# History 1873 - present



### **Founded in the Black Forest**

■ Producing home-made wooden brushes

### 30s and wartime

- First delivery abroad
- Company fire: complete and larger new construction
- Continued cooperation with department stores
- Fully automated production of domestic brooms
- Product range: Household brushes and brooms

## 50s

- First plastic brushes developed
- R&D department established
- Market launch of fully plastic brooms and hand
- Branch in Emmendingen

## 70s

1970

- Development and production of first wall accessory lines made of plastic
- First building supply store customer

### 90s

1990

- Market launch of innovative adhesives technology
- Developed first metal bathroom accessories

# Present

- Mixer taps from in-house production
- Advancement of adhesives technology
- Partner for retail

2014

1873 1880

1930

# 1960

60s

- First participation in an international
- Return to manufacturing brushes and

1980

- Supply to building supply stores expanded ■ Product range: Focused on sanitary ware
- Production of brushes and brooms stopped

2000

# From 2000 on

- Additional innovations in the bath sector
- Expansion into the entire bathroom retail

First fully automated machine for clothes brushes

- Company water power station and lumber production
- First brush punching machine and plastic mixer

**Founding years** 

- Introduced into the WOOLWORTH range of products

# Post-war period

- Product range temporarily switched to wooden buttons and egg cups due to raw material shortage
- brooms

- New development of cleaning products
- Product range split: Domestic-, sanitation- and cosmetics products