inside

LUTZ BLADES exactly

SEPTEMBER 2025

BRAND AND PRODUCT WORLDS

EXPLORING NEW PATHS IN PRODUCT MARKETING

As a manufacturing company, the product has always been at the core of our activities. At LUTZ, this tradition has continued for more than 100 years. State-of-the-art production technologies, comprehensive quality standards, and highly qualified employees have long been the pillars of our company.

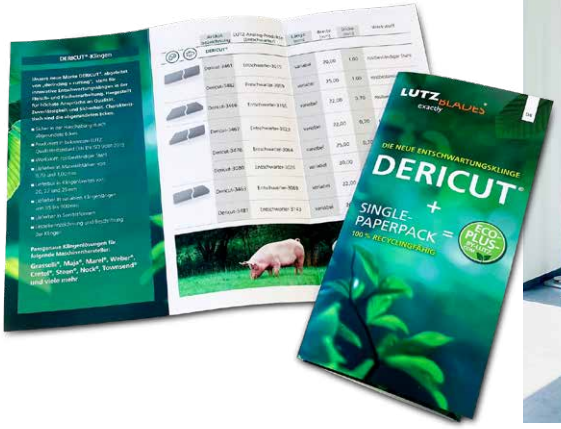
The launch of product innovations and the expansion into new markets require us to communicate and present our products with flexibility and precision. For this reason, we have chosen to pursue a new approach that focuses on a vibrant and engaging brand and product strategy.

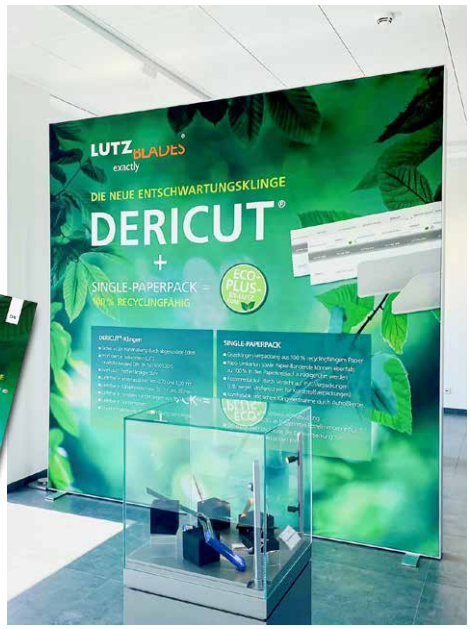
We manufacture blades and tools made of metal for industrial production across a wide range of sectors. This may sound highly technical, and indeed it is. Through our brand and product worlds, we aim to add emotional value to our precision tools. By developing distinctive names, unique color schemes, and compelling brand stories, we strive to create a lasting presence in the minds of our customers, explains Frank Henkel, Head of Marketing at LUTZ.

Names such as LYNXERA, DERICUT, MARATHON, and CARAPAXX each represent a product and a story of their own.

These brand and product worlds are not limited to digital platforms such as our website, social media channels, or presentations. They also play a prominent role at trade fairs, in product catalogs, and at our company headquarters in Solingen, where they receive significant attention and positive feedback.

If you would like to learn more, visit our website and explore the section titled Brand and Product Worlds to discover our latest innovations.





INSIDE EDITORIAL

Dear readers,

Team spirit leads to success. I always enjoy observing how our employees work together to achieve goals, overcome challenges, and develop innovative solutions for our customers and business partners. It is only through collaboration that our individual strengths become a powerful force, enabling us to grow sustainably and succeed.

Our trainers and trainees also form a strong team. We continuously develop our training concept and, starting this year, offer several new vocational programs.

In doing so, we aim to provide young people with even more opportunities to discover their talents and envision a professional future at LUTZ.

I hope you enjoy reading this issue.

Yours sincerely,
Christine Scheming
Head of Human Resources

„ONE TEAM“ – SOLINGEN SITE

© Christian Beier

Definition: A team is a group of individuals with complementary skills who work together toward a common goal and share responsibility for its success. Team members are united by a shared task, pursue common objectives, and are connected through a functional working relationship.

To give this definition a visual expression at LUTZ, we have introduced the “One Team Collection” featuring polo shirts and T-shirts for all employees. These garments are intentionally not designed as workwear. Their use, whether in a professional or private setting, is entirely voluntary.

The idea has been very well received by our staff, and more and more shirts are being spotted in the hallways of our administration offices and on the shop floor.

LUTZ EMBRACES FLEXIBILITY

A SUSTAINABLE AND EFFICIENT PROCUREMENT STRATEGY

LUTZ pursues a targeted procurement strategy focused on sustainability, cost efficiency, and supply chain optimization. A key element of this strategy is the diversification of suppliers to minimize procurement risks and ensure supply security.

In addition, LUTZ places great importance on sustainable materials and environmentally friendly production processes to reduce its ecological footprint. We continue to prioritize strategic partnerships with regional and national suppliers.

Our goal is to implement an intelligent procurement strategy—a smart combination of cost optimization, sustainability, and technological advancement—not only to reduce expenses but also to enhance the quality and innovative strength of our products, explains Stefan Bach, Team Lead Procurement.

Through close cooperation with numerous partners and a broad supplier base, we are able to respond flexibly to market changes and secure our long-term competitiveness, says the procurement specialist.

Looking ahead, LUTZ is placing greater emphasis on digital procurement processes to increase efficiency. By adopting more advanced system technologies, order processes are being streamlined and delivery times shortened. With this strategic approach, LUTZ ensures that procurement is not merely a supporting function but actively contributes to the company’s development.

Talent development also plays an important role in procurement. Whether working students or apprentices, our LUTZ Talents gain hands-on experience in complex procurement workflows, supplier management, data analysis, and system maintenance.

LUTZ POLSKA, NYSA

A STRONG TEAM FOR EASTERN EUROPE

Our sales team at the LUTZ site in Nysa, Poland, has been newly restructured, bringing fresh momentum and familiar faces. Mr. Sebastian Macha joins the existing team, contributing his extended expertise.
He is supported by two colleagues who are already well known to many of our customers: Ms. Katarzyna Charęza, who continues to serve our clients in Eastern Europe and the Baltic region, and Ms. Magdalena Odrowąż, who works alongside Mr. Macha to manage the Polish market.

LUTZ EXPANDS ITS BUSINESS IN THE USA

Since 2023, LUTZ BLADES has established its first warehouse in the United States, complete with sales support services. High-demand blades are now available directly at our site in Charleston, South Carolina, and can be shipped immediately to customers in the USA and Canada—quickly, reliably, and ready for use.
This is particularly beneficial for products where local inventory has a strong impact on availability and delivery speed, such as ceramic blades or carbide variants. The expansion of our US warehouse is progressing steadily, with both the product range and available quantities continuously growing.
Looking ahead, we plan to supply a large portion of our North American customers directly from Charleston, explained Lindsay Osbon of LUTZ North America.
Our American blade specialists are available during North American business hours (EST).

LUTZ North America, Inc.

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ABOUT CHARLESTON (SOUTH CAROLINA)
The location of our American sales hub, opened in 2023, is in the eastern United States in the state of South Carolina. Charleston, founded in 1670, is a port city with a population of over 150,000, making it nearly as large as our headquarters in Solingen. It is considered one of the most beautiful and historically significant cities in the American South. Surrounding the city with its pastel-colored houses are deep marshlands and historic plantations with a rich past. Whether for business or leisure, Charleston is worth a visit at any time of year.

DEUTSCHES KLINGEN MUSEUM SOLINGEN

LUTZ BLADES AT THE GERMAN BLADE MUSEUM IN SOLINGEN

For centuries, Solingen has been one of the world's leading centers of blade manufacturing. It is therefore no surprise that the German Blade Museum is located right here. From Stone Age knives to contemporary designer cutlery, from samurai swords to nail scissors, the museum tells the full story of blades and cutting.

With great attention to detail, the museum was redesigned last year to include the new permanent exhibition titled "ME FECIT SOLINGEN – Blades : City : History." This exhibition vividly explains why and how Solingen became a world-renowned blade-making city. A captivating presentation with interactive stations invites visitors to explore the history of Solingen's blades from the Middle Ages to the 18th century.

As the name LUTZ has been part of Solingen's blade-making heritage for more than 100 years, we are especially proud to have contributed blades to this new permanent exhibition. During a leadership circle meeting, we visited the museum and were thoroughly impressed by the quality and creativity of the exhibition.

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PRODUCT INTRODUCTION

POTATO BLADE – MIDNIGHT BLUE

For many years, LUTZ has been manufacturing blades for the industrial processing of fruits and vegetables. One of the most common applications is the production of potato chips. With the new flat version in Midnight Blue, we have once again created added value for our customers.
Thanks to the unique combination of premium carbon steel and our expertise in grinding processes, we have succeeded in maintaining an extremely sharp edge while significantly increasing the blade's service life compared to other products on the market.
Our customers place great importance on the surface quality of the potato slices. A smooth and even texture is essential to ensure that the slices do not absorb excessive amounts of oil during frying.
This keeps the final product high-quality and crunchy. As an added benefit, users save on expensive oil, which can make a noticeable difference when processing several tons of chips per day.

PARTNER CONFERENCE 2025

THE WORLD VISITS LUTZ

At LUTZ BLADES, we place great importance on building strong and collaborative relationships with our distributors around the globe. We are especially proud of the trustful, fair, and successful partnerships we have maintained for decades. Naturally, we aim to further strengthen and deepen these relationships.
For this reason, we regularly invite our distributors to Solingen to engage directly with the people behind LUTZ. They can look forward to expert presentations, engaging workshops, and informative tours. There is also ample time for conversations with their sales contacts, members of the management team, colleagues from specialist departments, and fellow distributors.
This year, the two-day Partner Conference will take place in conjunction with the international plastics trade fair K in Düsseldorf. A detailed report will follow in the next issue of our inside LUTZ BLADES.

TRADE FAIR REVIEW 2025

IFFA FRANKFURT

13 – 18 MAY 2025

PROPAKNAIROBI

20 – 22 MAY 2025

HEINZ HESSE KG, WUPPERTAL

RELIABILITY, TRUST, APPRECIATION

When asked what matters most in business relationships, Thomas Hesse replies that reliability, trust, and appreciation are the foundation of every stable partnership.

In 1952, his father Heinz Hesse began his entrepreneurial journey as a sole trader, distributing small hardware items, fittings, and screw tools. In 1970, Heinz Hesse KG was officially registered in Wuppertal as a representative for industrial manufacturers and began building partnerships with a wide range of brands and companies. While the company initially focused on the Rhineland region as its trading base, it now offers more than 17,400 products to specialist retailers across the DACH and Benelux regions, supported by a team of 22 employees.

Blades from LUTZ have been part of the distributor's portfolio for more than a quarter of a century. Classic products such as trapezoid, hook, and snap-off blades, especially the black versions with and without TiN coating, are increasingly popular in the professional tool trade thanks to their exceptional cutting performance and extended durability.

Thomas Hesse explains that they look forward to the future and will continue to expand their business activities with LUTZ BLADES. What they particularly value are the strong and personal connections at every level, which make the partnership truly enjoyable. It is not only the geographical proximity to neighboring Solingen that brings many advantages.

PARTNER TRAINING IN MEXICO

In July, two training sessions were held in Guadalajara and Monterrey on the topic "Different Blade Types and Their Applications." A total of 20 employees from our Mexican partner Rod May took part. The sessions were conducted by Mr. Uellenberg and Mr. Garcia from LUTZ and were met with great interest.

In parallel, Mr. Garcia visited customers in Mexico to strengthen existing business relationships and explore new opportunities. The discussions on site provided valuable insights into market requirements and the application potential of LUTZ products.

This trip made a significant contribution to reinforcing the partnership with Rod May and advancing customer relations in Mexico.

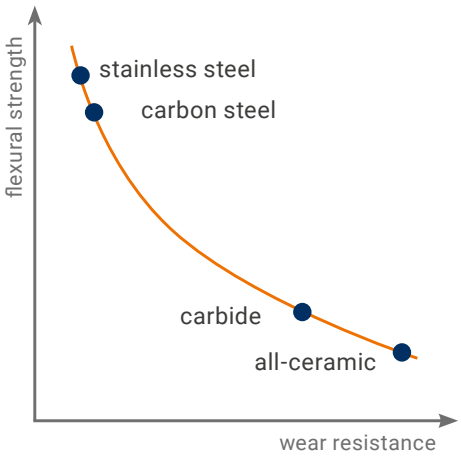
CARBIDE AND CERAMIC

IN A CLASS OF THEIR OWN

When comparing blades made of carbon steel or stainless steel with those made of carbide or solid ceramic, it becomes clear that there are significant differences in their properties. Each material type has specific characteristics that, when used correctly, offer substantial advantages in terms of production efficiency.

Carbon steel blades, for example, exhibit excellent resistance to bending and breaking. Thanks to their flexibility, they are particularly well suited for handheld applications, such as DIY blades. In contrast, carbide and ceramic materials are less favorable in this regard due to their chemical structure.

However, in many machine-guided applications, blades made of carbide or solid ceramic demonstrate their unique strengths, especially in terms of service life. Solid ceramic also stands out for its exceptional temperature resistance, withstanding heat up to 600°C. In addition to being highly heat-resistant, ceramic offers strong oxidation resistance and is non-conductive.



Choosing the right material for a specific application depends on a wide range of parameters. Our technical sales specialists are available to provide expert guidance and support.

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LUTZ HISTORY – PART 4

AMSTERDAM FLOWER PARADE 1952

1952 – Razor blades were the family's product. The challenge was clear: how do we make this item known? At the time, the users were exclusively men. Today, of course, things are quite different. Back then, the goal was to present our razor blades under the private label "LUTZ Cavalier" in a way that appealed directly to the target audience.
Whoever came up with the brilliant idea, here was the solution: "Well, participating in the Amsterdam Flower Parade 1952 makes perfect sense. That's where you'll find plenty of men." You're smiling? So am I.
And so, a VW Beetle was completely covered in floral arrangements, and uniformed pages were recruited to walk alongside. That the parade was meant to advertise razor blades was something the spectators had to piece together on their own.
At least the flower arrangements made an impression. We won first place in the show.

To be continued …
Yours, Alexander Lutz

HUMAN RESOURCES

A FRESH START FOR OUR NEW LUTZ TALENTS

So much for the summer lull. In August, we were delighted to welcome our new apprentices—all training positions have been successfully filled. At LUTZ, the journey into professional life doesn't begin on the first day of work. It starts earlier, with a warm-up event held in July, where apprentices and trainers had the chance to get to know each other in a relaxed setting.
Under bright summer skies, we enjoyed a barbecue together, shared laughter, and made the first connections.
We wish our new apprentices continued success and a great start as part of the LUTZ team.