

The ultimate tool brand

ATORN[®]



The definition of quality

When you're king ...





... your wishes come true

Your wish? Our command!

Do you want products of outstanding quality? Do you want innovative tools that reflect real-life industrial demands? Do you want tools that can be used with new technologies and materials? We are here to give you what you want. After all, people's wants and needs have long been a cornerstone of progress. The car was built to fulfil our desire for greater independence and houses to give us the security we were yearning for. When it comes to fulfilling your desire for innovative and perfect tools, ATORN has all the answers.



From request to reality

Wide product range. Reliable quality. Always available.

Unrivalled choice

With more than 16,000 items, ATORN offers a comprehensive range of drilling, milling, turning, grinding and cutting tools, not to mention measuring instruments, workshop supplies and factory equipment – with new products added all the time. We put great emphasis on the precision and durability of our tools and, by virtue of our company structure, are able to offer products that are great value for money. With choice like this, there is nothing left to be desired.



'Our quality inspection really puts the product through its paces. And it only deserves to bear the ATORN name once it's passed.'

Monika Gersdorf, ATORN product manager



Quality you can trust

One of our key principles is that our products repay the trust shown in us at all times, which is why we subject them to numerous quality inspections. Only those tools that have passed all inspections with flying colours will be sold to our customers. The desire for reliability and consistency is a fundamental pillar of our company ethic.

Always available, always ready for dispatch

It is only good having the best product range if it is available. And instant delivery is vital, especially in our fast-paced world. We always deliver straight away and at any time. We keep our promises so that our clients can keep theirs. After all, it's not just about making wishes come true, but about doing so in a timely fashion.



ATORN offers a wide range of machining tools, measuring instruments, clamping devices and factory equipment.

Your voice counts ...





... and your opinion is valued

You can only understand by being a good listener

And you can only offer the right help if you've understood. No one is more familiar with the pros and cons of a product than the user. In order to build on the benefits and cut back on the drawbacks, we try to stand in your shoes and see things from your point of view. We can utilize your experience to enhance our products. Your challenges encourages us and give us the insights we need to develop innovations and make modifications. ATORN believes that users should not fit in with the product, but that the product should fit in with the user.



From consultation to implementation

Implementing customer requirements. Enhancing solutions. Playing our part.

Day-to-day reports provide that initial spark

In order to develop products that meet people's needs, there is no alternative to direct customer contact. Whether at trade fairs or on customer premises, we discuss our products in detail with the people who use them. It is feedback like this that enables us to detect potential problems. While maintaining a continuous dialogue, we develop tools that are precisely tailored to the situation in question. Although we see ourselves as problem solvers who make our customers' daily lives easier. The journey to each solution starts with listening closely and showing empathy and expertise in our interactions with customers.



'Trade fairs give us the opportunity to present new innovations and find out what matters to you most in your day-to-day operations.'

Peter Vogel, ATORN product marketing department



ATORN supplies high-quality drilling, milling, turning, grinding and cutting tools, as well as more than 1,500 workshop products.

Maximum quality, step by step

While tools are often good enough for the demands of day-to-day use, we strive for more. We only see our work as done once a product does its job to perfection. We therefore continuously subject our products to internal controls in a bid to maximise their potential, thus following the principles of our clients, who deliver outstanding performance every single day.

Our role

Each product is only as good as the person using it – but, then again, the user is only as good as the product he's using. With our range, we are a reliable partner and offer our clients a foundation that enables them to make optimum use of their capabilities. This mix of factors is the only way to achieve a precision result. To sum up our role, we see ourselves as facilitators of seamless processes!

Whenever people see things
from a different angle...





... innovative products result

In order to find new solutions for you, we are constantly reinventing ourselves

Only those who are bold enough to leave the beaten path behind and break new ground can achieve great things. Rather than being bound by conventional thinking, we let ourselves be guided by our creativity and inspiration in order to develop products that actually solve your problems. Your requirements serve as our compass and your day-to-day operations are our guiding light. Taking these as fixed points, we see it as our job to rediscover familiar territory. As a result, ATORN comes up with solutions that no one had ever even thought of.



Our product range has the depth to cater for any application: the ATORN measuring instrument range, for instance, includes not only traditional vernier calipers and gauges, but also 3D sensors and lever gauges.

From idea to innovation

New ideas. New products. Even better tools.

It all starts with a vision

With us, ideas for new products don't languish forever in the realms of fantasy, but instead are systematically made ready for the market. In the area of machining, for example, we have developed more than 6,000 products in the past two years – products that were previously not on the market.



'Top-notch materials at fair prices – that's the only way to make quality affordable.'

Özcan Esen, head of procurement at ATORN



New products – complex technology with a touch of genius

Sometimes, innovations require highly sophisticated technology, but more than often the devil is in the detail. A prime example is our tape measure with magnetic end, which makes a 'helping hand' superfluous. Our video measuring microscope with 23" touchscreen PC for measuring complex components is one of our high-tech products. It makes it possible to measure precisely those components that previously either could not be measured or could only be measured with great difficulty – and is extremely easy and intuitive to use. Simpler but no less intelligent is our torque wrench, which enables precise calibration of the required torque and features a built-in safety mechanism. As soon as the desired level is reached, the upper part bends back by 20 degrees to prevent overtightening.

Even better tools

All these principles, approaches and practical techniques result in better tools. In other words, tools that don't just impress on paper but also withstand the demands of real-life situations. Developing an improved product doesn't just mean making our clients' lives easier but is also about fun at work.

If it's quality ...

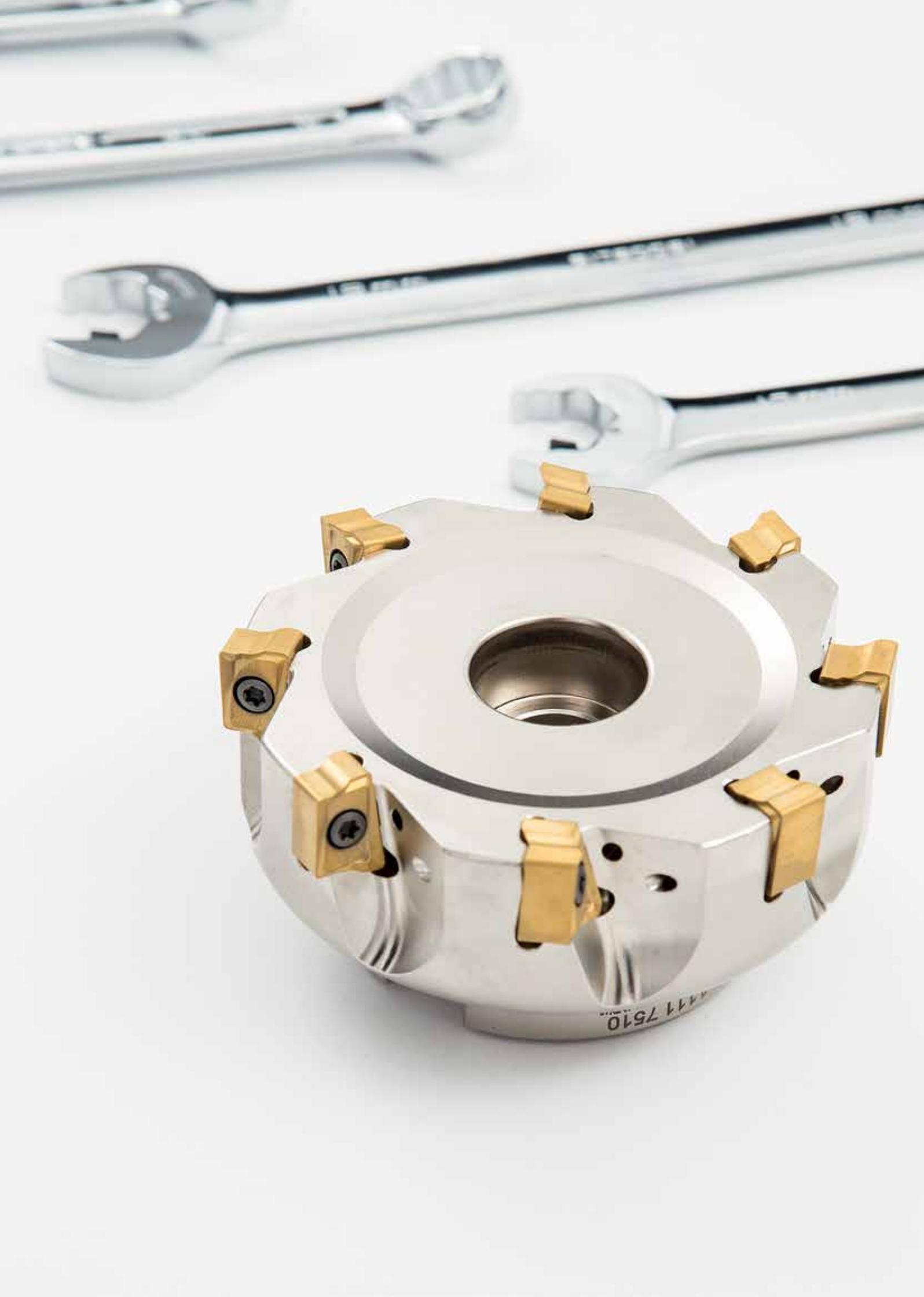




... then it's ATORN

Quality is the linchpin of performance

To ensure that our products meet your standards and requirements, they undergo multiple quality inspections. And they only get to bear the ATORN name once ALL quality requirements have been fulfilled – and we mean ALL quality requirements. Since we actually practise what we preach, all our products come with a ten-year warranty. ATORN provides quality so you can deliver performance.



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Katrin Hummel, general manager at ATORN

‘Each and every product has to meet our stringent quality requirements. And they only get to bear the ATORN name once all these requirements have been fulfilled – and we mean all of them.

We are therefore able to offer reliable production, unbeatable service lives and optimum ease of use. After all, your work is at stake.’

Yours, Katrin Hummel

