



## **Press release**

Rapperswil, 4 October 2023

### **URMA and HAAS – a 20-year success story**

**In 2003 URMA enters the machine trade and sets up the "HAAS Factory Outlet" in Switzerland. With over 2,000 CNC machines sold and 2018 awarded as the best HAAS dealer worldwide, URMA has made a name for itself in the sales and service of CNC machines.**

Gene Haas, the founder and owner of HAAS Automation, initiated the founding of the company in 1983 with the goal of producing economical and reliable machine tools. Soon after its founding, HAAS was able to distribute its CNC machines worldwide through cooperation with various partners, steadily expanding the company's influence in the industry. These partnerships helped to establish the "HAAS" brand over the past 40 years and strengthen its presence on a global level.

#### **The second pillar - a win-win situation**

URMA's commitment to quality and customer satisfaction played a crucial role in establishing HAAS in the Swiss market. HAAS Automation's decision to choose the indirect distribution channel for its machines and to look for partners for distribution in different countries coincided with URMA's efforts to develop a new business model. "Advancing technologies lowered the turnover of boring tools. In order to maintain our core business, in addition to concentrating on new tool developments, we have also focused on a new mainstay", explains Urs W. Berner, Chairman of the Board and CEO of URMA AG. The synergy between the two companies led to the establishment of URMA's "HAAS Factory Outlet" (HFO), which distributes the entire HAAS product portfolio in Switzerland via the online shop, personal consultation and the showroom. This partnership is a win-win for both companies and an outstanding example of trust, cooperation and the common pursuit of excellence.

Over the past 20 years, HAAS has established itself as the market leader in the Swiss CNC landscape thanks to indirect sales, while URMA has steadily expanded its expertise in machine trading. URMA was even voted "HFO Dealer of the Year" in 2018, thus prevailing over 170 well-known and mostly larger dealers as the best HAAS dealer in the world. Michel Godel, an HFO employee from the very beginning, emphasises the importance of the award: "We are very honoured to have been recognised for our service efforts in particular. It confirms once again that we have a great team and that the focus on our customers and a fast and competent service pays off."

#### **Rely on HAAS in your own production**

In addition to its experience in trading machines, URMA has equipped its production facility with HAAS CNC machines to increase its own productivity in tool production. URMA is thus the only HAAS dealer in Europe that operates its own production and has eight HAAS machines for turning and milling in its production halls. This many years of experience in its own production enables URMA to understand customer needs and applications and to advise interested parties in the best possible way. If the requirements are not covered by the standard machines, URMA offers customised solutions: Thanks to machine conversions, which URMA carries out in cooperation with partners for special applications, almost all machining operations are possible. Because the areas of application for HAAS machines are as varied as the materials that are processed. Michel Godel adds to this: "For example, we have customers who

machine stones, grind diamonds or carbide and use the HAAS machines for tool manufacture, production of alphorn inserts or watch dials and rim repair."

### **New technologies bring new opportunities**

With advances in technology, the production landscape has continuously changed and improved. One of the latest innovations used in URMA's production line is industrial 3D printing. Convinced by this technology, URMA has expanded its know-how and machine portfolio to complement the CNC machining centres in order to offer customers an even broader and comprehensive machine portfolio across the entire production chain. The product range for additive manufacturing includes industrial 3D printers for metal, polymer and plastic, including pre-processing/design and post-processing equipment as well as software solutions. And the "Machinery" division is growing steadily, according to Urs W. Berner: "We continuously invest in innovation, digitalisation and sustainability and thus remain competitive in the long term." That is why the URMA Experience Center in 2025 will open a large exhibition area for CNC machines, 3D printers, post-processing machines and all other products in the "Machinery" area. In this modern showroom, customers can view the various machines and gain a profound insight into the entire production chain.

The entry into the machine trade and the resulting long-term partnership between HAAS and URMA is a remarkable example of the fruits that a cooperative collaboration between two outstanding companies can bear. Both companies look forward to many more successful years of partnership and innovation.

### **URMA AG**

URMA AG develops and manufactures precision tool systems. Since 1962, the family business has been at home in Switzerland with its headquarters and production facility. URMA also has subsidiaries in Germany, Spain, the US and China, and has OEM partnerships with Paul Horn (Germany) and Sumitomo (Japan).

In Switzerland and Liechtenstein, URMA exclusively distributes and maintains HAAS machine tools with the HAAS Factory Outlet. In addition to 3D printing systems from EOS and Markforged, URMA also offers the broad machine portfolio of DyeMansion for the finishing of plastic components, Solukon de-powdering systems for metal components and software.

More information: [www.urma.ch](http://www.urma.ch)

### **HAAS Automation Inc.**

HAAS Automation is the largest machine tool manufacturer in the United States and one of the largest manufacturers of CNC machines in the world. The company manufactures a seamless range with four main product lines: vertical machining centres (VMC), horizontal machining centres (HMC), CNC lathes and turning and indexing tables, as well as a range of large special machines with five axes. All HAAS products are built in its extensive California plant, the largest and most modern machine tool manufacturing facility in the USA.

More information: [www.haascnc.com](http://www.haascnc.com)

### **URMA anniversary campaign**

For the 20th anniversary, manufacturing companies benefit from the anniversary promotion on the HAAS ST-20Y-CH Swissline and DS-30Y-CH Swissline lathes, which are specially configured for Switzerland (promotion valid until 31/12/2023).

More information: [www.urma.ch/en/news/2023/Swissline-lathes.php](http://www.urma.ch/en/news/2023/Swissline-lathes.php)

## Statements

"URMA has been our HAAS Factory Outlet in Switzerland and Liechtenstein since 2003. From the beginning, URMA has proven itself as the go-to source for our CNC machine tools through its customer proximity and tireless customer outreach." – Robert Murray, General Manager HAAS Automation USA

"The URMA team has supported us for more than 10 years as a competent, reliable and fair partner of HAAS CNC machine tools. This cooperation is an important part of our company's success." – Peter Kurmann, CEO and owner Wilpag AG

## Contact for further information:



### **Oliver Berner**

Director Machines

Member of the Executive Board and the Board of Directors

+41 62 889 21 30

[o.berner@urma.ch](mailto:o.berner@urma.ch)

## Contact for media representatives:



### **Yannick Berner**

Director Digital & Marketing

Member of the Executive Board and the Board of Directors

+41 62 889 20 26

[y.berner@urma.ch](mailto:y.berner@urma.ch)

## Photos and captions



URMA is the only HAAS dealer in Europe that operates its own production and has eight HAAS machines for turning and milling in its production halls.

Source URMA



In addition to its expertise in machine trading, URMA has equipped its own manufacturing facility with HAAS CNC machines to increase efficiency and productivity in the production of tools.

Source URMA



URMA has made a name for itself in the sales and service of CNC machines over the past 20 years.

Source URMA



In the showroom, customers receive personal advice and experience HAAS machines live in action with the guided tour through the URMA production.

Source URMA



Gene Haas together with Urs W. Berner in the production of URMA.

Source URMA

### URMA AG WERKZEUGFABRIK

Obermatt 3  
CH-5102 Rapperswil  
T +41 62 889 20 20  
F +41 62 889 20 28  
info@urma.ch  
www.urma.ch