

A new corporate identity for Adex.



44 years ago Mr. Jan Aalberts founded Adex. His goal was to be the leading manufacturer of extrusion dies for the aluminium industry. During the years that followed this goal has never changed and was the driving force behind the success that has brought Adex to where it is right now in 2021.

Our drive to come up with cutting edge technology has brought many novelties in the market. Novelties that have given Adex the name and status everybody is aware of; a supplier of high-end die technology.



Our logo has changed during the years. The last change was done several years ago. Now in 2021 we have decided to change the logo once more. However we look back at the logos of the past and combine the best of all the logos to come to the new logo.





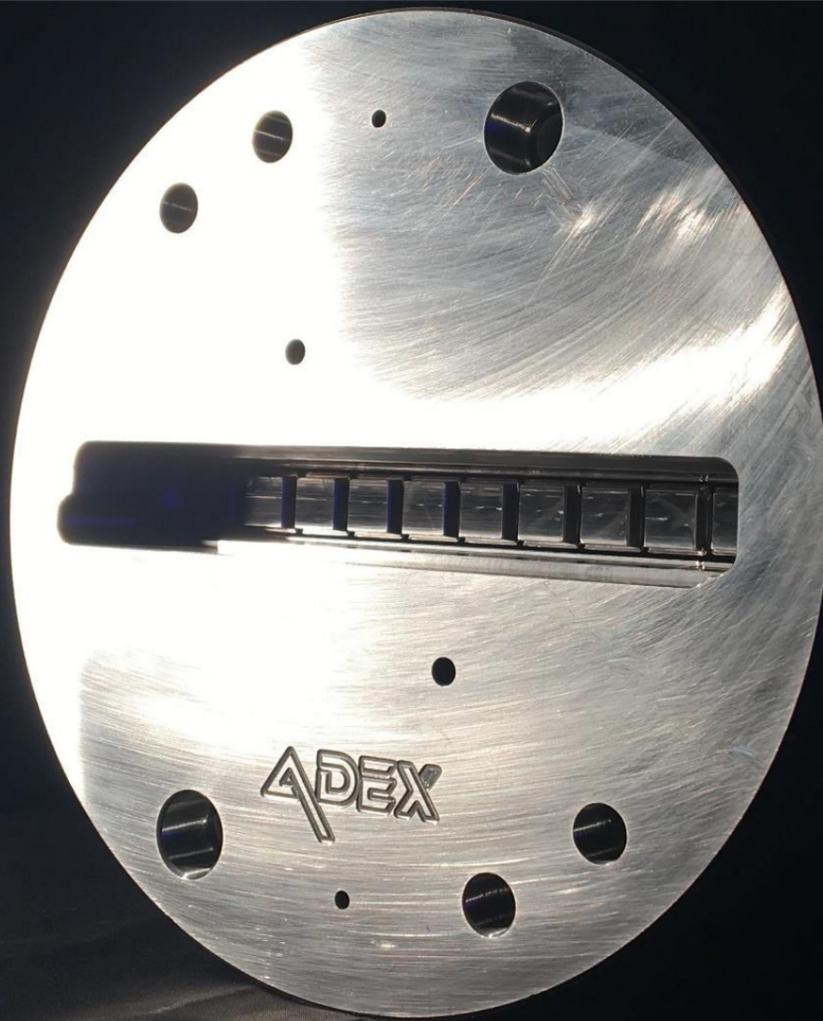
One of the biggest changes we have made to our logo is the shape. Our new logo stands for the thing that made us to what we are; we produce extrusion dies for the aluminium and magnesium extrusion industry. Nearly all of the products we produce are round. So that is the reason why we have chosen to change our logo to a round logo. It just makes sense.



The name "Adex" has gotten its distinctive A back. We have update the old font with sharper edges than the original logo. Basically introducing the old logo to the 21st century. Ready for another 40+ years.



In our logo we have added our core business. "Extrusion die technology" is what we do and what makes special in the die market. Our dies are technology dies that bring benefits to our customers and we are proud to do so.



We just love blue!

Blue is our color. And what is not to love about it! Blue is the color that Adex has used as its 'own' color and this will not change. We've just added a second lighter blue to our color scheme. This will be used in our new website, flyers, business card, etc.



Benefits through technology

THINK OUTSIDE THE BILLET

"If it fits the press opening we can make a tool for it"

MAXIMUM USAGE OF YOUR PRESS

- Compact design thanks to integrated spreading
- Lock back and design
- Lower extrusion pressure
- Increased extrusion speed
- Wide dies in design
- From 2" to 42"

Adex Spreading Technology

MAXIMUM STABILITY AND LIFE TIME

- Almost no deflection of the die
- Higher production output
- Longer service life
- Large production run
- Long die life

Adex Stone Technology

DIGITAL CHECK

- Digital tool pressing to check the design
- Reduction of dimensional errors
- First correction before the die is made

Adex Validation Technology

Benefits through technology

Stone Technology dies

"The maximum support that stone technology provides results in huge benefits"

Stone technology explained

When pressing wide profiles following issues tend to occur:

- Dimensional instability in the profiles
- Banboo effect
- Die cracks
- Short die runs

Maximum support

The Adex stone technology was originally developed to prevent the die from cracking in the corners with extreme spreading dies.

The Stone technology is based on a coating maximum support of the most fragile part of the die. Due to this support the die will 'flex' less and will have less problems with the issues mentioned above.

The Stone Technology can be used for flat dies and porthole dies. Bringing the same solution for both types of dies. Besides solving the original issue the Stone Technology has more benefits.

Optimal solution

Thanks to the Stone Technology's stability the concept has proven itself as being the optimal solution for wide profiles both in **flat** and **porthole** design.

Benefits of Adex' Stone Technology

Main Advantages of Adex Stone technology

- Almost no deflection of the die
- Higher production output
- Improving profile shapes
- Extreme spreading possible
- Longer production runs
- Minimizing bamboo rings
- Compact way of building the die
- Corner cracks not visible in the profile

Adex Stone technology is available for all die sizes and can be used in **flat** or **porthole** design and even in a dual cavity design.

Experience it for yourself and benefit from this unique and patented technology!

THINK OUTSIDE THE BILLET



We are very proud of our new logo and corporate identity!

But the Logo is not what makes us Adex. It's the people behind the logo. These have not changed.

We are Adex!

Introducing the new corporate identity at Adex will be done with a **sustainable way of working**. This means that it will take some time for the logo and identity to be changed completely. Why throw away things that are still good?

For us this will mean that the change of the complete identity will take some time. Please have some patience. Good things just take time.



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