. What is the idea of this interdisciplinary future-lab?

The principle idea is to listen: to listen to different cultures as they react to the challenges of increasing urbanization. We try not to specialize but to choose a topic that everyone has a strong opinion about, a topic that we can learn from, starting with the idea of “comfort”.

What does comfort mean in this context?

Every person defines it differently. For me, the key to comfort is lack of noise. The nice thing is that everyone is an expert in comfort and everyone is an expert differently.

What is the importance of cultural heritage in the age of globalization?

It is a recognition of value that different people demonstrate towards their counterparts elsewhere. The principal thing that we can offer in art is the willingness to recognize each other and therefore to acknowledge the value of each other.

Art, as shown in museums reflects the cultural memory of mankind. Do you think that methods of presentation will change in the future?

No, I think there will always be a need for classical presentation and museums in

particular understand how to do this well. However, it can be complemented by other activities and this is what the BMW Guggenheim Lab will be doing.

The Guggenheim Museum has activities worldwide with an global affiliate museum network in a number of cities and continents. How important is it to show our ancestors art across the world?

I think it is very important. One of the privileges of peacetime and prosperity is that we get to contemplate the great achievements of previous generations. To me these stories are inspiring and simultaneously comforting. They are of great value to everyone. We feel our concept has validity and that it enables a very rich interchange between us and people from other cultures.

So art also helps to shape the future?

I think so, yes! ■

By: Michaela Mehls
 Photos: Kay Herschelmann

Cross-Border Shopping

The sixth ECE Center in Poland is in Stettin. In September, Galeria Kaskada opened its doors in the heart of the city and Dussmann Service took on cleaning services at the shopping center. Only 15 kilometers from the German-Polish border, the new shopping magnet is located on the spot where the old puppet theater used to stand.

Asked what makes the Galeria Kaskada special, center manager Monika Pyszkowska answers: “The central location, the sector and tenant mix which is tailor-made for the city and the architecture”. Indeed, the new shopping paradise in Stettin is elegant and has architectural and historical appeal. Three differently colored rotundas at the foot of the escalators represent the three buildings which used to stand on this spot. Yellow “like champagne” is for the Kaskada entertainment center which, until it was destroyed in a fire in 1981, was renowned for good entertainment and good food. The red rotunda represents the curtains of the old puppet theater Pleciuga. “I used to go there as a schoolgirl” remembers Pyszkowska. In 2009, the puppet theater was relocated to a newly constructed building financed by the ECE. And blue symbolizes an old jeans factory. Integration of local tradition into the new Stettin of today – a nice idea.



ECE in Poland and 15 other countries

Monika Pyszkowska’s center has three stories, 43,000 square meters and around 140 outlets – stores, cafés and restaurants. ECE, which planned and developed the project and which has taken on long term management, invested 190 million Euros in the group’s sixth center in Poland. The others are located in Breslau, Lodz, Krakow und Gdansk. ECE has been planning, developing, constructing, renting and operating large shopping centers since 1965 and currently manages 140 shopping galleries in 16 countries. These include such famous names as the Potsdamer Platz Arcades in Berlin, the Promenaden in Leipzig railway station and the Alstertal shopping center in Hamburg.



Otherwise, the scene is exclusively modern. 35 brand names are accommodated here, mostly fashion, shoe and cosmetic stores, many of which are new in Stettin. Core tenants include three clothes shops, a specialist retailer of electronic entertainment goods, a supermarket, a sports store and the largest fitness studio in the city. It’s not only the first-class supermarket in the basement that attracts German visitors. There are 720,000 or so residents in the catchment area i.e. people who need 45 minutes or less to travel to Galeria Kaskada. Stettin and Berlin are only one and a half hours apart by car.

There are a number of cars with German registration plates parked on the 1,000 parking spaces. On one of them, Piotr Przytarski, 30, is showing an operative, Dariusz Piórko, how to use the cleaning machine more effectively. Przytarski is a trained forest warden and is one of 1,200 people who have found a new workplace at the Galeria Kaskada. He is not employed by any of the 140 stores, cafés or restaurants accommodated in the shopping center; Piotr Przytarski’s workplace is the whole center. As site manager for Dussmann Service, he heads the team of 40 who are responsible for a range of cleaning services: floors, escalators, glass, hand rails, malls, offices, and car parks. Everything needs to be kept clean and tidy without obstructing the flow of shoppers. On average, there are 30,000 visitors each day and the center is open on Sunday too. “This is why we carry out deep cleaning at night” says Przytarski. During the day, there is a service operative on each floor who carries out spot cleaning and who maintains the cleanliness of the sanitary facilities.

“Safe, clean and bright” are the criteria which Monika Pyszkowska applies in evaluating the results of cleaning services. “This applies especially to the toilets and the food court.” Clean facilities are not just for customers but also for personnel. When seeking a cleaning services provider, she asked for references that proved a track record “because cleaning offices is altogether different to cleaning a shopping center.” Value for money and the business partner’s “first impression” were, of course, important criteria too. The nationwide tender was won by Dussmann Service.

Pyszkowska’s conclusion following almost a month of operations is positive. “I am very satisfied. The opening with almost 90,000



The Dussmann Team is also responsible for cleaning and ice and snow removal on the car park at Galeria Kaskada

guests was a huge success – that’s one in every 5 city residents – and the tenants are also very satisfied. 100 percent occupancy proves that a center like this was needed here” she reports. “It’s not too big and it’s not too small”. For the residents of Stettin, visiting a shopping center is one of the most popular leisure activities: shopping, strolling, and taking a bite to eat. At the weekend, there are programs such as night shopping or fashion shows as additional attractions. A short performance by the puppet theater Pleciuga is a project that interests both parties.

And what do the German customers buy most frequently? Foods that are less expensive in Poland, particularly when the Zloty/Euro exchange rate is favorable. In the other direction, many Poles drive over the border to purchase washing powder and wine; border shopping is currently a two-way traffic. ■

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The World of Dussmann in Numbers

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Leadership skills: 47 percent of Dussmann management personnel are women. One of them is Olga Karimova, Managing Director in Novosibirsk, Russia. In Moscow she was named Manager of the year after already winning the regional championship. In both competitions, candidates were required to demonstrate their management knowledge in the course of various projects. Karimova's regular work: together with her team she is in charge of facility management for a residential area of 450,000 square meters. From the roofs to the cellars, the buildings and the technical systems are serviced, maintained and refurbished. Of special significance during winters when temperatures fall to minus 45 degrees: the heating systems.

450,000

Legendary: The 100 or so events per year on the KulturBühne at Dussmann das KulturKaufhaus. Readings, short concerts, book-signings – with free admission and live. Personalities like Umberto Eco, Rowan Atkinson (Mr. Bean), Bill Clinton, Sting, Donna Leon, Hélène Grimaud or Jamie Oliver have already been guests here.

100

Training: 600 Dussmann trainees in Germany are currently gaining an insight into the work of a quality service provider. From cook to geriatric nurse to office assistant: the probability of being taken on as an employee at the end of training is high and the opportunities of further career development are excellent. At the branch office in Frankfurt/Main, 22 young people are taking part in a two-year training program which results in the title *Servicekraft für Schutz und Sicherheit* (protection and security service personnel). If grades are good, the training program may be extended to become *Fachkraft für Schutz und Sicherheit* (protection and security professionals). Janina Sittner, 21: "I chose the profession because it offers action. You get to know all sorts of people you meet on the street. You should show respect for every nation. Dussmann is a big company that is well-known – worldwide. When I have finished my training, I can apply for jobs all over the world with Dussmann."

600

2

Elevator: Two elevator cabins in one elevator shaft: the first double-decker elevator in the Middle East has now started up operations and tenants and visitors of the Capital Plaza in Abu Dhabi/United Arab Emirates reach their destination faster. Dussmann Service is in charge of the facility management of this huge office and residential complex, providing a complex package of services: from interior and exterior cleaning including facades to technical services such as inspection, servicing and repair of technical systems as well as janitorial, security and waste disposal services.

Reading inspiration: 46 book shelves packed with children's books were donated on St. Nikolas' day by Catherine von Fürstenberg-Dussmann, chairperson of the Dussmann Group board of trustees. Last year, the surprise donations went to children's wards in hospitals. This year, they went to child care facilities across Germany and in other German-speaking countries. "Children and their cultural education are important to the Dussmann Stiftung and close to my heart. Reading communicates culture and inspires the imagination. The books give pleasure after Christmas, too" concluded Mrs. Dussmann.

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2,500,000

140,000

1,800,000

Sustainability: The animal protection organization *Compassion in World Farming* recently awarded the "golden egg" for the fifth time. Among the winners was Dussmann Service Deutschland GmbH. The award recognizes companies who use exclusively non-battery eggs and egg products or who make a commitment to do so by the end of 2012. At Dussmann Service this applies to 140,000 liters of whole egg liquid, 1.8 million boiled eggs and 2.5 million raw eggs each year. "Sustainability plays a decisive role in our operations. In order to be able to guarantee high quality eggs, livestock must be kept in appropriate conditions. It is simultaneously a social issue, to show that our eggs are from alternative agricultural sources" explains Thorsten Greth, catering division head.

Time for Details

Food is part of the quality of life: the nutritional project *Speisenkultur* (Food Culture), a cooperation between Mission Leben and Dussmann Service. A visit to the Martin-Niemöller house in Rüsselsheim

By: Michaela Mehls, Photos: Nathalie Zimmermann

There is no “cough soup” here. Decorative parsley or egg drops in soup can cause uncomfortable coughing attacks for older diners. A third of seniors accommodated in care facilities have chewing and swallowing disorders. “Homogenous food texture is very important. Regular components – meat, fish, vegetables and even lettuce – are served in three standard consistencies at Martin-Niemöller house – without sacrificing visual appeal or taste” promises Brit Schulz-Lahmann, Dussmann Service Product Manager, nutrition and hygiene.

During lunchtime, there is no audible clearing of throats. But there is talking and laughter. Or silence. Just as they please. Consistent avoidance of irritants such as parsley slivers is just one of the details that the organization, Mission Leben, has defined for its *Speisenkultur* project. Started in 2007, its objective is to seek a systematic approach to food which is compatible with Mission Leben. The intention is to contribute to the quality of life for the mostly elderly residents with high standards of food quality.

Previously, there were individual solutions for the twelve Mission Leben seniors’ facilities. Food was always freshly prepared but quality standards were not described in writing. In anticipation of the intro-

duction of the expert standards of nutrition management in 2009, Axel Rothstein conferred with Brit Schulz-Lahmann’s team of Dussmann Service experts. The service provider has been providing catering and cleaning services to Mission Leben for several years already. The Dussmann nutritional concept for seniors’ catering, Vitalance, was used as a basis. The Vitalance concept promotes the comfort of diners through food oriented to the needs of the elderly. And improvements are measurable: Senior-oriented nutrition can have a positive influence on a number of illnesses associated with age and prevent under-nutrition or nutritional deficiencies.

Axel Rothstein, head of quality management at Mission Leben GmbH explains “We introduced *Speisenkultur* in May 2007 and are now operating it in all twelve facilities as a part of our corporate culture”. In the initial phase, the project formulated guidelines, legal and professional principles and a service specification. Special forms of nutrition, for dementia sufferers for example, are also described. At the center of the concept are the descriptions of the nine core processes involved in food production and management of interfaces between these processes is also part of the concept: food preparation, food service, food



Head of Residence, Sonja Ohm discusses food preferences with Martha Rink. Vegetables “are my favorite” and at breakfast, “I prefer honey to jam”

planning, handling of foods, communication routes and tools within the facilities, hygiene, service and quality assurance. A good meal is not just about tasting good; presentation, surroundings and service are just as important.

In the next phase facilities were inspected and training was given to all of the staff involved from nursing and care personnel to housekeeping staff to Dussmann operations and kitchen management to ward assistants and cooks. Role-play sharpens awareness for the topic in all of its facets. Personal experience of how unpleasant it is when a bib is put on from behind without warning is not easily forgotten.

Finally, it was tested in Michael House in Alzey. The Dussmann operations manager there, Yvonne Pschierer remembers: “It was time consuming, finding an appropriate diet for every individual resident but the effort was worth it.” The results from Alzey were used to adjust the concept. Then the roll-out began for the other facilities. ▶



Antonia Manas, 88, is fond of Paella



Food hand-over and service are certified processes

Milka Reinhold gives her order to Oliver Speckhardt in the kitchen “33 bananas today please. Mrs. Schmidt is back from hospital”. The ward assistant from residential section 1 is picking up the meals as she does every day. First the “accessories”: tomatoes, lettuce, cake and bananas. Later, she will fetch the hot food, already packed in the thermo-trolley and plugged into the mains. The bulk products leave the kitchen at a minimum temperature of 80°C. The temperature of cold foods must be 7°C or lower. Together, Milka Reinhold and Oliver Speckhardt check the delivery against the order form which lists the order in detail.

The food handover is one of the most critical interfaces. “The process is unique in this form” says Brit Schulz-Lahmann. The containers containing hot food carry a sticker with the date and a color code for the

various nutritional types. Yellow is for diabetic, red for high calorie meals, blue for finger food, white for requested meals. Personnel know the ladle plan which regulates portioning off by heart.

Schulz-Lahmann explains Dussmann’s role: “We deliver professional know-how and as the service provider, work hand-in-hand with the organization”. Axel Rothstein appreciates the support: “There are not many companies with whom we could have done this” he says.

Everyone benefits – residents, relatives, personnel

Elisabeth Debor is enjoying her fish in the dining room. She makes it clear that she still enjoys life and food at the age of 89: “I’m very fond of good food. Vegetables are my favorite” she laughs. That is perhaps the project’s greatest achievement: now there are binding regulations but the concept

integrates local detail too – regional and seasonal differences and the wishes of the residents. Individual biographies are also taken into consideration. All of these aspects result in twelve different meal plans, including Elisabeth Debor’s vegetable preference. There are no fixed six-week plans. Instead, components are defined, for example one high-quality meat dish each week.

Axel Rothstein summarizes the *Speisenkultur* concept: “We have been able to integrate recent advances concerning special diets and needs, such as food for those with chewing and swallowing disorders. We offer regular meals in three consistencies without compromising on visual appeal or taste: finger food for dementia sufferers, food for diabetics according to recent research. For high-calorie nutrition, we have a selection of shakes, purees and spreads which we prepare almost exclusively ourselves in the kitchen. The food we serve contains less additives. Interface management enables us

to recognize nutrition-associated risks and communication and cooperation are promoted.”

Attention to detail has even led to a relaxation and improvement in the eating habits of many elderly residents. Housekeeping manager, Dimitra Moutsi gives an example: “This resident is paralyzed on one side. After the introduction of these slip-free place mats for the plates, she manages much better. She used to have her meals served partly pureed, now she can eat normal meals by herself.” says Moutsi, not without a certain pride.

Appetizing Foods and Beverages Promote Quality of Life

When a new resident arrives, the nursing staff prepare an individual communication card to record eating habits. This makes important information available to ward assistants and nursing staff. Every three months and when there are noticeable changes, the card is updated. It was encouraging to discover how frequently residents who were underweight – with a body mass index of less than 19 – experienced a change for the better.

On the subject of service: For residents suffering from dementia, there is now a family table where they take their meals together with a member of nursing staff. On the colorful plates, it is easier to recognize foods – one of the many careful and useful details. Relatives appreciate the new emphasis that has been placed on food. Ina Herda-Götze, Manager of the Martin-Niemöller facilities concludes: “Food, laundry, cleaning – these are the issues that are discussed. This is why *Speisenkultur* is a sales argument too”. This is the first time she has experienced such a strong emphasis on food, despite many years of experience in nursing and care.

Quality control plays a significant role in the *Speisenkultur* concept; in 2011 it constituted the main focus as the final phase of the project. Regular quality checks, quarterly audits and weekly resident surveys: results are integrated into the further development of the concept. In the coming year, Dimitra Moutsi will coordinate quality assurance of catering in all of the facilities. A further target is to adapt catering services to the quality standards of the German Nutrition Society (DGE). New expert standards, increasing lactose intolerance, allergies,

residents with a migration background, requests for more individual care from the residents of tomorrow and the day after tomorrow: these are huge future challenges which will influence food culture significantly, thinks Rothstein.

The managers of each facility are expected to set an example in terms of food culture, and employees in general play a major role too. Kitchen, housekeeping and nursing staff have all taken part in further training. Kitchen staff have received training at the Dussmann Campus in Zeuthen on catering for seniors. “The *Speisenkultur* project has also made a difference to the job of ward assistants. It encourages them to communicate their impressions confidently to nursing staff when serving meals to residents. In this way, an efficient network has developed and everyone learns something new each day” reports Dimitra Moutsi.

The state supervisory institutions rate these activities very positively. In the transparency reports of the Health Insurance Medical Service (MDK), all of the Mission Leben facilities have been awarded the grade very good/I.o for accommodation, catering, housekeeping and hygiene.

Mrs. Zentner’s potato noodles

Recipes that residents have torn from magazines are displayed on the meal plan at Rüsselsheim. Recipes are left by residents who have since died and some, such as “Mrs. Zentner’s potato noodles” are still included in the meal plan. This way, says Ina Herda-Götze, “old friends remain as a culinary memory” and the *Speisenkultur* cook book



Soft food replaces puree: Food is so soft that it can be squashed on the tongue or easily mashed with a fork. A viscous liquid, puree or soft food – *Speisenkultur* individualizes food consistency for those with chewing or swallowing disorders



Finger food is best suited for “walkers”, dementia sufferers who are always on the move. The bite-sized snacks can be made available at all times, even when the patient is restlessly in motion, constantly burning calories. Finger food provides sufficient calories



Mission Leben

Mission Leben (formerly *Hessischer Landesverein für Innere Mission*) is a Christian organization which helps people in need. The pastoral and charitable organization employs 1,300 people who work with the elderly, children and youths, the disabled and the homeless as well as in education. Mission Leben belongs to the Foundation *Stiftung Innere Mission Darmstadt*. In Hesse and Rhineland-Pfalz, Mission Leben operates 19 facilities, four schools for geriatric and curative therapy and an institute for further education.

The Coffee Network – Worldwide

Dussmann Service and Dallmayr have entered a worldwide cooperation agreement: Allegretto espresso bars at all 20 international Dussmann subsidiaries



Dussmann Service and the coffee specialist Dallmayr/Heimbs have entered a cooperation agreement; Dussmann Service will market the brand Allegretto at all 20 international Group subsidiaries. At the Allegretto espresso bar operated by Dussmann Service, guests will be able to enjoy high quality coffee specialties complemented by Italian hospitality. The concept includes crockery and accessories in Allegretto design as well as sweets or *Dolci* and snacks or *Spuntini* to ease hunger pangs. Service staff are trained at the Heimbs Barista training center in Braunschweig to prepare each guest their own personal coffee, making each Allegretto espresso bar the stylish communication and meeting point of the company or shopping center.

“**Allegretto brings Italian** lifestyle to companies across the world. Lively but without haste; this is what Allegretto means in the language of music. Allegretto and Dussmann Service provide guests an opportunity to slow down for a moment during the hectic business day” says Axel Gränitz, the Dussmann Group executive board member responsible for international operations.

The international sales network established by Dussmann Service in 20 countries offers optimum conditions for the success of the brand, Allegretto. No other staff catering company has such a broad network in Europe and Asia. Sales and marketing

materials are available in all local languages. Clients can purchase an Allegretto espresso bar as an independent product or as an integral part of a Dussmann Service staff restaurant.

When Dussmann clients open an Allegretto bar, they are investing in the appeal of their staff catering operations; restaurants with an Allegretto bar attract additional diners. Dussmann Service guarantees high process quality based on HACCP guidelines which apply in Dussmann operations across the world.

The very first Dussmann Service Allegretto bar worldwide opened at the beginning of July and serves the tenants of the Brasov Business Park in Brasov, Romania. Guests at the opening ceremony complimented the elegant, highly professional bar and the quality of the coffee. In November, an Allegretto bar was opened at a telecommunications company in Vilnius, Lithuania. Soon, freshly-brewed Allegretto coffee will be served in Hong Kong and Bulgaria too. The launch of the Allegretto bars marks yet another addition to the range of Dussmann Service staff catering operations and the scope of its service packages.

An Allegretto coffee bean is harvested by hand and roasted especially for Allegretto in small 20 kilo batches in heated air currents. “This ensures that the beans are roasted evenly, inside and out” explains Klaus

Rödel, Managing Director of Heimbs Kaffee, describing the benefits of the aerotherm® roasting process. Beans from the differing regions maintain individual roast profiles creating a wide range of aromatic nuances from light and fruity to assertive and intense. Guests can choose from four coffee blends: Cremante and Cremissimo for Caffè Crema, Speciale and Aromatico for Espresso.

The Allegretto bars are built according to a modular system, facilitating three alternative sizes: Coffeepoint to go and Coffeepoint which offer the diner self-service or, alternatively, Caffè Mezzo and Caffè Grande where Baristi serve the coffee. Espresso machines are from the renowned manufacturer La Cimbali and Sielaff. ■

By: Michaela Mehls

Photos: Heimbs Kaffee

Coffee creates happiness ...

... is one conclusion suggested by a recent study carried out by the European Food Safety Authority (EFSA). Coffee is not only one of the most popular drinks worldwide but also one of the best researched. The EFSA offers scientific evidence that coffee can increase both mental and physical performance and the study recognizes the contribution that drinks such as coffee make to the body fluid balance. A number of good reasons to give coffee a high priority in the context of staff catering.

The highest per capita consumption of raw coffee – at 27 kilos per person and year – is not in Italy but in Luxembourg, a country without coffee tax. Italy lags behind at only 5.8 kilos per head. (Source: *German Coffee Association*)



News

DUSSMANN GROUP TAKES THE ROAD TO MECCA

Those who make the pilgrimage to Mecca in Saudi Arabia circle the Kaaba, a black, windowless building in the inner courtyard of the great Mosque several times. Each year, seven to eight million Muslims follow the call to the holy place. Dussmann has now received a consulting contract to carry out a feasibility study for Hijaz Catering Co. Ltd. for the planning, construction and operation of an industrial production plant to produce meals for pilgrims.

Khalil Fatta, president of Hijaz: "An important step on the path towards realizing the dream of high-quality catering for pilgrims." The current flow of visitors and the special food requirements of followers of the Islamic

faith contrast starkly with current conditions: numerous local providers and suboptimal standards of quality and hygiene.

"Together, we will seek solutions to improve and maintain standards in the long-run and to offer pilgrims healthy meals which are subject to quality checks," says Axel Gränitz, the member of the Dussmann executive board responsible for international operations.

The project starts with the development of recipes for dishes adhering strictly to Islamic rules and which cater to the varying nationalities and tastes of the pilgrims. The feasibility study will examine planning of global purchasing processes, the concept for the



entire industrial production line based on the Cook&Freeze procedure and the complex logistics for distribution and service of meals in detail. The volume of production, the technological, logistical and cultural challenges and the temperatures of 45°C make the project unique worldwide. ■

NEW CLIENTS FROM ALL OVER THE WORLD

Under a contract with the Nürburgring Automotive GmbH, Dussmann Service took on event security at the Nürburgring motor racing track in January after providing security services at the event "Rock am Ring" in 2011. The contract also includes room cleaning at the Lindner Congress und Motorsport Hotel and the Lindner Hotel Eifeldorf Grüne Hölle. ■

The Humboldt-Box is an information center for the biggest cultural project in Germany: the construction of the Berlin Humboldtforum. Dussmann Service has been carrying out a wide range of visitor services there since its opening in July 2011: from operating the cash desk and the cloakrooms to site security. ■

Dussmann Service won the tender to provide corporate *Werkfeuerwehr* fire services at EvoBus in Neu-Ulm and is now present with 60 members of security and fire services staff. EvoBus GmbH manages the European bus

operations for the Daimler Group. *Werkfeuerwehr* fire services differ from regular corporate fire services in that they are contracted or recognized by the responsible government authorities. Dussmann Service already operates regular corporate fire services in Germany. ■

In Hong Kong Dussmann Service cleans around 3,200 buses each day and is responsible for security at bus stations. ■

In the main railway station of the city of Luxembourg, Dussmann carries out security services which include a team of 18 patrol guards with guard dogs. Did you know that one in every 190 Luxembourgers is a Dussmann employee? ■

In Tallinn/Estonia, Dussmann has started catering to child care facilities and schools. The Cool-Cooking mobile drives through the city providing meals to 100 children. In the city's harbor, Dussmann Service cleans an exterior area of 300,000 square meters. ■

+++ 25 top business women of Germany: Financial Times Germany selects Catherine von Fürstenberg-Dussmann as one of the top 3 female supervisory board members +++ In the atrium of Dussmann House, a vertical garden is being created over a vertical area of 250 square meters, world-famous garden artist, Patrick Blanc is installing over 6,000 plants on the wall - without soil but with an elaborate system of lighting and water, grand opening in January 2012 +++

NO. 116 WORLDWIDE, NO. 8 IN HESSE

The newly built Kursana Domizil facility in Dreieich in Hesse was officially opened in November 2011. The seniors' center is a welcoming home to 103 residents. The 77 single and 13 double rooms with barrier-free bathrooms, decorated in warm, bright colors and comfortably designed can be individually furnished. Following a competition to find a name, "St. Martinus" was chosen after Martin von Tours (in Latin Martinus), the third bishop of Tours.

The facility offers all types of nursing and care under one roof: from light nursing to intensive care of the seriously disabled. Additional features are the facility's central location, the restaurant with kitchen where meals are prepared freshly each day, the many roof terraces and the friendly, competent team under Director, Roberto Giavarra. 2011 began with the opening of Kursana Domizil facilities in Schneeberg (Saxony) and Dachau (Bavaria).



2012 will continue with the opening of the ninth facility in Hesse: in Griesheim. ■

SECOND DUSSMANN CHILD CARE CENTER IS LOCATED IN WETZLAR

In August, the first children were welcomed to on-site child-care at the Lahn-Dill clinics in Wetzlar. In September, they moved to new premises. There are 50 places for children of clinic staff. The Dussmann KulturKindergarten facilities have a unique profile in Germany: corporate in-house child-care with extremely long and flexible opening times, each group is allocated an English native speaker and art and culture accompany the children in their day-to-day routine. This is the second KulturKindergarten following the start of the pilot project in June 2011, offering 80 places

at the accident hospital ukb in Berlin. Part of the special service for partner companies: Dussmann clarifies the regulations and legal conditions which apply in each federal state and takes care of applications for local, national and European public subsidies. ■



NEW SECURITY CENTER

Dussmann Service operates one of the first alarm receiving centers (ARC) following the introduction of the new European norm DIN EN 50518. Operations in the new center in Gardelegen, Saxony-Anhalt start in March. Information concerning the status of security systems on monitored sites across Germany is received at the ARC. Security personnel monitors alerts from intrusion and robbery alarms, access control systems, video monitors and elevator emergency alarms and they initiate intervention.

In order to be able to serve European clients, personnel is trained in English. The ARC works around the clock with a total of 13 staff, four of whom are present in each shift. This is significantly more than the norm requirements of two per shift. Reinforced concrete roofs, special windows with a thickness of 20 cm and a weight of 500 kilos, a fence with subterranean extension, impact protection – these are some of the details which explain the high costs of investment of almost one million Euros. ■

ARTISTIC PPP PROJECT

In 2010, the foundation Museum Kunstpalast in Düsseldorf and the Dussmann Group founded the Ehrenhof Service-Gesellschaft. The Museum Kunstpalast, a protected building located in the district of Ehrenhof, was founded in 1913 and exhibits a multi-faceted art collection. In 2010, the service company started a five-year contract managing the museum services: security, cleaning and visitor services. In July 2011, technical services were added. The Museum Kunstpalast foundation is a private public partnership. Since 2001, the foundation has presented numerous internationally recognized exhibitions. Current exhibitions are Japanese color woodblock prints and "World Class: The Düsseldorf school of painting 1819-1918". Reopened after a more than two-year closure, the collection incorporates 450 artworks. Exhibits include antique glass and sculptures from the middle ages to paintings by Peter Paul Rubens, the Düsseldorf School of painting and expressionism to modern photography. ■





By: Gerd Hartmann
Photos: Kay Herschelmann

Service behind bars

Production operations and training, a hospital, an on-site heating plant, cultural events and a small museum: the prison in Wittlich is a functioning town borough behind walls. Dussmann Service operates the technical infrastructure.

Not only the surroundings are idyllic: softly rolling hills, the Mosel valley is only a train tunnel away. Wittlich makes a sparkling clean and inviting impression. With a population of 19,000, the town is an economic center in the Trier region. The employment rate is one of the best in Rhineland-Palatinate and a significant contribution is made by an employer hidden behind secure walls: the correctional facilities.

Almost 600 people are employed on the huge site which accommodates the federal state's largest prison complex. This consists of both open and closed prison facilities for 600 men and also includes a section for underage offenders. There is a central hospital



for patients from prisons in Rhineland-Palatinate and Saarland who require in-house treatment and on the same site but outside the secured zone, there is a prison school where prison guards receive vocational and further training.

"We are a significant economic factor in the region" stresses the facilities director,

Robert Haase. Not only because of the many jobs generated by the prison but also because of its manufacturing operations. High-quality goods which require specialist know-how are produced here; the old cliché of prisoners sorting screws is no longer true.

In the joiners workshop, a prisoner is putting the finishing touches to a wooden fitted-kitchen. The custom-made furniture is a private order and an exception. Generally, the products made in the workshop are for industrial customers: bathroom fittings and aluminum trays in the metal workshop, for example. The modern laundry production line washes not only textiles from the various sections of the prison but also hotel laundry. The prison's own farm



Robert Haase, head of prison Wittlich, in the cell block

is cultivated by prisoners allowed to work outside the security zone and includes a valuable herd of Charolais cows and 1,000 free-range chickens.

The Wittlich prison has a history that goes back more than a century. It was opened in 1902 and two imposing prison wings built

in the typical style of the era are a reminder of its origins as the royal men's and women's prison. One of the wings now stands empty and has done so since the new buildings costing 70 million Euros were opened in 2009. The highly modern complex accommodates prison cells, the prison administration and the hospital.

Since the opening of the new buildings, Dussmann has been responsible for operation of technical systems under a contract with the state real estate construction authorities (LBB). Services range from management of energy supplies to servicing and maintenance of security facilities. Dussmann Service is responsible for ventilation, all of the technical systems and the industrial plant too. If a machine in a production center breaks down, the Dussmann team is on the spot. 200 video cameras are maintained on the site and, together with

Hermes, Dussmann Service maintains the medical equipment in the prison hospital. Only the locks and the associated systems remain the sovereignty of the correctional facilities.

"The current cooperation works very well" compliments Harald Lucas. A member of the work administration department, he is the contact person for the Dussmann team. Before outsourcing technical services, the prison carried out the work itself. "In addition to cost savings and professional expertise, the aspect of warranty follow-up is of interest to us" elucidates Lucas. "A service provider can follow-up claims towards third parties more efficiently than we can ourselves."

The heating plant is located almost exactly in the middle of the miniature walled town. An additional wall protects the



highly sensitive plant. It is not only the heart of the prison facilities but also the location of the Dussmann site office. The computer is on and the screen shows the electronic servicing schedule – the entire maintenance operation is computer-controlled. In front of the building, neatly stacked, is a pile of cardboard and fluorescent lamps. Sorting recyclable waste is also one of the services.

The Dussmann team is on standby around the clock and is on the spot immediately in the case of emergency. Only yesterday evening, a section of the intercom system which connects prisoners with prison guards failed. “We were there right away. After only an hour, everything was functioning perfectly again” recalls site manager, Norbert Theis with satisfaction. One special feature of the Wittlich prison is the ring of residences surrounding the prison walls. This was where prison guards used to reside; today, anyone can rent them. Dussmann Service takes care of maintenance in these residences too. “It’s a bonus” laughs Harald Lucas. As a result, synergies are generated which lead to savings in work time and costs.

Cultural activities as part of resocialization

The times when prisons merely shut criminals away to protect society are a thing of the past. The safety of the general public is still a high priority for correctional institutes but just as important is the function of resocialization. In fact, this often means socialization because many of those who enter the prison have never learned the principles of responsible cooperation. This is why correctional schedules are now prepared for each individual. “The schedule defines what the prisoner must do in order to make progress” explains facilities director, Haase. Regular work is an integral component as

is anti-violence training and participation in group discussions. All therapeutic treatment is aimed exclusively at the offender: “We do not attempt to make new people out of the prisoners. The consistent objective is to prevent them from becoming repeat offenders.” Sometimes there are cultural events. When the popular comedian *Bademeister Schaluppke* is in the area with a new towel-snapping comedy program, the prison doors are opened to admit the public. This is also part of the resocialization program.

Although the Dussmann employees are often in close proximity to prisoners, they generally have very little contact with them. “We don’t get involved in conversation. Keeping a distance is vital” says site manager Theis. The prison guards are there as contact persons for prisoners. But cooperation with prison guards is close. “We are colleagues” affirms Lucas.

In the meeting room, Thomas Thiel displays a collection of strange objects: A chimney sweep with a top hat and a pipe in his mouth holds a fire poker in his hand. An ostrich stretches its long neck. The quirky, perfectly formed figurines are made of metal – manufactured by the young offenders in the prison’s workshop. “We offer regular metalworker and joiner apprenticeships” explains the prison services head. The facility also offers painter and varnisher apprenticeships.

In the section for young offenders, education is a priority and it is possible for prisoners to attain a school certificate during their time at the Wittlich facility. Almost none of the 160 resident offenders hold one. As the average stay is less than two years, it is often insufficient time to complete an apprenticeship. This is why “qualification modules” have been introduced. Young prisoners can learn a trade, for

example welding, in the course of several modules. If they gain a certificate, it increases their chances of employment outside significantly.

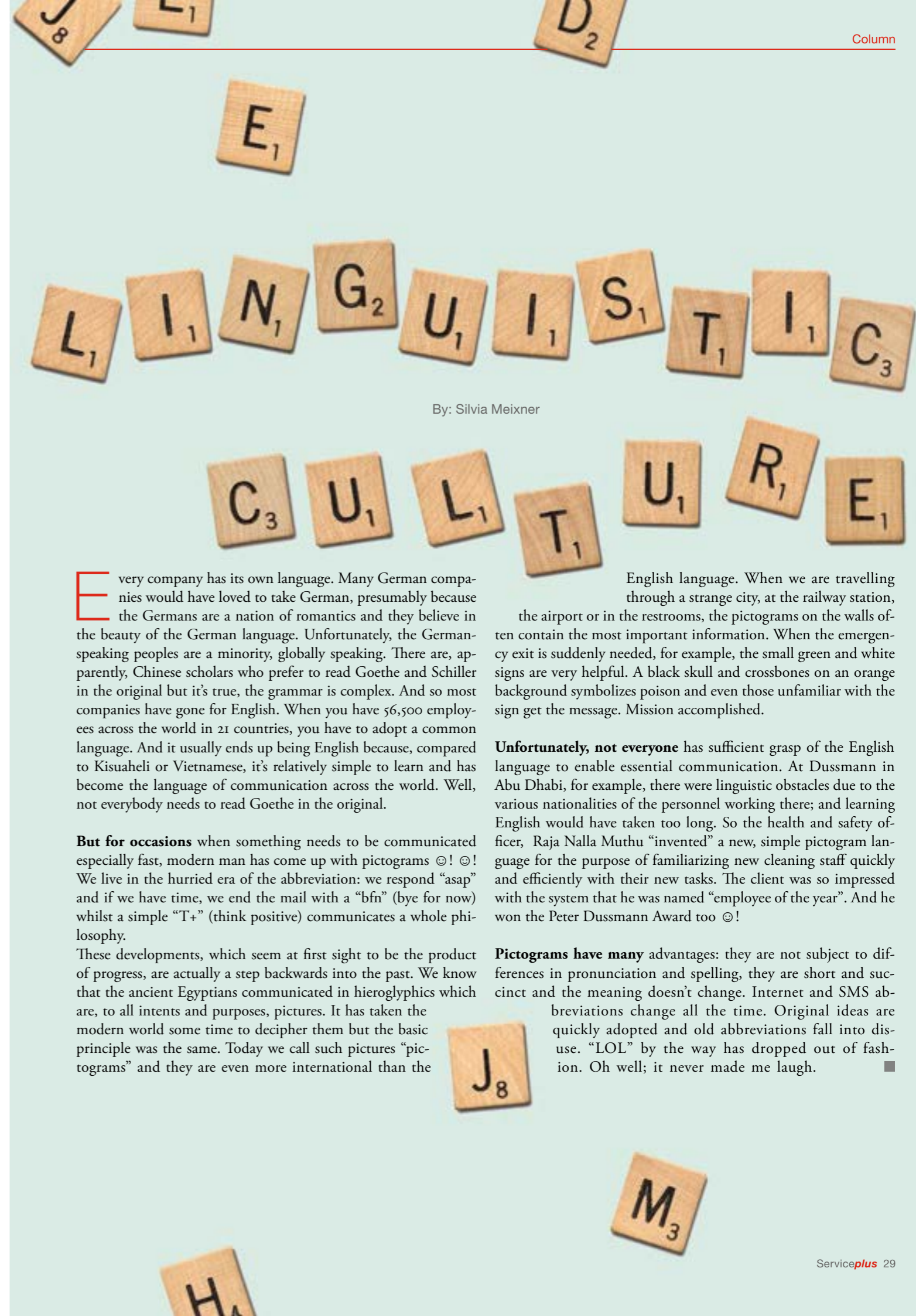
Prison history museum

Prison guards spend time in the classroom too. Almost every guard who works in Rhineland-Palatinate and Saarland has completed training at the facility in Wittlich, right in front of the prison walls. In the cellar of the building is a small museum. It displays original furnishings of prison cells from a number of eras and a great number of objects which describe the history and structure of prison facilities then and now. It is an informative and carefully compiled collection which includes self-made pistols and other instruments of escape. It is a favorite destination for school classes who visit the exhibition as a part of their social studies curriculum.

“Manual automation” jokes the prison guard and unlocks the door to outside. Actually, this ought to have worked on the press of a button but there is a technical glitch. Help is on the horizon. A Dussmann electrician is already on his way to the security center and soon, everything is as it should be at the ultra-modern prison in the far West of the republic. ■

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By: Silvia Meixner

Every company has its own language. Many German companies would have loved to take German, presumably because the Germans are a nation of romantics and they believe in the beauty of the German language. Unfortunately, the German-speaking peoples are a minority, globally speaking. There are, apparently, Chinese scholars who prefer to read Goethe and Schiller in the original but it’s true, the grammar is complex. And so most companies have gone for English. When you have 56,500 employees across the world in 21 countries, you have to adopt a common language. And it usually ends up being English because, compared to Kiswahili or Vietnamese, it’s relatively simple to learn and has become the language of communication across the world. Well, not everybody needs to read Goethe in the original.

But for occasions when something needs to be communicated especially fast, modern man has come up with pictograms ☺! ☺! We live in the hurried era of the abbreviation: we respond “asap” and if we have time, we end the mail with a “bfn” (bye for now) whilst a simple “T+” (think positive) communicates a whole philosophy.

These developments, which seem at first sight to be the product of progress, are actually a step backwards into the past. We know that the ancient Egyptians communicated in hieroglyphics which are, to all intents and purposes, pictures. It has taken the modern world some time to decipher them but the basic principle was the same. Today we call such pictures “pictograms” and they are even more international than the

English language. When we are travelling through a strange city, at the railway station, the airport or in the restrooms, the pictograms on the walls often contain the most important information. When the emergency exit is suddenly needed, for example, the small green and white signs are very helpful. A black skull and crossbones on an orange background symbolizes poison and even those unfamiliar with the sign get the message. Mission accomplished.

Unfortunately, not everyone has sufficient grasp of the English language to enable essential communication. At Dussmann in Abu Dhabi, for example, there were linguistic obstacles due to the various nationalities of the personnel working there; and learning English would have taken too long. So the health and safety officer, Raja Nalla Muthu “invented” a new, simple pictogram language for the purpose of familiarizing new cleaning staff quickly and efficiently with their new tasks. The client was so impressed with the system that he was named “employee of the year”. And he won the Peter Dussmann Award too ☺!

Pictograms have many advantages: they are not subject to differences in pronunciation and spelling, they are short and succinct and the meaning doesn’t change. Internet and SMS abbreviations change all the time. Original ideas are quickly adopted and old abbreviations fall into disuse. “LOL” by the way has dropped out of fashion. Oh well; it never made me laugh. ■



Interview: Gerd Hartmann, Photo: Reto Klar

“We are problem solvers for our clients”

Dirk Brouwers, 45, became chairman of the Dussmann Group executive board in April 2011. In an interview with *Serviceplus*, he talks about perspectives, corporate culture and global quality standards.

A new man at the head of the Dussmann Group. Does this mean a change of strategy?

I'm not brand new. Up until recently, I was responsible for Dussmann Service Germany, a very important division. Together with my colleagues, Axel Gränitz and Jörg Braesecke, who are responsible for the international division and Kursana respectively, the heads of the three main operative divisions have been on board for years. This

fact alone demonstrates that there is no general change of course. However, we will be chartering a few new and complementary routes. We have clarified the holding structure and the individual service divisions and are now seeking common ground: synergy potential in purchasing, mutual product development, consolidated national and international sales activities for major clients. Perhaps even new product combinations in cooperation between Dussmann Service

and Kursana, home geriatric care services for example. These are new opportunities that we intend to embrace. In the near future, we will be increasing the specialization of our sector-specific services as they come closer to the core processes of our clients. We also intend to intensify our activities in the context of further staff qualification and the development of staff loyalty. We have already made significant additions to the program of the Dussmann Academy in Zeuthen.

Dirk Brouwers is a Düsseldorfer by birth. He studied engineering in Aachen and Ohio. Later, he took on a number of management positions at ThyssenKrupp Services AG including a post in the executive management of ThyssenKrupp Facilities Services GmbH. He has been with the Dussmann Group since 2005 where, as a member of the board, he was responsible for Dussmann Service in Germany. Brouwers is married and has two sons.

Dussmann strives to provide clients with high-standard services worldwide. How is this achieved?

First of all, it is imperative that new developments in the service and product range be made available to everyone. In addition, it is necessary that the quality assurance process is standardized by establishing central quality management throughout the organization. This guarantees, as far as is possible, standard processes in services provision worldwide. Of course there are

energy, water and cleaning products. In catering, we encourage the use of sustainable produce and we are already several steps ahead in the deployment of regional products: we work with regional cooperatives which supply our catering operations with fresh products. We have given a great deal of thought to electro-mobility and are currently in negotiation with car manufacturers concerning the development of a conversion concept. We have also established our own ecological label: the Dussmann

“Our staff take a service-oriented approach which makes us both flexible and effective for our clients.”

individual local aspects which must be taken into consideration. These are integrated into the system and procedures are adapted accordingly. The third important component is staff training.

EcoSystem which will be drawing attention to the products which make a substantial contribution to sustainability.

Are there other areas where sustainability plays a role?

We have always influenced the behavior of building users where we provide services by encouraging energy and water savings. In addition to ecological aspects, economic and social sustainability are important. Further training and staff loyalty are two issues which are involved. For many years, Dussmann has promoted social and cultural facilities. Sustainability is a central cultural and strategic building block of corporate strategy and we will be publishing our first sustainability report this year. Our current task is to integrate the various components to form a transparent, holistic concept.

What are the most important unique features of Dussmann Service?

The unusually high service point density is of huge benefit as is the width of the service range in Germany, in neighboring countries and, increasingly, in the countries across the globe where we have activities. Our staff take a service-oriented approach which makes us both flexible and effective for our clients. We provide all of these services in self-performance; our personnel apply the know-how themselves as opposed to managing subcontractors. And we are extremely innovative. We are always looking for opportunities to develop existing services and to take on new ones. This is how we have become problem solvers for our clients.

Sustainability is currently a prominent topic of discussion. Where does Dussmann stand?

It is currently a buzzword, but it involves a great deal and we have been working on it for some time. In cleaning services, for example, we moved from two-step to one-step cleaning at a very early stage. This saves

Speaking of corporate culture, what are your emphases?

Extreme client-orientation is a cornerstone emphasis. We are problem solvers for our clients, sometimes hosts and sometimes a mixture of both. This influences the way we approach a task. We try to see what needs doing from the perspective of the client. A good service provider recognizes what a particular situation requires and takes on responsibility. Showing appreciation of our



The Dussmann EcoSystem: Commitment to social responsibility as a basis of entrepreneurial action, to high quality of services and to the protection of the environment

personnel is also important to us. In addition to further training, this involves fair pay. We understand, of course, that we cannot work without reference to the market environment but we try to deploy strategic means of fighting for generally binding, sector-specific and regionally adjusted minimum wages to ensure that the same rules apply to everyone in this extremely competitive market. Only then, is there a chance of passing this on to personnel. The fact that we are a family enterprise influences our corporate culture. Of that, we are proud.

You recently moved to Berlin with your family. Was that a big change?

I have been living here for the past seven years really, and going home to Düsseldorf only at weekends. But in summer, the entire family moved here. The children love the KulturKaufhaus, for example. They often write me a note asking me to bring home a book. Yesterday it was the second volume of Harry Potter; my older son needed it right away. ■

Learning the Ropes and Saving Lives

Way up high or down deep: no matter in which direction – the places where rescue teams work make other people dizzy. For example at the construction site of the new E.ON hard coal power plant in Datteln, there is a rescue team on site to ensure that help is given swiftly whenever it is needed. We take a look at their work in the heady heights.



Better not look down. The ground beneath our feet is firm but it is located 120 meters up. On the roof of the staircase, it is possible to gain an impression of the dimensions of the future E.ON coal single block in Datteln. A challenge for the climbing experts; when necessary, they can abseil down from this height.

A total of 12 men work here in shifts as climbing rescuers for Dussmann Service Germany. On the 60 hectare construction site of the new E.ON power plant in North Rhine-Westphalia, safety regulations are

E.ON in Datteln

E.ON is building a new coal power plant in Datteln, in North Rhine-Westphalia. It is planned to go into operation in 2013 generating 1,100 Megawatts which will be fed in part into the public grid and in part to the German rail company, Deutsche Bahn. The plant will also provide distance heating in the northern Ruhr area.

rigorous both for personnel and for visitors: those who wish to enter the site must first undergo safety instruction and don protective clothing. There is a HSE manager who coordinates all health and safety measures as well as environmental issues during the construction phase.

Security services, including fire and paramedical services, are provided by the Essen branch of Dussmann Service which is already in charge of a further power plant in the region. Security notices and warning signs are scattered across the construction site. Dussmann branch office manager Andreas Gutzmann confirms: “safety is always a sensitive issue but at a power plant construction site, the requirements are understandably especially high. This is why our role in this gigantic project is such a huge challenge”.

Security guards, paramedics, lift drivers... as construction progresses, increasing numbers of personnel are deployed. The rescue

team joined the operation at a very early stage; not only are the stair towers and the power houses high, the cranes are also very tall and are therefore a likely workplace for the team.

There are always three men on duty around the clock each day on the construction site. It is important to the client, E.ON, that the site has its own team. With good reason: the nearest emergency services with trained rescue personnel are located 30 minutes away in Dortmund.

Practice makes perfect

Preconditions for becoming a member of the climbing rescue team are a head for heights and excellent physical fitness. The tasks of providing emergency first aid and evacuating, for example, a construction worker who been injured on the silo, place high demands on the rescuers; demands that are reflected in their training. Climbing rescuers are generally trained firemen or paramedics with additional qualifications.

The Dussmann team, for example, completed a 14-day training program in Bavaria and Hamburg – there are only a few recognized institutes in Germany which train climbing rescuers. The course forms the basis of subsequent training; regular theoretical and practical training are obligatory in this profession.



Dussmann Service employs a trainer on the construction site where there are sufficient objects to practice on. The client is given regular information and is notified before a training exercise begins. The rescue team then carries out a practice assignment carrying a complete set of equipment – always with an eye on the clock.

Equipment that saves lives

In the 70s and 80s, mountain climbers in France, Belgium and Great Britain developed the first techniques for use in rescue work at great heights. Today, four decades later, the procedures are meticulously defined according to the scene of the accident and the types of injuries incurred. Must the rescue take place high on scaffolding, or low, for example in a deep shaft? Is the injured person still responding or unconscious? Is abseiling in a sitting position possible or is a stretcher necessary? How serious are the injuries? Is bandaging sufficient or is a splint required?

Even during the simpler assignments, a rescuer carries at least 20 kilos of equipment: special clothing, helmet, belt, gloves, carabineers, slings, a motor winch and, most important, ropes of every shape and size – from 15 to 200 meters in length – to enable upwards and downwards movement. The correct use of these ropes helps both the rescuer and those being rescued.

As a result, “learning the ropes” is always an integral part of initial and further training. The curriculum also includes materials, scheduling, tactics and health and safety. Saving lives requires a great deal of knowledge, especially high above the ground.

The developments in the construction industry over recent years make it obvious that climbing rescue is a profession with a future. In Asia, the USA and in the Middle East, the number of skyscrapers increases constantly and investors compete to build ever taller buildings. Independent of the size of the building, a climbing rescue team is always on site from the start. Because the need to ensure safety is international. ■

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Cultural Ambassador from Ancient Egypt

The sphinx of Queen Hatschepsut has seen thousands of years of history – for the past four years in the atrium of Dussmann House

She is slightly built for a sphinx: She measures 2.5 by 1.8 meters and weighs almost 4.5 tons. By comparison: her “big sister” in Gizeh is 20 meters high and 73 meters wide. The reference is to the sphinx of Queen Hatschepsut and she has been displayed in the atrium of Dussmann House since November 2007 where she greets the company’s guests, personnel and customers with a proud but gentle expression.

How did the sphinx end up here on Friedrichstrasse in Berlin? What does she have to do with the headquarters of a multi-service provider? To answer these questions, it’s worth taking a look at ancient Egyptian history and another, at the present cultural perspective of the Dussmann Group.

May I introduce myself: Sphinx Hatschepsut

The statue was created 3,086 years ago in the north of Egypt. To be exact, it was in the Valley of the Kings on the western banks of the Nile where the Sphinx, hewn from rose granite, was placed as one of many guarding figures in front of the entrance to the temple of Queen Hatschepsut in 1475 B.C.

During her turn of duty in Theben, the Sphinx will have observed numerous enthralling events because Queen Hatschepsut was one of the most renowned monarchs of her time. Experts believe she was even more

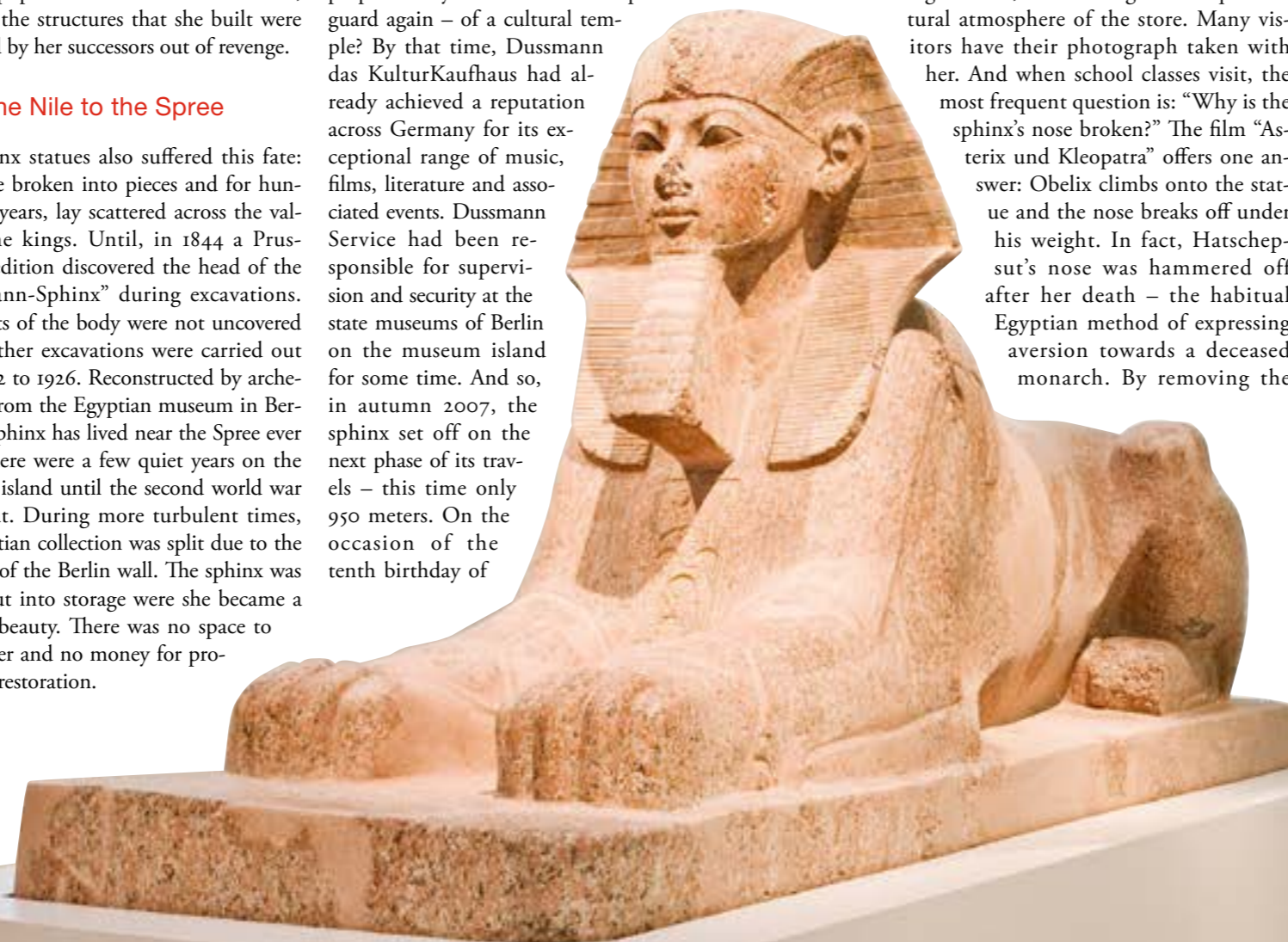
powerful than Cleopatra or Nofretete. Today, the Hatschepsut temple is one of the best-known tourist attractions of Egypt. The well-preserved construction and its idiosyncratic architecture witness the pharaoh’s lifetime passion for construction. Hatschepsut was not popular however: after her death, many of the structures that she built were destroyed by her successors out of revenge.

From the Nile to the Spree

The sphinx statues also suffered this fate: they were broken into pieces and for hundreds of years, lay scattered across the valley of the kings. Until, in 1844 a Prussian expedition discovered the head of the “Dussmann-Sphinx” during excavations. Fragments of the body were not uncovered until further excavations were carried out from 1922 to 1926. Reconstructed by archaeologists from the Egyptian museum in Berlin, the sphinx has lived near the Spree ever since. There were a few quiet years on the museum island until the second world war broke out. During more turbulent times, the Egyptian collection was split due to the building of the Berlin wall. The sphinx was finally put into storage where she became a sleeping beauty. There was no space to exhibit her and no money for professional restoration.

Broken-nosed guard of the cultural temple

Then Dietrich Wildung, the former director of the Egyptian museum had the idea of reappointing the sphinx to her original purpose. Why not make her a temple guard again – of a cultural temple? By that time, Dussmann das KulturKaufhaus had already achieved a reputation across Germany for its exceptional range of music, films, literature and associated events. Dussmann Service had been responsible for supervision and security at the state museums of Berlin on the museum island for some time. And so, in autumn 2007, the sphinx set off on the next phase of its travels – this time only 950 meters. On the occasion of the tenth birthday of



Stars on the KulturBühne stage: Klezmer legend Giora Feidman presents his biography. He accompanied the presentation with short clarinet renditions



The emerging star Tim Bendzko gave a short concert in October to resounding applause by hundreds of mostly young, female fans



He was the guest of honor at the celebration of the 14th birthday of the KulturKaufhaus in November: Marius Müller-Westernhagen signing autographs

Dussmann das KulturKaufhaus, the sphinx was festively unveiled on the Friedrichstrasse in Berlin.

She remains there radiating her secretive charisma without the obstruction of a glass case, underlining the unique cultural atmosphere of the store. Many visitors have their photograph taken with her. And when school classes visit, the most frequent question is: “Why is the sphinx’s nose broken?” The film “Assterix und Kleopatra” offers one answer: Obelix climbs onto the statue and the nose breaks off under his weight. In fact, Hatschepsut’s nose was hammered off after her death – the habitual Egyptian method of expressing aversion towards a deceased monarch. By removing the



nose – necessary for breathing – the statue is ritually killed and all memory of the person erased.

Always exciting – Dussmann House

In December 2010, the sphinx witnessed the opening of the English Bookshop by the British ambassador, over her left hand – or rather, her right paw. The south wing of Dussmann House now accommodates Germany’s largest selection of English-language literature, enjoyed by an international public.

In the first half of 2011 alone, around 10,000 visitors passed the grande dame on their way to book readings and short concerts which take place regularly without entrance charge. The sphinx was there too when the KulturKaufhaus celebrated its ECHO Jazz 2011 award as “retailer of the

year” in April 2011. The word had got around Germany – something that Berliners have known for a long time – the jazz department on the first floor of the media store is a first-class and indispensable part of the Berlin music landscape. Julia Claren, the managing director of Dussmann das KulturKaufhaus on the occasion of the award: “I am very proud to accept the ECHO Jazz 2011. Jazz is associated with a very special way of life and our team contributes with passion and commitment every day.”

Friedrichstrasse is getting greener

The future holds some exciting prospects for the Sphinx: behind her, a vertical garden is being constructed. The internationally renowned botanist and landscape artist, Patrick Blanc is planting thousands of tropical plants all the way up the 20-meter-high back wall of the atrium. This “indoor jungle”, which will also be home to fishes and turtles, will be a further spectacular attraction on Friedrichstrasse. Visitors can enjoy an oasis of peace here and it will form the background to the cultural events which take place regularly. Completion is scheduled for January 2012 and in spring, a new catering outlet is planned.

The sphinx undoubtedly has some fascinating stories to tell from her long past – but what she is witnessing today is unique! ■

By: Bianca Krömer

Photos: Dussmann das KulturKaufhaus



A Head Start With Training

The search for skilled personnel in the nursing and care sector is increasingly challenging. The topic is discussed in the media, sometimes including solutions, sometimes not. Kursana has several: Initial and further training of personnel is being developed and extended in the course of a training campaign at the company's own academy.

Practical training, presentations, workshops, seminars: the list of the different forms of initial and further training is long. The name – Kursana Academy – evokes a building but this does not exist. Nevertheless, the content is real and the academy is the heart of the personnel development project and a seismograph for current developments in the company and on the market. The topics on the curriculum are recommended by the quality management team based on the results of their ongoing audits and impressions. Kursana facilities also register their needs and suggest content of training programs which are as diverse as the professions involved.

Topics as manifold as the professions

The academy does not deal exclusively with care and nursing for the elderly although this is the central topic. The program also includes courses dealing with

communication, management, personnel management, law, sales and IT. Dirk Drewello, area manager personnel, sees the academy as an opportunity to provide employees with new future perspectives and to encourage their enthusiasm for the company: "We want and need qualified, motivated staff. Only employees who are happy with their employer and who recognize that they are being taken seriously show commitment. This is why we make the scope of opportunity for internal further training as wide as possible."

Four years ago, Kursana founded the academy. Training was initially carried out by an external organization but the project was soon taken on by internal staff as differences in concept and requirements became apparent.

For almost two years now, Kursana has been sending its own and external trainees to its six training locations across the

country equipped with the specially developed training program. Increasingly, Kursana also carries out on-the-job training in the facilities themselves. The range of training events reflects the wide scope of tasks carried out. A nurse or nursing assistant has different priorities to a head of nursing. However, enthusiasm for the academy is something that everyone has in common.

Enthusiasm is imperative in the nursing profession: 19,500 trainees in geriatric nursing commenced training in 2010/2011 but there is a need for 25,000. In order to familiarize trainees with the company, Kursana involves them in the academy.

Learning by doing

A workshop marks the beginning of training. Once a year, Kursana invites all new trainees in Germany to Berlin where the young people learn more about the

company and their future work. The schedule offers topics such as nutrition, mobilization and movement. For trainees, this means trying out what it's like in a wheelchair, cleaning each others teeth, re-bedding other participants.

"All theory is gray. We ensure that trainees acquire a feeling for the people in their care and that they can put themselves in their place. They need to be aware of what it means to shoulder this sort of responsibility day for day" Drewello explains at the workshop.

Events like this workshop and the special academy seminars are part of the Kursana training program. Depending on their size, each of the Domizil, Residenz and Villa facilities take on one or two trainees each year. In total, there are currently around 450 trainees in Germany; the ob-

ject of the Kursana training campaign is to increase this number to 600 by September 2013 whilst maintaining the same high standards of training in all of the facilities.

In our own interest: Well-educated trainees are the skilled employees of tomorrow. The campaign will give Kursana a head start in the future competition for skilled personnel. ■

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By: Anne Honisch
Photos: Olaf Deharde,
Thomas Ecke (this page)



A Career at Kursana: Ute Kokel Reports

"I have always known what I wanted to be: a teacher or a nurse. At 16 I decided to train as a nurse. My parents signed the apprenticeship contract with a facility that is now Kursana Domizil Stavenhagen. At the end of my training, I worked at the seniors' center and became deputy residential section head. From then on I continued to take part in further training, as a specialist nurse for example and in residence management

and I took on new tasks. There have been private developments too: I now have two sons. When reunification came and Kursana took on the facilities that had been operated until then by the municipal authorities, we employees kept ourselves informed of course and were glad to start work for Kursana. I took on management of the residential section in Stavenhagen in 2001. My interest for quality management

grew and I participated in further training on this topic too. In 2007 I joined the central quality management team as the quality manager for the regions of Mecklenburg-Vorpommern and Brandenburg. After all these years I can say that the job has always offered variety, it is challenging and it has given me so much contact to so many different types of people. It's demanding work but very edifying."



October 2009. There are five plates on the table with five beef olives. Without hurrying – taking it one step at a time, slowly and surely. Number one, two and four are excluded immediately. Number three and five taste better but the guests aren't satisfied yet. And these guests are professionals: the German Dussmann catering team is testing the product range.

The procedure is called blind tasting and the catering division started testing foods two years ago. Very quickly, it became obvious that products already on the market – from soups and sauces to meat dishes – do not come up to the high quality standards required. This was the reason that Dussmann Service decided to develop own brands of soups and sauces according to internal quality criteria. “We want to be able to determine the quality ourselves” explained Arno Mattes, Head of Catering Division at Dussmann Service Germany.

Without additives which must be declared

What followed was a continuation of the tasting procedure; product after product was tested until the team was satisfied. It was a challenge for the taste buds, not only because of the many different types of food. The new own brands are free of those additives which must be declared, preservatives, hydrogenated fats and yeast extracts. These ingredients are frequently used as an economical method of changing taste and shelf-life of foods. But they are not necessary. However, glutamates etc. have been

Tastes Like Dussmann...

Existing products on the market do not come up to requirements so, two years ago, the catering division decided to introduce own brands. A tale of conditioned taste buds, preservatives and regional specialties.

in use for years now and eating habits have been influenced, as the tastings illustrated: the new, natural foods are delicious, but unfamiliar. “People's tastes have been conditioned. Luckily, this can be changed” assured Mattes. These developments at Dussmann Service are part of a trend: German consumers are placing increasing emphasis on unaltered, healthy foods.

First sauces and soups, then meat dishes such as beef olives and sausages, followed by mashed potatoes – the range is growing. Mattes explained the selection criteria: “Own brands only work if they are accepted nationally. When products can be used across Germany, the caterer can consolidate ordering – leading to price benefits, even when the quality is also improved.”

Following the recent successes the catering team now has its eye on snacks and desserts: Paninis, baguettes, sweets and other small dishes are very much in demand. The introduction of own brands at Dussmann Service goes hand in hand with product training on additives, preparation and presentation of food; with or without glutamate and yeast extract, food needs to look good too. ■

By: Anne Honisch

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Organic Food in Vienna

“Organic is good for the environment and for me too. At home, I take care that produce is fresh and organic but when you eat outside the house, that's usually the end of it!” It was with this assumption that *Serviceplus* author Martina Zowack visited *Dussmanns Genuss-Welt* at the Business Park Vienna.

During my visit to *Dussmanns Genuss-Welt* at the business park Vienna, I was very pleased to discover a dish prepared from organic produce. I met the Managing Director of Dussmann Service, Mag. Peter Edelmayr, who explained Dussmann Service Austria's organic certification by Austria Bio Garantie GmbH. “Quality is our first priority in the provision of all of our services. The very positive feedback from the guests of the staff restaurant at the Business Park Vienna proves that we have made a step in the right direction with organic certification. We will now be extending the range of dishes prepared from organic produce to other staff restaurants in Austria.”

also a light option, a business meal, wok dishes and a variety of pasta. In a separate show cooking area, Dussmann Service serves barbecued specialties. Depending on the season, there are additional product promotions with themes such as asparagus, mushroom and or regional promotions such as Italy or Asia.

The next time I visit, I will be able to select a dish that is prepared from organic produce Monday thru Friday. The 850 diners who visit *Dussmanns Genuss-Welt* each day can enjoy organic meals and a good conscience – not only at the weekend. They can enjoy it during the week too. ■

Organic certification was preceded by intensive preparation. Cooks and service staff are trained in careful handling of organic foods and correct labeling of organic products. Dussmann has subsequently adapted the production, storage and service areas to enable organic products to be prepared, stored and presented separately precluding them from being mixed or confused with conventional foods.

The excellent quality and variety of the food at *Dussmanns Genuss-Welt* remains unchanged. In addition to the weekly organic dish, the restaurant offers three different menus each day which include soup, main course and salad. There is

In Austria too, Dussmann Service is one of the largest private multi-service providers: technical services, catering, security, reception services and commercial and energy management, all from one source. The success of catering services is due to the freshness of its products and high standards of quality as well as the tight network of branch offices. In order to offer diners even more choice and quality, Dussmann Service was certified in June 2011 by the Austria Bio Garantie GmbH which has long experience of large-scale catering operations. It is also responsible for more than 10,700 of the 20,000 organic farms in Austria and over 1,000 producers and importers across the country.

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