

Würth Group Innovations

KEY.
PLATFORM
2014 April 23 – 24, 2014
Conrad Seoul, Korea

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Würth Group

Michael Loefflad, April 2014



HISTORY OF WÜRTH

1945

Established by Adolf Würth as a two-men family business of screw wholesale



Würth Headquarter 1945



Würth Headquarter 2014



Prof. Dr. h. c. mult. Reinhold Würth and his father

HISTORY OF WÜRTH

1962

First international Firm set in Holland, followed by USA in 1969 and South Africa in 1970

1987

Enter the Asian market by acquiring a company in Japan and Malaysia

2000

Achieved the new record with the company's sales exceeding EUR 5 billion.



Würth Holland 1945



Würth Japan 2014



HISTORY OF WÜRTH LOGO

- It all began with the **SCREW**



1945
Designed by
Adolf Würth



1970
Updated in line
with the times



1980
Banners are featured
in our visual identity



2010
The word mark is separated
from the symbol, give it a
stronger, prominent look

HISTORY OF THE WÜRTH GROUP

- Starting globalization in 1962 (Würth Netherland, Würth Switzerland, Würth Austria)
- First Company in Ocenania in 1982 (Würth Australia)
- First Company in Asia in 1987 (Würth Malaysia, Würth Japan)

ANNUAL SALES

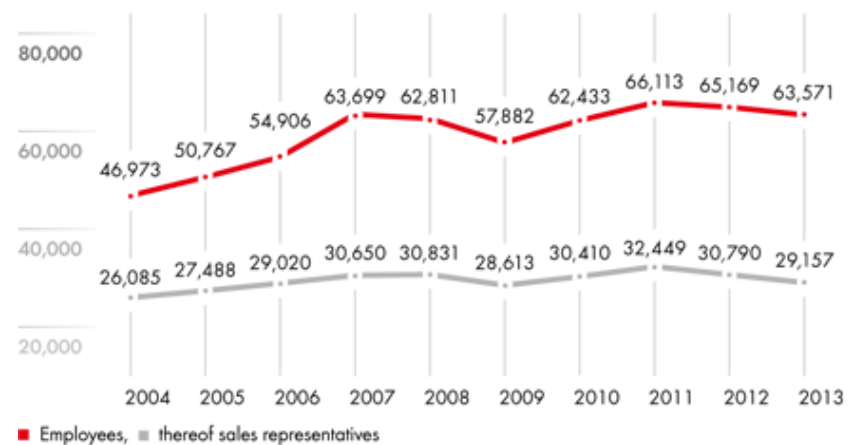
in million EUR

SALES Würth Group in millions of EUR



EMPLOYEES

EMPLOYEES Würth Group



INNOVATIONS OF WÜRTH

1. Refilling System **REFILLO[®]mat**

The safe and economical system for the automatic refilling of spray cans with substances and compressed air



INNOVATIONS OF WÜRTH

2. Assy 3.0

A new generation of screws
for high-performance: born in 1958

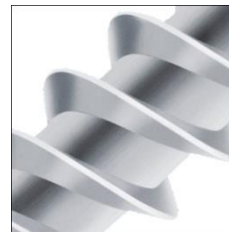
Würth as a trading business had
begun to not only sell but also
develop and manufacture products
itself..



Assy AW Drive Screw self
countersinking with drill tip



Special thread design for faster
screw insertion



no pre-drilling required



INNOVATIONS OF WÜRTH

3. Innovation Board

The focus has always been on paying attention to the customers' needs

Innovation Board

consequently developing new innovative products through hearing the voices of customers, suppliers, manufacturers



INNOVATIONS OF WÜRTH

4. Innovation in Managing

Managers are evaluated according to:

Key Performance Indicator
Staff Turnover
Learn to Lead

“We are our customers’ employees”
- Prof. Reinhold Würth.



WÜRTH VISION 2020

Würth Group

- Sales: 20'000'000'000 EUR
- No. of MA: 100'000

Würth ASIA/PACIFIC

- Sales: 5'000'000'000 EUR
- No. of MA: 25'000



Our vision: Becoming the number 1 in the eyes of our customers as the best sales team.

„Visions are more than hopes, because they are based on forecasts. Visions, however, are less than plans because they go far beyond the time horizon of plans.“

Prof. Dr. h. c. mult. Reinhold Würth

**THANK YOU
FOR YOUR ATTENTION**