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Subject: Exemplary success story of a medium-sized German company

**150 years of innovation: RUD celebrates its anniversary**

**Aalen, August 2025 – In 2025, RUD Ketten Rieger & Dietz GmbH u. Co. KG is looking back on 150 years of company history. What began in 1875 as a small forge for chains and wire components in the Unterkochen district of the Swabian city of Aalen has developed over one and a half centuries to become an internationally leading provider of chain and drive systems as well as fixtures and fittings. With its capacity for innovation, its quality awareness and a strong set of values, RUD has helped to shape industrial change for generations – and is a reliable partner for forward-looking solutions in a wide variety of sectors to this day.**

With its headquarters still in the Unterkochen district of Aalen, the family-run company now has a presence in more than 120 countries and stands for top quality, innovation and sustainable management. To this day, the product range is centred around the round steel chain – made in a wide range of versions and refined to create hoist, conveyor, lifting and anti-skid chains. Lifting points, drives and conveyor elements, as well as complete system solutions and innovative solutions for mechanical engineering, logistics, defence technology and many other sectors, complete the portfolio. RUD products are used around the world in a variety of areas of application – from industry and mining to agriculture: wherever the highest requirements are placed on safety, precision and reliability.

A key factor in our success is our consistent investment in research and development. RUD holds various patents and has already received a number of awards for its innovation performance. At the same time, the company remains true to its roots: as a fifth-generation family-run business, RUD attaches great value to long-term partnerships, social responsibility and the encouragement of its employees. Particular attention is paid to social commitment: through the Otto Rieger Foundation and the Trude Eipperle Rieger Foundation, which were established to mark the company’s 100th anniversary, RUD has supported social, cultural and education-related projects in the region for many years. This commitment is also reflected in the long-standing partnership with 1. FC Heidenheim. Asa sponsor, RUD supports the Bundesliga football team not only financially, but also in a non-material way – with shared values such as team spirit, reliability and an attachment to the region.

With a clear focus on digitalisation, sustainability and an international direction for the company, RUD is looking towards the future with optimism. Even after 150 years, the company is the partner of choice for intelligent chain systems and innovative solutions. “150 years of RUD – that is 150 years full of passion, inventiveness and cohesion. We would like to thank everyone who has accompanied us on this journey and are looking forward to everything that is yet to come,” says Dr Jörg S. Rieger, a member of the management team.

**The company**

RUD Ketten Rieger & Dietz GmbH u. Co. KG, founded in 1875 by Carl Rieger and Friedrich Dietz in the Swabian city of Aalen, achieves an annual turnover of over 250 million euros with more than 1700 employees in more than 120 countries. At locations in Germany, Australia, Brazil, China, India, Romania and the USA, among others, the family business manufactures lifting and lashing technology, anti-skid chains, hoist chains and conveyor systems. With the Erlau brand, the Aalen-based company also manufactures tyre protection chains and interior and exterior fixtures and fittings.

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