

welcome

You cannot influence
the wind's direction,
but you can set
your sails correctly.

UMAREX Corporate Group

Umarex headquarters in Arnsberg

Laserliner is a trademark of the UMAREX Corporate Group to which following members belong...



THE COMPANY

UMAREX Corporate Group

- UMAREX Sportwaffen GmbH & Co. KG
- Carl WALTHER Sport- und Verteidigungswaffen GmbH
- PW Tobacco GmbH & Co. KG
- PW ARMS Vienna GmbH & Co. KG
- UMAREX Österreich Ges.m.b.H. & Co. KG
- FÜRSTENBERG Holzwaren
- UMAREX USA Inc.
- UMAREX Sport und Freizeit GmbH & Co. KG

UMAREX®

WALTHER®



UMAREXUSA®



- A new challenge, a new company, a new market segment. UMAREX arose in times of change and has always profited from its ability to master change.
- UMAREX was founded in 1972



UMAREX - LASERLINER

The Laserliner brand

Laserliner Brand

- Within only a few years, Laserliner has become the name among building professionals and DIY semi-professionals for innovative measuring technology. Advanced measuring tools using laser technology began their march to conquest in the whole of Europe with the products under the black/orange label: laser spirit levels of different sizes and for different performance applications, and rotation lasers incorporating a whole wealth of innovative technical features.



THE BRAND

Laserliner Brand

- Laserliner has a strong commitment to product development and design. Quality has absolute priority. Consequently, the lasers are designed and developed in Germany and are opto-electronically adjusted.



THE BRAND

Laserliner Brand Philosophy

- Products under the Laserliner label are intended to make working easier, allow optimum results to be obtained with speed and reliability, and give the users pleasure in their achievements.



Laserliner Marketing Concept

- Laserliner has set new standards not only in the technological field but also in terms of communication.
- The “Modern Measuring Technology” manual, which has over 30 pages and is revised every year, provides the reader with a detailed presentation of the complete range of products. It also describes the various technical operating principles and gives examples of applications.



THE CONCEPT

Laserliner Marketing Concept

- Multi-color illustrations in the manual and on the product packaging demonstrate the many different ways in which the products can be used.
- Potential customers can therefore obtain all the information they need either at home or at the point of sale. The product presentations in the retail stores are also equipped with working displays, enabling the customers to see the product benefits and test the products for themselves.



THE CONCEPT

Laserliner Marketing Concept

- The communications package is completed by illustrative product films which are shown on video monitors as well as interactive video CD-ROMs for use by customers at home.



THE CONCEPT

Laserliner Product Range

- Cross and line lasers
- Rotary lasers
- Automatic levelling instruments
- Levelling staffs
- Tripods and wall mounts



THE PRODUCTS

Laserliner Product Range

- Electronic scanners
- Electronic spirit levels
- Distance, height and space measurement
- Laser spirit levels and HandyLaser
- Optics and target plates
- Multi-point lasers



THE PRODUCTS

Laserliner Exhibitions

- Tools & Tools 2007, Brussels
- Practical World 2008, Cologne



THE INNOVATIONS

Thanks for your attention!

THE END