



# Netherlands

Rotterdam

## GROOVING TOOLS FROM ROTTERDAM

### Harry Hersbach Tools B.V., our sales partner in the Netherlands

“Tulips from Amsterdam” has been a hit in the pop world since the 1950s. A somewhat younger but also successful classic in the area of metal removal is the “grooving tools from Rotterdam” which our Netherlands partner has been carrying in its range for more than 30 years.

#### Two entrepreneurs, one objective

Harry Hersbach Tools B.V. was founded in 1974 by Harry Hersbach sr. in Schiedam, a suburb of Rotterdam. The young entrepreneur recognised from the start that long term success also in the Netherlands is only possible with products from specialised tool

manufacturers. And this quality standard also formed the starting point for the first meeting with Paul Horn at the EMO 1977 in Hannover. Impressed by the technologically groundbreaking grooving systems, Harry Hersbach successfully realised an exclusive agency for the Benelux countries. As the chemistry between both companies was also right, it only took one month until the collaboration was defined and the contract was signed.

#### Well known as a competent partner

From 1981 – Hersbach Tools B.V. concentrated exclusively on the Netherlands – this market developed into one of the core markets for HORN. Essential factors for the success of our Netherlands partner are the service-oriented customer support and the continuous expansion of the technical field service. Approx. 20 people, of which 8 are in the technical field service, work for Harry Hersbach Tools B.V. today.

The majority of its approx. 2,000 customers have 5 to 50 employees, however there are also various large enterprises in the customer base.

Our sales partners  
employ approx.  
20 persons.





Harry Hersbach sr. (sitting) with his sons Harry Hersbach jr. and Jos Hersbach, (standing from the left).

### Suggestions from the Netherlands

The sales engineers of Harry Hersbach Tools B.V. are confronted with applications for the machining tasks for the Netherlands market of which more than 40 involve the machining of stainless steel. The machining of exotic alloys is also showing an increasing tendency. Due to the intensive information exchange about the current tool developments of our company, for example for the geometries of the indexable inserts and the coatings, there are always new synergy effects not only for these complex applications.

The corporate objectives since the founding have been able to be realised successively. The high delivery ability from stock is a reason for this. Common items are shipped to the Netherlands customer base with an availability of more than 95 percent.

Harry Hersbach Tools B.V. with this range of services for its customers is a reliable and professional partner when it is a matter of finding the most cost-effective and most productive solution for machining tasks. Harry Hersbach sr. and Paul Horn laid the foundation for this in the year 1977.

### Experience from different applications

Enquiries and ideas occurred again and again from the activities of Hersbach Tools in the different industrial sectors which decisively influenced our grooving range. In accordance with the motto “every rejected request will be examined again and discussed”, we could usually still find a – sometimes also unconventional – solution. For example, 16 years ago there was a passionate discussion with successful result about the design of a Supermini tool for milling an internal thread M5 by circular interpolation. Many ideas for special solutions, particularly for shipbuilding, medical technology, the foodstuffs, chemical and packaging industries, have been “born” jointly and then implemented in Tübingen.

We thank all colleagues from Harry Hersbach Tools B.V. for the very good and successful collaboration in the past and we also hope to have many joint ideas and suggestions for the classic from Rotterdam in the future.

### Company succession assured

Jos and Harry Hersbach jr., both sons of Harry Hersbach sr., work in the company today. They are also significantly involved in their positions with forming the future and successful development of the company on the Netherlands market.

The warehouse of Harry Hersbach Tools B.V. ensures same day deliveries.

