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A makeover for Boehlerit

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Over five generations, the Brucklacher association of companies has been synonymous with a sustainable company culture that takes its responsibility towards man, nature, society and the environment very seriously. The high level of *satisfaction* on the part of our customers, numerous official awards and the many years of loyal service that we receive from our employees all bear witness to the fact that this culture is the foundation for our path into a successful future.

This success is expressed in our three strong, independent brands that are equally valuable partners within the Brucklacher association of companies. For many decades, Leitz, Boehlerit and Bilz have stood for innovation, competence and sustainable top-level performance. The time has now come to emphasise our joint strengths also on a visual level. For this reason, these three companies will in future share a uniform corporate design, showing the world that Leitz, Boehlerit and Bilz share and are fully committed to the same sustainable business values.

The three company logos will in future share a single, visually standardised appearance on the world market, with the goal of bundling the strengths of each business into a joint, powerful presence as the Brucklacher association of companies. Within this association, the three companies maintain their independence and flexibility as the main factors behind their success.

Press release

The company

Boehlerit, headquartered in the Austrian town of Kapfenberg, sets global standards with carbides and tools for the processing of metal, wood, plastics and composites. With cutting materials, semi-finished products, precision tools and tool systems for milling, turning, drilling and forming, Boehlerit ensures process safety and efficiency on a global scale. The company's extensive product portfolio includes highly specialised tools for the machining of crankshafts as well as for the mining industry, for bar peeling, tube and sheet metal processing and heavy-duty machining. The Boehlerit product range also features carbides for construction components and wear protection. When it comes to coating technology, Boehlerit holds a global monopoly, ranging from the first-ever nano-CVD bonding layer to the hardest diamond layer worldwide. With its many years' experience in metallurgy, coating technology and state-of-the-art press technology, Boehlerit is a highly competent development partner for toolmakers.

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Pictures

Abb. 1: A makeover for Boehlerit

