



## PRESS RELEASE

# BRUDER Spielwaren cracks the 100 million € sales mark

Record sales with a laughing and a crying eye

Fürth-Burgfarrnbach – 01/31/2023. 2022 – a year that once again kept the world on its toes with incalculable events. New challenges had to be faced again and companies had to be guided onto sustainable paths. The sales growth to 100 million euros shows that the concept of the Fürth-based family-owned business BRUDER Spielwaren GmbH + Co. KG is well received. However, this increase of 8.5 percent is offset by enormous increases in energy prices and price explosions for purchased parts. A forecast for 2023 is difficult in this context – albeit with a great deal of optimism.

### Review – Success and challenges

While 2022 started with great expectations of an imminent end to covid restrictions, a further damper was added in February. The war in Ukraine and rising energy costs also exacerbated the existing problems of raw material shortages and supply chain problems. “I look at the conclusion of 2022 with a laughing and a crying eye,” summarises Paul Heinz Bruder, CEO of BRUDER Spielwaren GmbH + Co. KG. “We were able to climb a great new sales peak and increase revenue by 8.5 percent. However, we have never faced such major challenges in the company’s history. The rising raw material prices for plastics, paper and cardboard, steel surcharges or even transport surcharges caused our costs for purchased parts to explode. In addition, there were the incalculable rise in energy costs. During the course of 2022, the Franconian manufacturer was still able to fend off a price increase for the trade and offset the burdens itself. For 2023, however, this is no longer doable for the family business. Since the pricing will not regress for the time being, retailers will have to expect an increase in purchase prices of around 10 percent for 2023. In this context, forecasts for the coming year are also difficult. The development of purchasing power, especially for families in Europe, is difficult to evaluate. “We are currently cautious about

renewed growth expectations. However, we would be delighted if we could maintain what we have achieved," says Paul Heinz Bruder.

BRUDER supplies its model toys to over 60 countries and demand is constantly increasing. This made it possible to compensate well for the loss of the sales markets in Ukraine and Russia. The export rate remains at around 70 percent. The DACH region recorded a particularly strong year, which was able to build on the record sales of 2020. The markets in South Korea, Japan as well as Poland and the Baltic States show further strong sales. The North American region also experienced a very positive development.

### **Investing in the future**

Despite all the crises, the family-owned business, which is now run by its third generation, is relies on the tried-and-tested line and will once again be offering its customers numerous attractive innovations in top BRUDER quality in the coming year. "We will continue to invest in modernisation and digitalisation at our production sites in Fürth and Pilsen in order to emerge stronger and more stable from these times," says Paul Heinz Bruder. BRUDER is facing the battle for competitiveness in a future-oriented manner. The three keywords are: Innovations in plastics technology, digitalisation of production and optimisation of resources.

BRUDER is particularly pleased that the number of employees at the Fürth-Burgfarrnbach site has increased despite a shortage of skilled workers. On the reporting date of 12/31/2022, the number of employees was around 500, including 24 trainees in currently six apprenticeship occupations. The medium-sized company offers around ten apprenticeship positions every year. Investments in training are particularly important to the company. This is where the specialists of the future are born in order to actively support the company later on.

The investment volume amounted to around nine percent of sales in 2022. This includes the purchase of six new energy-saving injection moulding machines, investments in state-of-the-art production methods and the registration of intellectual property rights. As part of the manifested sustainability concept, the ISO 50 001 certified company also relies on a wide range of measures for effective energy saving. This can be seen on a small scale, for example, by purchasing fast-charging lithium-ion forklifts or new energy-efficient windows. Further comprehensive measures are planned for 2023.

## **Outlook and new products 2023**

After two years of hiatus, the toy industry is looking forward to another in-person trade fair. From 1st to 5th February 2023, the trade audience will meet in Nuremberg. BRUDER Spielwaren can be found with exciting new products in Hall 6/Stand C31-37.

BRUDER Spielwaren is presenting a total of 33 new or revised products at the world's leading trade fair this year.

### Truck fleet in new outfit

The popular Scania truck will receive a modern cab in 2023 based on the current R model series from the Swedish transport specialist. As of June, these new trucks will replace the previous Scania products. A series of tried-and-tested MAN and MB trucks that have been redesigned and produced for fans of all ages will be available at retailers from January onwards.

### Emergency vehicles themed world

One of the main topics for 2023 is the expansion of the fire brigade fleet. In addition to the new fire brigade emergency vehicle available as of January, based on the pick-up bestseller RAM 2500 Power Wagon, an MB Sprinter fire brigade truck will be available in July. Both vehicles have plenty of space for equipment and functional water spray pumps.

The police and ambulance themed worlds will receive new emergency vehicles in October 2023. With the Range Rover Velar, a versatile SUV will expand the BRUDER product line. As an emergency doctor's vehicle and police vehicle, the all-terrain 4-door vehicle brings its crew safely to the place of action.

### Agriculture themed world

The new Fendt Vario 211 will be available at retailers as of February. The Allgäu licensor's new manoeuvrable all-purpose tractor is available with and without tipping trailer. Of course, this tractor also has Bruder-typical features, such as the off-road front axle or the additional drag link. In addition, the agricultural themed world will be expanded by an irrigation trailer from March. 1.80 metres of hose fits on the roller of the trailer. Using the pump system and the detailed sprinkler truck, farmers can water fields, gardens or flower boxes.

### Construction site themed world

The bworld figures and themed sets have been enriching the BRUDER play worlds since 2011. In August 2023, a new construction site set will now complete the world of construction vehicles. The set is particularly detailed and contains everything that is required in real life on a construction site – such as a vibratory plate or a transportable toilet.

### Commercial vehicles themed world

In autumn, the municipal fleet will receive support from an MB Sprinter with working platform. Mobile work platforms are required for working at heights, e.g. on trees, street lighting or traffic signs. The BRUDER working platform brings every bworld figure safely to a height of up to 70 cm. The special highlight: When extending the crane boom, the personnel basket always remains in a horizontal position.

BRUDER vehicles also require maintenance: This is ensured by the RAM 2500 Service Truck as of January. It is used where repair and service work is carried out on large machines, e.g. in agriculture, or on construction sites. It is equipped with plenty of storage space for tools and a rotatable and extendable assembly crane.