

HOMAG celebrates 50-year jubilee

The formation of the company HOMAG 50 years ago on January 1, 1960 marked the beginning of an impressive success story. From modest beginnings, the two company founders Gerhard Schuler and Eugen Hornberger succeeded in developing what was to become the world's leading woodworking machinery manufacturing Group with an estimated world market share of 25 per cent and a workforce of around 5,000. Since 2007, the HOMAG Group AG has also been publicly listed.

In the company headquarters in Schopfloch alone, since the first building phase was constructed with an area of 2,000 sq.m. there have been no fewer than 35 major extensions and additions, producing what is today an impressive 60,000 square metres of production and administration space. The enormous growth of the HOMAG Group has been accelerated by a deliberate policy of acquisitions to provide a sensible addition to the parent company's own performance spectrum. The machines and plants produced by the Group are used primarily for the manufacture of furniture, structural elements such as windows, flooring or staircases, and even complete timber frame houses.

Innovative inventions such as the first edge banding machine using the hot-cold technique attracted global interest. This induced HOMAG early on to develop a clear strategy to open up international markets. As early as the seventies, the company consequently started to develop a close-meshed network of sales and servicing companies and exclusive sales partners in all the important sales regions. This development gathered natural momentum, and the HOMAG Group today is able to claim no fewer than 22 of its own sales and service companies and around 60 exclusive sales partners around the world.

Of the 16 producing companies belonging to the company group, five are domiciled outside of Germany. Alongside Spain and the USA, Group activity is concentrated on the emerging markets of South America, Asia and Eastern Europe, where primarily standard machines are produced to address local demand. HOMAG's decision to broaden its international base from a very early stage of its development is paying dividends today: On average, around 80 per cent of the company's turnover is generated abroad, with its machines and plants now exported to over 100 countries.

Traditionally, HOMAG has always attached particular importance to the well-being of its employees, as evidenced by the introduction back in 1974 of a highly successful employee capital participation scheme which effectively turns the workforce into co-partners of the business.

With its highly qualified and motivated workforce and clear strategic alignment, there is every confidence at HOMAG that the success story of the past 50 years is set to continue well into the future.

For more information, contact

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