



PRESS RELEASE

The BRUDER brand turns 50

50 years as a reliable partner, guaranteeing hours of fun and inspiration for children.

Fürth-Burgfarrnbach - January 2025. 2025 will be a special year for the Fuerth based manufacturer BRUDER Spielwaren: The family business is celebrating the brand's 50th anniversary. An opportunity to start the new year positively, even if the current situation is rather challenging. The first highlight of the year is the upcoming industry meeting at the International Toy Fair in Nuremberg.

50 years of the BRUDER brand

In 1926, electrician Paul Bruder began earning his living by embossing brass reeds for the local toy manufacturers. In the post-war years, this mini-company grew to become a global player in the industry thanks to its innovative strength, wealth of ideas and business acumen.

In the 1950s, Paul Bruder's son Heinz recognised the potential of plastic technology and further developed it for reed production, which led to the first successful exports to England. By 1958, the family business switched to plastic production and Heinz Bruder began to develop his first small toys himself. In the following years, in addition to the expanding production of reeds for toys - of which there were already more than 60 variants in 1958 - an extensive range of miniature toys for fun fairs and as add-ons to confectionery was created. The products were sold under the names of the customers, without a brand label that referred to the manufacturer Heinz Bruder.

Due to his ever-growing success, Heinz Bruder exhibited his toys for the first time under his own name at the Nuremberg Toy Fair in 1975. This laid the foundation for the BRUDER brand. 50 years later, and now with Paul Heinz Bruder in its third generation, the family-owned company is the

world market leader in 1:16-scale model-like toy vehicles. "We are delighted to be celebrating this special anniversary together with our partners and customers. For 50 years, BRUDER has been a trusted supplier of exciting toys with a high level of quality and functionality. We will continue to maintain the company's competitiveness, focus on "Made in EU" and invest in the sustainability of production," says Paul Heinz BRUDER, CEO of BRUDER Spielwaren GmbH + Co. KG.

A look back on 2024 - Investments, economic downturn and a conciliatory year-end result

Looking back at 2024, the buzzwords of the last two years are once again in the foreground: a stagnating economy and subdued consumption behaviour. Due to the economic situation, no major growth could be expected for 2024. The trend continued to be downward. In this context, the sales plan at BRUDER Spielwaren had to be adjusted, too. Eventually, however, the adjusted targets were achieved, with which the management is satisfied: "Reaching our adjusted sales target of 90 million euros for 2024 is a 'small success' in view of the current situation, but nevertheless not a satisfactory direction for the future," summarises Paul Heinz Bruder, also with regard to the declining return expectations. The cost pressure on German companies is growing as administrative and bureaucratic work increases. At the same time, the purchase prices for raw materials and services have increased disproportionately in recent years. Paul Heinz Bruder nevertheless believes that the company is well positioned for the future and continues to keep the investment volume at a high level. In 2024, this amounted to around 15 percent of annual sales. In total, investments were made in the development of thirteen new products and their industrial property rights. The sustainable future of the production site was also a focal point in 2024. In addition to the investment in three energy-saving injection moulding machines, a big project for process heat recovery was implemented. Over the course of a normal winter, the new system can cover 30 percent of the entire company's heat requirements or 75 percent of the thermal heat of the connected buildings.

Country overview

BRUDER Spielwaren supplies its model-like toys and accessories to over 60 countries worldwide. The 2024 export quota fell by just under two percentage points compared to the previous year and stood at 68 percent at the end of the year.

Germany continued to be the strongest market in 2024, and the result remained stable. The markets in Europe, which achieved good results these past years, could not maintain this trend and showed declines in sales. The USA, on the other hand, proved to be strong in terms of sales.

Focus on training - Professionals of the future

The Franconian company currently sees itself in a stable position in the area of personnel management. Nevertheless, the keyword “skills shortage” remains a major challenge, especially with regard to the retirement of the baby boomer generation in coming years. "I am delighted that we have a large team of long-standing and experienced employees at BRUDER. Over the last two years, we have honoured 20 employees for service of 25 years and more. In 2025, eleven more employees will join this group. At the same time, it is important to invest especially in young talents," adds Paul Heinz Bruder. Ten trainees started their careers in 2024. The family-owned company employs a total of 27 trainees in seven professions. As a rule, most trainees are offered a permanent employment contract after the completion of their training. The number of employees remained stable despite the difficult economic situation. Due to natural staff turnover and process optimisations, this figure stood at 470 employees as at 31 December 2024.

Toy fair and new products for 2025

From 28 January to 1 February 2025, the trade audience will meet at the 74th toy fair in Nuremberg. 50 years ago, BRUDER exhibited for the first time at the trade fair with their own stand. This year, the stand in **Hall 6/Booth C31-37** is all about the anniversary. Several events complement the day-to-day trade fair activities. As part of the “Press Day” a press conference with a tribute by the Spielwarenmesse e.G., will take place on the first day of the toy fair at 1.30 p.m.

As a special highlight, visitors can look forward to an exhibition on the history of the company and its product development. There will be also a fair party as part of the RedNight on Thursday.

Thirteen new products are displayed on the yellow presentation areas, awaiting interested visitors. There’s something for every price range. For most of the BRUDER themed worlds, there are exciting vehicles and accessories to discover. The ROADMAX line for children aged two and up, which was relaunched last year, is also expanding.

Commercial vehicles themed world

Many BRUDER fans requested the product highlight of this year's toy fair: a Heavy tow truck. The vehicle, which boasts power and technology, is available as a Scania and a MACK version. The tow truck can deal with the big vehicles from BRUDER and is designed to take all trucks and large tractors on its wheel lift. Available from March on and featuring a cable winch, telescopic main arm and many storage compartments, the model will offer lots of play fun.

From March on, a new modern Light + Sound module will be added to the range. Four different sounds and interchangeable light signal colours enhance the authentic play experience. The new module is already integrated in both models of the Heavy tow truck.

From January on, a new product combination will be available: The RAM Power Wagon with trailer and mini excavator promises hours of play fun. Three products in one: a perfect playset for indoors and outdoors.

Construction site themed world

In the early summer, BRUDER launches a new excavator from the Swedish licensor Volvo. Developed with great attention to detail and in accordance with the BRUDER motto "Just like the real thing", the ECR40 compact excavator offers many play options. A fully functional excavator arm, a height-adjustable plough blade, a 360° rotating cab and rubber tracks will delight children from 4 years and up.

Agriculture themed world

The agriculture themed world will be expanded in 2025 with three new products and a new product set. In May, a new small tractor from New Holland's T5 series rolls out on the market in their world-famous blue. In addition, to the versatile all-round model, a new tractor transport box with forks and one round bale is available as a set or individually.

The Maestro 8CX Precision seeder from Schwandorf-based manufacturer Horsch has a majestic appearance. Originally designed for sowing corn, sunflowers, rapeseed and numerous other crops, the impressive 1:16-scale seeder expands the BRUDER fleet from June on. The seeder attachment is simply folded in during transport and unfolded again for field operation. The integrated tank, which can be filled with imitation seeds the size of couscous, also offers an authentic playing experience. The trailer is emptied through a sliding outlet valve at the base of the tank.

From January on, the new agricultural products will be complemented by a new tractor-combination of the Claas Axion 950 with snow chains and plough blade to match the season.

Leisure time themed world

For little adventurers aged four and over, BRUDER is bringing the MB Sprinter Camper with driver and accessories in the new cobalt blue design. Sliding doors, double bed and stove, awning and a camping set with chairs, table and tableware bring the camping experience into the children's room.

ROADMAX for children 2 years and older

Up to now, the theme of forestry has been absent from the ROADMAX range. This is changing in January, and BRUDER is bringing out a new tractor in an attractive red and white colour scheme with a forestry trailer and three tree trunks. The model has a detailed cab and large tread tires. In addition to the supplied logs, the forestry trailer's loading area can also transport other cargo and can even be tipped.

A three-axle tipper truck will be added to the ROADMAX range of construction vehicles in the autumn. The extra-large tipping trough is the perfect companion for all construction projects in your own sandbox. All ROADMAX products are particularly robust and feature toddler-friendly functionality: Fun in the sandbox and children's room guaranteed!

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About BRUDER Spielwaren GmbH + Co. KG:

For many decades, the family company BRUDER has been developing and producing model toys with international success. The majority of the products are still manufactured at the main plant in Fürth in Bavaria. The award-winning manufacturer cares deeply about sustainability, attention to detail and the fun factor of its 1:16-scale toys. In addition to tractors, forklifts, combine harvesters, emergency service vehicles or trucks from numerous well-known brands of large-scale technology manufacturers, the bworld range has been completing children's play worlds since 2011 with a variety of realistic-looking figures and themed sets. BRUDER toys are made from high-quality recyclable plastics. In addition, an extensive range of spare parts ensures a particularly long service life and thus a high degree of sustainability.

More at: www.brunder.de or www.instagram.com/bruder.spielwaren.de/ www.facebook.com/bruder.spielwaren.de