

## Design Manual

**Design manual**  
Version April 2018



## Preamble

This design manual comprises defined basic guidelines regarding the Gühring image. This includes: how to use the logo, font types and colours as well as the design of corporate print works, email signatures and templates for forms or presentations. It is mandatory to constantly apply these design elements to ensure a uniform appearance and to emphasise the brand name Gühring.

The corporate design guidelines are an important strategy element with regard to our corporate identity in order to submit and reinforce a positive company image in the public, at the customer's and for in-house purposes on a long-term basis as our employees are able to identify themselves with the company.

If you have any questions, please contact the Marketing, as they are your contact person regarding matters around corporate design and will be pleased to support you in how to use this design manual properly.

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## 1 | The logo

The Gühring logo is an unchangeable element. It is not a font type but a registered brand which is always presented in the same way no matter for which media or industrial sector it is used. Its logo is reinforced through a constant company image.

The proportions and the clear space must not be changed. It must neither be created with distorted or similar fonts or modified in any other way.



## 1 | THE LOGO

# GÜHRING



No other elements must be entered in the pre-set rectangle. The clear space ensures a good readability and general perception as the logo is not covered or modified by other design elements.

The Gühring logo can be presented in different ways.



**GÜHRING**



**GÜHRING**



**GÜHRING**



**GÜHRING**



GÜHRING

This is the Gühring logo how it is used on the international platform.

The logo has a clear space which has the size of a "G" to the right and the left. Half a "G" is set upwards and downwards. **This clear space ensures that the logo stands out from other logos, texts or design elements.**

The logo on a yellow background is the most frequently used way of presentation. This is useful for application on a public platform, partly besides other logos, as for example on trade fairs or sponsor banners in order to stand out from others in the best possible way.

The logo can also be set on colour-gradient.

Furthermore, it can be set on a grey background (definition, see chapter 3). Readability must always be ensured.

The logo can also be set in an image or on a textured background.

For internal stationery like forms, fax templates or order confirmations the logo is presented in contours.

# 1 | THE LOGO: GÜHRING GROUP

**GÜHRING** GROUP



The clear space of the Gühring Group logo is identical with the Gühring logo. A "G" to the right and the left and half a "G" upwards and downwards.

**GÜHRING**  
GROUP



If there is not enough lateral space for the logo, but it is to be set on an upright format, there are two options of presentation:  
The word "Group" is set under the Gühring logo in the same font size as in the horizontal version. The clear space as well is the same as in version 1.

The Gühring Group logo can be presented in the same versions as the Gühring logo:

**GÜHRING** GROUP

**GÜHRING** GROUP

**GÜHRING** GROUP

**GÜHRING** GROUP

**GÜHRING** GROUP

GÜHRING GROUP

## 1 | THE LOGO – IMPROPER USE



White lines across the logo alienates the logo.



Single logo letters have been modified. The extra text "Group" was set under the Gühring logo and is of a different colour.



The logo has been stretched or increased in height and the clear space has been kept.



The logo has been re-set as a lettering.



The yellow bars on the left and right beside the logo are not correct.

## 2 | The slogan

The Gühring slogan „**THE TOOL COMPANY**“ implies directly and exactly what the company stands for. The English slogan emphasises the company's position as a global player on the international platform.

Verbal communication is a memorable „media“.

This stylistic element is frequently used on a cross-sectional basis. Well-known slogans are: **By BMW, for example: „Sheer Driving Pleasure“** or the German insurance company R+V: The German slogan „We open new horizons“ and Vodafone with: How are you?

„**THE TOOL COMPANY**“ is always set in capital letters, font type Helvetica New LT W 10, font style: bold.



## 2 | THE SLOGAN

# GÜHRING

THE TOOL COMPANY



The slogan is always aligned centrally under the logo. The clear space of the logo must be observed.

If the logo is larger than 12 cm, the slogan is not flush with the margin but indented by the size of a "G" on both sides (indentings are indicated by rectangles in magenta red).

# GÜHRING

THE TOOL COMPANY



If the logo is presented smaller than 10 cm, the slogan is set flush to the logo in order to achieve a good readability.

Also, here the defined clear space of half a "G" upwards and downwards applies.

## 3 | The company font

„**Helvetica Neue LT W1G**“ is Gührling's company font. This is a sans-serif font, which presents the versatile and at the same time straight Gührling company style with 22 font styles.

„Calibri“ is used as a special font type for screen visualisation. The sans-serif font type is available on every Windows systems. Documents that were formatted accordingly can therefore be exchanged among several users without any problems.

### 3 | THE COMPANY FONT

#### 22 styles of "Helvetica New LT W1G"

37 Thin Condensed

*37 Thin Condensed Oblique*

27 Ultra Light Condensed

*27 Ultra Light Condensed Oblique*

**57 Condensed**

*57 Condensed Oblique*

**77 Bold Condensed**

***77 Black Condensed Oblique***

**97 Black Condensed**

***97 Black Condensed Oblique***

**107 Extra Black Condensed**

***107 Extra Black Condensed Oblique***

35 Thin

*36 Thin Italic*

25 Ultra Light

*25 Ultra Light Italic*

55 Roman

*56 Italic*

**75 Bold**

***75 Bold Italic***

**95 Black**

***96 Black Italic***

Mostly used:

#### **For texts**

35 Thin

55 Roman

#### **For highlighting in texts:**

**75 Bold**

57 Condensed

## 4 | The colour system

The shade "Gühring yellow" is an elementary corporate design component. This shade must not be modified or replaced by other colours and must be printed as a special colour with **the original shade:**

**CMYK: 0/8/92/0, RGB: 255/225/0** or Pantone 803 C.

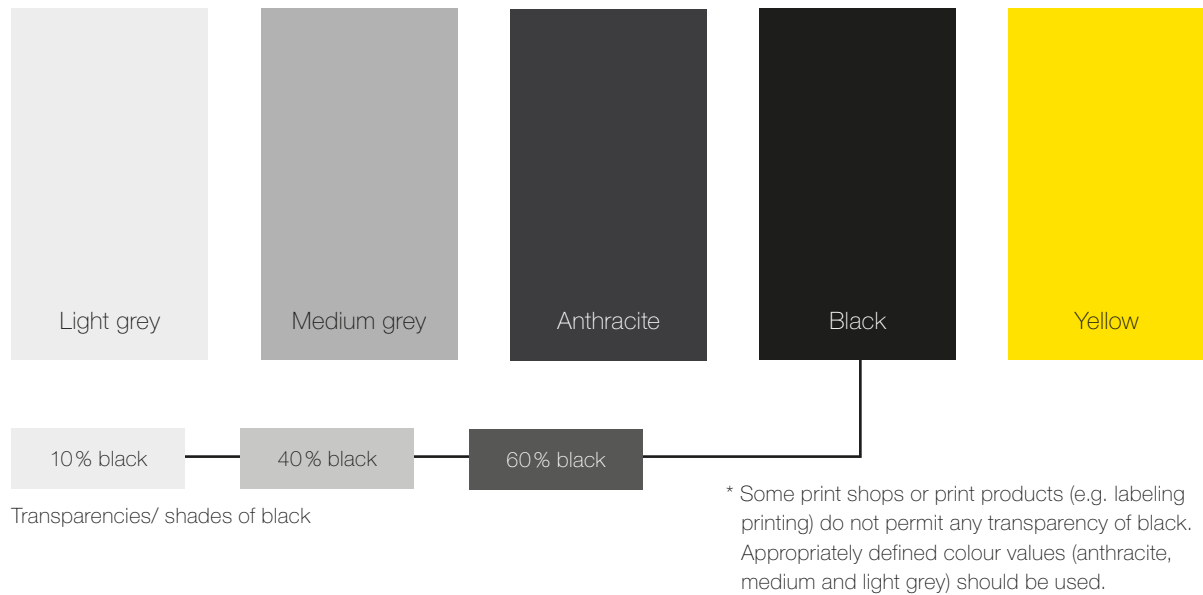
In rare cases there is the option to present the logo in negative, which is white. This could be done on a very dark or black background which cannot be modified.



## 4 | THE COLOUR SYSTEM

Gührings colour design has been reduced to a small number of colours. The main colour is yellow and is the key element of the company's image and provides a fresh and strong public appearance.

In combination with two shades of grey it is modern and state-of-the-art.



	CMYK	RGB	Pantone	RAL	Hexadezimal
Light grey	0/0/0/10	231/231/231	Cool Grey 1U	RAL 7047	# e7e7e7
Medium grey	0/0/0/40	153/153/153	413 U	RAL 700	# 999999
Anthracite	70/60/55/55	51/51/51	Black 6 U	–	# 333333
Black	0/0/0/100	0/0/0	Black	RAL 9005	# 000000
Yellow	0/8/92/0	255/225/0	803 C	RAL 1023	# ffe100

## 4 | THE COLOUR SYSTEM – IMPROPER USE



The colours displayed are not Gühring colours. The comic style in the background is also not a Gühring design element.



The shade of green used here has not been pre-set in the Gühring colour system. Neither has the type of font.



The bright shade of yellow does not refer to Gühring without the logo. The clear space of the logo has not been kept.



Red and orange are not Gühring CI colours and they must not be used as design elements or text colours.

## 5 | Backgrounds and type of images

The backgrounds on brochure or catalogue covers can vary in their colour, texture or perspective.

However, there are some requirements to be met in order to match the image style which represents the company: The background should reflect technological, innovative and dynamic features to set up the product in the best possible way. Real images as well as graphic background elements are also possible.

Product images are set in large-scale on the page to ensure a quite detailed view. Background elements and supplemental pictures by visualising the environment, industrial sector or application area.

### **Basic principles**

The pre-set Gühring colours, design standards as well as the readability, consistent proportions and large-scale images over the entire cover make it perfect.



## 5 | BACKGROUND ELEMENTS

### Long-term advertising materials

Catalogue and brochure titles which are to be considered as long-term advertising materials, have recognisable design elements regarding their structure.



Brochure titles in the overview:  
Format A4



Catalogue title in format A4

### Short-term promotions

Promotions might slightly deviate from the background element and can be more-eye-catching in their colour design. Here the defined regulations regarding logo and font also apply.



A poster in format A1





## 6 | Email signature

To ensure a corporate company image of Gühring KG a uniform email signature is an absolute mandatory design element. A constant lettering and the element order like name, address and logo must be observed.

The elements of the email signature are written in „Calibri“ font (font style: regular). The name is highlighted through font style: „Calibri, Bold“.

A good readability of the email signature is ensured with a font size of 11 points and a line spacing of 14.

For emails professional business portraits only are used.

## 6 | SIGNATURE

Mit freundlichen Grüßen

Best regards,

--

**John Doe**

Projektmanagement | project management

Werbung & Kommunikation | Advertising

**GÜHRING**

Gühring KG

Herderstraße 50-54

72458 Albstadt | Germany

T.: +49 7431 17- 21 123

F.: +49 7431 17- 21 124

M.: +49 176 57 2387 37

[john.doe@guehring.de](mailto:john.doe@guehring.de)

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



Closing remarks (German & English)

Name

Job title (German & English)

Department (German & English)

GÜHRING logo

Trade name + legal form

Address

Phone number (*international notation /+49*)

Fax number (*international notation /+49*)

Mobile number (*international notation /+49*)

Email address

Internet address

Current signature banner

(at discretion)

Mit freundlichen Grüßen

Best regards,

--

**John Doe**

Vertrieb | Sales



**BERLIN CARBIDE**

by Gühring

Gühring KG | Vertrieb Hartmetall

Hahnstraße 53

72461 Albstadt | Germany

T.: +49 7431 17- 21 123

F.: +49 7431 17- 21 124

M.: +49 176 57 2387 37

[john.doe@berlin-carbide.com](mailto:john.doe@berlin-carbide.com)

[www.berlin-carbide.com](http://www.berlin-carbide.com)

The same email signature lettering

also works for subsidiaries of

Gühring KG, as for example Berlin

Carbide.

## 6 | EMAIL SIGNATURE – IMPROPER USE

*John Doe*

Berufsbezeichnung

Phone ++49xxx xxx xxx

Fax ++49 xxx xxx xxx

Guehring LTd  
Mustermannstadt  
Beispiel  
Lorem Ipsum dolor

[john.doe@guehring.co.uk](mailto:john.doe@guehring.co.uk)  
[www.guehring.co.uk](http://www.guehring.co.uk)



Viele Grüße und ein schönes  
Wochenende

Jane Doe  
Organisation

**GUHRING**  
The Tool Company  
Herderstr. 50-54  
72458 Albstadt

Tel: +49 (7431) XXX XXX  
mailto: [jane.doe@guehring.de](mailto:jane.doe@guehring.de)  
Internet: <http://www.guehring.de>

Freundliche Grüße

Jane Doe

Musterabteilung



**Gühring KG**  
Herderstraße. 50-54  
72458 Albstadt

Tel: +49 (7431) XX XXXX

Fax: +49 (7431) XXX XX

mailto: [jane.doe@guehring.de](mailto:jane.doe@guehring.de)  
Internet: <http://www.guehring.de>

Mit freundlichen Grüßen / Best Regards / 衷心祝好

*John Doe*

Lorem Ipsum

Musterberufsbezeichnung Abteilung Werkzeuge  
Job description lorem Ipsum dolor amet sit tools

Max Mustermann / Berufsbezeichnung / Gühring KG / Musterstraße / 72458 Albstadt / Germany  
Phone: + 49 XX XXX XXXX / Mobile: +49 XX XXX XXX XXX / E-Mail: [john.doe@guehring.de](mailto:john.doe@guehring.de)  
Guehring-TV: <http://goo-gb/AW40aV> / Gühring Imagefilm: <http://goo.gl/56qQue>

## 7 | Templates for presentations

The company presentation is the basis for all other presentations. It provides the basic style for upcoming presentations.



## 7 | PRESENTATION TEMPLATES - COMPANY-RELATED

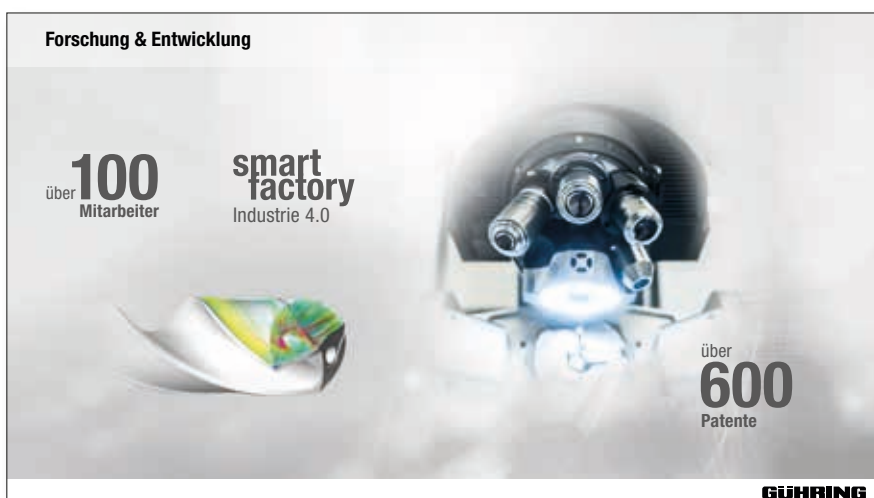


The company presentation clearly presents the style of PowerPoint presentations.

The first slide always includes the logo and slogan.



Essential figures and facts can be set in a large and prominent way in order to demonstrate them fast and clearly.



## 7 | PRESENTATION TEMPLATES - COMPANY-RELATED

**Maschinenbau**

Qualitätsstandards  
weltweit & vernetzt

Produktivität  
flexibel & maßgeschneidert

**200**  
Mitarbeiter

seit 1920er

*inhouse*

**GÜHRING**

**Vertrieb**

über **900**  
Außendienst-  
mitarbeiter

Beratungskompetenz  
& optimale Kundenanbindung

Key Account  
und Flächenvertrieb

**GÜHRING**

**Werkzeugprogramm**

**90.000**  
Artikel  
**4.000**  
Sorten

Bohren  
Fräsen  
Reiben Senken  
Gewinden  
Stechen  
PKD  
Aufnahme-  
systeme

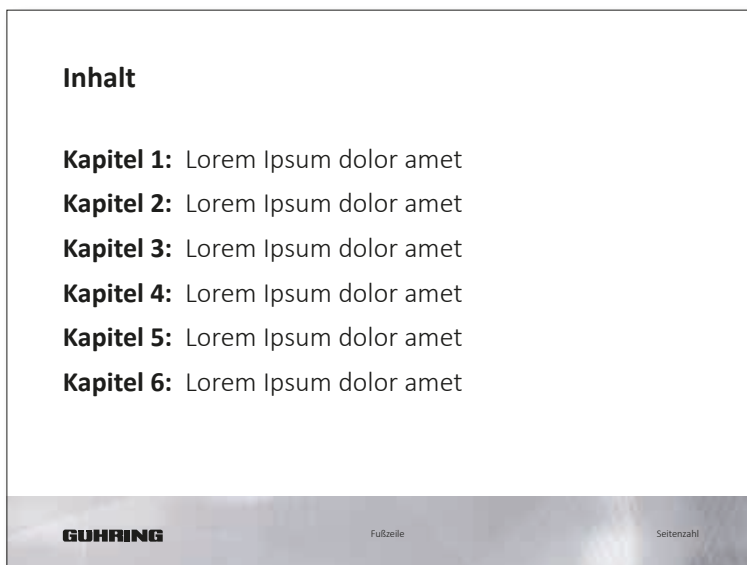
**GÜHRING**

## 7 | PRESENTATION TEMPLATES / PRODUCT-RELATED

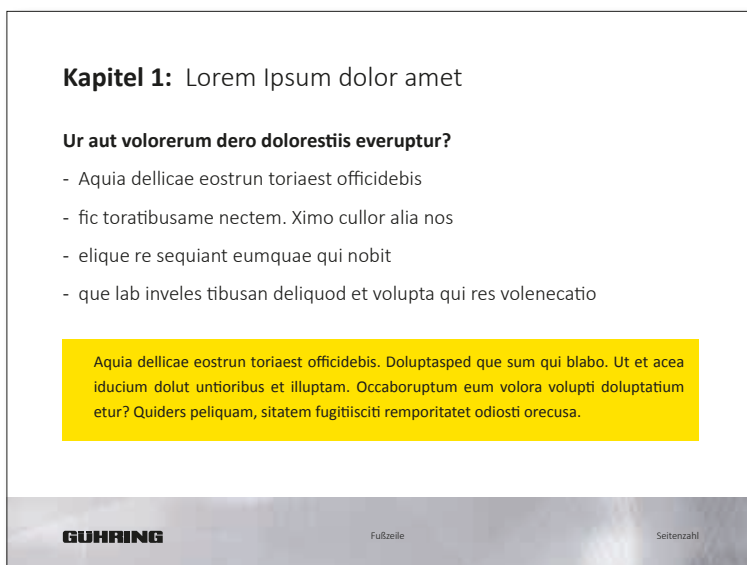


The title shows a large-scale image with tool groups by Gühring.

The Gühring logo is the slide frame in the centre in the upper field.



The next slide could be an index or an agenda.



This slide comprises key words and text listed in a yellow information box.

# 7 | PRESENTATION TEMPLATES / PRODUCT-RELATED



**Aquia dellicae lbusam autatem et quo et estiur dolor amet sit.**

Tus expe nit volo quates nulliquaecto eos quatecatam quid mo estor rem fugitis ende eario exeritint, sumet quat laboreped magnis volore

**GÜHRING** Fußzeile Seitenzahl

Images and text can be set up on one slide.

Lorem Ipsum dolor amet

Lorem	Lorem Ipsum dolor amet sit	Tus expe nit volo quates	Sumet quat laroeped

**GÜHRING** Fußzeile Seitenzahl

To improve the readability of tables there are light grey and white cells

HERZLICHEN DANK  
FÜR IHRE AUFMERKSAMKEIT

**GÜHRING**



A final slide with all tools presented is the end of the presentation.



## 8 | Business stationery

### **Design of business cards:**

Format: 85x55 mm

Printing: 4-colour print | Paper: 300g/sqm, bright white, smooth

### **Design of letterheads:**

Format: DIN A4, 210x297 mm

Printing: 4-colour print

Paper: chlorine-free bleached paper, matt, 90 - 120g/sqm

## 8 | BUSINESS STATIONERY – BUSINESS CARDS

### V1: Single-face printing (German)



On one side of the business cards there are the name, job title, address and contact data in German. The back remains blank.

### V2: Double-face printing (two languages)



If the business cards are required in two languages, the back is printed e.g. in English.

### V3: Two addresses



If two addresses are required, e.g. for employees who work from a home office or in the field, the private address comes first and below the general postal Gühring address.

## 8 | BUSINESS STATIONERY – LETTERHEAD

Letterhead for external use:

<b>GÜHRING</b>			
Gühring KG   Postfach 10 02 47   D-72423 Albstadt			
Mr. John Doe Company XY KG Sample street 5 72435 Demotown Germany		Gühring KG Herderstraße 50-54 72458 Albstadt T +49 7431 17- 0 F +49 7431 17- 21 147 info@geuhring.de <b>www.guehring.com</b>	
<b>Gühring KG</b> Sitz Albstadt Amtsgericht Stuttgart HRA 4000027 Ust-Id.Nr. DE144838902	Deutsche Bank Commerzbank AG Südwestbank AG Sparkasse Zollernalb Postbank BW Bank Bank für Tirol und Vorarlberg AG DZ Bank AG HSBC AG Helaba	IBAN DE 09 6537 0075 0010 4125 00 IBAN DE 32 6534 0004 0940 6562 00 IBAN DE 56 6009 0700 0645 3810 04 IBAN DE 22 6535 1260 0062 4079 02 IBAN DE 59 6001 0070 0007 4737 02 IBAN DE 24 6005 1010 0002 5463 59 IBAN DE 41 7201 2300 0753 3969 00 IBAN DE 69 5006 0400 0000 1425 49 IBAN DE 51 3003 0880 0500 2640 04 IBAN DE 24 5005 0000 0001 6830 02	BIC DEUTDE33HAN BIC COBADE33HAN BIC SWWSDE33HAN BIC SOLADE31HAN BIC PENKDE33HAN BIC SOLADES1600 BIC BTVADE33HAN BIC GENODE33HAN BIC TUBODE33HAN BIC HELEDAE33HAN

Letters that go out to customers must be written on letterhead no. 1. The customer recognises the Gühring brand right away through the colours and the logo.

# 8 | BUSINESS STATIONERY – LETTERHEAD

## Letterhead for internal use:

# GÜHRING

---

Gühring KG | Postfach 10 02 47 | D-72423 Albstadt

<p>Mr. John Doe Company XY KG Sample street 5 72435 Demotown Germany</p>	<p>Gühring KG Herderstraße 50-54 72458 Albstadt T +49 7431 17- 0 F +49 7431 17- 21 147 info@guehring.de <b>www.guehring.com</b></p>
--	---

<p><b>Gühring KG</b> Sitz Albstadt Amtsgericht Stuttgart HRA 4000027 Ust-Id.Nr. DE144838902</p>	<p>Deutsche Bank Commerzbank AG Südwestbank AG Sparkasse Zollernalb Postbank BW Bank Bank für Tirol und Vorarlberg AG DZ Bank AG HSBC AG Helaba</p>	<p>IBAN DE 09 6537 0075 0010 4125 00 IBAN DE 32 6534 0004 0940 6562 00 IBAN DE 56 6009 0700 0645 3810 04 IBAN DE 22 6535 1260 0062 4079 02 IBAN DE 59 6001 0070 0007 4737 02 IBAN DE 24 6005 1010 0002 5463 59 IBAN DE 41 7201 2300 0753 3969 00 IBAN DE 69 5006 0400 0000 1425 49 IBAN DE 51 3003 0880 0500 2640 04 IBAN DE 24 5005 0000 0001 6830 02</p>	<p>BIC DEUTDE33HAN BIC COBADE33HAN BIC SWSDDE33HAN BIC SOLADE33HAN BIC PENKDE33HAN BIC SOLADE33T60 BIC BTVADE33HAN BIC GENODE33HAN BIC TUBODE33HAN BIC HELEDA33HAN</p>
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For internal use, the black-and-white version can be used where the logo contours are shown. No colours are used for free and economic printing purposes.

## 9 | Brochures

### **The format of brochures**

Format: DIN A4, 210x297 mm

Printing: 4-colour print, CMYK

Paper: Max. 6 pages 200g/sqm

8 pages and more: cover 200g/sqm, inside pages 115g/sqm



## 9 | BROCHURES

### DESIGN:

As already discussed under point 5 | Backgrounds/type of images, the design of the background image should be based on the respective product. This means, the special product features should be emphasised through visual language.

### BASIC RULES:

**Placement logo:** The logo is set on the top right on a yellow background  
The logo can also be set in the centre without any yellow background

**Placement title:** The title of the brochure is to be set in the central area.



## 9 | BROCHURES

On the back of the brochures the Guhring product ranges are indicated, which are drilling, tapping, milling, PCD/PCBN, reaming, countersinking, grooving systems, special tools, tool holders and services.

Below the address, post box and Internet address is listed. Also the printing number as well as legal reservations are important.



The 10 rhombs show the Gühring tool groups and services. These fields are intended only for this purpose.

In the lower field of the back title the address, post box as well as legal reservations are entered.

The printing number is set vertically.

## 10 | Catalogues

### **The format of catalogues**

Format: DIN A4, 210x297 mm

Printing: 4-colour print, CMYK

Paper: Cover 200g/sqm, inside pages 70 - 90g/sqm





# 10 | CATALOGUES

## DESIGN:

As with the brochure design, also regarding catalogue titles there are some elements that need to be observed:

## FRAME CONDITIONS:

**Placement logo:** The logo is set in the upper third of the A4 cover, in the centre.

**Placement title:** The catalogue title is mostly set right under the logo.

**Back title:** It is not mandatory to indicate Gühring's business sectors on the back and present them by images.

Back title	Spine	Title	
			<p>The title and the logo are set in the 1. third of the cover.</p> <p>On the catalogue back the catalogue title is set in the centre.</p> <hr/> <p>The 2. and 3. third of the A4 front cover is used for large-scale images indicating the catalogue topic.</p> <p>The Gühring logo is set in the centre of the spine. (without yellow background)</p> <hr/> <p>The lower third of the A4 cover comprises the address line on the back as well as the printing number of the catalogue in vertical position.</p> <p>The issue number is set on the back. (at the lower height of the address block).</p>

## 11 | Advertisements

### **The format of advertisements**

Format: The advertisement format varies depending on where it is used.

Printing: 4-colour print, CMYK

---

It depends if the advertisement is used, e.g. for journals or for Gühring catalogues. The advertised product is the focus and is presented by large-scale images.

If the advertisement is to be designed for external use, the Gühring logo is set on a yellow background at the top margin and the address in a separate field at the bottom of the advertisement.

# 11 | ADVERTISEMENTS

1) Advertisement for external use

**GÜHRING**

//Ratio//

RF 100 Speed

- Hochleistungs-Schruppen auch bei hohen Schnitttiefen.
- HPC-Fräsen in zähen und hochlegierten Stählen sowie schwer zu bearbeitenden Sonderwerkstoffen.

Gühring KG  
Postfach 100247 | 72458 Albstadt  
Herderstraße 50-54 | 72458 Albstadt

Tel. (0 74 31) 17-0  
Fax (0 74 31) 17-21279

info@guehring.de  
www.guehring.de

2) Advertisement for external use

**GÜHRING**

//Ratio//

RT 100 TRIGON®

INNOVATIVES DESIGN  
FÜR EFFIZIENTERE KÜHLUNG

Besonders geeignet für rostfreie Stähle,  
Titan- und Sonderlegierungen

TRIGON®

Gühring KG  
Postfach 100247 | 72458 Albstadt  
Herderstraße 50-54 | 72458 Albstadt

Tel. (0 74 31) 17-0  
Fax (0 74 31) 17-21279

info@guehring.de  
www.guehring.de

3) Catalogue advertisements

HR 500 T

VHM-Hochleistungs-Reibahle mit flexiblen Aufnahmemöglichkeiten durch HA-Schaft

Weitere Informationen finden Sie in unserem Reibahlen-Katalog.

4) Catalogue advertisements

SYSTEMAUFNAHMEN & MODULARWERKZEUGE

fertigen wir kurzfristig und kostengünstig für Sie!

- › geeignet für alle Schneidensätze Typ 104, Typ 106 und Wendeschneidplatten Typ 305
- › Systemaufnahmen können mit Polygon-, HSK-F- oder T5-Schnittstelle geliefert werden

Systemaufnahme HSK-T DIN ISO 13164-4

Systemaufnahme mit Polygonwulst ISO 78625-1

EINSTECHSYSTEME  
GÜHRING

## 12 | Forms

On each form the logo (on top in the yellow bar) and the world map with address (at the bottom) form a constant frame.

### **The format of forms**

Format: DIN A4, 210x297 mm

Printing: 4-colour print, CMYK



## Technischer Fragebogen

Lorem Ipsum dolor amet sit, Ebisse volupta nesequat

Kunde: \_\_\_\_\_ Ansprechpartner: \_\_\_\_\_

Strasse: \_\_\_\_\_ Telefon: \_\_\_\_\_

PLZ, Ort: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Gebietsvertreter/  
Sachbearbeiter: \_\_\_\_\_ Verkaufsgebiet: \_\_\_\_\_

Anfrage       Angebot       Auftrag       Versuch

**Schneidstoff**       **CBN**       **PKD**

Wendeschneidplatte – DIN Bezeichnung \_\_\_\_\_

Wettbewerb – DIN Bezeichnung/Hersteller \_\_\_\_\_

Anzahl Schneiden \_\_\_\_\_  Schenkelbestückt

Voll-CBN-Platte       Full-Face       Eckenbestückt

Negativfase       ja       nein      \_\_\_\_\_ x \_\_\_\_\_

Maschine Horizontal/Vertikal \_\_\_\_\_ Schnitttiefe \_\_\_\_\_

Werkstück-Bezeichnung \_\_\_\_\_ Oberflächenanforderung \_\_\_\_\_

Werkstoff \_\_\_\_\_ Aktuelle Schnittdaten Vc= \_\_\_\_\_

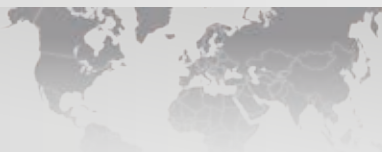
Härte \_\_\_\_\_ f= \_\_\_\_\_

Schruppen       Schlichten       Bauteil/Zeichnung Ja/Nein

unterbrochener Schnitt       durchgehender Schnitt       stark unterbrochener Schnitt

Kühlung       nass       trocken

Verbrauch pro Jahr/Monat \_\_\_\_\_



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