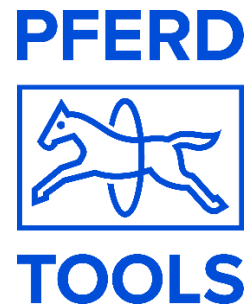


Press release



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 company name: PFERD TOOLS. Going forward, the international brand name and modern, dynamic design will more clearly reflect the way the brand views itself as an innovative, expert and reliable partner to 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 sums up what sets PFERD TOOLS apart: over 225 years' experience combined with continuous innovation. The claim combines the company's many years of tradition with its dynamic and future-oriented innovative capabilities. It demonstrates that PFERD TOOLS not only builds on its tradition but is actively transforming it into innovative solutions – clear and pioneering positioning.

The name PFERD lies at the heart of the brand – and it will continue to do so. The suffix "TOOLS" immediately makes it apparent what we offer: solutions for tools and drives.

The corporate design: Modern. Digital. International.

As a pioneer in innovative tool solutions, PFERD TOOLS is taking advantage of the digital transformation for the benefit of its customers. With clear positioning and a contemporary, fresh image, PFERD TOOLS is laying the foundation to put the brand on the best possible footing for the future – nationally and internationally, online and offline.

"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 analogue touchpoints over the next few months.

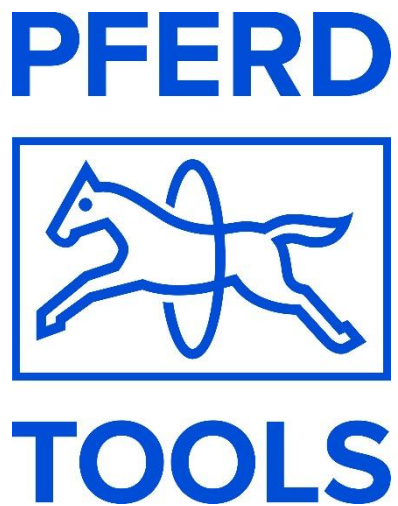
Images



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

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