



Chronology of BRUDER

- 1926 Founded as a one-man operation by Paul Bruder who was looking for an occupation; working in painstaking detail, using a small hand press, he produced brass reeds, which he delivered to a toy trumpet maker.
- 1939 Business activity interrupted by World War II.
- 1948 Business restarted
- 1950 Heinz Bruder, having qualified as a toolmaker, joins his father's business and so carries the tradition on into the second generation.
- 1954 Heinz Bruder is awarded his Master's Certificate. He already saw his way forward in the perpetuation of the search of new ideas.
- 1958 Acquisition of a small, second hand, hand operated injection moulding machine; introduction of plastic manufacture and consequent changes in the business structure; a factory floor area of 60 m² is no longer sufficient. The implementation of new production technology methods lead to patents for reeds/squeakers and small toys.
- 1960 Erection of a factory building with its own mould-making shop in the Wuerzburger Strasse, Fuerth.
- 1965 Control of the business is handed over to Heinz Bruder. In the Sixties small items such as a sound gun which only consists of 3 pieces and a rubber band and which was a big hit because of its uniqueness, simplicity, excellent function and cheapness contributed to the continuing growth of the company. The small items are mainly sold to the sweets industry
- 1966 Further increasing of the company buildings by construction of a new production area. This production area is bigger sized than that of 1960
- 1968 From this time on, it is necessary to work three shifts most days in order to satisfy demand.
- 1975 BRUDER exhibits with an own stand for the first time at the Nuremberg Toy Fair. Continued growth leads to the construction of a warehouse and dispatch building in the Bernbacher Strasse in Fuerth-Burgfarrnbach.
- 1979 Interesting new developments in the product ranges vehicles, small toys and other small items provide the foundations of a continuing expansion, requiring the construction of a new factory and office building.



- 1981 Inauguration after only 14 months in building. The entire business was moved to the Bernbacher Strasse. The company's personnel numbers 70, the machine outfit includes 35 injection moulding machines; exports are at 35 % and include more than 30 countries. BRUDER-Mini, small size toy vehicles which fully underline BRUDER's philosophy of functionality contribute to the success of the company in the eighties.
- 1987 Paul Heinz Bruder (technical university diploma in mechanical engineering), son of Heinz Bruder, joins the company. He assumes the responsibility for product development and production.
- 1988 Inauguration of the new assembly and warehouse building. Assembly and warehousing capacity doubled to allow for further expansion. Bruder now has a floor area of 26,000 m² available. Headquarters staff: 80; 45 injection moulding machines.
A new company logo is introduced.
- 1992 Company type changed from a single owner private company to GmbH + Co. KG (limited liability partnership). Paul Heinz Bruder is now a managing director alongside Heinz Bruder (up to now sole owner).
Employees: 105; investments: approx. 3.5 million Deutsche Mark annually
- 1995 Thanks to an innovative article policy a new series of products can be launched. The new ROADMAX vehicles are developed especially for small children aged 2 years. These colourful and sturdy vehicles in an attractive design are particularly loved by small children.
- 1997 New products developed in recent years, such as the ROADMAX and TOP Pro series with new generation tractors boasting such quality enhancements as true-to-life profiled tires, required a new four-story production building with a floor area of 15,000 m². Work on this started in October. In 1997 the personnel counted 120.
- 1998 Completion of the new building (June 1998) set a landmark for BRUDER and the town of Fuerth and at the same time secured employment. Occupation of the new building in mid-1998. BRUDER Spielwaren now has a total production and warehouse area of 41,000 m². The company's innovative power is underlined by many patents and industrial design patents.
- Paul Heinz Bruder, who in recent years had contributed significantly to the continued expansion, now takes, as Senior General Manager, responsibility for all major decisions. With his experience of modern management methods and viable product development, he can assure further growth at the present premises in Fuerth-Burgfarrnbach and so carries on the family tradition.
- 2000 Due to successful developments the positive company's trend has been



continued. The headquarters' staff comprises about 180 employees. The number of apprentices trained in the BRUDER's company has been increased to 11 in order to cope with the bottleneck of skilled employees on the job market.

- 2001 The export quota is now more than 50 %. Investment in the purchase of an adjacent area to secure the possibility of further expansion. Celebration of the 70th birthday of senior boss Heinz Bruder in June.
- 2002 Due to an enforcement of licensing activities a licensing contract with CATERPILLAR INC, USA was concluded amongst others during spring of this year. November saw the commencement of excavation work for the new warehouse on the purchased neighbouring plot of land.
- 2003 In order to counteract the overall difficult training situation on the labour market June saw the "Bavarian Day of Training" taking place. BRUDER was merited on this occasion and deemed an exemplary company as it had increased its number of trainees.

On the 12th September 2003 there followed the inauguration and implementation of a new warehouse and despatch division covering 6,000 square metres of storage space with a height of 10 metres and which the Bavarian Minister of Home Affairs, Dr. Günther Beckstein, attended. Investment required for this project amount to approx. 5 million €. Furthermore, investments were made in a further 4 new injection moulding plants as well as in a CNC milling centre plant.

Newly designed company logo.

- 2004 Despite the continuing weakness of the domestic economy and the ensuing negative consumer climate at home, as a direct result of an increase in the export figures of more than 60 %, the figures of the previous year were realised. The summer saw the successful launch for the development of a new die-cast BRUDER mini series. Mini tractors on a scale of 1:128 with lots of fully functioning accessories make up the start, and the special trick is the enclosed screwdriver and the chain, which can be used to convert the pocket- sized toy tractor into a key ring.
- 2005 Thanks to the successful launching on the market of the new BRUDER mini series and a consistent brand management BRUDER managed to increase its turnover. However, due to the continuing bad economic situation and high costs for raw material, e. g. crude oil, as well as for energy there is still a tight overall situation.
- 2006 BRUDER's US sales office Bruder Toys America. Inc. acquires its own office and shipping building and moves its principal offices from Gardena, California, to Hawthorne, California.
- 2007 For his outstanding merits as entrepreneur Heinz Bruder, Managing Director, is awarded the Bayerische Gründerpeis. This prize awarded by the Bayerische



Sparkassenverband (Bavarian Association of Savings Banks) is the highest honour given to entrepreneurs and start-ups in Bavaria. The award comprises different categories and Heinz Bruder was honoured in the category “lifework”.

Continuation of the very positive development of the company. The turnover exceeds the 50 million EUR. Remodelling works especially in the administrative building within the headquarters set the course for continuing stable growth.

2008 In autumn the go-ahead of the new BRUDER website www.bruder.de has been given. This new and innovative instrument of information and communication has been created with big effort. Consequently, the users are very enthusiastic with the new website.

2010 To expand the logistics centre, construction of a new warehouse including a high bay racking system began in summer 2010.

2011 Launching of a new product line called *bworld*. The name “*bworld*” stands for “bruder world” and comprises a play system. This play system contains modular buildings, 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.

Senior Director Heinz Bruder celebrates his 80th birthday. Heinz and Elfriede Bruder slowly retire from the operative business, but are still active in the company in an advisory capacity.

2012 Completion of the storage depot (warehouse construction began in 2010) with around 10.000 square metres of storage space and a useable height of approximately 16.5 metres. The state-of-the-art high bay racking system comprises 15,000 pallet storage bays. Moreover, the expansion of the injection moulding plant including a new energy-efficient cooling system could be completed.

2013 Distinction as a winner of the "Grand Prize for Medium-Sized Businesses" (Großer Preis des Mittelstandes) awarded by the Oskar-Patzelt Stiftung. In the same competition BRUDER Spielwaren won the honorary medallion awarded to the four out of 34 nation-wide winners who made the greatest impression on the jury.

2014 In June the art installation “Dreams come true” by the renowned sculptor Lorenzo Quinn is revealed. The sculpture is a donation to the City of Fuerth. Models and scene, which are placed in the centre of a roundabout next to the company’s headquarter, were inspired by the creative role play with toys from BRUDER.



In autumn the company BRUDER CZ is founded in Křimice (Pilsen). This Czech company enlarges the overall production capacities and sets the course for continuing stable growth of BRUDER.

- 2015 Two prizes for BRUDER Spielwaren: In August the company was honoured with the prize Plus X Award 2015. This worldwide biggest prize for innovative technologies, sport and lifestyle was awarded in the categories high quality and design for the article Jeep Wrangler Unlimited Rubicon Police Vehicle with Policeman and Accessories.
- In November BRUDER Spielwaren was honoured again: The company was awarded with the nationwide prize “Premier”, which is the highest possible award within the competition for the “Grand Prize for Medium-sized Businesses” organised by the Oskar-Patzelt-Stiftung.

- 2016 BRUDER Spielwaren once again receives two honorary awards: In this context, the Claas Axion 950 tractor item featuring snow chains and snow blower received no less than two awards. Firstly, the "Plus X Award" for high levels of quality, outstanding design, intelligent and simple operating convenience and comprehensive functionality as well as the "pro-K Award" for innovation, design and functionality in the plastics segment. The CAT mobile excavator item has also been assessed as "Excellent" by the ÖKO-Test publishing company. These awards underline BRUDER toys' high levels of product quality.
- The company was also delighted to celebrate no less than six employees' 25th anniversary.

- 2018 Successful launching of the new toy Volvo A60H Hauler. In November the Hauler received the Pro-K-Award of the pro-K Industrieverband Halbzeuge und Konsumprodukte aus Kunststoff e.V. (industrial association for consumer products made of plastics), Frankfurt. Moreover, in December the Bundesverband des Spielwareneinzelhandels (BVS – Federal Association of toy retailers), Cologne, announced that the Hauler belongs to the TOP10-toys and honoured the vehicle being a highlight and an outstanding novelty that has what it takes to become a bestseller.

To ensure a smooth shipping performance the number of staff in Fuerth has been significantly increased to a count of 500 – a challenge given that there is full employment in Bavaria and a lack of skilled labour.

- 2019 The bworld theme kits (car workshop, medical centre, horse stable, motorcycle workshop, police station) were awarded the Toy Award (novelty prize from the Nuremberg Toy Fair) as well as the Plus X Award with the seals for quality, design and ease of use for the medical centre, the horse stable, the motorcycle workshop, and the police station.

Paul Heinz Bruder celebrated his 60th birthday on October 24th, 2019. On this occasion, a birthday reception was held on the premises of the Greuther Fürth



stadium to which all employees of BRUDER Spielwaren and other guests were invited. Among those present were Dr. Günther Beckstein, former Bavarian Prime Minister and Dr. Thomas Jung, Lord Mayor of the City of Fürth.

2020 The year in which the corona virus became the Covid-19 pandemic. Thanks to the consequent extension of the two article series Profi and bworld, it was possible to exceed the sales mark of 80 million Euros for the first time against all odds. In addition, a new BRUDER website with its own shop at

www.bruder.de was launched in May. This means that aside from spare parts, BRUDER products can now also be ordered online.

2021 Year 2 of the pandemic: The situation for the toy industry is positive. The industry reports a large sales increase. BRUDER also looks positively back with record sales of EUR 92 Million.

Heinz Bruder celebrated his 90th birthday with his family.

BRUDER is pleased to receive a Red Dot Product Design Award for the two products bworld mountain bike with cyclist and racing bike with cyclist.

2022 Year 3 of the pandemic: The sales peak of 100 million is reached. Despite the Corona crisis and the Ukraine war, BRUDER Spielwaren generates a triple-digit million figure. However, exploding energy and raw material prices present the company with major challenges.

On June 21, Mayor Dr. Thomas Jung unveils the Elfriede and Heinz Bruder Square in front of the Fürth City Theater. The city thus honors the social and cultural commitment of the entrepreneurial couple.

The first summer party for the employees in three years takes place on July 8. The BRUDER Volvo L260H wheel loader is voted onto the TOP10 toy hit list 2022 of the German Association of Toy Retailers.

2023 On February 19, Heinz Bruder passes away surrounded by his family at the age of 91. With his innovative spirit and far-reaching corporate philosophy, he developed a small Franconian supplier into a global company. Heinz Bruder was always highly respected by his employees. The social and cultural commitment of the honorary citizen of Fürth and recipient of the Federal Order of Merit 1st Class set standards.

In January, Paul Heinz Bruder is appointed Honorary Consul for the Czech Republic.

End of the pandemic: After two years absence the International Toy Fair Nuremberg takes place again. Despite the tense economic situation worldwide, BRUDER is able to close the year with only a moderate decline in sales. In order to cope with the high demand for BRUDER products, the expansion of the Czech plant opens in October.



Three awards also testify to the company's success: For the first time, BRUDER receives a German Brand Award for the "Product Philosophy" image video. The new bworld construction set together with the MAN TGS truck-mounted crane is nominated for the ToyAward and the MB Sprinter work platform is voted onto the BVS Top 10 hit list.

The company is delighted to congratulate 15 employees on their 25th company anniversary in 2023.

2024

Elfriede Bruder passes away on January 26 at the age of 86. The “soul of the company” managed the fortunes of the company for many decades together with her husband Heinz Bruder.

In October, a new system for process heat recovery is inaugurated at a press conference together with the Mayor of Fürth, Dr. Thomas Jung. The large investment in the heat pump is a further milestone on the way to a sustainable energy management at BRUDER Spielwaren.

Throughout the year, five employees are honored for 25 years of service, and one employee for 40 years of service.

2025

BRUDER Toys Celebrates Its 50th Brand Anniversary!

The anniversary celebrations kick off at the Nuremberg International Toy Fair with an exhibition on the company's history and a large stand party. On May 8, the company invites long-standing partners and customers to the central anniversary celebration at Sportpark Ronhof in Fuerth. During the event, guests donate a total of 21,000 euros to two charitable organizations—an amount that BRUDER doubles when the donations are presented.

A large summer party for employees takes place in July.

A special highlight of the anniversary year is the opening of the special exhibition “Play Dreams & Everyday Heroes – 50 Years of BRUDER Toys” on July 30 at the Nuremberg Toy Museum. The exhibition runs for six months, from July 31, 2025 to February 1, 2026.

The brand communication for the anniversary year receives multiple awards from the German Design Council: BRUDER is honored with a German Design Award as well as two German Brand Awards—in the categories “Kids and Toys” and “Product Brand of the Year.”

At the Ambiente trade fair in February, the negative award “Plagiarius” is presented by Aktion Plagiarius e.V. Among those featured is a Chinese imitation of the ROADMAX mobile excavator. This marks the eighth negative award given for a counterfeit of a BRUDER product.



On a more positive note, in November the rankings of the BVS TOP 10 hit list are announced, with the Scania Recovery and Towing Truck included. The ROADMAX Dump Truck is also nominated.

In 2025, eleven employees celebrate 25 years of service with the company.