



Press Release

H1 **Knurling tools**

H2 **QUICK and ZEUS**

now from the same place

H3 **Hommel+Keller expands its world market leadership**

1 le On April 1, 2014 the
2 Hommel+Keller Group ac-
3 quires QUICK knurling tools
4 from SWAROVSKI OPTIK AG
5 in Absam, Austria and is
6 transforming it into the new
7 QUICK Tooling GmbH at the
8 company's headquarters in
9 Aldingen, Germany. The ac-
10 quisition took place as an
11 asset buy-out, in the scope of
12 which Hommel+Keller ac-
13 quires the QUICK brand and
14 all its machinery, systems
15 and patents. Future produc-
16 tion will take place in
17 Aldingen. This acquisition
18 allows Hommel+Keller to fur-
19 ther expand its market lead-
20 ership.

21 te Components with knurled pro-
22 files are used in watches and
23 printers, as well as cars and
24 various other technical devices.
25 Perfect knurled profiles are dis-
26 tinguished by an attractive ap-
27 pearance, are pleasant to
28 touch, and have the best sur-
29 face quality and highest preci-

Press contact:
KSKOMM GmbH & Co. KG
Jahnstraße 13
56235 Ransbach-Baumbach
Germany

Phone: +49 2623 900780
Fax: +49 2623 900778

ks@kskomm.de

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30 sion. Conventional manufactur-
31 ing processes are form knurling
32 and cut knurling. This requires
33 tools with knurling wheels - the
34 core business of QUICK and of
35 Hommel+Keller Präzisions-
36 werkzeuge GmbH, suppliers of
37 products predominantly for the
38 premium segment.

39 The knurling tool branch was
40 successfully led for decades by
41 long-range optics manufacturer
42 SWAROVSKI OPTIK. However,
43 as synergies between the sec-
44 tors of long-range optics and
45 knurling cutting tools have de-
46 creased over time,
47 SWAROVSKI OPTIK made the
48 decision to concentrate entirely
49 on its core competences in
50 long-range optics and to utilise
51 its resources for the strong
52 growth of the company.

53 "We are pleased to have found
54 a competent buyer in
55 Hommel+Keller, who will ad-
56 vance the QUICK brand and its
57 products in the same manner
58 and the same quality as we
59 have provided," said Dr. Gerd
60 Schreiter, Director of Technolo-
61 gy, Research & Development
62 and Production at
63 SWAROVSKI OPTIK. "We are
64 leaving QUICK in the best of
65 hands and are certain that we
66 have achieved the best for both
67 the SWAROVSKI OPTIK and
68 QUICK brands." All QUICK
69 employees, without exception,
70 will now apply their expertise in
71 the service of SWAROVSKI
72 OPTIK.



73 **Two-brand strategy**

74 "We have long-time experience
75 in the advancement of form
76 knurling and cut knurling with
77 our ZEUS tools. QUICK, on the
78 other hand, has concentrated
79 on cutting tools and it was only
80 three years ago that the com-
81 pany began to expand its prod-
82 uct range to forming tools," ex-
83 plained Sigmund Grimm, Man-
84 aging Director of
85 Hommel+Keller Präzisions-
86 werkzeuge GmbH and the new
87 QUICK Tooling GmbH. "This is
88 one of the reasons we have
89 never gotten in each other's
90 way in the marketplace. Both
91 companies have their speciali-
92 ties. Therefore, they should
93 also be promoted and ad-
94 vanced in the scope of a two-
95 brand strategy. We will also
96 have a much wider assortment
97 with the combination of the two
98 brands."

99 This is also based on the differ-
100 ent manufacturing processes of
101 knurling tools: "While
102 Hommel+Keller Präzisions-
103 werkzeuge GmbH primarily cuts
104 its knurling wheels, QUICK
105 grinds them. Ground knurling
106 wheels are smoother and thus
107 easier to coat. For some appli-
108 cations this provides a number
109 of advantages," explained Peter
110 Keller, also Managing Director
111 of Hommel+Keller Präzisions-
112 werkzeuge GmbH and QUICK
113 Tooling GmbH. "On the other
114 hand, we have a significantly
115 larger product range with our
116 ZEUS tools." - In other words,
117 the conditions are ideal for
118 learning from each other and
119 utilising synergies. Peter Keller:



120 "For instance, Hommel+Keller
121 is jointly conducting a research
122 project with the University of
123 Dortmund for the improvement
124 of process reliability. QUICK will
125 also benefit from the results.
126 QUICK, on the other hand,
127 holds patents which will also
128 benefit the further development
129 of ZEUS."

130 **Advantages for customers**

131 The companies will each have
132 their own sales and product
133 management departments in
134 the future. Sigmund Grimm
135 reports that the QUICK product
136 range will be expanded to a
137 similar breadth as that of
138 Hommel+Keller Präzisions-
139 werkzeuge GmbH. This will
140 also be continuously expanded
141 with the goal of being able to
142 deliver tools for all machines:
143 "This provides benefits for the
144 customers of both companies.
145 Hommel+Keller customers con-
146 tinue to receive the high quality
147 of a premium supplier whose
148 expertise has increased even
149 further with the addition of
150 QUICK's know-how. QUICK
151 customers gain immediate ac-
152 cess to the extensive
153 knowledge and experience of
154 Hommel+Keller."

155 In order to ensure that this
156 benefit is enjoyed not only by
157 direct customers, QUICK deal-
158 ers will enjoy more intensive
159 support than before. In the pro-
160 cess, the existing QUICK distri-
161 bution system will be main-
162 tained and enhanced in the
163 new company. In the course of
164 the acquisition in Aldingen,



165 eight new positions have al-
166 ready been created in produc-
167 tion and sales.

168 **Relocation on April 1**

169 In order to be able to actually
170 produce QUICK products in the
171 same quality as before, the new
172 employees will first be trained in
173 Austria and then the machinery
174 will be relocated to Aldingen.
175 Grimm: "We are flipping the
176 switch on April 1: Until then,
177 customers can order QUICK
178 tools. After that, they will only
179 be available from the new
180 QUICK Tooling GmbH in
181 Aldingen. We have already ex-
182 panded our storage capacities
183 and are acquiring all existing
184 stock from Tirol. If, however,
185 delivery delays should arise in
186 the last week of March due to
187 the production relocation, we
188 would like to thank our custom-
189 ers for their understanding in
190 advance."

191 SWAROVSKI OPTIK KG, to
192 which QUICK knurling tools
193 belongs, is part of the
194 SWAROVSKI corporate group
195 and was founded in 1949. The
196 Austrian company specialises
197 in the development and produc-
198 tion of long-range optical devic-
199 es with the highest precision.
200 The binoculars, telescopes,
201 telescopic sites and optronic
202 devices are preferred by dis-
203 cerning users worldwide. The
204 success of the company is
205 based on its innovative drive,
206 the quality and sustainability of
207 the products, as well as their
208 functional and aesthetically
209 appealing design. The appreci-



210 ation of nature is a significant
211 part of the company philosophy
212 and is manifest in the exempla-
213 ry environmentally-compatible
214 production and in lasting in-
215 volvement in select nature con-
216 servation projects. In 2013 the
217 company turnover was €123.6
218 million (previous year €117.6
219 million) with an export quota of
220 90 per cent. The company em-
221 ploys a staff of more than 800.

222 Along with the newly formed
223 QUICK Tooling GmbH, the
224 Hommel+Keller Group consists
225 of three additional independent
226 companies: Hommel+Keller
227 Präzisionswerkzeuge GmbH,
228 H+K Härte- und Oberflächent-
229 echnik GmbH and the H+K Sur-
230 face Technology GmbH.
231 Founded in 1926 as a manufac-
232 turer of measuring tools,
233 Hommel+Keller has grown to
234 become a globally operative
235 manufacturer and service pro-
236 vider in metal machining. The
237 companies within the group
238 now offer a unique service
239 spectrum comprising the pro-
240 duction of precision tools, ther-
241 mal treatment, high-
242 performance coatings and refin-
243 ishing. A staff of more than 100
244 is employed at the group head-
245 quarters in Aldingen.
246 Hommel+Keller Präzisions-
247 werkzeuge GmbH is a world-
248 wide leading provider of knurl-
249 ing tools. The company has
250 more than 80 years of experi-
251 ence in this field and currently
252 supplies customers in over 50
253 countries. The company turno-
254 ver in 2013 was €15.3 million.



255 **Further information:**

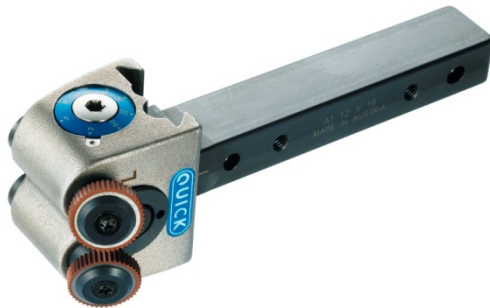
256 **QUICK Tooling GmbH**
257 Brunnenstraße 36
258 78554 Aldingen
259 Germany

260 **Gudrun Butschle**
261 **Marketing**

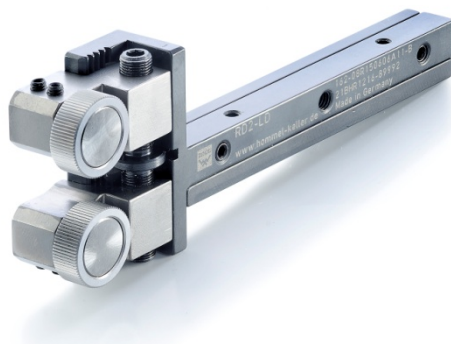
262 Phone: +49 7424 98198-0
263 Fax: +49 7424 98198-230
264 mailing@quick-tooling.com
265 www.quick-tooling.com

266 **Notes for the editor:**
267 For text and photo data, please
268 contact KSKOMM.
269 Phone: +49 2623 900780
270 E-Mail: ks@kskomm.de

ca



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273 **Photo 1/2: QUICK- and ZEUS-**
274 **knurling tools.**



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***Photo 3/4: Sigmund Grimm
and Peter Keller Managing
Directors of Hommel+Keller
Präzisionswerkzeuge GmbH
and QUICK Tooling GmbH.***



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283 ***Photo 5: Headquarter of***
284 ***Hommel+Keller Group in***
285 ***Aldingen, Germany.***

286 *Photos: QUICK Tooling GmbH*