

PRESS TEXT for the 75th anniversary of DREISTERN GmbH & Co. KG

(Headline)

Ready for the next 75 years!

(Intro-Copy)

DREISTERN is celebrating its 75th anniversary this year. The specialist for roll forming technology from Schopfheim has developed from a one-man operation into one of the world market leaders in its field. A success story that allows us to look to the future with confidence.

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The anniversary invites us to pause for a moment to reflect on the difficult beginnings after the end of the war. At the same time, the anniversary serves as an incentive for the family business to secure its own sustainability in the long term - to look to the future.

Thomas Krückels and his wife Gerlinde are now the third generation of the family to run the company - a prime example of how to grow sustainably and reliably: from a one-man business to a globally respected high-tech company with around 185 employees in Schopfheim and Telford/USA. As a resourceful and enterprising technology leader, the company has already developed and manufactured over 2,000 roll forming systems for customers from all over the world.

(Subline)

Roll forming systems for numerous industries

Roll forming systems are required in a wide variety of sectors, including the automotive and transportation industries, warehousing and logistics, the electrical, furniture and construction industries and in roll forming plants. Special profiles are used everywhere - more than 10,000 different profiles are produced on DREISTERN systems. On a tour of the company, visitors are quickly amazed: the systems are up to 100 meters long and are precisely tailored to the customer's requirements.

The view of the large systems and the spacious production halls reminds Thomas Krückels likes to remember his grandfather, who laid the foundations for this special success story under very difficult circumstances. "After the war, my grandfather, Dr. Theo Krückels, was only able to make a new start in 1949." The one-man business initially started up in the hospital laundry room in Schopfheim. "My grandfather's entrepreneurial spirit and drive were simply impressive," enthuses Krückels. "As early as 1952, the first roll forming machines were built, some of which are still in use today."

(Subline)

New impetus from the second family generation

In 1972, Gerhard Krückels takes over the management of the company from his father in the second generation. It was time to further expand the company's expertise - for example, the pioneering P3 series was developed. A particular focus is placed on driving forward the internationalization of the company. This succeeds despite all the economic downturns and the serious oil crisis. The founding of DREISTERN Inc. USA in 1984 represents a milestone in the company's eventful history.

(Subline)

Successful change of baton - the third generation of the family takes over

At the end of 1995, the current head of the company, Thomas Krückels, takes over the reins from his father. He also sees it as his duty to consistently develop the company further - always oriented towards the growing requirements of customers and always with a vision for future challenges.

The best proof of this foresight is the "DREISTERN 2030" strategy. It shows all employees what is needed more than ever for the joint success of the company. The strategic motto "Developing solutions/creating added value/securing the future" serves as a guideline for the necessary thinking and actions within the company. The company faces the challenges of the future, such as globalization and digitalization, with confidence. After all, the past 75 years have shown that the company has mastered every challenge.

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The famous Dreistern cognac - a rare, high-quality treat in the forties of the 20th century - was once the inspiration for the name. The cognac name inspired the company founder to come up with his unusual name - literally a "schnapps idea" that is still worth its weight in gold today. The name has always been associated with the high standards that DREISTERN has always set itself as a company - to be a leader in terms of technology, innovation and quality.

Info box

Impressive figures about DREISTERN

- Over 2,000 roll forming systems in use
- Already around 10,000 different profiles
- Over 40 patents
- 185 employees in Schopfheim and Telford/USA



Forming success. Together.

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