



## Press Release

### TRUMPF has a New Customer Magazine

#### **“TRUe: The Magazine for Sheet Metal Experts” combines machine, software and services topics**

*Ditzingen, November 14, 2016* – At the end of October, and right on time for the sheet metal industry’s leading trade show “Euroblech,” the first edition of “TRUe: The Magazine for Sheet Metal Experts” appeared. The new customer magazine for the TRUMPF Machine Tools Division has been created by combining the two previous publications “TRUMPF Express” and “TruService Journal.” In these days of digital networking, the boundaries between machines, software and services are becoming increasingly blurred; TRUMPF is taking this development into account in the new magazine, and giving it a broader basis in terms of content. “TRUe” is published three times a year, and each edition features an overall topic that is further emphasized by a particular color. The topics are derived from business-relevant values that TRUMPF and its customers share.

The overall topic for the first edition of “TRUe” is openness. “For me, openness is above all about being ready to try something new – a quality we need if we are to meet the challenges of a changing marketplace,” writes Mathias Kammüller, head of the Machine Tools Division, in his editorial. In keeping with the company’s international focus, the magazine is published in five languages. Reports and features on machine tool customers from all over the world and on TRUMPF itself form the core of “TRUe.” They show that sheet metal processing has many facets and offer readers added value, ranging from sample calculations and detailed information on machines to useful tips on strategy. The customer magazine is being created in cooperation with the Stuttgart agency “Brands on Speed.”

Digital photographs in print-ready resolution are available to illustrate this press release. They may only be used for editorial purposes. Use is free of charge when credit is given as “Photo: TRUMPF”. Graphic editing – except for dropping out the main motive – is prohibited. Additional photos can be accessed on the company website:

[www.trumpf.com/en/press/media-services](http://www.trumpf.com/en/press/media-services)



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### TRUe\_Cover.jpg

“TRUe” is the name of the new TRUMPF magazine for machine tool customers.



### TRUe\_Lead\_Story.jpg

Reports and features on machine tool customers from all over the world show the many facets of sheet metal processing.



### TRUe\_Fold-out\_Page.jpg

Colored pages offer added value, ranging from sample calculations and detailed information on machines to useful tips on strategy.



### About TRUMPF

The high-technology company TRUMPF offers production solutions in the machine tool, laser and electronics sectors. We are driving digital connectivity in manufacturing industry through consulting, platform and software offers. TRUMPF is the world technological and market leader for machine tools used in flexible sheet metal processing, and also for industrial lasers.

In 2015/16 the company – which has more than 11,000 employees – achieved sales of 2.81 billion euros. With over 70 subsidiaries, the TRUMPF Group is represented in nearly all the countries of Europe, North and South America, and Asia. It has production facilities in Germany, France, Great Britain, Italy, Austria, Switzerland, Poland, the Czech Republic, the USA, Mexico, China and Japan.

For more information about TRUMPF go to [www.trumpf.com](http://www.trumpf.com)

Information on the supporting agency can be found here: [www.brandsonspeed.com](http://www.brandsonspeed.com)

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