



HISTORY | MILESTONES

Company Factbook

Strong partnerships_MADE BY WANZL



Company Mission

Wanzl: Presentation and transportation

■ **Wanzl stands for dynamism, reliability and progress.**

We have been a recognised global leader for our Shop Solutions, Retail Systems, Logistics + Industry, Airport + Security Solutions and Hotel Service business divisions for decades.

We always set the highest standards for ourselves:

Responsibility to customers, employees, the environment and society has been the basic philosophy of the company since its foundation in 1947, and is inseparably connected to our corporate identity.

Partnership for us means working dependably beside with our customers around the world on everything from the individual product to planning and service and even turnkey system solutions for international roll-outs.

Innovation is our profession. To ensure joint success, we offer a comprehensive product range and individual customising as well as creative and competent consultancy.

Wanzl solutions are always synonymous with exceptional quality, attractive aesthetics and distinctive design combined with optimum ergonomics.

As a high-performance and value-oriented family company, as well as a quality leader, our name is our guarantee that we will contribute to the success of our customers with ideas, creativity and service – both now and in the future.



LOOKING AHEAD

Responsibility, partnership and innovation are the key values that all of our employees work to every day.

History

Innovation from tradition

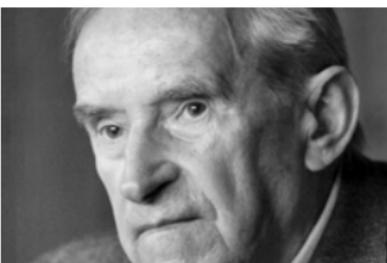
In 1918, Rudolf Wanzl Senior opened a small locksmith's in Giebau (Sudetenland) which expanded into a scale manufacturing business and agricultural machinery store with 20 employees.

Following the Second World War and displacement from the Sudetenland, Rudolf Wanzl Senior and his son Rudolf established a workshop for scale manufacturing and repair service in Leipheim in 1947.

The impetus to dedicate themselves to the "self-service" concept came from cash register manufacturer NCR in Augsburg. In contrast to wire-processing enterprises that were already known at the time, Rudolf Wanzl and his father were prepared to manually manufacture the shopping baskets required for the NCR demonstration room individually. In 1949, shopping trolleys and hand baskets were ordered for the opening of the first self-service shop in Germany, helping the family business to become renowned in the industry.

At the beginning of the 1950s, Rudolf Wanzl travelled to the USA where he met the inventor of the shopping trolley, Sylvan N. Goldman. On the flight home he had already designed his own, more ready manoeuvrable model, which forms the basis for all shopping trolleys in use today.

Rudolf Wanzl recognised the opportunity to develop the self-service concept, which was growing rapidly as part of the economic miracle, and in doing so, the cornerstone was laid for today's success of enterprise.



RUDOLF WANZL (1924–2011)

Pioneer of self-service - His were the groundbreaking ideas that still influence the way we shop today.

Milestones

Over 60 years of history

1918 Rudolf Wanzl Senior opens a locksmith's in Giebau (Sudetenland).

1947 A new beginning following displacement: Rudolf Wanzl Senior and Rudolf Wanzl Junior establish a workshop in Leipheim for scale manufacturing and repair service.

1949 The first order from the self-service industry is received: the Hamburg-based retail cooperative orders 40 trolleys and 100 baskets for the opening of the first German self-service shop.

1950 The first patent: the stackable shopping basket with hinged handle, the design of which remains virtually unchanged to this day. To date, there are only 20 self-service shops throughout Germany.

1951 The first "Concentra" shopping trolley with a fixed basket is patented. 50 employees are now employed with an annual turnover of DM 750,000.

1954 The 200th self-service market opens its doors.

1956 There are now 1,400 self-service shops, openings are increasing rapidly. By now, the 74 employees at Wanzl help to generate a turnover of DM 1 million.

1966 Wanzl now employs 400 staff and turnover has increased to over DM 16 million.



1949

The "Production" consumer cooperative opens the first self-service shop in Hamburg. Wanzl supplies 40 shopping trolleys and 100 baskets.

Quality_MADE BY WANZL

1970–1983 New branches are founded in the Netherlands, Austria, Switzerland, the UK, France and Belgium.

1990 After the fall of the Berlin Wall, the self-service concept spreads east and opens up new markets. In Leipheim, plant IV begins operation.

1991 The Shopfitting business division is founded.

1991–1994 Branches are established in the Czech Republic, Hungary and Poland. Group turnover exceeds DM 350 million.

1995 The new Wanzl plant with administration and production is opened in the Czech Republic.

1998 Gottfried Wanzl assumes management of the group as Managing Partner after 10 years as Managing Director. Branches are established in China and Spain.

2000 Production of shopping trolleys is started in the leased Wanzl plant in Shanghai.

2001 The “Passenger Handling Services” business division is founded. Branches are established in Italy, Korea, Slovakia and Russia.

2002 The Logistics+Industry business division is founded, in addition to a branch in Melbourne, Australia.



1970

The time for establishing branches begins, starting in Holland and Austria with many more to follow. Wanzl also increases its international presence by attending trade fairs.

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2003 The Tango plastic shopping trolley is launched.

2005 Market launch with attractive long-term displays.

2006 The “Hotel Service” business division is added. A branch is established in Ukraine.

2007 The production areas in Leipheim plants II and IV are expanded. In China, a Wanzl-owned plant with administration and production is opened.

2008 A branch for the United Arab Emirates is opened in Dubai.

2009 The Wanzl Creative Center is opened and a branch is established in India. There is also an increase in “non-food” shopfitting, due to the integration of Unseld, a shopfitter with an efficient joinery workshop.

2010 The Security Products division is founded (part of the Airport + Security Solutions division since the beginning of 2013).

2011 In China, systems for electroplating and surface coating are brought into operation.

2012 Acquisition of the North American market leader in shopping trolley manufacture, Technibilt/Cari-All.



GOTTFRIED WANZL

has guided the fortunes of the Wanzl Group, in its third generation, from 1998 as the company's Managing Partner.



WANZI



Production

Uniqueness_MADE BY WANZL

Shopping trolley production:
over 2.8 million units per year

Annual steel consumption:
approx 100,000 tonnes

Wire consumption per shopping trolley:
approx. 90 metres

Production time per shopping trolley:
approx 12 minutes

Average life span of shopping trolley:
approx. 10–15 years (depending on location and service)

Average distance covered during this life span:
approx. 360,000 kilometres (approximate distance to the moon)

Price per shopping trolley:
approx. €100 to €150 (depending on equipment)

General

Family-owned business, founded in 1947

Family-run for three generations

11 plants in 7 countries

21 sales offices worldwide

5 business divisions:

- Shop Solutions
- Retail Systems
- Logistics + Industry
- Airport + Security Solutions
- Hotel Service

Employs over 4,200 staff, including more than
2,400 in Germany

Training firm with around 100 trainees in Germany

Group turnover in 2012 approx. €530 million

Winner of numerous accolades and design awards



THE WANZL CREATIVE CENTER

with its state-of-the-art exhibition space is a place for meeting, with communication and exchange of experiences at its core.

Plants

Worldwide presence

Plant I, Leipheim, Germany:
Shopping trolleys – baskets, accessories, special trolleys

Plant II, Leipheim, Germany:
Shopping trolleys – final assembly, plastic parts, accessories, castor production

Plant III, Kirchheim, Germany:
Chassis, bottom trays, accessories, transport trolleys, luggage trolleys, order picking containers, sales equipment

Plant IV, Leipheim, Germany:
Customer guidance systems, tables, hand baskets, shopfitting, displays

MTK plant, Kaufbeuren, Germany:
Plastic parts for shopping and transport trolleys, coin-deposit systems, castors, shopping baskets

Reviva Tibshelf plant, UK:
Shopping and transport trolleys, storage systems, displays, sales systems, order picking containers, assembly

Sélestat plant, France:
Shopping trolleys – baskets, flaps, assembly, shopfitting

Hnevotin plant, Czech Republic:
Shopping trolleys, hand baskets, mobile containers, bargain baskets

Shanghai plant, China:
Shopping trolleys, transport trolleys, displays and sales equipment, luggage trolleys

Newton plant, USA:
Shopping and transport trolleys, hand baskets

Montreal plant, Canada:
Plastic parts for shopping and transport trolleys, castors, shopping baskets



WANZL PRODUCTS ARE UNIQUE

That was the case in the past and will continue to be in the future, thanks to continuity, reliability and innovative solutions and technologies.

wanzl



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