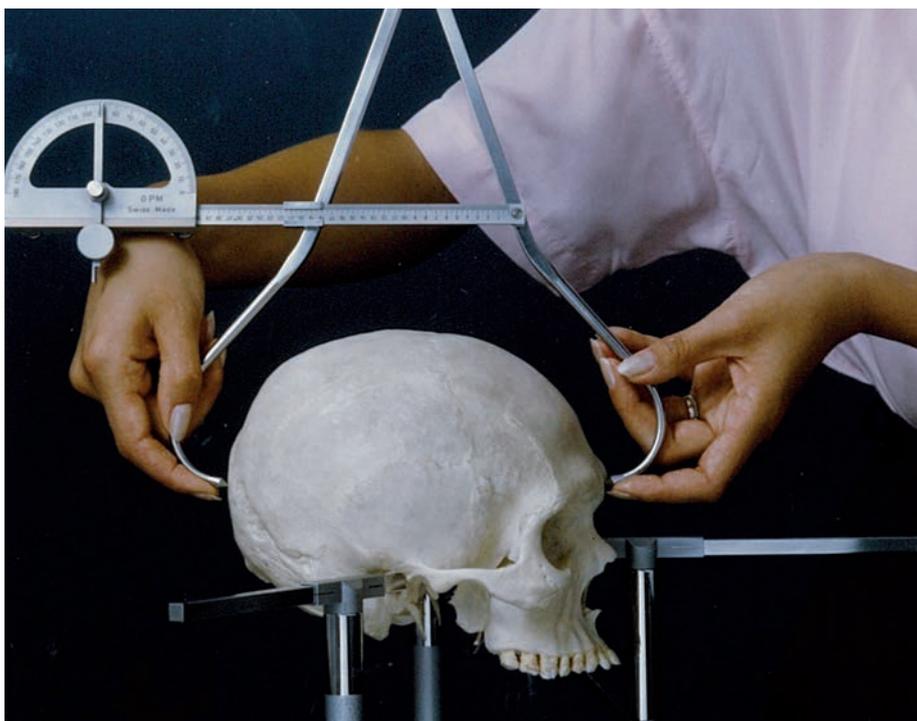


DKSH Anthropology: measuring the human body



GPM's large spreading caliper.

We all know that Business Unit Technology works with products like machine tools and analytical instruments, but did you know that for the last 60 years, it has also been servicing the unique niche market of anthropometric instruments?

Anthropometry (from the Greek *anthropos* "man" and *metron* "measure") refers to the measurement of the human body. For the last 60 years, DKSH has been the exclusive worldwide Market Expansion Services partner of Swiss manufacturer GPM, whose products range from the "large spreading caliper," and the "parallelograph (Martin Type)" to the "anthropometer," all instruments used for measuring the human body.

The product portfolio includes 41 of these high precision anthropometric instruments, which are applied in the field of osteology (the scientific study of bones) and somatology (the study of the human body as a branch of anthropology). Osteological ap-

proaches are frequently applied to investigations in disciplines such as vertebrate paleontology, zoology, forensic science, physical anthropology and archaeology.

This unique collaboration between DKSH and GPM originated by accident in the 1950s. Arthur Gneupel, the manufacturer and owner of GPM instruments, and Emile Boral, an employee of Siber Hegner & Co., met during a stay in a sanatorium.

Arthur Gneupel had just received a desperate phone call from his wife, explaining that the Swiss National Bank had been in touch to say that CHF 10,000 worth of gold was being sent from Russia in exchange for the

corresponding value of GPM anthropological instruments. Unexperienced in exporting his products, and dealing with payments in other currencies, Arthur Gneupel gladly took up Emile Boral's offer to handle distribution for him. And ever since, Siber Hegner & Co., and later DKSH, have been selling GPM instruments around the globe.

I have been managing the GPM product distribution at DKSH for 21 years. With more than 200 quotes per year, we sold 446 instruments to doctors, scientific institutes, universities and sports institutions in countries as diverse as Korea, India, Turkmenistan, Russia, Azerbaijan, Australia, South Africa, Columbia, the USA and all over Europe in 2013. And all this takes place with absolutely no advertising!

I knew Arthur Gneupel, who passed away two years ago, very well, and am still in contact with his wife, who manages the business administration. The business is be-

ing carried on by their son, who has digitalized the technical drawings and manufacturing documentation. The other main change is that today the majority of the production process is outsourced. But the final assembly, finishing and quality check is still done at GPM in Switzerland, as it has been since the company "A. Gneupel, Präzisionsmechanik" was founded in 1945.