

P R E S S R E L E A S E

Technological highlights and "hands-on precision" at RUKO at the International Hardware Fair 2018

Holzgerlingen (Germany), March 22nd, 2018 – RUKO GmbH Präzisionswerkzeuge, manufacturer of drilling, countersinking and cutting tools, presented itself to the visitors of the International Hardware Fair from March 4th to 7th 2018 with product innovations from the fields of step drills and countersinks, an application area, a social wall, and the new RUKO app.

Visitors to the stand were able to convince themselves of three product innovations by taking them into their hands at the product tables. They could "feel" the precision of the step drill next generation, whose optimized cutting edge geometry leads in particular to a significantly smoother drilling process. The new geometry surpasses all the technical features of the proven previous generation and will replace it as of July 1, 2018.

Furthermore, the visitors explored the step drill innovation with revolutionary geometry. This step drill has four cutting edges, a significantly faster spot drilling, and reaches cutting depths of up to ten millimeters per step. The step drill innovation will be available from October 2018.

A third innovation is the ULTIMATECUT countersink, which has been on the market since September 2017. Thanks to its new cutting geometry, it is characterized by extremely smooth running, a 60% longer service life and up to 30% faster countersinking. This results in a smooth surface and outstanding performance in a wide variety of materials and applications.

"The visitors were enthusiastic about our application area of the stand", explains Ali Dalgic, Managing Director of RUKO GmbH Präzisionswerkzeuge. "They were able to work with the countersinks and step drills themselves - that is more impressive than any product explanation. We also provided an insight into the production at RUKO and produced our countersink ULTIMATECUT live on the stand with a CNC grinding machine. We are proud of how much positive feedback we have received about our products."

Those who wanted to take one of the locally produced countersinks home with them posted a selfie in front of the RUKO stand in a social media channel with the #ShareTheFascination. The post appeared on the digital "Social Wall" at the stand. Thus, around 400 ULTIMATECUT countersinks changed hands. In addition, there was a weekend for two people in a 5-star hotel in a German metropolis to win - the prize went to a participant from Lithuania.

The RUKO app for smartphones also celebrated its premiere in Cologne. The free app not only makes it easy to filter and find products. Users can also scan the EAN code on the RUKO packaging with the camera of the smartphone and thus go directly to the product page with further information. Retailer can also place orders directly via the app. The RUKO app can be downloaded from the App Store or Google Play.

Ali Dalgic sums up: "The 2018 International Hardware Fair was a complete success for us. Our focus on technology has reached the customer. The interactive approach at the stand has proven itself to be 100% effective for us."



About the RUKO group

RUKO GmbH Präzisionswerkzeuge has been one of the world's leading manufacturers of high-quality drilling, countersinking and cutting tools for metalworking for more than 40 years. The medium-sized, internationally operating industrial company develops, produces, and sells products and individual solutions for all production stages of the machining industry. It serves a worldwide clientele with 250 employees in seven branches and two production sites.

About the International Hardware Fair

The International Hardware Fair, from March 4th to 6th 2018, has been recognized as the world's number 1 in the hardware industry since 2016 and was now in its 40th edition. Approximately 2,770 exhibitors from 58 countries attended the four-day event, where they presented innovations and the latest developments in the segments of tools, industrial supplies, fastening and connection technology fittings as well as building, and do-it-yourself supplies. In 2018, the tools segment represented the trade fair's core competence.

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