



Press release

#25-5

Eggiwil, 28 May 2025

Strong partners. A strong partnership.

Strategic partnership between ZAUGG and WESTA

Today, **ZAUGG AG, CH-Eggiwil** and **WESTA GmbH, D-Weitnau** announce the start of a strategic partnership.

The aim of the two companies working together is to tap into new customer groups and promote sustainable growth with a combined market presence. As a result, both companies will benefit from having access to a larger customer base and a strengthened sales structure.

ZAUGG AG, a leading manufacturer and expert in snow clearing equipment, and **WESTA GmbH**, recognised for its expertise in snow blowers and specialised solutions, are an ideal team in terms of market coverage and their combined product portfolios. The partnership will see WESTA GmbH actively distribute the ZAUGG AG product range in defined markets, and vice versa.

"The partnership with WESTA is a significant step for our company. We look forward to working together closely and giving the industry a new impetus. As a result, we are expanding our customer base in a very positive way," explains Wilhelm Rieder, CEO of ZAUGG AG.

WESTA GmbH also sees great potential in the partnership: *"ZAUGG has a strong product portfolio, and with this partnership, we will create a true win-win situation. Together, we can significantly increase our reach and offer our customers a larger range of products,"* says Alois Weber, Managing Director of WESTA.

The strategic partnership takes effect immediately. Both companies plan to carry out their first joint projects in the coming months. These projects will focus on delivering customer benefits, including a shared inventory of spare parts and enhanced cooperation in providing service.

WE MOVE SNOW. TOGETHER!

About ZAUGG AG, Switzerland

ZAUGG AG is an internationally successful mechanical engineering company and has stood for expertise, quality and patented solutions since 1893. With 150 employees at its production facility in Emmental, ZAUGG develops and manufactures equipment for clearing snow from roads, railways, and airports, and for grooming ski runs.
www.zaugg.swiss

About WESTA GmbH, Germany

Since 1981, WESTA has been producing snow blowers for the German and international markets with 30 employees in the Allgäu region of Bavaria. Their machines and implements are used in mountainous areas as well as at airports, in cities and municipalities, and by private users.
www.westa.de



For press enquiries:

ZAUGG AG

Wilhelm Rieder, CEO

Phone +41 (0) 34 491 81 11

Email: info@zaugg.swiss

WESTA GmbH

Alois Weber, Managing Director

Phone +49 (0) 8375 / 531

Email: info@westa.de



Caption 1: ZAUGG snow plough in action / Photo credit: © ZAUGG AG.



Caption 2: WESTA snow blower in action / Photo credit: © WESTA GmbH



Caption 3: ZAUGG snow blower in action / Photo credit: © ZAUGG AG