



**QUALITY
SINCE 1900**

THE RICHARTZ KEY TOOL® EVOLUTION



**RICHARTZ BESTSELLER
EDITION 02/2019**

THE MOST BEAUTIFUL PRODUCTS FOR

YOUR BEST CUSTOMERS! In the tradition of Solingen, the "City of Blades", the RICHARTZ family develops and produces worldwide products made for modern life.

On the following pages we compiled **the most successful and most beautiful products** from our company: Products, which set a **standard for quality, nationally and internationally awarded** and exhibited worldwide in museums and collections as a sign for outstanding design. **You will be fascinated!** Inspire your customers with RICHARTZ brand products.

We or our professional promotional dealers will be pleased to advise you personally at any time.

We are looking forward to our cooperation

A handwritten signature in black ink, which appears to read 'Stefan und Brigitta Richartz'.

Stefan and Brigitta Richartz

Qualität
Faszination
Tradition
Individualität
Innovation
Design
Solinger Tradition
Quality

RICHARTZ, A BRAND OF THE CENTURY.



On the occasion of an impressive brand gala at the Adlon Hotel in Berlin, Richartz, the German standard of pocket knives, was awarded the „Brand of the Century“ by Dr. Florian Langenscheidt.

“German Standards: Brands of the Century” is the title of an important encyclopedia showing the icons of those German companies who became standard for their product section. From Aspirin to Zeiss: This selection shows the wide range of successful German products having worldwide reputation. We are very proud that RICHARTZ was selected for this exclusive circle.

The front of the Adlon hotel, which was illuminated by the “Brands of the Century” the whole night within the brand gala.



ADVERTISING MADE EASY!

THE RICHARTZ BRANDED PRODUCTS

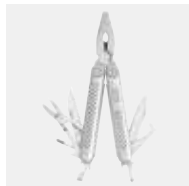


TOOLS

PAGE 8 – 17



PURA tool



STRUKTURA classic tool



TOOL TEC



GRIP tool



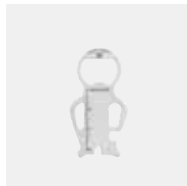
GRIP tool pocket



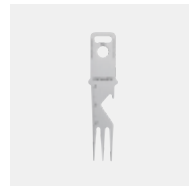
BEST FRIENDS
travel and work

N3WTOOLS®

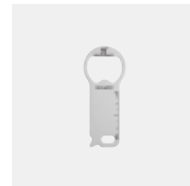
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N3WTOOL® tom



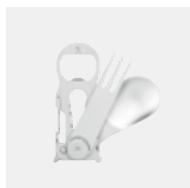
N3WTOOL® snack



N3WTOOL® shop

RICHARTZ KEY TOOLS®

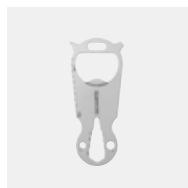
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KEY TOOL PLUS snack



KEY TOOL 16+



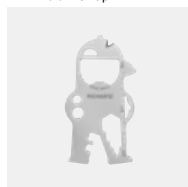
KEY TOOL shop



KEY TOOL cut



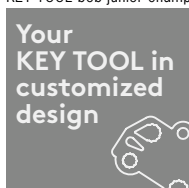
KEY TOOL bob junior champ



KEY TOOL bob



KEY TOOL bob junior



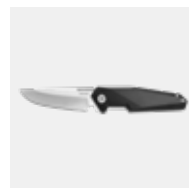
RICHARTZ MY KEY TOOL®

ONE-BLADE KNIVES | PICNIC

PAGE 50 – 53



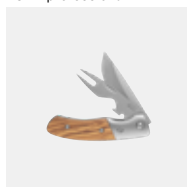
PURA professional



VECTOR 200



LEO 200 olive



LEO picknick olive

RICHARTZ POCKET ORGANIZER®

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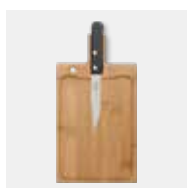
POCKET ORGANIZER keys



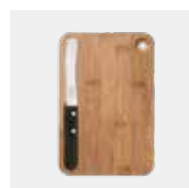
POCKET ORGANIZER shop

KITCHEN KNIVES | SETS

PAGE 54 – 59



STEAK cut and chill



FRÜHSTÜCK cut and eat



BEST FRIENDS
bread and butter



**GERMAN
DESIGN
AWARD
WINNER**

PURA tool. The clear and straight design, the innovative and useful functions form a perfect and professional combination. A special highlight is the innovative RICHARTZ combi-function: the glass breaker with safety-lock, which is equipped with a bit adapter for 9 different bits. The integrated hexagonal socket and the nail drawer in the handle contribute to this most effective tool. With its sturdy belt pouch it is always at hand.



PURA tool



CASE STUDY

**SUCCESSFUL ADVERTISING
WITH OUTSTANDING DESIGN!**



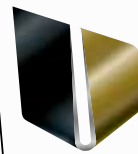
- ✓ **Product benefits:** Straight design. GERMAN DESIGN AWARD WINNER 2016. Innovative functions: e.g. lockable glass breaker with bit adapter for 9 bits, integrated hexagonal socket and nail drawer.
- ✓ **CI adaption:** Print and laser engraving MOQ 1 piece. Individual packaging MOQ 1.000 pieces. We would be glad to send you an offer.
- ✓ **Purpose:** Perfectly suited as gift for employees, premium, incentive and collection item.
- ✓ **Target group:** Particularly interesting for the car industry and their suppliers, logistics, transport and construction industry.



red dot



German
Design Award



german
brand
award
19
special

10 YEARS' WARRANTY

PERFECTION IN DESIGN AND FUNCTION.

STRUKTURA classic tool: The perfectly manufactured stainless steel handles with the famous RICHARTZ rubber dots offer a large variety of innovative and useful functions as for example the cast pair of pliers, a strong blade, a saw, etc. A special highlight is the innovative RICHARTZ combi-function: the glass breaker with safety-lock, which is equipped with a bit adapter for 9 different bits.

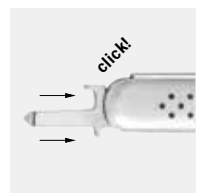
AWARDED!

RICHARTZ was awarded the German Brand Award Special 2019. The German Brand Award honors innovative brands, consistent brand management and sustainable brand communication, which are ground-breaking in the world of the brands.

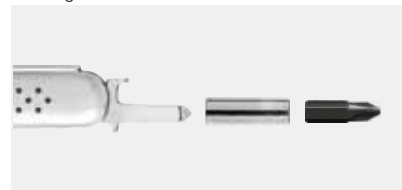
STRUKTURA classic tool



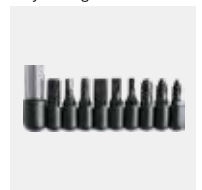
fold-out glass breaker



easy locking



bit adapter to fit into glass breaker



9 all-purpose bits



professional cast pliers



quality belt pouch

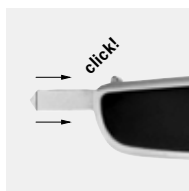
TOOL TEC. Most practical, compact, perfectly designed. The modern design of the handles, the professional pair of pliers and the multi-purpose functions will convince. Quite unique is the combi-function: A lockable glass breaker, which is equipped with a bit adapter and 9 different bits. The high quality of TOOL TEC is also reflected in the modern pouch, which keeps both – tool and bits – professionally.



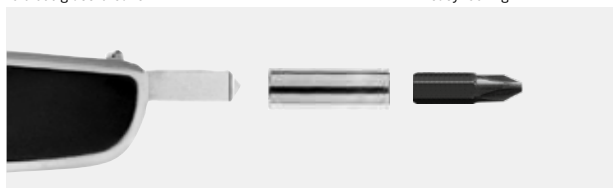
TOOL TEC



fold-out glass breaker



easy locking



bit adapter with bits to fit into glass breaker



quality belt pouch



9 all-purpose bits





GRIP tool



GRIP tool pocket



size comparison GRIP tool / GRIP tool pocket

GRIP tool (Detailed pictures of GRIP tool pocket to be found at www.richartz.com)



solid, cast pliers



solid design



safe work, functional parts can be locked



sharp blade

GRIP tool. Compact, solid and usable at any time.

The matt finished modern stainless steel handles with black plastic inlays guarantee a safe grip for work. A professional pair of cast pliers with wire cutter, a large blade, a metal file and other tools convince in everyday use. For safe working all foldout functional parts can be locked. With the solid, black belt pouch GRIP tool is always on hand.

GRIP tool pocket. So small, but extremely functional.

This pocket tool with matt finished modern stainless steel handles fits any pocket. The small extremely useful pair of cast pliers with wire cutter, two blades, one with serrated edge, two flat-tip screwdrivers, flat-tip screwdriver/cap lifter combination, Phillips screwdriver, can opener, file and the belt pouch convince in daily use. The two hexagonal sockets integrated into the handle complete the tool's high functionality.

BEST FRIENDS

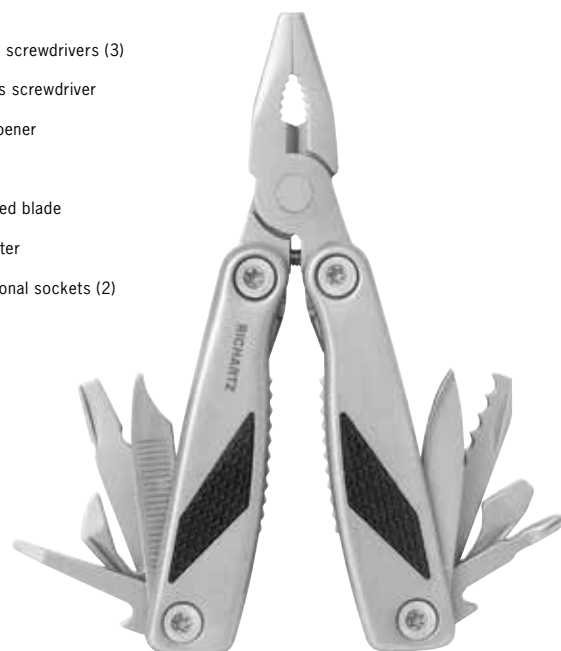
travel and work



BEST FRIENDS travel and work. Two products which convince anytime and anywhere. GRIP tool pocket, the practical small multifunctional tool which fits every pocket, and KEY TOOL 16+, as small as a key with 16 functions for the key ring, are so small but still up to any task. The superior workmanship of matt finished stainless steel is impressing. A set which gives pleasure every day.

GRIP tool pocket

- ① cast pliers
- ② wire cutter
- ③ file
- ④ flat-tip screwdrivers (3)
- ⑤ Phillips screwdriver
- ⑥ can opener
- ⑦ blade
- ⑧ serrated blade
- ⑨ cap lifter
- ⑩ hexagonal sockets (2)



KEY TOOL 16+

- ① cable stripper
- ② cap lifter
- ③ large flat-tip screwdriver
- ④ spoke keys (2)
- ⑤ centimeter ruler
- ⑥ nail drawer
- ⑦ hexagonal sockets (7)
- ⑧ small flat-tip screwdriver
- ⑨ Phillips screwdriver



HIGHEST AWARD FOR RICHARTZ KEY TOOL®

We are very proud to once again be able to celebrate this year with two nationally and internationally awarded and distinguished important design awards:

- **German Design Award Winner 2019**
February 8, 2019, Frankfurt, Germany
- **Red Dot Design Award 2019**
July 8, 2019, Essen, Germany

Success through quality, precision and excellent design!



reddot



**GERMAN
DESIGN
AWARD
WINNER
2019**

NEW

THE RICHARTZ KEY TOOL[®] EVOLUTION

With the "Plus"
in function and
innovation!



15 FUNCTIONS

Unique combi-function:
Trolley key and
cap lifter in one!

2 multi-tooth keys

carabiner

3 hexagonal sockets

spoke key

phillips screwdriver

flat-tip screwdriver

fork

spoon

inch ruler

centimeter ruler
(reverse side)

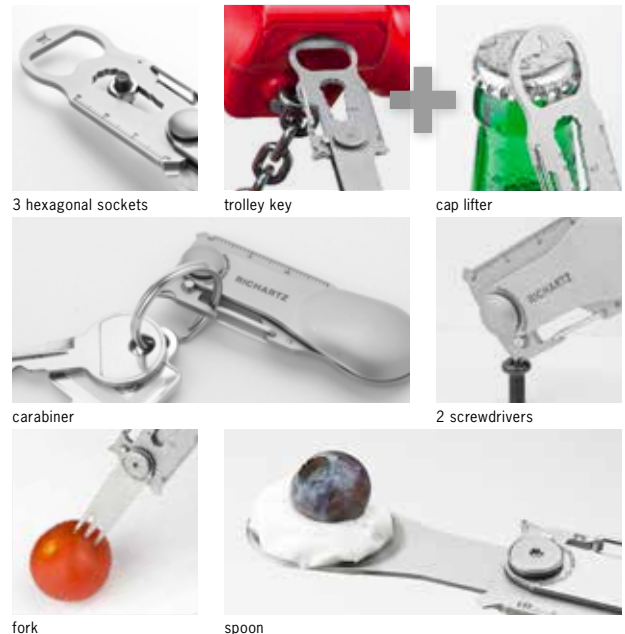


KEY TOOL PLUS snack. The original RICHARTZ KEY TOOL® with the "Plus function". Precisely manufactured of high quality matt finished stainless steel KEY TOOL PLUS snack with 15 functions satisfies nearly every need. The small fork, the useful spoon, the unique combi-function of cap lifter and trolley key and much more convince every day.

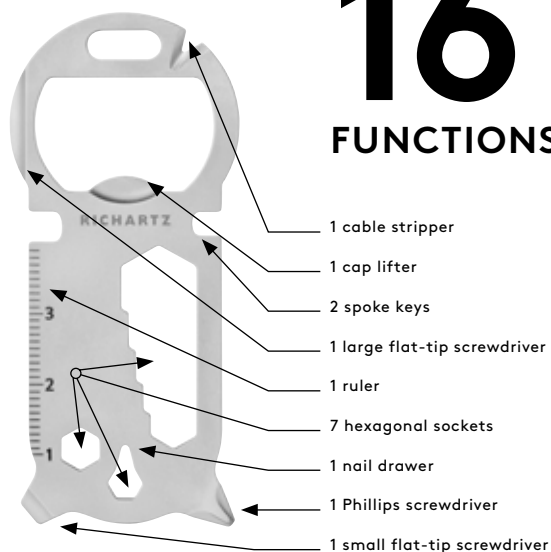


»WIR HABEN DEN DREH' RAUS!«

Slogan of a software company which advertises with KEY TOOL PLUS snack.



16 FUNCTIONS



KEY TOOL 16+. The small and compact multifunctional tool by RICHARTZ made of high quality matt finished stainless steel is an indispensable companion and fits every key ring. 16 functions on the smallest space satisfy nearly every need.

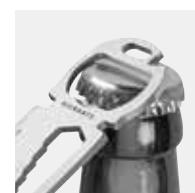


»DEIN HELFER IN ALLEN LEBENSLAGEN«

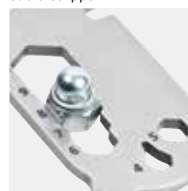
Slogan of a software manufacturer, which advertises with KEY TOOL 16+.



cable stripper



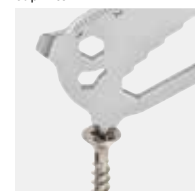
cap lifter



7 hexagonal sockets



2 spoke keys

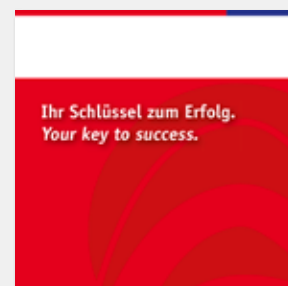


3 screwdrivers

Examples for special packagings
(MOQ 250 pieces):

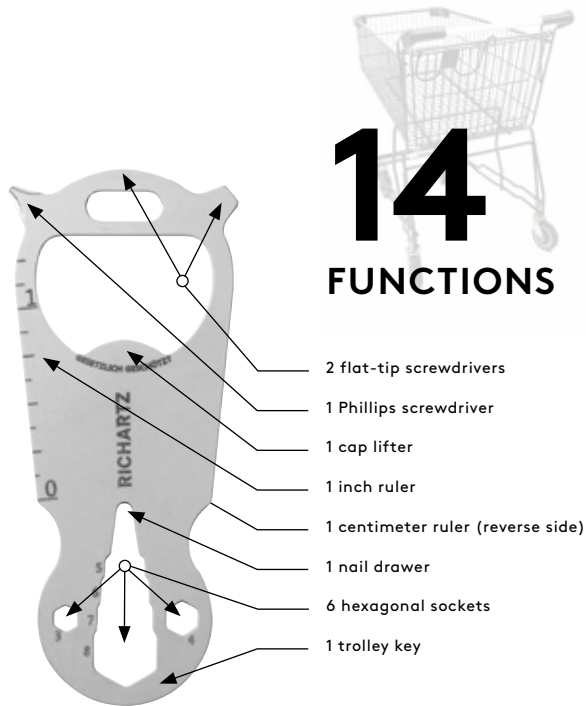


Engineering



Financial service provider

KEY TOOL shop. The small and compact multifunctional tool with integrated trolley key made of high quality matt finished stainless steel is an indispensable companion and fits every key ring. 14 functions on the smallest space satisfy nearly every need.



»SO VIELFÄLTIG WIE IHRE AUFGABEN«

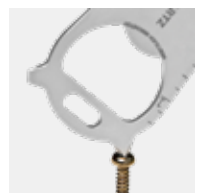
In this way a nationwide operating bank advertises with KEY TOOL shop.



6 hexagonal sockets



ruler



3 screwdrivers



nail drawer



cap lifter

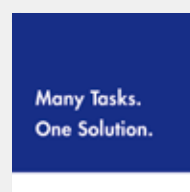


trolley key

1. Insert KEY TOOL shop into the coin slot.
2. Trolley is unlocked automatically.
3. Remove KEY TOOL shop immediately.

Examples for special packagings

(MOQ 250 pieces):



Software manufacturer

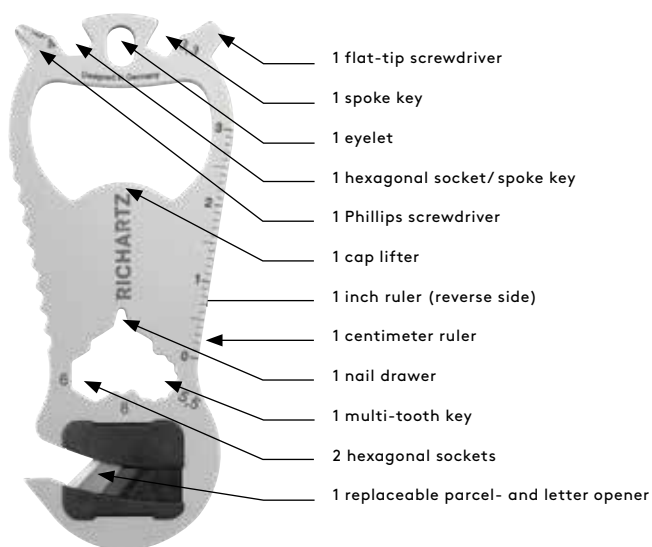


Car manufacturer



Insurance company

14 FUNCTIONS



KEY TOOL cut. The small, compact multifunctional tool by RICHARTZ with the professional replaceable parcel cutter and letter opener (one replacement blade is included) is made of high quality matt finished stainless steel. 14 functions on the smallest space satisfy nearly every need.



»MANY TASKS. ONE SOLUTION.«

Slogan of an international operating logistics company.



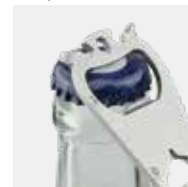
replaceable parcel cutter and letter opener



sharp blade



2 screwdrivers



cap lifter



replaceable blade

Examples for special packagings

(MOQ 250 pieces):

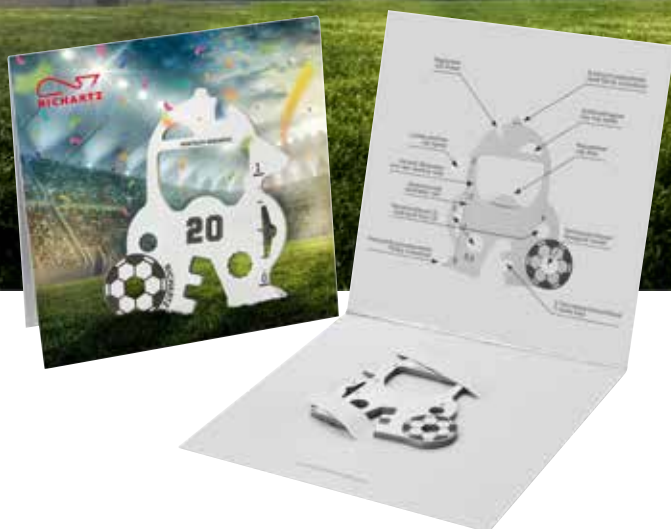


Car manufacturer



Mail-order business

GIVE-AWAY FOR THE EUROPEAN CHAMPIONSHIP 2020



KEY TOOL bob junior champ. Our 12th man!
Made of high quality matt finished stainless steel,
the compact and likeable multifunctional tool by
RICHARTZ is the perfect companion for each soccer
friend. A useful companion before, during and after
the European Championship. Long lasting advertising
success guaranteed!



cap lifter



can opener



centimeter ruler



hexagonal socket



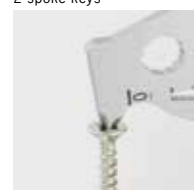
2 spoke keys



nail drawer



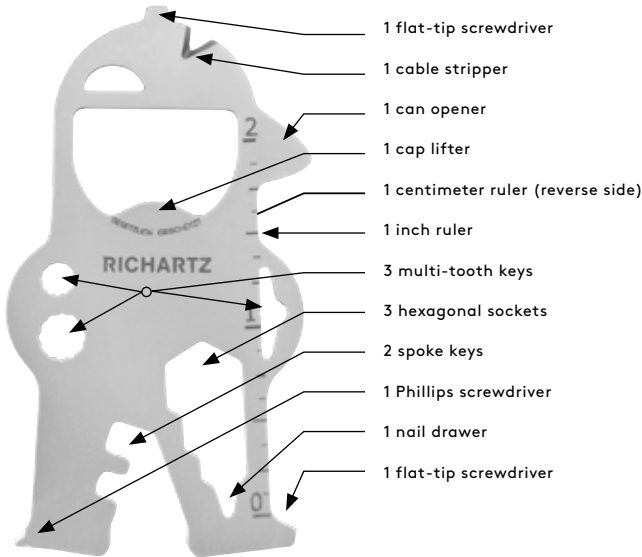
3 multi-tooth keys



2 screwdrivers

17

FUNCTIONS



KEY TOOL bob. Bob, always at your service.

The small and compact multifunctional tool by RICHARTZ is made of high quality matt finished stainless steel.

17 functions on the smallest space satisfy nearly every need. Bob will be your best friend!



»DEIN HELFER AUS LEIDENSCHAFT«

Slogan of an agricultural machinery manufacturer, which advertises with KEY TOOL bob.

RICHARTZ
KEY TOOL®



cable stripper



3 hexagonal sockets



cap lifter



2 spoke keys



nail drawer



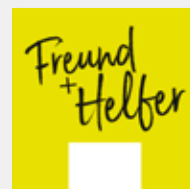
3 screwdrivers



can opener

Examples for special packagings

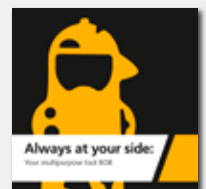
(MOQ 250 pieces):



Construction company

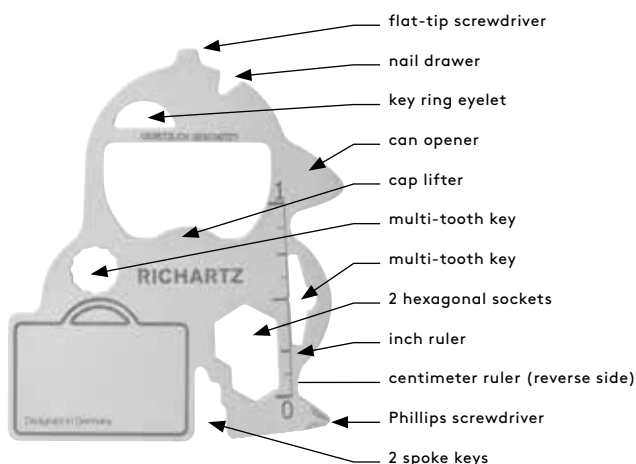


Logistics company



Lubricant manufacturer

14 FUNCTIONS



ADVERTISE BRILLIANTLY. GUARANTEED SUCCESS!

KEY TOOL bob junior. The small all-rounder made of high quality stainless steel is a likeable multifunctional tool by RICHARTZ. 14 functions on the smallest space satisfy nearly every need. The small suitcase conveys the advertising message perfectly by a doming in digital printing quality (optional). Advertising impact guaranteed.



»SERVICE MIT HERZ UND HAND!«

Slogan of the market leader in the car service sector.

RICHARTZ KEY TOOL®



key ring eyelet



2 hexagonal sockets



2 screwdrivers



cap lifter



2 spoke keys



can opener

Examples for optional doming inlays (MOQ 250 pieces)



Sanitary industry



Travel company



Lubricant manufacturer



RICHARTZ **MY** KEY TOOL®: YOUR KEY TOOL IN THE DESIRED DESIGN!

We develop your RICHARTZ KEY TOOL® in the desired design! Whether logo or your top product with recognition value - we make it possible through individual contour design and laser engraving!

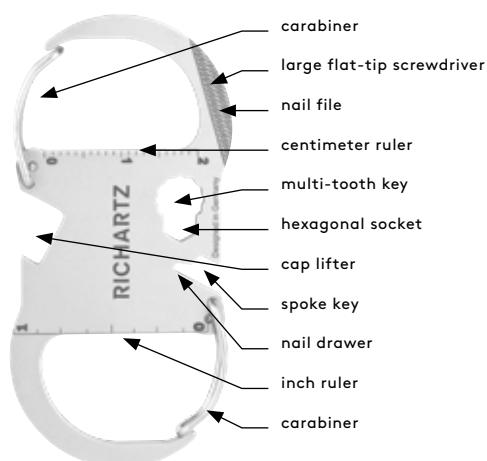
All the functions of the original RICHARTZ KEY TOOLS® are available for integration.

RICHARTZ MY KEY TOOL®: Individual, highly functional and extremely effective in advertising through high recognition value!

AND THIS IS HOW IT WORKS:

- 1** Provide a template (photo, scan, drawing, etc.).
- 2** We create an appropriate layout for you, whereby we fall back on our more than 100 years of experience in metal processing and high design competence, in order to provide and develop you with a well thought-out, qualitatively convincing multitool.
- 3** Production of the KEY TOOL in the usual RICHARTZ KEY TOOL® quality from 5,000 pieces. Of course with individual packaging and laser engraving on request.

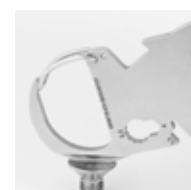
RICHARTZ POCKET ORGANIZER®



POCKET ORGANIZER keys. This small compact RICHARTZ pocket organizer made of high quality matt finished stainless steel will be an indispensable companion on the key ring. Two carabiners, perfect to hold keys, and 9 additional useful functions convince in daily use.



2 carabiners



large flat-tip screwdriver



cap lifter



spoke key



nail file



»IT'S AN ALL-ROUNDER!«

In this way an international operating lubricant manufacturer advertises with POCKET ORGANIZER keys.

Examples for special packagings

(MOQ 1.000 pieces):

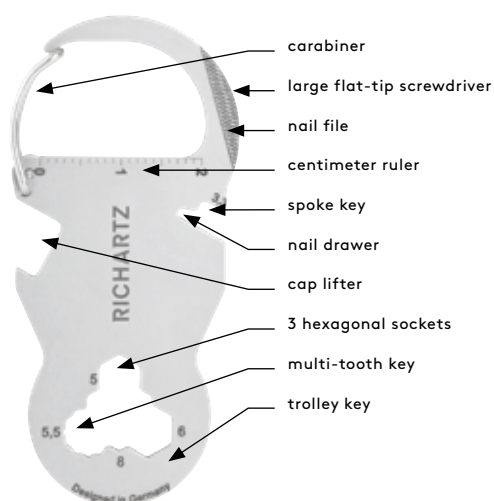


IT services

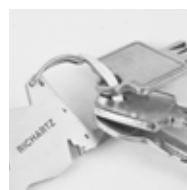


Car supplier

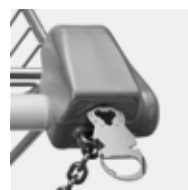
RICHARTZ POCKET ORGANIZER®



POCKET ORGANIZER shop. This small compact RICHARTZ pocket organizer made of high quality matt finished stainless steel will be an indispensable companion on the key ring. The practical trolley key and 11 additional useful functions convince in daily use.



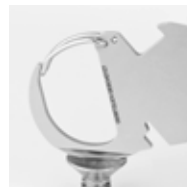
carabiner



trolley key



cap lifter



large flat-tip screwdriver



3 hexagonal sockets



nail file



»ALL IN ONE«

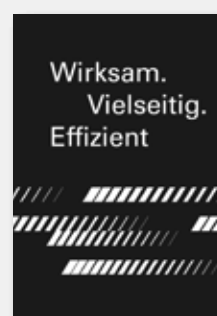
Claim of an important door and window manufacturer.

Examples for special packagings

(MOQ 1.000 pieces):



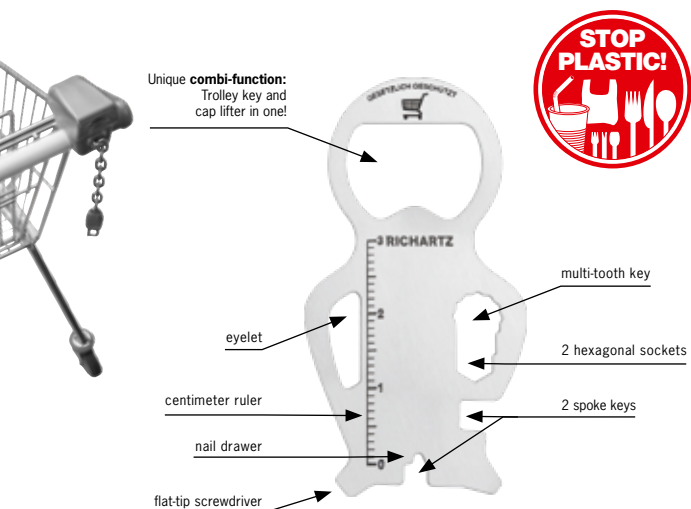
Logistics



Car manufacturer



RICHARTZ N3WTOOL®. The new generation of give-aways. High advertising impact, very communicative and naturally sustainable through the use of stainless steel instead of plastic. Get inspired by RICHARTZ N3WTOOL® on the next pages.



PERFECT COMPANION ON THE KEY RING.

N3WTOOL® tom. Always on the spot! With a unique combination function of trolley key and cap lifter and 9 additional useful functions N3WTOOL® tom is the perfect companion on your key ring. Naturally sustainable through the use of stainless steel instead of plastic.

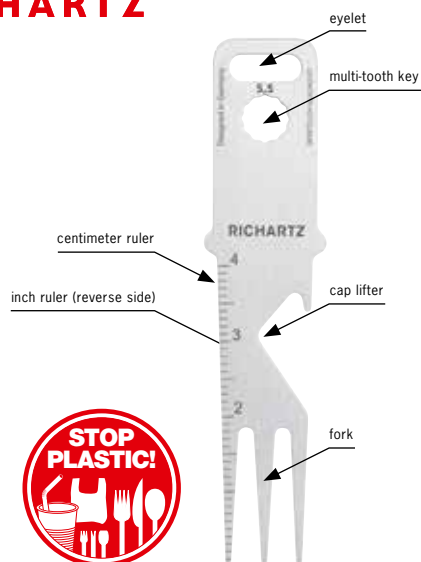


»IHR PARTNER
FÜR ALLE FÄLLE!«

Claim of an international IT-security company.



Examples for special packagings
(MOQ 250 pieces)



COOL, SUSTAINABLE, TRENDY.

N3WTOOL® snack. A great idea for the use on the move! Small, compact and always at your side: the fork for snacks, the cap lifter for your thirst! Naturally sustainable through the use of stainless steel instead of plastic! And the multi-tooth key helps if the one or the other screw comes loose! Advertising impact guaranteed!

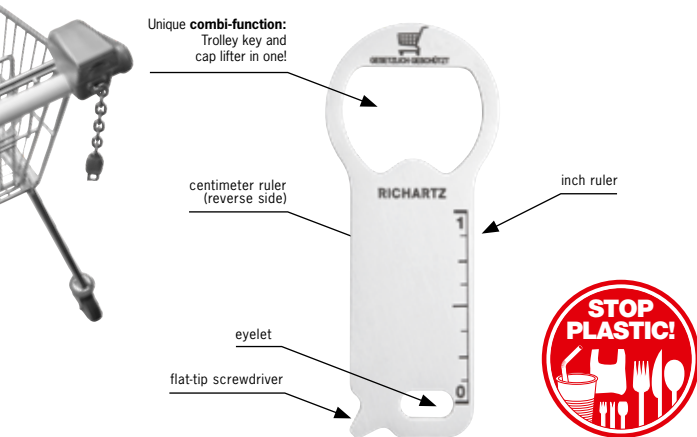


»SAVE NATURE – STOP PLASTICS«

Slogan of an event agency which advertises with N3WTOOL®.



Examples for special packagings
(MOQ 250 pieces)



ADVERTISING IMPACT GUARANTEED!

N3WTOOL® shop. A great idea for the use on the move! Trolley key and cap lifter perfectly combined, unique and extremely useful! Naturally sustainable through the use of stainless steel! And the screwdriver helps if the one or the other screw comes loose! Advertising impact guaranteed.

IT'S MAGIC

Trolley key and
cap lifter in one!



»DIE PERFEKTE KOMBINATION«

Claim of an international car supplier, which
advertises with N3WTOOL®.

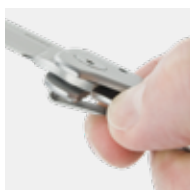


Examples for special packagings
(MOQ 250 pieces)



VECTOR 200. The strong stainless steel blade, the safety-lock system of the blade and the high-quality aluminium handles make this RICHARTZ one-blade knife a safe and modern companion. VECTOR 200 can be fixed easily and safely with the stainless steel clip.

PURA professional. Safe, valuable, perfectly designed. The RICHARTZ one-blade knife convinces with a strong stainless steel blade, the safety-lock system of the blade and the perfect design. PURA professional can be fixed easily and safely with the stainless steel clip.



safety-lock



strong blade



stainless steel belt clip



safety-lock



strong blade



belt clip

LEO 200 olive. Modern. Attractive. Safe.

The RICHARTZ one-blade knife with a large and strong blade can be used everywhere. The perfectly designed stainless steel handles with olive wood convince.

The RICHARTZ safety-lock system guarantees safe work.

LEO 200 olive



sharp all-purpose blade for professional cutting



»ALWAYS AT YOUR SIDE.«

In this way an important international logistics company advertises with LEO 200 olive.

NEW



LEO picknick olive

LEO PICKNICK olive. The RICHARTZ picnic knife with olive wood handles, lockable blade and practical fork with cap lifter is perfect for those who are often on the go. The knife can be divided into knife and fork with three easy steps.



sharp all-purpose blade



safety-lock



cap lifter

Examples for special packagings

(MOQ 1.000 pieces):



Motor equipment manufacturer



Agricultural company

STEAK cut and chill combines the sharp RICHARTZ steak knife with a functional chopping board made of wood. The juice groove makes working easy. With the help of a magnet the knife is perfectly kept in the depression of the chopping board. Exceptional and functional.



functional in any kitchen (hook and decoration not included)



magnetic knife holder



blade with serrated edge



juice rim



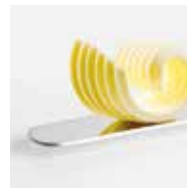
Cuts meat, bread, vegetables and much more.

FRÜHSTÜCK cut and eat. This RICHARTZ set combines the extra-sharp breakfast knife with serrated blade with the practical chopping board made of wood. Extremely useful: With the help of a magnet FRÜHSTÜCK is perfectly kept in the depression when not in use. Extraordinary and practical.

Knife available in 3 colors.



decorative in any kitchen (hook and decoration not included)



multi-purpose: cutting and spreading



strong blade with serrated edge



handmade handles made of fine olive wood



stainless steel riveting



serrated edge



wide stainless steel blade

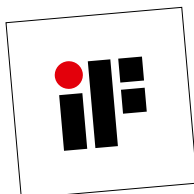
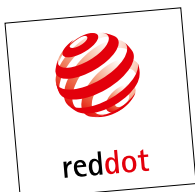


cuts meat, bread, vegetables, e.g.

BEST FRIENDS bread and butter. These two high-quality knives by RICHARTZ with handmade handles made of fine olive wood – each handle is unique – and stainless steel blades with serrated edge make cutting bread, vegetables, fruits and much more a pure delight. A set which gives pleasure every day.



**QUALITY
SINCE 1900**



National and international awards for **RICHARTZ.**



RICHARTZ
EINE MARKE DES
JAHRHUNDERTS
A BRAND OF
THE CENTURY

RICHARTZ
DAS ORIGINAL
SEIT 1900

All products patented or patent pending.

Products are subject to improvement or change without notice.