



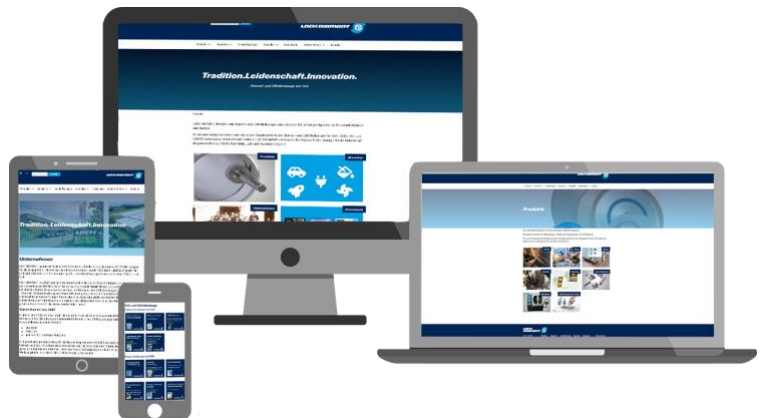
October 14, 2021

3...2...1...LAUNCH! **New website with extensive content**

LACH DIAMANT, the diamond and CBN tool manufacturer, launches its new web presence in modern design. Visitors to the website can now benefit from an extensive content focusing on LACH DIAMANT solutions for a wide range of applications.

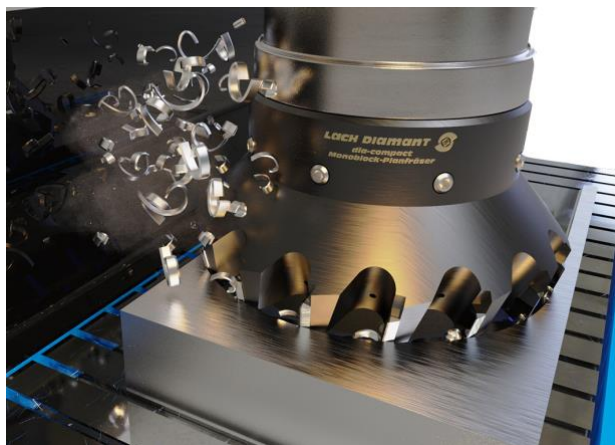
All of that in colour and moving images: More than 2.505 new pictures and 138 videos show the high-precision diamond and CBN tools in use. You will find unique

historical images and insights into the family company's nearly 100-year-history and operation: <https://www.lach-diamant.de>.



Intuitive with great added value

„During the planning phase of the new company website it was important to us that



our high demands on our high quality standards in the production of precise diamond and CBN tools are also reflected in the presentation of our website. We also wanted to take the users on a journey – starting from the idea and leading to the tool manufacturing. We have been able to clearly emphasize our strength: That, on the one hand, we can provide standard tools directly from stock and, on the other hand, we are working on high-precision conceptual designs for

special tools in numerous sectors. This is our daily business – it embodies our passion, which we are living day to day together with our customers – and with a

know-how that has continuously grown over 99 years. In our view the website shows exactly this. See for yourself.“ says CEO Robert Lach with some pride.

LACH proves again its pioneering role in the tooling industry

Also CEO Horst Lach is pleased about the successful relaunch: „The new website perfectly reflects who we are and what we stand for – it shows that our company never stands still, also far beyond our core business and is permanently developing. At least for this reason LACH DIAMANT is known for its pioneering achievements in this sector.“

Background information LACH DIAMANT

For more than 99 years LACH DIAMANT has been associated with progress, precision and quality all over the world. The family enterprise evolved from a cutting business for jewelry diamonds founded in 1922 with approx. 600 diamond cutters to one of the world’s leading manufacturer of diamond and CBN tools. The innovator for cutting and grinding tools develops and produces customer-specific solutions for the automotive, energy, electronics, aviation and aerospace industries as well as for the general mechanical engineering and the tooling industry all over the world.

Enclosure:

Pic 1: Responsive Media

Pic 2: One of our 2.505 new images: PCD monoblock milling cutter

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