

ORIGINAL LÖWE

The pruner

Original LÖWE has set a focus for its ongoing transformation: The creation of an integrative corporate culture with a balance of care for employees and a positive performance culture. Paired with other characteristics, the Original LÖWE corporate culture forms the basis for all future-oriented measures for sustainable corporate success.

Original LÖWE pruning shears offer world-leading product quality for professional use in viticulture, fruit growing and horticulture as well as in trade and industry - 100 % Made in Germany since 1923. The aim of the world market leader is to expand growth and increase brand awareness internationally.

In 1923, company founder Walther Schröder, until then a manufacturer of agricultural machinery, presented his unique invention: The world's first anvil pruning shears, the robust, powerful and durable LÖWE 1. In 1925, the brand logo was registered with the Imperial Patent Office. Since then, the "lion on a cogwheel" has stood for the symbiosis of powerful emotion and technical perfection. The innovative "Original LÖWE cutting principle" - with a drawing blade against a firm base - revolutionized cutting for demanding work. It is the company's unique selling proposition, is used in many pruner models and is clearly superior to conventional pruners, made from two forged lever parts. The Original LÖWE 1 cuts - then as now - extremely easily with a low weight and scores with replaceable wear parts.

The diverse Original LÖWE range now offers more than 100 model variants. All Original LÖWE pruning shears are sophisticated, perfect tools that often outlast their users. The spare parts for all products are fully available and can be obtained for decades. This is not the only reason why "Original LÖWE" Gebr. Schröder GmbH is the largest German provider of professional cutting solutions and a pioneer in sustainability. A number of distinctive identity features characterize the corporate culture of Original LÖWE. Employees at all levels share values as well as ecological, economic and social standards, such as partnership and respectful cooperation between customers, suppliers and employees. Sustainability has always been a top priority, and not just for the high-quality Original LÖWE pruners. In sustainable production, a balance has been achieved between automation and manual work with an optimum material flow, thus creating a harmonious working environment. The company is also aware of its social responsibility and is involved in several social projects.



COMPANY NAME
Original LÖWE

Gebr. Schröder GmbH

CLASSICS
Original LÖWE (since 1923)

FOUNDATION
1923 in Kiel

MAIN PRODUCTION SITE
Flintbek near Kiel

DISTRIBUTION
worldwide in over 100 countries

EMPLOYEES
approx. 140, 60 of them in
Flintbek, 80 in the Drachensee
Foundation

"Sustainability is the basis of our actions. Because it is more than just a project, it is a basic attitude."

Randolph Schröder (owner)

All Original LÖWE pruners and cutting tools are produced in Flintbek near Kiel, Schleswig-Holstein, where the company employs around 60 people. For over 20 years, Original LÖWE has been cooperating with the Drachensee Foundation in Kiel, which is committed to the self-determination and participation of people with disabilities. Around 80 of them currently support LÖWE in the production of Original LÖWE pruners. The company's own sales team oversees product marketing from Germany via sales and trading partners in more than 100 countries.

Original LÖWE has continued its successful transformation, and not just in the change to an integrative corporate culture. "Every cut counts" - this guiding principle condenses the user-centered focus of the Original LÖWE umbrella brand.

The Original LÖWE-GardenPRO and Original LÖWE-INDUSTRIAL sub-brands offer unique cutting solutions for every clientele. Following the strategic and structural integration of the two sub-brands in 2022, the focus will be on the further expansion of the B2C and e-commerce segments. It will also further increase global Original LÖWE brand awareness. In doing so, the family-owned company will benefit from its more than 100 years of expertise, its global product reputation and the growth potential of its successful brands.

Original LÖWE is convinced that much of what we saw today will be cut in the future - and not just in trade and industry. Original LÖWE pruning shears and cutting tools will increasingly make it easier for people to process a wide range of materials. And in the near future, they will also be available and tangible in many households. Original LÖWE already promises: "A wow moment with every cut."

