

## BESSEY Tool



**Press Release 01/2023 – New image movie from BESSEY Tool:  
"Inside the mind of a world leader"**

### BESSEY Tool proudly presents ...

... the first image movie in its company history. "Inside the mind of a world leader" is the title – and the content does justice to it in every respect. The look behind the scenes shows the most diverse facets of the clamping and cutting tool manufacturer: Who is behind the company? What makes the BESSEY brand so fascinating? What philosophies do the management and employees follow – and how is the future actively shaped here? The movie conveys all this and other information with impressive images and authentic statements.

As an international active and innovation-driven company with a long tradition, BESSEY is equally interesting for customers, partners and the public. "We have been asked time and again by sales partners: don't you have a movie that we can use to present your company to interested parties?" says Carsten Spang, Managing Director of the BESSEY Group. "Many of our employees have also wished that they could present BESSEY to their relatives and acquaintances. We have taken up these wishes and, I believe, fulfilled them convincingly."

#### Emotional, authentic and unmistakable ...

... these are the maxims under which the movie was realized together with a professional team in about eight months of planning, filming, editing and sound recording. "It was particularly important for us to focus on the people who are committed to the success of the BESSEY brand every day," emphasizes Spang. "From a technical point of view, in addition to the "Tool" division, we also show the "Precision Steel" division. Here, it becomes clear what work and expertise goes into the rail – the backbone of our clamps."

#### Around the globe the movie is presented

"The movie will be available on our website [www.bessey.de](http://www.bessey.de) and [YouTube channel](#) in German and English," explains Eva Albert, Head of Marketing at BESSEY Tool. The staff was the first to get to see the image movie and was completely enthusiastic. "We are very pleased about this, as it shows that we have managed to convey both technical information and emotion and the special BESSEY spirit through this medium," says Albert. "From our roots and future plans to our international orientation and social and sustainable commitment to what makes us tick – here it can be experienced "simply better".



Carsten Spang – Managing Director of the BESSEY Group



Rainer Steinle – Head of Product Marketing at BESSEY Tool – in conversation with Heiko Belz – Head of Development



A professional team of six shot all the movie scenes over seven days

#### Press contact:

**BESSEY Tool GmbH & Co. KG**

Edda Haug

Mühlwiesenstraße 40

74321 Bietigheim-Bissingen, Germany

Fon +49 7142 401-300

[haug@bessey.de](mailto:haug@bessey.de)

[www.bessey.de](http://www.bessey.de)