

75 1937 - 2012
years



Fritz Schäfer (1893 – 1951),
company founder



Dear Sir/Madam,



Continuity is definitely the common thread running through our company history over the past 75 years that I have personally experienced and helped shape beginning with the company's formation, originally as the first trainee, through to the present day. It's been a long road from a local manufacturer of transport containers, heating pipes and bottle crates to an international intralogistics company. Looking back, all key steps in the company's history have followed a logical path in line with the particular period. The decisive step towards systematic thinking in warehousing was without doubt the invention of the semi-open front container. The fact that the term "Schaefer box" still remains synonymous with product storage bears witness to the vision behind this development. Based on continuous expansion of the product range, we became a total solutions provider of storage and plant equipment using the motto: "Everything from a single source". At the same time, international expansion was driven forward continuously and with the launch of the Schaefer Shop, sales diversification as well.

All these years, our primary goal has been to make the needs of our customers the main focus of our product offering and company development. Logistics increasingly became a core area of expertise for our customers, and it became obvious that smoothly-operating processes in warehouse management, availability, order picking and shipment with consistent cost control, represent an essential feature of a successful company. In our company group, this resulted in the recognition that our customers wanted comprehensive consulting services for logistics. The pre-requisite here is a thorough understanding of the business model and the customer's processes. Due to the strategic development and expansion of our automation division, we have met this challenge and become a comprehensive intralogistics solutions provider. In doing so, we have been guided by the following principles:

- "Everything from one source" is and remains our motto.
- We want to serve customers worldwide from our own resources, and above all offer our expertise as a viable partner.
- We cover virtually the entire range of intralogistics with innovative products. We focus on the maximum possible breadth and scope in manufacturing to avoid significant dependencies and to establish in-house expertise.
- The intention was for growth to originate mainly from the inside, using the company's own resources. Acquisitions are used primarily as the initial spark.
- Our organisation is based on decentralised structures because this is associated with greater dynamics and internal initiative.
- Fast, streamlined decision-making with consistent implementation form the basis for a successful company.

It has always been our aim to never deviate from these principles, so certain short-term 'fads' have passed us by unnoticed. This has created a solid financial basis, meaning that profits generated remain within the company. This is just another reason why we are a reliable partner for our customers.

I would like to take this opportunity to express my sincere thanks to our many loyal customers for the confidence they have demonstrated in us, and our committed employees for all their hard work. Satisfied customers, good and loyal employees ultimately form the foundation of a successful company. Continuity, innovations and value-oriented business activities will remain the guiding principles of our company group in the future.

Warm greetings

A handwritten signature in black ink, appearing to read 'G. Schäfer', written in a cursive style.

Gerhard Schäfer
Managing Director

75 Years SSI SCHAEFER

From a one-man operation to a large corporation with locations worldwide

In seven and a half decades, SSI Schaefer has undergone rapid growth, creating a successful company history in the process: From the one-man business operating from a basement workshop, to a large group of companies with around 8500 employees, including multiple international subsidiaries. Today, SSI Schaefer is the world's leading provider of warehouse and logistics systems.

Initially, the family company began with the production of transport containers. Around ten years later, it launched the ground-breaking development of the Lager-Fix container onto the market. Since then, the range of boxes and containers at Schaefer has grown continually. Matching shelves for the containers were soon added to the product range. In the 1970s, other racking systems were developed, such as the high bay racking system. The same decade saw the formation of the waste technology division and the office furniture division followed in the 1980s. Internationalisation took a step forward and additional foreign subsidiaries were gradually founded.

The formation of the SSI Schaefer Group in 2000, and the integration of further associated companies has seen SSI Schaefer now offering a complete range of in-plant warehouse and logistics systems: Everything from manually operated storage installations and containers to automated logistics systems and conveyor technology including order picking systems as well as warehouse management software. SSI Schaefer offers everything a customer could wish for in terms of warehouse solutions. Everything – except for forklifts.



Husband and wife Fritz and Bertha Alwine Schäfer with their four sons (from left): Theo, Hans, Gerhard and Manfred.

The early growth years

Self-employment had always been his goal and he worked very hard to achieve it: In 1935 in a tiny space in his own laundry room, Fritz Schäfer (1893–1951) began working on constructing the first transport containers in his spare time. Two years later, the trained plumber and welder realized his dream and founded his company to produce „factory-made sheet metal goods“. The firm was officially registered in Burbach, Germany on 16.01.1937. Aside from transport containers, the range of products manufactured also included heating pipes, feeders, wheelbarrows, paint tins, kettles, buckets and cake tins. Business was so good that Fritz Schäfer soon required more space for production. In the winter 1939/40, he had a 150 square metre hall built next to his house with new plate shears, welding machines and a 60 tonne press. In 1940, he was already employing 20 people in his firm.

There were many shortages during the post-war period: The demand for products to meet daily needs was particularly high. Fritz Schäfer responded to this with creative solutions and manufactured objects such as shoe horns, cow and horse combs, potato baskets, coal shovels, muzzles and rakes. As a manufacturer, the challenge was to cope with the problem of raw material shortages as best they could. Fritz Schäfer therefore purchased used metal sheets from other companies within the metalworking industry and processed them as necessary. With the currency reform of 1948, the time for improvisation came to a close and the focus was once again on transport containers.

1937 – 1948



The first range was advertised using leaflets.

The early growth years



1937

Company founded by Fritz Schäfer.

The firm was officially formed in Burbach, Germany in January 1937.



No.	Produkt	Menge	Preis	Summe
1
2
3
4
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17
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19
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48
49
50

1938

List of products sold.

1939

Transporting large orders via hay cart (below).

HGVs were used shortly after this (right).



1937 – 1948

1939/40

Construction of a 150 m² hall with new plate shears, welding machines and a 60 tonne press.



1940 Trainees Theo (left) and Gerhard (right) creating and painting transport containers.

1945

Post-war period: Due to the demand for products to meet daily needs, Fritz Schäfer manufactures everything from baking trays, shoe horns, cow and horse combs, potato baskets, coal shovels, muzzles and rakes.



The breakthrough

Based on continuous growth, larger production halls were once again required in 1948 and a company move became necessary. On the village green in Neunkirchen, close to the former train station, Fritz Schäfer established a large production building, with the option to expand in the future. The new hall provided enough space for the series production of transport containers and other sheet metal products. From 1948, the four sons Hans, Gerhard, Manfred and Theo were also working in the company; two in administration, and the other two in operations. By 1950, Fritz Schäfer was already employing a staff of more than 50 people.

In the same year, the company achieved a breakthrough with a new product: Stackable containers for milk bottles. This is because at this time, the trend for filling milk into glass bottles was on the rise, and the dairies urgently needed safe transport equipment. Schaefer milk crates were soon selling in their thousands across the whole of Germany. Business flourished, the production facilities were expanded, and new employees were hired.

In 1951, company founder Fritz Schäfer died at the age of 58. Together, the four sons took over management of the company. For the “trade with industrial raw materials and manufacturing goods of all kinds”, they founded the company EMW Eisen- und Metallhandelsgesellschaft in 1952.

A milestone in the company's history was the development of the unmistakable Lager-Fix container in 1953: a stackable container with an opening at the front. Today, Lager-Fix containers are an inherent part of many production operations and warehouses. In 1954, Fritz Schäfer GmbH exhibited at the Hanover trade show for the first time, presenting the new containers. Soon afterwards, corresponding racks and stacking rims for the Lager-Fix containers were added to the range.

As plastic had become a popular material on the market, Fritz Schäfer GmbH purchased the insolvent Bensheim-based company Thermo-Plastik in 1958 and manufactured the first plastic milk and beer bottle crates, as well as plastic storage containers.

In the 1960s, the firm began its global expansion and the first foreign subsidiaries were founded: 1961 in Neunkirch (Switzerland), 1962 in Basingstoke (England; now SSI Schaefer Ltd. in Andover) and later, in 1965, in Wels (Austria).

1948 – 1962

Wie sich im organischen Wachstum
Zelle an Zelle fügt,



LAGER-FIX

VORRATS-REGALE
oder als dienen - einzeln oder mehrere gefaltet -
als praktisches

TRANSPORTMITTEL
von Raum zu Raum,
von Platz zu Platz,
von Hand zu Hand.

LAGER-FIX die These:
Förderereinheit - Logereinheit



Transportkästen
für jeden Zweck

aus verzinkt oder eloxiertem Stahl oder verzinkt, mit
Korrosionsschutz, Infrarotbeständigkeit, Ölbeständigkeit und
die Kästlinge zeigen einige unserer Standard-Formen.

- 1. STANDARDKÄSTLICHEN NR. 10
für Transport, Lagerung, Montage, Reparatur, etc.
- 2. WINKELKÄSTLICHEN NR. 11
für Transport, Lagerung, Montage, Reparatur, etc.
- 3. WINKELKÄSTLICHEN NR. 12
für Transport, Lagerung, Montage, Reparatur, etc.
- 4. WINKELKÄSTLICHEN NR. 13
für Transport, Lagerung, Montage, Reparatur, etc.
- 5. WINKELKÄSTLICHEN NR. 14
für Transport, Lagerung, Montage, Reparatur, etc.
- 6. WINKELKÄSTLICHEN NR. 15
für Transport, Lagerung, Montage, Reparatur, etc.
- 7. WINKELKÄSTLICHEN NR. 16
für Transport, Lagerung, Montage, Reparatur, etc.
- 8. WINKELKÄSTLICHEN NR. 17
für Transport, Lagerung, Montage, Reparatur, etc.
- 9. WINKELKÄSTLICHEN NR. 18
für Transport, Lagerung, Montage, Reparatur, etc.
- 10. WINKELKÄSTLICHEN NR. 19
für Transport, Lagerung, Montage, Reparatur, etc.
- 11. WINKELKÄSTLICHEN NR. 20
für Transport, Lagerung, Montage, Reparatur, etc.
- 12. WINKELKÄSTLICHEN NR. 21
für Transport, Lagerung, Montage, Reparatur, etc.
- 13. WINKELKÄSTLICHEN NR. 22
für Transport, Lagerung, Montage, Reparatur, etc.
- 14. WINKELKÄSTLICHEN NR. 23
für Transport, Lagerung, Montage, Reparatur, etc.
- 15. WINKELKÄSTLICHEN NR. 24
für Transport, Lagerung, Montage, Reparatur, etc.
- 16. WINKELKÄSTLICHEN NR. 25
für Transport, Lagerung, Montage, Reparatur, etc.
- 17. WINKELKÄSTLICHEN NR. 26
für Transport, Lagerung, Montage, Reparatur, etc.
- 18. WINKELKÄSTLICHEN NR. 27
für Transport, Lagerung, Montage, Reparatur, etc.
- 19. WINKELKÄSTLICHEN NR. 28
für Transport, Lagerung, Montage, Reparatur, etc.
- 20. WINKELKÄSTLICHEN NR. 29
für Transport, Lagerung, Montage, Reparatur, etc.
- 21. WINKELKÄSTLICHEN NR. 30
für Transport, Lagerung, Montage, Reparatur, etc.

FRITZ SCHÄFER-NEUNKIRCHEN-KR.SIEGEN
SPEZIALFABRIK FÜR TRANSPORTKÄSTEN - VERZINKTEI

Designing the marketing materials became increasingly more complex.

The breakthrough

1948

All four sons Hans, Gerhard, Manfred and Theo are working at the company.



Relocation of the company into the newly-built and larger production halls on the village green in Neunkirchen.



1950

Breakthrough with a product innovation: Stackable crates for milk bottles.

1951

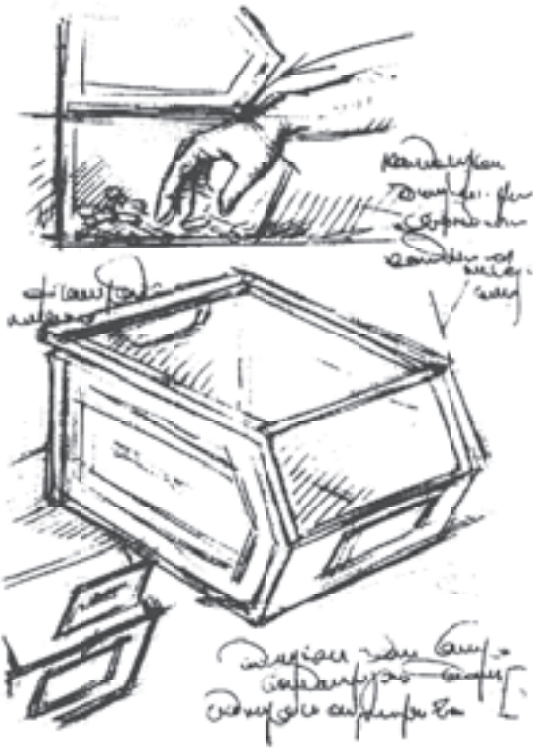
Following the death of company founder, Fritz Schäfer, his sons took over management of the company together.

1952

Formation of the company EMW, Eisen- und Metall-Handelsgesellschaft. Jubilee 2012 – 60 years of EMW.



1948 – 1962



1953

The milestone:
Development of the unmistakable Lager-Fix container.

1954

Fritz Schäfer GmbH displays the new Lager-Fix container at the Hannover Trade Fair for the first time.



1958

Acquisition of the Bensheim-based firm Thermo-Plastik.
Production of the first plastic containers, such as milk/beer bottle crates and storage containers.



1961

Foundation of the foreign subsidiary in Neunkirch/Switzerland.



1962

Foundation of the English foreign subsidiary in Basingstoke (now SSI Schaefer Ltd. in Andover).

Diversification and Modernisation

Following the shutdown of the 150 year old iron ore mine “Pfannenberger Einigkeit”, the Schäfer family took over the premises in 1962. This was the start of the successful division into what was to become Schäfer Werke GmbH on the Pfannenberg hill and Fritz Schäfer GmbH in the valley. In 1963, the EMW Steel Service Centre moved to the new site on the Pfannenberg hill. Soon afterwards, Fritz Schäfer GmbH started manufacturing the first racking units.

With the foundation of the Schaefer Shop in 1970, the firm launched a new distribution channel: The Schaefer Shop mail order department allowed customers to order equipment for the warehouse, workshop and office directly from the catalogue.

In the 1970s, Fritz Schäfer GmbH launched numerous innovations onto the market: Bolt-free racking systems, stack and nest containers and high bay racking as well as the Euro-Fix containers for conveyor technology. The project business division was launched at the same time: In Moscow, North America, Amsterdam, Beijing and Tokyo, SSI Schaefer constructed logistics centres for aerospace and shipping, and increasingly vehicle spare parts warehouses for BMW, Daimler-Benz or Nissan. In 1976, SSI Schaefer produced the first plastic waste container, and in 1977, the first steel waste container.

Following the death of the two brothers Manfred († 1975) and Hans Schäfer († 1982), from 1982 the companies were run separately by Gerhard (Fritz Schäfer GmbH) and Theo Schäfer (Schäfer Werke GmbH). In 1985, Fritz Schäfer GmbH acquired its neighbour, “Freie Grunder Eisenwerke”.

1962 – 1985

At the start of the 1960s, the new administration building was constructed in Neunkirchen.



Diversification and Modernisation



1962

Acquisition of the inoperative iron ore mine "Pfannenberger Einigkeit".

Beginning of the division into what was to become Schäfer Werke GmbH on the Pfannenberg hill and Fritz Schäfer GmbH in the valley.

Jubilee 2012 – 50 years of Schäfer Werke.

1963

EMW moves up to the Pfannenberg.



1965

Foundation of the Austrian foreign subsidiary in Wels.

Start of production of shelving and pallet racking systems.



1970

Formation of the Schaefer Shop mail order division.



1962 – 1985

1972

Market launch of the Euro-Fix container for conveyor technology.



1975 Production of high bay warehouses.



1976/1977

Production of waste containers made from plastic and steel.

1982

Following the death of Manfred († 1975) and Hans Schäfer († 1982), the companies are run separately by Gerhard (Fritz Schäfer GmbH) and Theo Schäfer (Schäfer Werke GmbH).



1984

Foundation of the Singapore subsidiary, today's regional Head Office for Asia.



1985

Acquisition of the Freien Grunder Eisenwerke.

Growth and Globalisation

In 1987, Fritz Schäfer GmbH acquired a facility in Weitefeld and started producing office furniture. This represented the birth of the office furniture division.

In terms of international activities, Fritz Schäfer GmbH has worked continuously on expanding this sector. In 1990, for example, a subsidiary company was founded in Charlotte (USA). Since 1996, there has been a highly specialised manufacturing facility with over 1.000 employees in Hranice (Czech Republic), where a large part of the automation components such as conveyor technology and storage and retrieval systems as well as warehouse and plant equipment are produced.

The new century saw the formation of the SSI Schaefer Group, covering the entire product range of in-plant logistics with its varied associated companies. The initial foundation of the group was the integration of SSI Schäfer Noell GmbH, formerly part of the Preussag-Noell Group, in 2000. As a general contractor for complex logistics solutions SSI Schäfer Noell, Giebelstadt, has been supplying its highly innovative, automated logistics solutions to complement the warehouse equipment from Fritz Schäfer ever since that time. There are 530 staff employed at the Giebelstadt site.

One year later saw the addition of SSI Schäfer Peem GmbH, Graz, with 930 staff members. With modular order picking and conveyor technology, SSI Schäfer Peem completes the product range of the group. At the CeMAT 2002 intralogistics trade show in Hanover, the three companies exhibited for the first time under the new umbrella brand of SSI Schaefer. In 2008, the SSI Schaefer Group was strengthened further with the acquisition of Salomon Automation GmbH in Friesach near Graz, Austria, which has outstanding software and logistics expertise. The WAMAS warehouse management software offers extensive application options for tailored customer solutions. In total, the group employs around 600 software specialists. In 2010, SSI Schaefer also took over the Danish company Handler A/S and since then has also been serving the storage lift sector.

With this comprehensive range of products and services, SSI Schaefer operates in the market as a total solutions provider for intralogistics. This is something that our customers value very highly. This is because they receive a complete solution from one source – with the assurance that the various components, based on their standardised interfaces, can be seamlessly combined to work together.

1985 – 2012

Due to the increasing complexity of projects, the implementation process often involves all the companies within the SSI Schaefer Group.



Growth and Globalisation

1987

Production of office furniture at the Weitefeld facility.



1990

Foundation of the foreign subsidiary in Charlotte, USA.



1996

New production site in Hranice, Czech Republic.



2000

Integration of **SSI Schaefer Noell**, Giebelstadt, as a general contractor for complex logistics systems, into the SSI Schaefer Group.

1985 – 2012

2001

The specialist for modular order picking and conveyor technology **SSI Schaefer Peem**, Graz, is added to the ranks of the SSI Schaefer Group.



2002

The three companies appear under the SSI SCHAEFER umbrella brand at CeMAT together for the first time.

SSI SCHAEFER



2008

Growth thanks to software expert **Salomon Automation**, Friesach near Graz.



2010

Acquisition of Danish company **Handler A/S**, Humlebæk, a storage lift manufacturer.



Worldwide presence

North America

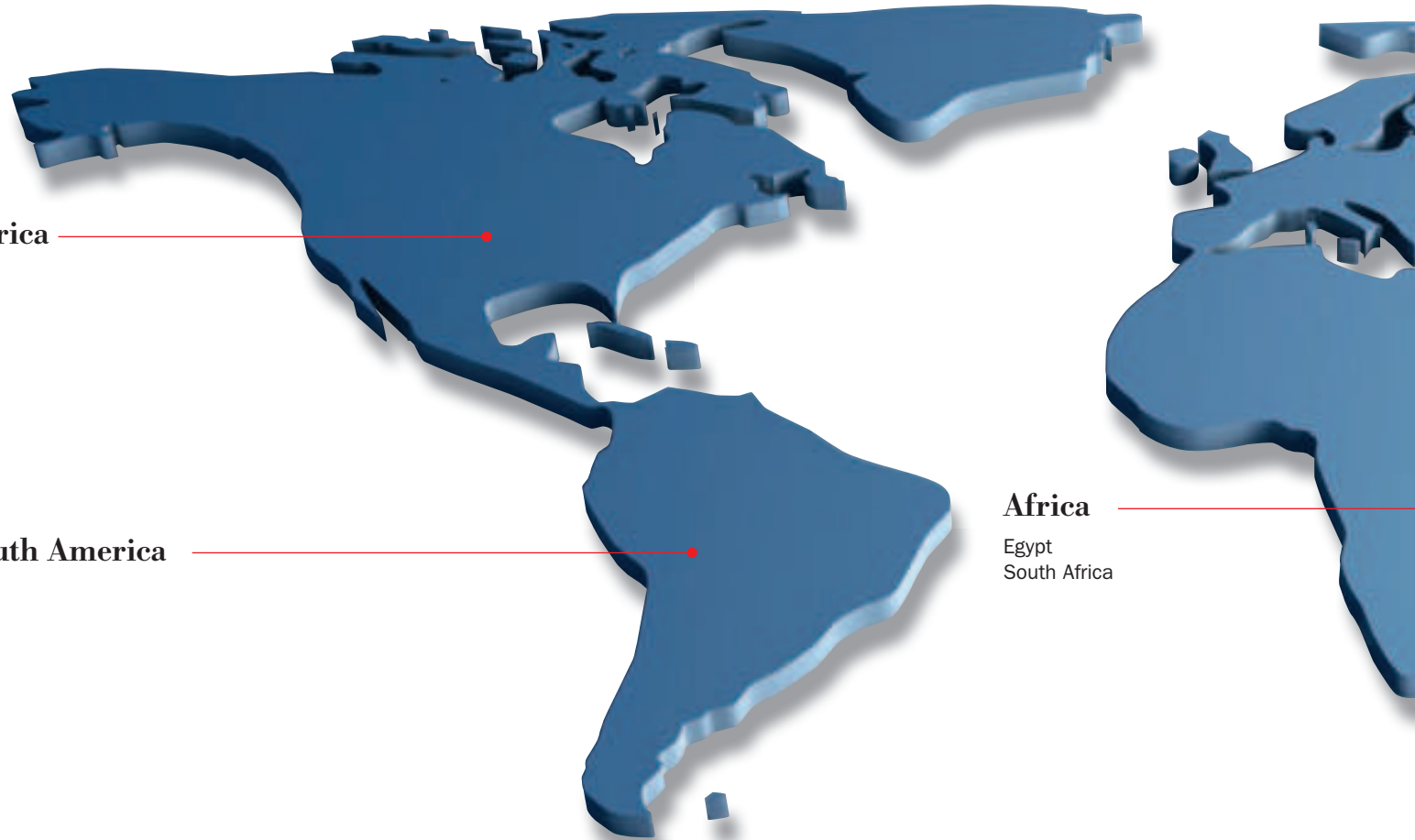
USA*
Canada

Central/South America

Argentina
Brazil
Chile
Colombia
Mexico
Peru

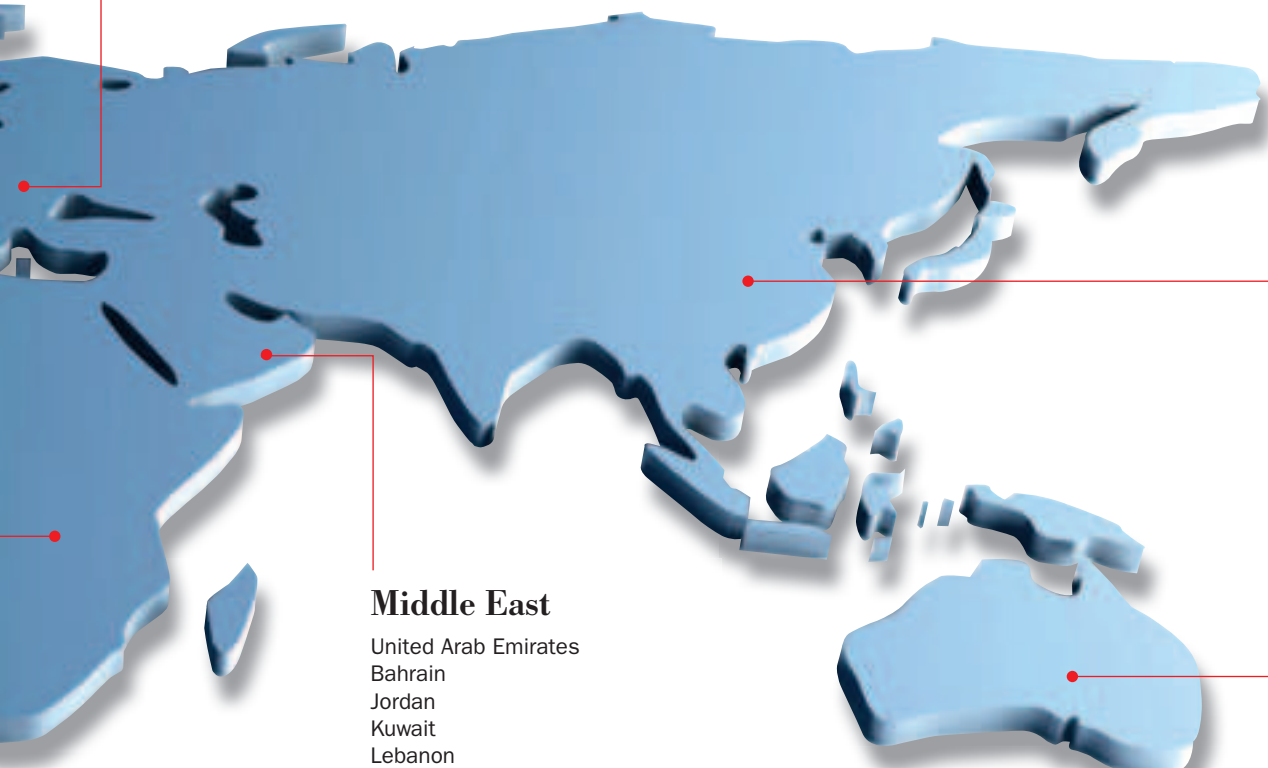
Africa

Egypt
South Africa



Europe

Germany*	France	Latvia	Norway	Sweden	Czech Republic*
Belgium	Great Britain	Lithuania	Austria*	Switzerland	Turkey
Denmark	Iceland	Luxembourg	Poland	Slovakia	Ukraine
Estonia	Italy	Russia*	Romania	Slovenia	Hungary
Finland	Croatia	The Netherlands		Spain	Cyprus



Asia

Singapore	Indonesia
Malaysia*	Philippines
China*	South Korea
Brunei	Thailand
Hong Kong	Taiwan
India	Vietnam

Middle East

- United Arab Emirates
- Bahrain
- Jordan
- Kuwait
- Lebanon
- Oman
- Saudi Arabia

Australia

Australia

* Production sites

The SSI SCHAEFER Group today

Products, components and solutions for greater efficiency in intralogistics



Plastic Containers



Packaging Solutions



Steel Containers



System Shelves



Mezzanines



Live Storage Systems



Storage and Retrieval Systems



Silos



Pallet Racking



Schaefer Orbiter System



Mobile shelving systems



Mobile racking systems



LogiMat



Office Equipment



Waste Management Technology





Pallet conveyor



Storage and Retrieval Systems



Container/Carton Conveyor



Hanging garments



Warehouse management system



Schaefer miniload crane



Mercury



Picking Systems



Autom. Order Picking Systems



Release-compatible Logistics Software



Schaefer Case Picking



Schaefer Quad System



Schaefer Carousel System



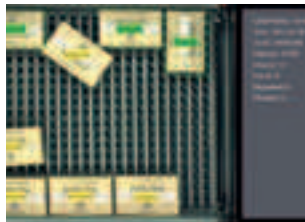
Sorter Systems



Warehouse Process Optimisation



Schaefer Tray System



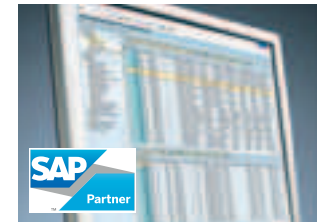
Vision Systems



Workstation systems



SSI Autocruiser



SAP



**SSI SCHÄFER
FRITZ SCHÄFER GMBH**

Manufacturing plants for warehouse,
production and office equipment,
waste management and recycling



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