



when it really counts

metabo[®]

PROFESSIONAL POWER TOOL SOLUTIONS

INTRODUCTION: WHAT MATTERS TO US.

On the following pages we would like to show you who we are and what our brand stands for. What drives us, where we want to go and what distinguishes us from others - as developer, manufacturer and partner.

Trust is our foundation and our top priority, for where construction and industry professionally give their best, they will have to be able to rely 100% on our system solutions. This is both a challenge and obligation to us, especially under extreme conditions – as always "when it really counts" – its clear what distinguishes our power tool solutions from others.

To ensure this differential, we regularly visit construction sites all over the world and by talking to the professionals users we learn how we can make our solutions even better. Courage is needed to question things today that were still successful yesterday, whilst in turn it results in developing the innovations of tomorrow.

A good example: Being a leader in battery pack technology, we consequently follow the vision of a cordless construction site in order to provide our users with even more independence. If you decide on our Ultra-M technology and thus our cordless interface, you can face the challenges of the future with ease.

Basic requirements for this innovative strength are dynamics and flexibility. Being a medium-sized business, short decision making channels and lean process management ensure that we are able to implement new challenges

Passion and enthusiasm drive us, which means that "a heart beats" in every Metabo. Yet we are only really satisfied when professionals ask themselves in the future: "Does Metabo make one like that?"

POWERFUL PRODUCTS: INNOVATIVE STRENGTH AND ENGINEERING INGENUITY.



- The milestones in Metabo's history show our origins and our commitment to engineering ingenuity "Made in Germany". Our name has always stood for high-grade quality products from professionals for professionals.
- From Nürtingen, Germany we are active across the entire world, thus combining the dynamics of a mid-sized company with the cosmopolitanism of a global player.
- We are mobile, target-oriented and flexible, with the courage to question things that have been successful in the past. Thus we are always prepared to embark on new paths. Innovative strength and short development periods are the basis for powerful systematic product solutions.



1923 In Nürtingen, Albrecht Schnizler developed the first hand-held drill (No.18), in his parents' bakery.

1934 Development of the first electrical hand-held drill: The legendary Metabo No.750 with 120 Watt output, drilling capacity 6.5 mm, speed 1,200 rpm.

1957 The Metabo type 7608 is the first impact drill manufactured in large series. Back then it cost a month's salary.

1966 The first angle grinders with the new Metabo S-automatic safety clutch are introduced.

1969 The first impact drill with electronic speed control enters the market.

1981 Development of the first 1,000 Watt impact drill with constant speed under load.

2000 The first generation of angle grinders is equipped with the Metabo Marathon motor.

2002 Metabo creates the new category of the compact cordless screwdrivers with the PowerGrip®

2005 Metabo changes its battery pack range to Lithium-Ion technology.

2010 Metabo presents a complete range for processing stainless steel.

2011 Metabo sets new standards in metal processing with the world's first cordless magnetic core drill and a cordless Inox range.

2012 The world's first battery pack with 4.0 Ah and Ultra M-technology opens up new dimensions for cordless power tools.

2013 Metabo develops a 5.2 Ah battery pack - at this point in time the world's most powerful battery pack for power tools.

2014 Introduction of a new high performance generation of compact angle grinders up to and including 1,700 Watt models .

ENTHUSIASM: IN EVERY METABO THERE BEATS A HEART.

- We are proud to develop products that set standards and to develop successful products, which enthral professionals. Thus every Metabo contains a part of us - our lifeblood and all our passion.
- We can identify ourselves 100% with our products, as every Metabo has benefits that help professionals to master their job.
- We cooperate so well, as we respect each other, have an open mind for other opinions and are always ready for a constructive dialogue. From development and production to sales and marketing: In the truest sense of the word, we are "familiar" with each other.



REAL PARTNERSHIP: LISTENING IS THE BEGINNING OF EACH GOOD IDEA.



- We want to know exactly what professionals need - and what they still might need to work safely and without stress. Therefore we are permanently visiting construction sites all over the world and listening more closely.
- We are always in dialogue and maintaining an exchange of ideas with users during new developments and the optimisation of tools, accessories and services.
- We always have customised system solutions in our range for the differing requirements of professionals.



OUR BRAND APPEARANCE: WHEN IT REALLY COUNTS.

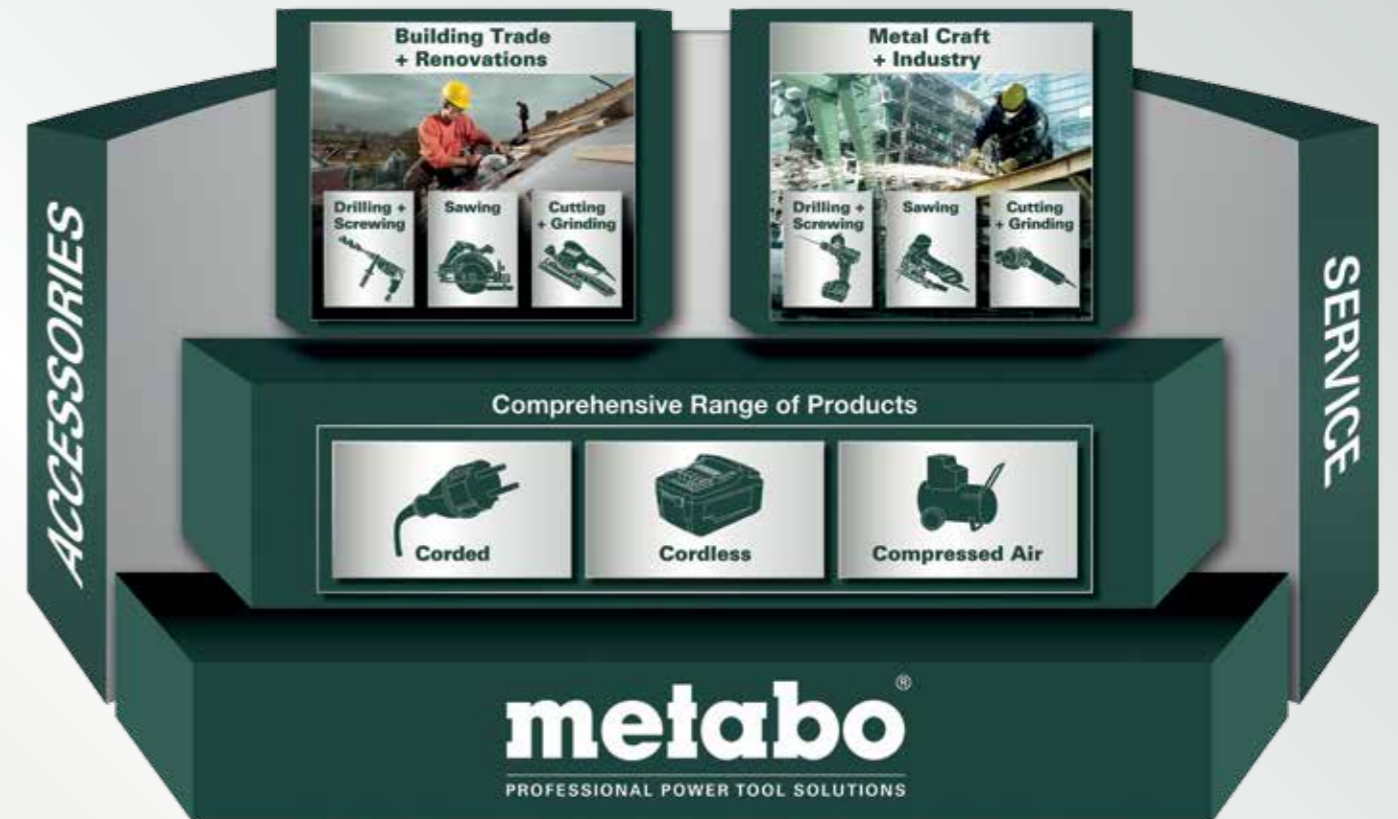
- Day after day, Metabo products prove their efficiency, in professional use - in the hardest of conditions - worldwide.
- Where professionals give their best, they have to be able to rely 100% on a partner, even more: They have to trust that partner.
- Therefore "when it really counts" is the core thought of our international brand appearance, which shows the use of our tools on construction sites all over the world - authentic, illustrative, genuine.
- The new appearance supports this with a powerful and brand-specific delivery.



when it really counts

OUR STRATEGIC FOCUS: BUSINESS SEGMENTS.

- We offer professionals all over the world a wide range of powerful tools for use in the harshest conditions.
- In doing this, we continue to follow the vision of a cordless jobsite. Consequently, for all relevant applications, you will always find a cordless solution in the Metabo range which meets the highest expectations in terms of power, quality and reliability.
- Being an all-rounder, we do not only offer power tools for all common applications, but we also meet more specialised requirements with our competence products and system solutions. This applies in particular to the core target groups of metal craft and industry, and building trade and renovations.
- In parallel to this of course, we develop mains driven machines and also air tools and compressors, offering an extensive range of system accessories and consumables to complement each choice – ultimately its the users decision how they want to work in order to maximise their productivity.



ALL WRAPPED UP: SOLUTIONS FOR BUILDING TRADE AND RENOVATIONS.



- From shell to development or restoration, renovation and modernisation: For our partners in the building trade we develop and manufacture optimum system solutions in the areas of:

Drilling/Screwing
Cutting/Grinding
Sawing

Here we focus on the application areas of roof and timber construction, window construction, wall and facade, drywall construction, installation, laying of floors and tiles, and garden and landscaping.



**Drilling and
Screwing**



**Cutting and
Grinding**



Sawing

HARDENED IN PRACTICE: SOLUTIONS FOR THE METAL CRAFT AND INDUSTRY.

- Being a specialist for the metal craft, the metal processing industry and industrial maintenance, we offer a comprehensive range of machines with integrated solutions for highest professional requirements in the areas of:

Drilling/Screwing

Cutting/Grinding

Sawing

We focus on the application areas of mechanical engineering, shipyards, exploitation of raw materials/energy at sea (oil platforms/wind parks), refineries, wind energy, special vehicle engineering, pipeline construction and power stations.



**Drilling and
Screwing**



Sawing



**Cutting and
Grinding**



OUR STRATEGIC FOCUS: SYSTEM SOLUTIONS.



- As a system provider we enhance the efficiency of our tools by providing perfectly matched system accessories and consumables.
- User protection and safety are of highest priority here. Therefore we also offer extraction solutions to create a better and healthier working environment for the user to get the best results
- In case there should be any problem, we are available to our customers with a number of support services worldwide. Whether 24-hour repair and spare part service, XXL warranty or 8 year warranty on replacement parts - we ensure that you will be up and working again in the shortest time possible.

Moreover, we offer customised service packages to corporate customers for the easy and efficient management of their machine fleet. This ensures increased productivity and associated profitability!

- In a nutshell: With our **Professional Power Tool Solutions** we help customers all over the world to continually increase their productivity.



OUR STRATEGIC FOCUS: CORDLESS TECHNOLOGY.

- As innovation leader we continue to set new standards in cordless technology with our vision of a cordless construction site and workshop.
- Our unique Ultra-M technology offers an ideal synchronisation of machine, motor, battery pack and charger - for more power and longer service life. This has been ensured by the complete compatibility of our battery pack solutions since 2009, through to today, and in the future.
- Even today, Pick+Mix offers you unlimited flexibility when choosing machines, battery packs and chargers. This saves money - as you only pay for what you really need.



IN ESSENCE: THE METABO BRAND

INNOVATIVE STRENGTH
AND ENGINEERING
INGENUITY

IN EVERY METABO
THERE BEATS A HEART

LISTENING
IS THE BEGINNING OF
EACH GOOD IDEA



BUSINESS FIELD FOCUS:
METAL AND
BUILDING TRADE



SYSTEM SOLUTION FOCUS:
TOOLS+ACCESSORIES+SERVICE



FOCUS VISION + FUTURE:
CORDLESS CONSTRUCTION SITE



- Powerful products characterised by innovative strength and engineering ingenuity.
- Our enthusiasm makes a heart beat in every Metabo.
- Listening is the beginning of each good idea - and the basis for real partnership.
- A comprehensive range with focus on the competence fields of metal craft and industry as well as building trade and renovations.
- Sustainable system solutions from tools and accessories to services, delivering value today and for the future.
- Our vision is the cordless construction site and ultimately maximum freedom and flexibility for professionals.

metabo®
PROFESSIONAL POWER TOOL SOLUTIONS