

Hofheim, 20 December 2021

Round figures for POLAR Mohr in its anniversary year

POLAR Mohr, the cutting machine manufacturer from Hofheim, is posting round figures. Despite bottlenecks with suppliers and pandemic-related restrictions, sales figures are rising steadily and customer confidence remains.

In the course of 2021, the cutting machine manufacturer from Hofheim near Frankfurt has achieved round figures in many places. In Germany alone, 27,000 POLAR cutting machines have already been sold since the beginning. In Europe as a whole, the figure is already over 70,000. England is second with almost 8,000 machines. The fact that the USA accounts for almost a third of purchases in America is no surprise. With almost 30,000 machines, the continent is the largest market for POLAR cutting machines after Europe. In the Asian region, sales figures cracked the 20,000 mark, fittingly for 2020.

"We were able to repeatedly satisfy our customers even during the pandemic, despite bottlenecks at our suppliers and pandemic-related restrictions. The round figures in the various markets are a nice sign of our success," says Hendrik Kneusels, Head of Sales.

POLAR cutting machines are sold through various channels – while the POLAR brand is sold internationally exclusively by Heidelberger Druckmaschinen, an international sales team with various representatives is available for the MOHR brand. The Chinese market is additionally served by Mohr Postpress Machinery with MOHR machines. POLAR Mohr is active in around 170 countries, and to date a total of 130,000 machines have already been sold – not counting peripheral equipment such as JoggingSystems and Transomats.

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Photos: Marketing Manager Frank Mayer attaches the anniversary plaque to a cutting machine in Wiesloch.

