

PRESS RELEASE

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voestalpine: Böhler companies with new name and visual appearance

The Styrian production companies in the High Performance Metals Division of the voestalpine Group—up to now BÖHLER Edelstahl GmbH & Co KG, BÖHLER Schmiedetechnik GmbH & Co KG (both in Kapfenberg), and BÖHLER Bleche GmbH & Co KG (in Mürzzuschlag)—are to include the word “voestalpine” in their company names with immediate effect. Over the coming months their visual appearance will also be adapted to conform to the voestalpine brand image. This change stresses the Böhler companies’ position as part of the voestalpine Group, of which they have been a member for the past ten years, at the same time underlining their consistent focus on advanced technology and quality.

Over the past 15 years voestalpine has evolved from a traditional, primarily Austrian steel company to become a global technology and capital goods group. “The Styrian companies in the High Performance Metals Division, which became part of our Group after acquisition of the Böhler-Uddeholm Group in 2007/08, have played an important role in the voestalpine Group’s development by focusing on highly sophisticated products, particularly for the global aerospace, oil & gas, and automotive industries,” says voestalpine CEO Wolfgang Eder. Franz Rotter, Member of the Management Board of voestalpine AG and Head of the High Performance Metals Division, adds: “This uniform visual appearance is intended to underscore the strategic importance that our companies place on extremely high-tech segments, as well as our international character—both key voestalpine brand values.”

The three Division companies based in Styria, in which over 3,600 employees generated a total revenue of around EUR 1 billion in the business year 2016/17, are now operating as voestalpine BÖHLER Edelstahl GmbH & Co KG (formerly: BÖHLER Edelstahl GmbH & Co KG), voestalpine BÖHLER Aerospace GmbH & Co KG (formerly: BÖHLER Schmiedetechnik GmbH & Co KG), and voestalpine BÖHLER Bleche GmbH & Co KG (formerly: BÖHLER Bleche GmbH & Co KG). In addition to its corporate affiliation, the name “voestalpine BÖHLER Aerospace GmbH & Co KG” highlights the company’s progress from its origins as a domestic forging operation to become a leading international supplier of highly stress-resistant forged parts for the aerospace industry, including aerostructures, and parts for engines and landing gear. The former Böhler PROFIL GmbH, based in Bruckbach in Lower Austria, was simultaneously renamed voestalpine BÖHLER Profil GmbH.

voestalpine in Styria

Three of the four voestalpine Group divisions—the High Performance Metals Division, the Metal Engineering Division, and the Metal Forming Division—make a key contribution to regional value creation in Styria through their thirteen production companies and one holding company, spread over nine different sites. Around 9,400 employees generated a total revenue of EUR 3.1 billion during the business year 2016/17. Investment volume over the past ten years amounted to EUR 3.2 billion in total, the average export quota was about 86 percent. voestalpine companies in Styria are currently training around 330 apprentices in 16 trades, thereby securing their future employment prospects.

High Performance Metals Division

The voestalpine AG's High Performance Metals Division is focused on producing and processing high-performance materials and customer-specific services including heat treatment, high-tech surface treatments, and additive manufacturing processes. Due to its unique sales and service network at about 160 sites around the world the division offers its customers material availability and processing as well as local points of contact. The division is the global market leader for tool steel and a leading provider of high-speed steel, valve steel, and other products made of special steels, as well as powder materials, nickel-based alloys, and titanium. The most important customer segments are the automotive, oil and natural gas exploration, and mechanical engineering industries as well as the consumer goods and aerospace industries. In the business year 2016/17, the division reported revenue of around EUR 2.7 billion, of which about 50% was generated outside Europe, and an operating result (EBITDA) of EUR 395 million; it has around 13,700 employees worldwide.

The voestalpine Group

In its business segments, voestalpine is a globally leading technology and capital goods group with a unique combination of material and processing expertise. voestalpine, which operates globally, has around 500 Group companies and locations in more than 50 countries on all five continents. It has been listed on the Vienna Stock Exchange since 1995. With its top-quality products and system solutions using steel and other metals, it is one of the leading partners to the automotive and consumer goods industries in Europe as well as to the aerospace and oil & gas industries worldwide. The voestalpine Group is also the world market leader in turnout technology, special rails, tool steel, and special sections. In the business year 2016/17, the Group generated revenue of EUR 11.3 billion, with an operating result (EBITDA) of EUR 1.54 billion; it has around 50,000 employees worldwide.

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