

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 brushes
- Branch in Emmendingen

70s

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

90s

- 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

1873

1880

1930

1945

1950

1960

1970

1980

1990

2000

today

Founding years

- Company water power station and lumber production
- First brush punching machine and plastic mixer
- First fully automated machine for clothes brushes
- 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
- Return to manufacturing brushes and brooms

60s

- First participation in an international trade fair
- New development of cleaning products
- Product range split: Domestic-, sanitation- and cosmetics products

80s

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

From 2000 on

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