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A consistent strategic focus on innovation

Overcoming economic challenges by taking performance and efficiency to the next level – new products from PFERD TOOLS provide a wealth of new solutions

To overcome challenges, we need courage, innovative strength and endurance, explains Dr Ina Terwey-Scheulen, Director Global Marketing, Product Management & PFERD TOOLS ACADEMY, summing up PFERD TOOLS' strategic direction for the coming year. "When the economy falters, demand switches away from replaceable commodities to modern solutions that have been optimized for specific applications. This is the only way to keep costs down and work profitably." Over the past few years of economic crisis, this strategic direction has enabled PFERD TOOLS to help numerous companies work more efficiently and remain successful.

PFERD TOOLS intends to systematically continue this strategy, with innovations such as the CC-GRIND VIEW grinding disc, the RCK drive system, new automation solutions, and a much larger range of solid carbide tools, including the Performance Line for ISO-M milling. In addition, automation projects are also set to boost economic efficiency further for customers in 2026.

An efficient tool that provides a clear view

The CC-GRIND VIEW grinding disc has proven to be a major commercial success, says Terwey-Scheulen. Thanks to its built-in viewing windows, the disc appears transparent as it rotates, meaning users can work precisely and monitor the process more effectively. The innovative concept has created a real buzz: "We're seeing very strong growth in turnover and sales volumes with the CC-GRIND VIEW," she explains.

The RCK drive system also proved successful shortly after it was launched. Users have been particularly impressed by its smooth and quiet operation, low weight, and consistent rotational speed, which significantly increases productivity. The RCK will be a cornerstone of PFERD TOOLS' sales strategy in 2026, partly because "the expanded range with the new handpieces will tap into new applications and industries."

Focus on solid carbide tools and automated solutions

With its expanded range of solid carbide tools, PFERD TOOLS is aiming to take a more holistic approach to production processes: "That was our goal in conjunction with our focus on optimizing processes, cutting costs and/or increasing productivity." All tools are manufactured in the company's European centres of excellence and are designed with high

precision, consistent quality and productivity in mind – aspects which make all the difference in modern production environments.

Furthermore, the company sees a lot of potential in automated solutions. PFERD TOOLS doesn't just provide tool solutions, it also helps its customers to analyze and optimize robot-assisted workflows. This offers great potential for improving efficiency and generating additional business – particularly against the backdrop of rising cost pressures.

Find the perfect solution – fast

PFERD TOOLS is also publishing the latest version of its Tool Manual, containing over 11,000 solutions for work on surfaces, cutting and machining. Alongside improved search functions, it offers comprehensive information and multimedia content for every single product. The Manual can be downloaded in digital form or a printed copy can be obtained from trade retailers.

The new products and key areas for 2026 underline PFERD TOOLS' consistent strategic focus on innovation. They combine excellent real-world benefits, quality and economic advantages and pave the way for optimized workflows in manual and automated applications alike.

Images



(PI-PFERD-TOOLS-Neuheiten-2026-01.jpg)

A clear view: maximum precision and simple monitoring as the user can see their work



(PI-PFERD-TOOLS-Neuheiten-2026-02.jpg)

Offers more than you might expect: the new RCK drive system from PFERD.



(PI-PFERD-TOOLS-Neuheiten-2026-03.jpg)

“Performance. Productivity. Precision.” – PFERD TOOLS’ promise for its new SCT portfolio.



PI-PFERD-TOOLS-Neuheiten-2026-04.jpg

Consistent quality, higher productivity and predictable cycle times – reap the benefits of automation with PFERD TOOLS’ solutions



(PI-PFERD-TOOLS-Terwey-Scheulen.jpg)

Dr Ina Terwey-Scheulen, Director Marketing, Product Management & PFERD TOOLS ACADEMY

Press contact

August Rüggeberg GmbH & Co. KG - PFERD TOOLS
Florian Pottrick
Public Relations
Hauptstr. 13
51709 Marienheide, Germany

Tel.: +49 (0) 2264-9353 – Mobile: +49 (0) 152 07284613
E-mail: florian.pottrick@pferd.com – www.pferd.com

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