

**Press Release 01/2024 – BESSEY celebrates its 135th anniversary**

## 135 YEARS OF BESSEY, and everyone is celebrating!

Today, BESSEY proudly marks another milestone in the company's history: 135 years characterised by a firm belief in the highest quality and innovative strength. And this can still be seen today in the products and services of both the Steel and Tool divisions.



In this special anniversary year, BESSEY would also like to offer something special to the people who work with the quality tools on a daily basis. That's why BESSEY is packing its suitcases for trade fairs, rolling out the red carpet for special product promotions and presenting exclusive special editions that no workshop should be without. The anniversary year is also packed with attractive competitions.

### **The trade fair stand in Nuremberg – bigger than ever before**

At Holz-Handwerk in Hall 12, Stand 310, BESSEY has prepared exciting topics on an area of almost 125 square metres. These include tools for use on tables, special solutions for tricky challenges, everything to do with the extensive range of one-handed clamps, parallel clamps and telescopic drywall supports as well as special tools for precise door frame assembly. To mark its 135th anniversary, BESSEY is offering all visitors something very special – the opportunity to personalise a limited edition all-steel clamp. So grab it while stocks last and do something good. All proceeds from the laser campaign will be used for a good cause and donated to a social organisation.

### **The promotional sets – more numerous than ever before**

BESSEY is running special promotions throughout the anniversary year, starting with a product set for working on multifunctional tables (MFT-A). This will be followed shortly afterwards by a tool combination for DIY enthusiasts (SET1-A). And for the European Football Championship, a very special set will follow, consisting of a double pack of one-handed clamps in combination with a folding blade knife and a prize draw (EZ360SET-A). But that's not all. BESSEY also has exciting promotional sets in store for the second half of the anniversary year including a very special BESSEY highlight.

### **The activities – more detailed than ever before**

Website visitors can find out about all the anniversary year activities on a special landing page [www.bessey.de/EZ360](http://www.bessey.de/EZ360). BESSEY will gradually lift the curtain and reveal more details about the promotional sets and special editions already announced there, as well as trade fairs and events. The BESSEY story will be continued here and everyone will be able to experience why it is called: "BESSEY. Simply better."

#### **Press contact**

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