



1814
SCHUTZ-  MARKE

ED. WÜSTHOF
DREIZACKWERK
FABRIK SOLINGER STAHLWAREN

| The history of WÜSTHOF
seven generations - one company



 **WÜSTHOF**

| The history of WÜSTHOF
seven generations - one company

1. Generation

Johann Wilhelm
Wüsthof
(1760–1829)

2. Generation

Johann Abraham
Wüsthof
(1779–1839)

3. Generation



Eduard
Wüsthof
(1817–1876)

4. Generation



Eduard
Wüsthof
(1856–1936)



Robert
Wüsthof
(1858–1914)

5. Generation



Bruno
Wüsthof
(1892–1944)



Robert
Wüsthof
(1887–1964)



Hugo Eduard
Wüsthof
(1894–1985)



Artur
Wüsthof
(1890–1967)



Erich
Wüsthof
(1897–1937)

6. Generation



Eduard Robert
Wüsthof
(1918–1975)



Wolfgang
Wüsthof
(1935)

7. Generation

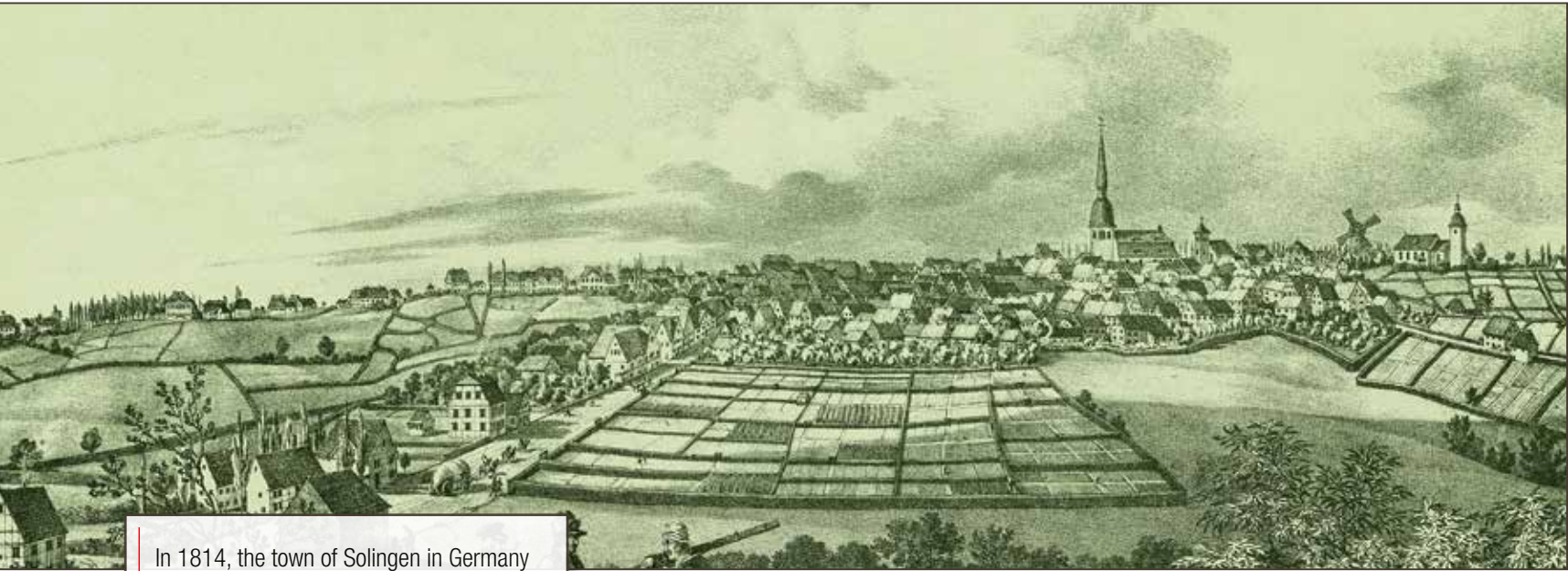
Seven generations -
one company



Harald
Wüsthof
(1967)



Viola
Wüsthof
(1982)



In 1814, the town of Solingen in Germany had a population of around 3,200, with approximately 16,000 people living in the surrounding area.

Around 4,000 people were employed at 93 grinding workshops known as "Kotten," where six mechanical hammers worked on forging, hardening, grinding and polishing blades to make knives and shears.

| View of Solingen around 1814.



The fact that Solingen had become a center for the blade industry was connected with the topography of the land. Transportation routes along the Rhine lay to the west, coal supplies from the Ruhr to the north and ore mining from the Siegerland region to the south.

Solingen itself had none of these things - nothing but forests, steep-sided valleys and fast-flowing streams due to high levels of precipitation. These seeming disadvantages turned out to be advantages. The streams and rivers were dammed and the power of the water was used to drive grinding stones, small mechanical hammers and other mechanical equipment. This is how the famous "Kotten," or small grinding workshops, came about.

There were up to 120 of these workshops. One of them was WÜSTHOF'S Kotten in the "Weinsbergtal."



| WÜSTHOF knives have their own stories to tell...

1. Generation

The early Wüsthofs turned up in various records. Master grinder (Johann) Wilhelm Wüsthof appears in the meeting minutes for a local society when he was elected as a deputy (representative) in 1801. In 1807, his name came up again in the tax register of the Höhscheid district.

Handwritten extract from society minutes of meeting 1801:

Herrn Wüsthof
 Herr Claiberg
 Herr Wüsthof
 Herr Wüsthof
 Herr Wüsthof
 Herr Wüsthof

1807

Amte Söllingen
 Herr Wüsthof - Gemeinde Höhscheid
 Höhscheid im Amte Söllingen
 Das ist ein Verzeichnis der Steuern in der Gemeinde Höhscheid
 im Amte Söllingen - von dem Wüsthof

Nr.	Namen der Steuerpflichtigen	Art der Steuer	Steuersumme			Bemerkungen
			in Rthl.	in Sch.	in Gr.	
1.	Herr Wüsthof	Grundsteuer	28			
2.	Herr Claiberg	Grundsteuer	36			
			64			

Verzeichnis der Steuern in der Gemeinde Höhscheid im Amte Söllingen. Dieses Verzeichnis ist nach dem Verzeichnisse der Steuerpflichtigen im Amte Söllingen im Jahre 1807. Es enthält die Namen der Steuerpflichtigen, die Art der Steuer, die Summe der Steuer in Rthl., Sch. und Gr. und die Bemerkungen.

Bezeichnet der Steuerpflichtige
 Joh. Wilhelm Wüsthof

Bezeichnet der Steuerpflichtige
 Hr. Claiberg

| Extract from the society minutes of meeting 1801

| Tax register 1807

On page 473 of the address book for the Duchy of Berg and the County of Mark, which was published by Friedrich Hyll in Barmen in 1814, the following appeared:

<i>Bürgermeisterei Höhscheid</i>	<i>Mayor's office of Höhscheid</i>
<i>Abr. Wüsthof, Scheerenfabrik,</i>	<i>Abr. Wüsthof, shears factory,</i>
<i>Stahl- und Eisenwaaren</i>	<i>Steel and iron works</i>
<i>Zu Weinsberg</i>	<i>At Weinsberg</i>

So it was in the year 1814 that Johann Abraham Wüsthof (1779-1839) set up a shears factory in the “Weinsbergtal” at Höhscheid. He also handled steel and iron goods.



| Address book 1814



| WÜSTHOF's "Kotten" in the "Weinsbergtal"

2. Generation

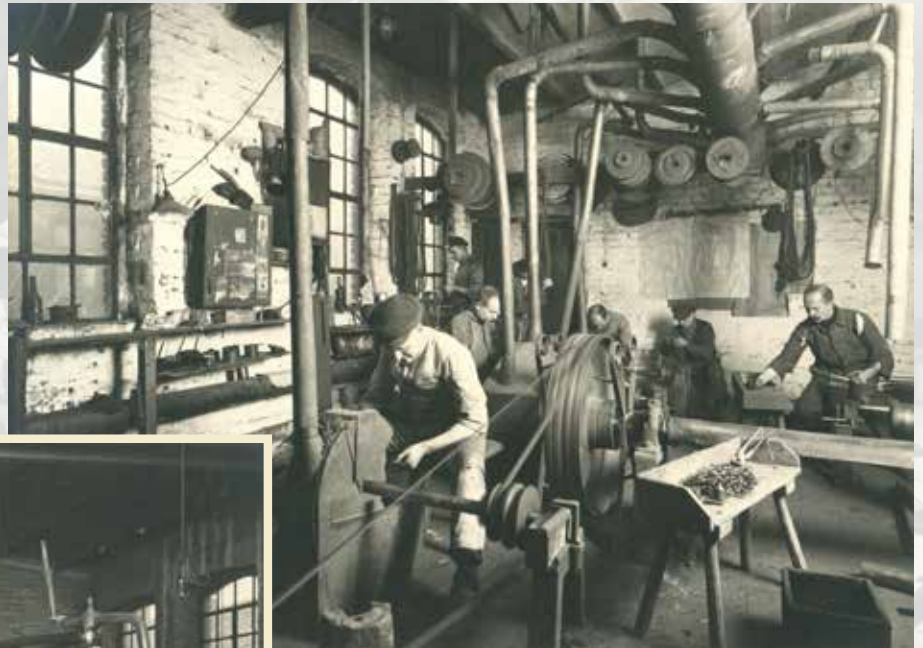


| Höfchen near Widdert

Today it is hard to imagine what living and working in a “Kotten” (grinding workshop) must have been like. They were cramped, damp little places, with only candlelight to light up the darkness, grinding stones driven by the power of the water from a dammed pond, and perhaps one or two companions to work with. This is what they called a factory. But it was from these humble beginnings that the company grew, through hard work, diligence and economy.

Johann Abraham, who after his father Johann Wilhelm represented the second generation of Wüsthofs, married Johanna Maria Meis, who came from an old grinding dynasty from Widdert. Their three sons all learned the trade of grinding shears. When in 1832 he had the chance to move away from the narrow “Weinsbergthal” to buy a property for a good price up on the mountainside at Höfchen near Widdert, he jumped at the chance.

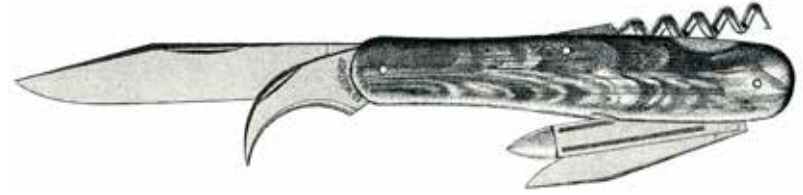
In and around Solingen at the time there were many of these small businesses. Only a few of them developed into large enterprises.



| Shears grinding plant



| Shears hardening plant

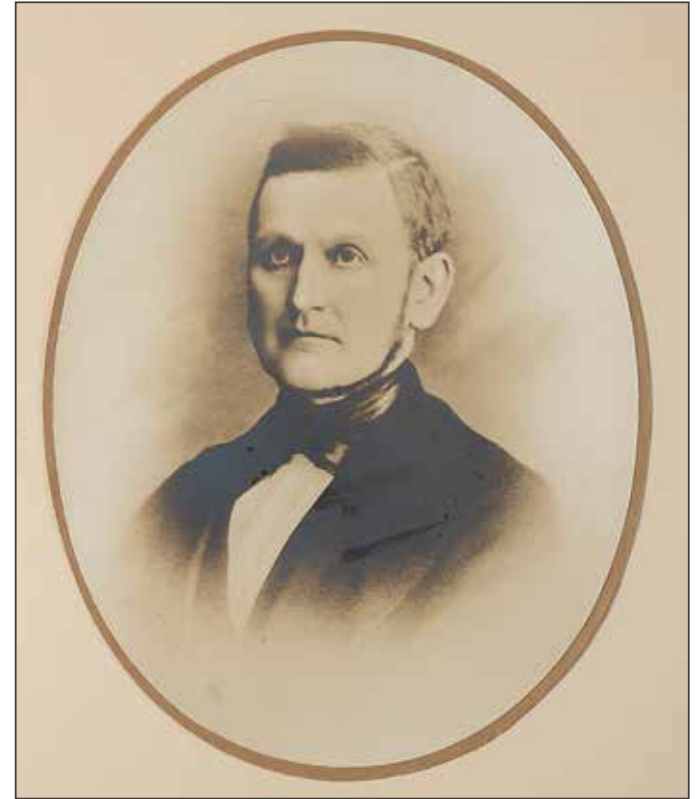


Johann Abraham's work consisted of commission orders from the well-reputed trading houses in the state of Berg. It was customary to add the customer's trademark to the goods. The company did not yet have its own trademark or stamp.

When Johann Abraham died in 1839, Eduard Wüsthof (1817-1876) took over responsibility for the company and also gave it his own name. He was the third generation of the Wüsthof family to run the business. He married Juliane Röltgen (also from a traditional Solingen family) and together they had six children: five sons and a daughter.

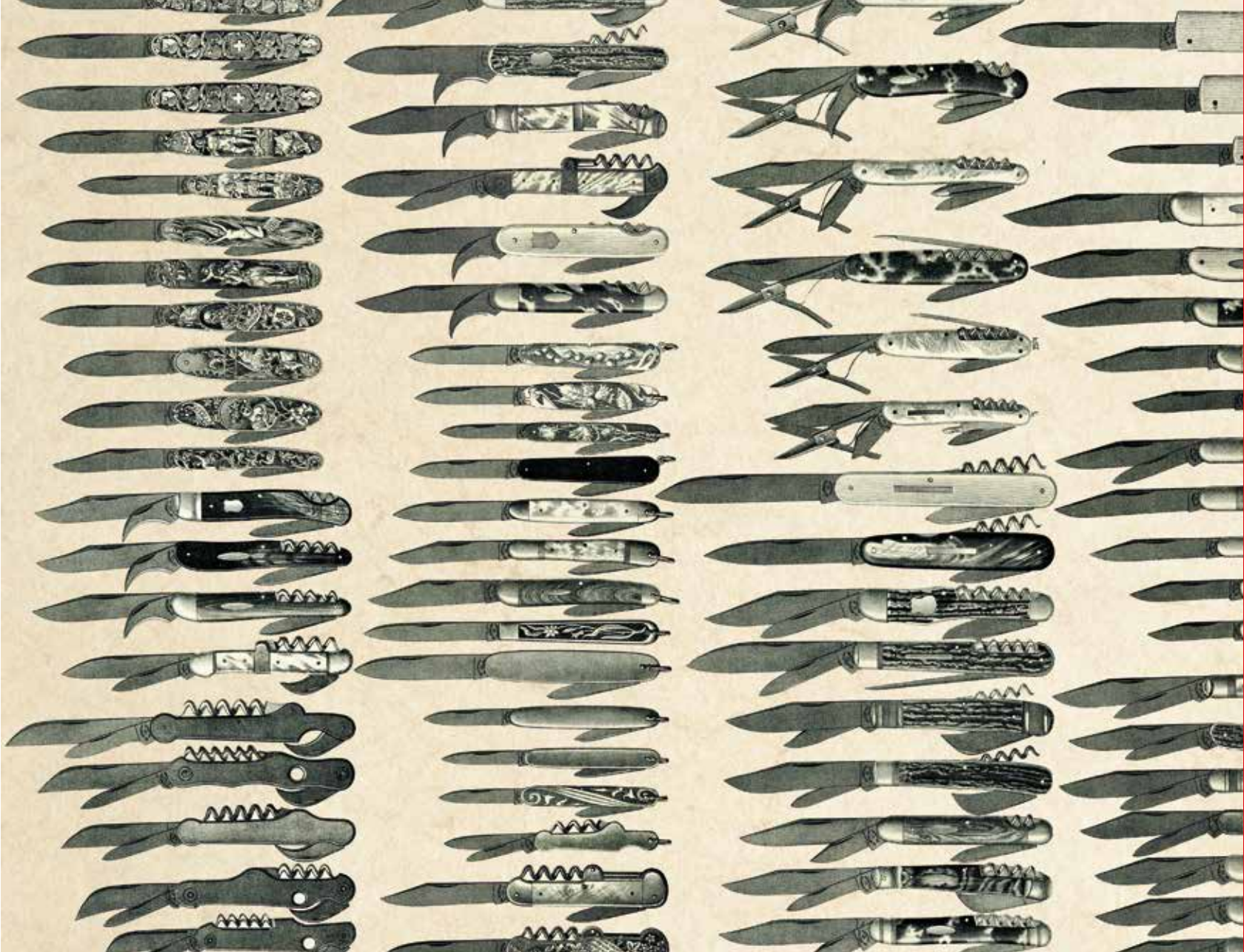
Pocket knife production started up under Eduard's leadership, giving the company a second source of income. Pocket knives once played a very significant role in Solingen, the "City of Blades." They became a status symbol for every man. They were put together by hand (known locally as "Reiden"), and then made practicable and polished (known as "Ausmachen"). In the 1904 Wüsthof catalogue, no fewer than 1,125 different pocket knife models were shown on 48 pages.

The company soon outgrew its premises in Höfchen. The idea was to manage the company in the city of Solingen as far as was possible. In 1867, Eduard was at last able to buy a larger house along with a workshop on what is now known as Flurstraße in Solingen. The property in Höfchen was let out.



| Eduard Wüsthof (1817-1876)

3. Generation





| Eduard Wüsthof (1856–1936)



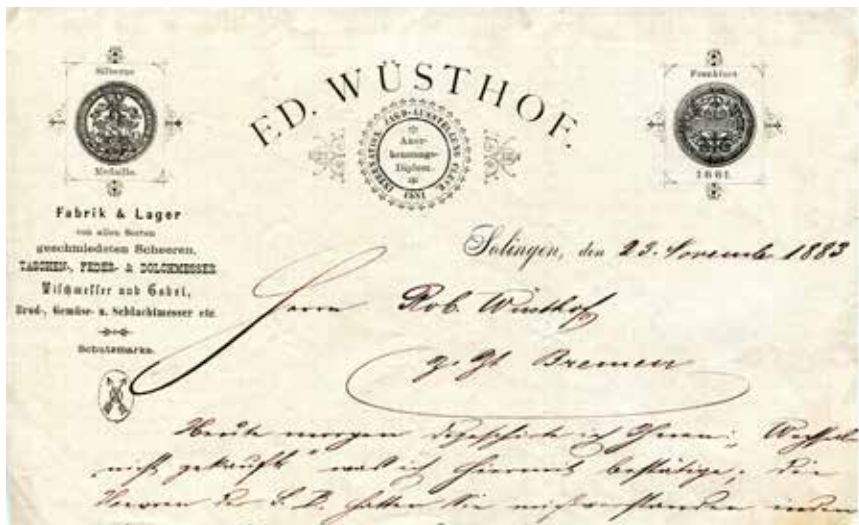
| Robert Wüsthof (1858–1914)

4. Generation

The company continued to expand at its new premises. Other products made from Solingen steel were added to the range of shears and pocket knives and the letterhead for the company Eduard Wüsthof - as entered in the company register in Elberfeld in 1869 - could be translated as “The manufacture and storage of all kinds of forged shears, pocket knives, penknives, daggers, table knives and forks, bread knives, vegetable knives and butchering knives, etc.”

However, the company was still not big enough to feed five sons and keep them in work. As time passed by, Eduard Wüsthof’s sons, Eduard and Robert, took over the responsible positions of engineer and business manager, respectively. Their father Eduard died in 1876. His gravestone stands as a historic monument in the graveyard of the Evangelical church on Kasinostraße in Solingen. Both of his sons had the same drive as previous generations of the family and continued on the same path.

Other milestones in the company’s history were the exhibitions in Frankfurt and Cleve in 1881, in Paris in 1887 and in Düsseldorf in 1902. These all resulted in recognition and awards for the brand.



| Letterhead 1883



| Pavilion of the Industrial and Commercial Exhibition in Düsseldorf, 1902



| Medal from the exhibition in Frankfurt in 1881



| Medal from the exhibition in Düsseldorf in 1902

The Industrial and Commercial Exhibition, which ran from May 1 to October 20, 1902 in Düsseldorf and had 2,500 exhibitors and around five million visitors, was based on the World Fair held in Paris in 1900. Visitors included Kaiser Wilhelm II, as well as almost all of the German princes, the Reich Chancellor and many ministers for German and foreign affairs.



| The Main ocean-going ship, powered by steam and sail

The company began exporting its goods in 1881. Robert, the younger of the brothers, traveled to North America. He was 23 years old at the time. He traveled on the Main ship, powered by steam and sail and run by German shipping company Norddeutscher Lloyd. The journey from Bremen to New York took 12 days. In his luggage, he had two large boxes of shears and pocket knives. To finance the project, they had sold the old premises in Höfchen near Widdert.

Robert's arrival in New York turned out to be a disappointment. A middleman, who had made some big promises back in Germany, completely let him down. Robert didn't even have the money to pay the customs duties. He managed to keep his head above water by finding casual work as a waiter and washing gloves. It was only after three months that he was able to find a buyer for his shears and knives. The buyer not only paid for the goods, but he also placed another order for more than double the original quantity of shears and pocket knives. The journey across the Atlantic had turned out to be worthwhile after all.

Cajüts - Passagiere.

Herr Fritz Steinway,	Newyork.
Herr Theodor Meissner,	Bremen.
Herr Eduard Sengstack,	Mexico.
Frau Pauline Sengstack und Kinder, nebst Bedienung,	"
Fräulein Rosa Grauert,	Mecklenburg
Herr Holland Prior,	London.
Herr Morris Lassig,	Chicago.
Fräulein Ida Lassig,	"
Herr Carl Schultze,	Amerika.
Herr A. Schlesinger,	"
Herr B. Neustaedter,	Solingen.
Herr Robert Wüsthof,	Milwaukee.
Herr Ferdinand Kortsch,	Hamburg.

Kaiserlich Deutsche Post.
NORDEUTSCHER LLOYD.
Passagier-Liste
des
Postdampfers „MAIN“.



Captain J. Barre.
von
BREMEN nach NEWYORK
am
27. November 1881.

Verkauft
durch den Capit. Schömann
1881.

| View of New York around 1880 and the passenger list for the Main, showing Robert Wüsthof traveling to New York.



Since the German side of the business had also expanded and the premises on Flurstraße were getting more and more cramped, the company once again began looking for a larger property. They finally found what they were looking for on what is now Kronprinzenstraße and were able to purchase the property immediately. Still today, the company headquarters and final production facilities are at this site.

Construction work began in earnest. At first, a two-story manufacturing plant was built, set back from the road. The manufacture of shears, pocket knives and the new table knife production was moved to these new premises. Robert moved in to a few of the rooms on the top floor with his young wife Louise, born Knieriem.



| The certificate of appreciation for the international exhibition in Cleve in 1881 shows the new building.

Everything continued to go to plan. An 80 HP steam engine was set up to produce electricity, and soon followed the construction of a drop forge and a grinding plant for table knives. The two brothers, Eduard and Robert, also built prestigious residential houses looking out onto the road. Still today, the double-fronted villa stands as a good example of the architecture of that period.



| The newly installed steam engine



| The impressive double-fronted villa



| As was typical at the time, twice as many windows are shown in the picture as there actually were. This meant that the windows at the back of the building could also be depicted.

On May 9, 1895, the TRIDENT (“DREIZACK“) symbol was registered as a trademark under number 6258 at the Imperial Patent Office in Berlin.

Since then, it has been protected by law in almost all countries worldwide.

Before this date, the Wüsthofs had used two crossed arrows as their trademark.



In the years leading up to the First World War, the factory was expanded systematically. The manufacture of table knives and shears was expanded, a special department was created for razor blades, a shears forge and a nickel-plating plant were constructed and the manufacturing of forks began.

The achievements of the two brothers, Eduard and Robert, can never be underestimated, since they managed to turn a workshop into a factory.



| The records of the registration of the TRIDENT logo dating from 1895

Jahres - Umsätze					
1874	45000	-	1902	1000669	96
1875	54000	-	1903	1073434	10
1876	60511	89	1904	1194071	50
1877	68135	96	1905	1287320	05
1878	77217	97	1906	1392177	85
1879	76750	88	1907	1452293	91
1880	111240	52	1908	1433289	06
1881	117572	52	1909	1451184	90
1882	156542	98	1910	1556622	14
1883	192082		1911	1673488	99
1884	213968	05	1912	1820881	94
1885	309866	96	1913	1714994	98
1886	296450	67	1914	1629356	33
1887	270542	97	1915	2117565	70
1888	341864	83	1916	2624673	93
1889	430265	72	1917	4701362	29
1890	423669	10	1918	5262371	35
1891	462081	31	1919	5320553	26
1892	476506	60	1920	17221133	69
1893	559591	33	1921	22885594	77
1894	639926	24	1922		
1895	704942	83	1923	Inflation	
1896	870000	00	1924	2373158	32
1897	873253	52	1925	2521497	02
1898	879353	44	1926	2015431	81
1899	893477		1927	2324227	91
1900	919973	80	1928	2360218	54
1901	971277	65	1929	2143758	65
			1930	1929944	36

| Growth in sales from 1847 until 1930



| Robert Wüsthof (1887-1964)



| Artur Wüsthof (1890-1967)

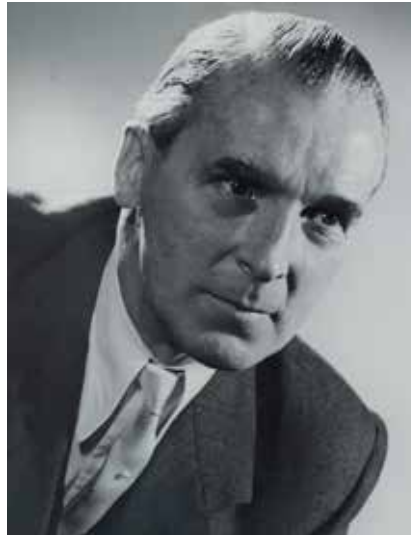
In 1914, production changed to account for the wartime economy. Eduard, who never had any children, had already retired from the company at the beginning of 1914 for health reasons. In December of the same year, Robert died at the age of just 65, having caught a chill while out hunting.

5. Generation



| Bruno Wüsthof (1892–1944)

All of a sudden, this hugely successful company had lost both of its figureheads and yet it was not left without a leader. After all, Robert had left five sons, all of whom were prepared to continue on the path that had been so successfully trodden by previous generations.



| Hugo Eduard Wüsthof (1894–1985)

First, however, the First World War made its demands. While Robert, at 27 the eldest of the five sons, took over the management of the company, his four younger brothers, Artur, Bruno, Hugo Eduard and Erich fought on various fronts.



| Erich Wüsthof (1897–1937)

As soon as the war came to an end in 1918, the five brothers began to rebuild relations with their old customer base, which had been so abruptly shut down during the war. Each one of them took on a different role within the company, while the responsibility of general manager fell to Robert as “Primus inter pares.”

The old entrepreneurial spirit reigned amongst the brothers, and the factory was expanded significantly. New departments were set up for the manufacture of wooden handles and Alpaca cutlery, and chrome-plating facilities were introduced. Soon came the revolutionary changeover to stainless steel in the 1930s. There is no denying that the involvement of five brothers in the company management led to unresolved disputes and stalemates. While successful sales trips were made to many different countries, the momentum for technical innovations began to wane.

The brightest star amongst the brothers was without a doubt Hugo Eduard. A skilled linguist who spoke five languages fluently, he established a significant market in Italy and in 1928-1929 spent nearly a year traveling around the world, just like Jules Verne described in his famous novel.



| Hugo Eduard (Edi) Wüsthof in front of his American LaSalle



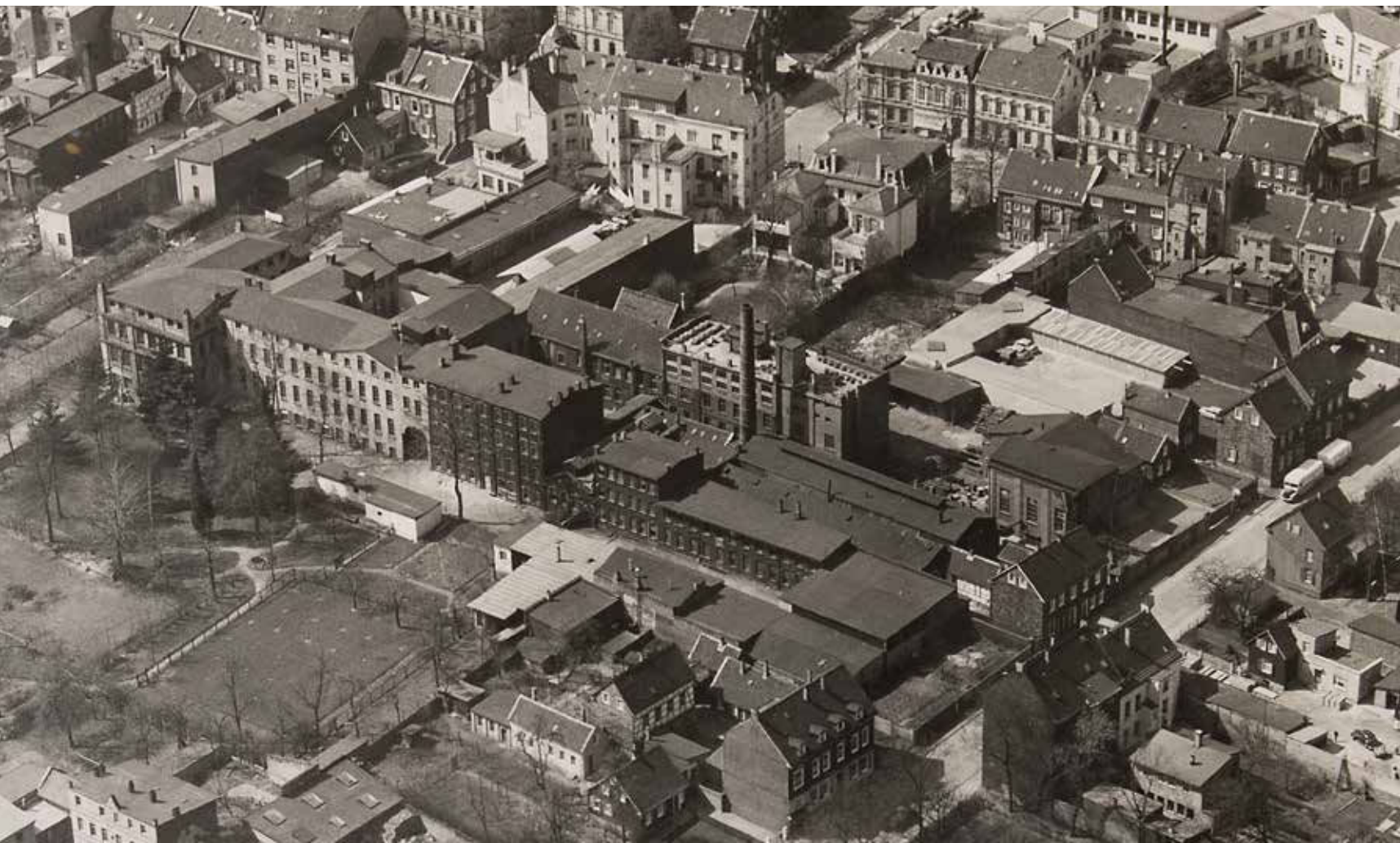
The Second World War was just around the corner. Instead of knives and shears, the company had to produce steel toe caps, forgings for the Wehrmacht and parts for the arms industry. In November 1944, the city of Solingen was almost completely destroyed during attacks by the British Air Force.

Only two bombs fell on the Dreizackwerk, causing only partial damage. This meant that the Wüsthofs were in a position to start producing knives again soon after the end of the war. Post-war business was very successful, since most of the competition - the other knife factories - had been destroyed during the war.

However, what started out as an advantage turned out in later years to be a disadvantage. The factories that had been destroyed were rebuilt with the help of the Marshall Plan and production was soon more efficient than at the old Dreizackwerk.



| This is how large parts of the city of Solingen looked



| The Dreizackwerk in 1955

6. *Generation*

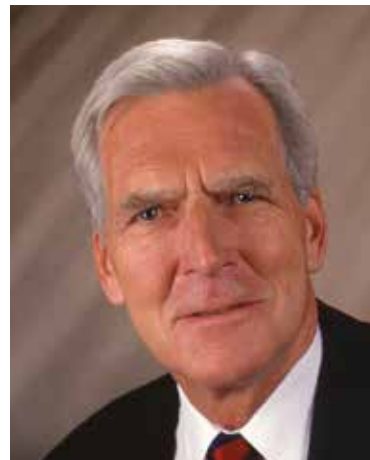
And so the story of the Wüsthofs continued. The sixth generation of the family had grown up. Eduard Robert, son of senior partner Robert, began working for the company in 1949. He initially took on responsibility for northern Germany, then the Scandinavian countries and Austria, which turned into cornerstones of the export business. When the company's senior partner, Robert, retired from the executive board on January 1, 1960, his son Eduard Robert, known as "Junior," took his place.

On the same day, Wolfgang, son of Hugo Eduard, joined the company. He concentrated on overseas countries, which he tirelessly visited, initially with little success but sales later developed.

New ideas were coming to fruition, but before these ideas could be implemented, Eduard Robert died prematurely in 1975 at the age of just 56. Wolfgang became the sole general partner of the company.



| Eduard Robert Wüsthof (1918–1975)

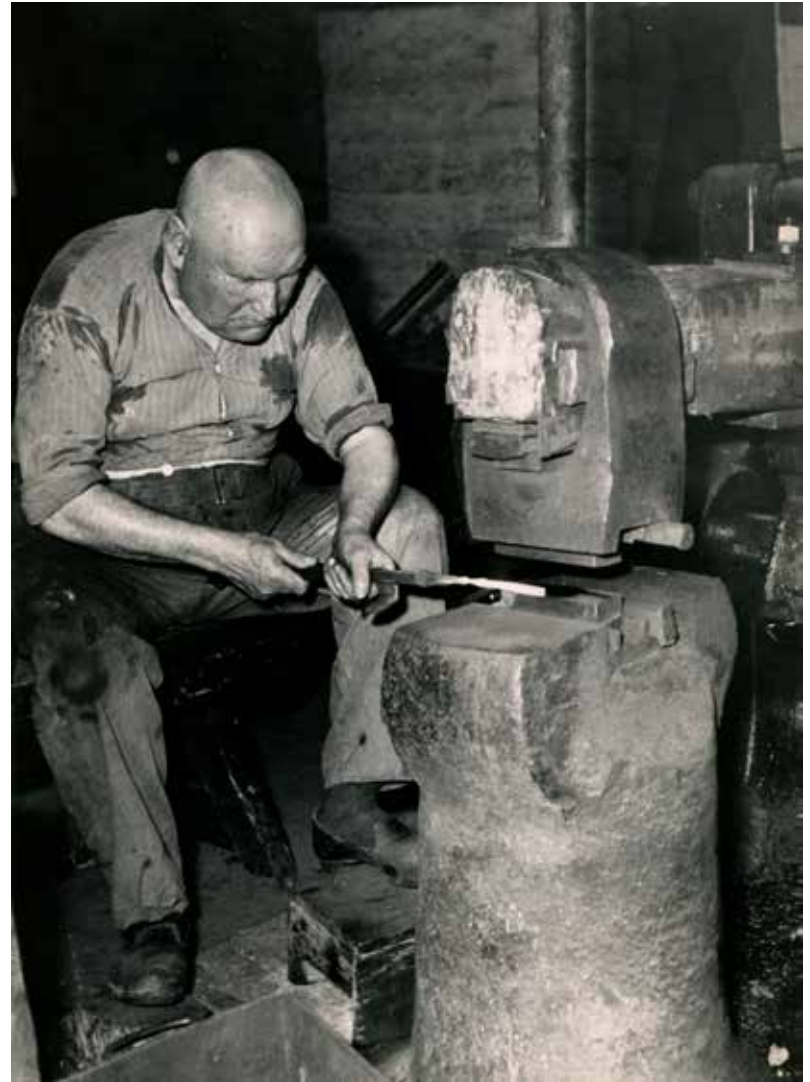


| Wolfgang Wüsthof (1935)

He faced difficult and challenging circumstances: Buildings dating back to the turn of the century and the 1920s, a limited number of completely outdated machines, a product range that was much too diverse, the threat of closure from the trade department due to unapproved drop hammers and on top of all that a stack of debts.

In actual fact, the Dreizackwerk was not really a factory but an enormous workshop in which almost everything was done by hand. Because manual labor was becoming increasingly expensive and skilled labor was in short supply, this became a problem.

If nothing had been done about it, the company Ed. Wüsthof would have been selected as a site for the industrial museum (Rheinisches Industriemuseum). Something had to happen and indeed it did; starting with reducing the debts. With iron discipline and by cutting out all expenditure that was not vital for the existence of the company, all bank loans were reduced to zero over the course of three years. At the same time, the product range was dramatically cut back.





The table knife department was shut down.
The shears department was shut down.
The manufacture of flatware was discontinued
and no further commission orders were taken on.

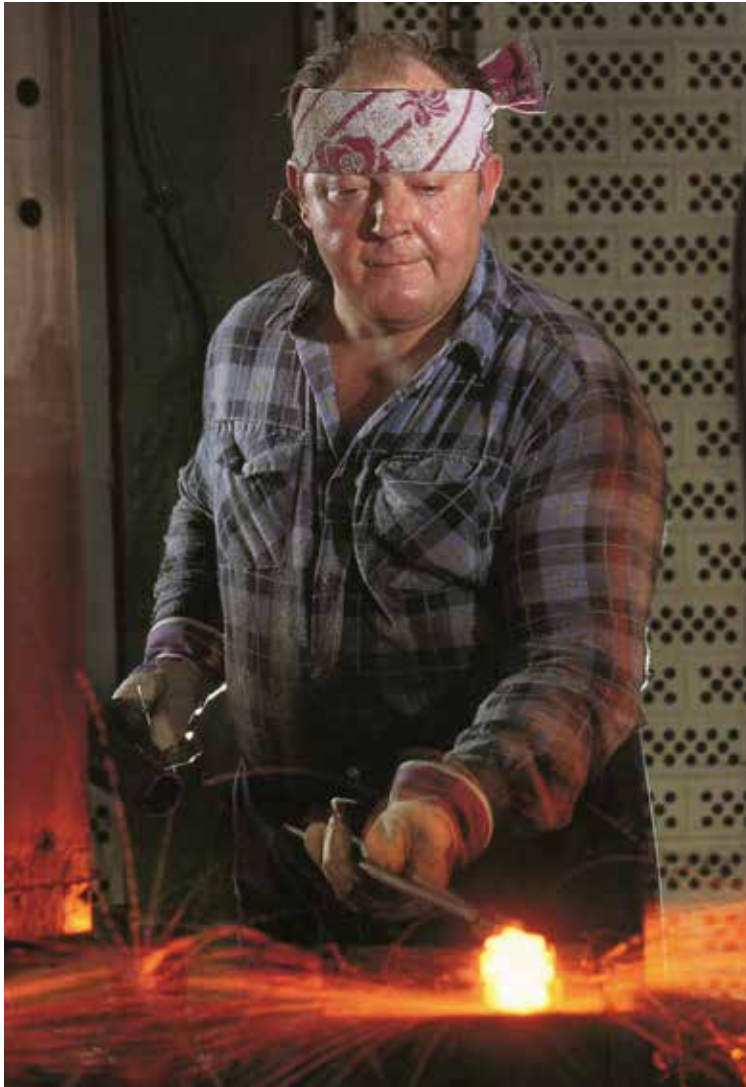
Older employees went into retirement and the younger ones were retrained. There were no redundancies. Everyone was expecting a drastic drop in turnover, but it turned out to be the opposite. In addition, sales and profits increased.

Small industrial businesses have to specialize to survive. For the Dreizackwerk, this meant focusing on one set of products: knives for domestic and professional use, knives for cooks, high-quality forged knives.

However, the old brick building was not suited to modern concepts. It had to be demolished and rebuilt, little by little so that production could continue at the same time. Over the next ten years, a brand new factory was built over seven construction phases. This was an ultra-modern factory with technology that had yet to be seen in the knife industry. Robots were introduced and production lines developed. Each year, 10% of the company's turnover was invested in new machines and new processes. This rule still applies today. Of course this costs money - a lot of money. The Solingen banks, above all the "Stadtsparkasse" (municipal savings bank), were happy to provide loans. These loans were quickly repaid - right down to the last penny and ahead of schedule.







Forged knives from the CLASSIC range have their very own unique success story. They have become the very figurehead of the Dreizackwerk and are a status symbol amongst chefs all over the world.

This magnificent success story is thanks not just to one individual but to an entire management team.





| A piece of steel is turned into a WÜSTHOF CLASSIC knife

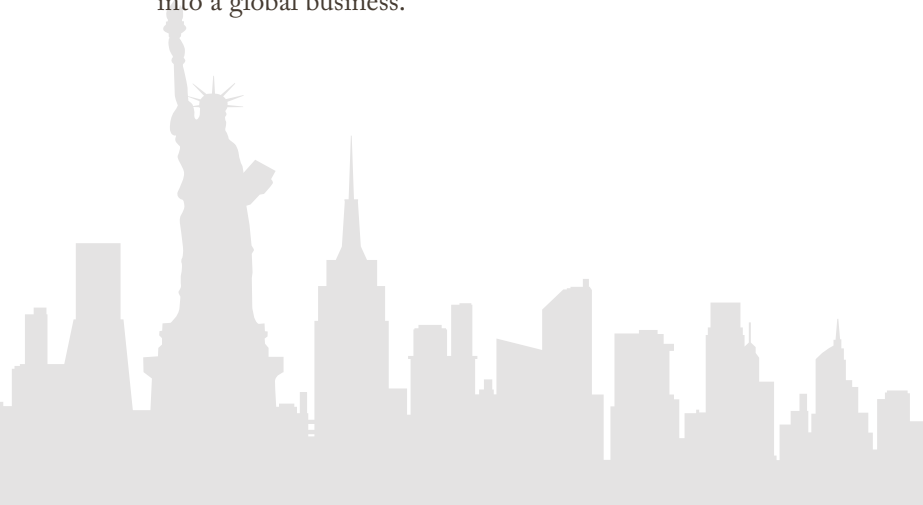
In 1987, the first subsidiary company was founded. WUSTHOF-TRIDENT OF AMERICA, INC. - with a new head office in New York - was now responsible for sales in the largest and most important export market. Over the next few years, independent agencies in San Francisco and Minneapolis were taken over by the New York company.

In 2012, another subsidiary company, WUSTHOF-TRIDENT OF CANADA, INC. was established in Ottawa /Canada.

Wolfgang Wüsthof had turned the old Dreizackwerk into a global business.



| Headquarters and storage facilities (Warehouse) for WÜSTHOF-TRIDENT OF AMERICA, INC. in Norwalk, Connecticut





| Two-story stand at the trade fair in Chicago 2009

| WÜSTHOF has appeared many times on the front cover of major American retailers' catalog advertising such as Chef's Catalog.



vor 1895



1895



1951



1967



1998



2006

Alongside technical progress came marketing, which until the 1970's had been a term that was hardly used at the Dreizackwerk. America led the way to such an extent that the name WÜSTHOF has now become synonymous with high-quality knives in the US market.



A VW Bulli in front of the "Kotten" in Balkhausen



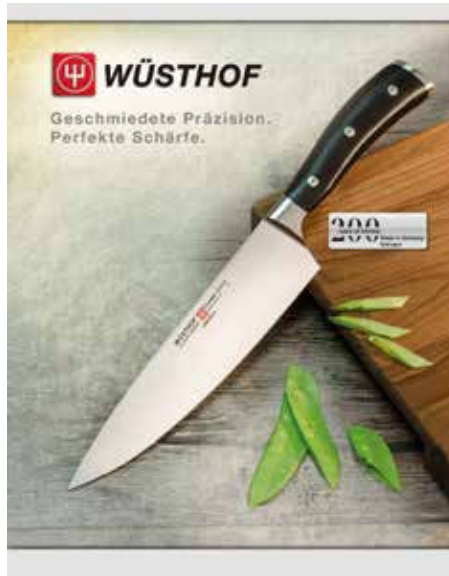
A WÜSTHOF employee acting as a model in a photo



These pliers, designed as a free gift for Telefunken, became a best-seller. More than 10,000 pairs were sold each year.



Not only has the WÜSTHOF logo changed over the years, the entire marketing program has always reflected the spirit of the times.



To mark our anniversary year in 2014, WÜSTHOF issues two knives made from non-stainless carbon steel and a historic design. The nostalgic advertising campaign emphasizes and celebrates our heritage.



| Harald Wüsthof (1967)



| Viola Wüsthof (1982)

Meanwhile, another new generation was on the horizon. Harald, Eduard Robert's son, joined the company in 1994 and was appointed managing partner alongside his uncle Wolfgang in 1997. Harald represents the seventh generation of the family business. The focus during his first years at the company was automation. Growth was so rapid that the new factory at the old location was soon bursting at the seams. A suitable factory as well as extensive land for further construction was found in one of the industrial areas of Solingen called Lindgesfeld.

This marked the start of the second plant. All of the prefabrication processes take place here: Precision forging (a new process), laser cutting the blanks, hardening and tempering, grinding and polishing the blades.

7. Generation

These are just a few of the many steps it takes to make WÜSTHOF knives. The final production processes, including the important step of assembling the handles, still take place at the original factory on Kronprinzenstraße, which also handles logistics and administration.

In 2005, having worked for the company for 45 years, Wolfgang took a step back to become a limited partner, leaving Harald as the sole managing partner. And now, at the start of 2014, Wolfgang's daughter Viola becomes managing partner alongside her cousin Harald. Two competent members of the Wüsthof family will now guarantee the continuing success of a long family history.

The Wüsthof Dreizackwerk is now one of the leading knife factories in the world, producing 9 ranges of forged knives and 3 ranges of stamped knives. Almost all of the work processes are automated and interlinked. 112 robots are in use. Precision and the highest quality standards are of paramount importance.



| Kronprinzenstraße



| Lindgesfeld

After 200 years, the times have not become any easier. There is a frenzy of relentless competition throughout all markets worldwide. German manufacturers must focus on traditional values: Superior engineering, high-tech production, high quality standards, attractive design and clever marketing. The most important criterion to arise from these values is reliability.

Thanks to the Wüsthof family, this applies to the 300 employees in Solingen and the 65 people working in the USA and Canada.



WÜSTHOF

200 Years of knives
Made in Germany
Solingen





WÜSTHOF products are available in 80 countries worldwide.

- | | | | |
|--------------------------|------------------|-----------------------|-------------------------|
| 1 Andorra | 22 Ecuador | 43 Lithuania | 64 Serbia |
| 2 Antilles (Netherlands) | 23 Finland | 44 Luxembourg | 65 Singapore |
| 3 Argentina | 24 France | 45 Macau | 66 Slovakia |
| 4 Armenia | 25 Germany | 46 Malaysia | 67 Slovenia |
| 5 Aruba | 26 Greece | 47 Malta | 68 South Africa |
| 6 Austria | 27 Great Britain | 48 Mauritius | 69 South Korea |
| 7 Azerbaijan | 28 Guatemala | 49 Mexico | 70 Spain |
| 8 Australia | 29 Hong Kong | 50 Monaco | 71 Sweden |
| 9 Belgium | 30 Hungary | 51 Namibia | 72 Switzerland |
| 10 Bermuda | 31 Iceland | 52 Netherlands | 73 Tajikistan |
| 11 Bulgaria | 32 India | 53 New Zealand | 74 Taiwan |
| 12 Canada | 33 Ireland | 54 Norway | 75 Thailand |
| 13 Chile | 34 Israel | 55 Panama | 76 Turkey |
| 14 China | 35 Italy | 56 Peru | 77 Ukraine |
| 15 Columbia | 36 Jamaica | 57 Philippines | 78 United Arab Emirates |
| 16 Costa Rica | 37 Japan | 58 Poland | 79 Uruguay |
| 17 Croatia | 38 Kazakhstan | 59 Portugal | 80 USA |
| 18 Cyprus | 39 Kuwait | 60 Qatar | 81 Venezuela |
| 19 Czech Republic | 40 Latvia | 61 Romania | 82 Vietnam |
| 20 Denmark | 41 Lebanon | 62 Russian Federation | |
| 21 Dominican Republic | 42 Liechtenstein | 63 Saudi Arabia | |



 Solingen/D - WÜSTHOF headquarters

 Norwalk/USA - WÜSTHOF TRIDENT of AMERICA (WTA)

 Ottawa/CAN - WÜSTHOF TRIDENT of CANADA (WTC)



The main source for the text and photos in this anniversary publication is the Wüsthof company archives.

Other sources include the Solingen municipal archives, the „Me Fecit Solingen“ publication and Johannes Fahmüller.

Designed and produced by
Schulenberg & Werbung, Solingen.



200 years of knives  **WÜSTHOF**
Made in Germany
Solingen

ED. WÜSTHOF DREIZACKWERK KG, KRONPRINZENSTR. 49, D-42655 SOLINGEN