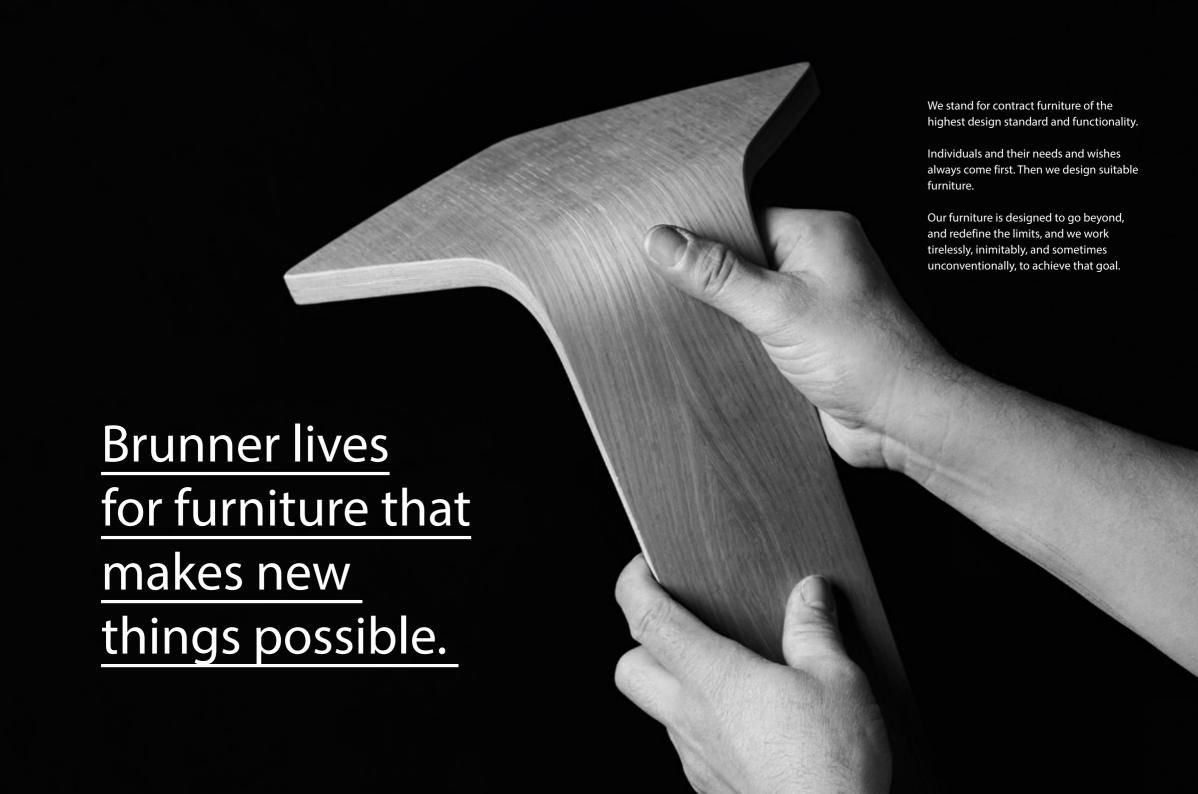
brunner ::

BRUNNER BRANDBOOK



<u>O6</u> <u>FAMILY AND COMPANY</u> <u>O</u>

# Family and company.



10 FAMILY AND COMPANY BRUNNER 11

### From bus to business.

1977: Helena and Rolf Brunner started out with a second-hand VW Bulli van. Their goal: to complete an order for a customer on their own that their former employers had declared "impossible". They were motivated by their absolute determination, in-depth expertise and passion for high-quality contract furniture.

1977: Helena and Rolf Brunner started out Over 40 years later these same values still with a second-hand VW Bulli van. Their form the foundations on which the family-goal: to complete an order for a customer run company is built.

Today, the name brunner stands for authentic tradition and the latest technology. For aesthetics and functionality. In short: our next innovation could be anything – just not impossible.





The Brunner family have been running the company for over 40 years: results-oriented, decisive and goal focussed in keeping with the highest ethical standards. All without losing sight of our great corporate responsibility to the region, our partners and customers, employees and suppliers. And this already extends to the second generation: In 2004, Dr Marc Brunner joined the company's management alongside Helena and Rolf Brunner, and Tina Lüdemann, née Brunner, and Philip Brunner have been working in sales since 2010. It is therefore already ensured that the company's values will be preserved into the future.

quality."

### Brunner - over the years.

It all started with an idea. An idea that laid the foundation stone for the future of Brunner and its employees. A passion to combine innovation and practicality against all odds.

This was the primary motivation of Helena and Rolf Brunner from the start and it has since remained that way: We have for excellent furniture and the willingness been seeking out challenges and solving problems, preferably those of the future, since 1977. It will always be that way.





1977 - 1978

The company is founded by Helena and Rolf Brunner.

Construction of the first production hall in Rheinau.

1983

Completion of an additional warehouse measuring 1500 m<sup>2</sup>.

1996

Brunner now employs 200 workers - production expanded by 5000 m<sup>2</sup>.

2004 - 2005

Dr Marc Brunner joins the management team.

Brunner opens the communication centre.









### Fit for the present and future.





2010

join the company.

Tina and Philip Brunner

2013 -

Swiss Sedorama AG

becomes a wholly

owned subsidiary.

2016

French subsidiary becomes Brunner SAS. Production figures rise to 500,000 chairs and 100,000 tables a year.

2017

Sedorama AG becomes Brunner AG Furniture Solution. Brunner celebrates its 40th anniversary. The number of employees exceeds 500. Over 550,000 pieces of foam processed per year.

2018

Logistics centre opened. Innovation Factory opened.





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...to meet all requirements perfectly.



# Furniture segments

### office

Feel at home at work. In the office sector, find the perfect equipment for the workplace, conference rooms and co-working spaces here along with furniture for seminar rooms, cafeterias and lounges.

### public space

Furniture you can go public with.

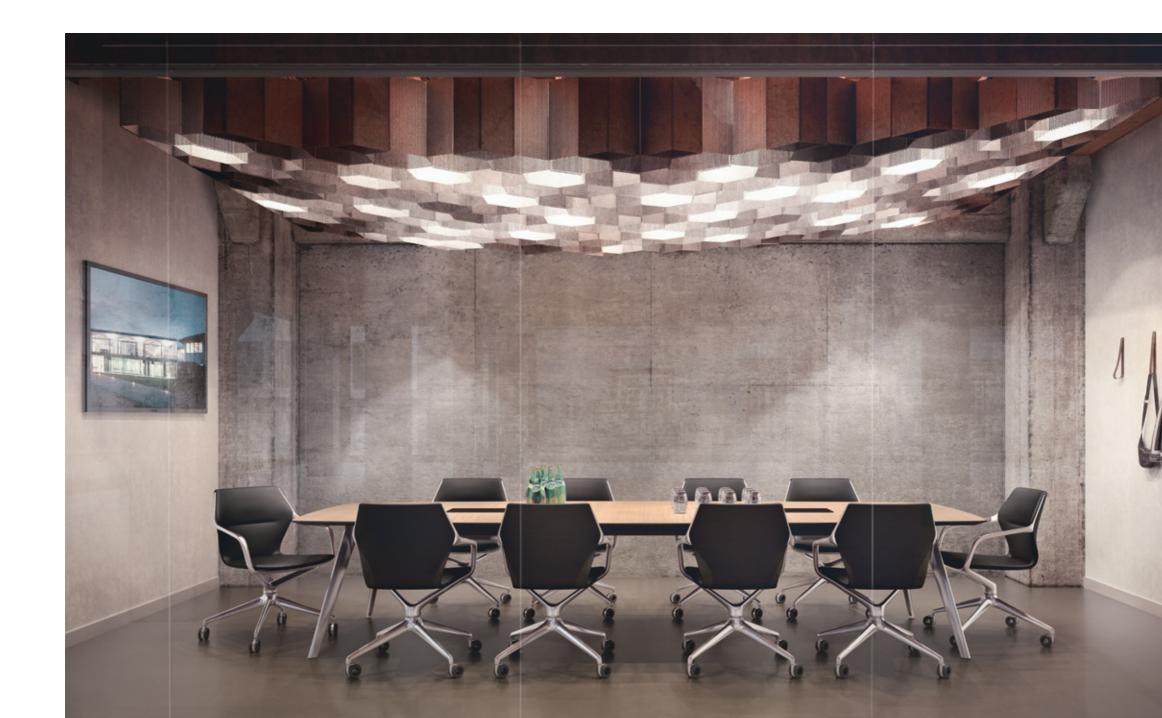
We provide aesthetic and functional furniture for cafeterias, lounges, restaurants, event halls and conference rooms.

### care

We place great value on feeling comfortable. In the care segment, you will therefore find the perfect range for lounges, patient rooms, cafeterias and waiting areas.



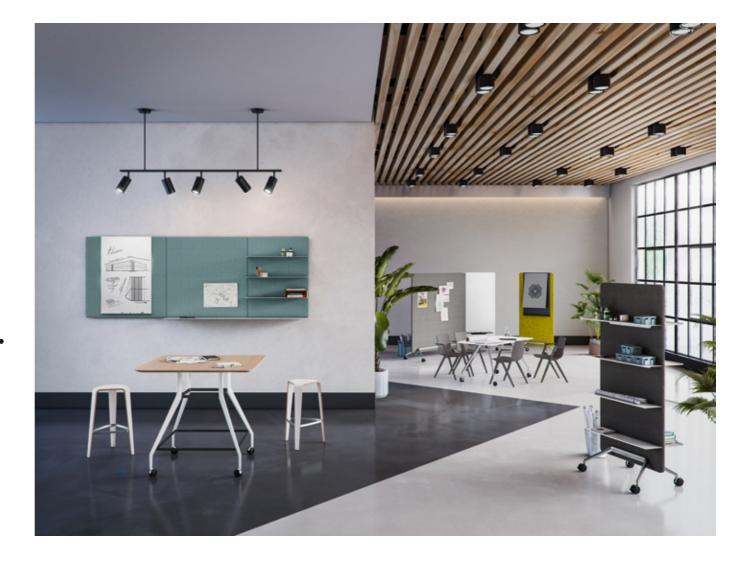
<u>OFFICE</u> <u>BRUNNER</u> <u>23</u>



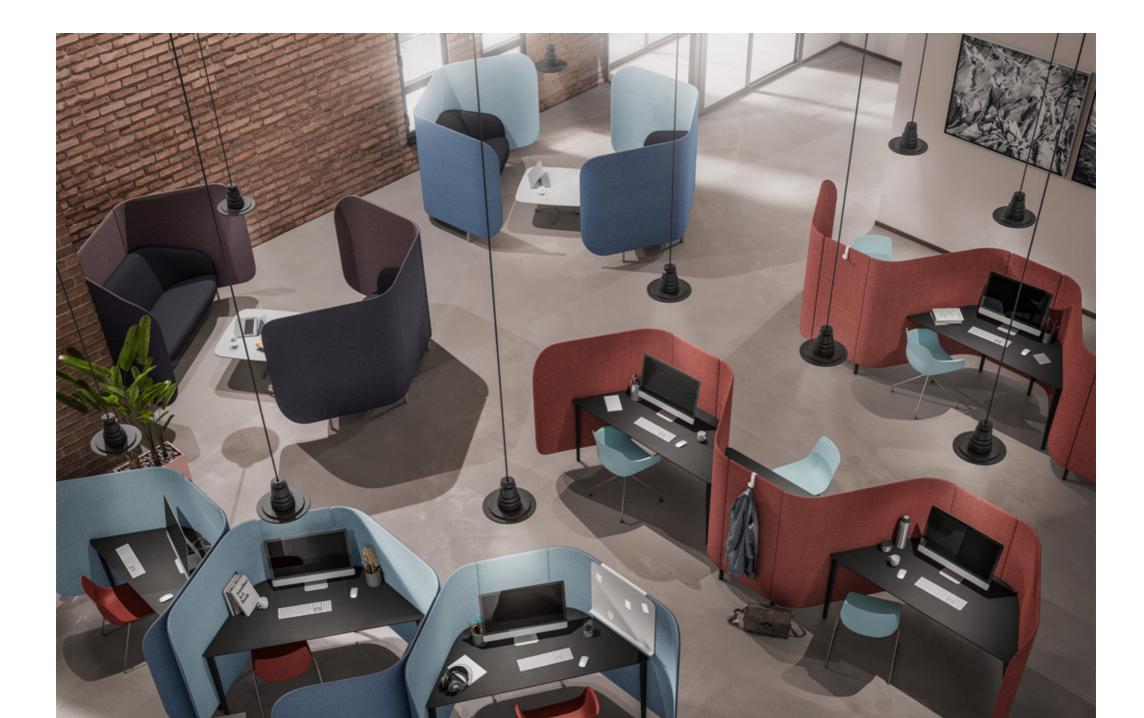
<u>24</u> OFFICE <u>BRUNNER</u> <u>25</u>



When you are stuck in meetings – be stuck in comfort.



<u>26</u> OFFICE <u>BRUNNER</u> <u>27</u>

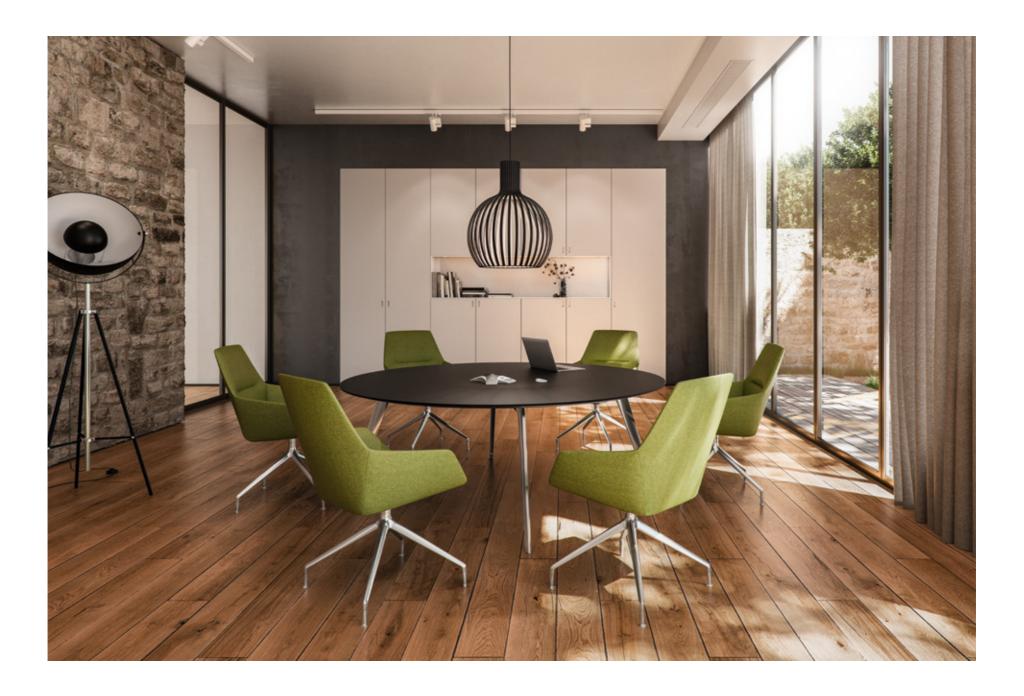


<u>OFFICE</u> <u>BRUNNER</u> <u>29</u>

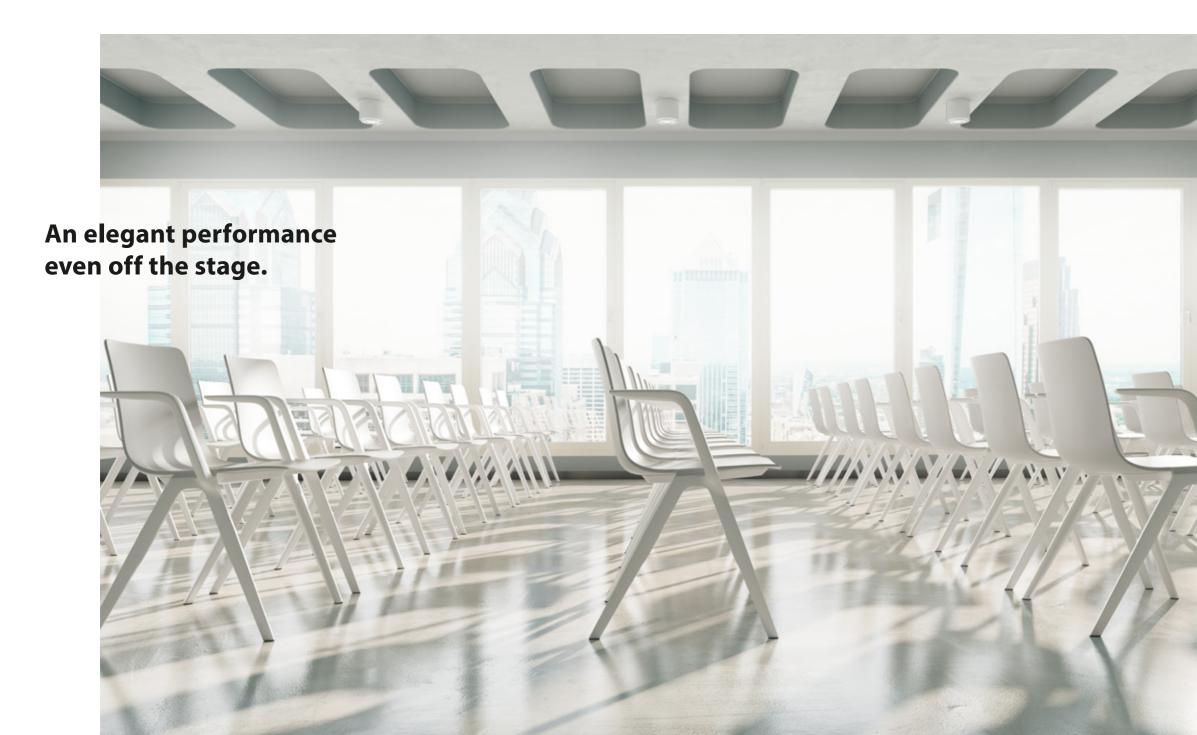


All your office woes can take a back seat here.

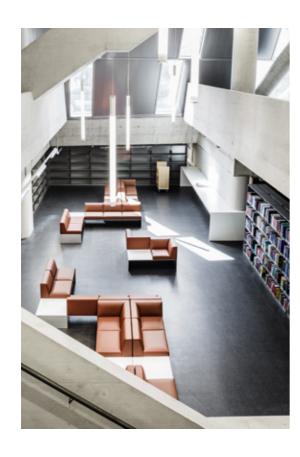
30 OFFICE BRUNNER 31

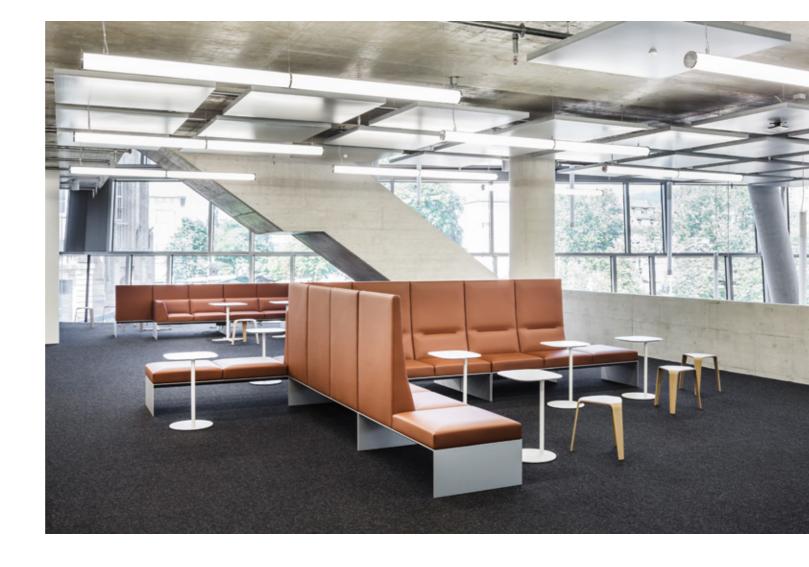






<u>BRUNNER</u> <u>37</u>



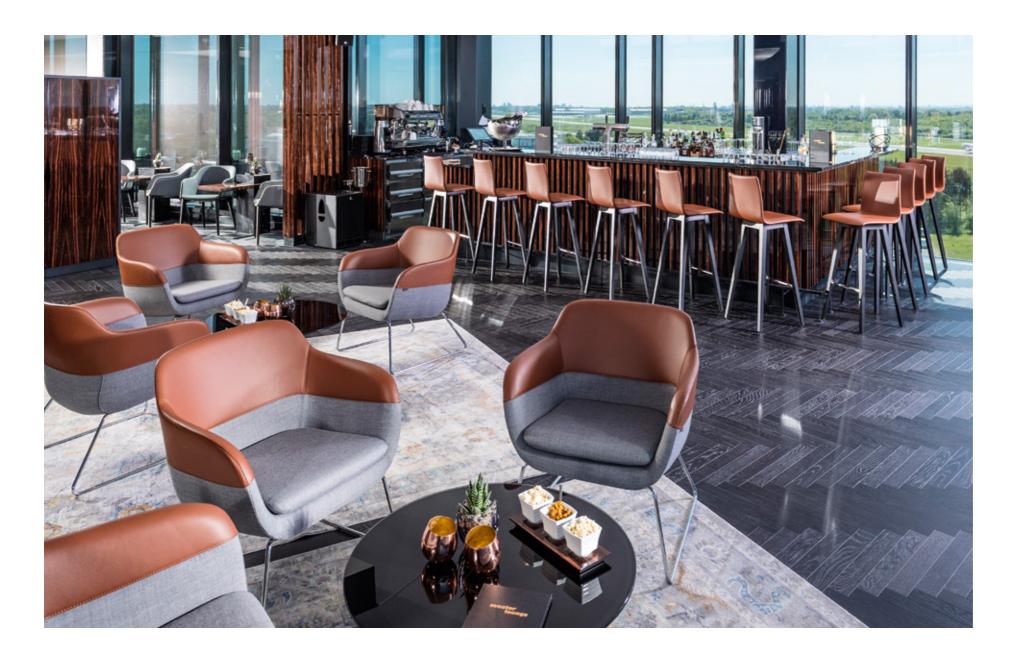


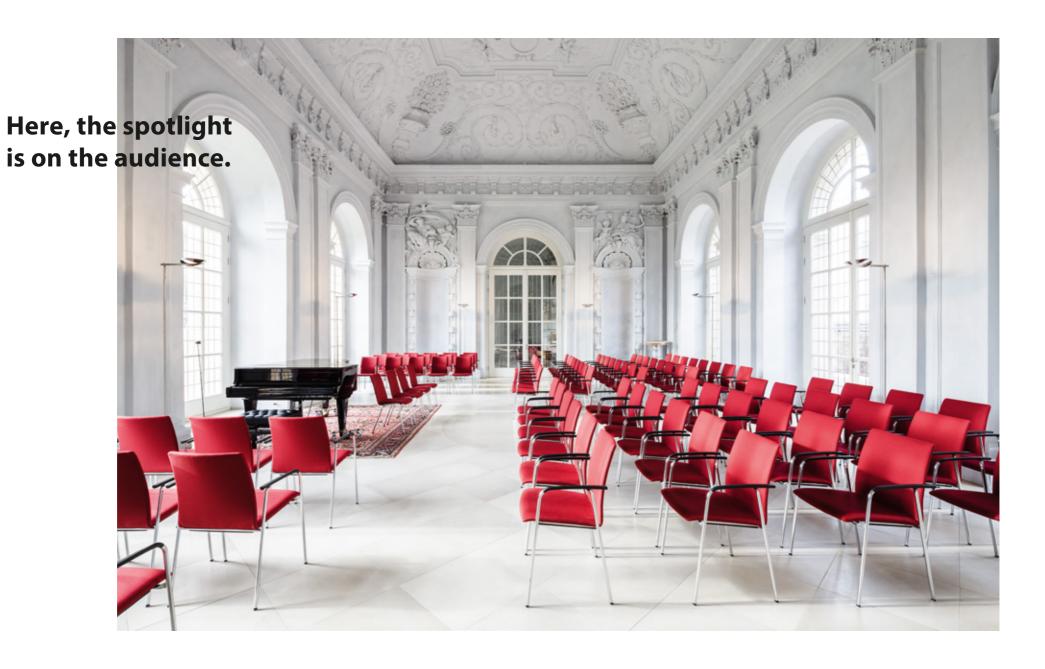




Perfect seating all-around.

40 PUBLIC SPACE BRUNNER 4



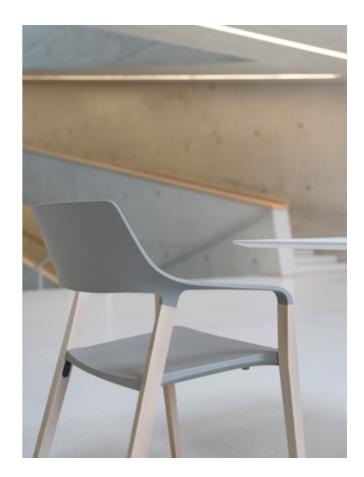


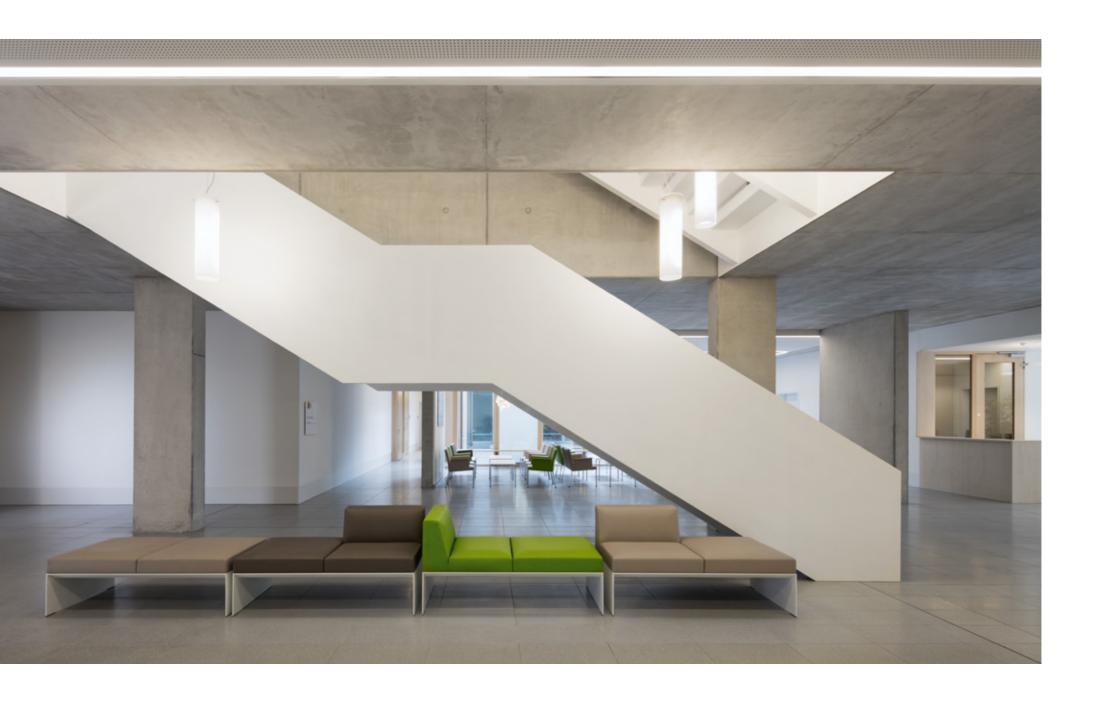






## Functionality should not be the first thing you see in a chair.





CARE 52 BRUNNER 5 3



is so versatile.

## Our values.

### DNA

We stand for contract furniture of the highest aesthetic and functional quality.

### Mission

Individuals and their needs and wishes always come first. Then we design suitable furniture.

### Claim

Our furniture is designed to go beyond, and redefine the limits, and we work tirelessly, inimitably, and sometimes unconventionally, to achieve that goal. 56 OUR VALUES BRUNNER 57

OUR BRUNNER DNA

### Evolution requires revolution.

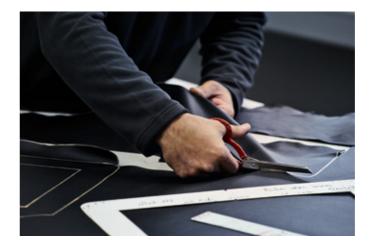
Our production processes bring together modern and traditional manufacturing methods, with the aim of always achieving the very best result. By working closely with prestigious designers, we create furniture of the highest quality, which is the perfect synthesis of functionality and aesthetics.

Our company's roots in Baden, Germany can be seen in our down-to-earth working methods, our hands-on attitude and our appreciation of the finer things in life. Our products are made in Germany and benefit from being anchored in a culture rich in industrial history and manufacturing expertise – thanks to our headquarters in the heart of Europe.

As a family company we assist our customers as a reliable and flexible partner with the constant desire to make everything possible for them. With our focus firmly on the future, we are fully committed to our responsibilities toward the environment and wider society as a whole.

However, our overriding inspiration is our desire to fulfil our customers' requirements and our absolute dedication to turning their dreams into reality.





OUR VALUES BRUNNER 59



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BRUNNER'S MISSION

## Solutions that fit perfectly.

Based on our profound understanding of the diverse and varied needs of everyone involved, we create customised solutions that help improve the quality of life in offices, public spaces and healthcare facilities.

We are your partner, consultant and solution provider. Having an in-depth understanding of the problems faced by our customers is always the starting point for our working process.

By their very nature, our products are as varied as the situations in which they are used. And if a request can't be met from our range, we develop tailor-made solutions to satisfy and reflect everyone's requirements. Getting the agreement of everyone concerned lies at the core of how we do business.

Everything we do is with the aim of helping to improve quality of life – to make people feel comfortable, even when they are away from home. Our furniture helps give institutions an identity. For its users, it creates surroundings in which they can communicate, concentrate and work together.

60 OUR VALUES BRUNNER 6

THE BRUNNER CLAIM

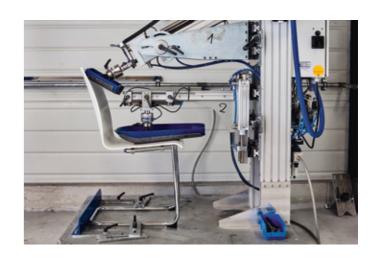
### We don't sit back and take it easy. But you do.

Our furniture is designed to push back and redefine boundaries – and we work tirelessly, inimitably, and sometimes unconventionally, to achieve that goal.

We're innovative, eager to explore new ideas, and never tired of learning. We're fascinated by the innovations the future might bring, and always on the lookout for the next challenge. We're intrigued by innovation, and never afraid to explore the unknown. Complex problems and demands are the challenges that spur us onwards, and so we are constantly trying things out and experimenting. All without being disheartened by setbacks.

We don't just wait for critical reviews – we go out and find them. We can only improve our processes, create new interfaces, and meet all the demands placed on us by getting everyone involved in a project around the table and truly understanding their motives. Our eyes and minds always remain fresh and awake – because we want to reimagine the whole concept of furniture.

We're constantly expanding the limits of feasibility to create products which set new benchmarks time and time again.





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## Our customers.

## Successes from various sectors.

Industry

The provision of services

Administration

Hotel and gastronomy

Trade fairs and conferences

Training

Culture

Clinics and care

### INDUSTRY

ADIDAS

 $\mathsf{APPLE}$ 

BASF

BMW

BOSCH

CARL ZEISS

DAIMLER

F. HOFFMANN - LA ROCHE

I B M

LIDL

LINDE

MEDTRONIC

MOET ET CHANDON EPERNAY

NOVARTIS

OSI

PORSCHE

ROTKÄPPCHEN

SENNHEISER

SIEMENS

TOUR TOTAL

V O L K S W A G E N





### THE PROVISION OF SERVICES

ADOBE

BASLER VERSICHERUNGEN

BAYER CONSUMER CARE

BIOGEN

BUSINESSCLUB STUTTGART

CBRE

CREDIT MUTUEL

DEUTSCHE BAHN

**DEUTSCHE BANK** 

E.ON RUHRGAS

HP - HEWLETT PACKARD

KLINGEL VERSANDHAUS

PHILIPS

R+V VERSICHERUNGEN

ROCKET INTERNET

SAXONY ASSOCIATION

OF ARCHITECTS

SWISS LIFE

UBS

WÜRTH

### **ADMINISTRATION**

BAVARIAN STATE PARLIAMENT
FEDERAL CONSTITUTIONAL COURT IN KARLSRUHE
GERMAN-NORWEGIAN CHAMBER OF COMMERCE
LANDTAG OF BRANDENBURG
UN-CAMPUS BONN
VARIOUS MINISTRIES IN STUTTGART

BRUNNER





### HOTEL AND GASTRONOMY

ACCOR

ATLANTIS ZÜRICH

BERGHOTEL PILATUS-KULM

CLUB MED

DORINT HOTEL

GRAND HYATT BERLIN

HOTEL 47°

HOTEL VIER JAHRESZEITEN KEMPINSKI

MARITIM HOTEL

NORDPORT PLAZA

RADISSON BLUE HOTEL & RESORTS

RITZ-CARLTON

ROOMERS

ÖSCHBERGHOF

OUR CUSTOMERS BRUNNER



### CULTURE

CHORIN ABBEY CIO - INTERNATIONAL OLYMPIC COMMITTEE EXPERIMENTA HEILBRONN KURHAUS BADEN-BADEN MÉDIATHÈQUE MANUFACTURE NANCY NORDHAUSEN LIBRARY ORANGERIE ERLANGEN PINAKOTHEK DER MODERNE PORSCHE MUSEUM SALLE DEL CASTILLO



### TRADE FAIRS AND CONFERENCES

BCC BERLIN BODENSEEFORUM CARMEN WÜRTH FORUM EMSLANDARENA HANOVER CONGRESS CENTRUM MCH MESSE BASEL MESSE BERLIN MESSE DRESDEN MESSE FRANKFURT MESSE LUZERN PALAIS DES CONGRÈS PARIS QATAR NATIONAL CONVENTION CENTRE RHEINMAIN CONGRESSCENTER



### TRAINING

BADEN-WÜRTTEMBERG STATE FIREFIGHTING ACADEMY BEAU SOLEIL BILDUNGSCAMPUS HEILBRONN CAREUM ZÜRICH FRAUNHOFER INSTITUTE KIT MAX PLANCK INSTITUTE, FREIBURG RUPRECHT-KARLS-UNI HEIDELBERG TECHNICAL UNIVERSITY OF MUNICH UNIVERSITY OF FREIBURG



### CLINICS AND CARE

BROOMFIELD HOSPITAL CHARITÉ BERLIN FRAUNHOFER INSTITUTE FREIBURG UNIVERSITY MEDICAL CENTRE HELIOS ST. GALLEN CANTONAL HOSPITAL SANA KLINIKEN ZENTREN FÜR PSYCHIATRIE

OUR LOCATIONS BRUNNER 6

## Our locations.

70 OUR LOCATIONS 71



Innovation Factory

## Logistics centre Punner: Dumner: Diministration of the punity of the

### From Baden to all over the world.



Communication centre

72 OUR LOCATIONS 73

### At home all around the world.

### **BRUNNER GROUP**

### **GERMANY**

RHEINAU-FREISTETT (HEADQUARTERS)
BERLIN
MUNICH
FRANKFURT AM MAIN
STUTTGART
SOLINGEN
HANOVER

### **SWITZERLAND**

S C H Ö N B Ü H L W I N T E R T H U R B U S S I G N Y

### FRANCE

PARIS LYON NANTES STRASSBOURG

### ENGLAND

LONDON

### SALES PARTNERS

NORWAY
SWEDEN
DENMARK
FINLAND
THE NETHERLANDS
BELGIUM
LUXEMBURG
AUSTRIA
POLAND
CZECH REPUBLIC
SLOVAKIA
SLOVENIA

HUNGARY SPAIN AMERICA
AUSTRALIA
NEW ZEALAND
CHINA
INDIA
RUSSIA
SINGAPORE



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**Brunner UK Limited** 

Brunner lives for furniture that makes new things possible.

### Photos:

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