



## BRUDER Spielwaren GmbH + Co. KG

### Facts and Figures

#### Who we are....

- Family owned company (GmbH + Co. KG)
- Founded in Fuerth, Bavaria, Germany in 1926
- Headquarters and Research & Development in Fuerth/Bavaria/Germany
- Production facilities in Fuerth/Germany and in Pilsen/Czech Republic
- Management: Paul Heinz Bruder
- Exports to more than 60 countries
- Approx. 470 employees
- 25 trainees
- developed plots approx. 57.000 m<sup>2</sup>
- Approx. 100 CNC-controlled injection moulding machines
- Tool room: Modern Milling machines and CNC-controlled cavity sinking EDM-machines
- Engineering and Design Dept. with modern 3D-design workstations
- Since 1998 US subsidiary : Bruder Toys America Inc., 4950 West 145<sup>th</sup> St., Hawthorne, Ca. 90250; e-mail: [info@brudertoys.com](mailto:info@brudertoys.com), phone +1-310-352-4665 website: [www.brudertoys.com](http://www.brudertoys.com)
- One of the market leaders in Europe concerning the production of high quality plastic toy vehicles scaled 1:16

#### What we provide:

- **Pro Series** for children aged 3 and up
  - 1:16 scale toy vehicles made of high quality plastics for indoor and outdoor play equipped with many true-to-original functions according to our slogan "just like the real thing"
  - Vehicles and machines covering the field of farming and construction (trucks, tractors, trailers, construction vehicles, accessories etc.)
  - Communal vehicles and machines, such as garbage trucks or lawn tractors
  - SUVs and Pickups

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- **bworld** for children aged 4 and up

The name “bworld” stands for “bruder world” and comprises a play system which was first launched in 2011. This play system contains modular play scenes, animals and figures as well as many accessories made from high quality plastics. The play system’s specific characteristics are on the one hand fully functional and realistic figures and on the other hand its versatility: bworld is compatible with the vehicles of the BRUDER Pro Series scaled 1:16. With this new play system endless play fun is guaranteed. Recommended for children aged 4 – 10 years.

- **ROADMAX** for children aged below 3

The ROADMAX brand line with its characteristic BRUDER design had been specially designed for children from the age of two years up and is based on the slogan "Play and Learn". The series is characterized by its particular robustness and easy handling. At the same time, BRUDER's well-known attention to detail was not neglected. The vehicles from the construction and agricultural ranges are designed so that they can later be combined with the Pro Series.

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