



**VERSIONS**

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## Family Business

More than 90 percent of all German companies are family-owned. They are the backbone of the German economy. Many have been in the same family for several generations. Most family businesses have overcome the challenges of globalization, without losing sight of their roots and traditions. But what makes them so special? How have they succeeded in asserting themselves on global markets? In four-to-six-minute portraits we outline key players, corporate strategies and the special relationship between the owners and their employees. We show how familial solidarity and commitment to their home regions create a unique entrepreneurial spirit. This enables family businesses to achieve a synthesis of both traditional and forward-looking approaches.

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|---|--|
| <b>01 Miele Household Products – A Century of Quality</b>               | <b>23 Von Ehren Plant Nurseries – Designing Blossoming Landscapes</b>  |
| <b>02 Sennheiser Technology – In Pursuit of the Perfect Sound</b>       | <b>24 Mennekes Plug Systems – Maintaining the Power Flow</b>           |
| <b>03 DuMont Publishing House – The Future of Print Media</b>           | <b>25 Niederegger Marzipan – The Sweet Magic of the Almond</b>         |
| <b>04 Meindl Shoes – Always One Step Ahead</b>                          | <b>26 Dolezych Load Lifting Systems – Always on the Safe Side</b>      |
| <b>05 Lindner Cosmetics – Natural Beauty</b>                            | <b>27 Hofmann Road Markings – Always on Track</b>                      |
| <b>06 Metzler Bank – 300 Years of Banking</b>                           | <b>28 Conzen Picture Frames – The Perfect Embellishment</b>            |
| <b>07 Mustang Textiles – The First Jeans from Germany</b>               | <b>29 Moese Ties – The Ascot Classic</b>                               |
| <b>08 Ritter Chocolate – Sweet Temptation</b>                           | <b>30 Fraas Scarves – The Secret of Working with Cashmere</b>          |
| <b>09 Schamel Horseradish – A Bavarian Original</b>                     | <b>31 Bree Bags – In Vogue Worldwide</b>                               |
| <b>10 Paschen Shelving – Tailor-Made Libraries</b>                      | <b>32 Daldrup Drilling Engineering – Working Underground</b>           |
| <b>11 Erfurt Paper – Wallpaper Supremos</b>                             | <b>33 Wilkhahn Office Furniture – High-Tech in the Workplace</b>       |
| <b>12 Prym Fasteners – Tradition and Technology</b>                     | <b>34 Rasch Wallpaper – Inventors of Bauhaus Wallpaper</b>             |
| <b>13 Tostmann Dirndl – Rediscovering Tradition</b>                     | <b>35 Werner und Merz Detergent – Clean and Green</b>                  |
| <b>14 Dehn Lightning Conductors – High Voltage Safely Under Control</b> | <b>36 Flechtorfer Mills – Flour and Baking Mixes</b>                   |
| <b>15 Seidensticker Shirts – Avantgarde and Respectability</b>          | <b>37 Gabor Shoes – The Perfect Entrance</b>                           |
| <b>16 Phoenix Clamps – Wired for Success</b>                            | <b>38 Bauwens Property Development – From Planning to Construction</b> |
| <b>17 Sarrasani Variété – From Circus to Entertainment</b>              | <b>39 Garpa Garden Furniture – Al Fresco Luxury</b>                    |
| <b>18 Gütermann Threads – All Sewn Up</b>                               | <b>40 Heraeus Metals – Precious Metals and Medicine</b>                |
| <b>19 Dorma Door Handles – Opening Doors Worldwide</b>                  | <b>41 Langenscheidt Dictionaries – Communication par excellence</b>    |
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| <b>21 Mühldorfer Bedding – Top-Quality Comforters</b>                   |  |
| <b>22 Poschinger Glass – Turning Air and Fire into Art</b>              |  |