

Major investment “eZee Factory” at the Röthenbach site: Next milestones of future manufacturing achieved

Röthenbach an der Pegnitz, March 2026. With the awarding of key major contracts, the forward-looking “eZee Factory” project by Diehl Brass Solutions (DBS) has reached a decisive milestone and is setting a clear impulse for the next generation of production - particularly regarding the increasing manufacture of lead-free brass alloys. For the development of the new, state-of-the-art semi-finished brass production facility at the Röthenbach site, major project components have now been finally commissioned - including the construction of the new manufacturing facility, investments in cold forming, and, as the centerpiece of production, a high-performance extrusion press.



The company is investing a total of **around €70 million** in expanding production at the site. With this investment, the Strategic Business Segment DBS - part of the division Diehl Metall - is sending a clear signal in support of the Röthenbach an der Pegnitz manufacturing location. At the same time, the family-owned company Diehl is underlining its long-term commitment to the future of Germany as manufacturing location.

Production of new materials and sustainable processes

With this investment, DBS is responding to fundamental changes in market requirements, particularly stricter regulatory standards and the growing demand for **lead-free brass alloys**. These lead-free alloys represent a technologically demanding transformation for the industry - they not only place significantly higher demands on forming technology and the entire process chain but also elevate manufacturing to a new technological level.

The new production environment makes it possible to implement modern manufacturing technologies, further automate production processes, and at the same time use resources more efficiently. A high degree of automation, optimized material flows, and the use of energy-efficient technologies help to significantly reduce energy consumption and internal transport routes. This goes hand in hand with the continuous focus on sustainability within the Diehl Group.

Modern manufacturing based on LEAN principles can only succeed with strong partners. Therefore, in the selection of our suppliers, technical capabilities and long-term business relationships are essential.

Key components of the new bar production awarded

A central element of the new production line is the extrusion press for brass bar production. The contract for the entire hot forming process was awarded to the Presezzi Extrusion Group, which was able to present a compelling overall concept.



FLTR: Giancarlo Barbieri (Sales Presezzi), Günther Ernst (CFO DBS), Valerio Presezzi (CEO Presezzi), Heinz Strobl (CEO DBS), Thomas Kuncz (Procurement DBS)

With reference to cold forming, which represents another key step in the production process, the long-standing business relationship with ASMAG GmbH will be continued. The company's commitment throughout the course of the project and its own high standards of quality were decisive factors in awarding the contract.



FLTR: Johannes Sieberer-Kefer (Vice President Finance and IT, ASMAG), Johannes Vielhaber (Managing Director ASMAG), Heinz Strobl (CEO DBS)

As part of the eZee Factory, a **new 12,000-square-meter production facility** is being built at the Röthenbach site, designed to integrate seamlessly into the existing industrial environment. The contract has been awarded to BREMER SE, which will act as the general contractor. Groundbreaking is scheduled for **May 2026**, and the completion of the facility is expected by **mid-2027**.



FLTR: Kristoff Steinke (Managing Director Bremer Süd), Günther Ernst (CFO DBS), Heinz Strobl (CEO DBS)

Strengthening the Röthenbach industrial site

The investment of around €70 million is not only a technological step forward, but also a clear commitment to long-term industrial value creation in Bavaria. In a challenging economic environment, an investment of this magnitude is anything but a given. With the eZee Factory, a new building block for modern, efficient, and future-oriented brass production is being created in Röthenbach.

"We are making targeted investments in the future of our site and our technologies. At the same time, we are strengthening our competitiveness and creating the conditions to successfully meet customer requirements for new materials and sustainable solutions in the long term," explains Heinz Strobl, CEO of DBS.

For the Diehl Group, a traditional family-owned company, the investment also represents a long-term perspective: Industrial innovation, sustainable production, and responsibility for its locations, and employees.

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About Diehl Metall:

About Diehl Metall: Diehl Metall is a Corporate Division of the Diehl Group founded in 1902 (sales: 4.7 billion euros, employees: 18,680) and has its headquarters in Röthenbach a.d. Pegnitz near Nuremberg. The company offers a broad spectrum of innovative products and technologies in the area of metal processing. In a global production network with locations in Europe, Asia, South America and the US, Diehl Metall develops application-oriented solutions for international customers.

The company assumes responsibility in the area of climate and resource protection, and places great value on recyclable alloys and composite materials. To fulfil this responsibility, Diehl Metall relies on technically optimized production processes and directs its innovation activities toward future trends.