

**Poppe + Potthoff GmbH
Dammstraße 17
33824 Werther (Deutschland)**

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PRESS INFORMATION

"We are becoming faster, more flexible and more productive"

Poppe + Potthoff is committed to innovation. At the precision steel tube plant in Werther, the machines are now being upgraded digitally for »tube production 4.0«

The concept of occupying and claiming attractive niches enables Poppe + Potthoff to be successful around the world. In 88 years, the family business has grown from a regional pipe manufacturer to an internationally active group of companies. With 1,200 employees, the group generated a turnover of more than 170 million Euros in 2015. At the original factory, the [Haller Kreisblatt](#) won insights and perspectives.

Since 1928, Poppe + Potthoff has been processing steel tubes in Werther to meet special, customer-specific requirements. Experienced employees operate the heavy machines, their inner life is constantly being refined. Under the heading »tube production 4.0«, digitization is now expanding into the tradition-steeped manufacturing halls.

Commercial Director Konrad Fischer summarizes the undertaking: "We take an analog machine and set a digital superstructure on it". Equipped with digital measurement technology and interconnected via computer, the production is continuously being optimized. "We are becoming faster, more flexible and more productive while reducing rejects," adds Bengt-Henning Maas, CEO of the tubing plant since 2015.

Dr. Christian Potthoff-Sewing, CFO and majority shareholder of the Poppe + Potthoff Group, knows many examples that demonstrate how old technologies can be improved: For instance with maintenance-free couplings for the space station ISS, preci-

sion components for driver assistance systems or the high-pressure tubes for fuel injection systems. Whether with diesel, petrol, biogas, natural gas or hydrogen: Poppe + Potthoff will continue to step on the gas with precision, innovation and flexibility.

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Photo 1: The [Haller Kreisblatt](#) reported on innovations at Poppe + Potthoff and the modernization of the tube plant in Werther (Germany). Source: Poppe + Potthoff

Photos in printable quality: press.info@oha-communication.com

Poppe + Potthoff stands for precision. The group develops and manufactures customer-specific steel tubes, common rail subsystems, high pressure tubes, precision components, line shafts, couplings as well as specialized test stands and other machines. Poppe + Potthoff enables highly sophisticated solutions in automotive engineering and shipbuilding, machine tool building and mechanical engineering as well as other industries. The family-owned enterprise with its headquarters and technology center in Werther (Germany) was founded in 1928 and has more than 1,200 employees. Poppe + Potthoff is active in more than 50 countries with its subsidiaries and long-term partners – always in close contact with its customers. www.poppe-potthoff.com

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