



Ryf AG
Bettlachstrasse 2 · CH-2540 Grenchen
Tel. 032 654 21 00 · Fax 032 654 21 09
ryfag@ryfag.ch · www.ryfag.ch
www.fotoryf.ch



1965 – 2015: 50 years Ryf AG....





1965 – 2015: 50 years Ryf AG....

Market leader thanks to customer proximity - 50 years Ryf AG, Grenchen

The story behind Ryf AG is a textbook example of consistent SME development. Founded 50 years ago as a business for microscopes and optics instruments, today the company is the Swiss market leader for solutions in microscopy and metrology. Ryf's equipment and systems are used at schools, universities, research labs, and are implemented in industries such as watchmaking, toolmaking, automotive, precision mechanics, medical technology and electronics.

The striking blue Ryf lettering has become a hallmark for reliability and innovation everywhere there is a need for research, measurements, analyses, verifications, controls and documentation.

The term "customer-oriented solutions" has been a constant guide throughout the company's history. Upon recognising that the products available on the market were unable to meet his customers' needs, founder Bernhard Ryf did not delay in making the decision to create his own developments in illumination. His brother, Hans Ryf, became business manager in 1975, later taking over the company. He continued the tradition of having a consistent customer focus, with Ryf AG receiving the 2011 Solothurner Business Award for its successful business policy of actively pursuing niches. - Thus, the modest company came into the spotlight for a brief moment...

Following continuous growth and the associated changes in head offices, the prominent "Löwen Haus," a building rich in tradition in the centre of Grenchen, has been home to the Ryf AG head offices since 2003. Today, Daniel Ryf is the second generation to lead the company, with the proximity to customers being the decisive key to success for him as well.

Renowned manufacturers like Nikon and Zeiss select Ryf AG to be their general or regional representative for Switzerland, closely collaborating with the specialists in Grenchen in service, maintenance and customer support.



Demo room has been at Bettlachstrasse 2 since 1994, here with our long-time Senior technician Philipp Bieri.



1965 – 2015: 50 years Ryf AG....

For Daniel Ryf, Sales and Service are inseparable. Of the current 34 employees, 10 are specialised technicians exclusively working in Maintenance and Repair. They have a parts warehouse featuring more than 20,000 individual items at their disposal at the head offices in Grenchen and the branch locations in Commugny/VD and Zurich.

"With this infrastructure, our positioning is unmatched in Europe," says Daniel Ryf, who has put forth great commitment to service since 2005. While international business is not actively pursued, the EU sector is demonstrating a growing awareness Ryf AG, resulting in more and more sales.

However, the company's home market is far from being exhausted. Especially in the industrial sector, with customers from the watchmaking industry, medical technology, automotive and microtechnology, the trend is moving in the direction of complex, yet also easy-to-use measurement and testing systems - a challenge the team in Grenchen are happy to take on. *Everything from one source* is the motto. Engineering, perfect networking among all components and, of course, the right software play roles of increasing importance. To that end, the spacious demo room at the headquarters is opening up doors of a special nature: extensive testing and comparisons can be performed here with microscopes, cameras and entire systems. - A true paradise for the quality managers in the production industry!

The Swiss market leader for microscopy and metrology is well positioned in this anniversary year. Company chief Daniel Ryf looks to the future with optimism, even if the current currency turbulences will be leaving their mark at Ryf AG with its export-oriented customer group. The SME family company is celebrating its 50th anniversary without much ado. Yet, the company is permitting itself one small luxury in this anniversary year: a perfectly restored VW van from the year of its founding, entirely in Ryf blue, will be used at various trade shows as an attention grabber and attraction. A good omen, for the VW advertisement at the time stated: it runs and runs and runs ...



Left to right: 1982, Hans Ryf in the office... SAMA trade show, 1980 in Bern...founder Bernhard Ryf 1992 with Hans Ryf at the stand at the new Siams, Moutier



1965 – 2015: 50 years Ryf AG....



Those were the days:
 Hans Ryf in 1970 with trinocular
 microscope and first video camera.
 However, the solution was anything
 but compact ...

The striking Ryf letting still featured today was already in use back in 1979. This is the former company site on Solothurnstrasse in Grenchen





1965 – 2015: 50 years Ryf AG....



Local industry was already relying on solutions from Ryf at an early stage. This is the trade show booth at the 1992 Siams Trade Show in Moutier.



In 1994, the company acquired ownership of a property for the first time at Bettlachstrasse 2 in Grenchen. The photo shop fotoryf gmbh is still located in these spaces even today.



1965 – 2015: 50 years Ryf AG....



In the spotlight: The Ryf team together with actor and comedian Mike Müller on the occasion of handover of Solothurner Business Award in the year 2001.



The fully renovated historical "Löwen Haus" in the heart of Grenchen becomes the new company headquarters for Ryf AG in 2003.



1965 – 2015: 50 years Ryf AG....



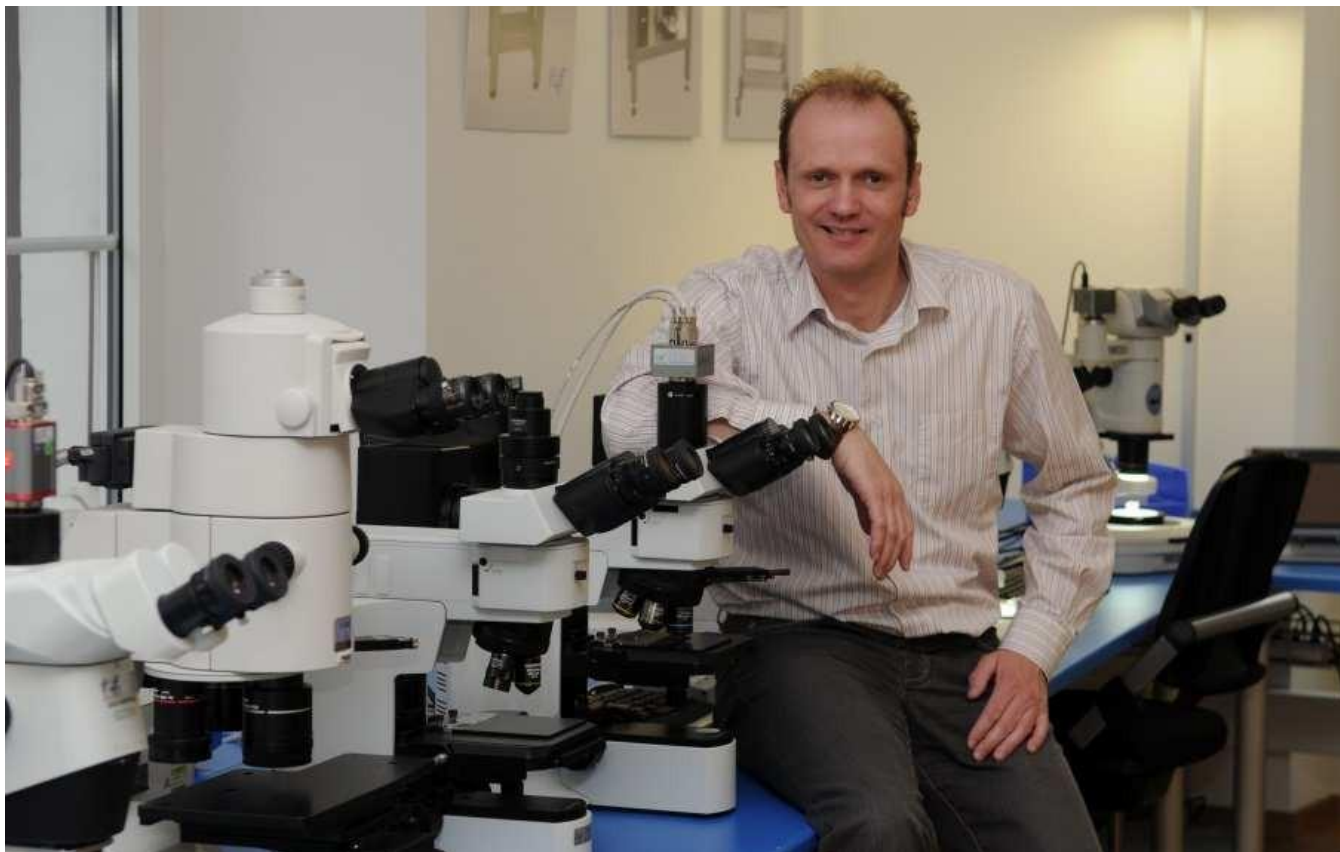
The new spaces have facilitated a spacious showroom. The current product range is available for presentations and testing.



50 years Ryf AG. A restored VW van from the same year the company was founded is implemented as an eye-catcher and attraction at various trade shows.



1965 – 2015: 50 years Ryf AG....



Daniel Ryf, Owner and Managing Director of Ryf AG, reveals his company's recipe for success: "We became the market leader in microscopy, imaging and metrology because we are consistent in our customer proximity and provide full service from one source."

1965 founded by Bernhard Ryf. Business with microscopes and optics instruments, photo shop. 1972 First in-house developments in illumination. 1975 Hans Ryf becomes business director, taking over the company five years later. 1984 - 1993 Consistent growth and multiple domicile changes for space reasons. 1994 Transformation to stock company. 1999 Daniel Ryf, current Managing Director and Owner, joins his parental company. 2001 Ryf AG is honoured with the Solothurner Business Award. 2003 The "Löwen Haus," a building rich in tradition in the centre of town, is acquired and completely renovated. 2005 the Swiss market leader for optics measurement, control, and testing systems celebrates its 40th anniversary. 2006 Establishment of the branch location in western Switzerland, Commugny/VD. 2007 Ryf AG becomes the sole sales and service partner for industrial applications Switzerland for Nikon AG. Implementation of ERP system from SAP for approximately 20,000 articles. 2008 Assumption of vision engineering representation in western Switzerland for Lynx, Kestrel, Falcon CNC and Hawk products. 2009 Expansion to service palette for maintenance and repairs, featuring 10 technicians to become the largest after-sales service provider in Europe. 2012 Assumption of table top electron scan microscopes for JEOL/Nikon in Switzerland and Liechtenstein. 2013 Zeiss regional representative in northwestern and western Switzerland for routine microscopes / life science, as well as material microscopy. 2014 Inauguration of sales office in Zurich. 2015 50-year anniversary, Ryf AG market leader for microscopy, imaging and metrology!

Grenchen/SO - Commugny/VD - 8045 Zürich
www.ryfag.ch

microscopes · imaging · optique industrielle · système de mesure · microscope de mesure · éclairages
 Mikroskope · Imaging · industrielle Optik · Messsysteme · Messmikroskope · Software · Beleuchtungen