

Press Information

March, 2018

New labelling of Dronco products

Clear and user friendly information

(Wunsiedel). Clean and fresh, with precise user information, internationally comprehensible pictograms and clearer labelling of the qualityline – this is the new layout of Dronco’s evolution cutting and grinding discs. The new labels will be presented at Cologne Hardware Fair from March 4th to 7th, 2018.

“We have worked hard to develop a new design that organizes the information on the discs more logically. Some previously used text-elements were abandoned for the benefit of internationally comprehensible pictograms”, says Bernd Wilhelm, Marketing Manager at Dronco.



In addition to the evolution quality line also top-selling items from the qualitylines perfect and superior have been included in the design change. Last, but not least the tag “an Osborn brand” was added into the layout. It reflects the affiliation to Osborn as the umbrella brand. Johann Michel, Sales Director of Dronco and Osborn, is proud of the new

design, but at the same time assures customers that “Nothing else has changed – you will continue to receive the same, proven quality for which the name Osborn and Dronco stand”. The actual layout change in the market will start in April 2018.

The new design will be introduced to customers at Cologne Hardware Fair from 4th to 7th March 2018 at the joint stand of Osborn and Dronco. Hall 10.2, Booth H61.

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About

DRONCO is one of Europe's leading companies in the area of abrasive manufacturing and selling in some 100 countries internationally. Our range of cutting, grinding and sanding discs, diamond tools, ceramic abrasives and abrasive papers for the professional craftsman and demanding DIYer are widely known and manufactured to a high quality standard acknowledged worldwide.

The world's most modern manufacturing technology for cutting and grinding discs, plus highly-qualified employees allow competitive production in Germany in accordance with the highest quality guidelines and strictest safety standards. DRONCO is a member of oSa (Organization for the Safety of Abrasives).

OSBORN is technology leader and the world's largest manufacturer of tools and application solutions for surface finishing. We supply our products in more than 120 countries around the globe from manufacturing sites and sales organisations in 13 countries. In addition to 10,000 standard products OSBORN can provide more than 100,000 tailor-made customer solutions. The top-quality products are used in all manner of industrial and craft applications. The product range includes technical brushes, roller brushes, polishing and grinding tools, polishing emulsions and solid compounds, idler rollers and cam followers. OSBORN is the only manufacturer in the industry to provide TÜV-SÜD certification for more than 700 items in its retail range.