

PRESS INFORMATION

International Hardware Fair 2020

WHAT´S NEW?

2020 is an exceptional year for PARAT!

PARAT celebrates its anniversary - 75 years of tool cases.

From a small sewing workshop in a garage to the premium manufacturer for tool bags and cases as well as provider for certified light solutions and IT system case: Over the past 75 years, the PARAT brand has undergone a remarkable evolution – and has always set and defined new standards in the hardware industry for more than three quarters of a century. For generations, customers have been enthusiastic about the innovative products and excellent service from Neureichenau. The best example of this is the PARAT tool case, a reliable companion for professional craftsmen and an outstanding storage solution for high-class equipment. Added to this are various other tried-and-tested organizer systems made from robust leather or nylon material, which can be exactly tailored to the customers' specific needs by maintaining close contact with users from the most different industries. For generations, the tool cases have been the 'benchmark' when it comes to sustainability. Wear parts* can be replaced free of charge contacting the PARAT Service Team – an absolutely unique selling point of the Group. (*valid for hinges, handles, locks)

Trade show highlights

CLASSIC KINGSIZE ROLL neo

Right on time for this year's 75th anniversary of PARAT, specialist customers can now look forward to exciting product novelties and enhancements. As a result of consistent user-focused design, we have created the new tool trolley case CLASSIC KingSize Roll neo. An absolute highlight of this storage solution is its well-thought-out interior design, which not only offers significantly more storage space for even more and larger tools, it also simplifies the day-to-day work of the user. Of course, the developers at PARAT have also brought the case shell to perfection: robust, high-class materials provide optimum protection for the case content and at the same time ensure smooth and comfortable transport of the CLASSIC KingSize Roll neo.

PARAT special edition in celebration of anniversary

The top seller from the SILVER product line is the design highlight at this year. The tool case is accompanying customers throughout the anniversary year as a limited edition and is available for the first time in anthracite-gray. The case shell material is made from high-class plastic -this not only gives the case a stylish flair, but also makes it extremely resistant against external influences. Inside the case, you'll find sewn push-in compartments with red piping, which not only provide the PARAT order customers are used to but are also particularly eye-catching.

PARABELT & BASIC

Also on display: the organizer solutions from the BASIC and PARABELT product line, as practical as they are striking, including some completely new models. Finished with the PARAT long-life quality as usual, we have taken every effort to make the tool bags even sturdier. We therefore used extremely robust nylon as case material – which at the same time ensures a pleasantly low own weight. Experience on our trade stand for instance our new BASIC Bucket in practical bucket shape, the super-light BASIC Soft Bags, BASIC Drill Holder or BASIC Back Pack.

Get important news and current product updates and optimizations about PARAT's tool bags and cases on our 'PARAT Koffer' facebook page and on our instagram page 'parat_official' or check out the PARAT tool cases webpages at: www.werkzeugkoffer.de

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PARALUX® PX1 SHORTY

Our segment of high-performance light solutions also invites you to discover lots of product novelties: e.g. the new, ultra-compact PARALUX® PX1 SHORTY. The lamp is a real featherweight with just 114g including battery and a length of barely 110mm, its beam carries a whole 120 meters and provides twice the light performance of the previous model – a real power pack, which fits into almost any pocket thanks to its handy size. PARALUX® PX1 SHORTY is not only perfectly suitable for use in industry and trade, it also provides reliable brightness for the police and fire services. In addition, the small luminous miracle is fitted with a battery-condition indicator attached to the side, which warns the user early on when the battery gets low.

The trade show display is rounded off by smart solutions for accessories, including for instance the exclusive PARAT helmet mounting system PARASNAP® ULTRALUX Base for the F220 and F300 firefighter helmets. This accessory solution is designed for the integrated multi-function adapter (MFA-Fire). The PARASNAP® ULTRALUX Base F220 / F300 snaps quickly into the adapter, which is directly integrated in the SCHUBERTH firefighter helmet, and makes child's play of attaching any lamp from the PARAT product series PARALUX® and PARAT X-TREME® to the helmet.

Find all you need to know about current product updates and optimizations around PARAT lamps on our ‚PARAT Licht‘ facebook page or browse our ‚PARAT Lighting‘ webpages at: www.lighting.parat.de

Bildmaterial



75 years of PARAT - Logo

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The **Classic KingSize Roll neo**, the 'big brother' of our well-established bestseller CLASSIC KingSize Roll. An extraordinary case solution, carefully designed with an eye for the detail to address the most stringent customer requirements - made to transport a huge amount of tools smoothly and easily.



Special edition in celebration of the company's 75th anniversary. The tool case from the SILVER product line in new makeup. For this anniversary year, we have 750 pieces on stock for you. Simply your tool case!



The practical **BASIC Back Pack** accommodates up to 50 tools in push-in compartments, loops and additional large pockets and provides a separate compartment to store a laptop. Finally a backpack specially made for tools.

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SPOTLIGHT ON FOR THE PARALUX® PX1 SHORTY

With a length of just 110mm and 41mm in width, the new and compact PARALUX® PX1 SHORTY creates an incredible beam range of 120 meters – a real light wonder.



PARASNAP® ULTRALUX Base SCHUBERTH F220



PARASNAP® ULTRALUX Base SCHUBERTH F300

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 bags and cases, provider of innovative IT storage systems and specialist for certified safety lamps. In the financial year 2019, PARAT Group generated revenues of about 100 million euros with a workforce of roughly 900 employees at four locations worldwide.

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