



**Euscher**

100 years – the chronicle



# The chronicle



## EDITORIAL

Regional growth – international success.

When Ewald Euscher started his one-man business in Bielefeld on 1 May 1924, the local industry quickly recognised the potential of this company: Euscher was already able to start industrial production for the manufacture of formed sheet metal parts with its first employees at the beginning of the 1930s, and today the company is regarded as one of the international expert manufacturers of high-quality deep-drawn parts made from a wide variety of materials with complex geometries, which are produced with the highest precision and quality.

In its long history, the company, which now has a total of five sites in Germany, the Czech Republic, the USA and China, has gained an excellent reputation in the automotive, aerosol, cosmetics and pharmaceutical industries as well as in the electrical and electronics industries and among manufacturers of white goods.

This chronicle is intended to show the developments that the Euscher Group has undergone over the past 100 years, how the company has stabilised itself over the decades, how extraordinary the cohesion of the employees is and that tradition and innovation are not mutually exclusive, but are a true recipe for success.

# 1924 – 1949



## THE BEGINNING ...

Ewald Euscher, a master plumber, founded his company as a one-man business on 1 May 1924 with just four Reichsmarks in his pocket. At the beginning, Ewald Euscher primarily produced sales cabinets and decorative items. The first mass-produced products are display cabinets.

A short time later, the first apprentice is taken on, who will be followed by over 150 more by the company's 100th anniversary. Three years later, the craft business slowly becomes an industrial company. Ewald Euscher buys the first 250 tonne press to produce drawn and pressed parts for the surrounding industry.

By the mid-1930s, the company had completely transformed itself and focussed on the production of stamped, pressed and drawn parts as well as packaging and closures for the food and pharmaceutical industries. In this context, further investments were made at the end of the 1930s – the first multi-stage press moved into production, and just one year later – in 1939 – a plastics department was opened to produce closures for the neighbouring food industry.

Capacity is also expanded in 1941 and 1942, and the company adds its own welding shop.

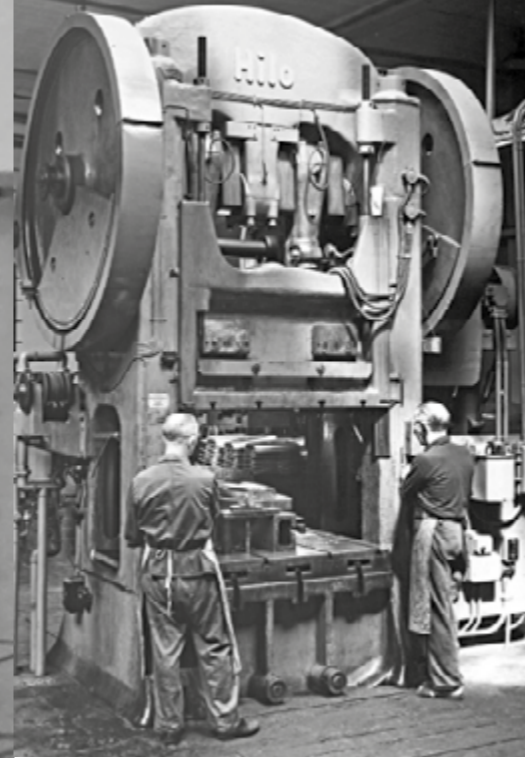
In 1946, Werner Klingenhagen returns unscathed from the war as an air force pilot and begins his training as a toolmaker together with Wilfried Lang. The Klingenhagen and Euscher families are well acquainted.

After Werner Klingenhagen lost both his parents during the war, Mr and Mrs Euscher took care of him.

After the end of the Second World War, which the company fortunately survived almost unscathed from bombing raids, the company begins to produce parts for the two-wheeler industry as well as moped tanks, moped fairings and moped frames. Dustpans, crown corks, flour sieves and electric cookers are also manufactured. Dr. Oetker becomes the first major customer from the food industry – Euscher manufactures aluminium screw caps for flavour bottles.









1926

The „First Bielefeld Football Club Arminia“ becomes DSC Arminia Bielefeld. In addition, the „Alm“, leased from farmer Lohmann, becomes the club's new venue



1939

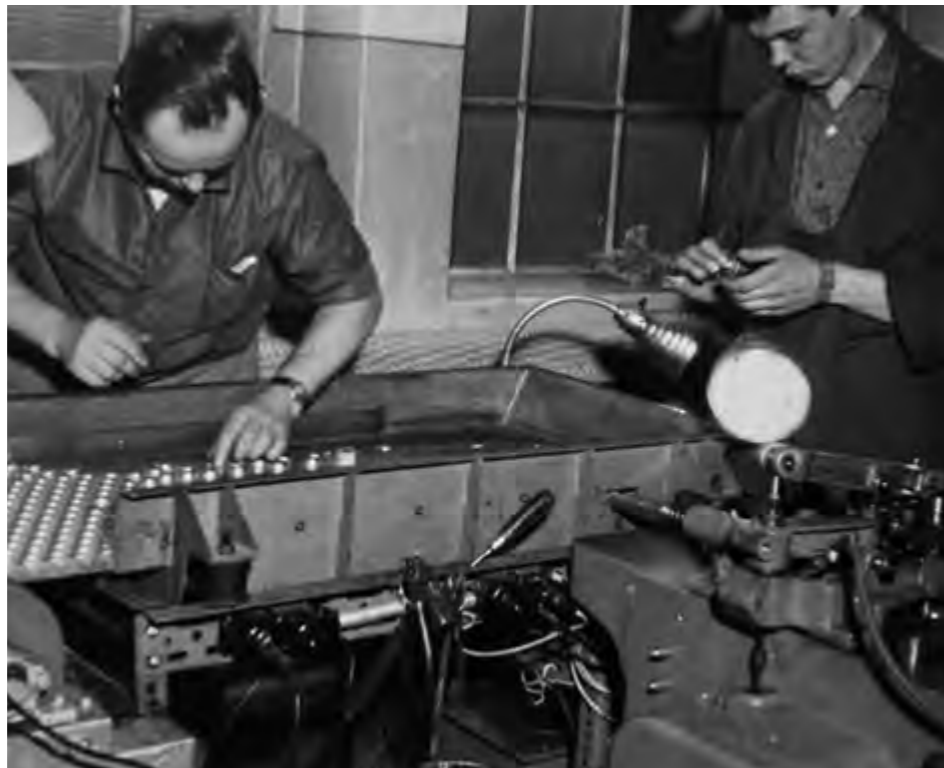
The US airline Pan Am launches the first scheduled flight from New York via the Azores and Lisbon to Marseille



1941

Konrad Zuse invents the first functional computer, which weighs 1,000 kg

# 1950 – 1969



## AEROSOLS ON THE ADVANCE

When the aerosol can conquered Europe in the mid-1950s, Euscher gave new impetus to this innovation with the can closure. Werner Euscher-Klingenhagen, who spends a semester abroad in the USA, establishes contact with a valve cover manufacturer in the country and thus creates the basis for production in Bielefeld. This makes Euscher the first manufacturer to produce the valve disc as a deep-drawn metal part in Europe. With the rapid growth of the European aerosol industry, the company develops into an industrial mass producer and at the same time optimises its logistics and service.

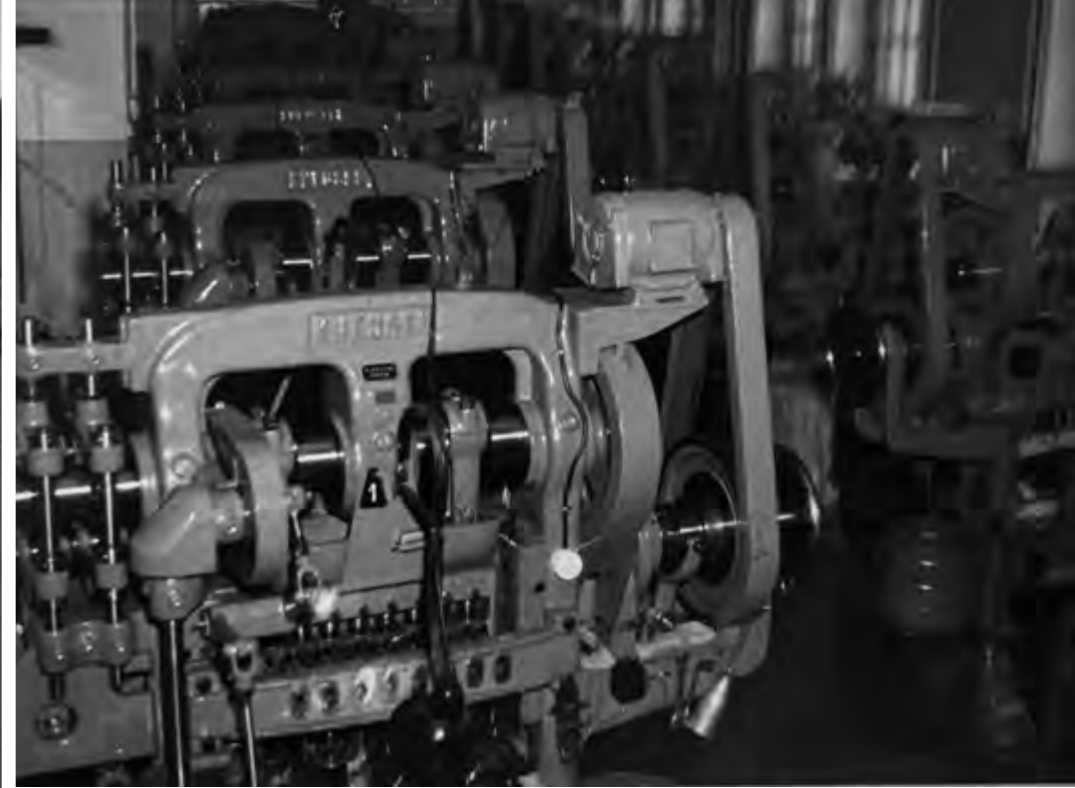
## SETTING THE COURSE FOR THE FAMILY BUSINESS

Werner Klingenhagen continued to earn his spurs in the company, following his apprenticeship with a degree in engineering and several study visits in Germany and abroad. In 1961, Mr and Mrs Euscher adopted Werner Klingenhagen, laying the foundations for the family business that still exists today.

Employee satisfaction also continues to be a top priority: In the 1960s, the Euscher team received so-called „May money“ to take part in the trade union celebrations on 1 May. At the time, the men and women could enjoy a few sausages and beers for DM 3.

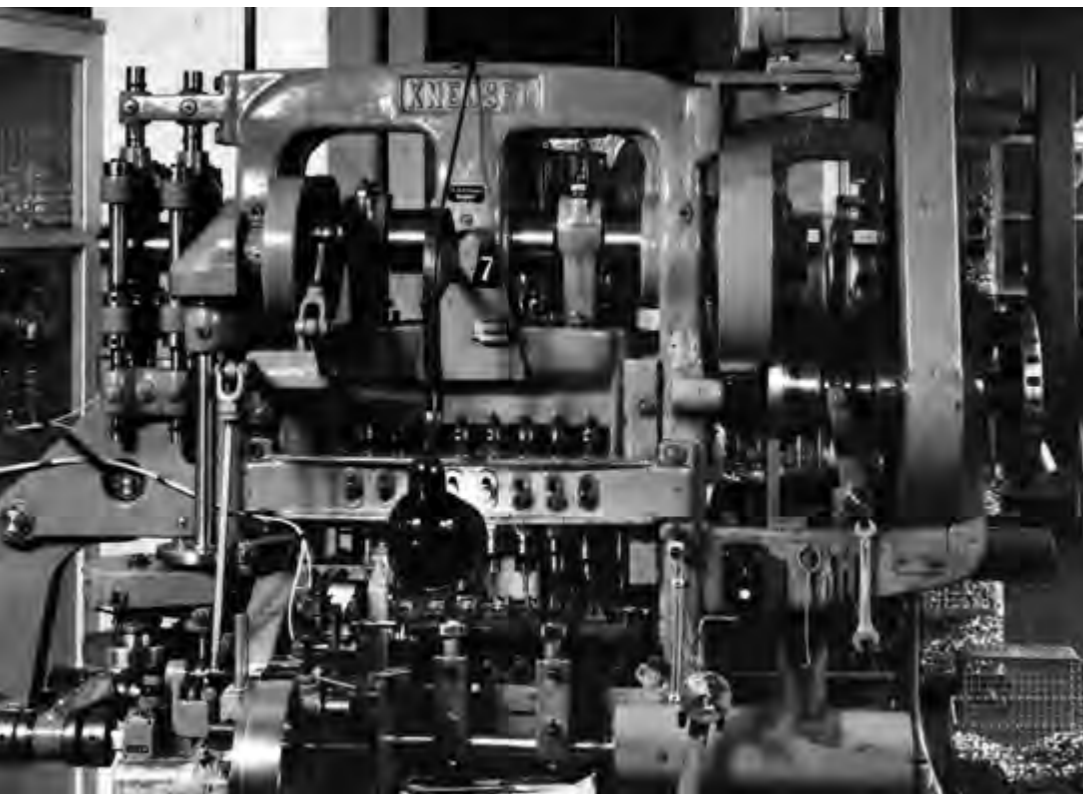
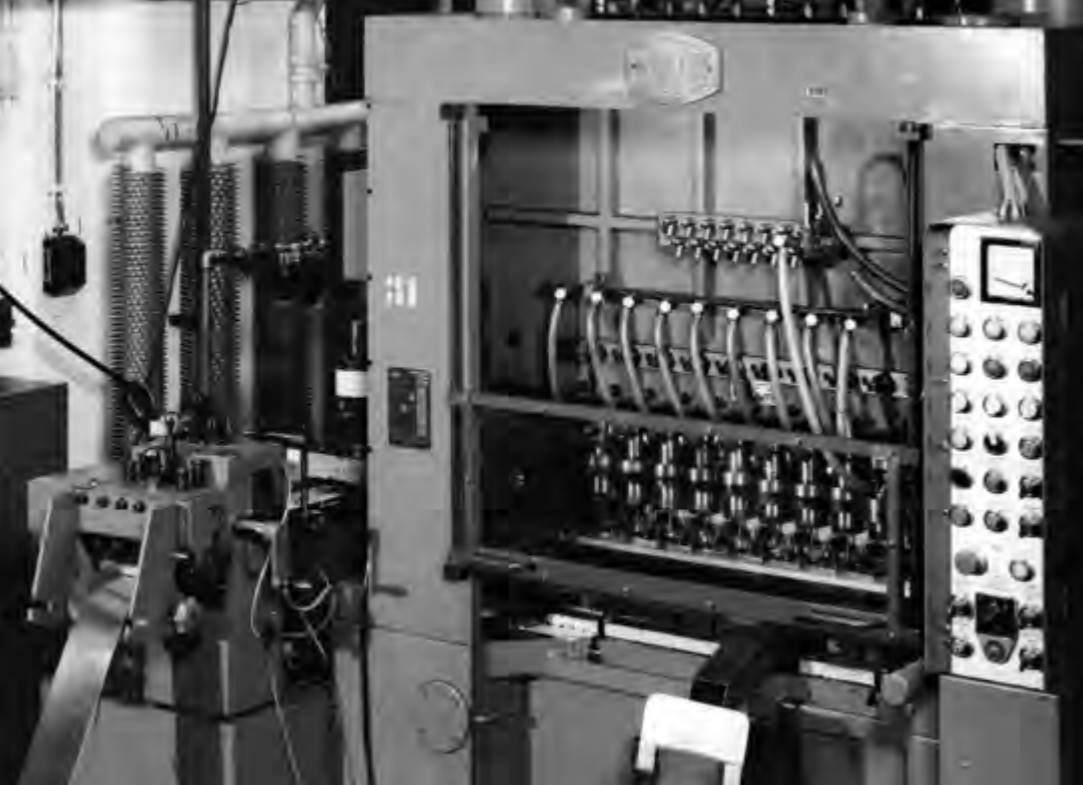
## WHAT ELSE HAPPENED ...

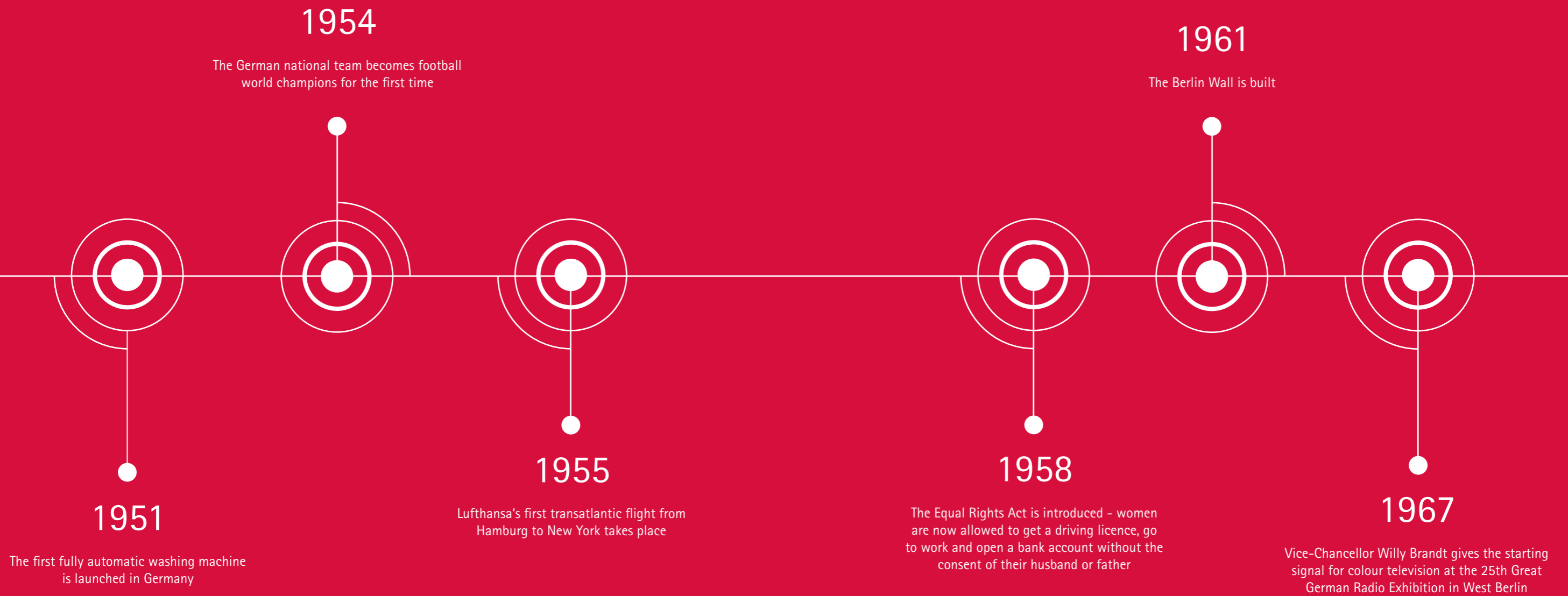
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| 1952 | The production of screw caps for Dr. Oetker flavours is switched from aluminium to plastic |
| 1953 | Start of the first test series of valve discs for the aerosol industry                     |
| 1964 | Construction of the administration building  |
| 1968 | Construction of a new hall for raw materials, toolmaking and production                    |



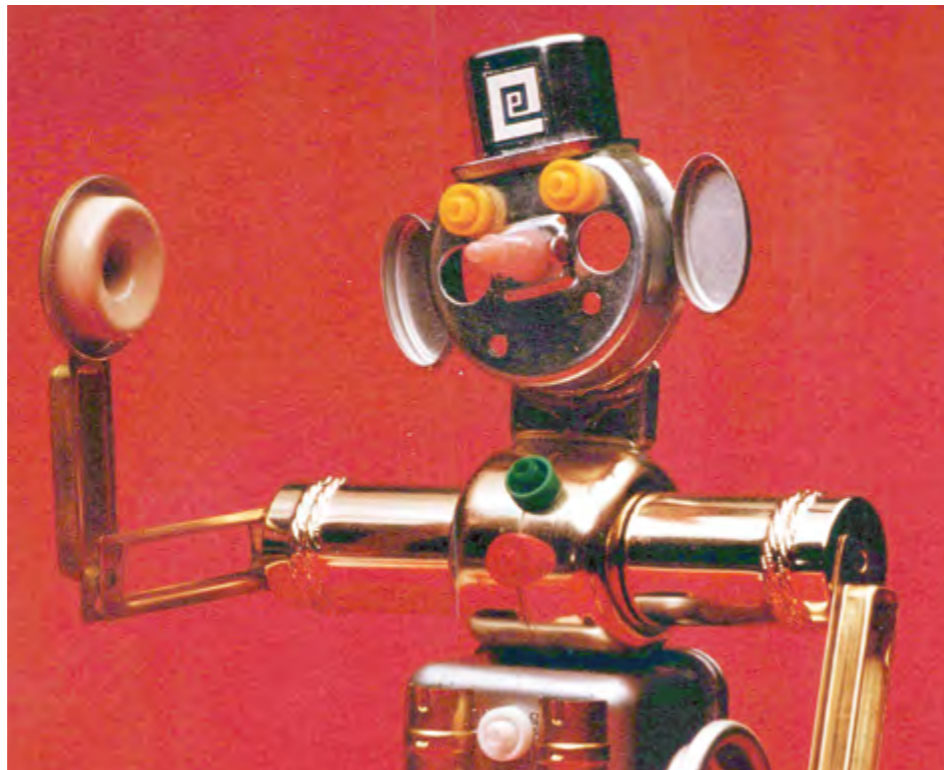








# 1970 – 1989



## HALF A CENTURY HAS PASSED

The production programme has been systematically expanded since the 1970s. The focus has been on products for technical applications, aerosol valve discs and closures for cosmetics packaging. Werner Euscher-Klingenhagen travels a lot and maintains close customer contacts. He is particularly proud to use his latest acquisition – a pocket calculator – on site. At a purchase price of DM 2,500, it is the company's most recent investment at the time.

In 1971, company founder Ewald Euscher passes away and his son Werner Euscher-Klingenhagen takes over the management of the company.

1974: Euscher celebrates its 50th company anniversary, which is reported on by 32 (!) daily newspapers with a total circulation of 1.3 million copies. At this time, the export share is 40 per cent, production comprises 50 multi-stage presses from 10 to 60 tonnes, 10 automatic punching presses from 40 to 80 tonnes, 40 injection moulding machines, 4 degreasing machines and 6 rubber units. One million parts are produced per day.

1981: Euzitec sees the light of day. Originating from a „crazy idea“ of the men in the toolmaking department, the small deep-drawing robot becomes the first marketing highlight in the company's history, so to speak. In addition, the internal employee newspaper – now known as Euscher Echo – is published for the first time under its original title „Notes and Information.“ And because all good things come in threes, another novelty is launched in 1981: The song „Die Euscheraner“.

*“We remain Euscherans, whatever happens,  
and even if our hearts don't always glow in our bodies,  
but we want to maintain our ever-cheerful courage,  
then Euscher will be fine here for another hundred years.”*

## WHAT ELSE HAPPENED ...

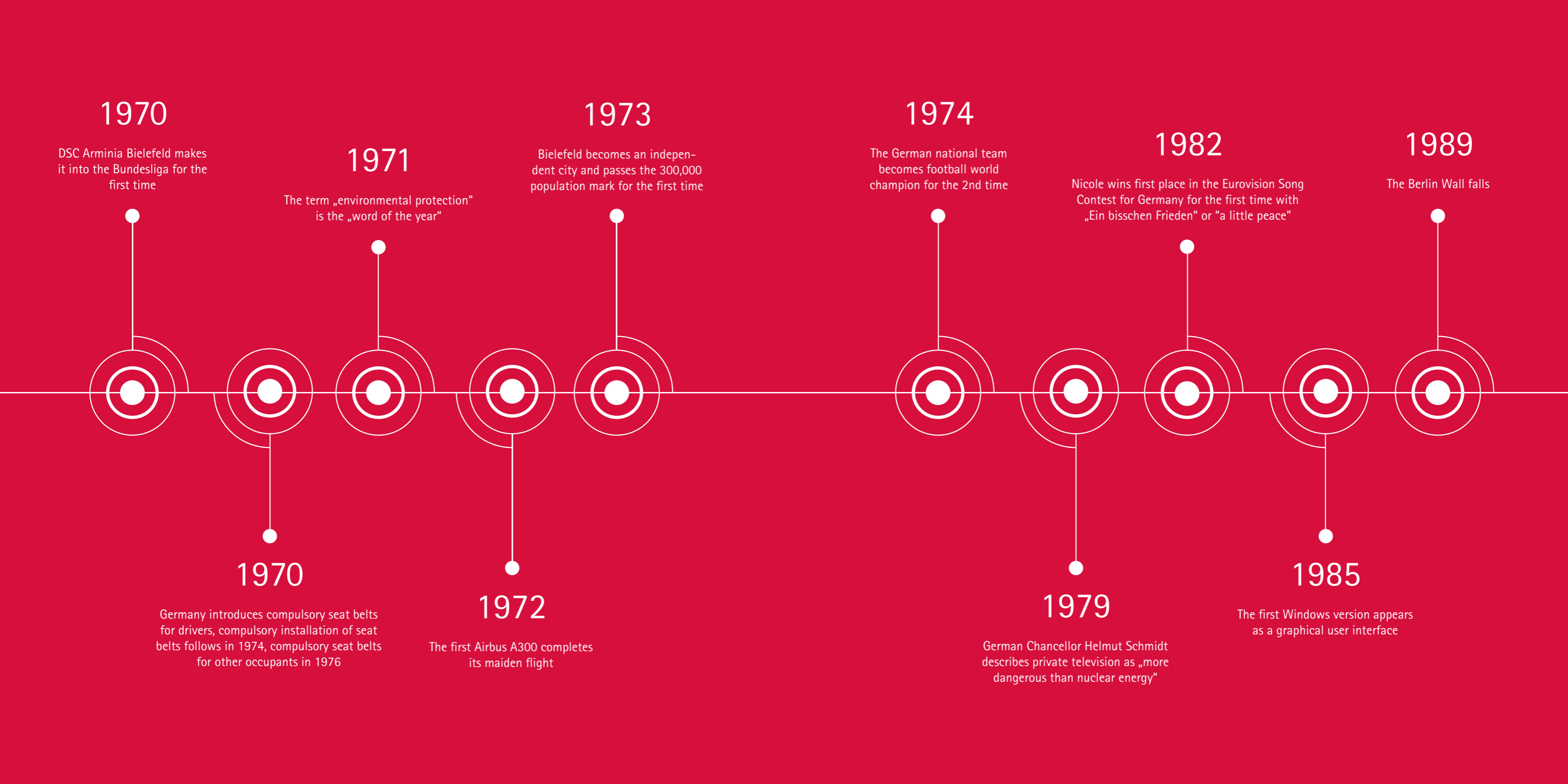
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| 1974 | In 1974, the first environmental protection measures are implemented with a new exhaust system |
| 1980 | CNC technology is introduced, as are wire-cutting and die-sinking machines                     |
| 1985 | Changeover of mould design to CAD incl. CAM  |











# 1990 – 1999



## DOUBLE IS BETTER

The order books are full, further ideas and visions are there – only the capacities are reaching their limits. The cramped development at the founding site makes further expansion impossible – or in other words: Plant 2 is born.

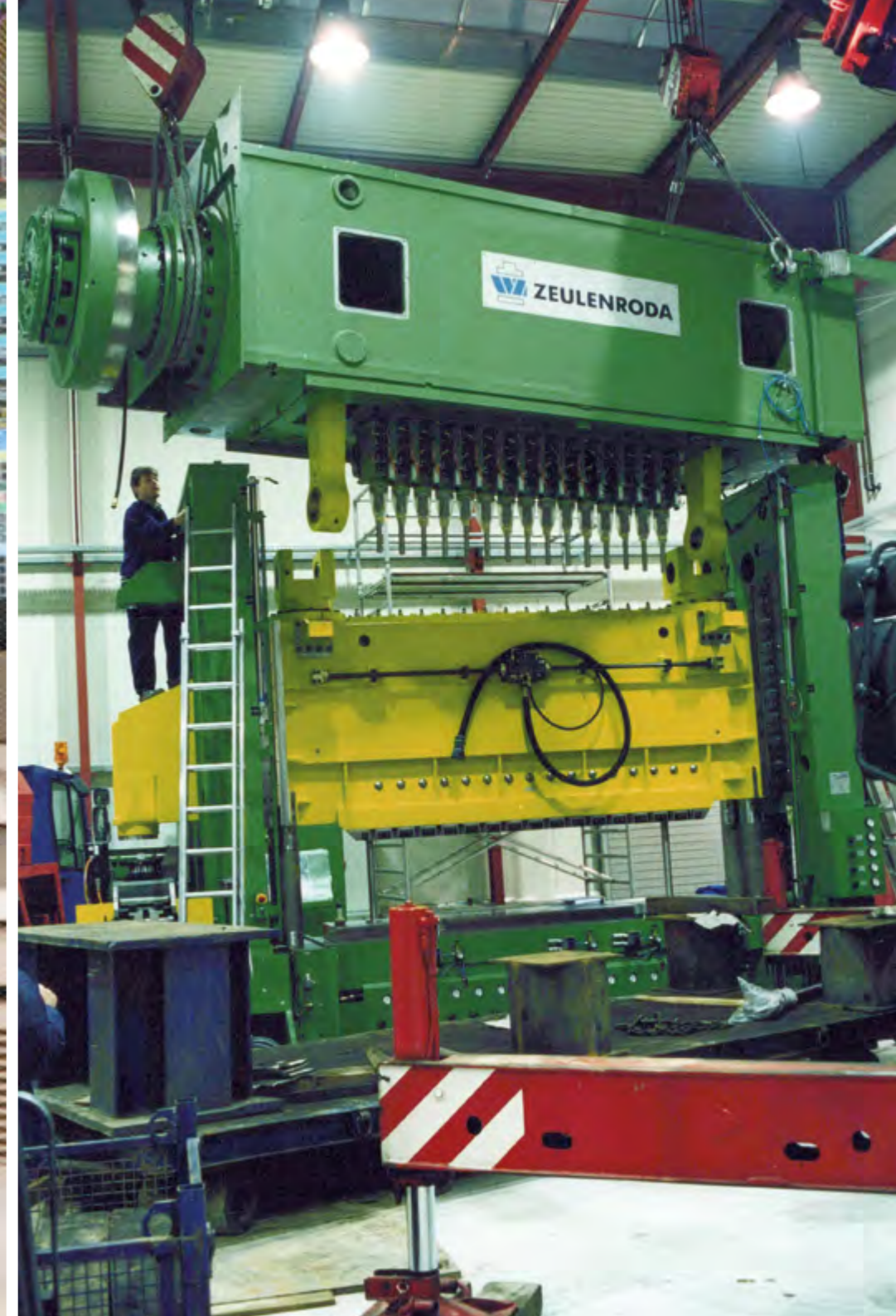
In 1997, the second location in Germany is established in the Vilsendorf district of Bielefeld, which opens up completely new possibilities. From now on, large-volume or highly complex parts can be produced in addition to large series.

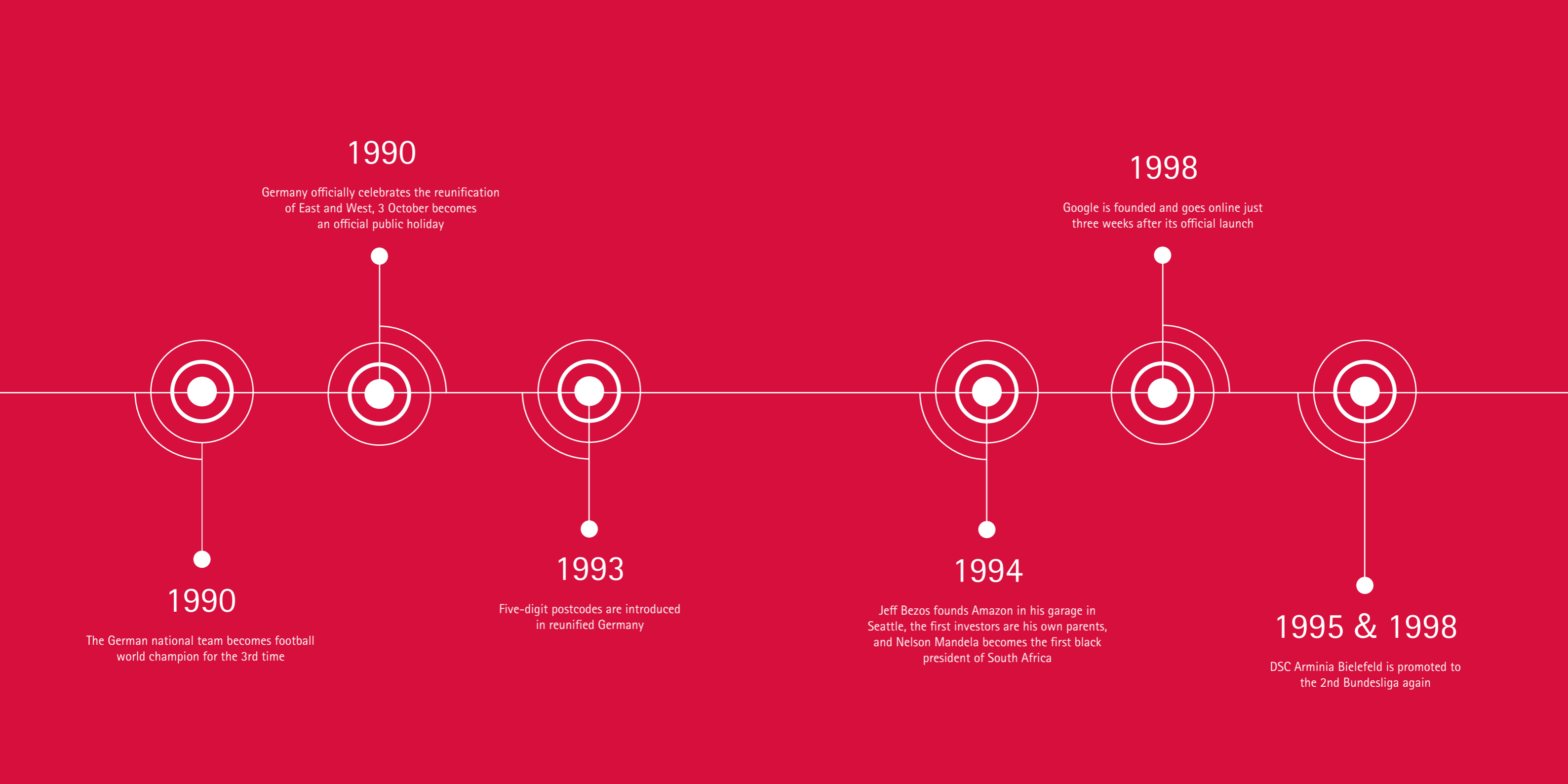
In 1991, the first Euscher quality manual sees the light of day. The company not only meets the increasing demands of customers for process control and documentation – particularly in the automotive industry – but also optimises internal processes. The family history continues: Jens Euscher-Klingenhagen joins the company on 1 June 1992, followed by his brother Jörn nine months later on 1 March 1993. While Jens is responsible for technology and production, Jörn devotes himself to sales and is soon travelling all over the world.

## WHAT ELSE HAPPENED ...

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| 1992 | In 1992, the administration is also equipped with computers, and Jens Euscher-Klingenhagen also introduces the „Job Ticket“ for Euscher employees in this year. On 24 June 1992, Johannes Rau – then Minister President of North Rhine-Westphalia and later Federal President – visits the company. |
| 1993 | In 1993, a corporate identity is introduced for the first time, which is primarily used on fax forms, stationery and business cards. The current 3rd generation logo also celebrates its premiere this year.  |
| 1994 | The sponsorship partnership with DSC Arminia Bielefeld begins in 1994. What was already deeply rooted in the heart now officially becomes part of the company's DNA.  |
| 1994 | Jens Euscher-Klingenhagen takes over the sole management of the company from his father Werner on the company's 70th anniversary. At this time, his brother Jörn Euscher-Klingenhagen is initially responsible for sales management in the automotive sector.                                       |
| 1999 | On 1 May 1999, Euscher celebrates its 75th company anniversary.   |







# 2000 – 2009



## START OF THE NEW MILLENNIUM

Contrary to numerous predictions, the world is not coming to an end with the start of the new millennium. Euscher IT, which has been watching the millennium change with great trepidation, can relax.

For Euscher, the early 2000s marked the beginning of a period of investment and further development of the portfolio. And then came the global economic crisis. Many markets collapse, the stock markets go downhill and uncertainty increases in all parts of society. Thanks to its broad positioning across several sectors, the Group also manages to overcome this challenge.

In 2006, Werner Euscher-Klingenhagen passes away and his sons Jens and Jörn continue to run the company in the 3rd generation of the family.

## WHAT ELSE HAPPENED ...

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| 2001 | Jörn Euscher-Klingenhagen takes over the overall management of the sales organisation                                |
| 2004 | Re-Design EuscherEcho  |
| 2005 | Start of the partnership with the Luisen-Realschule  |
| 2008 | In 2008, Jörn Euscher-Klingenhagen officially becomes managing partner on his 40th birthday of Euscher GmbH & Co. KG |
| 2009 | Euscher introduces SAP   |





2001

The terrorist attacks on the World Trade Centre take place. Anyone who was in the world at the time still knows what they were doing and where they were on that day

2002 & 2004

DSC Arminia Bielefeld is promoted to the Bundesliga again and receives the title of „record climber“ for the first time

2004

Mark Zuckerberg founds Facebook, the first international social media platform

2009

The „King of Pop“ Michael Jackson dies and the „word of the year“ is „scrappage scheme“

2006

Germany experiences a „summer fairytale“ with the World Cup in its own country

2004

Will the „Bielefelder Alm“ officially become the „Schüco Arena“ – a name that die-hard fans rarely use

2005

Arminia celebrates its 100th anniversary – the fans vote for the „Arminia eleven of the century“

2007

Apple presents the first iPhone

2002

The euro is officially introduced as the new currency in Germany and eleven other countries

# 2010 – 2019



## „WE2024“ – SETTING THE COURSE FOR A SUCCESSFUL FUTURE

Two years after the start of the new decade, another milestone in the company's history follows: Euscher opens a sister company in the Czech Republic – Euscher s.r.o. in Chomutov. Launched as a high-performance logistics centre back in 2008, Euscher s.r.o. developed into another important production site for customers all over the world in just four years.

In 2014, Jörn and Jens Euscher-Klingenhagen jointly develop the „wir2024“ corporate strategy, which combines economic goals with technological development, an above-average commitment to the environment and the expansion of the company's global presence.

As part of this, the course is set for the company's presence in the USA at the end of 2016; in 2017, Cap&Seal LP in Elgin, Illinois, a manufacturer of valve discs, candle wick holders and tin can accessories since 1957, officially becomes a subsidiary. In December 2016, Jens Euscher-Klingenhagen passed away after a serious illness, leaving a huge gap in the company itself and in the hearts of all employees.

In 2017, industry expert Sepp Juch joins Euscher as Managing Director. He brings all his expertise and experience to the table to significantly advance the company, particularly in the packaging, pharmaceutical and cosmetics sectors.

## DIVERSITY OF EXPERTISE FOR ALL SECTORS

With its versatile product capacities for precision deep-drawn parts and complex assemblies made from a variety of metals, Euscher has long been one of Europe's leading manufacturers: development, design, toolmaking and quality assurance continue to be offered from a single source. Customers at home and abroad appreciate the company's expertise and innovative know-how. In 2019, entire production plants for valve discs with all tools, stamping presses, etc. were sold to South America – including on-site support and spare parts delivery.



2010

The German national team finishes the World Cup in South Africa in third place, while Germany comes first in the Eurovision Song Contest for the second time in its history

2012

FC Bayern Munich ends the season without a single title

2013

DSC Arminia Bielefeld is promoted to the Bundesliga again

2018

Singapore Airlines flies the route from Singapore to New York for the first time - with a record non-stop flight time of under 19 hours

2012

Felix Baumgartner ascends to the stratosphere and jumps from 39,045 metres with a parachute

2010

The Icelandic volcano Eyjafjallajökull erupts, causing the greatest chaos in Europe's aviation history

2014

The German national team becomes football world champion for the 4th time

# 2020 – today



## UNDERSTANDING CHALLENGES AS OPPORTUNITIES

The current decade begins worse than humanity could have imagined. The coronavirus pandemic first paralyses Asia and soon after the whole world. The economy is stumbling across the globe, society is beginning to divide and prolonged lockdowns are leading to social isolation. The Euscher Group quickly switches to crisis mode, establishes concepts for employee health protection, remains economically stable despite all the adversity and does not have to make any compulsory redundancies.

As soon as the pandemic is largely over, the next global bad news follows: war in Europe, a Europe-wide energy crisis and, along with all of this, rising inflation. Faced with factors beyond its control, the Euscher team nevertheless looks to the future with optimism and makes strategic decisions to ensure the continued success of the entire Group. In 2021, the group will grow with the addition of a fourth site, Euscher Precision Deep Drawing Co., Ltd. in Anhui, China.

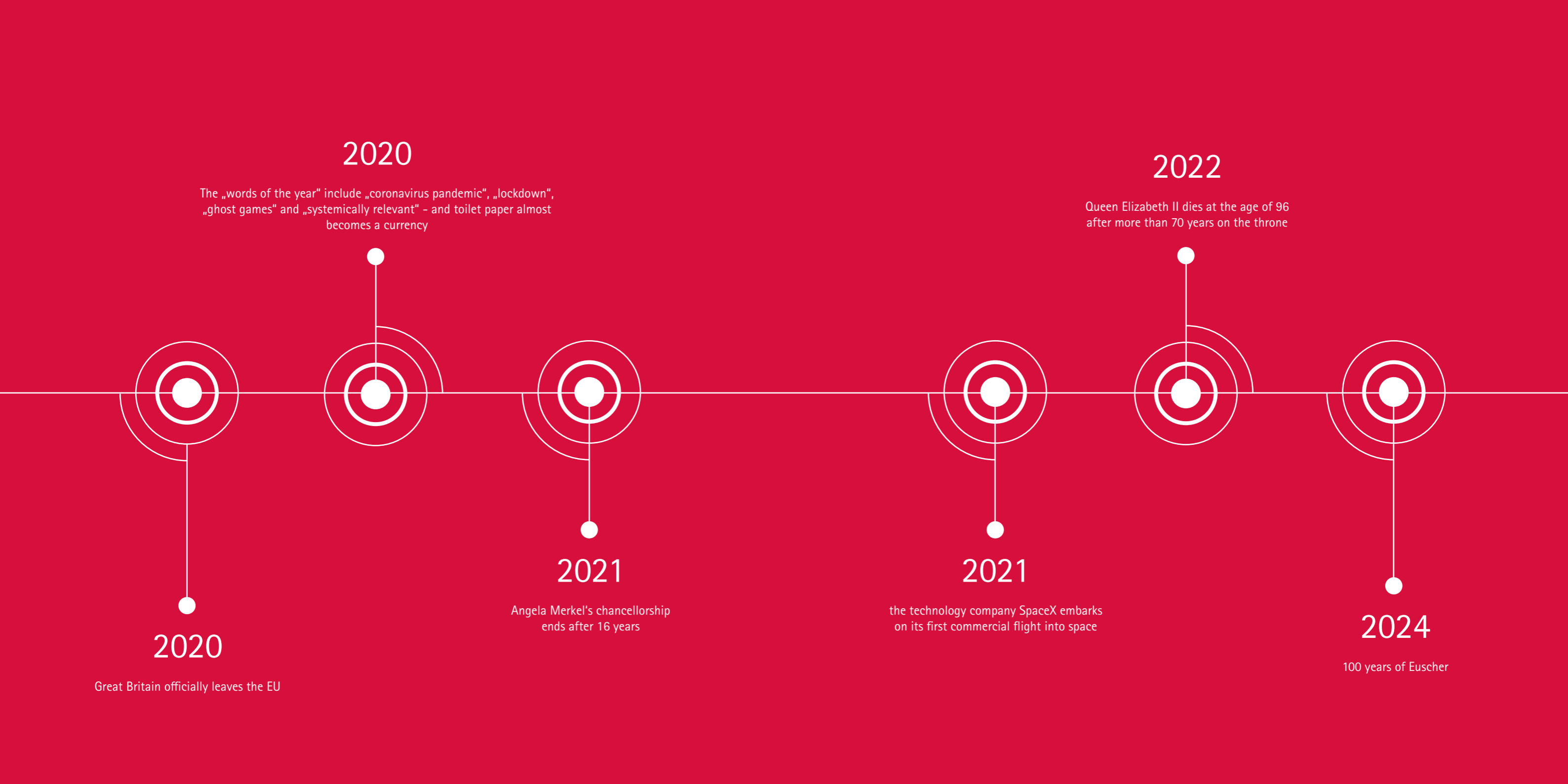
In March 2023, Sepp Juch takes his well-deserved pre-retirement and hands over the management of the company. However, he will not be able to say goodbye to the Euscher family completely and will remain active in an advisory capacity until the company's 100th anniversary.

On 1 May 2024, Euscher celebrates its 100th anniversary with a big party and invites all employees as well as numerous customers and partners from all over the world.

## WHAT ELSE HAPPENED ...

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| 2020 | In 2020, the traditional „pensioners' get-together" for former Euscher employees had to be cancelled for the first time.   |
| 2022 | The internal employee app will be launched in 2022, promoting communication and transparency about everything that happens in the company.   |
| 2023 | In 2023, the Euscher team really steps on the gas for the still young site in China. In just three months, the first series-produced parts will be manufactured in Anhui, from customer order placement to design, mould construction, machine ordering and installation of the machine. |







## Promotion of young talent

For many years, Euscher GmbH & Co. KG has been committed to promoting young talent and supporting regional organisations, educational institutions and career guidance programmes.

- Co-operation Luisen-Realschule
- experiMINT e. V.
- BIngO experience days from OWL MASCHINENBAU
- Girls Day

In addition, in-house training has a very high priority in the company – however, the focus here is not. The focus is not „only“ on learning, but also on cohesion and team spirit, which is why trainee events are held regularly.

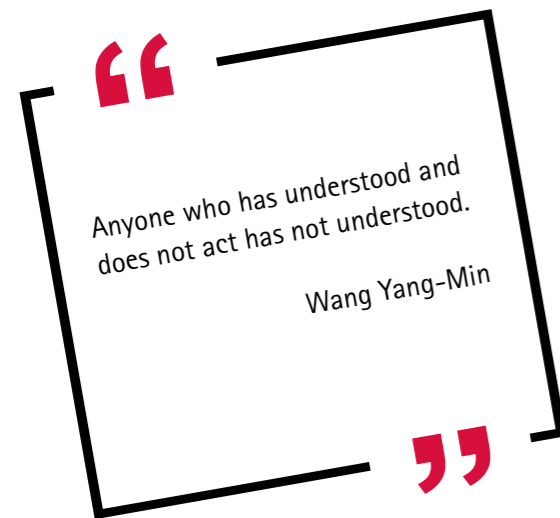


## Commitment & responsibility

Well thought-out measures instead of non-transparent green-washing – the Euscher Group continuously invests in ideas and concepts that protect the environment and conserve resources. The company's own environmental management system goes beyond what is required by law – and is far from finished. The company has been certified in accordance with DIN EN ISO 14001 for its environmental management system since 2009 and in accordance with DIN EN ISO 50001 for its energy management system since 2014.

Sustainable ideas are also realised outside of production – for example the „Euscher Honig“ project, for which a flower meadow was created on the green area behind Plant 2. 100% of the proceeds from internal sales have been and will be donated.

Employees are offered individual opportunities to reduce their ecological footprint by subsidising the JobTicket and JobRad initiatives. The use of digital documentation also helps to conserve natural resources.





## Euscher – more than just „collaboration“

Generations change, but the common understanding of togetherness remains.

Over the past decades, the Euscher team has celebrated numerous successes together, mastered global crises, developed further and: Celebrated together.

In the 1980s, the design department was not limited to deep-drawn parts – a barbecue for the annual toolmaking summer party was also built there. And as is traditional at Euscher, the apprentices were involved in the very important activities from the very beginning and entrusted with responsible tasks: they were called off to the toolmaker's garden at the start of the shift on Friday mornings to turn the suckling pig properly and add the coal.

### ACCORDING TO RUMOURS ...

*... the creativity of the toolmaking team at the time went even further. There is said to have been a „liquor dispenser“, which was used at regular intervals. Of course NEVER during working hours ...*



The strength of the team is each individual member. The strength of each member is the team.

Phil Jackson

# Not everything always goes as planned...

As a traditional East Westphalian company, the Euscher Group stands for authenticity and down-to-earthness. And since it is only in the nature of things that not every single project over the course of an entire century has been characterised by ground-breaking successes and sustained jubilation, we take a brief look here at two of the – fortunately very few overall – failures.

## THE TINNED FOOD CLIP

In the early 1990s, an international food company decided to give its cat and dog food cans an upgrade. The plan was to create a special, sturdy clip with brand embossing that would allow four cans to be carried at the same time with just one handle – without them coming loose and falling off, of course. The Euscher team is putting a lot of time, sweat, blood and tears into the development – even special plastic injection moulds are being produced. And then? Yes, then there were new environmental requirements regarding the bonding of plastic and metal – and so everything was literally for the bin.

## THE JAPANESE KAJAL PENCIL

Often referred to internally with a wink as „lipstick“ or even „suppository“, it was intended to be the casing for a new eyeliner pencil on the Japanese market. And then, when everything was ready ... then came Fukushima ...

### IN CONTRAST ...

... the „sandwich disc“ became one of the greatest successes in the company's history. The innovative approach in the 1980s of producing a threaded valve disc from two sheet thicknesses in order to prevent the thread from tearing in the event of improper operation was unique at the time – and earned Euscher a patent.





## "Up and down again and again" - Tradition connects

*„We are East Westphalia.“*

Euscher GmbH & Co KG has officially supported DSC Arminia Bielefeld since 1994 – but its roots go much deeper. Not only the Euscher-Klingenhagen family itself, but also a large proportion of the employees were born with a love of their home club. And there is no question for the team that this love must be expressed.

Joint trips to away games are a firm tradition.

### *ACCORDING TO RUMOURS ...*

*... Jörn Euscher-Klingenhagen first registered his children at the Arminia fan club after the birth – and then at the registry office.*





**EUSCHER**

A strong family business from generation to generation.

