

# Uniquely KRONEN. Strong together.

A partnership between KRONEN and URSCHEL



# A partnership between two technology market leaders

In the future, KRONEN GmbH and the U.S. manufacturer of cutting technology and milling equipment Urschel Laboratories Inc. will work in cooperation.



Both partners aim to use this cooperation to strengthen their market positions, pool their expertise, and achieve sustainable growth.



The two companies and brands will remain completely independent, meaning that KRONEN's production facilities in Kehl and Achern, Germany, and the Urschel site in Chesterton, USA, will continue to operate as usual.

## Strong together

### A strong, future-oriented partner

Two strong brands and family companies are teaming up to grow together and be a strong partner for you – both now and in the future.

### Maximum expertise

Urschel's investment in the KRONEN locations will facilitate the more rapid development of KRONEN's production activities. We will continue to develop together and drive innovative solutions to our customers' advantage.

### Benefits for our customers – KRONEN and Urschel are pooling their strengths

### Optimal international support

Urschel offers a number of highly qualified sales locations in the U.S., Mexico and Asia, which will also benefit our KRONEN customers in the future. Urschel additionally has a modern showroom in its home market in the U.S., where it will also present KRONEN solutions.

### Large-scale systems from a single source

Our cooperation with Urschel and other partners such as iWEIGH allows us to also offer customers large-scale lines and complete solutions from a single source.

### Will KRONEN machines and lines continue to be manufactured by KRONEN?



Yes, KRONEN's production site in Kehl, Germany, is and will continue to be the location in which our solutions are developed, designed and manufactured. Our location in Achern, WS Edelstahl-technik, specializes in turned and milled parts.

You can continue to rely on KRONEN's high quality standards.



# Seizing opportunities

**Perfectly positioned globally -  
personally present locally**

In operational terms, the cooperation mainly involves a sales partnership in specifically defined countries and regions.



In the future, Urschel will therefore also sell KRONEN machines and processing lines, namely in **Mexico, the U.S. and Asia - with the exception of Vietnam.**

In all other countries and regions, the KRONEN representatives will remain in place and offer you a local contact in your country.





# Uniquely KRONEN

**KRONEN will remain independent.  
With a strong partner at its side.**

Urschel will receive a minority stake in KRONEN in return for its investment. The company, which has been fully owned by its employees since 2016, plans to use its capital to invest in the KRONEN locations in Kehl and Achern, Germany. This investment offers Urschel the opportunity to invest its funds purposefully in the expansion of its market position.

KRONEN will not receive any shares in Urschel, and both companies will remain independent in the future.

**Stephan Zillgith, Rudolf Hans Zillgith,  
Eric Lefebvre and Johannes Günther  
will continue in their roles on the  
KRONEN GmbH Management Board.**



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**Will the KRONEN  
brand continue  
to exist?**



Both KRONEN and Urschel will continue to be independent brands and companies.

# Securing growth

## Excellence and success – thanks to complementary strengths

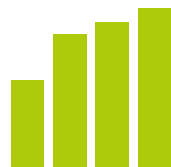
The partners KRONEN and Urschel have complementary corporate cultures and enhance each other perfectly, both geographically and in terms of their product ranges.

The synergistic effects of the cooperation will enable both KRONEN and Urschel to further develop their individual skills and take their expertise to a new level.

Urschel exclusively manufactures cutting and milling systems for high processing capacities, as well as knives.

The machines and lines from KRONEN complement Urschel's product range.

- ✔ The KRONEN machines will enable Urschel to also offer its customers in the U.S., Mexico and Asia complete solutions for all processing steps – from disinfection, preparation, peeling, cutting and mixing to washing, drying, conveying, weighing and packaging.
- ✔ The KRONEN cutting machines that cover other customer requirements will also be added to Urschel's sales portfolio.



## Who will be your contact in the future?

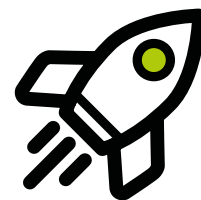


Your contacts at KRONEN will remain unchanged. Our KRONEN representatives all over the globe will also remain in place and offer you a local contact in your country.

The only change will take place in the U.S., Mexico and Asia (excluding Vietnam), where the Urschel sales office or sales representative will become the local contact.

You can find the contact details on our website at [www.kronen.eu/en/sales-contact](http://www.kronen.eu/en/sales-contact).





## Shaping the future



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### Long-term prospects – for you and for us, two family companies

*“The partnership represents a milestone in KRONEN’s company history. It strengthens our position both in Germany and on a global level.*

*We want to work with Urschel to become the market leader for innovative solutions for the fresh-cut industry in Mexico, the U.S. and Asia.*

*The increase in orders and sales and the investments made by Urschel in our two production locations in Kehl and Achern will allow us to develop more rapidly. In turn, our expanding product portfolio will enable us to gain important market shares. As a result, we can further expand our production capacities and strengthen the development of our new solutions – to benefit our customers all over the world.”*

*“We are delighted to be able to work in cooperation with KRONEN. Urschel is proud to be a 100-percent employee-owned company, and our corporate culture is an excellent match for KRONEN as a family company.*

*We can also make the most of a multitude of synergies. The fact that we offer different, complementary solutions means that our product ranges and expertise complement each other perfectly. As a result, we can serve the needs of our customers even better. For us, the cooperation represents a sustainable investment in the future.”*



**Stephan Zillgith**  
Managing Director  
of KRONEN



**Alan Major**  
Chief Sales Officer & Member  
of the Board of Directors  
of Urschel



# KRONEN at a glance

## Internationally leading food technology manufacturer

of machines and complete systems – for preparation, peeling, cutting, washing, mixing, disinfection, drying, conveying, weighing and packaging

## Family company

Founded in 1978, taken over by Rudolf Hans Zillgith in 1998; further Managing Directors: Stephan Zillgith (since 2010) and Eric Lefebvre and Johannes Günther (since 2018)

## Market coverage

Approx. 120 countries

## Core markets

Fruit, vegetables, salad leaves, meat/fish, vegan products, baked goods and pet food

## Headquarters

KRONEN GmbH – Kehl am Rhein, Germany  
WS Edelstahltechnik – Achern, Germany

## Employees

130+

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**Strong  
together!**





# Urschel at a glance

## Global market leader

for industrial cutting machines and milling equipment in the food processing industry

## Family company

Founded in 1910 and fully owned by its employees since 2016

## Market coverage

130+ countries

## Core markets

Versatility across food processing industries

## Headquarters

Chesterton, Indiana, USA

## Employees

650+

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together!







## Your KRONEN contacts for inquiries:



**Stefan Köbel**

Export Area Sales Manager –  
Europe, North America & Africa  
T +49 (0)7854 9646-214  
stefan.koebel@kronen.eu



**Jean-Marc Hammann**

Export Area Sales Manager – Europe,  
Middle East, Southwestern Asia & Pacific  
T +49 (0)7854 9646-205  
jean.marc.hammann@kronen.eu



**Juan Lindmayer**

Export Area Sales Manager –  
Latin America & Caribbean  
T +598 99599507  
juan.lindmayer@kronen.eu



**Robert Reisig**

Russia, CIS & Baltic  
T +49 (0)7854 9646-209  
robert.reisig@kronen.eu



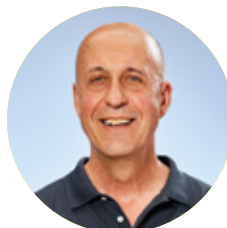
**Azizah Schmeiser**

Export Area Sales Manager –  
Asia  
T +49 (0)7854 9646-211  
azizah.schmeiser@kronen.eu



**Heiko Schönbroich**

Area Sales Manager Germany South,  
Switzerland & Austria  
T +49 (0)7854 9646-212  
heiko.schoenbroich@kronen.eu



**Matthias Sahr**

Area Sales Manager Germany North  
T +49 (0)7854 9646-210  
matthias.sahr@kronen.eu

**KRONEN GmbH**

Römerstrasse 2a  
77694 Kehl am Rhein  
Germany

T +49 (0) 7854 / 9646-0  
info@kronen.eu

**www.kronen.eu**

