



**Initiative Deutsche Manufakturen -  
Handmade-in-Germany  
Press Releases**

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# The Initiative

## IDEE

Craftsmanship, highest quality and the love for detail are inherent in all manufactories and make their products something special. Against the trend of global mass production, products from German manufactories are highly regarded at home and abroad and successful in the market.

The Initiative Deutsche Manufakturen (IDM) has set itself the task of confidently representing this special quality claim of German manufactories and thus laid the foundation for the "renaissance of the manufactories".

Founded in 2010, the initiative aims to bundle the common interests of manufacturers and to represent their value as employers as well as their positive contribution to the image of Germany. Classic industries and manufacturers of extraordinary products, smaller workshops as well as large family businesses with a century-old tradition are equally part of the initiative.



Glashütte Lamberts

## HISTORICAL BACKGROUND

In the 18th century, the manufactory was the prototype of industrial goods production and represented the transition from classical craftsmanship to the modern factory. Primarily, these companies were characterized by a division of the labour production process, the cooperation of different crafts and – compared to the crafts business – a relatively large number of employees. Retrospectively, the manufactories can be described as the “nucleus” of Germany as a flourishing business location.

## THE MANUFACTORIES AS SEEN FROM TODAY’S PERSPECTIVE

Today, in the era of global industrial mass production, the term “manufactory” represents a new form of exclusivity, as well as the hand- and tailor-made production of exceptionally high value and quality. As pioneers through all eras, manufactories have been decisive for economic development in Germany: They represent excellent customer service, make unusual wishes possible and actively involve their customers in the production process.

In recent years, mass production has led to a greater desire for products that accompany us throughout our lives. Sustainability of production and economy, which German manufactures represent, are of great importance in the context of preserving our living space.

The “renaissance of the manufactories” is therefore by no means just a trend, but represents the contemplation on real craftsmanship and values that are passed down from generation to generation.



Kay Gundlack



Graf von Faber-Castell

## AIMS OF THE INITIATIVE

Throughout joint activities and appearances, the initiative aims to highlight that...

- / German manufacturers are synonymous for products of the highest quality
- / Manufactories represent an important business location factor and make a significant contribution to a positive image of the country as a whole and abroad.
- / Manufacturers embody important virtues of German mid-sized companies.



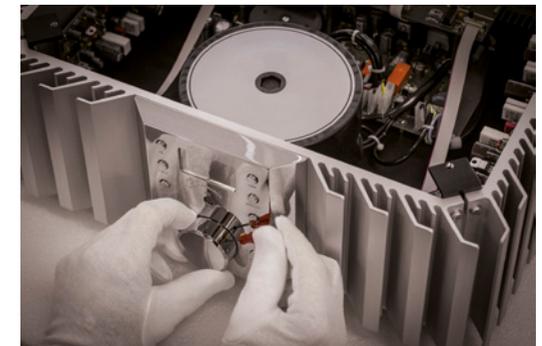
Königliche Porzellan Manufaktur (KPM) Berlin

## MEMBERS OF THE INITIATIVE

The initiative aims to represent the entire spectrum of German manufacturing: From the highly specialised two-man manufactory to larger companies that have grown over time to become manufactories with a global presence. From traditional companies in classic industries to young entrepreneurs with innovative products.

This flourishing spectrum is reflected by the founding members:

The Berlin-based manufacturer **Burmester** has produced high-end audio systems since 1977 and has - among other things - equipped the Porsche Panamera with a high-end surround system. The porcelain of the **Königliche Porzellan-Manufaktur Berlin (KPM)** – once acquired in 1763 by Frederick the Great (Friedrich II.) – is an appreciated gift for politicians from numerous countries: from Mikhail Gorbachev to Barack Obama. The **Joh's Stübben** manufactory has been in family-ownership since 1894. Their saddles and suitable bridles have set the standards for quality and success in international equestrian sport for decades.



Burmester Audiosysteme

**Peter Bock** produces nibs of the highest quality and craftsmanship. Among others, they are used by the writing instrument manufacturer **Visconti**, whose pens were used to sign the summit declaration between NATO and Russia in May 2002. The custom-made shoes from **Kay Gundlack** enjoy a worldwide reputation – including big names in the show business.

The **WELTER** manufactory for unique walls has been refining walls of private homes, hotels and restaurants worldwide since 1985. Even Chanel-boutiques, as well as the stages of the Oscars and the Golden Globes are regularly wrapped in a unique wall piece from the Berlin-based manufactory.



Welter Wandunikate



Klar Seifen

**Strunkmann & Meister**, a traditional company founded in Bielefeld in 1832, equips noble residences such as the royal house in Saudi Arabia, political offices such as the Villa Hammerschmidt and cultivated private estates with the finest table and bed linen. Noble addresses such as the Steigenberger Hotels and Resorts, the Kempinski Hotels and the Kulm Hotel in St. Moritz are - among others - the customers of **FITZ LEUCHTMANUFAKTUR** from Titz-Rödingen. Founded in 1844, **SUDHAUS** comprises a huge range of lock and locking systems from its own developing department, which are used in the Airbus A380, the world's largest passenger aircraft. **Klar Seifen** is the oldest family-owned soap factory in Germany and has produced fine soap products and artistic soap sculptures in Heidelberg since 1840.



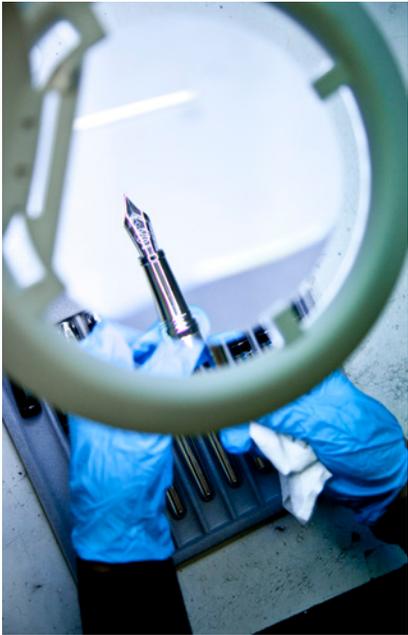
Rotter Glas

The **Graf von Faber-Castell Collection** was founded in 1993 as an exclusive manufactory of the global company from Stein (Bavaria) with a wide range of exceptional writing instruments and accessories. Only in the silk-flour city of Sebitz are silk flowers still crafted traditionally by **Deutsche Kunstblume** and are known far beyond the borders of Germany.

**Glashütte Lamberts** is the world market leader in traditional flat-glass-production. The glass manufactory supplies artists and architects from Taiwan to Togo. The noble table and bed linen of **Ege Textilmanufaktur** is appreciated by customers with the highest demands. Even in Schloss Bellevue - residence of the President of Germany - one can find exceptional napkins from Ege: true to the original style with a woven-in federal eagle.

An individually and charmingly designed packaging for all contents can be found in the assortment of the fine cardboard manufacturer **FAPACK** from Berlin. **Waldmann** produces finest writing instruments in sterling silver. The manufactory is one of the last places where the traditional engraving technique "Wiener Muster" is practiced. The glass grinding manufacturer **Rotter Glas** has combined traditional glass craftsmanship and timeless design for over a hundred years. Glasses with the unique Rotter-décor are available from selected international distributors and exhibited in numerous galleries around the world. The noble bass and guitar lines **Framus & Warwick Masterbuilt** from Warwick convey the truly unique "Sound of Wood" with their high production artistry. The knife manufactory **Herder Windmühlenmesser** was founded in 1872 by Robert Herder in Solingen. They produce knives of exceptional quality and finesse. Since its foundation, the traditional principle of "Solingen thin grinding" has been passed down from generation to generation and remains unchanged to this day.

All members of the Initiative Deutsche Manufakturen have something in common: craftsmanship, tremendous quality and attention to detail give their products the qualitative edge. This is "Handmade in Germany".



Waldmann



Kunstblume Sebnitz



Herder Windmühlenmesser



Riempp Rahmenmanufaktur

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# Membership in the Initiative Deutsche Manufakturen

## CRITERIA

All manufacturers represented in the initiative are best known for highest standards in product manufacturing and corporate management. Quality assurance is guaranteed by the companies' obligation to comply with a number of decisive criteria:

**/ Percentage of manual work in production (weighting: 60 percent)**

Production predominately or product-shapingly by craftsmanship and "Made in Germany"

**/ Size of the company (weighting: 5 percent)**

Companies with more than 10 employees are favoured

**/ Customer market (weighting: 5 percent)**

Companies with a nationwide customer base and international target markets

**/ Premium segment (weighting: 10 percent)**

Qualitative and price positioning in the "premium segment". Masterpieces. Perfection. Character.

**/ Perception as a manufacturer (weighting: 10 percent)**

The manufacturing character of the company is clearly communicated and perceived by the customer

**/ Value of the used materials (weighting: 5 percent)**

High demands on material quality. High-quality materials for high-quality products.

**/ Individual production according to customer requirements (weighting: 5 percent)**

Production according to customer's ideas and production of small-scale series. Individuality. Special features.

These criteria are also applied to interested and potential new members. When a manufactory is included in the initiative, at least 80 percent of 100 percent of these criteria must be able to be fulfilled. The proof can also be provided for individual product lines or parts of a company.

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## **DAYS OF GERMAN MANUFACTORIES**

Since 2014, the DAYS OF MANUFACTORIES in Berlin have inspired fans of high-quality, handmade products for two days in a row with the exhibition HANDMADE IN GERMANY. In 2017, more than 7.000 visitors immersed themselves in the world of the manufactories and got in touch with the manufacturers on site.

Once again, this year the Initiative Deutsche Manufakturen will make it possible to experience manufactured products: on September, 21. & 22. 2018 in Berlin's oldest industrial monument, the Königliche Porzellan-Manufaktur Berlin (KPM).

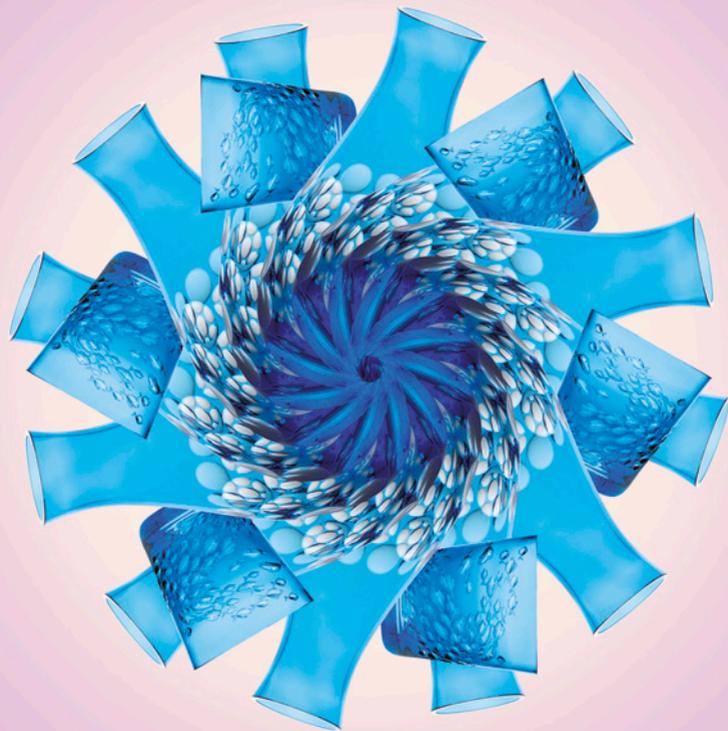
On this occasion, the participating manufacturers from Berlin and all over Germany allow the visitors to participate in the production steps and discover a world of cultural assets that have been produced for generations in family businesses with a sense of tradition and great attention to detail.

Manufacturers and makers gather in Berlin as a community of shared values to create timeless and sustainable products that oppose a disposable-society. The awareness of cultural heritage mixed with a fresh entrepreneurial spirit provides fertile soil for new concepts and ideas – such as the DAYS OF GERMAN MANUFACTORIES themselves.





Impressionen der Tage der Manufakturen



# handmade

**COOKING & DINING**

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## **Special exhibition 2018: HANDMADE COOKING & DINING**

The good roaster with which the Christmas feast has been prepared for generations. The grandparents' unique drinking glasses. Papa's good chef's knife. The latest cookbook from friends. The spice mixture from the last vacation. The smell of your favourite food. A lovingly decorated table, at which the most inspiring conversations can be held. This year's special exhibition HANDMADE COOKING & DINING in Berlin will focus on all of this.

For many people the kitchen is the central place in the house. The place where everyone gathers. Where there is not only food, but also laughter and discussion. Where you can contemplate about the day and leave the world outside.

For us, cooking is not just about preparing food. Cooking is a sensual experience with natural ingredients, together with people close to us. The things that accompany us in the kitchen and at the table are often classic manufactured products. Porcelain, glasses, knives, pots, silver - many of these products are not only of material value but also of sentimental value and are passed on in the family from generation to generation.

The special exhibition HANDMADE COOKING & DINING offers an experiential space for all those who value sustainability, for whom time stands still during cooking and to whom eating means much more than mere ingestion of food - a moment of enjoyment and relaxation.

HANDMADE COOKING & DINING lets visitors not only look at such products, but touch them, try them out and experience them. Show visitors what makes your products so fascinating; give them a feeling of home, family, closeness. This is a place to relish, marvel and splash!

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## Foodmarket

In the KPM courtyard visitors can immerse themselves in the world of original and hand-crafted delights. You will come to appreciate products of the highest quality standards and learn all about them. Be it healthy snacks or sweet sins – just have a stroll around and treat yourself..



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