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.