

KRAFTWERK

FAVORITE TOOLS SINCE 1979



MY FAVORITE TOOLS

kraftwerktools.com



DEAR TOOL LOVERS,

I am proud that you are holding the KRAFTWERK brochure in your hands and would like to learn more about our family-owned company in Switzerland. We most likely share the same love of tools that inspired me, as a trained metalworker and passionate hobby mechanic, to take over KRAFTWERK in April 2016.

KRAFTWERK was founded in 1979 and is an internationally operating Swiss company for high-quality professional manual tools and workshop equipment. Our vision is to develop KRAFTWERK nationally and internationally as a supplier of all kinds of tools for the professional craftsman up to the ambitious hobby craftsman. This is why we have repositioned the KRAFTWERK brand and focused it on further global growth.

For our employees, KRAFTWERK is a modern employer with an open, respectful and sustainable corporate culture.



Of course, we focus on your needs and we make the uncompromising claim to meet them to their full extent. Therefore, I am always looking forward to your suggestions and your feedback about our products.

I hope you enjoy reading this brochure, discovering more about the KRAFTWERK brand and using and testing KRAFTWERK products.

Alexander Pieper
CEO

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KRAFTWERK: MY FAVORITE TOOLS.

We are KRAFTWERK

KRAFTWERK is our name – tools are our passion! We also want to ignite this passion in our customers. For this reason, we work day after day to develop and implement solutions for our customers. During our over 39 years of corporate history, we have developed from an individual company in Switzerland into an international supplier of tools.

Whether in the automotive industry, agriculture, construction and industry, marine or hobby trade, we provide every user with their favorite tool. This is truly a success! But why is KRAFTWERK so successful? The answer is clear: because our customers are successful and their success is our benchmark.

Our Philosophy

KRAFTWERK tools should not just be one

of many tools in a toolbox. Our products should be your favorite tool and always your first choice at work. That is our claim. This is what drives us. Our goal is achieved when a customer always chooses his KRAFTWERK tool first.

KRAFTWERK in Europe

It all began in Switzerland. Today, more than 100 KRAFTWERK employees in Switzerland, Germany, France and Spain are working for the success of the company. But the demand for high-quality tools is everywhere. Thanks to an excellent working relationship with our numerous export partners, we sell our products throughout all of Europe. Every tool lover worldwide should be able to get their money's worth. Despite its international character, KRAFTWERK remains a traditionally Swiss, reliable brand, true to its family heritage.

Working for KRAFTWERK

Our greatest strength is our employees. That is why we rely on the ongoing training of our employees and thereby create the basis for our success. Employees at KRAFTWERK receive our fullest support and a lot of freedom to carry out their work and ensure their personal success as well as the success of the company in the long term. At KRAFTWERK, cooperation is based on loyalty and fairness – this applies to both:

internal and external cooperation with business partners and customers.

What we stand for

To ensure the lasting success of our company, we concentrate on the relevant question: 'What is the best solution for our customers?' Therefore, we prioritize innovation and quality of our work. Last but not least, as a family business, we commit ourselves to the tradition of sustainability and uphold it on a daily basis.

KRAFTWERK IS DEVELOPING FURTHER

2016 Takeover of the business group by Alexander Pieper

2017 Investment in a new warehouse and office building including innovation and training center

2018 Expansion of sponsorship activities

PRODUCT DIVERSITY



Over 5,000 products from 13 different product groups: every professional or hobby craftsman will find what they are looking for. Special features such as the MOBILIO workshop storage system, a wide variety of toolboxes as well as the revolutionary cordless rope cutter are the key features that make our product range so unique.

Toolboxes, tool combinations and tool carts

Whether on a boat, on the race track, in the workshop or simply on the road – with our tool boxes and workshop cupboard systems, your favorite tools remain protected and organized.



Screwdrivers and ratchet wrenches

If something has to be tightened or loosened, trust in our wide selection of screwdrivers and ratchet wrenches. With different bits and attachments you can vary the tools according to your desired use.

Pliers and cutting tools

Cutting, pinching, sawing can best be done with our large selection of pliers and cutting tools.

Impacting tools and drills

For rougher fine work we offer every imaginable drill head and hammer. Make some noise with your favorite tool!

Power and lighting tools

Some devices need power! Sometimes with a power cable, sometimes with a battery – in this category you will find tools that make work easier than you could imagine.

Special tools

Whether in the automotive or nautical sector, KRAFTWERK leaves nothing to be desired. Let your favorite tools accompany you with your hobby and always keep you safe.

Measuring instruments

Even precision work will be easy for you with KRAFTWERK tools.



Special tools – Automotive

Create your own pit crew and equip them in the best possible way. The products of KRAFTWERK Automotive serve both professional racing drivers as well as hobby car experts. You decide who you are. Choose your favorite tools and prepare yourself for all eventualities.

Service toolboxes

Specifically designed for service technicians, this toolbox has been created to fulfill the highest demands for tools. With tools from almost all categories, it is a real all-rounder for professional craftsmen. Thanks to the new opening method, perfect handling of the tools is guaranteed. Locked with a combination lock and carried by a comfortable handle, the case was tested in Switzerland and completes the tool collection of every professional craftsmen.



Special tools – Nautic

Have you ever missed a tool while being out on the water? Or tried to use a tool which has not been made for waves and moisture? The KRAFTWERK tools specially designed for the nautical sector ensure easy handling in all imaginable and unimaginable situations on board.



MOBILIO workshop storage system

A tidy house, a tidy mind. If everything is neat and tidy, work is more fun and completed faster. KRAFTWERK's modular workshop equipment system offers just that! There is a choice of over 15 cabinet modules and various working interfaces made of beech, stainless steel or a solid surface (a mixture of natural minerals and acrylic resins).

Cordless rope cutter

When working with ropes, the rope cutter has become an essential tool. Up until now, the rope cutter could only be used on land. This changes with the battery-powered and cordless rope cutter from KRAFTWERK. Simple handling, quick use and the attractive design turn this tool into a must-have and a favorite tool for every sailor. Wind, waves and missing power outlets no longer stop you from working with ropes and other fabric materials. A single button is enough to cut ropes within a few seconds and without leaving any frayed ends.



LED hand lamp TUBE. SUB 380

KRAFTWERK brings light into darkness! Washable, rechargeable, waterproof and light with a battery indicator. Is there anything else you could possibly ask for? There is no corner that this favorite tool cannot brighten. And with the integrated supportive foot, the LED hand lamp can also be placed as a light column on the work surface. Whether on the water or in the dirty engine compartment – this lamp does not disappoint. And before the battery runs out, you will be alerted on the display to recharge the battery so you won't be surprised by sudden darkness.



A KRAFTWERK OF INNOVATION

Our idea of innovation

We strive for innovation in order to create a more efficient working environment and focus on sustainable solutions. We know that the combination of material, design, weight, texture and precision results in the perfect tool. We bring the craftsman's ideas to life through technology, innovation and uncompromising performance standards.

By focusing on innovation, we are constantly improving our products and developing new solutions for our customers. When it comes to tools, we make a difference.

KRAFTWERK's new innovation center

Driven by our idea of innovation, we have made major investments in the last few years and established an innovation and training center in Spain as well as in our headquarters in Switzerland.

In Mönchaltorf (photo) in Switzerland you will find the roots of our company and in the future also the origin of our new developments. The new main building has recently been completed and equipped with the latest technology – without question the perfect location for KRAFTWERK's innovation center.

All about innovation at KRAFTWERK

In our innovation center, designers and product managers work together closely. Neither the technical component nor the customer's needs are neglected. The innovation center is the heart of our new solutions. Research and development as well as the testing and fixing of products take place here. Special techniques and methods are used to enable the continuous innovation process. Our individual peeling cutter

unites innovation with production by constructing customized products for various requirements.

A 3D printer is available at the Innovation Center for Rapid Prototyping. This process turns an idea into a design and then directly into a test product. If the product proves itself in the test phase, it is directly produced thereafter.

At KRAFTWERK, innovation is not a buzzword, but the core of our daily work.

SPONSORING

Why does KRAFTWERK sponsor?

There are two sectors in which we identify ourselves with our products the most: Automotive and Nautic. There are exciting projects and events in both sectors, which we at KRAFTWERK use intensively to further expand our network with existing and potential customers.

Our presence at events throughout Europe is what makes us different from our competitors. In addition to developing our products, we also highlight the appearance of our KRAFTWERK brand in event areas by expressing our creativity and presenting ourselves in a modern and innovative way.

In which areas is KRAFTWERK partner?

KRAFTWERK Automotive

In the area of KRAFTWERK Automotive we support selected projects. We are involved in the Rallye des Gazelles, the Tell Ride and the 'Kerenzerbergrennen', a mountain race.

About the Rallye Aïcha des Gazelles du Maroc (www.rallyeaichadesgazelles.com)

The only women's rally that is 100% off-road, involving two weeks of racing across the Moroccan desert. As the only rally worldwide without GPS navigation and no time limit, it all depends on the perseverance of the participants – the 'gazelles'. The competitors compete in teams of two.

The values of tolerance, solidarity and determination are at the heart of the rally and the charity organization 'Cœur de Gazelles'. The organizers have set up the charity to help the Moroccan population in the fields of medicine, education, the social rehabilitation of women and infrastructure.

During the rally, KRAFTWERK offers the participants mechanical help whilst participants, spectators and fans can test our products in our exhibition stand.



KRAFTWERK Nautic

In the area of KRAFTWERK Nautic we have chosen the flagships of innovative, modern sailing: the German Sailing League at national level and the SAILING Champions League at international level. We have also been a partner of Club Nàutic Arenal on Mallorca since 2018.

About the Deutsche Segel-Bundesliga

www.segelbundesliga.de

Since 2018, we have been a premium partner of the German Sailing Bundesliga, the most prestigious club competition in German sailing. Over the course of a season, Germany's best sailing clubs compete against each other in various regattas for the title of the German Champion. KRAFTWERK wants to open up the water sports segment with this partnership and present our tailor-made products designed especially for the nautical market to yacht clubs and sailors.

About the SAILING Champions League

www.sailing-championsleague.com

Since 2014, the best sailing clubs of the national sailing leagues have been competing in this international club competition to determine the best international sailing club of the season.

The partnership between KRAFTWERK and the SAILING Champions League focuses on the four-day final in St. Moritz, Switzerland, the home country of the Swiss family-owned company. With a

40-foot container as our showroom, we present ourselves to sailors as well as visitors. During the race, all boat repairs are carried out in no time using our high-quality tools.



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