



Press Release

Rapperswil (CH) and Leoben (AT)
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URMA Takes Over HAAS Representation in Austria Swiss Machine and Manufacturing Specialist Expands International Presence

URMA AG is expanding its international market presence and, effective August 1, 2026, is taking over HAAS representation in Austria. The Swiss family-owned company is establishing URMA Austria GmbH, headquartered in Leoben. This marks the first time URMA's Machines business unit will operate outside Switzerland and represents an important milestone in the company's growth strategy.

Burghard Schachner has been appointed Managing Director of the new company. He spent many years working for the previous Austrian HAAS partner and brings extensive knowledge of the market and industry. "By establishing URMA Austria GmbH, we are creating the foundation to bring our expertise in CNC machine tools to international markets and to support our customers even more directly," say Oliver and Yannick Berner, Co-CEOs of URMA AG.

Continuity for Customers and Employees

Some employees of the previous HAAS partner will join the new company and be integrated into the new company. This will preserve existing expertise, long-standing customer relationships, and the established service and sales structure. For existing customers, day-to-day business will remain unchanged: service, maintenance programs, and sales processes will continue as before. "Our customers can continue to rely on knowledgeable contacts and the service they know and trust," explains Burghard Schachner, Managing Director of URMA Austria GmbH.

More Than 20 Years of Experience with HAAS CNC Machine Tools

For more than 20 years, URMA has been the exclusive distribution partner for HAAS Automation in Switzerland and Liechtenstein. During that time, more than 3,500 HAAS CNC machine tools have been sold and supported. URMA's unique combination of sales, service, and in-house industrial manufacturing has made it one of HAAS's most successful dealers worldwide.

By establishing URMA Austria GmbH, the company is strengthening its position as a technology partner for today's manufacturing industry and creating the foundation for further growth in German-speaking markets.

About URMA AG

URMA AG develops and manufactures precision tools used worldwide for precision boring and milling applications across a range of industries. URMA has been headquartered and manufacturing in Switzerland since 1962. The family-owned company has approximately 150 employees, multiple locations and OEM partnerships worldwide, and a broad distribution network serving customers globally.

For more than 20 years, URMA has been the exclusive distributor of HAAS Automation CNC machine tools in Switzerland and Liechtenstein. Since then, more than 3,500 machines have been sold and supported by its service organization. Thanks to its highly effective service and sales organization, URMA has already been recognized as the world's top HAAS dealer. As the general representative for EMCO machines, URMA also offers CNC machines that meet the demanding, high-precision requirements of the manufacturing industry. Exclusive distribution of the ZORN microone expands URMA's CNC machine portfolio into micro-machining, enabling the company to offer a comprehensive range of solutions for subtractive manufacturing.

In recent years, URMA has significantly expanded its expertise in 3D printing, both through applications in its own production operations and by building a broad machine portfolio. In Switzerland, in addition to 3D printing systems from EOS, Markforged, and Formlabs, URMA distributes a wide range of machines for post-processing and finishing 3D-printed parts. With the Experience Center opened in 2026, URMA now has a second location in Switzerland. The modern showroom brings together a broad portfolio of technologies for subtractive and additive manufacturing – from high-precision tooling applications to industrial 3D printing solutions.

More information: www.urma-group.com/en

Media Contact



Miriam Schaller
Senior Marketing
+41 62 889 40 97
marketing@urma.ch

URMA AG
Obermatt 3
CH-5102 Rapperswil
+41 62 889 20 20
info@urma.ch
www.urma-group.com



URMA Experience Center
Weststrasse 2
CH-5506 Mägenwil
+41 62 889 20 20
info@urma.ch
www.urma-group.com

Photos and Captions



Logo-Haas-F1-Team

HAAS Automation, a leading U.S. manufacturer of CNC machine tools, is recognized worldwide for user-friendly machines and an excellent price-performance ratio.

Source: URMA AG



Logo-URMA-POS-CMYK

URMA AG has developed and manufactured precision tools for subtractive manufacturing since 1962 and has been a HAAS CNC machine dealer for more than 20 years.

Source: URMA AG



Experience-Center-Showroom-HAAS

As the exclusive distribution partner in Switzerland, URMA operates the “HAAS Factory Outlet Switzerland” at its Experience Center.

Source: URMA AG



Team-Foto-Experience-Center

With URMA taking over HAAS representation in Austria effective August 1, 2026, the former HFO Austria team is now part of the URMA Group.

Source: URMA AG