

# 40 Years Rosenberg Ventilatoren GmbH

Congratulations to Karl Rosenberg on 40th company anniversary from the entire staff of Rosenberg Ventilatoren GmbH! We thank you for the many years as dynamic head of the group of companies, your ambition and commitment and your courage to go new ways. For the future we wish you only the best, especially health! Here's to many more successful years together!



## From a small industrial company to a globally operating group of companies

Karl Rosenberg founded his company on 10.04.1981 in Künzelsau. Already at a young age he developed the typical flair of a successful salesman. After attending primary schools and subsequent further education at the commercial school, he started a commercial apprenticeship at Ziehl-Abegg. Here he immediately developed a passion for motors and fans, which is still present today. After successfully completing his apprenticeship and studying business administration, he enthusiastically took over the development and expansion of the fan market for Ziehl-Abegg in Europe.

At the age of 27, he became head of sales for the Hohenlohe-based fan manufacturer. Constantly looking for new challenges, he finally found his way to self-employment. The close relationship with Klaus Isaak, with whom he had founded LTI Berlichingen years before, was a great advantage for him. Rosenberg skilfully used the experience of the past years and began to assemble and sell his own fans. The visions, as well as the strong willpower and drive of the boss and the untiring commitment of his staff, helped the young company through the first years.

The turnover and the number of employees quickly increased. Soon the company had to think about expanding its premises. Rosenberg invested in the founding location in Maybachstrasse in Künzelsau-Gaisbach to add a new production and administration area to the existing company hall. In order to reduce the dependence on motors and fans, Rosenberg began to develop and produce air handling units in 1990. For this purpose, further investments were made in a new assembly hall at Maybachstr. 9. In the following years, the production capacities at the headquarters in



Künzelsau were no longer sufficient due to the constantly increasing number of orders. It was decided to set up two additional production lines in the Czech Republic and Hungary, especially in view of the opening of the market in Eastern Europe at the beginning of the 1990s.

In 1994 Rosenberg acquired a majority shareholding in the French motor and fan manufacturer ECOFIT, which specialised in small fans and was thus able to complement Rosenberg's fan range in a meaningful way. It turned out that the production capacities at the Künzelsau-Gaisbach plant were already completely exhausted by the turn of the millennium.

The location of Eastern Germany, explicitly the federal state of Saxony, offered the company the perfect platform to expand further. In 2001, Rosenberg opened a new production platform for air handling units in Glaubitz near Riesa. In the last two decades, all production plants of the Rosenberg Group have been expanded with additional halls.

**Parallel to the steady development of these production plants, the Hohenlohe-based entrepreneur has founded more than 40 branches and sales companies for fans and air handling units worldwide in recent years. Over the years, what was once a small industrial company has developed into a successful, solid and globally active group of companies with more than 1,400 employees.**



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