

Götzis, Austria, May 2024

SOLA Celebrates 75 Years with Exclusive Limited Edition

The Anniversary Edition: 1949 LIMITED EDITION Level Set

SOLA, the renowned Austrian manufacturer of measuring and marking tools, celebrates its 75th anniversary this year. On this occasion, the company presents the two-piece anniversary level set: 1949 LIMITED EDITION. These levels meet the highest standards of quality and precision – whether in practical use or as valuable collector's items.

The Anniversary Edition: 1949 LIMITED EDITION

For its 75th anniversary, SOLA presents the two-piece anniversary level set: 1949 LIMITED EDITION. The set includes two levels of the top model AZ in lengths of 60 cm and 120 cm. For the first time, these two box beam levels are presented not in gold, but with a black profile and a unique design. Additionally, the 60 cm variant is printed with the original SOLA logo from the founding year 1949. Both levels are equipped with patented SOLA FOCUS vials and offer an outstanding measurement tolerance of 0.5 mm/m in standard position and 0.75 mm/m in inverted position. As a special bonus, each set includes a code for a free 120 cm level protective bag, which can be conveniently redeemed online. The 1949 LIMITED EDITION set is now available from SOLA dealers or online.

The Beginnings: SOLA in 1949

The history of SOLA is marked by persistent innovation and continuous success. In 1949, this history began in the attic of founder Guido Scheyer's home. After an intensive development phase, the company's first level – the NT4 wooden inclinometer – was created there. This marked the birth of today's company SOLA, as the NT4 became a success. The significant contributions of Guido Scheyer's two employees, Messrs. Sottopietra and Latzel, were essential in this endeavor. The brand name SOLA, now known worldwide, was derived from their initials.

Innovation and Precision Combined

Today, SOLA presents itself as a pioneer with a wide range of over 1,500 items, all meeting the highest quality standards. From levels to laser devices, tape measures, rulers, squares, and markers, SOLA offers professional measuring and marking tools for diverse applications. Today, SOLA is particularly known for the high quality of its levels, which are manufactured in Austria and perfected to precision, user-friendliness, and efficiency down to the smallest detail. One of SOLA's most significant innovations is the patented SOLA FOCUS vial, which has been used in almost all levels since 2011. These vials feature large, vivid green markings to delineate the 'out of level' areas, and a magnifying lens, providing four times higher contrast for reading than conventional ring vials. Thus, SOLA's measuring tools enable an even easier and more precise workflow in any application imaginable. That's what fundamentally distinguishes SOLA.

www.sola.at

Number of characters: 2,817 (including spaces); number of words: 442

Image Overview

The following images in print resolution form are available to download for publications:

<https://solatransfer.sharefile.com/public/share/web-s98f95a889b2c442babd2ae44aee83640>



File: pic_prd_ww_75y_le_az_60_120_persp2

Caption: The 1949 LIMITED EDITION set includes two levels measuring 60 and 120 cm in length.

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File: pic_prd_ww_75y_le_az_set

Caption: The 1949 LIMITED EDITION includes a promo code for a free spirit level protection bag.

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File: pic_app_ww_75y_le_015

Caption: The 60 cm level is printed with the original SOLA logo from 1949.

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File: pic_app_ww_75y_le_002

Caption: Black profile and unique design: the 1949 LIMITED EDITION level set.

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About SOLA-Messwerkzeuge GmbH:

Since 1949, passion for precision motivates SOLA to develop and manufacture highly accurate and durable measuring and marking tools in construction. In addition to the well-known spirit levels, the product range includes screeding levels, folding rules, tape measures, squares and rulers, measuring wheels, laser distance meters and laser devices. SOLA's approach is to develop and continuously optimize its products to match its customers' requirements as closely as possible. SOLA Measuring Tools are sold in more than 80 countries around the world. 75% of all products are manufactured in Götzis, Austria, where the headquarters and production facility are located. This is where 200 employees develop, manufacture and distribute a product range of more than 1,500 products. The high-quality standards that SOLA has set for itself are subjected to constant control in the company's own laboratories. For more information visit www.sola.at

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