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Buehler ITW Test & Measurement, a manufacturer of equipment, consumables and accessories for metallography and hardness testing, has combined its business sectors metallography, formerly based in Düsseldorf, Germany, and hardness testing, still widely known under its previous name Wilson Hardness, and based in Esslingen am Neckar in Germany.

After the formal consolidation of both core activities in 2009 under the name of Buehler ITW Test & Measurement GmbH, this site in Southern Germany now takes on the function of European Headquarters. In Düsseldorf, the company is currently establishing a new, central laboratory in close cooperation with partners in industry, universities and research institutes, for handling international research projects covering the full span from sample preparation in the laboratory right up to fully automatic in-process hardness testing.

The facilities at the new 'Buehler Solutions Centre' in Esslingen offer Buehler ITW Test & Measurement adequate space for development, training, production, sales and warehousing. They even allow for a future expansion of these activities, providing customers from the German-speaking region, France and the UK with direct access to a team of professionals in all matters of the procurement, operation and servicing of equipment and systems, as well as a central warehouse for spare parts and consumables. In addition, Buehler is represented in 50 countries worldwide through distributors.

The physical consolidation of the two operations at a single site will meet the needs of the customers, who are increasingly active in multiple countries, and require the same level of service to be available from a single source throughout these countries, says European Commercial Director Roland Prauss. Buehler can therefore create new opportunities by pooling resources, upgrading existing and developing new products suited to the requirements of the international customers. "This consistent focus on the 'Voice of the Customer' is an approach already successfully adopted by ITW Test & Measurement in the US and Chinese markets", Prauss adds.

(Source: Buehler – ITW Test & Measurement GmbH)