

Press Release

POLAR and Heidelberger Druckmaschinen AG are celebrating sixty years of partnership

A family friendship turns into the global market leadership of two partners

During the monetary reform in 1948 and the foundation of the Federal Republic of Germany in 1949, Germany amazed the world with its so-called economic miracle. All over the country, people were building, planning and investing, and in the printing industry, too.


Then head of the Heidelberg sales office Nicolaus Reisinger and the Mohr family were friends, and this friendship expanded into a business relation. Both companies were showing their products together at the 1949 Frankfurt Spring Fair, where Hubert Sternberg, Heidelberg director at the time, became aware of the Hofheim-based company. He was impressed by the technology and wide range of functions of the exhibited cutting machines. Sternberg intended to complement his range of products and had been looking anyway for a supplier of cutting machines for the Schnellpressenfabrik Heidelberg (Heidelberg high-speed presses factory). So he recommended the brothers Rudolf and Karl Mohr to collaborate and use the sales partners together world wide.

This was the beginning of a partnership and collaboration of these two companies which continues to exist to this very day. Over the last sixty years, both companies have been growing and developing into world market leaders. POLAR has sold more than 130,000 high-speed cutters via the distributive channels of Heidelberger Druckmaschinen AG.

POLAR felt that this was the perfect occasion to thank Heidelberg for the long-lasting partnership and expressed its gratitude to Bernhard Schreier, Chairman of the Management Board, who represented the "Heidelberg world". Alfred Henschel summarized the mutual relation in one sentence: "This connection, which is based on partnership and friendship, is an economic success story we are always enjoying ..."

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www.polar-mohr.com

At  you'll find many interesting videos from POLAR:

<http://www.youtube.com/polarmohr>



A present is handed over for 60 years of business partnership. Alfred Henschel (POLAR), Bernhard Schreier (Heidelberg), and Michael Neugart (POLAR) (from left to right)