



STAINLESS acquires
the German company
FRÜCHTL-KRONOS,
strengthening its
international presence.





Complementary strengths, the same passion

A landmark date for both companies

On 20th June 2016 STAINLESS, a supplier of international renown in the field of high performance metallic materials, signed an agreement for the acquisition of FRÜCHTL KRONOS GmbH & Co, a German company specialising in the supply of special steels.

Two reputable suppliers making a perfect match

Created in 1972, FRÜCHTL is based in Esslingen am Neckar (Baden-Württemberg) just outside Stuttgart. Initially a local supplier, FRÜCHTL has grown into a major international distributor of special alloys to the automotive, mechanical engineering and medical markets. The facility incorporates a range of sawing machines allowing it to supply sawn blanks to customer specified lengths.

Established in 1928, STAINLESS has developed into a leading supplier of high performance alloys destined for the most demanding applications. From Dannemarie-sur-Crète in France, site of the Head Office and main depot, STAINLESS distributes its products throughout the world. These products range from stainless steels, cobalt-chromium and titanium for the medical market to copper alloys and superalloys for the aerospace and micro-technical markets.



A shared vision

Both companies are equally focussed on quality and technical support and this has allowed them to anticipate and move with evolving market needs, enabling them to provide innovative solutions to their clients whilst ensuring that stockholding is appropriate in volume and range.

A policy of international growth

The acquisition of FRÜCHTL comes 8 months after the purchase of HEPTAL (Paris) with its strong position in the titanium market and the assets of which have recently been relocated to Dannemarie-sur-Crète.

The current expansion into Germany is a logical development in the strengthening of STAINLESS' position in the sector of high performance alloys. With the incorporation of FRÜCHTL, STAINLESS extends further its product range and reinforces its international credentials.

The new group will comprise 50 staff and more than 1000 tonnes of stock.

Turnover will increase to 35 million Euros spread across the various markets such as medical, automotive, aerospace, energy and micro-technical but the aims never change: to give excellent service and excellent customer support.

A new synergy

Operationally, this takeover will have no effect on those commitments that FRÜCHTL has with its clients. The synergy between the two companies will unfold gradually during the months to come and will be the fruit of a considered and shared decision making process, with care being taken to preserve those characteristics which so distinguish both companies.



**Joëlle Verdier,
President of STAINLESS**

For nearly 90 years, STAINLESS' strategy has been founded on strong partnerships with a carefully selected network of world class metal producers. Our technical and logistical expertise together with our rigorous approach to quality control has ensured our approval by all the major international manufacturers in our markets. These markets are increasingly global in nature and thus the importance for us to expand our presence on the world stage, whilst at the same time increasing our product range. The acquisition of FRÜCHTL fulfils all our necessary criteria and furthermore we share similar values.

We have the same objectives and share the same company vision



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**Dagmar Zenner,
President of FRÜCHTL**

Although he withdrew from operational management ten years ago, the future well-being of the company he started in 1972 has continued to occupy M. Gunther Früchtl's thoughts. It is with this mind-set that he has decided now is the moment to transfer the ownership of his company. It is his considered opinion that STAINLESS offers the best chance to FRÜCHTL for development, growth and a successful and long lasting future. FRÜCHTL's requirements coincide perfectly with the strategic aims of STAINLESS. The takeover was preceded by an extremely constructive exchange of views and is regarded very positively by the whole team.



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