



The Christian

Michel Group

THE CHRISTIAN MICHEL GROUP

Our family origins refer to a very long tradition in the working and processing of metals. Today's family crest dates back to the 16th century and depicts an artisan's coat of arms. It has been handed down over the generations and represents the profession of a metal craftsman. These artisans were both designers and artists, well known for processing very delicate and high quality metalwork. Through the political upheaval after 1914, this tradition, however, was interrupted. In 1993 Kerstin and Christian Michel decided to risk a return to the old tradition and established a new business working and processing different metals, mostly from thin sheet. By merging different companies the overall competence within Group grew continually.

Cool Design is your partner for the design and development process. **Cool Case** takes care of your production itself and also has access to its system partners in Eastern Europe and Asia. **Cool Act** advises you on market positioning and works with you to develop market strategies for product launches. This arrangement means that we can offer one-stop design, engineering, prototypes and series production.



THE THREE-BRAND-STRATEGY

Cool Design
Mit Kompetenz zum Detail.

Cool Case
Aus Tradition gut.

Cool Act
Visionen werden real.

HISTORY AND LOCATIONS

- Company premises: 7100 m²
 - Production site: 6000 m²
- Office|communal areas: 400 m²
 - Logistics: 500 m²



1967
Robotron

1989
CED

1993
GSW

1996
Schäfer

2009
Cool Case

2017
Cool Act
Visionen werden real.
Cool Design
Mit Kompetenz zum Detail.
Cool Case
Aus Tradition gut.

MARKET SEGMENTS



Measuring instruments



Solar energy industry



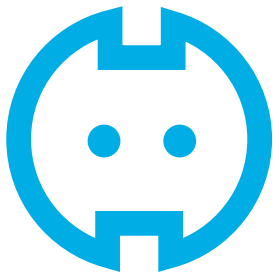
Information technology



Automation technology



Power supply



Industrial housings



Medical technology



Telecommunications

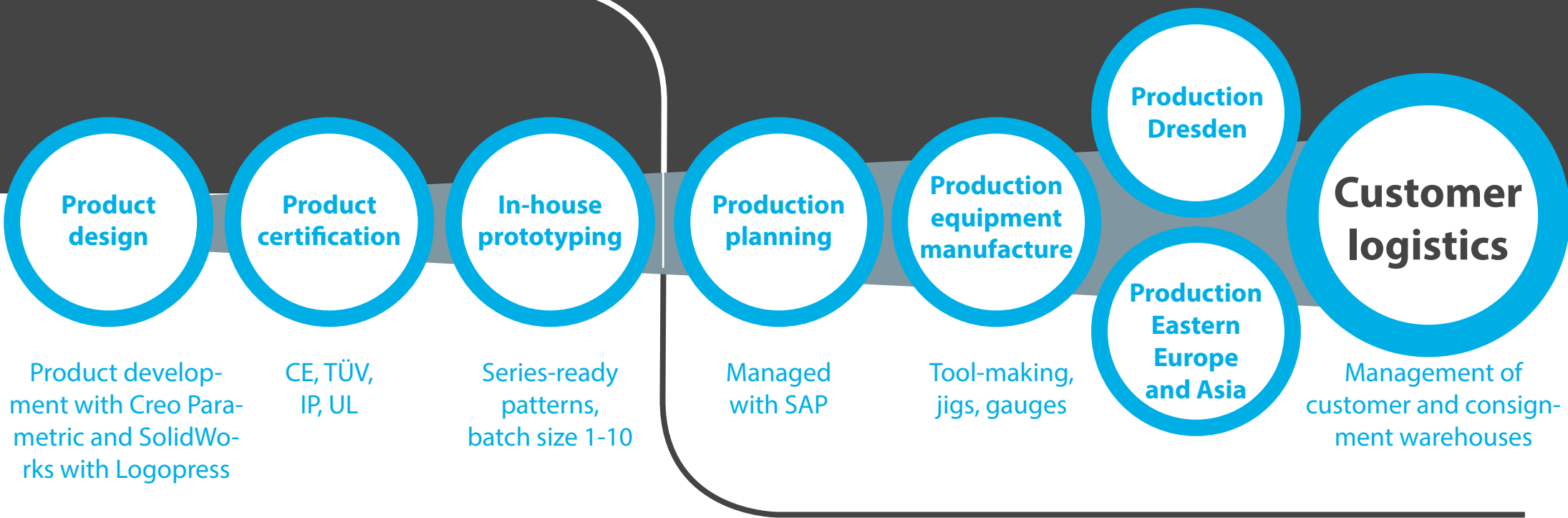


Digital Signage



Apparatus engineering

COMPETENCE



STRUCTURE

The strength of the three brands does not reside in any type of hierarchy, but rather in the know-how and professionalism of competent employees. We see ourselves as a team of collaborators in which the specific challenges are coached by the individual who has the greatest possible competence in providing the respective solution. This is how we ensure customer satisfaction.



SOME OF THE CUSTOMERS AND PRODUCTS WHERE **Cool Design** HAS PROVIDED DEVELOPMENT SUPPORT



SOME OF THE PRODUCTS THAT Aus Tradition gut. PRODUCES FOR THEIR CUSTOMERS



Measuring instruments



Solar energy industry



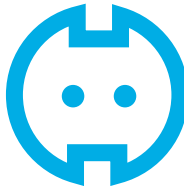
Information technology



Automation technology



Power supply



Industrial housings



Medical technology



Telecommunications



Digital Signage



Apparatus engineering

UNIFY

 **SCHURTER**
ELECTRONIC COMPONENTS

SIEMENS

**RITEC**
ELECTRONIC AG

PHILIPS

AGFEO
einfach | perfekt | kommunizieren

bluechip

**CoolDesign**
Mit Kompetenz zum Detail.

**CoolCase**
Aus Tradition gut.

**CoolAct**
Visionen werden real.

SOME OF THE CUSTOMERS AND PRODUCTS WHERE

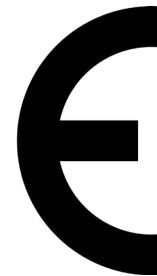
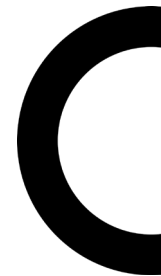
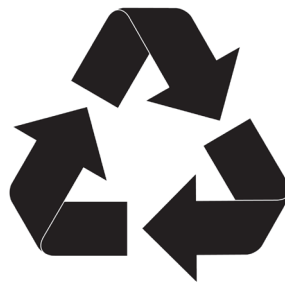
CoolAct HAS PROVIDED MARKETING SUPPORT

- MobilDisplay
- PC housing
- 19" housing



KNOW-HOW / CERTIFICATES

- Certified processes in compliance with ISO 9001:2008
- Company organisation with SAP, iGrapx and PDM/PLM-SAP
- CAD programs: Creo Parametric, SolidWorks with Logopress



LONG-TERM CUSTOMER RELATIONSHIPS ARE THE BEST REFERENCES



THANK YOU!

CoolCase and **CoolDesign**

CoolCase GmbH | Treidlerstraße 3 | 01139 Dresden | Deutschland

Telephone: +49 351 4841-0 | Fax: +49 351 4841-100

www.coolcase.com | info@coolcase.com

CoolAct Christian Michel | Stübelallee 63 | 01309 Dresden | Deutschland

Telephone: +49 172 3563562

www.coolact.de | cm@coolact.com