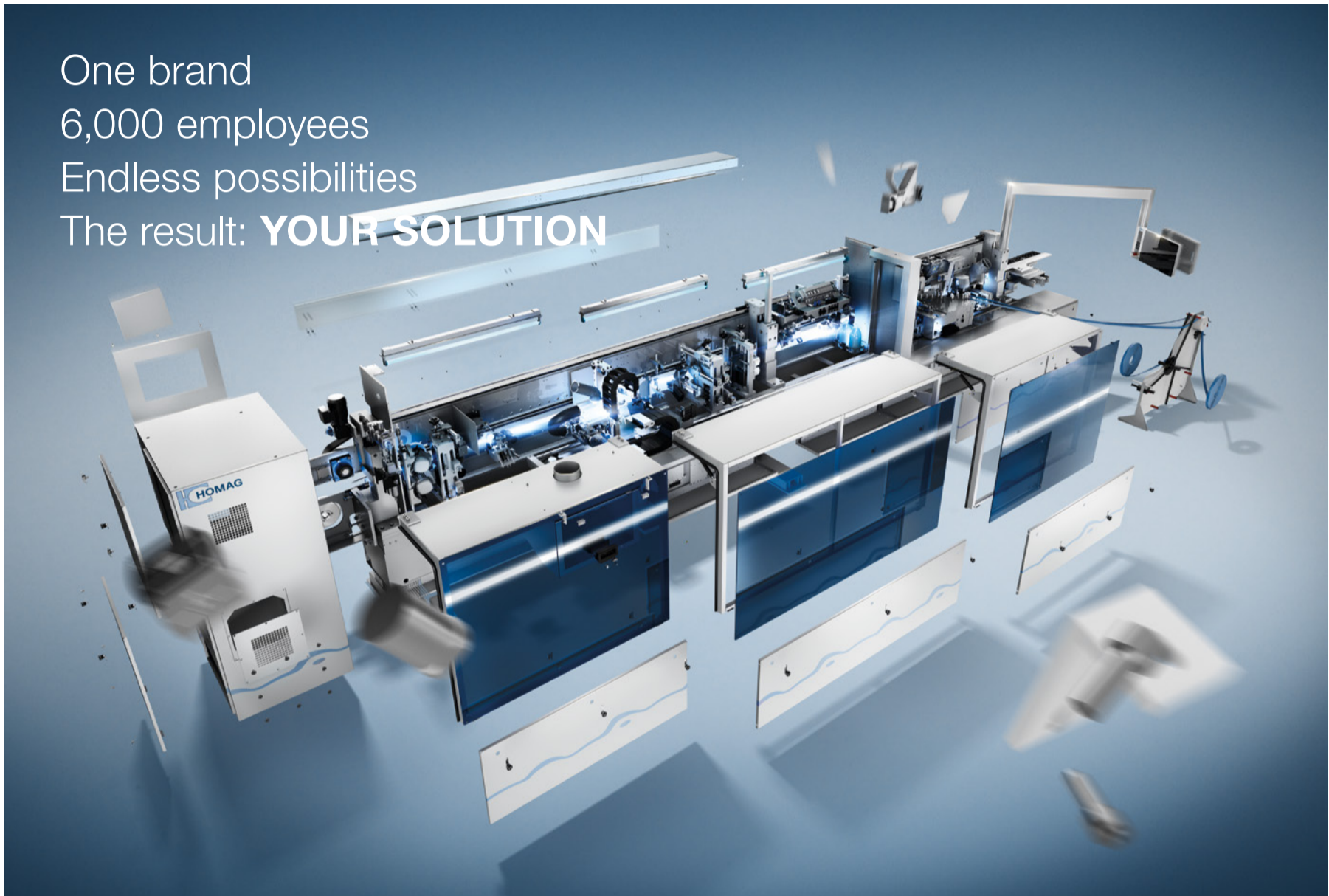


inspiration

YOUR SOLUTION FOR WOOD PROCESSING

MARCH 2017

One brand
6,000 employees
Endless possibilities
The result: **YOUR SOLUTION**



YOUR SOLUTION – in each individual machine. The latest edge banding machine represents all HOMAG solutions. We laid the foundations for our success with the first machine of this type in 1962.

ONE COMPANY – ONE BRAND

More than just the sum of our parts.

Any company seeking success in today's economy must keep an eye on the market, listen to customers and be open to change. These are the principles that we have taken to heart: We have reorganized our company for your benefit.

The focus of our activities is your solution. For a long time now, the ideal solution has encompassed much more than selling a single machine, a piece of software, a service or securing customer satisfaction. Only those companies that understand the connections within your business and can supply everything you need from a single source are capable of offering you expert

advice and the appropriate innovations.

With our decision to position HOMAG as a strong brand for the future, we are focusing in more detail on your requirements. After all, every product offered by our companies will bear the HOMAG brand from now on, which will allow us to communicate clearly and make it easier for you to find what you need. [Learn all about our new HOMAG brand and communication strategy from page 2 onwards.](#)

“HOMAG has positioned itself as an innovative partner that thinks and deals in solutions. We are pursuing this path with great dedication.”

Pekka Paasivaara, CEO at HOMAG Group AG

“Our development to date is the result of excellent products, committed employees and reliable processes. It is for this reason that the great trust that our customers and suppliers place in HOMAG is such a special honor – and a daily motivation for us all.”

Anton Hamm, Executive Vice President Life Cycle Services, HOMAG

CONTINUED FROM THE FRONT PAGE

CHANGE AS AN OPPORTUNITY

Since the 1960s, we have continued to drive our industry with innovations and technologies while also shaping the market with help from you, our customers. **Thanks to a clear strategy, we developed into a company that covers the entire process chain for the field of wood processing – with 6,000 employees who work hand-in-hand for you.** Today, we are at the top of the global market. We have managed to achieve this only because our employees look ahead and have always been open to change. In recent years in particular, the world around us has been changing at an increasing pace. Globalization, individualization, networking and digitalization are just some of the keywords that illustrate this change.

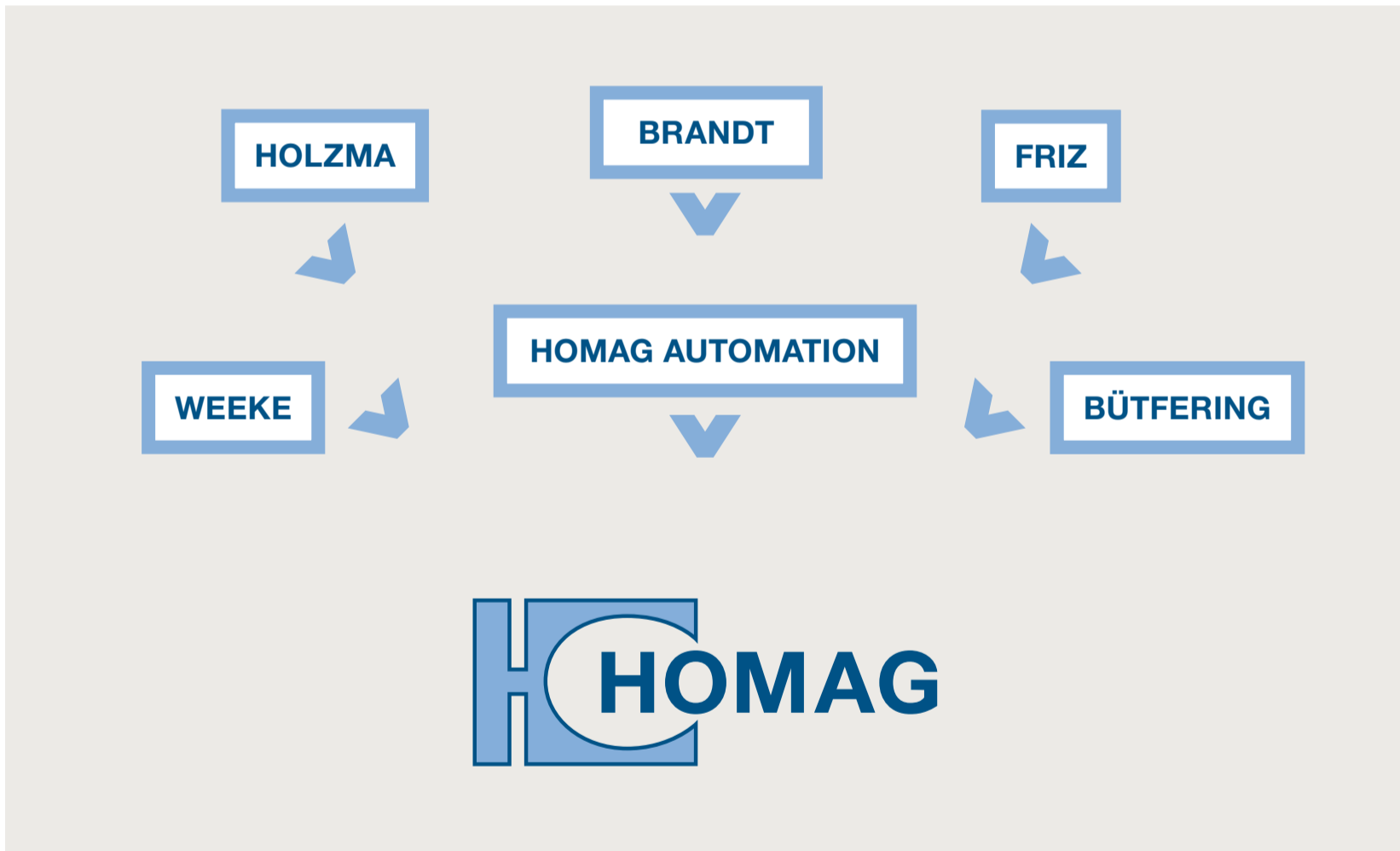
POSITIONING HOMAG AS A SINGLE BRAND

We see changes as opportunities and we are now taking the next step: We are bundling our brands to form one single brand. **In view of this step, we will be marketing all products offered by our companies under the HOMAG brand from now on.**

In future, every one of our machines will bear the HOMAG logo, and likewise every sales and service employee will be employed by HOMAG. Our top-level objectives are linked to this idea: **Simplifying our partnership with you as customers, suppliers and business partners – and clear communication across the globe.** At the same time, we are bundling our expertise in research and development, and ensuring that new solutions are ready for the market faster. You can therefore continue to place your trust in the quality standard that you expect from our companies, even though your HOLZMA panel dividing saw, your BRANDT edge banding machine, your WEEKE CNC machine or your BÜTFERING sanding machine will bear the HOMAG logo in the future.

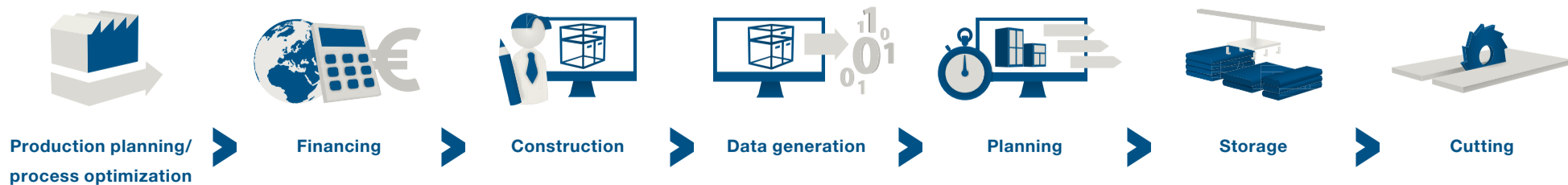
NEW STRATEGY FOR THE FUTURE

Via our new communication campaign, we will demonstrate to you that there is more than what meets the eye in each machine and in each application produced by HOMAG. More innovations and patents. More software and services. And, of course, the full commitment of every single employee. All of these things combined: **YOUR SOLUTION.**



The new brand strategy provides clarity and facilitates orientation on a global scale. All products now bear the HOMAG logo.

WE OFFER YOUR SOLUTION FOR ALL STEPS IN THE PROCESS CHAIN



“Thanks to our broad portfolio, we can develop tailored solutions that will help you move forward. The portfolio encompasses not only machines, but also consulting services and software solutions. This is what makes HOMAG like no other manufacturer.”

Tobias Schaible, Vice President Central and Southern Europe, HOMAG



1,200 service personnel
90% of service issues resolved online
1 goal – unsurpassed performance
We are: **YOUR SOLUTION**



Using our new images, we will demonstrate to you that we are more than just the sum of our parts. As an example, **YOUR SOLUTION** means that our service employees do everything possible to achieve one objective – that your machine is up and running.

THE CORE VALUES OF OUR BRAND

IN PARTNERSHIP

For decades, we have been a fair, respectful and loyal partner for our customers.



INNOVATIVE

Our future-oriented solutions set trends and help our customers to be successful on the market.

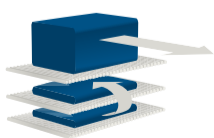


SOLUTION-FOCUSED

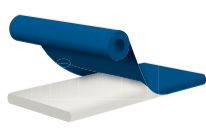
Our technologies, products and services solve the challenges faced by our customers holistically and sustainably and in a fully integrated way.

THESE VALUES ARE THE BASIS FOR A NEW, STRONG HOMAG CLAIM

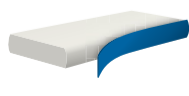
= YOUR SOLUTION



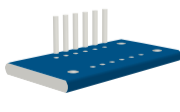
Sorting/
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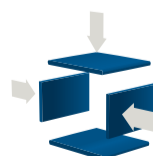
Surface processing



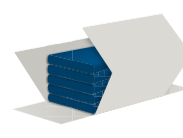
Formatting/edging



Drilling/
fixture positioning



Assembly



Packaging



Service

CONSISTENT AND CLEAR

OUR NEW WEBSITE OFFERS A WEALTH OF BENEFITS FOR YOU AS OUR CUSTOMER:

1. A CONTACT IN THE SALES DEPARTMENT FOR ALL SOLUTIONS:

Your personal HOMAG expert can offer advice on all products and will work with you to develop your individual solution.

2. A STRONG DEVELOPMENT TEAM FOR INNOVATION POWER:

Through the bundling of development competences we bring new solutions much faster to

market maturity – always with the aim to move your company successfully in the future and to optimize your processes.

3. A STRONG SERVICE TEAM WORLDWIDE:

Our HOMAG service employees draw on solid technical expertise to provide rapid and professional support around the globe.

4. A WEBSITE FOR ALL SOLUTIONS:

You can now find all solutions available from our company on a single website. You benefit from the comprehensive product overviews and numerous customer testimonials. Find out more at www.homag.com

AN ACTIVE PARTNERSHIP WORLDWIDE



“Any business like ours that delivers kitchens in 48 hours needs a networked production chain. As well as a partner that has mastered this concept, of course.” Olja Glisovic, Managing Director at Darex Home, Serbia

“Our success is intrinsically linked with the investments that we have made in solutions from HOMAG.” Alessandro Erba, Managing Director at Erba Mobili, Italy



“If a problem arises, HOMAG always finds a solution. We are very happy with the support and service that we have received.”

Lyle Kearns, Manager at Precise Precut, Australia

“Automation is just the beginning. The advice and integrated software from HOMAG was the breakthrough for us.”

Christian Beer, Owner of the Beer joinery, Germany



“With HOMAG by our side, we have reached the next level in staircase production.”

Klaus Armbruster, Head of Staircase Production at WeberHaus, Germany

“Via our single brand, we can work in all business fields more effectively. It means that we can offer our customers best-in-class solutions across all disciplines.”

Wolfgang Augsten, Executive Vice President of the Panel Dividing BU, HOMAG

“Thanks to HOMAG, we can hold our own despite fierce competition from much larger companies.”

Bernhard Daxenberger, Master Joiner at the Daxenberger joinery, Germany

“It is the holistic approach that makes HOMAG stand out. The HOMAG approach encompasses everything from the consultation phase plus organizing production and networking, through to pinpointing a unique product portfolio – with the corresponding service included of course.”

Achim Homeier, Director of Product Management, HOMAG

“We have transformed our entire production philosophy. I would definitely commission HOMAG to construct a plant again.”

Jerzy Krzanowski, Vice President of the Management Board at Nowy Styl, Poland

TRADE FAIR TICKER

HOMAG AT LIGNA.

Welcome to our world of solutions. Discover what HOMAG can contribute to your solution – join us from 05/22 to 05/26/2017 in Hall 13 and 14, Hannover.

LIGNA