



**Contact:**  
**Marketing - Braunform GmbH**  
Phone : +49 (0) 7663/9320-108  
Fax: +49 (0) 7663/9320-139  
Email: [marketing@braunform.com](mailto:marketing@braunform.com)

## PRESS RELEASE

---

### **Braunform GmbH — 40 Years Anniversary**

**Connected to People. At home in the region. In demand worldwide.**

In April of this year Braunform GmbH in Bahlingen and Endingen at the Kaiserstuhl looks back on its 40-year success story. It is thanks to the determination and the long-term vision of the company in family ownership that it is one of the leading manufacturers of injection molds and clean-room products in Europe with more than 350 employees. The continuous development of the latest technologies to the highest degree of complexity, forward-looking investments in the machine park and the infrastructure, as well as the enormous know-how of each individual, characterize the success story. Visionary thinking paired with enormous willpower creates the basis for the life work of the company founders Erich and Elke Braun.

Already during the founding year 1977, molds for well-known customers in the consumer goods, automotive and entertainment industries were manufactured. Due to the expansion, the company moved to its present location in Bahlingen/Southwest Germany six years later. With the development of the first 2-component mold, 1986 is a significant year in the technical development of the company. Since 1995 the company is certified according to DIN EN ISO 9001. Twenty years after the founding of Braunform GmbH, the founding family invests in the new business segment of cleanroom production in accordance with GMP C and D. In 2004 the company is certified according to DIN EN ISO 14001. Based on profound experience in the field of pharmaceutical technology, the standard for cleanroom molds, the MED Mold® standard, is developed in 2010. In 2016 the successful introduction of an integrated management system according to DIN EN ISO 15378 (primary packaging for medicinal products) and 13485 (medical products) is performed.

Due to strategic considerations as well as an increased demand for space in the core business of mold making, the company's owners and managing directors decided to move the Plastics and Pharmaceutical Production division to Endingen a. K. /Southwest Germany in 2012. The relocation of this business unit provides the necessary space for growth in the area of mold making and the existing technology center to be further expanded and designed more customer-oriented. In September 2015, 38 years after foundation of the company, a generation change took place at Braunform GmbH. Together with the daughter of the company founder, Mrs. Pamela Braun, Mr. Klaus Bühler and Mr. Emmanuel Foyer took over the management of the company's fortunes.

Today, mainly customers of the fields like the pharmaceutical, consumer goods and hygiene industries, as well as the automotive and electrical industries, request and order tailor-made solutions from Braunform. The specialists of Braunform are very often involved in an early stage of the product development thanks to their proven material, process and production know-how. Innovative technologies, injection molds and clean-room production in accordance with GMP C and D - "Engineering Made in Germany" are key arguments for globally operating companies to cultivate long-term business relationships with Braunform.

As a result of the positive business trend, investment in new technologies has recently been intensified which will further drive Braunform to the future. In addition, many investments have been made in new machines. The introduction of new systems also reflects the clear goal of constantly advancing customer orientation and of being successful in the long term in Germany.

The winning of the competition "Excellence in Production - Tooling of the Year 2007" is another milestone in the company's history. In 2016 the company won the regionally known "Jobmotor Price" in the category "Finding and retaining employees". An outstanding testimony of the performance is Braunform received by winning the award "Top Job" as one of the best employers in Germany. After 2014, the company is awarded this award again in 2017 by the Institute for Leadership and Human Resource Management at the University of St. Gallen.

The employees of Braunform GmbH have been largely loyal to the company for decades. This is the success of a strategy of continuity, fairness, loyalty and reliability. The company places maximum emphasis on the satisfaction and loyalty of the existing employee with the company. Qualified employees are indispensable in order to remain competitive in the future. This is pursued with targeted personnel marketing measures. These include, among other things, company health management, cooperation with "Hansefit" and numerous sports events. Knowledge management, the approach of young people, cooperation with schools as well as the sponsoring of employee projects are also firmly anchored.

In order to secure the future of the company the SME has defined the key aspects of its HR strategy. This includes, for example, the focus on education and training policy. Finding suitable specialists is becoming increasingly difficult for companies. The answer of Braunform GmbH is to further develop the training and apprenticeship. This apprenticeship ensures qualified specialists. It is above all necessary to have a training on demand with the aim of taking all trainees into an employment relationship. Since its beginnings as a training company, more than 200 specialists have successfully completed their apprenticeship and / or studies, and have been taken directly into an employment after their apprenticeship.

**Picture Survey:**



Location Endingen a. K.



Location Bahlingen



Award ceremony "Top Job 2017": Head of HR and Finance Oliver Bornhäuser, Managing Director Pamela Braun and former Federal Minister of Economics and Labor (2002 to 2005) Wolfgang Clement (from left to right)



New management (from September 2015): Erich Braun (front) together with Klaus Bühler, Pamela Braun and Emmanuel Foyer (from left to right)



Braunform – we move: Team Freiburg Marathon 2017