

# Press Release



TRUMPF Inc.  
Public Relations

For immediate release

## **New Names for TRUMPF Products**

### **New naming system clearly identifies use and performance of TRUMPF Machine Tool and Laser products**

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FARMINGTON, Conn., October 31, 2006 – TRUMPF is establishing a uniform and comprehensive naming system. The launch date in the United States is October 31, 2006, the first day of the FABTECH show.

“Names create identity, ensure transparency and comprehension,” explains TRUMPF Inc. President and CEO Rolf Biekert. “That is reason enough for TRUMPF to develop a new naming system for its products. Over the years the product range has grown and, along with it, the number of names.”

The new system follows simple formulas. For machines and lasers, the brand is identified with the prefix “Tru,” followed by the technology in English, then power class in numbers – creating the new name. Thanks to the help of an international naming agency, each TRUMPF brand name itself will identify the product’s use and its classification within the particular equipment family.

For example, the punching machines are called TruPunch, the laser machines TruLaser, and the bending machines TruBend. With lasers, the type of beam source determines the new name, for example TruDisk, TruCoax or TruPulse. The second naming element for each machine or laser is a number that designates the performance class.

It is even simpler in the case of software. After “Tru” the word “Tops” follows, and then the application area for which the software is intended – for example, TruTops Laser.

For automation, processes, punching tools, and products for tool-handling, the name consists of two parts – an anchor name and a

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descriptive term. "Master" designates automation; "Line" processes and sensors; "Quick" tool accessories; and "Multi" special tools. The new pierce control system, for example, is now called PierceLine.

Machine and material numbers will remain unchanged so that service and spare parts ordering will continue as usual. Detailed information on the product names can be found on the TRUMPF Inc. website: [www.us.trumpf.com](http://www.us.trumpf.com)

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*TRUMPF is a high-tech group focusing on production and medical technology. Further information on the company can be found at [www.us.trumpf.com](http://www.us.trumpf.com).*