

# WELCOME TO THE WÜRTH GROUP

**JÜRIG MICHEL**

**President of the board of Würth Management AG**

**Member of the advisory board of the Würth Group**

# THE FAMILY BUSINESS ADOLF WÜRTH GMBH & CO. KG FOUNDED IN KÜNZELSAU IN 1945



# WÜRTH A FAMILY BUSINESS

WÜRTH  GROUP



**Bettina Würth**  
Chairwoman of the  
Advisory Board

**Prof. Dr. h. c. mult. Reinhold Würth**  
Chairman of the  
Supervisory Board

# DEVELOPMENT OF THE WÜRTH BRAND

## AT THE BEGINNING THERE WAS THE SCREW



# WÜRTH GROUP

## A FAMILY BUSINESS

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### WORLD MARKET LEADER

in the trade with assembly and connecting materials

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**74,159** employees worldwide

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Driving force of our success is **DIRECT SELLING**

Every day, around **32,300** sales representatives meet **300,000** customers

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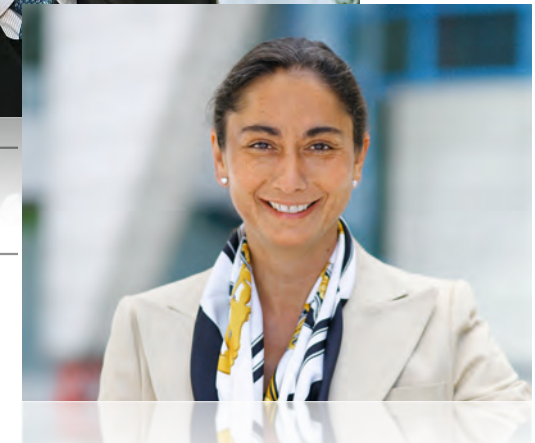
Core product range comprises **125,000** products

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**EUR 12.7 bn.** annual sales 2017

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Over **400** legally independent companies in more than **80** countries

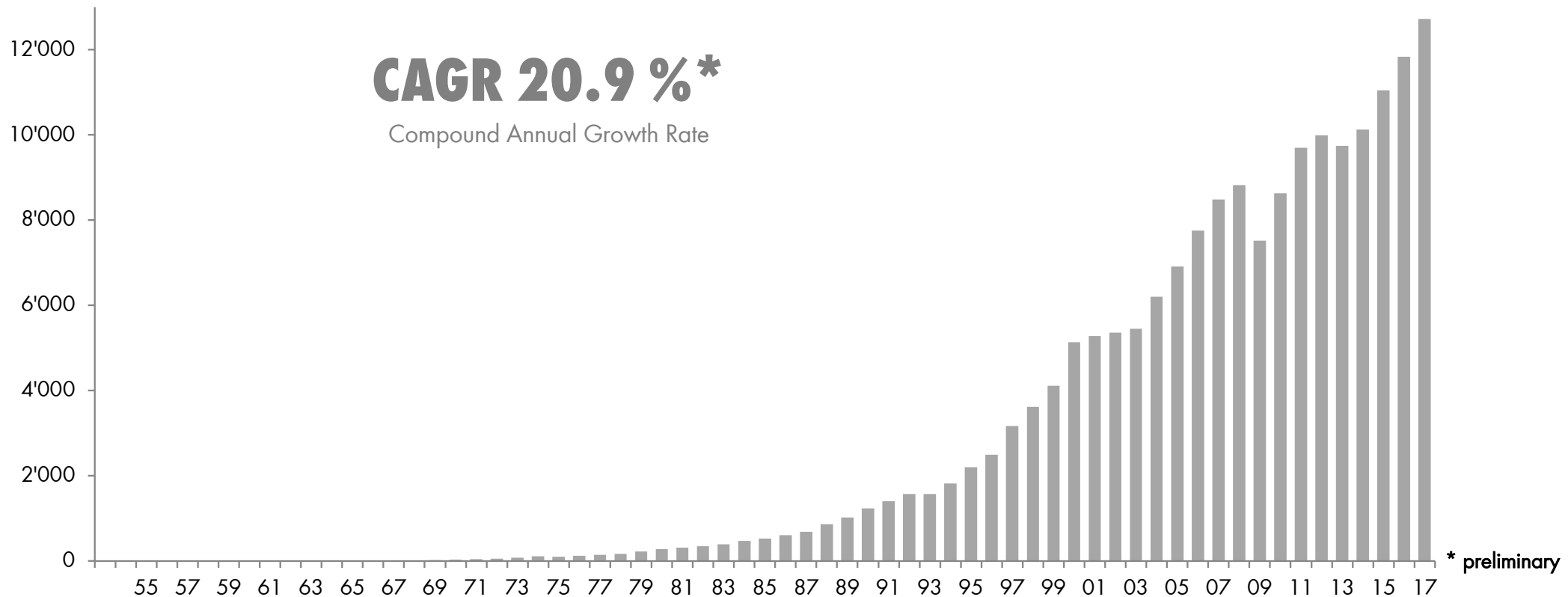


# THE CLASSICAL WÜRTH PRODUCT RANGE



# SALES DEVELOPMENT WÜRTH GROUP 1954 - 2017, IN MIO. EUR

**12,720\***



## FIVE PRINCIPAL SUCCESS FACTORS OF THE WÜRTH GROUP



### **SALES**

about 60 % of all employees are in sales / 1,800 branch offices



### **INTERNATIONALISATION**

over 80 countries



### **DECENTRALIZED STRUCTURE**

over 400 fully operational independent companies



### **QUALITY**



### **BRAND**



# (WHY IS) WÜRTH IN SWITZERLAND

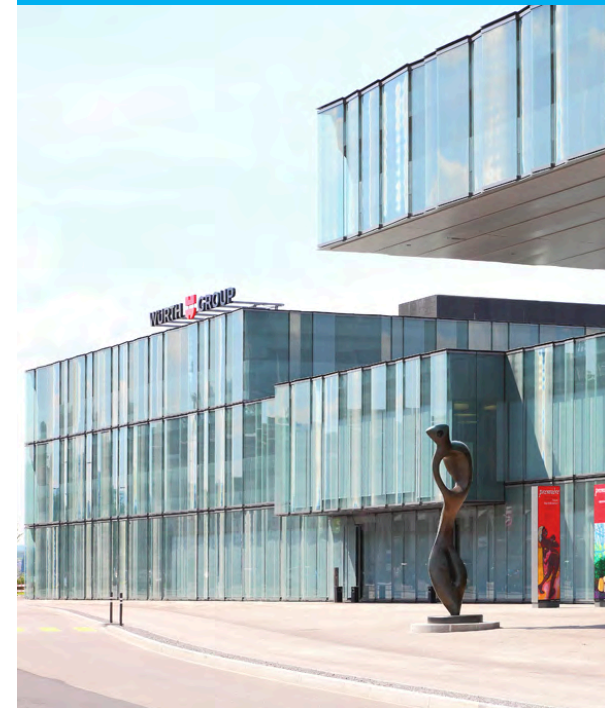
## Core Business in Arlesheim



## Functional Holding in Chur



## Service- and Management Development Center in Rorschach



# (WHY IS) WÜRTH IN SWITZERLAND



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