

Press Release

SIMONSWERK— THE LEADING MANUFACTURER ANNOUNCES OPENING OF NEW FACILITY IN NORTH AMERICA

SIMONSWERK, a world-renowned manufacturer of adjustable door hinges, is continuing its international expansion by establishing a new subsidiary in Whitewater, Wisconsin. The German company is a leading European manufacturer of heavy duty, high performance and premium hinges and has produced hinge systems for 120 years. SIMONSWERK serves more than 60 international markets and has representation in 19 countries including their own subsidiaries in the UK, Russia, Poland and Germany. The SIMONSWERK Group globally generates with its 500 employees annual sales of approximately \$100 million.

New Facility

SIMONSWERK's new facility in Whitewater, Wisconsin, will be their North American headquarters and distribution center. Rudy Kessler, CEO of the Whitewater facility stated, "SIMONSWERK takes pride in their modern, high quality products, which made their success and this expansion possible. We are very excited about this move." The North American subsidiary plans to be fully operational and provide customers with a complete line of inventory by July, 2011.

SIMONSWERK was the first company that offered adjustable hinges to the North American marketplace. During the course of the last three decades, SIMONSWERK has supplied adjustable hinges to patio door manufacturers, such as well-established manufacturers like Eagle, Jeld-Wen, Kolbe, Loewen, Marvin, and Weather Shield, just to name a few.

SIMONSWERK's CEO, Rudy Kessler, anticipates a productive and cooperative business relationship with the Whitewater Technology Park, the University of Wisconsin-Whitewater, and the Whitewater Chamber of Commerce. The City Manager Kevin Brunner and the Community Development Authority made SIMONSWERK feel welcome to locate their North American headquarters in Whitewater. Although the company creates in a first stage only a handful of new jobs in Whitewater, this might change depending on the success of the business and the recovery of the overall economy. The speed of the revival from the current recession and the health of the overall economy will determine further employment opportunities at the Whitewater distribution center.

The German company is also excited to have its door hardware products become a central component to the building and designing communities in the United States and Canada. The new subsidiary believes in partnering with designers and architects, window and door manufacturers and hardware distributors to create attractive, energy efficient products that will meet the building needs of businesses and companies across North America. SIMONSWERK's high-end products are used in prominent buildings all over the world. One of the most well-known projects where their adjustable concealed hinge system, TECTUS®, has been used was the Armani hotel in the Burj Khalifa, Dubai. Currently the tallest building in the world is the Burj Khalifa, which cost over \$800 million to build and has received excellent feedback from architects worldwide.

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Interior Designers and Architects

Interior designers and architects can look forward to integrating SIMONSWERK's fully concealed hinge system in their large or small building or remodeling projects. The hinge system's compatibility with doors and frames constructed of wood or steel materials allows designers to create interiors that enhance and engage individuals. The three dimensional door adjustments will offer architects the freedom and flexibility to develop architectural spaces that are cohesive and inviting. SIMONSWERK understands that in order to build a space of enduring beauty, commodity, firmness and pleasure must fulfill these three primary components.

SIMONSWERK's Mission

A long service life and the precise functioning of our hinges are the prerequisites for meeting the diverse technical, safety and design requirements. SIMONSWERK's success is built on the belief that the hinge is always an important component of the door system. It is SIMONSWERK's belief that it must fit perfectly into the overall architecture and individual furnishing from both a technical and a visual perspective.

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