

PRESS INFORMATION

Neureichenau, January 2018

PARAT OFF TO A FLYING START: NEW WEBSITE, NEW PRODUCTS, NEW CUSTOMER CONCEPT

PARAT Group is a worldwide technology leader for plastic premium solutions and runs production sites all over the world in a sustainable manner. As a recognized market leader for premium tool case systems, PARAT has been globally active for more than 70 years as a professional and reliable supplier for specialist dealers from the most common trades. On-going further development and process optimization are an inherent part of PARAT's corporate philosophy. In keeping with this goal, the new year 2018 starts with a multitude of innovations.

The key product highlight is the latest handle generation by PARAT – it is integrated in almost any PARAT tool case and bag. Its ergonomic shape and anti-slip softtouch surface with handy dimples make the handle design unique on the market. In addition, the practical handle snaps into place at 90° and enables a back-friendly placing and lifting of the tool case. Oil, dirt and sweat simply run off the case surface thanks to its resistant material. Moreover, the handle design is a particular eye-catcher: entirely in the style of the PARAT logo with its red color, the red style line gives every tool case a polished look.

And again this year, the company places great emphasis on close collaboration with its customers. In order to strengthen the focus on user experience-driven development, PARAT incorporates direct feedback from the customer into the product creation process, as it did before. For PARAT, this means that a very special product combination is right at the top of the agenda: only those features from different objects are brought together that best met the customers' needs and are then combined in one single product. This way, you achieve a perfect final result that leaves nothing to be desired. To this end, the CARGO tool case is merged into the CLASSIC product line: the popular CP-7 interior fitting is now integrated in PARAT's best-selling CLASSIC series, which becomes even more versatile. The models are available in different sizes, from the compact standard case to the KingSize Plus format, which accommodates up to 70 tools. The CLASSIC models can now be purchased both with premium sewn-in pockets and with the exclusive CP-7 tool holders. The case body is made of extremely sturdy and anti-slip X-ABS plastic.

And also the case shells from the SILVER series now come with a high-class surface made of X-ABS plastic. This long-lasting premium material not only treats sensitive working areas with care thanks to its softtouch surface, but also cushions shocks and thereby protects the case contents. In order to round off the SILVER series facelift, the case models are fitted with the newly designed PARAT carrying handle.

Last but not least, PARAT launched its upgraded tool cases website at the start of the year. The web pages come in a fresh look and impress visitors with their clear-cut, clean design and lots of user-friendly features. For example, the optimized product finder directly leads the customer to the premium tool case that perfectly matches its individual needs. On the product

PRESS INFORMATION

Neureichenau, January 2018

page, specific tutorial videos deal with all questions you may have on the respective model. Of course, all object data are also available in printed form. A new complete catalog for tool cases and bags gives an in-depth and precise overview.

selected images:

For more than 70 years now, PARAT has been able to convince professional craftspeople from the most different trades with high-class premium tool cases.



Modern design, high-class materials and maximum functionality as well as best carrying comfort characterize **PARAT's** next handle generation. The carrying handle snaps into place at any position you want and enables efficient and back-friendly working.



Top seller from the CLASSIC product line: Premium tool case in a variety of versions. Now available with patented CP-7 tool holder and newly designed PARAT handle. Illustration shows CLASSIC 581.070.171

various lock types:
TSA LOCK® mechanism,
combination lock, clamp lock



PRESS INFORMATION

Neureichenau, January 2018

About PARAT Group:

PARAT – the globally active partner for highly functional plastic trim parts and structural components focuses consistently on delivering the very highest quality with a maximum of customer value as a leading manufacturer of tool cases and bags, provider of innovative IT storage systems and specialist for certified safety lamps. In the financial year 2016, PARAT Group generated revenues of about 80 million euros with a workforce of approximately 800 employees at five locations worldwide.

Manufacturer's Address:

PARAT GmbH + Co.KG
Schönenbach Straße 1
DE - 94089 Neureichenau
www.parat.eu

Contact:

Marketing & PR
Head of Marketing Florian Limmer
phone: +49 (0) 8583 / 29-404
Mail: flimmer@parat.eu