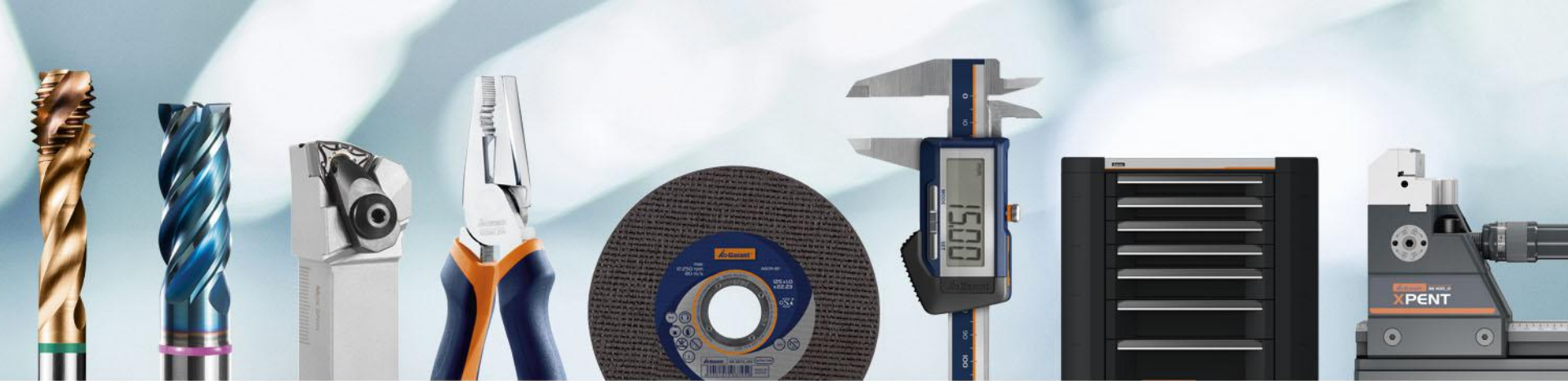




WELCOME, 欢迎

MRS. MUSTERFRAU女士

MISTER MUSTERMANN 先生

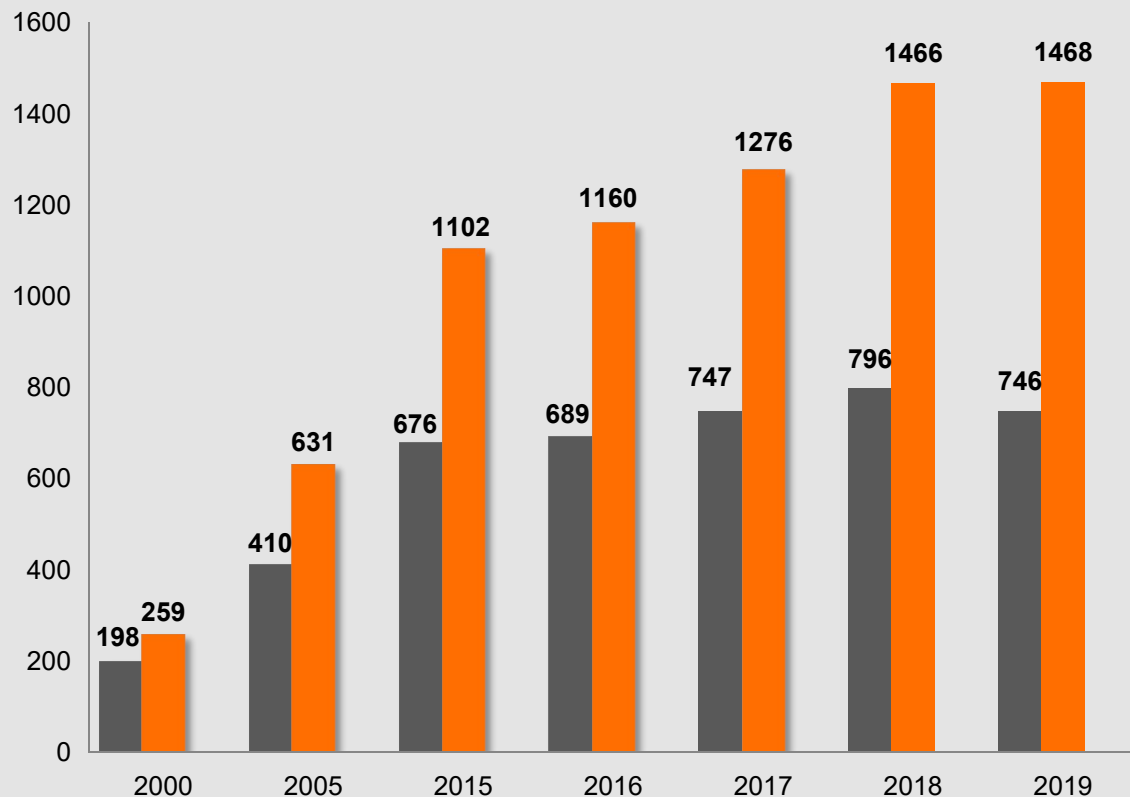
Insert customer logo

 **Hoffmann Group®**

霍夫曼集团

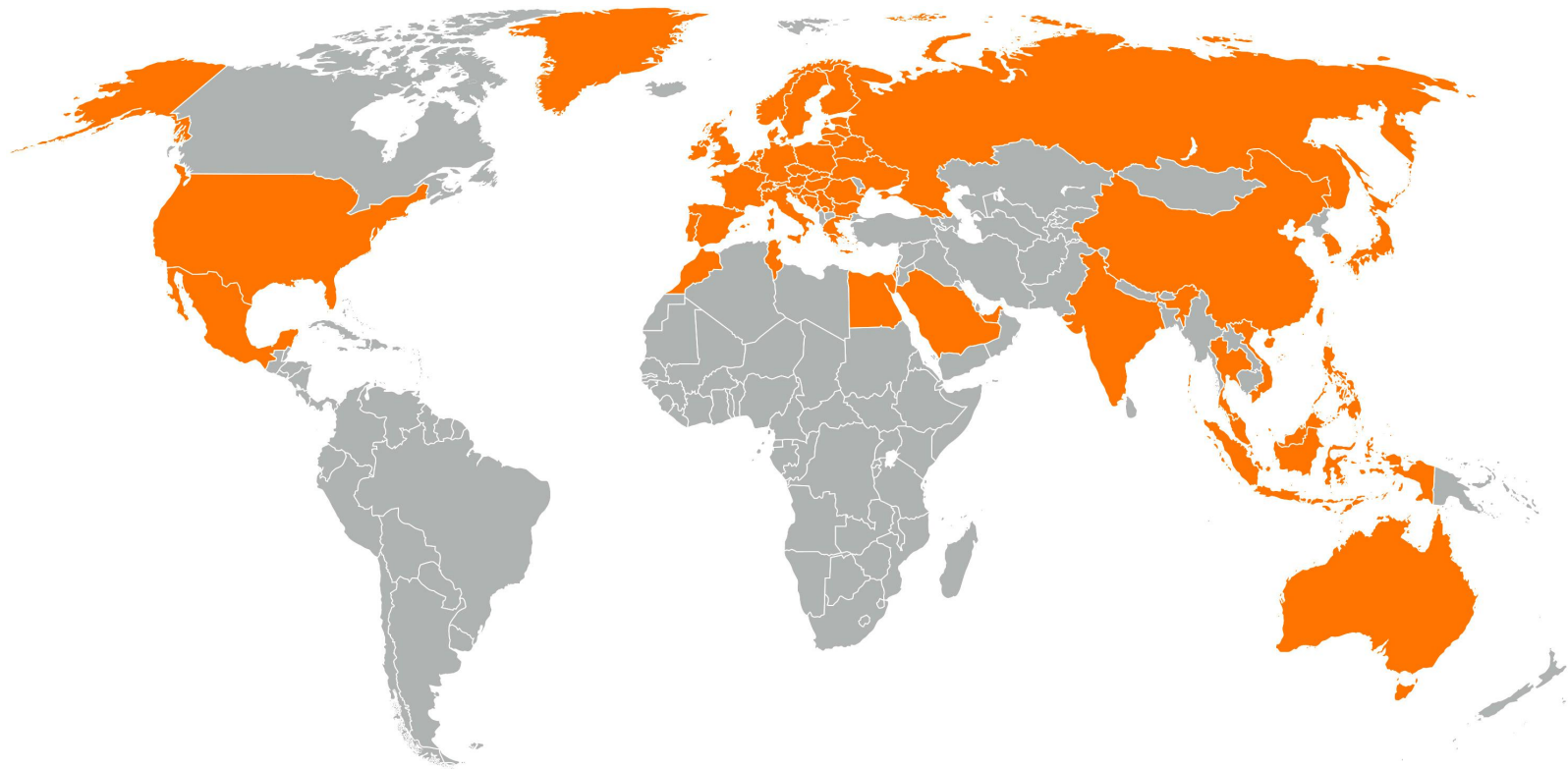
Turnover in million Euros 营业额 百万欧元

■ Hoffmann Group Germany 霍夫曼集团德国
■ Hoffmann Group globally 霍夫曼集团全球



SUCCESSFUL FOR
OVER 100 YEARS.
超过100年的成功之路

- 135,000 satisfied customers.
135,000 家满意客户
- About 4,000 dedicated employees.
4,000名敬业的员工
- Turnover around 1,4 billion Euros.
超过14亿欧元营业额



NO MATTER WHERE.
NO MATTER WHEN.
WE ARE THERE FOR YOU.

无论何地，
无论何时，
我们随时为您效劳。

► HoG Brand spot 2016

- **Europe's No. 1**, there for you, throughout the world.
欧洲第一，遍布全球
- **Global presence - on the spot** in more than 50 countries.
全球服务 - 超过 50 个国家和地区
- **Local strength** due to local sales teams.
强大的本地服务 - 本地销售团队
- Professional **export team** for global supply
专业的出口团队确保全球供应

 **Hoffmann Group**
霍夫曼集团



THE MOST
IMPORTANT TOOL
FOR OUR
CUSTOMERS –
OUR CATALOGUE.

霍夫曼目录 –
客户心中最重要的工具

- In print and online.
有纸质版和电子版
- More than 90,000 quality tools,
workstations and storage und
PPE products.
收录超过90,000种优质工具,
包括车间装备和PPE产品
- Available in 18 languages.
18种语言版本可供使用



THE QUALITY TOOL
YOU CANNOT FIND HERE,
YOU WILL NOT FIND ANYWHERE.

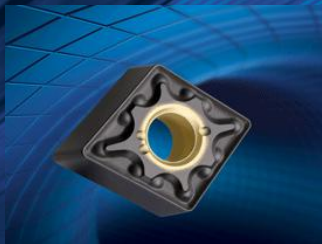
优质工具，只有您想不到，
没有我们做不到。

- GARANT top brand. HOLEX quality brand.
GARANT 高端品牌。HOLEX 工业级品牌。
- More than 90,000 catalogue items immediately available.
90,000 件目录产品可立即送达。
- 500 brands from leading manufacturers. 500,000 items listed.
来自领先制造商的 500 个品牌。收录 500,000 种物料
- Transparent pricing, fixed for 1 year.
透明的价格，1 年固定期。
- Around 100 product managers with a global perspective.
100 位全球服务的产品经理



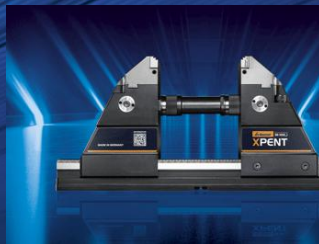
Mono machining

整体式切削刀具



Modulare machining

可转位切削刀具



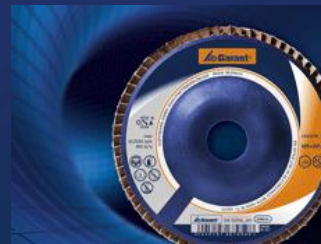
Clamping technology

夹具



Metrology

测量工具



Grinding and cutting

打磨和切割工具



Fastening, hand and assembly tools

拧紧及安装工具



Hand tools

手动工具



Workstations and storage

车间装备



Workshop accessories and occupational safety

电动工具和车间用品



Personal Protective Equipment

个人防护用品

WE START BY MAKING OUR TOOLS
PERFECT. THEN WE SEE HOW
WE CAN IMPROVE THEM.

我们让工具极尽完美，然后不断精益求精。

- More than 40,000 premium quality tools.
40,000件优质工具
- Best price-performance ratio.
最高的性价比
- Successful for more than 45 years.
超过45年的成功之路

RANKING PRECISION MACHINING*

1. Gühring KG	440
2. Ceratizit	330
3. GARANT	283,6
4. Sandvik Coromant	258
5. Mapal Dr. Kress KG	215
6. Paul Horn GmbH	200
7. Kennametal Gruppe	194
8. Walter AG	172
9. Emuge Franken	155
10. Iscar Germany GmbH	152

Machining Ranking/Sales in Germany in € million - Source: production 2018



Manufacturer certified to ISO 9001 and VDA 6.4 for processes and development



OUTSTANDING TOOLS FOR REAL PROFESSIONALS, WHO KNOW WHAT THEY NEED.

为您的成功带来助力的专业工具

- Developed with users, suppliers, institutes and 12 of our own technology centers.
与用户、供应商、机构以及12家下属测试中心共同研发。
- As manufacturer on position 3 in the german precision machining ranking.
在精密切削加工排名中荣登第三名。

- Rocksolid and proven: Industrial quality for everyday use.
坚固耐用、值得信赖：工业级品质，工作必备
- Really clever: Convincing good price and convincing good performance.
明智之选：价格公道，绩效保证



FOR ALL THOSE WHO SIMPLY
WANT TO GET ON WITH THE JOB.

种类齐全，便捷采购，任您挑选

- A broad range: More than 14,000 tools for standard applications.
产品范围广泛：超过14,000件标准产品应用
- Focus on functionality: Exactly the products you need.
专注于产品功能：应您所需



99% DELIVERY AVAILABILITY.
99.9% DELIVERY ACCURACY.
NOBODY'S PERFECT.

99%交付能力
99.9%交付准确性
我们力求完美

EUROPE'S LARGEST TOOLING
LOGISTICS CENTRE – NUREMBERG

欧洲最大的工具物流中心 - 纽伦堡

- 60,000 items/day.
60,000件物料/天
- Zero error strategy.
零错误战略
- Within 24hrs in Germany,
48hrs throughout Europe.
德国境内24小时交付,
欧洲境内48小时交付。
- 40,000 m² warehouse area.
40,000 m²仓储空间
- Dedicated workstations and storage centre
独有的车间装备存储中心
- New building LogisticCity 2020/21
2020/21全新物流城竣工

LogisticCity
BEC Odelzhausen

 **Hoffmann Group**

霍夫曼集团



Calibration service 校准服务

In-production measuring technology for accurate machining results.

应用于生产中的测量技术，确保精准的加工结果



Regrinding service 修磨服务

Original regrind for maximum tool performance and tool life.

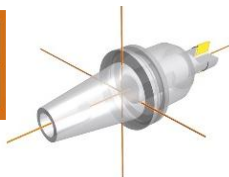
专业级修磨，确保最出色的刀具使用寿命和性能



GARANT Tool24 智能仓储

Flexible tool issuing system for efficient and reliable supply.

灵活的工具发放系统，高效可靠的工具供给



eTool 电子工具

Uniform tool data for CAD / CAM systems.

统一刀具数据，用于CAD / CAM 系统



ToolScout 切削参数计算器

Intelligent tool selection and determination of technology data.

智能选择工具并确认技术参数

- New process data integrated (TPC).
新工艺数据集成 (TPC)
- Can also be used on all mobile devices.
可用于所有移动端设备

INTELLIGENT SERVICES: FROM US – FOR YOU.

智能服务：就在您身边



WE EVEN TURN FINGER AND MOUSE INTO HIGHLY EFFICIENT TOOLS.

我们甚至将手指和鼠标变成了高效的工具

- **eShop:** Order quickly and securely.
eShop: 快速安全的订购
- **eCatalog:** Available in 18 languages.
eCatalog: 18种语言版本可供使用
- **simple system:** The free of charge procurement marketplace.
Simple system: 免费的采购平台

- **ToolScout:** Quick application-related tool selection.
ToolScout: 快速实用的工具检索
- **Apps:** Calculators for highest productivity and economy (e.g. Machining Calculator).
Apps: 计算加工生产过程中最高, 最经济的生产率 (如: 计算刀具切削参数)



SOME OF OUR CUSTOMERS WOULD
LIKE TO RECRUIT OUR ADVISORS.
WE DON'T BLAME THEM.

我们的客户甚至想“订购”我们的顾问，
这是对我们最好的赞许

About 1,400 technical advisors and specialists
1,400名外勤技术顾问

- Field application engineers 现场应用工程师
- Workstations and Storage technical advisors 车间装备技术顾问
- Personal protective equipment advisors 个人防护装备
- Metrology and grinding specialists 量具和磨具技术专家
- eBusiness experts 电子商务专家

 **Hoffmann Group**

霍夫曼集团

Before:之前

A lot of suppliers, many channels of communication.

海量供应商，众多沟通渠道

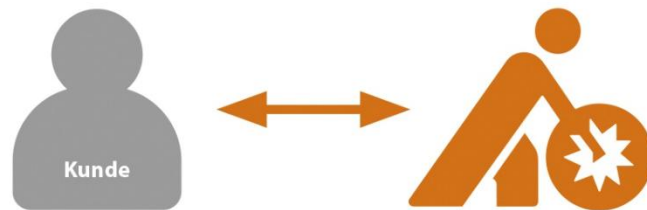


After:现在

With the Hoffmann Group as your partner,
in next to no time you have...

霍夫曼集团—您的优质工具系统伙伴

- fewer contact persons 专属客服：节约交流成本
- fewer orders 一站式采购，避免多订单操作
- fewer goods receipts 一站式发货，避免多次收货
- fewer delivery notes and invoices 一站式服务，更少的送货单和发票



A WHOLE VARIETY OF QUALITY TOOLS –
FROM A SINGLE SOURCE.

提供一站式工具解决方案

- The Hoffmann Group makes your life easier.
霍夫曼集团，工具助您精益求精
- Significantly lower costs and less working time required in all areas
of procurement.
- 海量优质工具，大幅降低您的采购成本并节约工作时间

REFERENCES



135,000 CUSTOMERS, AND EACH ONE
IS THE MOST IMPORTANT TO US.
135,000 家客户，每一位都是最重要的

- 95% of our customers consider us to be a preferred supplier.
95%的客户将我们列为首选供应商
- Numerous prizes and awards.
众多奖项与赞美





HOFFMANN GROUP FOUNDATION



- The foundation was founded in 2006
2006年，创立了霍夫曼集团的企业基金会
- Foundation projects promote the development of socially disadvantaged and traumatized children and adolescents
基金会支持专门的公共机构，为受到歧视或者精神创伤的儿童和青年提供帮助
- Our goal is to support strengthen these children and adolescents sustainably
我们的目标是资助这些儿童和青少年可持续性发展

► Overview Foundation Projects



1973

Introduction of the GARANT brand
as a „clever alternative“ for machining
成立GARANT品牌



1936

The first
Hoffmann catalogue
第一本霍夫曼目录问世



1932

Franz Hoffmann
joins the company
Mr. Franz Hoffmann
加入公司

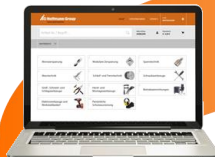


1919

Founding of J. Hoffmann K.G.
Qualitätswerkzeuge in Munich
by Josef Hoffmann.
Mr. Josef Hoffmann创建霍夫曼优质工
具有限公司

2000

Start of the eBusiness
age: products are now
also available online
电子商务时代: 所有产
品可在线订购



2004

German market leadership:
with GARANT we become
market leader in Germany in
the areas of solid carbide
drilling and milling
凭
借GARANT 品牌, 在整体硬
质合金铣削刀具领域,
成为德国市场的领导者



2009

Opening of Europe's most
efficient tooling logistic centre
in Nuremberg
在纽伦堡建立了欧洲最大的工
具物流中心



2012

Strengthening of our
manufacturing competence:
founding of GARANT
Productions GmbH 增
强制造业的竞争力, 成立了
GARANT品牌的生产有限公司



2014

Opening of the new workstations
and storage centre in Odelzhausen
near Munich 在奥德尔茨豪森
新建车间装备物流中心



2014

For the first time the Hoffmann
Group achieves a turnover of
more than € 1,000,000,000
营业额首次突破10亿欧元



2018

Start of construction LogisticCity,
Nürnberg
始创建纽伦堡物流中心



2019

Anniversary:
100 Years of Hoffmann
成立100周年

开

OVERVIEW OF ALL FOUNDATION PROJECTS

基金会资助项目概述



Spatzennest
Essen



Raphaelshaus
Dormagen



Rupert-Mayer-Haus
Göppingen

WIRBELWIND



Wirbelwind e.V.
Reutlingen



ORANGE HOUSE
Peißenberg



ORANGE HOUSE
Bremen



Grundmühle
Hann. Münden



Martin-Luther-
Haus Nürnberg



Lebensräume
München



Grundschule RR





WE VALUE DELIVERY
AVAILABILITY.
AND THAT'S WHY WE
BUILD LIKE IT.

我们非常重视交付能力。
因此我们的物流中心也
规模庞大。

New building LogisticCity in
Nuremberg

全新物流城建立在纽伦堡

- The most powerful tool logistics system in the world
全球最强大的工具物流系统
- More than 100,000 sqm logistics area (approx. 25 football pitches)
超过100,000平方米的物流区 (约25个足球场)
- 40,000 parcels per day
每天可发送40,000个包裹
- Completion 2020/21
2020/21完成竣工

► BEC Odelzhausen



Hoffmann Group

霍夫曼集团



WE VALUE DELIVERY
AVAILABILITY.
AND THAT'S WHY WE
BUILD LIKE IT.

我们非常重视交付能力。
因此我们的物流中心也
规模庞大。

The workstations and storage centre
near Munich

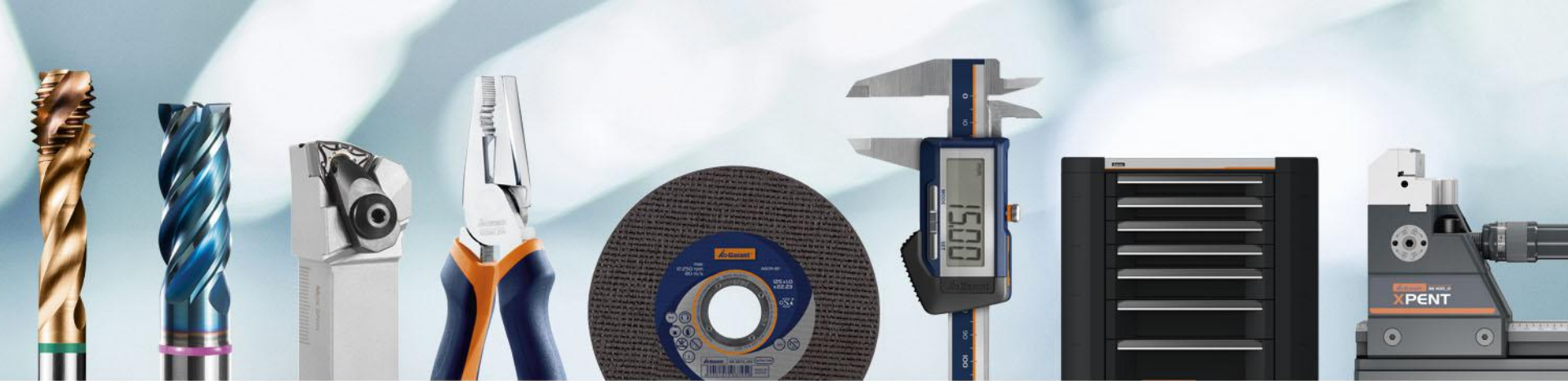
位于慕尼黑附近的车间装备及存储中心

- More than 20,000 sqm logistics area
超过 20,000 m² 物流区域
- Efficient logistics services
高效的物流服务
- More than 2,000 products available
for immediate despatch.
2,000余件产品可立即送达



 **Hoffmann Group**

霍夫曼集团



THANK YOU FOR YOUR ATTENTION.

谢谢！

 **Hoffmann Group®**

霍夫曼集团

HOFFMANN GROUP CHINA

霍夫曼中国



霍夫曼集团



WE GIVE OUR ALL FOR OUR CUSTOMERS.
TO MAKE THEM EVEN MORE SUCCESSFUL.

我们全心全意，帮助您获得更大的成功

 **Hoffmann Group®**

霍夫曼集团

THE STORY OF HOFFMANN CHINA

霍夫曼中国历史回顾



- 2002 / 2003 First market study about China
中国市场首次调研
- 2006 Business through local partners
通过本地合作伙伴开展业务
- 2009 May 五月 Foundation of Hoffmann Quality Tools Trading (Shanghai) Co., Ltd.
成立：霍夫曼工具贸易（上海）有限公司
- 2009 July 七月 Start of the sales activities in China
中国区销售业务正式启动
- 2009 October 十月 1st Hoffmann Group catalogue is released in Chinese language
第一本中文版霍夫曼目录发行



THE STORY OF HOFFMANN CHINA

霍夫曼中国历史回顾



- 2010 May 五月 Small warehouse for customer specific articles
针对客户特殊产品的小型仓库
 - 2010 October 十月 Start of SAP
建立SAP系统
 - 2010 40 employees, > 4 Mio. Euro turnover
40名员工, > 4百万欧元营业额
-
- 2011 October 十月 Warehouse opening with 18,000 articles inventory
仓库开张, 拥有18,000件常备库存

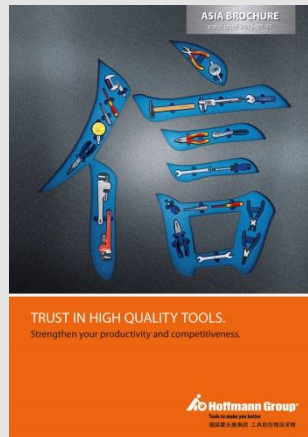


THE STORY OF HOFFMANN CHINA

霍夫曼中国历史回顾



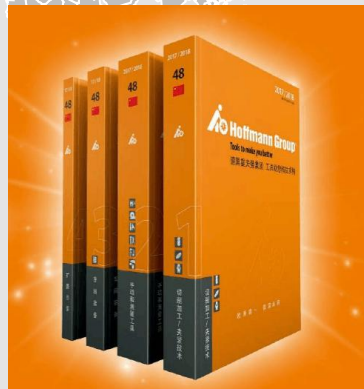
- 2011 52 employees, > 500 customers, > 7 mio. Euro turnover
52名员工, >500家客户, >7百万欧元营业额
- 2013 October 十月 First launch of the **Asia Brochure**,
a fine selection of quality tools,
首次发行**亚洲手册**, 直接向亚洲优质供应商
采购精选优质工具, 价格极具吸引力
- 2015 Introduction of AT team
成立AT团队 (刀具应用工程师)
- 2016 109 employees, 18 mio. Euro turnover
109名员工, 1千8百万欧元营业额



THE STORY OF HOFFMANN CHINA

霍夫曼中国历史回顾

- 2017 August 八月 4-volume Catalog 产品目录发展为4册
Band 1: Cutting tools 切削加工/加工技术
Band 2: Hand tool and Metrology 手动和测量工具
Band 3: Work Stations and Storage 车间装备
Band 4: Extension Catalog 拓展目录
- 2017 October 十月 Foundation of Hoffmann China Innovation Center
成立霍夫曼中国技术中心
- 2019 May 五月 Anniversary: 10 Years of Hoffmann China
霍夫曼中国成立10周年



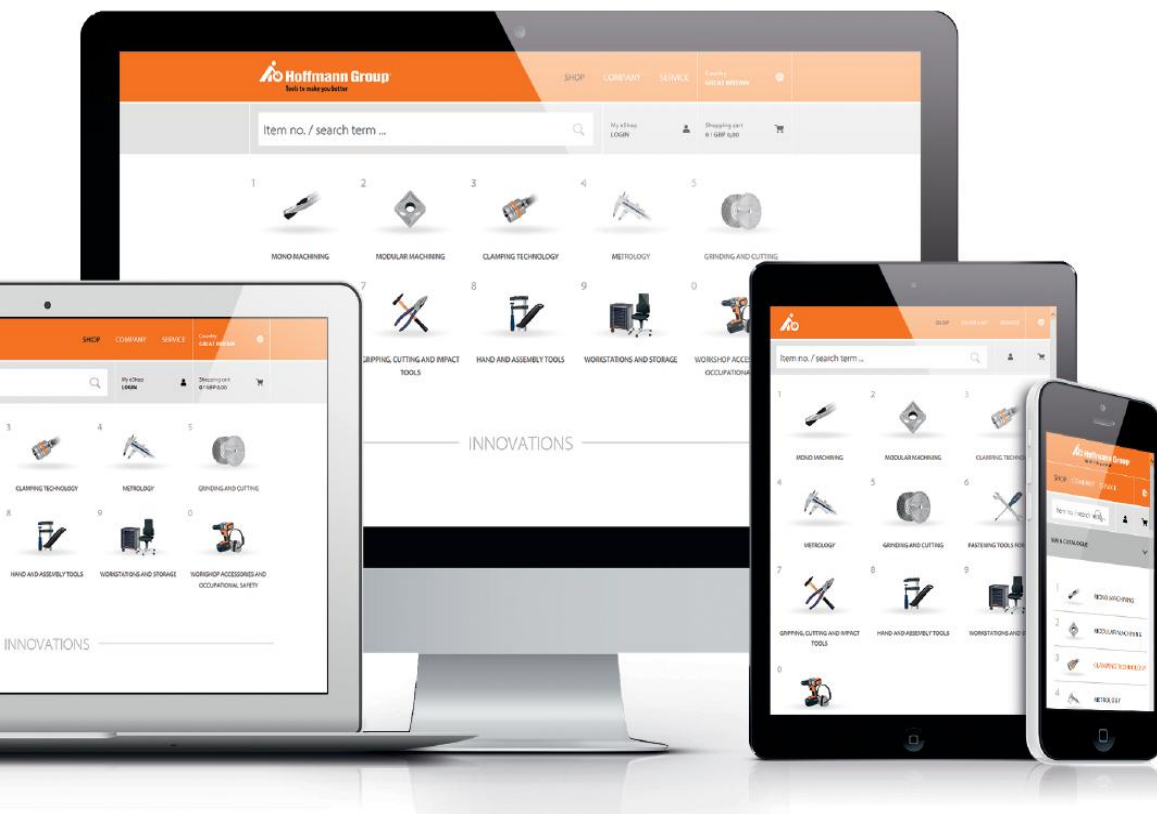
THE STORY OF HOFFMANN CHINA

霍夫曼中国历史回顾

- 2019 August 八月 First launch of the **China Catalogue**
首次发行**中国目录**，本地化库存。
德国品质保证，最高性价比。
- 2019 October 十月 Online Store Opening Ceremony
阿里巴巴1688官方旗舰店盛大开业
官网：hoffmanngroup.1688.com



HISTORY
历史



THE NEW ESHOP--THE LATEST TECHNOLOGIES, STATE-OF-THE-ART DESIGN, EASE OF USE.

全新eShop网上商店—
最新技术，最佳界面，操作便捷

- All the functions: just one web address.
更快速：轻松点击，即刻展现
- More convenient: one search field – all results.
更便利：搜索栏，应有尽有
- Clearer: familiar product groups.
更清晰：清晰产品组分类
- Simpler: one login for 100 % personalised access.
更简洁：个性化的访问
- More professional: administrative tools.
更专业：管理工具
- Better: simply discover more.
更优秀：快速发现更多
- Integrated: individually networked.
更集成：独立而网络化



BEST LOGISTIC SERVICE FOR ALL OVER CHINA

最优秀的物流服务 – 覆盖全中国

- More than 20,000 articles are at our local warehouse in Shanghai.
我们在上海本地的仓库备有 20,000 多种产品。
- We guarantee a short delivery time of 24 hrs within Yangtze-Delta and 48 hrs to main industrial regions in China.
我们确保长三角地区24小时内送达，国内其它主要工业区48小时内送达。
- Expert consulting plus eBusiness solutions on-site.
专家咨询，电子商务解决方案，现场服务。





TOOL SPRINTER--HOFFMANN CHINA ROADSHOW

“工具在旅途” --- 霍夫曼中国路演活动

- We have prepared : passionate Hoffmann team
我们为您准备了：热情的霍夫曼团队
- We have prepared : attentive service on-site
我们为您准备了：周到的现场服务
- We have prepared : the most popular star products
我们为您准备了：广受欢迎的明星产品
- We have prepared : technical products information
我们为您准备了：丰富的产品资讯

HOFFMANN GROUP CHINA SALES REGIONS



Contact information:

Hoffmann Quality Tools Trading (Shanghai) Co., Ltd.
 No.5, lane 333, zhujian Road, Minhang District
 201107 Shanghai / China
 Phone: +86 21/ 5454 – 4660
 Fax: +86 21/ 5454 – 4661
 Email: china@hoffmann-group.com
 Website: www.hoffmann-group.com

联系方式:

霍夫曼工具贸易（上海）有限公司
 上海市闵行区朱建路333弄5号
 邮编: 201107
 电话: +86 21/ 5454 – 4660
 传真: +86 21/ 5454 – 4661
 邮箱: china@homann-group.com
 网址: www.hoffmann-group.com



Machining Specialists 切削加工专家



Metrology Specialists 测量技术专家



Workstations and Storage equipment Specialists
车间装备专家

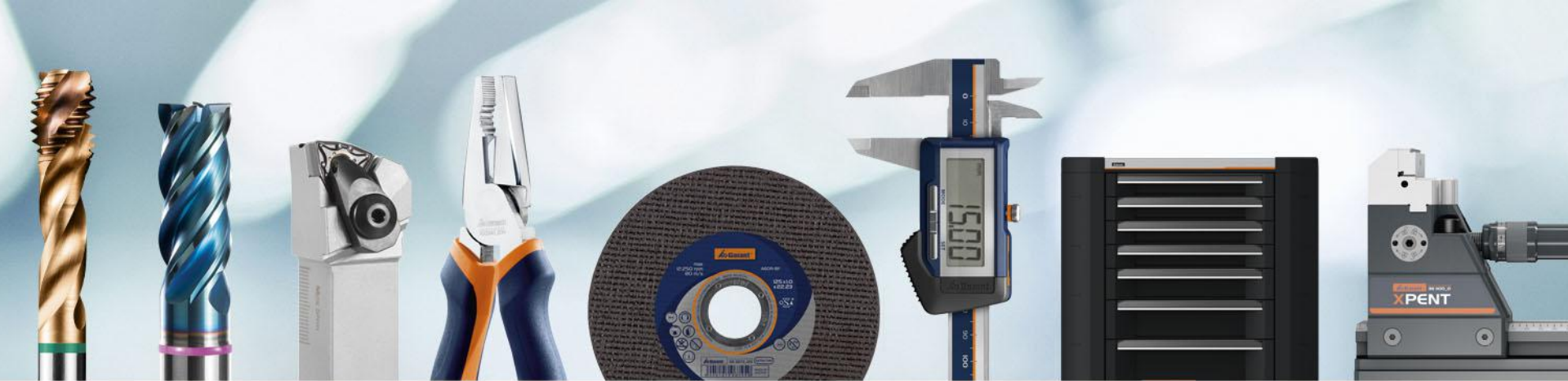


PPE Specialists 安全防护专家

WE GIVE OUR ALL FOR OUR
CUSTOMERS.

TO MAKE THEM EVEN MORE
SUCCESSFUL.

我们全心全意，
帮助您获得更大的成功。



THANK YOU FOR YOUR ATTENTION.
感谢您的聆听！