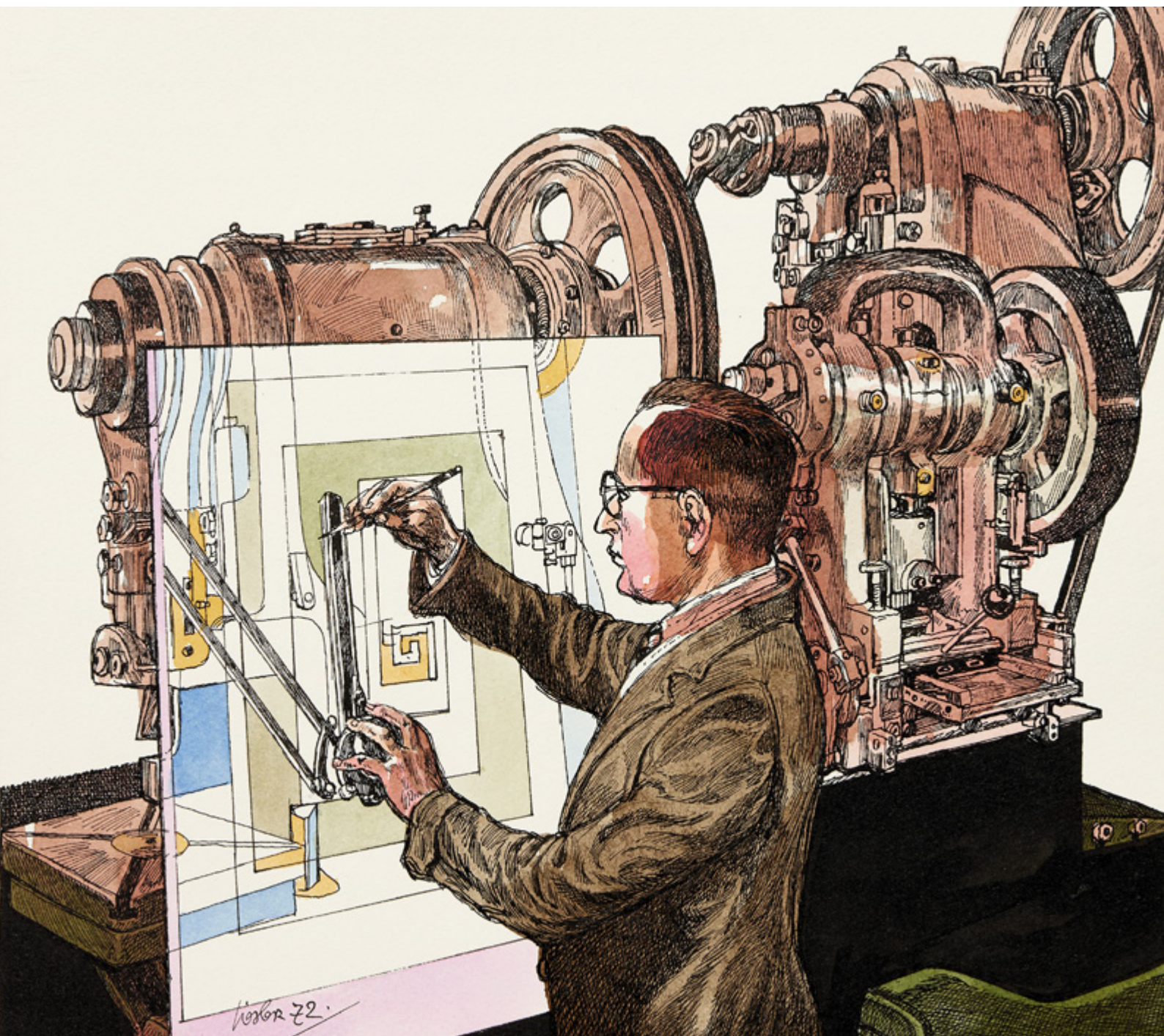


STAMPER 2018

75th Anniversary Edition



History

BRUDERER celebrates 75 years of manufacturing excellence. [Page 4](#)

Insight

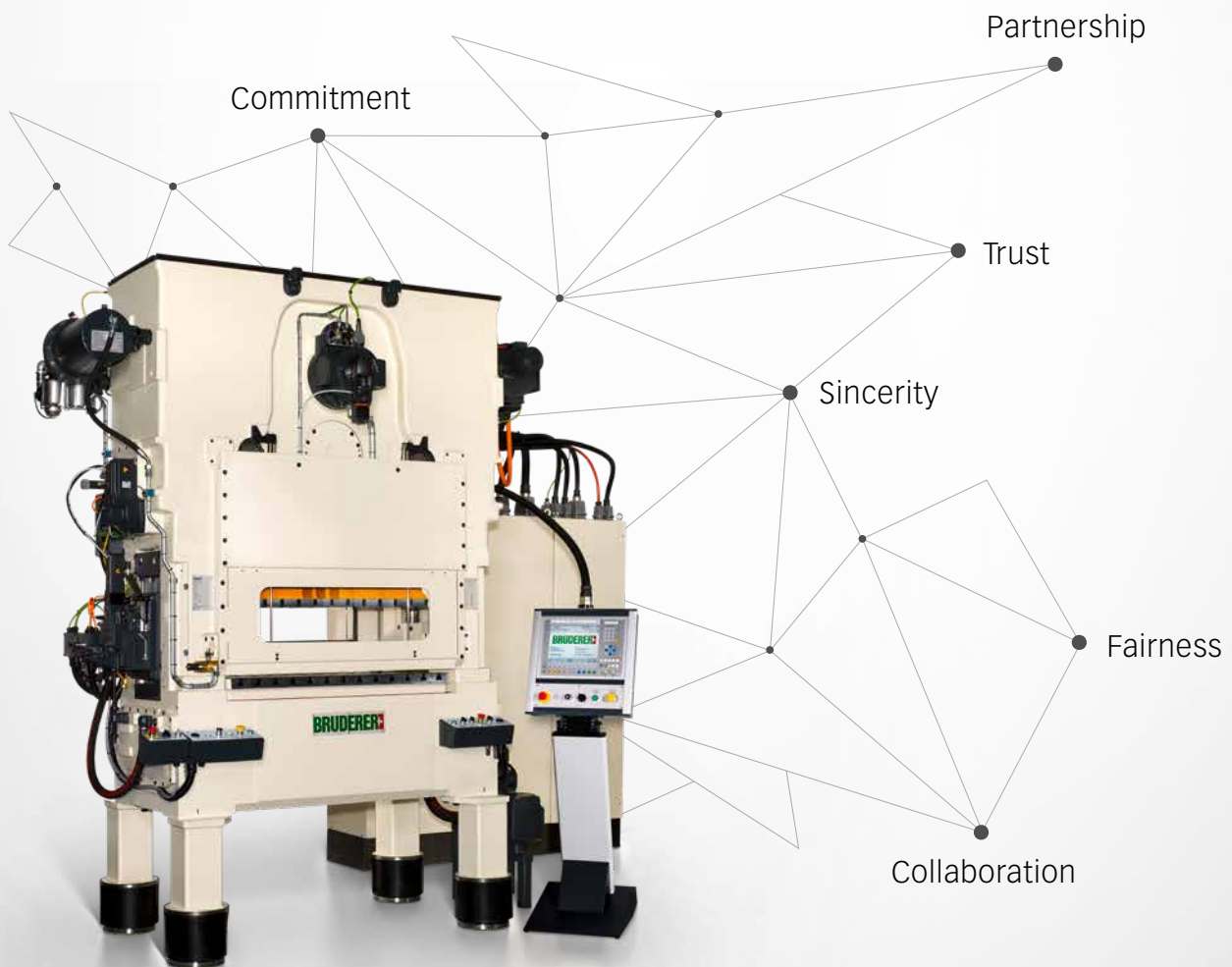
A fascinating tour through the BRUDERER production facilities. [Page 8](#)

Anniversary celebration

Good company, good food, lively discussions – a memorable event. [Page 14](#)

To a successful future.

We would like to thank our customers, partners and employees for their close cooperation which allows us to look to the future with great confidence.



Swiss values.

On our 75th anniversary we were asked what it was that's typically Swiss about BRUDERER? We needed a moment to stop and ponder this question. Many attributes which others perceive as being typically Swiss, we take for granted. These include values such as reliability, accuracy and conscientiousness, and a penchant for perfection. Punctuality is another much-praised Swiss virtue, and we are proud that over 95% of all machine orders are delivered on time. We have increased our output by 50% over the last 18 months in order to meet the high demand for our presses. However, delivery times have lengthened and we thank you for your patience in this respect.

The organising committee of our anniversary event from June 5-9, 2018 also set the bar high in terms of perfection. The aim was to exceed visitors expectations with the hospitality and professionalism of BRUDERER, and we hope we did that successfully. In this special anniversary edition of STAMPER, we can only give you a brief insight into the anniversary activities. Other supporting events, such as the presentation given by Prof. Dr. F. Dudenhöffer, German economist and transport expert, at the „Autobau“ car museum, will, I am sure, be remembered by all participants for a long time.

The often quoted lack of skilled workers is a very important issue to BRUDERER. In order to counteract this trend, we train apprentices – and have been doing so for several decades – in five different professions: Mechatronics Engineer, Automated Systems Assembly Specialist, Design Engineer, Logistics Technician and Multi-Disciplined Engineer. Generally, all apprentices are taken on at the end of their apprenticeship. Read more about this on page 16.

When it came to producing a new corporate video for our 75th anniversary, we also wanted to emphasise our Swiss values. You will find the clip on our website www.bruderer.com under the heading „company“. The newly updated website has a sleek and modern look and is enhanced by the „Stamping Press Finder“ feature, allowing easy comparison of several products. Take a look and give us your feedback on what else you would like to find on our website!

I hope you enjoy looking through and reading this anniversary edition.

Andreas Fischer, CEO



Adrian Bruderer,
Managing Director and
Chairman of the Board
of Directors

Reto Bruderer,
Member of the Management
Board and Board of Directors

Andreas Fischer,
CEO

75 years: a moving success story.

75 years are a long time and a suitable moment to look back on what has been achieved, make new plans for the future and thank all those who have contributed to the company's success. BRUDERER did just that by inviting customers and suppliers to Frasnacht to view its production facility. There were celebrations, laughter and lively discussions.

The history of BRUDERER is the history of a family firm and its products. For 75 years, the name BRUDERER has been the epitome of competence and continuity in the world of high-performance stamping presses, by a chain of functional development and many revolutionary ideas. The origins were much more modest: it all began with the courage and inventive spirit of founder Egon Bruderer.

In **1943**, Egon Bruderer earned a livelihood repairing agricultural machinery and as a sideline started the production of a laundry press called „Mühelos“ (effortless). His grandfather Jakob was also in the business, looking after sales. Thus the „Maschinenfabrik E. BRUDERER“ was founded in Egnach on 18th February **1943**. In **1946**, Egon Bruderer moved the company to Bildstockstrasse 5 in Arbon and recorded annual sales of 50 laundry presses. In the same year, Bruderer began with the development and production of eccentric presses. Right from the early days, great emphasis was placed on the in-house production of parts.

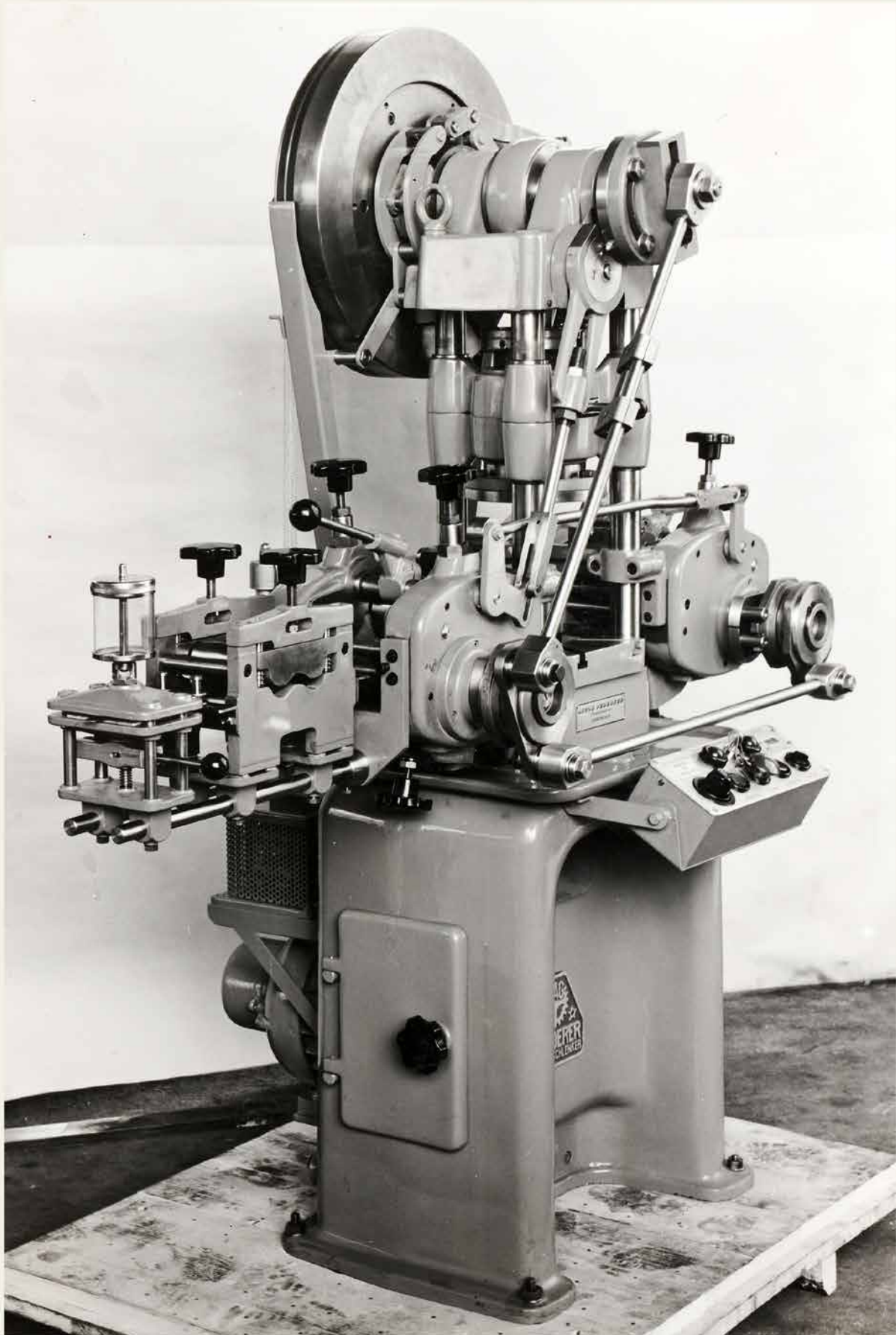
In **1958**, Egon Bruderer founded the distribution company BRUDERER AG. In the following years, the brilliant design engineer Kurt Schlenker developed the first high-speed presses based on the three-column principle, which were soon given the designation BSTA. The first representations abroad were founded in **1963**. Then business really picked up speed, with the pioneering invention of engineer August Portmann in **1965**. Even before joining BRUDERER, he developed the first stamping press in the world with drive at the bottom and complete mass balancing – the foundations of the great technological success for BRUDERER, which continues to this day. With the BSTA 60, the first stamping press in the world with complete mass balancing was introduced to the market in **1967**. Thanks to its vibration-free run even at the highest stroke speeds, it does not require a special machine foundation.

Bruderer A.G.

NEUZEITLICHE STANZEREIMASCHINEN

ARBON/TG

SCHWEIZ



A patent changes everything.

In the early seventies, another BRUDERER innovation caused a sensation: the BSTA with mass balancing located at the top. The groundbreaking concept with BRUDERER hydrostatic transmission, patented single-plate clutch and brake unit, ram guidance at strip level and eightfold guide system helped to prolong tool service life far beyond what was then standard. It was adopted for the complete BSTA range and can still be found in today's sales programme. The comprehensive range of machines has since been systematically developed and improved, but the principle of success of all BSTAs is still based on this sustainable high-precision construction.

Patent application for mass balancing.
The pioneering invention of engineer August Portmann.



History.

1943

Founding of the company
Laundry press „Mühelos“
(effortless)



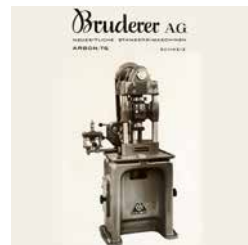
1945–1952

First eccentric presses
Single and double column
presses



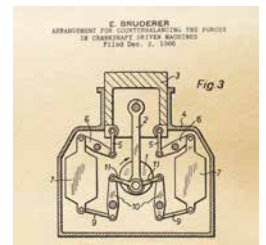
1958–1963

First high-speed presses
Three column principle



1965

Patent application
for mass balancing
THE technology –
THE success



It runs in the family.

BRUDERER is a typical family-run business. Egon Bruderer's son Adrian joined the company in **1971**. He is now 74 years old and still manages the company, as well as being Chairman of the Board of Directors. His son Reto Bruderer, 37, is the third-generation family member on the Board of Management. „Long-term thinking and social responsibility towards the region are the hallmarks of our family business,“ explains Andreas Fischer, who has served as the CEO of the sales company BRUDERER AG for 11 years. „Owner-managed companies with their own system of values can be much more agile than large corporations,“ says Fischer. „Flat hierarchies and a cooperative management style with direct input allow shorter decision-making processes and therefore lead to a more efficient production. This has been borne out time and again throughout my extensive experience as a CEO for international SMEs.“

BRUDERER is well-established with its 370 employees in Frasnacht and an export share of 95% around the world. „Our order books are full and the prospects are good,“ confirms Adrian Bruderer. Technological change means that even more stamped parts will be needed in future, and for the production of these parts BRUDERER presses are required.

„We are aware that our success is largely based on the expertise and commitment of our employees. The same is true for the great confidence our customers place in our company.“

Andreas Fischer, CEO

„Therefore our anniversary is not an occasion to celebrate ourselves, but first and foremost an opportunity to thank all our colleagues, partners and customers.“

1967

First stamping press with mass balancing
Four column principle according to a new concept



1972–1974

BSTA with mass balancing located at the top
Further development



1976–1992

Further development of the BSTA model series
Ground-breaking machine concept



today ...

Comprehensive BSTA range at www.bruderer.com



A celebration for friends.

Over 650 customers, suppliers and business partners made their way to Frasnacht for the anniversary celebrations. Between 5th and 8th June 2018, the guests had the opportunity to learn more about the current developments in BRUDERER stamping technology. Each visitor was shown around the works by a BRUDERER guide and gained an insight into the impressive production facilities. The guests wound up their tour in the grand marquee situated in the beautiful company-owned parkland where they enjoyed the BRUDERER hospitality.



More than 650 customers, suppliers and partners attended the anniversary event between 5-8 June 2018.

Insight.

Right at the beginning of the tour through the factory halls stands one of the guarantors that ensures that all of the main parts that go into the BRUDERER BSTA are of the highest precision: the highly accurate Leitz coordinate measuring machine. Located in its own air-conditioned room complete with vibration-proof floor, this machine is able to inspect work pieces up to 4000 x 2000 x 2000 mm in size and max. 15,000 kg. Further focal points on the tour were the SIP high-precision finishing machines, the 12 turning and milling centres for various component sizes and the pick-and-place robot for machine loading. CAM and simulation software ensures that components can be machined collision-free in the workshop.

Interested visitors were shown how multi-sided machining of large parts is undertaken at BRUDERER. It is evident that at all processing stages, accuracy and high precision are top priorities.

Equally impressive was the fully-automated paint shop and the spare parts warehouse stocking almost every part ever made by BRUDERER – and that's quite a few. BRUDERER still upholds the principle of modular construction and the internal claim to manufacture every important component of a BRUDERER stamping press in-house. Thus BRUDERER is capable of overhauling almost any „Youngtimer“ through its retrofit programme and restore it to an as-new condition.



Many a detail would even surprise BRUDERER insiders.

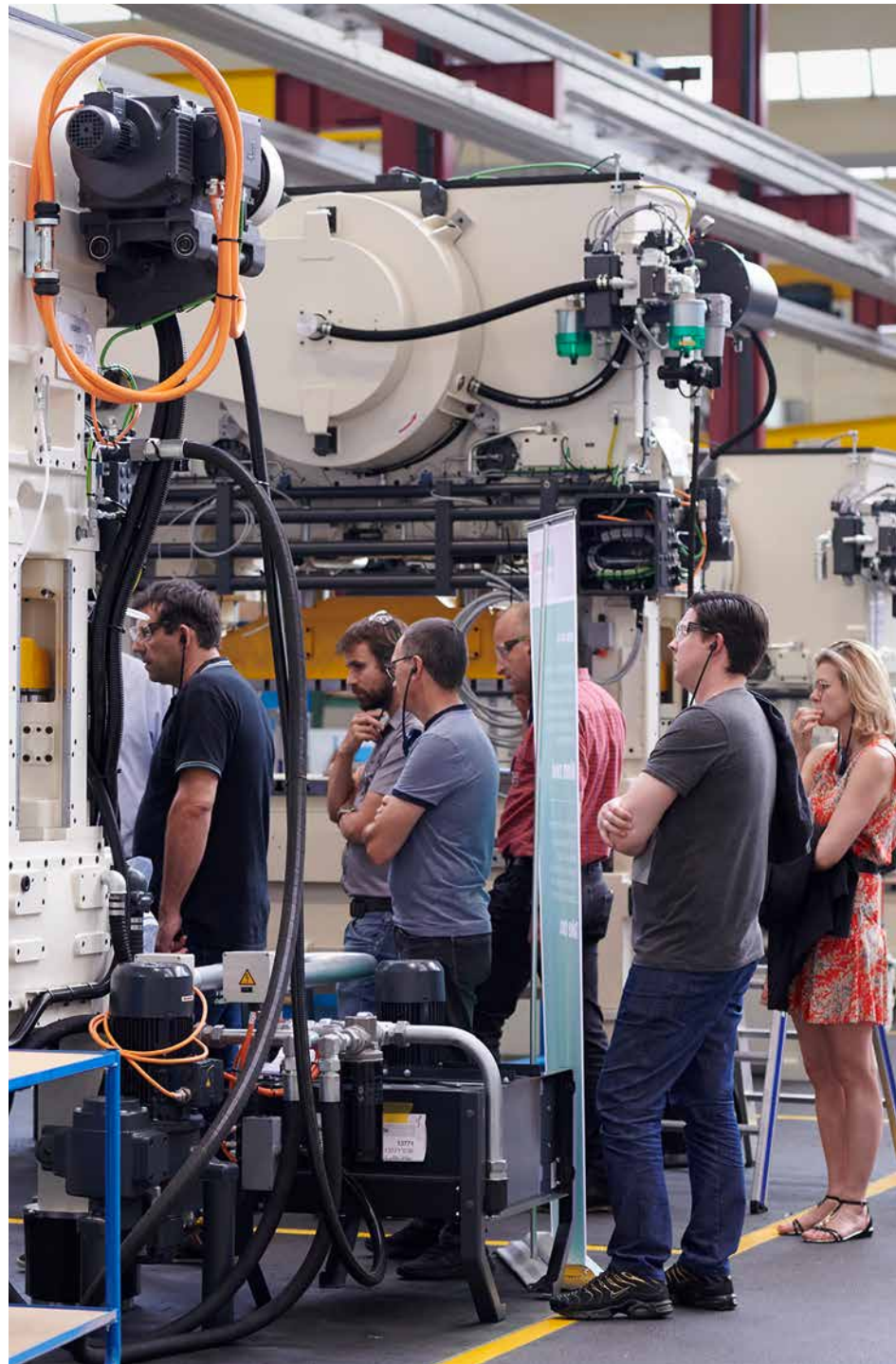
Further on in the assembly hall, a BSTA 510 with BPG 22 planetary gear was used to demonstrate the latest in control technology. This press can be used for normal stamping operations as well as for test runs and the run-in of press tools.

To give an overview across the range of parts which need to be manufactured, the main components like ram or base plate were displayed side by side, impressively demonstrating the size difference between the parts for the small BSTA 200 and the largest BSTA 2500.

However, it is not only the mechanical parts which are manufactured in-house. In the electrical assembly hall, visitors were able to see the control cabinets which are also produced at Frasnacht. Adjoining this, the company's vertical range of manufacture was once again evident in the sheet metal and welding technology section where also contract welding work is undertaken.

„We would never be able to demonstrate our manufacturing depth and the precision of our high-performance stamping presses in such detail at a trade fair.“

Adrian Bruderer, BRUDERER



Visitors listen with great interest to the explanations of the BRUDERER specialists, who were guiding the guests in small groups through the various production areas and took time to answer their questions.



High-speed BSTA.

The tour would not have been complete without a visit to the training room, where a BSTA 280 had been set up to produce parts at a staggering speed. Equipped with a high-end press tool, the press produced tiny contacts which were automatically sorted into good and bad parts using the latest in-die camera technology.

Since BRUDERER were able to give guests a thorough insight into, and an overview of manufacturing at BRUDERER, they decided not to exhibit at EuroBlech in Hanover this year. „We were able to look after our customers much better here in Frasnacht than on a stand at EuroBlech,“ explains Andreas Fischer. He is convinced that such intensive discussions about and around the products would not have been possible at any trade fair.

„A BSTA producing at full capacity is always an impressive experience. Many visitors were enthralled.“

Thomas Hofmann, BRUDERER





Time to party.

Naturally, celebrations were an important part of the BRUDERER anniversary. There was not only lots to see at Frasnacht, but also plenty to enjoy. Exciting presentations, excellent food and top-notch entertainment went hand-in-hand with making acquaintances, renewing old friendships and much laughter.





Superheroes.

In the apprentices' workshop, the next generation of BRUDERER specialists are made fit for the future. Vocational training ranks high among BRUDERER's priorities. „We owe our success with the stamping presses to our highly qualified and motivated staff,“ emphasises Fischer. BRUDERER currently has 28 apprentices who are training to become fully-qualified Mechatronics Engineers, Design Engineers, Multi-Disciplined Engineers, Automated Systems Assembly Specialists or Logistics Technicians.

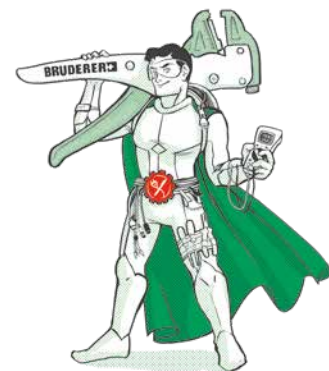
As part of the celebrations, BRUDERER's dedicated vocational training team had written to nearby schools and invited all pupils aged 10 to 13 to visit the factory. At the same time, the campaign „SUPERHEROES WANTED“ was launched on different channels to promote BRUDERER's training programme for apprentices.

Over a hundred interested young people took up the invitation to visit BRUDERER on Friday 8th June. They were looked after by the BRUDERER apprentices and thus learned about their everyday work straight from the horse's mouth. Games such as ring-the-bell and table football that were constructed by the apprentices contributed to the fun element, whereby the youngsters could pit their skills against other players. The young

Vocational training at BRUDERER.



MECHATRONICS ENGINEER



AUTOMATED SYSTEMS ASSEMBLY SPECIALIST

„Further education motivates our employees and creates added value for our company.“

Adrian Bruderer, BRUDERER

visitors left with many positive impressions and a torch which they had assembled themselves. BRUDERER is looking forward to all those who wish to return for a trial apprenticeship to gain a second, deeper impression.

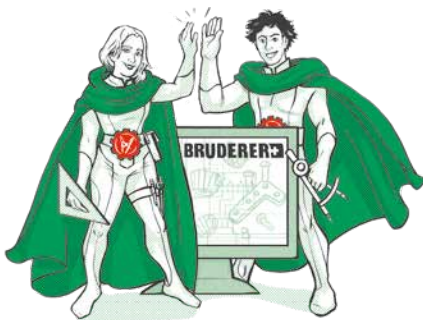
The company supports and believes in the dual education system which combines apprenticeships in a company and vocational school education. Those who decide to train at BRUDERER have chosen an attractive professional path with many advantages, one of which is BRUDERER's support for the Federal Vocational Baccalaureate (FVB). FVB holders may enrol in a related degree programme at a Swiss university of applied sciences without having to take an entrance examination. At the end of their apprenticeship, most

apprentices are offered a permanent position, in keeping with the BRUDERER strategy of training young talent and retaining them for the company wherever possible.

The family Open Day on the following Saturday provided the perfect finish to the anniversary week. Employees were able to show their friends and families their workplace and the production facilities and were treated to an extensive lunch buffet. If the family day was the icing on the cake, the cherry on top was the staff party on 24th August. This was made possible by a long-standing customer and was a fitting end to the anniversary celebrations.

„The training at BRUDERER was the first and best step on my career path, which I have never regretted.“

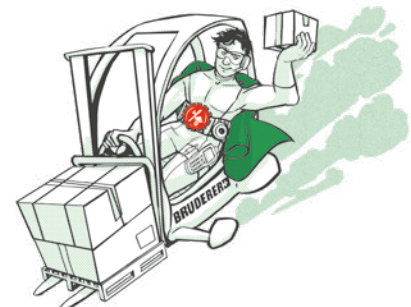
Ugo De Santis, BRUDERER



DESIGN ENGINEER



MULTI-DISCIPLINED ENGINEER



LOGISTICS TECHNICIAN

Family time.



„At BRUDERER, the families of the employees are an integral part of the company.“

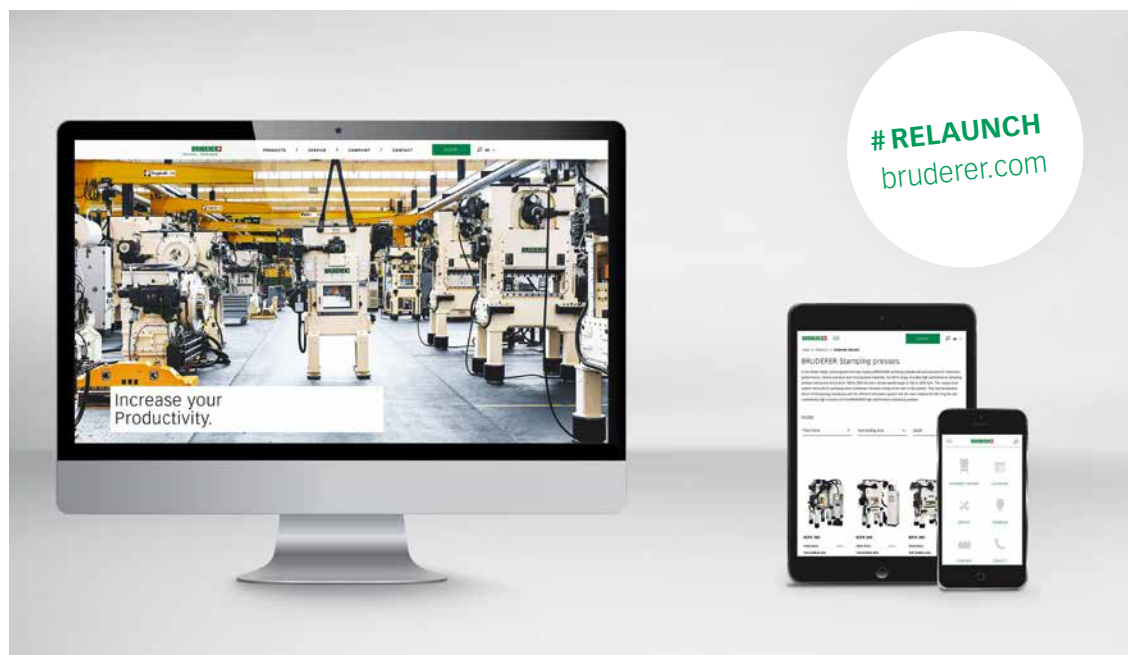
Reto Bruderer, BRUDERER



Family members were able to experience the work culture and environment of their loved ones on Family Day. Fun was had by all.



The future has begun.



We are all more and more likely to use the internet nowadays to inform ourselves. Even for investment goods, customers increasingly turn to the world-wide web to find out initially about a product. But it doesn't end there: they may also be searching for more comprehensive information or support. With the new BRUDERER website, we are taking this change in behaviour in sourcing information into account. It places products and therefore the information most relevant to our customers at the forefront, clearly arranged, comprehensive and easy to find. Take a look for yourself! We look forward to receiving your comments and suggestions.

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