



PRESS RELEASE | December 2023

Heller Tools celebrates 175th company anniversary and presents new products

Visitors to the hardware fair can look forward to the presentation of the German manufacturer of premium tools Heller Tools. At its stand no. F030-G031 in Hall 10.2, the company will be presenting numerous new and further developments from various areas of its product range for professional users.

For example, Heller will be presenting the further development of its best hammer drill Trijet Ultimate, also with SDS-max mounting. Heller is thus expanding the successful Trijet Ultimate SDS-plus range into the SDS-max area. With its innovative three cutting edges and the new helix, the unique multi-cutter is up to 10% faster and up to four times more robust than its already leading predecessor. "We are proud to be able to meet the many customer requests for an expansion of the range of our best hammer drill and to now also offer the Heller Trijet Ultimate in the SDS-max segment," says Felix Penkhues, Product Manager at Heller Tools.

In addition to its premium products, which impress with their efficiency and durability, Heller is characterized by its outstanding services. The company offers a wide range of product videos, tutorials and detailed product information for its retail partners. In addition, Heller has recently produced new and exclusive information videos that provide a precise impression of the product range and its application. In the "Virtual Showroom", customers can experience all information on products and services, contact persons, the production process and the company in a digital way.

As a manufacturer of tool accessories, Heller Tools sells a wide range of products under its Heller, Keil and TCG brands and positions itself as a global full-service provider in the tool industry.

Thanks to the investments at the Dinklage site, Keil believes it is very well positioned to offer its customers in the tool industry a wide range of premium quality products. In Cologne, Keil is presenting the new premium SDS-plus drill Power-4CE Pro as well as new services for the trade. Keil offers high-performance tools for professional users that meet the highest requirements in terms of durability and work results. With a dynamic, modern brand image, Keil Profi-Werkzeuge presents itself as powerful, innovative and unique.



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You can also find out more about the Tool Competence Group (TCG) at the Heller Tools stand. The private label brand draws on 175 years of experience in the production and marketing of high-quality tools. In addition to premium products, TCG is characterized by its individual product solutions, a wide range of services and sales support.

Visit Heller Tools at the Hardware Fair 2024 and celebrate 175 years of premium tools for professionals.

You can find more information about Heller Tools at www.hellertools.com, about Keil at www.keil.eu and about TCG at <https://www.toolcompetencegroup.com>.

About the Heller Tools Group:

Heller Tools GmbH is one of the world's most renowned manufacturers of tool accessories for professional users on construction sites and in industry. Under the Heller and Keil brands, the group of companies distributes quality products for professional drilling in over 60 countries. The group manufactures at its facility in Dinklage and has sales offices worldwide. Heller Tools became part of the Serafin Group in 2014. For more information go to www.hellertools.de

About the Serafin Group of Companies:

Serafin is a diversified group of companies whose philosophy is based on the shareholder family's entrepreneurial tradition of 150 years. In line with its guiding principle of "Verantwortung aus Tradition" (A Tradition of Responsibility), Serafin invests in companies for the purpose of further developing these in line with the interests of all stakeholders. The group companies generate total sales revenues of over 1 billion euros and employ a workforce of more than 4,500. For more information go to www.serafin-gruppe.de