

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 materials for over 225 years. Starting today, the company will be rolling out a new brand identity. This also includes a new name: PFERD TOOLS. Going forward, the international brand name and a modern, dynamic design will more clearly reflect the brand's identity as an innovative, expert, and reliable partner in 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 captures what sets PFERD TOOLS apart—over 225 years' experience powered by unceasing innovation. This new motto brings together the company's rich heritage and its focus on future-forward solutions.

PFERD TOOLS is actively transforming tradition into progress. Uniquely clear and pioneering positioning: PFERD TOOLS is Innovative by Tradition.

The name PFERD remains at the heart of the brand. And with the addition of "TOOLS," it's immediately apparent what we offer: smart solutions for tools and drives.

The corporate design: Modern. Digital. International.

PFERD TOOLS is taking advantage of the digital transformation for the benefit of its customers. With distinct messaging and a contemporary, fresh image, PFERD TOOLS is building on a strong foundation for the future—locally and globally, online and in the field.

"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 physical touchpoints over the next few months.

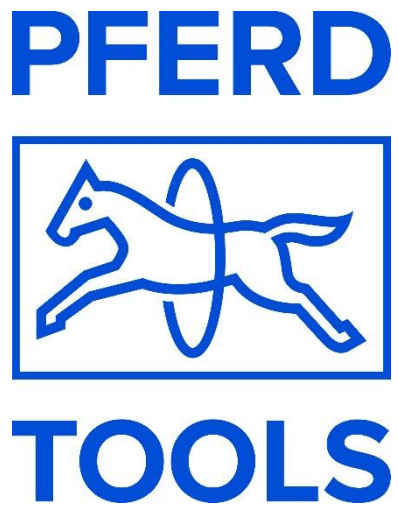
Images



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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