

Groundbreaking Ceremony for the eZee Factory: Launching the Future of Brass Production

Röthenbach a. d. Pegnitz, May 2026. With the official groundbreaking ceremony for the new "eZee Factory", Diehl Brass Solutions (DBS), together with guests from industry, politics and the construction sector, has sent a strong signal for the future of the industrial site in Röthenbach. The project marks another major milestone in the company's large-scale investment in modern and sustainable production capacities for lead-free brass alloys. In total, Diehl is investing around EUR 70 million in expanding production capabilities at the site.

A Joint Commitment to Innovation, Growth and Regional Strength

In the presence of representatives from industry, politics and the construction sector, the start of construction for the eZee Factory was officially celebrated. In their speeches, Heinz Strobl, CEO of Diehl Brass Solutions, and Dieter Landgraf, CEO of Diehl Metall, emphasized the strategic importance of the investment for the company's long-term competitiveness and the expansion of sustainable production capacities. Mayor Klaus Hacker described the project as a strong commitment to the Röthenbach location, while District Administrator Armin Kroder highlighted the importance of the investment for the economic development of the entire region – and beyond. Representatives of the BREMER SE management team also provided insights into the implementation of the construction project and the next phases of the building process.

The subsequent symbolic groundbreaking ceremony on the future construction site officially marked the start of building works. Together, the project partners set a visible sign of innovation, investment confidence and industrial future prospects for the region.

Modern Production for Lead-Free Brass Alloys

The eZee Factory represents the next generation of brass production. The new production facility, covering approximately 12,000 square meters, will create state-of-the-art manufacturing structures for processing lead-free brass alloys – a segment that is becoming increasingly important due to rising regulatory requirements and growing market demand. The new facilities will enable highly automated, energy-efficient and resource-saving manufacturing processes while sustainably strengthening the competitiveness of the Röthenbach site.

"With today's groundbreaking ceremony, a vision for the future is becoming visible reality. The eZee Factory is a clear commitment to the Röthenbach site, to technological innovation and to sustainable industrial value creation in Germany," says Heinz Strobl, CEO of Diehl Brass Solutions.

Completion Scheduled for Mid-2027

Completion of the new production hall is scheduled for mid-2027. Through this investment, Diehl Metall underlines its long-term ambition to actively shape technological progress and provide modern production solutions for future market requirements.

**More Information about eZee Factory:**

- Press Release 24.03.2026: [Major investment “eZee Factory” at the Röthenbach site: Next milestones of future manufacturing achieved | Diehl Metall](#)
- Landingpage eZee Factory: [eZee Factory - The future of lead-free brass production | Diehl Metall](#)

Contact Press Relations:

Diehl Metall Stiftung & Co. KG

Michael Nitz

Head of Marketing & Communication

Phone +49 911 5704-180

E-Mail: michael.nitz@diehl.com

www.diehl.com/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.