

ERNST – PRESS RELEASE

ERNST gets serious. New communication offensive.

Hagen, 01 May 2004 – With an aggressive marketing campaign, ERNST successfully counters the flooding of the market with cheap products.

ERNST always takes a comprehensive approach to premium quality and translates it into top-level products which it consistently improves with great technical skill. Premium quality determines the planning and action of ERNST, and all company activities are thoroughly geared to the achievement of utmost customer satisfaction.

Quality always pays – and consequently is the focus of this offensive. Our avowal of the industrial location Germany, with all its advantages, comes out clearly in the campaign, as does our product philosophy, which provides for the use solely of high-grade materials in manufacturing. In addition, a high level of automation in production, plus the fact that ERNST makes its own tools, conduce to absolute dimensional accuracy. The campaign emphasises our high product quality and technical expertise.

The attention-getting campaign is supported by a changed corporate identity and is consistently implemented across all media. Everything has been changed: the premium seal as the new mark of premium quality; the newly developed product literature, designed as a guide to the sales features to support the selling effort; the general catalogue; and the new face which the company puts forward to the public at trade fairs.

To intensify communication with the customers from the distributive trade and the repair business there is a new newsletter. Its title, "Reflections", is programmatic, as ERNST furnishes first-hand information in combination with interesting background reports. Partner firms can enter into dialogue with the company using the e-mail address reflexionen@ernst-hagen.de.