

HASCO

100

The pioneer
of mouldmaking
for 100 years.

1/24

HASCO

1924 – 2024

This year our company is celebrating a very special anniversary – HASCO 100.

We would like you to share this with us. In this special edition of our Up to date, we will give you an insight into the history, and take a brief look ahead to our anniversary year.

One thing is now already certain for the future:

“We will continue along the path we have been taking over the last 100 years! As a pioneer in the field of mouldmaking, our aim is to carry on setting innovative milestones for the industry over the next 100 years, too.”

Christoph Ehrlich
CEO

Entrepreneur with foresight: Hugo Hasenclever

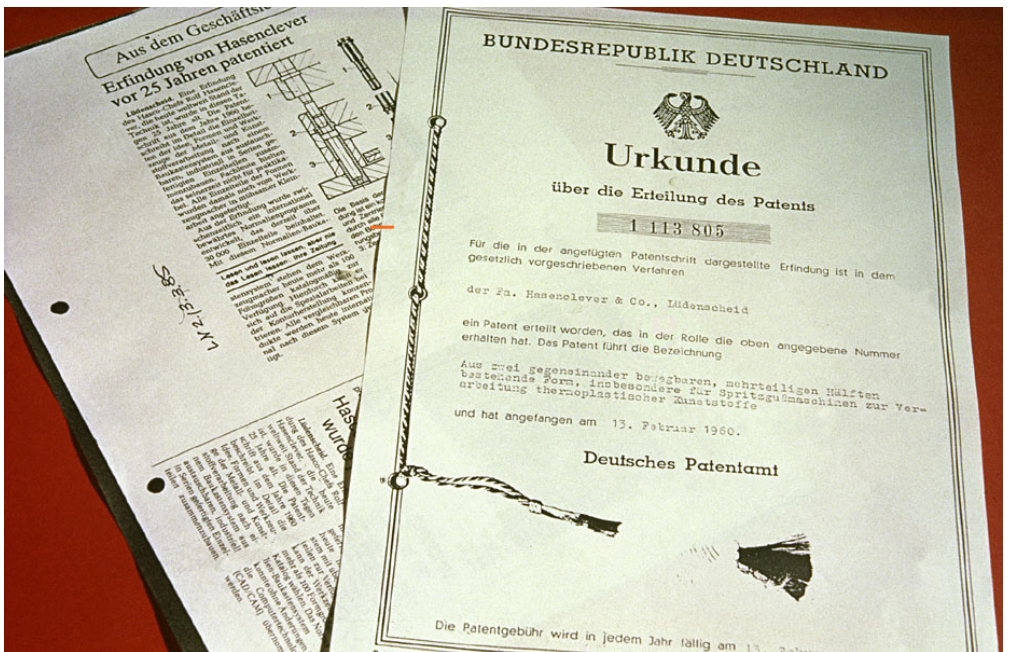
HASCO's history is linked very closely to the surname Hasenclever, and it is also interesting to note that a roly-poly toy played a major role in the company's historical development.

Hugo Hasenclever founded the company in 1924 as a wrought iron-working firm and developed it over the course of time to become a mouldmaking enterprise.

He was indeed an entrepreneur with foresight, recognising the early potential that was in the still young material Bakelit. His son Rolf saw every day from early childhood how moulding tools were built in his father's workshop. Rolf's test piece at the end of his apprenticeship was, however, to be a roly-poly toy, on which father Hugo tinkered in vain, but it was Rolf who actually completed it.

The critical father then recognised his son's potential and made him a part-owner in 1953.



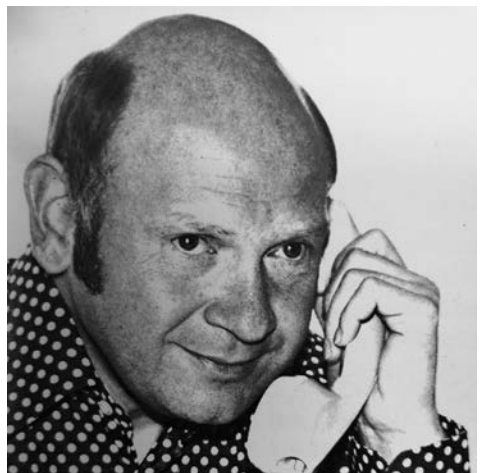


The pioneer of mouldmaking: Rolf Hasenclever

Rolf Hasenclever, the inventor of the standard mould unit, developed a system comparable with that of a modular system, following a logical sequence from the plate as the basis.

The modular system of standard mould units, which was patented in 1960, would from then on revolutionise the mouldmaking industry throughout the world.

Even today, the name HASCO stands for the original standard mould unit. Many companies adapted this idea later, so that basically there is a piece of HASCO in every moulding tool that is built. We tell the story, which is, by the way, linked very closely to the history of the entire industry.



Milestones: Innovation is part of HASCO's DNA

HASCO's inventions and patents are strung together in history like pearls on a chain. They were yesterday, they are today and they will in future be a major part of HASCO's DNA.

Rolf Hasenclever's idea for the standard mould unit catalogue had already set standards in 1967, but so, too, had the many technical achievements resulting from HASCO's unbridled inventiveness. They set milestones in the industry.

Who still knows that HASCO brought the first patented shut-off coupling onto the market in 1973, or that HASCO developed the date stamp that is nowadays standard for every manufactured moulding tool?

We recount everything we did in addition to these examples – and we will not forget to talk about what is still to come.

Digitalisation: HASCO sets standards

HASCO was already a pacesetter in matters of digitalisation when nobody was yet talking about it.

The digital age was rung in from Lüdenschied in the year 1982 with the introduction of CAD, a constructional software for the digital support of tool and mouldmakers.

The first award-winning website of 1998 provided another quantum leap. It opened the door to the digital data world with an online ordering service and the provision of constructional data and drawings.



More digital service tools followed, for example the recently introduced Mould Track. We create the standards!

These are standardised tools and services that simplify the day-to-day work of our customers and make their products more competitive.

Global expansion

HASCO's history stands as a synonym for its constant growth.

Its beginnings at the company's first site on the Hohfuhrrstraße in Lüdenscheid / Germany were followed by further episodes of its global expansion.

Today, HASCO is represented at 35 locations.

At the headquarters in Lüdenscheid, the constant growth and development can be seen by the construction of many new buildings and offices. Alongside a new administration office, HASCO has also built a modern just-in-time plate manufacturing plant and an innovative logistics centre.

We report how HASCO will continue investing in the future.



The first customers

Many customers throughout the world have accompanied HASCO's journey and development over the decades. At Werkzeugbau Richter in Herford, for example, company employees can still remember when the orange-coloured HASCO vehicles arrived at the factory yard.

For innovation drivers such as ERCO, the Lüdenscheid specialist for high-grade LED architectural lighting, the excellent product quality is still the decisive factor for the company to make almost exclusive use of HASCO standard mould units.

Apart from that, a number of development partnerships have arisen, such as with the firm Jokey from Gummersbach. It was this company that provided the impetus for many products to now be given a DLC coating.

Digitalisation meets standardisation. The Belgian company CADCO praises the status quo in this segment that HASCO has created, and has opted from the very beginning for CAD support and digital services from Lüdenscheid.

HASCO 100 – 2024 a year in orange

Worldwide, we will hold events throughout the entire anniversary year to celebrate the success of our 100-years company history.

We will keep you informed of all activities that are planned:

in trade journals, on our website, on the social media channels and by newsletter. But we don't want to reveal too much at this stage – just keep you in eager anticipation!

2024 will be orange!

*100 ideas in the past –
100 ideas for the future!*



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