

## Press release.

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For immediate publication

### **A SMALL SENTENCE WITH A BIG EFFECT: THE NEW CLAIM OF THE FELSS GROUP.**

Every corporate brand needs a strong foundation that is shaped by its brand identity and its positioning in the market. Successful brands remain true to each other - but still adapt to changing market conditions. This is exactly what the Felss Group did in March of this year and adapted its market positioning.

As a medium-sized company from Königsbach-Stein and international market leader in the field of cold forming, Felss has sharpened its positioning and is now appearing with a new claim:

**„The smarter way of forming.“** (fig. new logo)

This new claim contains the three core areas and working methods of the Felss Group.

Behind the term "forming" stands Felss as a worldwide solution provider in cold forming, which offers its customers the development and optimization of processes and machines as well as the most demanding component production. The "smart way" provides an indication of Felss' customer-specific solutions and forward-looking developments. The Group is regarded as an innovation driver that has been driving the integration of cold forming into industry 4.0 for several years. To this end, Felss relies on the early identification of potential in order to actively shape the digital structural change in industry. Felss develops intelligent machines and innovative solutions - and is working to remain one of the industry's frontrunners in the future.

The new claim is therefore more than "just" a marketing slogan. It is an expression of a long-term strategy and at the same time the promise to customers and partners that the Felss Group will continue to supply the most intelligent and best solutions in the field of forming in the future.

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## About the Felss Group

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The Felss Group is your solution provider in the field of cold forming for tubes and solid materials in the automotive industry.

As a lightweight construction expert, we develop the best solutions and processes for our customers - from product design and development, to machine design and construction, to finished component manufacturing. Worldwide at our locations in Germany, Switzerland, Slovakia, the USA and China, more than 800 employees work together with our customers every day to meet the challenges of tomorrow.

### **The Management Board of the Felss Group**

Andreas Egelseder (Chief Market & Technology Officer)

Reinhard Pfendtner (Chief Operating Officer)

Ute Salzbrenner (Chief Financial Officer)

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