

## **History**

Haertha was founded in 2006, having as sole partner the company Aluport - Matriz de Portugal, Lda. The creation of Haertha allowed Aluport to shorten its production cycle in two days, which represents a great competitive advantage in the market in which it is inserted.

From 2006 to May 2013, Haertha benefited from being under the influence of the Haarmann Group, one of Aluport's partners, responsible for the transference of technology and know-how to the company.

Today, with 100% national capital, the production capacity of Haertha, the fact that it is located in an area of excellence in the production of tools, molds, dies and cuttings, and the great demand for heat treatment services from these industries has enabled it to achieve a good position in the market not only for the price, but also for the quality and speed of the delivery times.

## **Mission**

Haertha's mission is to be an industrial unit providing heat treatment services in metal products, for the metal-mechanic industry and in particular, for the productive sectors of tools, molds, dies and cuttings. It aims to be a reference company in the national market, not only through the competitive prices, but also for the quality and speed of delivery.

## **Strategic Vision**

Since Haertha provides services strongly linked to the precision metalworking industry, where competition is great, the company has followed a modernization and automation strategy, coupled with modern information technology, which goes through total control of the heat treatment service provided in its facilities, namely in the execution of the treatment, control of hardness obtained and metallographic analyzes.

Its strategic objective is to achieve a leading position in the national market. In order to achieve this, its strategy involves investing in technologically advanced equipment, high flexibility and productivity, and implementing and maintaining a Quality Management System, according to the NP EN ISO 9001 standard, in order to improve the quality of its services, continuous improvement and customer focus, to satisfy the market with opportunity.