

PRESS RELEASE

March 2010

**VARGUS CELEBRATES 50 YEARS OF INNOVATIVE ADVANCED
TOOLING SOLUTIONS**

In 1960, the world's first laser 'operated' at the Hughes Laboratory in America and Bell Telephone invented the 'modem' that allowed computers to communicate with each other via telephone lines.

Today, one specialist tooling company – **VARGUS Ltd.** - can also look back on a momentous year five decades ago, when the company established in Nahariya, Israel, set about changing the concept of screw thread generation.

Through the development and manufacture of world-class tooling for thread turning and milling, **VARGUS** products are now used worldwide by companies of every size across all industry sectors – and the products are marketed and are supported by an extensive global network of subsidiaries, distributors and agents.

Concentrating initially on thread turning then subsequently thread milling, **VARGUS** is readily acknowledged as the pioneer of the first triangular laydown threading insert and the first indexable thread milling system, as well as the original hand-deburring system.

After 50 years of innovation and dedication, **VARGUS** CEO Harry Ehrenberg states: "With a product set that is continually being updated and upgraded, the company is now moving into another era of success based on the ultra-popular **VARDEX** advanced threading tool programs. These provide a complete family of solutions for thread turning, thread milling and micro machining.



Harry Ehrenberg, Vargus CEO

"These products will justifiably reinforce the position of **VARGUS** as a leading developer, manufacturer and global supplier of solutions for thread production, as well as for component deburring with our **SHAVIV** hand tool range".

VARGUS is the tooling division of the **NEUMO Ehrenberg Group**, one of Europe's largest privately owned manufacturers and distributors of stainless steel products and metal cutting tools, originally founded as NEUMO in 1947 by the late Senator Henry Ehrenberg (father of VARGUS CEO, Harry Ehrenberg). The Group has more than 1,400 employees in 25 countries globally – Israel, USA, UK, Switzerland, Germany, France, Denmark, Poland, Norway, and Sweden, as well as in Hungary, Turkey, Spain, China and India.

The company prides itself on proven quality control techniques and the use of modern manufacturing technologies to ensure its tools are manufactured to specification - products are developed and manufactured in ISO 9001:2000 certified facilities.

Indeed, even during the current global recession, **VARGUS** has continued to invest substantially in its future and that of its customers via, for example, in-house expertise (employees), expanded product lines, and new state-of-the-art production and surface coating technologies.

This quest for excellence is complemented by a culture of continuous improvement that is underpinned by an advanced enterprise resource planning system that is utilised across the organisation to streamline operations, excel in customer service and to further improve productivity and efficiencies.

With this in mind, too, VARGUS products are maintained in local markets as well as warehousing sites located on all continents, and the global distributor network has round-the-clock access to an advanced stock check system, as well as a stock policy which provides off-the-shelf delivery of most products.

In addition to non-stop product development – a number of which will be previewed at this year's EMO in Milan - **VARGUS** is also announcing a new modern logo and product branding campaign that will clearly reinforce its renowned pedigree.

The user-friendly website (www.vargus.com) leads visitors within a few clicks to comprehensive product indices for the **Vardex** thread turning and milling

programmes, as well as the **Shaviv** hand deburring tools section. It contains a wealth of indispensable thread generation know-how and includes an easy-to-use-a series of application videos covering, for example, the V6 six-cornered thread turning inserts, TM Solid, miniature thread mills for hard metals and deep hole thread milling. Also details are the capabilities – and benefits – of the TT Gen and TM Gen easy-to-use

yet powerful thread generation software guide for thread turning and milling.

But David Wolfe, V.P. of Sales and Marketing, makes clear that having the ‘best looking’ packaging and ‘most useful’ tooling website are fruitless if the products can’t or don’t perform!



David Wolfe, VP Sales & Marketing

“According to the Tooling & Production 2009 Cutting Tools Survey, ‘performance’ was cited by 61 per cent of respondents as the main selection criteria when choosing a tooling brand,” he says. “‘Price’ was a lowly fifth on the list, quoted by seven per cent of respondents, behind ‘customer service’, ‘past experience with company’ and ‘quality’ in that order.”

Importantly, too, the continual global success of **VARGUS** in terms of product development and increased market share has also been underpinned by its philosophy of understanding the problems that customers face and working with them to develop appropriate solutions.

“Above all,” CEO Harry Ehrenberg concludes, “our company's strength is our people - the entire team works together to deliver greater value to customers. In the years ahead, I am confident that we will further strengthen our industry lead and continue to provide the best tools for the job at cost-effective prices and with superlative levels of customer service and technical support.”

VARGUS is the renowned manufacturer and supplier of quality tooling for threading, turning, milling and grooving applications, as well as hand deburring tools.



Issued on behalf of Vargus Ltd.

Visit us at www.vargus.com or contact us with any of your questions and comments.

David Wolfe, Vice President Sales & Marketing, davidw@vargus.com

Annie Reuveni, Marketing Communications Manager, annier@vargus.com

General Inquiries: mrktg@vargus.com