

## **Adolf Würth GmbH & Co. KG: Milestones in the company's history**

- 1945** With 20 years of experience in this line of business, Adolf Würth establishes a wholesale firm in Künzelsau, in the Hohenlohe region in the south of Germany, supplying screws, nuts, and bolts.
- 1952** Since 1952, the building in Künzelsau's Bahnhofstraße has been serving as company building.
- 1954** Death of Adolf Würth, founder of the firm, at the age of 45. His 19-year-old son Reinhold takes over the business. Annual sales at that time are around EUR 80,000.
- 1956** First company logo is designed by the Künzelsau decorator Otto Trestik according to an idea of Reinhold Würth. The emblem consists of two screw heads, a cylinder head above and a round head below, that frame the Würth lettering.
- 1969** The company premises at the railway station of Künzelsau reach the limit of their capacity. The offices are moved to new building in Künzelsau's municipal district of Gaisbach.
- At the same time, Reinhold Würth pushes the internationalization of the Würth Group: Already at the beginning of the 1960s, he founded the first European companies (left: Photo of the first international company Würth Nederland B.V.). Since 1969, the Würth Group has been represented in the USA, since 1970 also in Latin America.
- 1972** With the acquisition of the picture "Cloud Reflection in the Marsh" the foundation stone is laid for the Würth Art Collection. Today, the collection comprises about 12,500 works of art. It mainly focuses on sculptures, paintings, graphic art created between the end of the 19<sup>th</sup> century and the present, recently also on the art of the early modern period.
- > *More about the Würth Collection* (Link to [kunst.wuerth.com](http://kunst.wuerth.com))
- 1975** The trading business starts to develop own products and to sell them under the Würth brand. The company brand ZEBRA® is created. From 1976 on, the company launches hose clamps, and short time later also spiral drills, cable dispensers as well as chemical-technical products and a tool program on the market – all under the new brand name. Since then, the range of the ZEBRA® brand products has systematically been developed further.

- 1978** New distribution center goes into operation in Künzelsau-Gaisbach. At that time, it sets new standards and meets with great interest among the experts. The aerial photograph shows the company premises after the distribution center had been finished.
- 1982** After five years of testing, Würth brings the ORSY® system (ORder and SYstem) onto the market: With this individual Würth shelf system products can be stored in a clear fashion. This way, the storage place is used optimally and craftsmen see at a glance which articles need to be reordered.
- 1985** In the 1980s, Adolf Würth GmbH & Co. KG experiences strong upswing. Between 1980 and 1985, the sales of the Würth Group almost double and take the one-billion-deutschmark limit for the first time.
- Not just the Würth Group's parent company, Adolf Würth GmbH & Co. KG, expands steadily, but the entire Würth Group. The foundation of companies in Australia (1982) as well as Japan and Malaysia (both in 1987) round off Würth's presence on all continents.
- 1989** Adolf Würth GmbH & Co. KG is awarded the German Marketing Prize.
- The Würth brand has firmly established on the German market and is associated with values like quality, customer-orientation and reliability. The concise red company logo, the first version of which was already developed in the 1950s, also stands for these values. The emblem has been modernized several times and has been available in today's form since 1983.
- 1990** The first branch office in the new German federal states is opened in Dresden.
- 1992** News at the headquarters of Adolf Würth GmbH & Co. KG: On 15 May 1992, the new headquarters building is officially opened in Künzelsau-Gaisbach.
- The modern office complex also houses an art museum that is open to the public. The open architecture makes a lively exchange between visitors and employees, between art and business life possible.
- 1994** On 1 January 1994, Prof. Dr. h. c. mult. Reinhold Würth retires from operational management and takes the chair of the Advisory Board of the Würth Group.
- 1995** Adolf Würth GmbH & Co. KG celebrates its 50<sup>th</sup> company anniversary in April. At the same time, Reinhold Würth celebrates his 60<sup>th</sup> birthday. A major party, to which more than 8,000 guests from all over the world are invited, is thrown at the Stuttgart Schleyer-Halle.

- 1997** The spatial expansion of Adolf Würth GmbH & Co. KG in Künzelsau-Gaisbach is advancing: Already at the end of 1996/beginning of 1997 an annex to the distribution center takes up operation to keep up with the steady development of the company. So far this has been the last new building at the corporate headquarters. By taking over the former building of the Stahl company in 2002 the business premises were extended again to today's size.
- 1997** Thanks to the new medium, the Internet, ordering products becomes easier: Since 1997, we have been offering the ordering system "Würth Catalog Online" (WÜKO).
- 2000** The Würth Group rounds off an outstanding fiscal year in the history of the company by setting new records, with the company's sales exceeding EUR 5 billion. This represents the fulfilment of the target set by Prof. Dr. h. c. mult. Reinhold Würth. His "Vision 2000", formulated back in 1987 when Group sales were just EUR 700 million, becomes reality.
- 2005** Adolf Würth GmbH & Co. KG celebrates 60 years in business.
- 2006** Bettina Würth takes over the chair of the Advisory Board of the Würth Group from her father on 1 March 2006. Prof. Dr. h. c. mult. Reinhold Würth is now Honorary Chairman of the Advisory Board and remains Chairman of the Supervisory Board of the Würth Group's Family Trusts.
- Alma Würth, co-founder of Adolf Würth GmbH & Co. KG, passes away on 4 May 2006. Alongside her husband Adolf Würth, she was the driving force behind the foundation of the screw wholesale business.
- 2007** Adolf Würth GmbH & Co. KG is the Group's first entity to record sales of EUR 1 billion in a fiscal year, including intra-Group sales.
- 2009** Opening of the 300th sales branch in Germany. As an addition to the Würth sales force the company continues to extend the network of branch offices further.
- 2009** The Würth Group receives the German Logistics Award 2009 from the German Logistics Association (Bundesvereinigung Logistik, BVL) for its modular system logistics concept which can be specifically tailored to individual customer groups. The award ceremony is held during the 26<sup>th</sup> German Logistics Congress in Berlin.
- 2010** The Würth Group celebrates two special occasions: The 65<sup>th</sup> anniversary of Adolf Würth GmbH & Co. KG and the 75<sup>th</sup> birthday of Reinhold Würth.
- Adolf Würth GmbH & Co. KG has been turning from a two-man business into one of the largest German trading businesses within the last six decades. Yet, one thing has remained unchanged: The passionate

commitment of all employees to support customers with permanently improved services to make sure that they can concentrate on their business. This is what the Würth brand stands for.

On the occasion of the anniversaries Adolf Würth GmbH & Co. KG and the Würth Group as a whole will now, after 20 years, receive a redesigned logo.