

Crissier, le 26 avril 2019

For the attention of
media representatives

Press Release

Rüeger assures its development by joining a worldwide group

Rüeger Holding SA, a Swiss company specialising in the manufacture of high precision temperature and pressure measurement instruments with its headquarters in Crissier, is being taken over by Ashcroft, a wholly owned affiliate of Nagano Keiki Co. Ltd. The directors of the family company wish to assure the company's future in a complex market requiring a strong presence and have chosen a buyer, who offers the best perspectives for its brand's development. Ashcroft, operating globally and well established in the American market, has evolved in the same segment of activities and markets a range of measurement instruments, which complements those of Rüeger.

Rüeger Holding SA, a Swiss manufacturer of temperature and pressure measurement solutions since 1942, offers the world's largest range of bimetallic, sensor or gas pressure thermometers and electric probes. These instruments used in different industry sectors cover a range of temperatures from -260°C to 1,800°C, with a precision of +/-1%. The company has also developed a complete range of resistance thermometers and thermocouples for very high temperature environments, or explosion or vibration risk areas. It supplies the central heating, hot water production and distribution, ventilation and air conditioning industries. Finally, some of its products are for non-industrial, domestic use, such as its meat or wine thermometers, or the thermometer-ruler in the famous Victorinox Swiss army knife. Founded 77 years ago in Lausanne, the company rapidly expanded into Europe, and then Asia. The care it takes with the production of high-quality products, its ability to diversify and its desire for innovation have enabled it to rise to the ranks of the leaders in its field.

In order to pursue its activities in an international environment that has become extremely competitive, its directors, Bernard and Jean-Marc Rüeger, considered various alternative approaches to taking on the challenges of this very particular market. The most attractive solution emerged in the form of a takeover proposal by Ashcroft, founded in 1852, more than 160 years ago in the United States, a group also specialised in the manufacture of temperature and pressure measurement instruments. It owes its growth to its desire to supply measurement instruments and services of a high quality and reliability, as well as its ability to constantly roll back the limits of innovation. Its product collection, which fully complements the Rüeger range, has established itself all over the world. In the past, Rüeger and Ashcroft have collaborated on a number of occasions, and realised that they share the same business approach.

The management of the takeover transaction has been handled by UBS Switzerland, M&A Advisory and the Lenz and Staehelin law firm. Bernard and Jean-Marc Rüeger will step down from their directors' positions and hand over to the new management from 1 May 2019. They will remain available as consultants to the company for the following twelve months, to assist with the transition. They are confident about the future of the Rüeger brand, which will continue to develop successfully within the Ashcroft Group, thanks to the new market synergies and the complementarity of their respective products.

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