

Anniversary Year starts with Innovation

For its one hundredth anniversary, the BeA-Group announces trend-setting innovations

Ahrensburg, February 2010. As an international group with subsidiaries in 17 countries worldwide the German fastening systems specialist Joh. Friedrich Behrens AG (BeA) enters its one hundredth year of corporate history. Additional to a look back BeA will focus on product innovation in its anniversary year. A new tool with superior power is the gas driven concrete nailer BeA Dynamic CN60. The reliable high-tech tool made in Germany drives steel pins in hard concrete floors and ceilings and makes time-consuming drilling and doweling superfluous. BeA now presents this unusually powerful new tool on German and international trade shows to the building trade. This starts the anniversary year for BeA, headlined by innovation and tradition.

Industrial staples and staplers provided much of the growth for BeA in the 50s. The company was established in 1910 in Hamburg as an import and export trading house. Today, Joh. Friedrich Behrens AG (BeA) is the worldwide market leader for self reloading modular tools that are being installed in automated production lines. Staplers and nailers from BeA are being used worldwide on construction sites and in the woodworking industry, automotive industry, industrial packaging and with craftsmen. BeA is the leading supplier of pneumatic fastening technology for furniture production in Europe, Australia, South America and the U.S. More than 400 employees in 17 nations are responsible for development, sales and service for the highly specialized nailers, staplers and fastening consumables from BeA. Additionally, BeA is present in more than 40 countries with joint ventures and distribution partners. Consolidated sales of the BeA-Group amounted to €33.3 million in the first half year of 2009.

In order to make the one hundredth anniversary a memorable event despite the economic crisis, BeA builds on its virtues that brought the company recognition worldwide: the confidence of the customers in BeA's high quality products and services. CEO Tobias Fischer-Zernin wants to stress these virtues with trendsetting new products and attractive anniversary promotions. These will be made available at all sales points of BeA. Numerous promotion packages which combine tools and consumables for attractive prices shall bring the party feeling to BeA's customers during the year 2010.

Fischer Zernin, together with his wife Suzanne the majority shareholders of Joh. Friedrich Behrens AG, drove product innovation despite the current economic climate. "We are developing products that give our customers more productivity", explains Fischer-Zernin. "In our anniversary year we will therefore bring new staple tools for timber frame housing and an efficient screwdriver systems to the market following the introduction of the concrete pin nailer." Additional product innovations

for the CN60 cordless gas driven tool technology are planned. As with cordless telephones or notebooks, the trend on construction sites is to use cordless fastening tools as well. After 100 years of corporate history, Joh. Friedrich Behrens AG still has a determination for an efficient future with innovations like these.

Facts on Joh. Friedrich Behrens AG

The Joh. Friedrich Behrens AG was established in 1910 and has developed into a worldwide group of companies with sales of approximately €100 million (2008). The brand-name BeA is synonymous for high quality products in pneumatic fastening technology. BeA fastening tools and consumables command the highest quality and dependability. In order to keep this high standard in the future, products and services are continually optimized and enhanced. With the use of innovative technology, BeA sets standards in fastening technology. Subsidiaries and joint venture companies sell BeA products in Europe and the Americas. Additionally, BeA has distribution partners in more than 55 nations.

One of the primary strength of the BeA-Group is its pronounced service philosophy. With approximately 75 travelling sales and service personnel, BeA provides effective technical support to its customers. The BeA-Group employs approximately 400 persons, including approximately 30 apprentices.



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