



Aiming for excellence

As all work and no play makes Jack a dull boy, I spent a long weekend in Germany recently at the Werner & Iris Center in Dauchingen, with a group of like-minded archery enthusiasts.

The centre is attached to the Beiter company's factory on a small industrial estate, where the owners tend to live alongside their business premises. (How much more attractive would our own industrial estates be, I wonder, if this mix of residential and industrial buildings was adopted as the norm over here.)

Werner Beiter's description of the centre as an 'archery laboratory' perfectly reflects his attitude to everything he does and chimes well with this month's topic of Science and Innovation. He trained as a toolmaker, but his success is borne out of his ability to solve problems using design, invention and innovation, particularly in the field of precision-moulded plastics. Among his achievements is an injection-moulding machine that enabled the production of tiny plastic parts smaller than anyone else was able to produce, and bone plates and screws that can be absorbed by the human body. As the factory has produced parts for vertical blinds, watches, toothbrushes, the electronics industry and for use in medical procedures, it is quite possible that you have something produced by the Beiter company in your home, office or even your body!

Mr Beiter has a long-standing interest in archery and his move into the production of archery accessories in 1985, came about because he identified problems, especially with the point where the arrow clips on to the bowstring. He applied his knowledge and experience to find solutions and the result is a range of exceptionally high-quality items used by archers all over the world, who can buy them safe in the knowledge that each product has been the subject of extensive research and development before going to market.

Users of the Werner & Iris Center apply the same principles; it offers a unique opportunity to examine every aspect of equipment and shooting technique in minute detail and many top international archers have benefited from Mr Beiter's high-speed film technology, which reveals how each component of bow, arrow and archer affects shooting.

As a mere club archer, it is a privilege as well as a joy for me to visit the centre and to spend time with the indomitable Mr Beiter; his attention to detail and drive to create the best are an inspiration to me in both my sport and my business. A weekend away well spent, I'd say.

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