

# A SUCCESS STORY

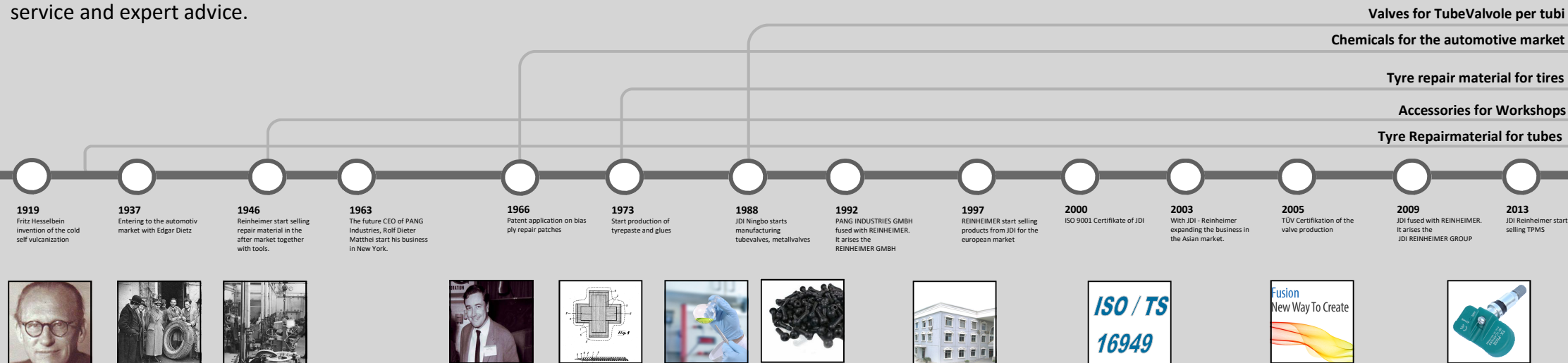
## WITH A TRADITION OF INNOVATION

# THE BRAND

### HISTORY OF JDI REINHEIMER GROUP

The history of JDI Reinheimer GROUP is closely related to the trademark PANG, which was registered in 1926. A few years before this date, on September 1<sup>st</sup> 1919, Mr. Fritz Friedrich HESSELBEIN had started a chemical factory in Hamburg/Germany, where he further developed his invention of self-vulcanising Tyre- and Tube Repairmaterials. Nowadays there are hardly any tyre dealers and tyre retreaders in the international market who are not familiar with this complete program of quality material.

On July 1<sup>st</sup> 1935 Philip Reinheimer, a master of mechanics, established a factory to produce technical equipment and tools for the tyre industry. Shortly after, to meet increasing demands, Reinheimer adjusted to the requirements of the market and added, next to his own tools, equipment and items of other manufacturers. Out of a master workshop, a trading company was established with its own production, providing customer service and expert advice.



### REINHEIMER THEN:

Because of high quality and usefulness of their special tools and vulcanising repair materials, the two companies soon combined their activities and became well known beyond the borders of Germany and Europe. Philip Reinheimer opened other subsidiaries in Hamburg and Salzburg/Austria for distribution. In 1973 the range of CHEMOTEK items was added. With this production of different chemical materials to the tyre trade and other crafts, a long-time gap was filled. It has also become a successful part of our international business. In the age of globalisation the German company PANG INDUSTRIES and REINHEIMER fused in 1992.

### JDI REINHEIMER NOW:

Meanwhile, due to globalisation of markets, the name REINHEIMER and JDI fused in 2003 and has become a well known trade name. Worldwide business contacts and supply contracts with several production facilities are a guaranty for our customers to be supplied with quality products on the highest level. As manufacturer of products MADE IN GERMANY and TÜV-tested imported merchandise we are delivering today a full programm of selected articles to specialized traders and the industry of the tyre market.