



— ANDREAS MÖLLER

#LetsGoTRUMPF: A film about new beginnings

#LetsGoTRUMPF: A film about new beginnings, crafted for everyone at TRUMPF – and for our customers and partners worldwide!

"Global economy at a crossroads",
"...tough trade conditions..."
"...a threat to mechanical engineering in particular..." ,
"...inflation has risen surprisingly sharply..." ,
"...the longest recession in 20 years",
"...reform backlog..." ,
"...have to deal with this new reality..." ,
"...acute crisis..." ,
"unintended consequences of tariffs"
"...trade war..." ,
"...crisis, crisis, crisis, crisis..." .

These are the opening quotes from a new film we're releasing today. These media excerpts from recent months come together to create a powerful collage, which we counter with one bold visual: "Okay, stop."

Our new film does not have a name yet, but for us, it's all about a new beginning. We believe there's been more than enough talk about the "crisis"!

The film is a clear message for our global TRUMPF team and our customers and partners: We're here! We're countering the negativity of the past months with new products and the unstoppable drive of our almost 17,000 colleagues!

We're shaping the future – with cutting-edge technologies that empower our customers.

As the film says:

"The world is bringing us new challenges and we are prepared to solve them.
Everything is in place. So, let's get to work! #Let'sGoTRUMPF!"



ANDREAS MÖLLER
DR.

