

Press Release

Sola Measuring Tools Invests Millions in the North American Market

Götzis, Austria, September 17, 2018: **Sola, the Götzis-based market leader for premium spirit levels, is driving international growth with an investment in US company Keson. From this autumn, all business and sales activities for the North American market will be handled by the newly formed company, Keson LLC. The two contractual parties have agreed not to disclose the size of the investment.**

The two family-run companies laid the foundations for their partnership in spring 2018 by founding the new company Keson LLC in Aurora, Illinois, around 70 km (43.5 miles) west of Chicago. Both Sola and Keson are leading specialists in measuring and marking tools, with 120 years of product and market expertise between them. From this autumn, Sola will be launching over 60 new spirit level models under the Sola and Keson brands in North America. While the marketing and sales activities in North America will be handled by Keson LLC, production of all spirit levels will continue to be carried out at Götzis in future.

Strengthening of International Business

“With this investment in Keson LLC, we are expanding and strengthening our international presence. We see great potential in Keson's existing sales network and industry knowledge”, explains Wolfgang Scheyer, President of Sola Measuring Tools. Sola currently has a presence in over 70 countries with an export ratio of 77% (as at 2018).

www.sola.at

 www.youtube.com/user/SOLAMesswerkzeuge

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Image Overview

The following images are available to download for publications in print resolution form:

<https://solatransfer.sharefile.com/d-s7609fc318444612b>



File: SOLA_pic_per_scheyer_nosek

Caption: Aaron Nosek (left), President of Keson, and Wolfgang Scheyer (right), President of SOLA, introducing their newest level featuring SOLA FOCUS vials.

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File: SOLA_pic_prd_ww_vials

Caption: Austrian measurement technology in North America: the patented SOLA FOCUS vial for spirit levels.

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File: SOLA_pic_cmp_werk1

Caption: Head office of SOLA-Messwerkzeuge GmbH in Götzis, Austria.

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File: SOLA_pic_cmp_keson

Caption: Located around 70 kilometres (43.5 miles) west of Chicago: the head office of Keson LLC in Aurora, Illinois.

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About SOLA-Messwerkzeuge GmbH:

Since 1949 the SOLA brand has meant high precision measuring and marking tools. As market leader in premium spirit levels, the Austrian company manufactures a wide range of products, including screeding levels, folding rules, long and short tapes, squares, marking products, laser distance meters and a customized laser program. SOLA's approach is to develop and continuously optimize its products to match its customers' requirements as closely as possible. SOLA Measuring Tools are sold in 70 countries around the world. 75% of all products are manufactured in Götzis, Austria, where the headquarters and production facility are located. This is where 200 employees develop, produce and distribute a product range of more than 1,500 products. The high quality standards that SOLA has set for itself are subjected to constant control in the company's own laboratories and testing facilities. Find out more at www.sola.at