

# Press release



Marlenheide, 10 April 2025

## **A new look, a new name, but the same passion as always. PFERD is becoming PFERD TOOLS.**

PFERD has been a pioneer in innovative tool solutions for work on surfaces and for cutting and machining of materials for over 225 years. As from today, the company will be rolling out a new brand identity. This also includes a new name: PFERD TOOLS. Going forward, the international brand name and a modern, dynamic design will more clearly reflect the way the brand's identity as an innovative, expert and reliable partner in trade and industry.

### **The core of the PFERD TOOLS brand**

We are kicking off the future with a clear message: Innovative by Tradition. The phrase captures what sets PFERD TOOLS apart - over 225 years' experience combined with unceasing innovation. This new motto brings together the company's rich heritage and its focus on future-forward solutions.

PFERD TOOLS is actively transforming tradition into progress. Uniquely clear and pioneering positioning: PFERD TOOLS is Innovative by Tradition.

The name PFERD remains at the heart of the brand. And with the addition of "TOOLS," it's immediately apparent what we offer: smart solutions for tools and drives.

### **The corporate design: Modern. Digital. International.**

PFERD TOOLS is taking advantage of the digital transformation for the benefit of its customers. With distinct messaging and a contemporary, fresh image, PFERD TOOLS is building on a strong foundation for the future—locally and globally, online and in the field.

"We're proud to have come up with a vivid, eye-catching and unmistakable brand identity. It enables us to sharpen people's perception of PFERD TOOLS as an innovative premium brand and send a strong signal that we're ready for the future and writing the next chapters of our success story," highlights Jörn Bielenberg, CEO of August Rüggeberg GmbH & Co. KG. The new corporate design will gradually be rolled out via digital and physical touchpoints over the next few months.

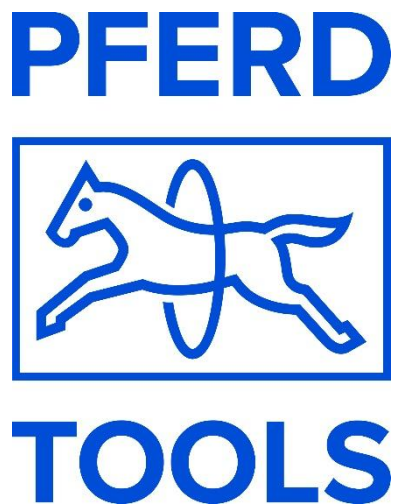
## Images



Fresh colors, modernized logo, clear positioning in the name - the new brand identity of PFERD TOOLS



Focusing on people and innovative by tradition - the new PFERD TOOLS claim



The brand name clearly positioned - the new PFERD TOOLS logo

## **Press contact**

August Rüggeberg GmbH & Co. KG - PFERD-Werkzeuge  
Florian Pottrick  
Public relations  
Hauptstr. 13  
51709 Marienheide  
Tel: +49 (0) 2264-9353 – Mobil: +49 (0) 152 07284613  
eMail: [florian.pottrick@pferd.com](mailto:florian.pottrick@pferd.com) - [www.pferd.com](http://www.pferd.com)

Printout free of charge, image(s) © August Rüggeberg GmbH & Co. KG