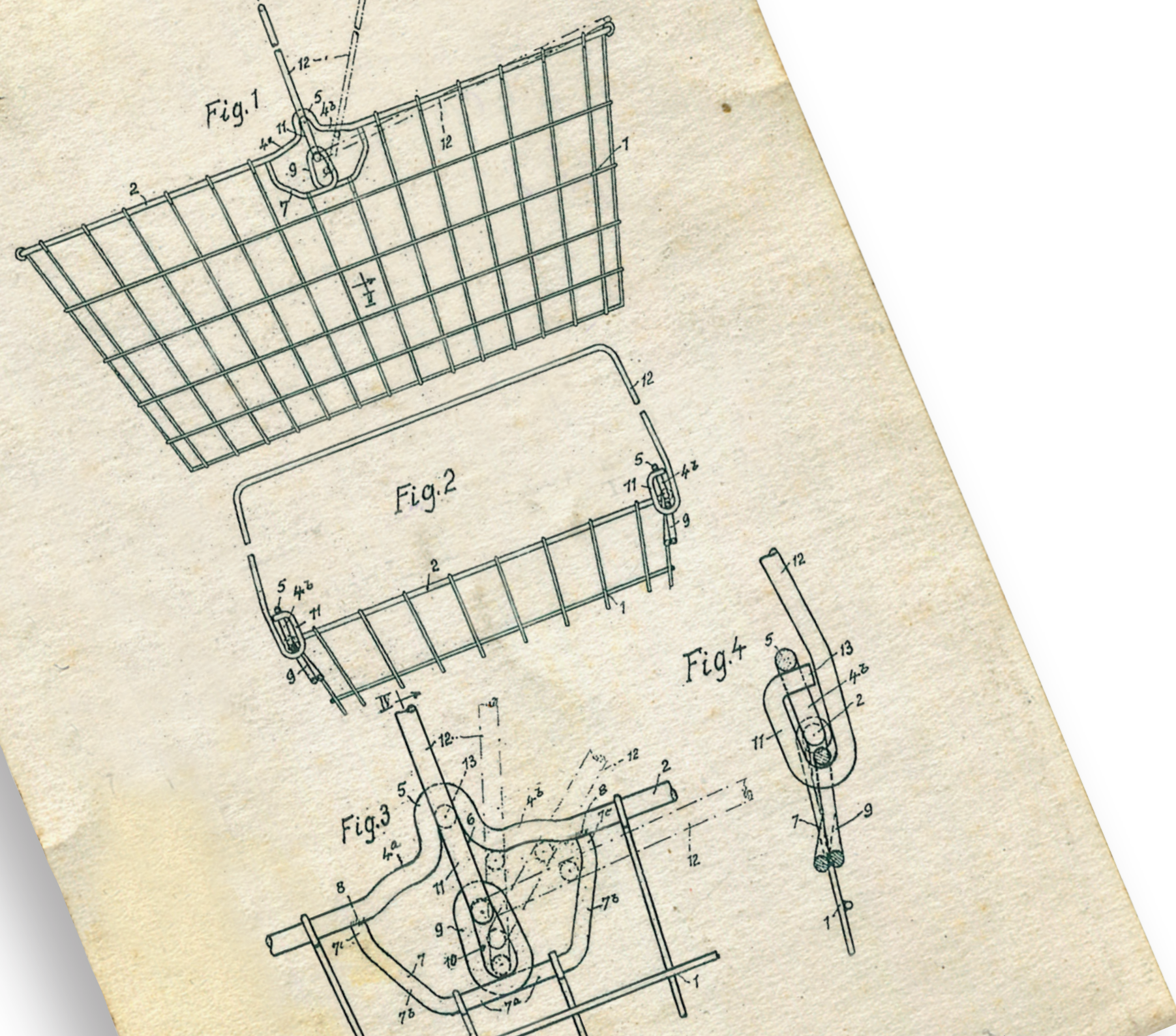


wanzl



WANZL STORIES



If you are holding this volume in your hands, you are one of the people we refer to as “friends of the company”, with a truly special connection to the Wanzl brand.

But do you also know the history of our company; are you familiar with how it all began and the journey we took over the course of decades? Do you know about the sometimes-strange twists of fate that have made the company what it is today?

This volume illustrates several episodes that occurred over the course of six decades, offering you an insight into the values we put into practice, how we interpret partnership and reliability, our definition of quality and the power of innovation, and just how important our customers and co-workers are to us.

So take a little time and immerse yourself in our short stories. We truly believe that this extraordinary opportunity will enable you to learn the ins and outs both of what we do, and of our special Wanzl DNA.

I hope you enjoy it!

Gottfried Wanzl | Chairman of the Supervisory Board

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“Weighing up” the options and moving from scales to trolleys.

When Rudolf Wanzl Senior took up self-employment on May 5, 1947, the company's designation in the commercial register was “Workshop for the construction of scales and provision of repair services” (“Werkstatt für Waagenbau und Reparaturdienste”). This was a clever decision at the time, as direct contact with his clientèle – mainly consisting of butcher shops – was a guaranteed way to feed the family in those times of “payment in kind”.

While major manufacturers of scales made it increasingly difficult for small and younger companies to achieve success, a happy stroke of fate meant that the family was able to switch into a completely new business area that had not yet been occupied. The NCR National Cash Register company was seeking a supplier to produce metal shopping baskets for a model supermarket. NCR director Wegner took a strong liking to Rudolf Wanzl Junior and even briefly employed him in the company – though Rudolf Wanzl felt that he was not born to be an

employee. However, in Wegner he found a mentor who – alongside this first order – gave him many new and important business contacts and inspired his passion for the self-service business.

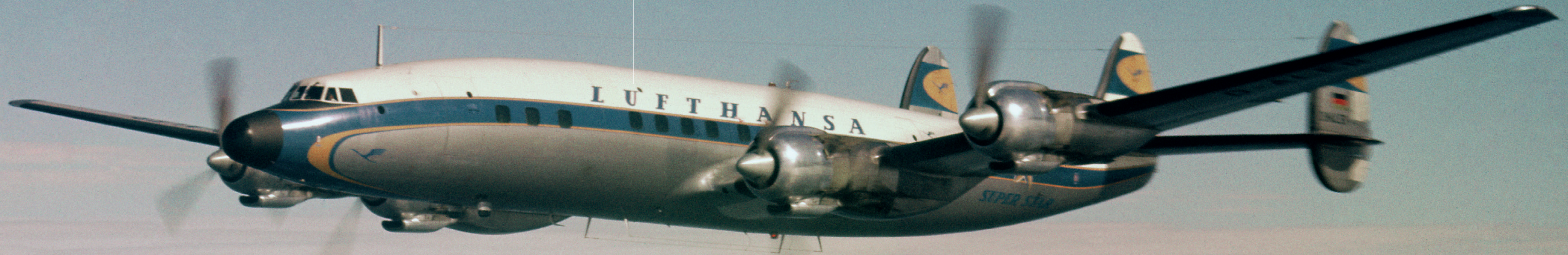


In 1949, Germany's first self-service store opened in Hamburg, with 20 shopping trolleys and 40 small shopping baskets from Leipheim.

During a journey to the USA, also made possible by Mr. Wegner, Rudolf finally caught the supermarket and discounter bug. Back in Leipheim he focused all of his attention on the design and production of functional, high-quality shopping baskets and shopping trolleys.

And so, after “weighing up” his options, it was not long before Rudolf moved “a-weigh” from scales to shopping trolleys! We will allow ourselves the wordplay, given that the company is now a global player!

Row 14, window seat on the left:
the birth of a brand.



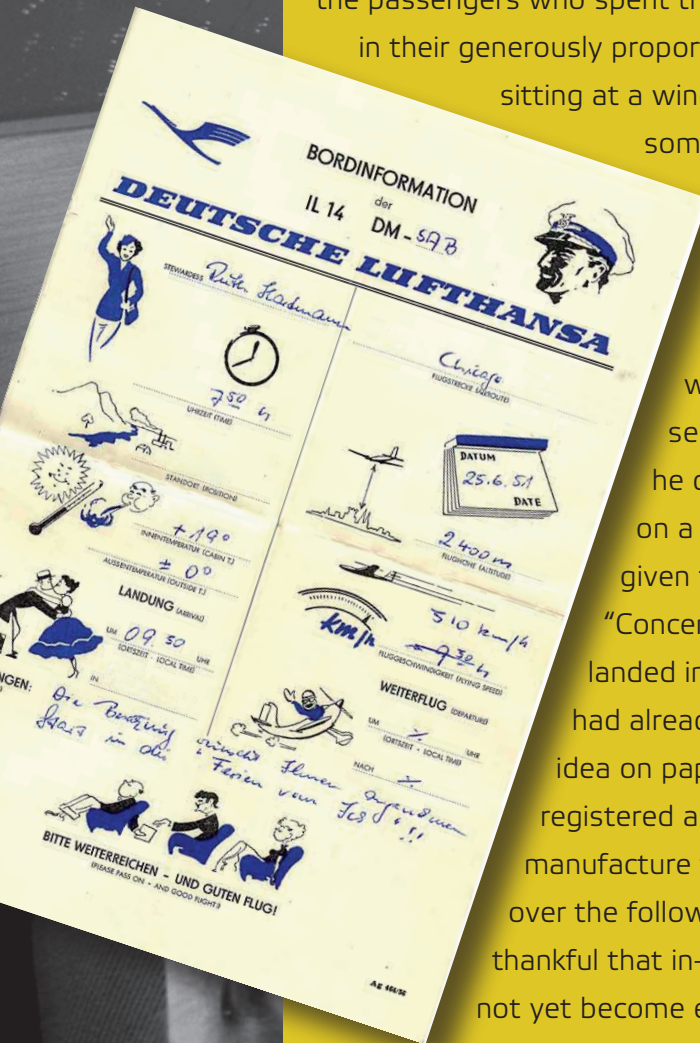
In 1951, flying was still an adventure, particularly on long-distance routes across the Atlantic. In the cabin, there was no mistaking the sound of the powerful propeller motors, and their vibrations were constant companions to the passengers who spent the long flight time eating, drinking, smoking and reading in their generously proportioned seats. One of the passengers in particular – sitting at a window seat behind the wing – wanted to achieve something while gliding above the clouds towards Europe.

He was preoccupied with too many insights he had gained in America, and unleashed ideas that he felt compelled to put to paper. He picked up his leather briefcase, took out a large writing block, and recorded what his meeting with the American pioneer in self-service, Sylvan Goldman, had inspired him to do:

he drew the first sketch of a shopping basket mounted on a chassis, which would later be given the memorable name of “Concentra”. When the plane landed in Frankfurt, Rudolf Wanzl had already put his groundbreaking idea on paper so clearly that he soon registered a patent for it, going on to manufacture thousands of the product over the following years. We can all be thankful that in-flight entertainment had not yet become established – otherwise, who knows which blockbuster the idea of the first mobile shopping trolley would have been sacrificed to...?

1951. The first “Concentra” shopping trolley with a fixed basket is patented.

The company employs 50 staff and has a turnover of DM 750,000.



In 1972, the company was in urgent need of larger premises in order to fulfil the high number of orders. Plant 2 was set up, meaning that Wanzl was able to process their full order books reliably and to the usual quality standards. But then, out of nowhere, the company's Augsburg-based bank demanded that the building loan be repaid.

They forced Rudolf Wanzl to sell the plant, and pay off the credit within six weeks. With his back to the wall, Wanzl decided to approach the local Günzburg savings bank. He told them about the situation and the bank immediately pledged to help. Shortly before the credit was approved, the bank director and his deputy turned up at Wanzl's home. It was lunchtime, and Rudolf's mother had just finished cooking; the whole family was sitting around the kitchen table. The family invited the two visitors to take a seat, and served them bread soup, and then mashed potatoes with crackling, onions and garlic. The loan was approved on the same day, and the company could breathe again. A little while later, the director of the savings bank explained why the approval was provided so quickly and smoothly: "When a family spends time together in this way and is so unassuming around the lunch table, nothing can go wrong."

To this day, no one knows who was really behind the arbitrary decision to demand repayment. The loan enabled Wanzl to continue his course of growth, and achieve success with initial expansion into new markets. And mashed potato is still served in the Wanzl cafeteria today!

2.5 million for a very special meal.

At the end of the 60s and start of the 70s, the efforts of 400 employees increased the company's sales to more than 16 million Deutschmark – a feat that was also made possible through the establishment of new production areas in Leipheim.



IN BED WITH THE

BUYER.



EuroShop has been established as the world's leading trade fair in this industry for decades. In 1966 Wanzl, a young company at that time, presented at the first fair in this series, with the aim of generating orders and gaining contacts.

In those days, every single trade fair visit bore a significant cost factor, for which reason the entire Wanzl team stayed at a simple guesthouse, where each room accommodated two employees, and everyone shared communal bathrooms to prepare for the day.

Towards the end of the first day of the trade fair, the buyer from a major Swedish furniture firm visited the Wanzl stand. The trade fair was, in some ways, a rather informal affair back then. People were just "spending time

together", and so conversation remained personal. In the course of this easy conversation, the visitor revealed that he was rather stressed out, as he had not been able to find a hotel room and did not know where he could stay. Immediately, the team offered him a room of his own in the guesthouse, while the team could be accommodated in additional beds in their colleagues' rooms – thankfully, compliance was not an issue then!

The buyer accepted this thoughtful offer with a relieved smile. He took the room in the guesthouse, and he no doubt dreamt of the team's generosity!



Wanzl has taken part in every single EuroShop since 1966. The company continues to present innovations for the retail trade to the present day at this leading industry trade fair.





Over the course of decades, Rudolf Wanzl proved definitively that he was a foresighted entrepreneur. His motto was: “We invest everything we earn into the ground, rock and earth.” Following this principle, the first ground-breaking ceremony for Plant 4 took place three months before the fall of the Wall in July 1989, and represented a major project with tremendous scope. Rudolf Wanzl’s good fortune continued to hold: in October 1990, simultaneously with German reunification, the plant was opened with a new shipping department and expanded production areas.

However, there was not much time to celebrate, as the new federal states brought significant demand for shopping trolleys and shop elements. Supermarkets – initially temporary ones – shot up like mushrooms:

tent structures were erected in lush meadows, to serve as shops, cash desks were placed on pallets, and all the new stores were equipped with large quantities of shopping trolleys. Finally, the people of East Germany were given everything that had long since been standard in the West. At Wanzl, it was “all hands on deck” to ensure prompt delivery. Sundays became workdays, and administrative employees became industrious production assistants. Some field sales employees had to spend a Sunday working at the conveyor belt to “atone” for orders they successfully signed. However, no-one worked harder than the family of entrepreneurs itself – everyone mucked in! We are glad to report that the new factory halls provided sufficient space and enough resources to enable the abundance of orders to be fulfilled on time and to the usual Wanzl quality standards. The far-sightedness of the company founder, the luck of good timing, and the employees’ solidarity over the course of many months, guaranteed that Wanzl’s market share grew consistently in the years following reunification. Sales and employee numbers increased rapidly, and Wanzl became established as one of the largest employers in the region.

DDR

Wanzl increased sales by around 30 % in 1990. Branches in Czech Republic, Poland and Hungary were added from 1991.

D

Leipheim/Donau
08221 7791 • FS. 053670

wanzl +sohn

Mit w+s
verkauft man
schneller
Mit mehr Gewinn
und rationeller



1951 LEIPHEIM, GERMANY

Brüder Siegel OHG, Waagenfabrik,
Leipheim, Herrenbreite 2

Eröffnungsbilanz per 1. 9.48

13000,--	Kapital-Kto.	R. Wanzl sen.	5500,--
4000,--	"	R. Wanzl jun.	5500,--
	"	Fr. Siegel	3000,--
	"	Jos. Siegel	3000,--
			17000,--

Maschinen
Baumaterial

HAMBURG, G
1949



RUDOLF WANZL
1949



PRODUCTION
1955



RUDOLF WANZL
SENIOR



WANZL SENIOR



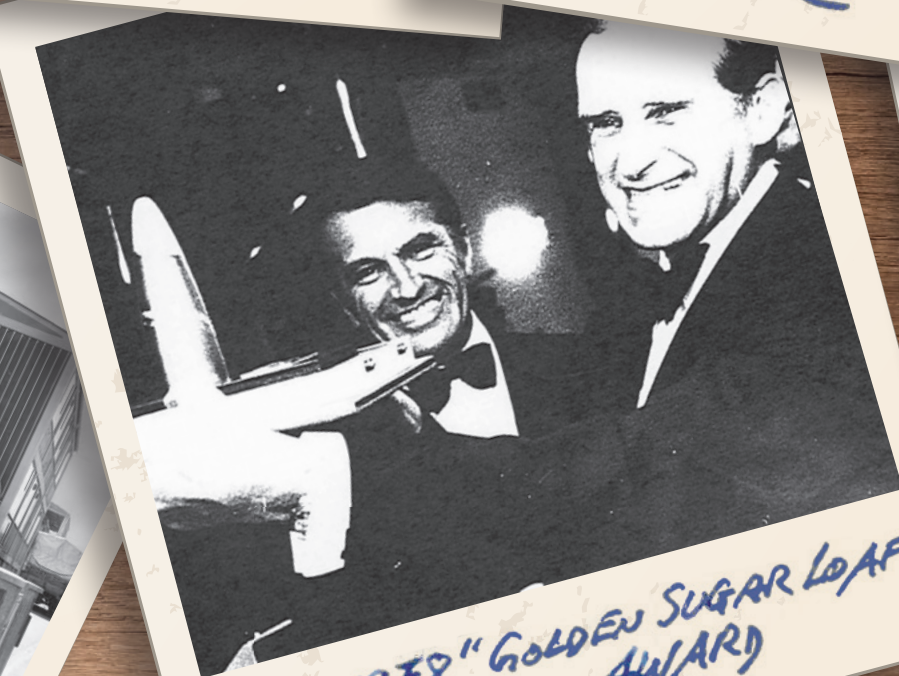
MRS. WANZL WITH
HER DAUGHTER...



THE FIRST BASKET



...AND SON GOTTFRIED
AS A MODEL



1978 "GOLDEN SUGAR LOAF"
AWARD



GOTTFRIED WANZL in
THE 80s



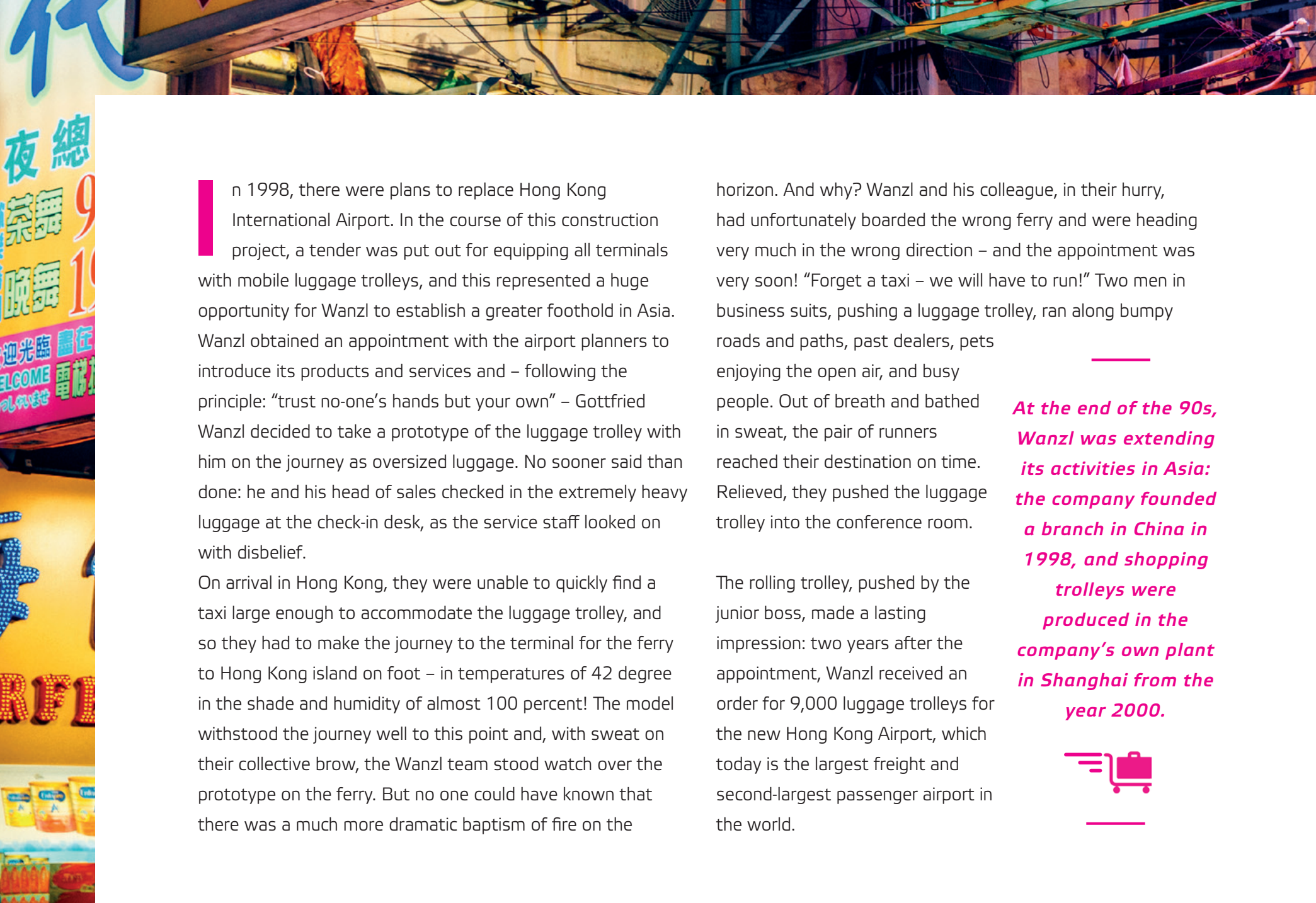
PLANT 1



請勿使用手推行李車

No baggage trolleys

HOW WANZL CONQUERED AN ENDURANCE RUN IN HONG KONG AIRPORT.



In 1998, there were plans to replace Hong Kong International Airport. In the course of this construction project, a tender was put out for equipping all terminals with mobile luggage trolleys, and this represented a huge opportunity for Wanzl to establish a greater foothold in Asia. Wanzl obtained an appointment with the airport planners to introduce its products and services and – following the principle: “trust no-one’s hands but your own” – Gottfried Wanzl decided to take a prototype of the luggage trolley with him on the journey as oversized luggage. No sooner said than done: he and his head of sales checked in the extremely heavy luggage at the check-in desk, as the service staff looked on with disbelief.

On arrival in Hong Kong, they were unable to quickly find a taxi large enough to accommodate the luggage trolley, and so they had to make the journey to the terminal for the ferry to Hong Kong island on foot – in temperatures of 42 degree in the shade and humidity of almost 100 percent! The model withstood the journey well to this point and, with sweat on their collective brow, the Wanzl team stood watch over the prototype on the ferry. But no one could have known that there was a much more dramatic baptism of fire on the

horizon. And why? Wanzl and his colleague, in their hurry, had unfortunately boarded the wrong ferry and were heading very much in the wrong direction – and the appointment was very soon! “Forget a taxi – we will have to run!” Two men in business suits, pushing a luggage trolley, ran along bumpy roads and paths, past dealers, pets enjoying the open air, and busy people. Out of breath and bathed in sweat, the pair of runners reached their destination on time. Relieved, they pushed the luggage trolley into the conference room.

At the end of the 90s, Wanzl was extending its activities in Asia: the company founded a branch in China in 1998, and shopping trolleys were produced in the company’s own plant in Shanghai from the year 2000.





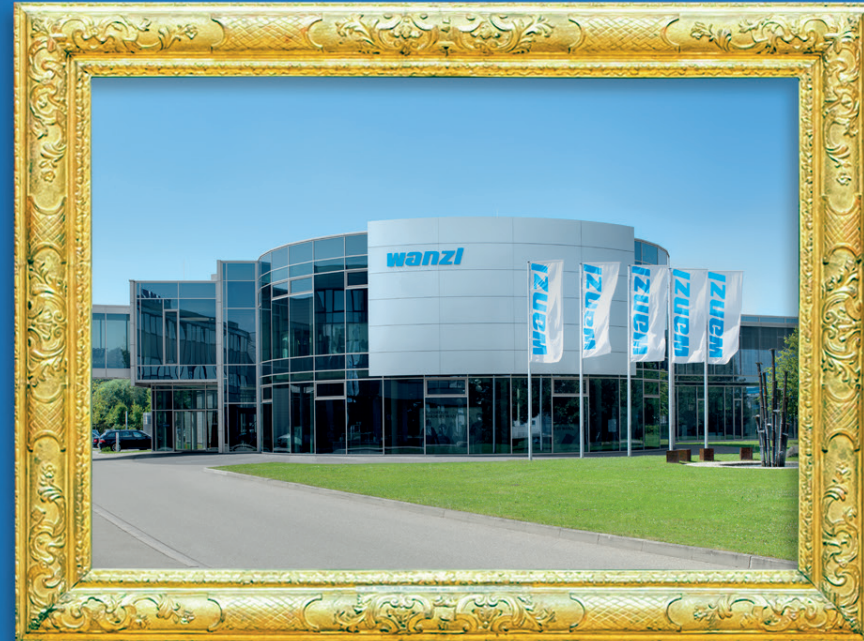
WANZL AND THE INSPIRING SPARK.

Australia. They already had koalas, endless coastline and kangaroos – but they still did not have the right shopping trolleys. It stood to reason then that Gottfried Wanzl, who was both Head of Sales and the Chairman of the Management Board, made the journey together with his CFO to discover Down Under! Of course, in completing their store checks, the small delegation came across shops that did not have any Wanzl shopping trolleys whatsoever. And although an Australian saying goes ‘Tis a silly sheep that confesses to the wolf’, products manufactured by Australian competitors could hardly avoid it: these products drew the interest of the small Wanzl team, and they disclosed their key features. In the basement of a large shopping mall, at the collection point for the shopping trolleys spread across the underground parking area, Gottfried Wanzl steered towards a trolley, knelt down, and performed his expert checks: he ran his fingers along the welded seams, noted how the handles were processed, and turned the trolley onto its side, testing its bearing and how easily it rolled. He forgot himself while performing his technical diagnosis, and suddenly there was a rough voice: “Hey, mate, what are you doin’?” A member of the supermarket security staff had happened across the German delegation, in front of which the Australian representative rose up, protectively: “This is the famous Mr. Wanzl from Germany – the GODFATHER of SHOPPING TROLLEYS!” Puzzled, the man stayed where he was and focused on the godfather, who was currently still kneeling on the ground. He then stood up, dusted himself off, approached the security guard and stretched out his hand. The guard took his hand firmly and gave a warm smile. Thank heavens!

Wanzl has been exporting shopping trolleys to Australia since the end of the 80s. The company has been managing its own branch down under since 2002.



CREATIVITY, NOT CRISIS.



In 2010, two new business units were adding to the existing Retail Systems, Shop Solutions, Logistics + Industry and Hotel sectors, in the form of Airport and Access Solutions.



Before the banking crisis took hold in 2008 when the major American bank Lehman Brothers folded, Wanzl had already started new construction at its company headquarters in Leipheim. Prior to that, two strategic competitors had registered for bankruptcy and closed their plants. There was much worry among members of the Management Board, as well as employees: was it possible to justify an investment of this type in these extremely uncertain times? There was a storm brewing, and in 2009 the crisis reached its apex and hamstrung the global economy – these were far from ideal framework conditions...

However, the Management Board was far-sighted and courageous in these difficult times. It decided to create additional exhibition rooms for shopfitting in the planned Wanzl Creative Centre, in place of the underground parking.

The decision paid off: in 2010, the global economy was growing again and the build was finished. Wanzl was able to present its entire cross-sector product portfolio at prestigious premises in which history, product diversity and innovation were exhibited on all three storeys. The diversity of the range impressed customers from far and wide, and the company emerged stronger from the crisis.

Today, the constantly changing exhibition at these premises is an essential part of the company story. It is where new developments and areas of business are presented, and the company demonstrates that Wanzl's creativity and power of engineering goes far beyond their core product: the shopping trolley. And if you do not believe us, come and see for yourself...



AFRICAN-

Achieving business success on the African continent requires not only patience and tenacity, but above all a great deal of talent for improvisation and a willingness to take unconventional steps. In South Africa, Wanzl had to resolve scepticism about the weight a plastic shopping trolley could carry – and they had to do it quickly. The Head of Exports did not need to think about it for long: there he goes – leaping into the shopping trolley! In all honesty, this proof with a fully grown man weighing a good 85 kilogram should have been sufficient, but far from it: one of the

STYLE PRODUCT TESTING.

customers present immediately copied him and was clearly very comfortable in this plastic German vehicle. There was much excitement as photographs were taken documenting the quality of the Wanzl shopping trolley. To this day, this extraordinary procedure remains a “Shopping Trolley Standard for Africa.”

Other nations started to put Wanzl products through their paces as well, though – for example, in Switzerland engineers loaded a Wanzl shopping trolley with the weight of an elephant and let it crash into a wall at 120 km/h. It withstood this and all the other load tests. When it comes to stunts, Wanzl quality passes every time!

With an average service life of 15 years, Wanzl shopping trolleys cover approximately 360,000 km each: that is the distance from the Earth to the moon.



"Do we still have money?"



Rudolf Wanzl remained part of the company well into old age, and long after he left an active role on the Management Board. He ran through the company and was always delighted when he saw innovation in his life's work, and he enjoyed conversations with employees who had been with the company for many years, or with one of the company suppliers, or with customers who crossed his path as he wandered around. And every evening he performed the same ritual: at precisely 6:30 p.m., Rudolf Wanzl

appeared in the office of CFO Derks, greeted him warmly, and – without being invited to do so – sat down at the small conference table. "How's everything going?

Anything new to report?" This is how this brief evening chat would start, but it would always end with the following phrase: "I have to go home now – my wife has cooked dinner!"

Then he would stand up, in order to call back briefly from the open doors:

"Do we still have money?"

A nod and a smile from Mr Derks was enough, and Wanzl would then make his way home. See you tomorrow!

Rudolf Wanzl passed away at the age of 86, after 64 years of dedicating himself to the company.



TOGETHER
 THROUGH
THE FIRE.



A phone ringing in the middle of the night rarely brings good news. And so it was when Gottfried Wanzl answered the phone on February 11, 2012, and someone told him in a distressed voice: “Look out of the window! Plant IV is burning down!” Was the family’s life’s work going up in flames? An enormous blaze towered above the electroplating building, cloaking the surroundings in billowing smoke.

On this fateful night, Gottfried Wanzl encountered countless fire engines at the factory gate, together with gleaming headlights and hose lines that had been laid. The din of the droning fire-fighting pumps was only interrupted by the searing frequencies of radio signals and orders issued loudly by the Fire Brigade. Members of the Management Board, together with the Fire Brigade managers, hurried through the spaces that had not yet been taken by the fire, to get an overview of the situation. Thank heavens! The fire protection systems were holding; the Fire Brigade did outstanding work; the fire did not spread to the adjacent halls. And, much more importantly, everyone – employees and helpers alike – was luckily unharmed.

Two days later, when the final hot spots had been extinguished, the full scope of destruction was clear. The fire had caused over €40 million of damage, and had destroyed not only the buildings but also an important nerve centre in production. Would they still be able to fulfil delivery orders? And would any jobs be at risk?

What happened next was truly extraordinary. The company experienced a wave of helpfulness and solidarity: suppliers offered support, as did understanding customers and even competitors. What was most impressive though was how all of the co-workers responded, helping in a

huge variety of ways to get the company back on its feet. Almost all delivery deadlines were met, and goods promised were fulfilled, the cleanup and restructuring work moved forward quickly and without bureaucracy, and the result was a very fast return to normal business operations.

The word “Thanks” took on new significance at Wanzl on that memorable day, and, in the face of adversity, it became clear that people can literally come through anything when they work together – even fire!

Around 300 emergency services personnel from 18 fire brigades, the THW and the Red Cross were on site, in temperatures down to -20° C. The final hot spots were extinguished five days after the fire broke out.



One family,
three generations,
one employer:
WANZL.



How the Wanzl family of founders itself, which has been moulding the company over the course of generations, also writes a piece of living company history for the Miller family. Father Xaver (78), son Xaver Junior (52), and grandson Christian (26); this family from Kirchheim were born into different times and circumstances, but have one thing in common: they spent, and are still spending, their working lives at Wanzl. How did this happen? Happy accidents, sticking together, and Wanzl as a guarantee of a safe workplace – all of these elements play a role.

On April 19, 1960, the senior of the family started working in the former “cheese kitchen” of a dairy in Kirchheim, which had been hurriedly converted into a workshop. In a very small space, 12 co-workers ensured that metal wire was perfectly soldered, and – following processing with silver solder in a traditional hard soldering process – indestructible. Since then, Wanzl has continuously developed and expanded, resulting in today’s highly automated Plant 3 in Kirchheim: co-workers took the approach of sticking together through all those years. This was a matter of course as everyone knew everyone in the village of

Kirchheim; but it was also because the Millers valued the passion with which Rudolf Wanzl dedicated himself to the company 365 days a year, without pause. Xaver Senior and Junior tell of how it was not unusual for Rudolf Wanzl to appear in the workshop with a new material: “I’ve had an idea...!” This spirit of innovation and the challenges associated with it were key drivers to Xaver Miller Junior joining the company in 1979 and having stayed true to it to the present day. He now enjoys a role as Head of Department. As Wanzl has always been associated with providing safe jobs, Xaver Junior was delighted when his son Christian started his professional life at Wanzl in 2007. And Christian is now just as well qualified as his father. He

Responsibility to co-workers, partners and customers has guided Wanzl’s approach since 1947, and the company has received multiple awards for this.



works as a designer in the metal-working shop and in equipment construction. All three of them recognised that the development of family-run and industrial companies is not only unstoppable but also necessary in order to enjoy a position at the forefront of today’s globalised competition. On top of this, unifying family values are retained. That is why it is very probable that the next generation in Christian’s family will also wear work clothes with a blue logo...



SALSA SHOPPING TROLLEY



TECHNIBILT USA



WANZL CZECH REP



FINAL ASSEMBLY / SHIPPING
FOR SHOPPING TROLLEY



YOUR TABLE COOL



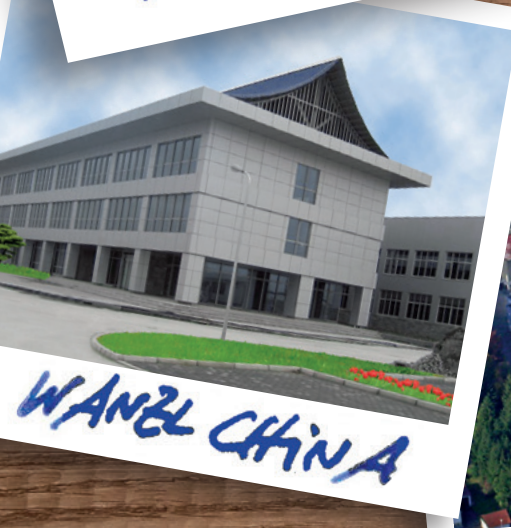
WANZL KIRCHHEIM



GALAXY GATE



WANZL FRANCE



WANZL CHINA



WANZL LEIPHEIM



WIRE STORAGE



LUGGAGE TROLLEY



MUNDUS CHAMBERMAID
TROLLEY



WANZL GB



KT3 DRIVE ORDER
PICKING TROLLEY

WE LOOK FORWARD TO CONTINUING
WANZL'S STORY, AND REMAINING
A RELIABLE PARTNER TO OUR
CUSTOMERS, SUPPLIERS AND
CO-WORKERS WITH THE ENDURING,
TRADEMARK WANZL SPIRIT.
A PARTNER THAT ALWAYS
OFFERS NEW AND SURPRISING
SOLUTIONS...



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