







Hans and Käthe Rosenberger on the day of their golden wedding anniversary

The success of the first years is due to their industriousness, their entrepreneurial courage and their straightforward and understanding approach to everyone who had to do with the company. The personal example set by Hans and Käthe Rosenberger was at the root of the company's social climate: modesty and pioneering spirit, a friendly approach and discipline, making an effort and enjoyment of success are the characteristics which define the „We are Rosenberger“ feeling that exists to this day. Both of them were not able to experience the jubilee, but their life's work goes on. This chronicle is dedicated to them.

# 1958

## Hans Rosenberger Maschinenbau founded

On January 1, 1958, following the death of his father-in-law, Georg Winzl, Hans Rosenberger takes over his fitter's workshop and founds his own company - Hans Rosenberger Maschinenbau. For a few years he continues working as production manager of the Alzmetall Werkzeugmaschinenfabrik and runs his own company in his remaining spare time.

On the one hand, the newly founded company continues the business of the fitter's workshop manufacturing stair railings, window grates and metal gates for private customers, and on the other, starts to focus on the manufacture of individual components for the engineering and automotive industries. The first customers in this sector are Alzmetall and MAN - the German economic mira-

cle boosted both companies so strongly that they engage even very small suppliers for the finishing of parts in integrated subcontracting.

The opening accounts show just how small the beginnings of the company were. But we can only make a guess at the diversity of jobs mastered by the few employees. In addition to the usual activities of a fitter's workshop like welding, forging, boring and grinding, there are already milling and polishing machines in action alongside a foundry furnace for casting aluminum parts.

Turnover equivalent in euros: €0.024 million (+100%)

### New production at the „Dumpe Works“

The Munich industrialist Dr.-Ing. Günther Häberlein purchases the site near Pietling, where until December 1951 the industrious businessman Rolf Dumpe had constructed and operated a factory producing fittings for heating systems. After the spectacular bankruptcy - the biggest financial scandal in Bavaria at the time since the war - no buyer had been found for the factory for years. Häberlein, who runs an enterprise for manufacturing radio and measuring instruments, which is well-known by experts, moves the major part of its production to Pietling and manufactures coaxial connectors in particular.

HANS ROSENBERGER  
Maschinenschlosserei  
TITTMONING/GBB

Eröffnungsbilanz zum 1. Januar 1958

Aktiva		Passiva	
Lfd. Nr.	DM	Lfd. Nr.	DM
<b>I. Anlagevermögen</b>		<b>I. Fremdkapital</b>	
1) Maschinen	5 600.--	1) Bankerkerkredit	2 320.--
2) Werkzeuge	300.--	2) Lieferanten	700.--
3) Büroausstattung	800.--	3) Passiva Abgrenzung	1 028.24
4) Kraftfahrzeug	200.--	4) Kaufpreischuld	4 112.25
5) Geringwertige Wirtschaftsgüter	500.--		8 160.49
	7 400.--	<b>II. Eigenkapital</b>	7 560.--
<b>II. Umlaufvermögen</b>			
1) Warenvorräte	2 000.--		
2) Kundenforderungen	4 064.30		
3) Guthaben Sparkasse	459.19		
4) Lagerbestand	1 800.--		
	8 323.49		
	DM 15 723.49		DM 15 723.49

Tittmoning, den 26. Februar 1960  
W/W/Be  
3

HANS WALLNER · BUCHFÜHRERSTÄNDIGER · HILFE IN STEUERSACHEN · FREIASSING-GBB

Opening accounts: *Very modest beginnings do not yet give any signs of the later development into a global enterprise.*

### Borgward Focke Kolibri

In January, the first helicopter developed in Germany after the war is completed by the automobile manufacturer Borgward in Bremen.

### 100,000 Goggomobils

In March, the 100,000th Goggomobil runs off the production line. The legendary microcar from the Hans Glas engineering works in Dingolfing is totally lacking in comfort, but is so cheap that even average wage earners can afford it.

### „Spatz“ production stopped

The first series-produced car with plastic body was manufactured near Traunreut from 1955 to 1958. A total of 1,600 units were produced. In October, production is ceased when sales cannot be revived even via the Victoria-Zweirad-Union company.

## Growing with orders from MAN

With the modest earnings from his own company, Hans Rosenberger invests in new machines; one of the first major procurements is a KERN lathe for working large castings. MAN has a long-term demand for such parts for the booming truck industry and that is the order that Hans Rosenberger was firmly counting on when he purchased the machine, as he gladly used to tell. But he does not get the order. MAN tries to process the parts fully automatically in own production. Only after months, when this attempt proves to be uneconomical, Rosenberger receives the first order. According to Hans Rosenberger, the purchaser remembered his terribly disappointed face and that is why he turned to him.

The complicated precision parts for MAN turn out to be a stroke of luck. The skills of the lathe workers permits them to achieve high piece-rate bonuses and the company is still able to manufacture cost-effectively. More orders

follow. The foundation stone for many years of cooperation is thus laid.

New machines and the skills and resourcefulness of the employees are foundations on which the future of the small company rests. The other part is more difficult to grasp. It has to do with the personality of the company founder and his wife. They are modest, but ambitious; they are hard-working, but foresighted; they are clever and industrious to be competitive in the power games of business life; they are persevering and honest enough to win people's trust, the trust of the employees, customers and suppliers. The pioneering performance of the first years would not be conceivable without the personal example set by Hans and Käthe Rosenberger.

Turnover equivalent in euros:  
€0.036 million (+55%)



MAN truck: MAN trucks with the „chubby cheeks“ design are a familiar sight at the time. The company's first orders are for machining parts for this successful series.

### Crisis at BMW

Even after the loss of its Eisenach car factory, BMW (Bayerische Motoren-Werke) remains one of the largest and most significant industrial enterprises in Bavaria. In 1951, car production had started in Munich with model 501, known as the „V8“, which became famous in a television series as police car „Isar 12“. In 1955, construction of the microcar Isetta starts. It is designed to penetrate the mass market, but despite the relatively high popularity of the front hatch car, BMW makes great losses. In December 1959, Daimler Benz, supported by a bank consortium, wants to take over BMW and incorporate it into the enterprise, but the independence of the company is pushed through with spectacular legal means at the shareholders' meeting.

After capital write-down and acquisition of the available shares by Herbert Quandt, in the 1960s BMW begins to grow into a leading provider of middle-class and premium cars.

### Figure skating: European champions

In February 1959, in Prague, Marika Kilius and Hans Jürgen Bäuml become European Champions in pairs figure skating.

### Economy: Full employment

In July 1959, for the first time since the end of World War II, the employment statistics of the Federal Republic of Germany show more vacancies than unemployed.

### Armament: Starfighters

The Federal Minister of Defense, Franz Josef Strauß, announces that 96 „Starfighter“ fighter planes have been ordered from the American manufacturer Lockheed.

### Professional training is an investment in the future

That is most certainly not what Hans Rosenberger would have said; he always abhorred manager phrases. But in the fall of 1960, he takes on three new apprentices who want to learn the profession of fitter. Two of these stay with Rosenberger their whole working lives and are section managers for decades as masters and engineers. By the way, not only these two; many of the managers started off as apprentices at Rosenberger and moved into increasingly demanding positions as the company's requirements grew. „Learning by doing“ is what this kind of further training is called today; but of course the aspirants also invested personal energy in further training courses and the subsequent tests and exams.

### Volkswagen privatized

On August 22, the Volkswagenwerk GmbH becomes the „Volkswagenwerk Aktiengesellschaft“. Prior to this, the Bundestag had passed with overwhelming majority the „law to hand over the partial ownership of the Volkswagenwerk GmbH to private investors“. 60 percent of the company capital is disposed of, 40 percent are retained initially by the Federal German Government and the Land concerned. Volkswagen shares for a total value of DM 360 million are issued at a price of DM 350 per share.

### Liesl Karlstadt dies

On July 27, the famous and beloved German folk-play actress Liesl Karlstadt dies at the age of 67 in Garmisch-Partenkirchen. Today, she is still well remembered, not only by the Bavarian public, as the stage partner of the Bavarian comedian Karl Valentin.

New machines. New orders. As of April, Hans Rosenberger devotes himself exclusively to his own company. He has given up his leading function in the production shop at Alzmetall. Now, he no longer has to ask for time off to visit customers and can check that everything is all right in the workshop during the day. How determinedly he does this is shown by the figures. In 1960, more money than the total turnover of 1959 is spent on new machines. The absolute values may seem modest today, but if you compare the wages and property prices, it becomes clear just how much entrepreneurial courage lies behind such a resolute expansion.

In his memoirs, Hans Rosenberger reports that at the end of his time at Alzmetall he already had 25 employees. The works are still located in an outhouse of his own home (later the works are turned into a double garage with the same dimensions). „Of course, everything was much too small, here in the house and in the hut, as we lovingly called it,“ he reports. In 1960, space has to be found for a Monforts automatic lathe, a copying lathe and a milling machine. And for all that, new customers and new orders have to be drummed up.

Turnover equivalent in euros:  
€0.083 million (+126%)



Monforts lathe: delivery of the heavy plant in the narrow lane of the old town and setting it up in the small workshop are a special challenge.

## Modest expansion

The 1950s are a time of radical changes. In an extremely short time, the mainly agricultural Bavaria turns into an up-and-coming industrial region. Two technical goals are in focus at the time: nuclear power and space flight. But pioneering progress is being made in all sectors, including agriculture.

The agricultural enterprises come under enormous pressure through the migration of workers from agriculture to industry with its higher wages. Tractors and special machinery have to be procured to be able to maintain production. One company that profits in particular from the demand for agricultural vehicles is the brake manufacturer Knott in nearby Eggstätt.

The first orders for machining brake drums go to Rosenberger, but to execute this work rationally - work that is best suited for the new Monforts automatic lathe - an immersion paint unit is needed. The neighbor opposite has a large tool shed in the garden and is willing to sell it to Rosenberger. That is where the brake drums are painted. Three houses on a barn can be purchased and used as a warehouse.

Turnover equivalent in euros:  
€0.10 million (+20%)



A wall divides Berlin: *the construction of a wall through the middle of the capital city is one of the pinnacles of the „Cold War“ that deeply affects Germans in the East and West.*

### Construction of the wall in Berlin

Ever since 1952, the GDR has guarded the inner German border and secured it with fences and alarm devices. The sector border between West Berlin and East Berlin is the last open loophole through which about 47,000 people flee just in the first two weeks of August. In the night from August 12 to 13, units of the the National People's Army of the GDR, the border police, the People's Police and workers' militia groups start to seal off streets and railway and tram lines to West Berlin. Soviet troops are on standby. All the remaining traffic connections between the two parts of Berlin are interrupted.

### Franz Josef Strauß becomes head of the CSU

The Federal Minister of Defense, Franz Josef Strauß, is elected chairman of the Christian Social Union political party in Bavaria as successor to Hanns Seidel. In this function, Strauß will influence the political culture of Germany for almost two decades and set priorities for the development of Bavaria.

### Borgward goes bankrupt

On February 4, one of the most spectacular insolvencies in the history of the German economy comes to pass: The Land of Bremen blocks a line of credit that had already been promised to Borgward and transforms the Borgward Works into a joint stock company (AG). This AG belongs 100% to the Land of Bremen. Carl Borgward, the former sole owner, is immediately banned from the works.

The works of this major German car manufacturer are liquidated. The brands of Borgward, Lloyd and Goliath disappear from the market. They were all milestones in the history of the automobile and had played a leading role in the mass mobility of the young Germany.

The bankruptcy rocks the still young republic. In retrospect, it is seen as the beginning of the end of the economic miracle. Until then, it was practically inconceivable in Germany that things could get worse again after the economic boom of the 1950s.

## Rosenberger extends capacity

Yet another automatic lathe, a milling machine and a thread milling machine are squeezed into the narrow workshop. Capacities have to be increased for new customers and more orders.

Turnover equivalent in euros:  
€0.14 million (+44%)

### USA conquers space

The USA's space program achieves three goals: the first orbit of the Earth of a manned spacecraft, the first active telecommunications satellite, Telstar 1, is put into orbit and Mariner 2 is the first spacecraft to reach Venus.

### North Sea storm tide

The storm tide of 1962 along the German North Sea coast is a catastrophe that hits Hamburg in particular, where 315 people die. In the night of February 16 to 17, cyclone Vincinette that originated in the Antarctic Ocean hits the German coast. Hurricane-force blasts of up to 200 kilometers per hour and meter-high waves burst numerous sections of the dikes along the coast and in the Lower Elbe and Weser regions. Worst hit by the flood catastrophe is the city of Hamburg, which lies over 100 kilometers from the coast. Whole areas of the city stand under water. Over 60,000 inhabitants south of the Elbe are homeless. Electricity, gas and water supplies fail practically everywhere in the metropolis of Hamburg.

### Cuban Missile Crisis

It begins with a local political action far away: the USA imposes a trade embargo to bring the communist regime in Cuba to its knees. The Soviet Union counters this first with diplomatic means and then, when these fail, threatens the USA with military steps. This is no rhetorical threat. The Cold War between East and West is at its pinnacle; on both sides, the use of nuclear weapons is a normal military calculation; on neither side has the senselessness of mutual nuclear annihilation become a political perspective.

The USSR begins installing medium range ballistic missiles with nuclear war heads on Cuba; the USA blocks access to the island with 200 vessels; there are isolated skirmishes and one American aircraft is shot down. Literally at the last moment, the leaders, John F. Kennedy for the USA and Nikita Khrushchev for the USSR, come to an agreement to dismantle the missiles in Cuba in exchange for a no invasion agreement and secret removal of the US missiles in Turkey. The world has just barely escaped a nuclear war.

### First disturbances

In the Schwabing quarter of Munich there are violent clashes between youths and the police. Protests against the martial behavior of the police and the dismantling of democratic rights - the political discussion about the Emergency Powers Act has just begun - are precursors of the so-called student revolt of 1968.



Storm tide hits Hamburg: *the natural disaster that sweeps across wide areas of northern Germany and hits Hamburg particularly hard, triggers a wave of help and cooperation.*  
Foto: Gerhard Pietsch

## Rosenberger faces a new challenge

In addition to the improved machinery, the building is also modernized and a heating system installed. Negotiations with the Zahnradfabrik Passau bring the first orders and give rise to expectations for long-term high volumes of orders for machining castings for truck axles. The requirement for this is a boring machine - a large investment for a small company. It is ordered on the strength of sustained cooperation.

Turnover equivalent in euros:  
€0.17 million (+18%)

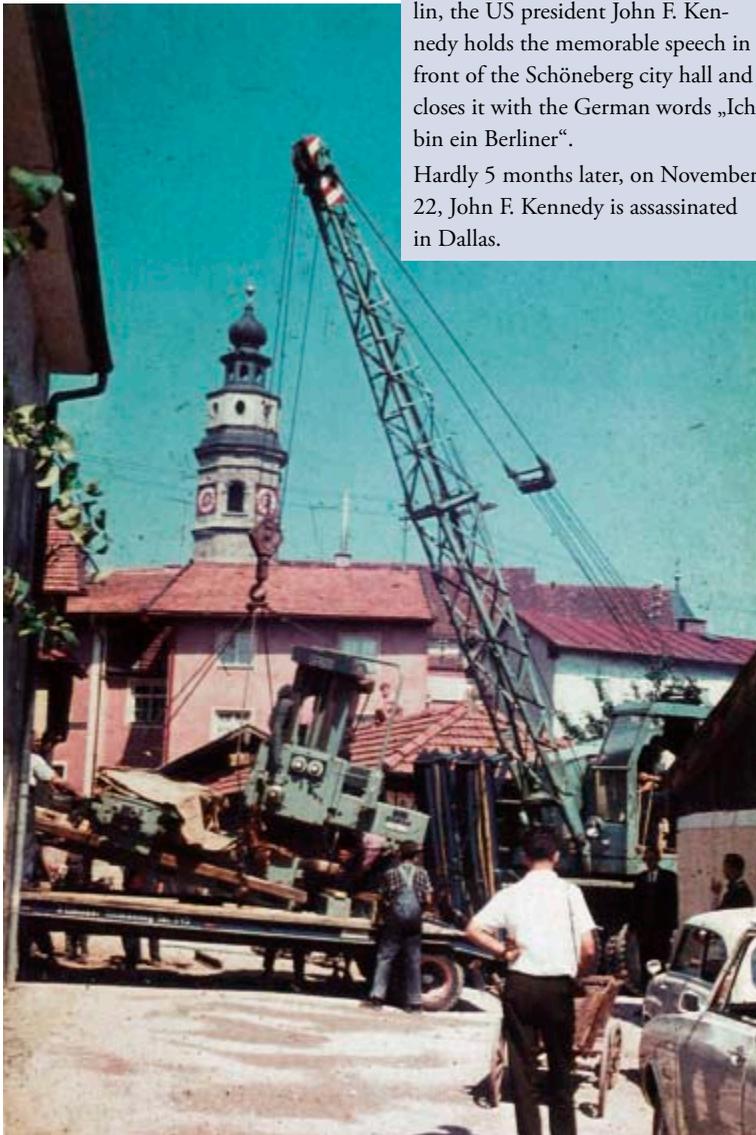
### „Vogelfluglinie“ opens

A new rail and road route from Hamburg to Copenhagen is opened with a big public ceremony. The name of the route is the Vogelfluglinie (Flying Bird Line) because it follows the migratory flight path of the gray geese over Fehmarn Island. The core of the route is the 963-meter steel arch bridge over the Fehmarnsund, which is opened on April 30 by King Frederik IX. of Denmark and Heinrich Lübke, President of the Federal Republic of Germany.

### John F. Kennedy: „Ich bin ein Berliner!“

On June 26, during his visit to Berlin, the US president John F. Kennedy holds the memorable speech in front of the Schöneberg city hall and closes it with the German words „Ich bin ein Berliner“.

Hardly 5 months later, on November 22, John F. Kennedy is assassinated in Dallas.



Talk of the town: it is a hard and toilsome task to push and unload the new drilling machine in the lane. The event attracts many onlookers.

### Pope John XXIII dies, Paul VI is crowned

Pope John XXIII (born Angelo Giuseppe Roncalli), revered well beyond the Catholic Church, dies on June 1. Cardinal Giovanni Battista Montini is elected his successor; his papal name is Paul VI. On June 30, he is crowned. He is the last pope to be crowned with the three-tiered Papal Tiara.

### Films and television

On April 1, the Zweites Deutsches Fernsehen (Second German Television) starts broadcasting. In America, the film „The Birds“ by Alfred Hitchcock is released. „The Silence“, a psychodrama by Ingmar Bergman, has its premiere in Germany and provokes angry public protests because of two short sex scenes. On July 8, the sketch „Dinner for One“ is first broadcast in the live ARD TV show entitled „Guten Abend Peter Frankenfild“ (Good Evening Peter Frankenfild).

### Boeing 727 takes off

The Boeing 727 opens a new chapter in civilian aviation. The jet era in air traffic between major cities had started five years earlier with the Boeing 707 and the Caravelle from Sud Aviation, but the Boeing 727 means that smaller airports can also be reached. The Boeing 727 is the first trijet to enter commercial flight service and is regarded as robust, reliable and versatile. Its designers had focused on airports with short landing and takeoff runways and even runways in poor condition, and the low takeoff and landing speeds also make the aircraft suitable for small airports. The first test flight is on February 6, and in the same year the aircraft is officially approved for commercial aviation. A total of 1,831 are built until the end of production in 1984.

## Greatest investment since the foundation

The horizontal boring machine arrives. Once again the small company has to cope with an investment worth half of the previous year's turnover. In addition, the cooperation with ZF Passau demands a better milling machine. Just a few weeks after work starts, orders suddenly stop. Due to miscalculation of the part of ZF, parts manufacture has to be started once again in the main works of ZF Passau in order to maintain employment. Luckily, another customer hears about the free capacity and the machines can be kept running at Rosenberger.

Turnover equivalent in euros:  
€0.20 million (+19%)



The first serially manufactured product: the „Stüpfler“ is Rosenberger's first serial product. The three versions are used to stamp Bavarian bread rolls as so-called „Kaisersemmel“, „Mohnsemmel“ or, as here, „Maurersemmel“. The rise of large-scale bakeries in the 1960s makes the „Stüpfler“ superfluous.

### The one-millionth guest worker

The economy of the FRG has been growing continuously since the end of the war. Industry is booming, but its need for workers cannot be met domestically despite the fact that the population has grown significantly in the 1950s thanks to the high birth rates („baby boom“) and movement of refugees. Therefore, there is systematic recruitment of foreign labor. On September 10, the one-millionth guest worker arrives in Cologne: Armando Rodriguez (1926-1981) from Portugal. The Federal Organization of German Employers' Associations welcomes the special train of Portuguese migrant workers with a brass band and presents Rodriguez with a moped upon his arrival.

### Mini skirt

The fashion designer Mary Quant presents the mini skirt which starts a „revolution in women's fashion“. At the same time, the Beatles haircut, the trademark of the Beatles pop group, becomes the fashion standard for men.

### End of the Khrushchev era

On October 14, the head of the Soviet Communist Party and Soviet premier, Nikita S. Khrushchev, is removed from office by the central committee of the CPSU. The growing conflict with China and economic failure are considered to be the background to this move. The new premier is the former deputy prime minister Alexsei N. Kosygin (1904-1980), the new party secretary is Leonid I. Breschnev (1906-1982), the previous President of the Presidium of the Supreme Soviet and former protégé of Khrushchev.

### Olympic year

The Winter Olympic Games were held in Innsbruck from January 29 to February 9. From October 10 to 24, over 5,000 athletes from 93 nations take part in the XVIIIth Summer Olympic Games in Tokyo, Japan. The People's Republic of China, Indonesia, North Korea, North Vietnam and South Africa are excluded from the games. For the last time until 1992, the Germans participate as one nation; they take home 10 gold, 22 silver and 18 bronze medals.

### Awards

The US American Cassius Clay, Muhammad Ali after his conversion to Islam, becomes World Heavyweight Boxing Champion. Sidney Poitier is the first black actor to receive an Oscar. He wins the award for his acting performance in the film *Lilies of the Field*. The civil rights activist Martin Luther King (1929-1968) receives the Nobel Peace Prize for his efforts to end segregation and racial discrimination through civil disobedience and other non-violent means. Jean-Paul Sartre is awarded the Nobel Prize for Literature, but he declines it for „personal and objective reasons“.

## Rosenberger on the road to success

The massive investments of the year before have turned the local fitter's workshop into a well-established integrated subcontractor to the machine industry. Parts are finished or remachined for renowned customers on a job order basis. Nearby, the rear building of a former printing works can be rented; not exactly an industrial hall, but at least space badly needed for working. The versatile range of equipment and the highly motivated skilled workers can fulfill the already high requirements for precision and quality. Customer satisfaction is reflected in new orders. Thanks to good capacity utilization, a decent profit is made on the orders. At the end of the year, the company has no more debts to the bank.

Turnover equivalent in euros:  
€0.30 million (+48%)



Transport exhibition in Munich: *the newly developed E 03 express train locomotive is the star of the IVA (International Transport Exhibition). Exhibition visitors can travel for the first time at speeds of over 200 kph in a scheduled train between Munich and Augsburg.*

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Foto: Sebastian Terfloth

### Telephoning via satellite

On April 6, „Early Bird“ (or Intelsat 1), the first commercial communications satellite, is launched on a Delta D rocket from Cape Kennedy. On June 28, it is activated and from now transmits television, telephone and telefacsimile signals. Charges were levied for its services. „Early Bird“ has a geostationary position, which means that its orbit is synchronous to the rotation of the Earth and it thus appears not to move as seen from the Earth. It is designed to be active for only 18 months, but in fact remains in operation for four years. The operator organization is a consortium of eleven countries founded in 1964 as the *International Telecommunications Satellite Consortium*. The name is changed in 1973 to *International Telecommunications Satellite Organization* with 80 member states and then to Intelsat after privatization in 2001.

### 200 kph by train

As of June 26 and for the duration of the International Transport Exhibition in Munich, a scheduled express train travels at speeds of over 200 kph on the stretch between Munich and Augsburg. This is to present the new express locomotives of the DB Class 103.

### Faster from Geneva to Turin

On July 19, the Mont Blanc Tunnel is officially opened. It is the then longest tunnel in the world with a length of 11.6km. Boring started in 1959; the breakthrough in 1962 was with an axis variation of less than 13cm.

### Football

On September 26, the German football team qualifies for the 1966 World Championship in England with a 2:1 win over Sweden. This is the first international match for Franz Beckenbauer.

### Student protests in USA

On March 15, the USA launches an operation for the sustained bombing of North Vietnam. Napalm incendiary bombs are used for the first time on a bombing run against an ammunition depot in Phu Qui. As a consequence, there are mass demonstrations in the USA held mainly by students protesting against the Vietnam War.

# 1966

## Rosenberger steps in in Pietling



The „Dumpe“ works in Pietling; *the 1950s-style architecture of the works no longer conforms with the ideal of a modern factory and two spectacular insolvencies are not good for the image - nevertheless to see the future of the company here is a courageous entrepreneurial decision.*

The Federal Republic of Germany experiences its first economic recession; the drop in demand hits the engineering industry badly; orders are not forthcoming. New customers are difficult to find and it is worth considering every idea. A potential customer is looking for a manufacturer of toy cannons, but Rosenberger has no automatic lathes for such small parts. Actually, Hans Rosenberger simply hopes to be able to purchase a machine from the bankrupt's estate when he gets in touch with the official receiver. But when he sees the works in Pietling, he realizes the chance of establishing a second mainstay in the electronics sector to counter the heavy fluctuations in the engineering sector. Although the customers are not prepared to give any firm promises, already in December Rosenberger purchases a number of machines and continues part of the production for his own account.

Turnover equivalent in euros:  
€0.35 million (+17%)

### Haeberlein group of companies bankrupt

In February workers are still being sought in the local newspaper for the assembly of devices in the Pietling Works; but by the first days of April, the news is out that the group of companies of Dr. Günther Haeberlein is insolvent. Also affected alongside the Pietling Works are the headquarters in Munich, the Optische Fabrik Kilfitt and other companies owned by the entrepreneur. The group has debts to the tune of DM11 million.

The Pietling Works still has a considerable backlog of orders; the 130 employees can continue to be occupied under the official receiver, the lawyer Ralph Löser. The aggrieved banks want to keep the factory and its large pool of skilled workers "alive", hoping, as the local newspaper reports, for sales proceeds of DM 3 to 4 million.

### First nuclear power station in Germany goes onto the grid

Germany's first commercially used nuclear power station goes onto the grid in Rheinsberg/GDR.

### Economic crisis

There is a sharp setback in economic activity between fall 1966 and summer 1967. In 1966, the growth rate of the gross national product sinks to 2.8 percent. In 1967, for the first time in Germany's post-war history, there is no economic growth; the gross national product falls by 0.2 percent. The rate of unemployment rises from 0.7 percent in 1966 to 2.2 percent in 1967. The causes of the crisis, which began to appear already in 1965, lie in the drop in private and public investment. Even in spring 1965, the drop in domestic orders in the engineering branch is noticeable and civil engineering contracts are on the decline since spring 1966. More is being produced than sold, stocks are piling up, capacities stand idle and workers are laid off.

### Moon landing

On February 3, the landing of the Russian *Luna 9* in the Ocean of Storms is the first ever soft landing of a probe on the moon.

### Crash landing

The Inspector General of the Luftwaffe reports to the Defense Committee of the Bundestag that in 1965, a total of 26 Starfighter fighter planes had crashed causing 15 pilots to lose their lives.

## Success with high-frequency connectors

At the beginning, the new business sector brings more worry than joy. Although the industrial agent Joachim Philippi, who was responsible for the sales of the Haerberlein connectors, is also operating for Rosenberger, orders are slow in coming. More machines and plant have to be purchased to keep operations running, including electroplating. Different to the job order machining of parts, stocks also have to be financed. And customers want to be courted, the products have to be well presented. The first price list for high-frequency connectors goes into print; the company, now „Hans Rosenberger Maschinenbau – Feinmechanik – Elektronik“ gets its own logo.

Now the work is spread over two sites: in Pietling a greatly reduced team continues with the manufacture of connectors on premises leased by the official receiver. The banks are still trying to sell the site, but the price is still unaffordable for Rosenberger. The machining of parts is still running in

Tittmoning. However, the limping economy is affecting the engineering industry in particular and as the customers take contracted work back into their own works to maintain their own workforces, the job order workers are hit even harder. At the very moment of greatest expansion (relatively speaking), there is suddenly no work.

Finally, the turnover with connectors is almost as high as for the machining of parts. The total only just tops the previous year's figures, but the worst has been survived, the name of Rosenberger is soon to become established among experts.

Turnover equivalent in euros:  
€0.39 million (+11%)



The first Rosenberger price list for RF connectors: *selling connectors for RF technology demands a different corporate image to that for integrated subcontracting in engineering. A separate trademark and a price list for the major series products are the beginning of successful sales activities.*

### Concerted action

Upon the initiative of the German Federal Minister for the Economy, Karl Schiller, representatives of employee and employer associations and of the economic advisory council come together for the first time with members of the German Federal parliament for informal talks on the „Concerted Action“ that is designed to fight the recession.

### Heart transplantation

On December 3, Dr. Christiaan Barnard performs the first human heart transplant in Cape Town. The operation is successful, but the patient dies 18 days later of pneumonia.

### 6-Day War in the Middle East

The 6-Day War between Israel and the Arab states of Egypt, Jordan and Syria lasts from June 5 to June 10. This is the third Arab-Israeli war in the Middle East conflict after the War of Liberation (1948) and the Suez Crisis (1956).

### Shah visit: demonstrator dies

On June 2, riots break out in Berlin during a demonstration against the visit of the Shah of Persia. Upon the command of Berlin's Chief of Police to „draw truncheons and clear“, policemen start to beat demonstrators and onlookers arbitrarily in front of the „Deutsche Oper“ opera building. The 26-year-old student Benno Ohnesorg is shot by a policeman in the turmoil.

### Color television

The German television broadcasting companies ARD and ZDF enter the era of color television. On August 25, the live television show „The Golden Shot“ is the first program to be broadcast in color.

# 1968

## Rosenberger purchases Pietling Works



The works seen from above: *nothing has changed much to the buildings since the aerial photograph from the early 1950s, just the trees have grown in the meantime. Purchasing the factory site is an enormous financial effort for the young company.*

The factory premises are still for sale; the space where Rosenberger establishes a factory for the manufacture of high-frequency connectors is leased with a week's notice. The chaos is hardly imaginable if someone were to purchase the factory to manufacture a different product there. On the other hand, such a small company can hardly earn enough over a reasonable period of time to pay the purchase price sought by the banks.

After the stop in 1967, the economy begins to pick up again. More investments are made in equipment, but initially only in what is absolutely necessary. These are tools, chucking devices and testing instruments. Quality and precision are the requirements for winning and retaining the trust and loyalty of customers. Also, absolutely necessary is the functional

organization of operations and an office for receiving and processing orders. Absolutely necessary is to win more orders for the job order machining of parts for which a horizontal milling machine is procured.

In October, the banks give up their hopes of getting a price of millions for the factory site. The major part of the site along with the buildings already being used is sold to Rosenberger. All the company and private means have to be mobilized and a loan taken from the bank, but then the factory is standing on irredeemable land. The new price list published on August 1 already confidently bore the works address in Pietling.

Turnover equivalent in euros:  
€0.50 million (+28%)

### Gold backing of Western currencies removed

On March 17, the central banks of the Western countries formally rescind their obligation to back their national currencies primarily with gold. The gold standard is thus dropped. On March 18, the US Congress passes a law removing the internal backing of the American currency with gold.

### End of the Prague Spring

On August 21 and 22, military units from five Warsaw Pact states including the National People's Army of the GDR occupy the CSSR by force. This puts a violent end to the Prague Spring, an experiment in democratizing the party, state and economy in an Eastern bloc country. In spring 1968, the Czechoslovak communist party under Alexander Dubček attempted to introduce a program of liberalization and democratization. A rapidly developing critical public had influenced and supported these attempted reforms. The designation „Prague Spring“ is taken from the music festival bearing the same name.

### Introduction of value added tax

At the beginning of the year, the gross sales tax is replaced by the value added tax in the Federal Republic of Germany. The rate starts off at 10%. In addition, the income threshold for compulsory insurance is abolished for salaried employees whereby their pension insurance is adjusted to the valid regulations for wage earners.

### Supersonic passenger aircraft

On December 31, the first supersonic passenger aircraft, the Tupolev Tu-144, makes its maiden flight, three months ahead of the French Concorde. The Tu-144 first reaches supersonic speed on June 5, 1969.

## Reaching capacity limits

1969 is a challenge for both engineering and radio frequency technology. The production capacities of the engineering industry are at their limits, so the demand for external subcontractors that can machine and finish parts is correspondingly high. Increasingly more large companies are implementing computer systems for processing their data; the computer families of IBM 360 and Siemens 4004 together with the appropriate peripheral equipment also enable economic solutions for business tasks. Computer centers

need connectors, also those from Pietling.

Investments are focused on modernizing the buildings and infrastructure and on improving the manufacturing equipment. In particular, production in the finishing of turned connector parts can be increased through automation and specialization and at the same time the quality can be improved. And there is a new opportunity for the engineering unit that has moved to Pietling in the meantime: finishing of transmissi-

on housings for the Zahnradfabrik Passau; a separate hall is needed for this and the previously unused former employees' community hall of the Dumpe company, jokingly known as the „opera house“, is just the right size. Therefore, in September, the remainder of the factory site is purchased from the bankrupt's estate.

Turnover equivalent in euros:  
€0.82 million (+64%)



Trade fair stand: presence at the „electronica“ exhibition in Munich is part of the new company image. Rosenberger has had a stand there since 1967, which was initially shared with another Bavarian precision mechanics manufacturer to save costs.

### A giant leap for mankind...

The USA win the space race: on July 20, the US American lunar module „Eagle“ makes a soft landing on the Moon at 21.17 Central European Time. Over 500 million TV viewers around the world see live how the US American Neil Armstrong climbs down the steps a few hours later. On July 21, at 3.56 CET, he is the first man to set foot on the Moon. In doing so he utters his famous phrase: „That's one small step for a man, one giant leap for mankind.“

20 minutes later Edwin Aldrin also leaves the lunar module. Once the US flag has been hoisted, the astronauts set up a small research device of the EASEP (*Early Apollo Scientific Experiment Package*) on the Moon. Among other things, a seismometer is intended to record data on tremors on the Moon's surface. However, the device does not survive the first lunar night. A laser reflector on the surface permits precise measurement of the distance between the Moon and the Earth. In addition, soil samples were taken and 21.6 kg of rocks collected. The first walk on the Moon lasted two and a half hours.

### First Jumbo flight...

On February 9, the to date largest airliner, the Boeing 747 „Jumbo Jet“, makes its first test flight. It is designed initially to carry 385 passengers. Over the years, more than 1,500 747s were built in many different versions. The current 747-8 version is still being built today.

### ...and later start

On February 5, the Federal Cabinet of the FRG approves the Airbus project. A mid-range, wide-body aircraft is to be planned and built together with France and Great Britain. On May 16, the Munich company Messerschmidt-Bölkow GmbH merges with the Hamburg company Flugzeugwerke GmbH to form the aerospace company Messerschmitt-Bölkow-Blohm GmbH (MBB).

### De Gaulle gives up

The French president, Charles de Gaulle, resigns from office following his defeat in a referendum on governmental reforms.

# 1970

## „The Uncompleted“ becomes production hall

When Rolf Dumpe erected a heating system fittings factory in the open countryside a few years after the war and he was granted a generous credit for his apparently flourishing business, he constructed a hall for the employees, 150 at the best of times. It was to be used as a meeting and dining hall, but also fitted with a large stage; it was his idea to hold guest theater productions and concerts there and also show films. This dream was never realized, because the financial means were already exhausted by 1951 and Dumpe declared bankruptcy at the end of that year. The „opera house“ was finished except for the interior furnishings, but stood there unused even in the years under Günther Haerberlein.

With little conversion needed, the large hall is ideal for the efficient production of transmission housings. However, it is necessary to build a power plant and install a heating system and industrial infrastructure in the building. A parking lot and loading bay for trucks that are to arrive every day with unfinished parts from Passau and leave again for Passau with finished housings are also needed. Yet another fortune is invested in special machines for the transmission housings. However, production starts in the very same year.

The connector business is running well, but the development capacity of the company is not quite up to the expectations of the customers to ensure that they are included in good time in new developments. The growth in turnover is therefore carried by the engineering unit in 1970.

Turnover equivalent in euros:  
€1.1 million (+37%)



Peace and quiet in the „hut“: after the engineering activities are moved completely to Pietling, peace and quiet returns to the old workshop. It is now used as a garage.

### Terrorism in Germany

On May 14, Andreas Baader is freed after being sentenced in October 1968 for department store arson. This crime is generally considered to be the first act of terrorism of the „Red Army Fraction“ (RAF). Baader was transferred to the German Central Institute for Social Affairs in Berlin, because the journalist Ulrike Meinhof had given to believe that she wanted to write a book with him on children from orphanages. On this occasion he is freed by force of arms. Georg Linke, an employee of the institute, is severely wounded.

### Death of Charles De Gaulle

On November 9, the former French president Charles de Gaulle dies of a heart attack at his country residence in Colombey-les-deux-Églises/Lorraine.

### Vietnam War extended

On April 30, Richard Nixon, President of the USA, commands the US troops to march into Cambodia from South Vietnam. The aim to cut off the so-called Ho-Chi-Minh Trail and weaken the FNL liberation front is not achieved.

### Death of Jimi Hendrix and Janis Joplin

On September 18, the rock musician Jimi Hendrix dies in London as a result excessive consumption of alcohol combined with sleeping pills. The 27-year-old is considered one of the best guitar players in the world and a recognized rock idol. Janis Joplin dies on October 4 from an overdose of heroin.

## An important minor matter

Following the enormous investments of the startup years, 1971 is comparatively quiet for Rosenberger; the economy as a whole is in fact going through a second slump since 1967, but thanks to its numerous customers in different sectors, Rosenberger's turnover is still enjoying two-figure growth.

Investments concentrate on modernizing the equipment and extending the range of tools. Electroplating is also adapted to meet the latest requirements; for the first time layer thicknesses can be measured non-destructively.

The procurement of the so-called data plan table for just DM 1,000 seems a minor matter, but behind it is the ever present striving to maintain an overview at all times of the company's entire logistics with the best available means. The minor matter also shows that employees' ideas for improving transparency are understood and encouraged by the management.

Turnover equivalent in euros:  
€1.3 million (+19%)



Electroplating extended: *without changing the exterior, the electroplating shop is renovated and modernized to meet technical demands and environmental protection regulations.*

### Driving on the moon

On July 26, Apollo 15 with astronauts David Scott, Alfred Worden and James Irwin takes off for the Moon. In the meantime, lack of funds has reduced the Apollo program from 20 to 17 flights. Compared to Apollo 14, the lunar module LM-10 on this mission is greatly improved and permits a longer stay on the Moon. Furthermore, a lunar vehicle is also on board (LRV - Lunar Roving Vehicle). Thanks to the improved life-support systems (PLSS) of the space suits, astronauts can stay in the vacuum of space for longer periods of time and cover large distances on the Moon. They return with about 75 kg of lunar rocks for scientific purposes.

### Nobel Prize for Willy Brandt

On December 10, the Federal German Chancellor Willy Brandt is awarded the Noble Peace Prize in Oslo. The chancellor's „Ostpolitik“ is considered to be a contribution to overcoming the confrontation between the power blocks in Europe. Brandt is thus the first German to receive the Nobel Peace Prize after World War II.

### Floating on Earth

On May 6, the aerospace concern Messerschmitt-Bölkow-Blohm (MBB) presents the world's first magnetic levitation train on a test track near Munich.

### Underground railway in Munich

On October 19, the Munich underground railway system starts operating on the first line, the U6 running 12 km between the Kieferngarten and Goetheplatz stations. Regular underground railway operations were originally scheduled for 1974, but construction was accelerated because of the Olympics. Munich thus becomes the third city in Germany to operate an underground railway after Berlin (February 18, 1902) and Hamburg (February 15, 1912).

### Women's right to vote

On February 7, a referendum grants women in Switzerland passive and active suffrage at national level.

### Cheerful games – bitter end

The **XX Olympic Games** are held in Munich from August 26 to September 11, 1972. Most of the competitions are held in the Olympic Park in Munich where the Olympic Stadium is the central arena. The Munich games set up a new record with 122 participating teams and more than 7,000 athletes.

They are meant to be cheerful games. Security is toned down on purpose in order to demonstrate the positive change in Germany since the Olympic Games of 1936. On the morning of September 5, a group of eight Palestinian terrorists of the Black September organization break into the Olympic Village. They are armed with semi-automatic weapons and without any effort overpower the Israeli athletes in their lodgings.

The terrorists take eleven of the Israeli delegation hostage, two of whom are shot at the very beginning. The terrorists demand the release of 232 Palestinians held in Israeli prisons and also the release of the German terrorists Andreas Baader and Ulrike Meinhof. When the German authorities, who are completely overwhelmed, make a rescue attempt at the military airport of Fürstenfeldbruck, all the remaining hostages, five terrorists and one German police officer are killed. The Olympic events are suspended for one day after the death of the Israeli athletes. After a memorial service in the Olympic Stadium, the IOC president Avery Brundage has the games continued with the phrase „The games must go on!“.

The outstanding athlete of the games is the US American swimmer Mark Spitz who wins seven gold medals. The gymnast Karin Janz from the German Democratic Republic is the most successful German athlete winning two gold, two silver and one bronze medal.

For the first time since the company was founded, the turnover is down, above all in the engineering section. Furthermore, amortization is higher than investments that are primarily for modernization of the equipment. Business continues to run profitably, debts are paid off.

Turnover equivalent in euros:  
€1.2 million (-12%)

### Nobel Prize for Heinrich Böll

On December 10, Heinrich Böll receives the Nobel Prize for Literature in Stockholm. The Nobel Prize for Peace is not awarded this year.

### Watergate Affair

On June 17, police apprehended five men attempting to break into the Democratic party offices in the Watergate Hotel in Washington. All the men were either directly or indirectly employees of Republican President Richard M. Nixon's reelection committee. In the course of the „Watergate Affair“ more and more employees of the US president come under political pressure and finally Nixon himself.

### Waldheim Secretary-General of the United Nations

On January 1, Kurt Waldheim becomes Secretary-General of the United Nations. Waldheim, Doctor of Laws, was previously a diplomat in Paris, Toronto and New York and the Foreign Minister of Austria from 1968 to 1970. After serving as Secretary-General from 1972 to 1981, he is elected President of Austria despite sharp criticism of his role in the Third Reich.



Olympics city of Munich: *the sporting event is to present Germany as a modern, cosmopolitan, successful and at the same time friendly country.*

## Weak economy

In this year, too, the growth in the connector business cannot quite balance out the recession in the precision mechanics and engineering sections. However, the necessary investments can be made and the workforce retained apart from unreplaced fluctuation. While the Germany economy slumps into its first lasting recession as a result of the oil crisis, there is already a renewed increase in demand for connectors.

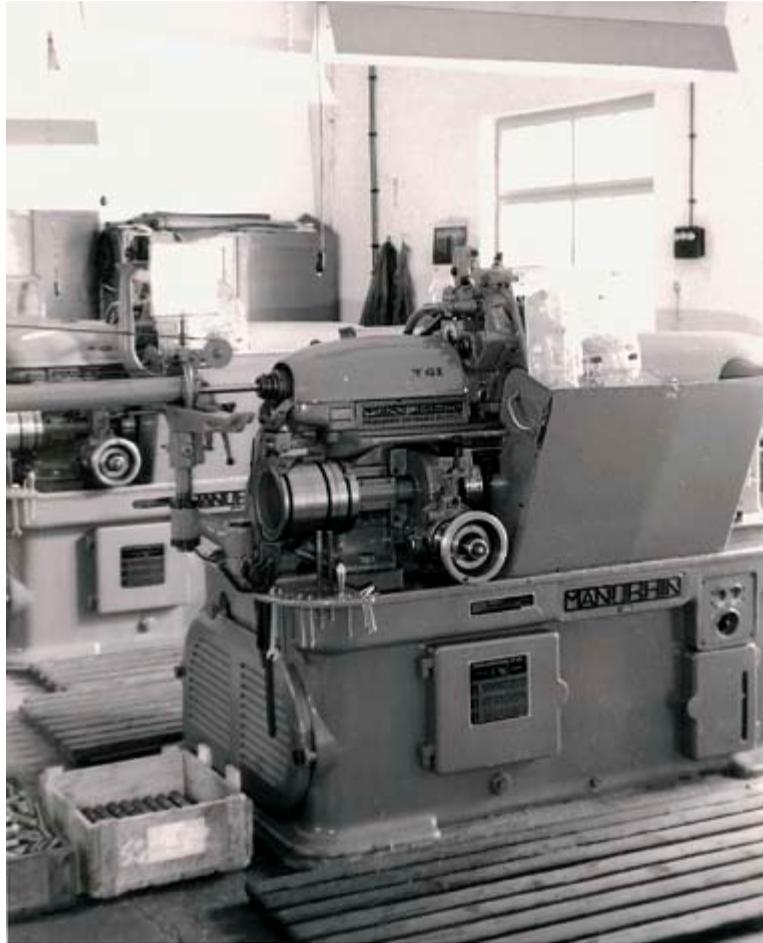
Turnover equivalent in euros:  
€1.2 million (-3%)

### Oil crisis

On October 17, the Organization of Arab Petroleum Exporting Countries (OAPEC) increases the price of crude oil by 70% (from about US\$ 3 to over US\$ 5) in order to apply pressure against the pro-Israel politics of the western nations. Two days later it imposes an oil embargo on all nations with pro-Israel leanings. This means that the USA and the Netherlands are no longer supplied with crude oil and the Federal Republic of Germany only receives 75% of previous amounts.

On November 23, the Federal Republic of Germany stops recruitment of guest workers from non-EU countries. The decision is justified by the „employment crisis arising from the oil crisis“.

On November 25, following the Energy Saving Law passed on November 9, an order banning driving on Sundays and imposing speed limits comes into force. For the first time, cars and trucks are no longer allowed to drive without special permission.



Manufacturing in crowded space: a view of the machine group in the new works shows that working space is rare here too.

### Yom Kippur War

The „Yom Kippur War“ begins on October 6, the most solemn and important of the Jewish holidays, with a surprise attack by Egypt and Syria in the Sinai and Golan Heights, captured by Israel six years before during the Six-Day War. The Egyptians and Syrians advance during the first 48 hours, after which momentum of the war begins to swing in Israel's favor, who first have to mobilize their troops. By the second week of the war, the Syrians have been pushed entirely out of the Golan Heights. In the Sinai, the Israeli armed forces advance across the Suez Canal (the old ceasefire line). A United Nations ceasefire ends the fourth Arab-Israeli war on October 24.

### Military putsch in Chile

Military putsch in Chile: the democratically elected government of Salvador Allende falls victim to a military putsch led by Augusto Pinochet and initiated and supported by the CIA, the foreign secretive service of the USA. Allende commits suicide on September 11 in the Presidential Palace that is being bombarded by the Chilean air force. The military carrying out the putsch arrest and kill about 3,000 Chileans alone in the first days of the putsch.

### Vietnam War ends

On January 15, upon orders of US President Richard M. Nixon, the USA cease all acts of war against North Vietnam. The last US troops are evacuated from Vietnam by March 29.

# 1974

## Radio frequency overtakes engineering

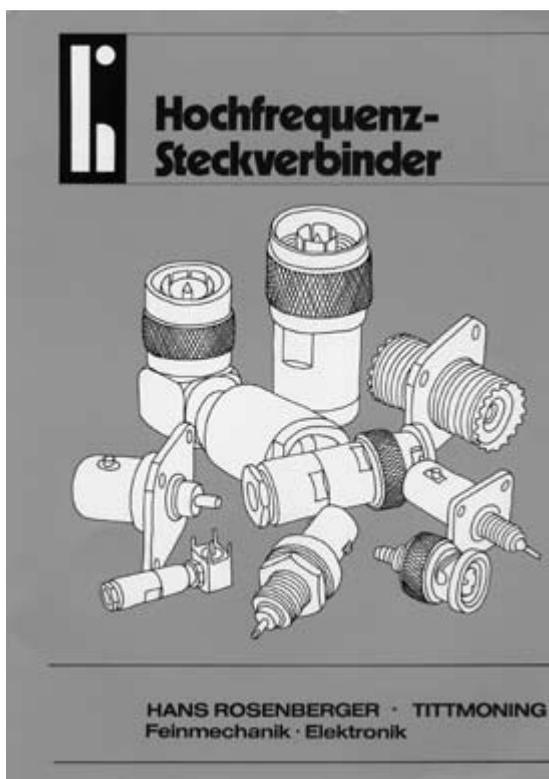
A sharp increase in connector business ensures good capacity utilization despite a further drop in the engineering section. The machining of transmission housings for Zahnradfabrik Passau also proves to have a stabilizing effect in weak years. For the first time, routine business tasks are performed by computer and orders transmitted by telex. In November, the first connector catalog with Rosenberger order numbers is issued, already with the collaboration of Hans Rosenberger jun.

Turnover equivalent in euros:  
€1.5 million (+31%)

### Setback in the economy

In 1974, Germany has to pay about DM 17 billion more than the year before for its oil imports. This oil price shock results in a reduction in economic activity. The rate of inflation rises in all western countries; Germany's 7 percent is still relatively small. The fear of rising prices leads to excessive wage agreements; for example, after a strike of civil servants, the Bundestag (German parliament) granted a pay rise of 11 percent backdated to January 1. The Federal German Bank reacts by hiking key interest rates. Attempts by other countries to counter inflation through trade restrictions lead to reduced growth in the economy, dissatisfaction in the population and an unstable political climate. Rising prices and interest rates coupled with stagnating performance erode the high pay rises and the term *stagflation* is coined for this state.

The oil crisis and the following slump in the economy mark the end of economic miracle. Subsequently, previously almost unknown phenomena arise: short-time work, unemployment, increased social spending, inflation, national debt, strikes and spectacular bankruptcies.



The first catalog: *for the first time, the whole range of products is shown in an illustrated catalog with own product numbers. The products are now designated with the trademark RT that stands for „Rosenberger Tittmoning“.*

### Nixon resigns

On August 9, the US American president Richard M. Nixon announces his resignation as a consequence of the „Watergate Affair“. He is succeeded by Gerald R. Ford.

### Resignation of German Chancellor Willy Brandt

On May 6, the Federal German Chancellor Willy Brandt resigns suddenly under the pressure of the Guillaume affair. Shortly before, on April 24, Günter Guillaume, personal assistant to the chancellor, is exposed as East German spy. In his letter of resignation Brandt explains that he accepts full responsibility „for the acts of negligence“ in connection with the affair. A chancellor must not be „open to blackmail“. On May 16, the Federal German parliament elects Helmut Schmidt Federal German Chancellor. The social-liberal coalition is continued. The new vice chancellor is Hans-Dietrich Genscher.

### Collapse of the Herstatt Bank

On June 26, the Federal Banking Supervisory Office in West Berlin withdraws permission to continue banking operations from the private Cologne banking house of Iwan D. Herstatt. High losses in foreign exchange trading and fraudulent activities of managers have led to the biggest bank failure since the economic crash of 1929. The collapse of the bank and the associated savers' loss of trust in private banking organizations adversely affects many more banking houses.

### Germany becomes world football champion

A 2:1 victory over The Netherlands in the Munich Olympic Stadium assures the hosting German team the title of world football champion.

## Progress in all areas

The oil crisis and its consequences is overcome, the order situation is improving rapidly in engineering, in particular in the machining of transmission housings.

Also in radio frequency technology, Rosenberger is gradually being recognized as a supplier and already nearly 1% (!) of orders are from abroad.

Turnover equivalent in euros:  
€1.7 million (+13%)



Works excursion to the Wachau: *the works excursion is on the annual Rosenberger agenda until the mid-1980s when five buses are no longer enough for all the employees. A particularly popular destination is the Wachau, Austria, which was visited with enthusiasm three times.*

### Terror and terrorist trial

Although Germany has yet to await the strangest attacks of the terror groups centered around the „Red Army Fraction“, 1975 is dominated by the rule of law's fight against terrorism. On February 27, the chairman of the West Berlin CDU, Peter Lorenz, is kidnapped by the „June 2 Movement“ in the middle of the election campaign for the office of mayor of Berlin. The kidnapers demand the release of five members of different terrorist groups. For the first and last time demands are met and the five prisoners are flown out to the People's Republic of Yemen. Lorenz is released on March 5.

On April 24, the Germany embassy in Stockholm is attacked by terrorists of the „Holger Meins Commando“. The aim is to free 26 imprisoned members of the Red Army Fraction. The Federal German government refuses to meet the demands. Two members of the embassy are then killed. The police is able to free the

remaining hostages and arrest the terrorists.

On May 21, the trial of the leading members of the „Baader-Meinhof Gang“, Ulrike Meinhof, Andreas Baader, Jan Carl Raspe and Gudrun Ensslin begins in Stuttgart-Stammheim. As leaders of the first generation of the Red Army Fraction, they are responsible for 4 murders and 54 attempted murders. The trials are held before the Higher Regional Court Stuttgart. For the trials, a court building is built for DM 12 million on the Stuttgart prison grounds.

### Five DMark coins made of steel

The material for the production of the 5 DM coin is changed from silver to a steel alloy, because the production costs were higher than the actual value of the coin.

### Ozone hole

According to US American scientists, the Earth's ozone layer is in danger. The ozone layer protects against the ultraviolet rays of the sun, which can cause skin cancer. In the long term, destruction of the ozone layer can cause climate changes. In particular, it is the propellant gas in spray cans that depletes the ozone layer.

### End of the Franco dictatorship in Spain

On November 20, the Spanish head of state, General Francisco Franco, dies in Madrid at the age of 82. Franco's death ends 36 years of dictatorship in Spain. The successor, Prince Juan Carlos, has been appointed ever since 1969. On November 22, he is proclaimed King of Spain.

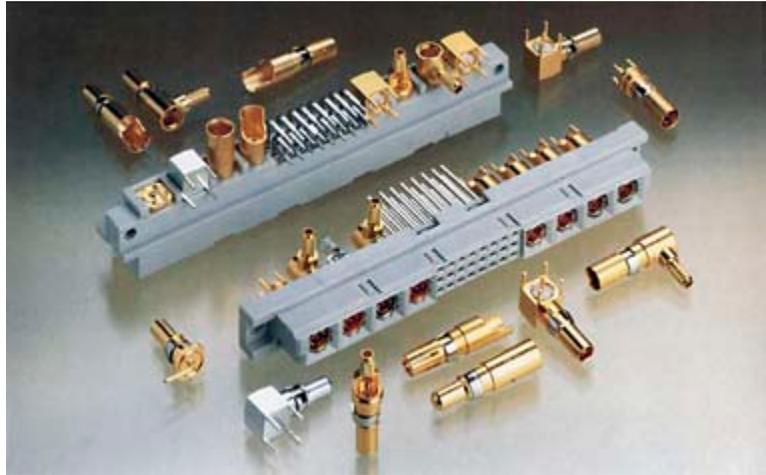
Computer centers in large enterprises, increasingly more computer workplaces even in small and medium-sized companies, numerical control of industrial plant, digital switching in telephony, miniaturization through semiconductor technology - a whole series of pathfinder developments present connector technology with new tasks. Slot cards enable the construction of devices with different functions on one uniform backplane; a mixed card-edge connector is needed for simultaneous transmission of high-frequency and low-frequency signals and for high-load power conductors. A new system featuring high connection reliability, stability and diversity is made standard in compliance with DIN 41612. Rosenberger is involved in the development of the coaxial components for this system through several customers.

Not only technical new ground wins new orders. Contacts to potential customers abroad smooth the way for future growth. Whilst still a student, Hans Rosenberger jun. flies to Sweden for the first time to awaken the interest of potential customers for Rosenberger products.

Turnover equivalent in euros:  
€1.9 million (+14%)

### Oetker kidnapping

The brutal kidnapping of the industrialist son Richard Oetker causes a commotion. On December 16, Oetker is released for a record ransom of DM 21 million.



Connector generation DIN 41626: Rosenberger participates with several customers in the development of mixed card-edge connectors in compliance with DIN 41626. The characteristic spring ring is a manufacturing challenge.

### New start for democracy in Spain

In July, King Juan Carlos I charges Adolfo Suárez with forming an interim government and dismantling the structures of the Franco era. The largely unknown politician pushes through the admission of trade unions and political parties, obliges the military to hold back and proposes a democratic constitution that is accepted by referendum in December. On June 15, 1977 free elections are held in Spain for the first time since 1936, which Suárez wins with the center-right formation of the *Unión de Centro Democrático*.

### Pol Pot reign of terror in Cambodia

On April 4, the leader of the radical communist Khmer Rouge, Khieu Samphan, replaces Prince Norodom Sihanuk as head of state in Cambodia. The residing Secretary General of the Khmer Rouge, Pol Pot, is appointed prime minister. It is estimated that up to two million people are killed during the course of the ensuing radical reformation of the state and society.

### Death penalty reinstated in the USA

The Supreme Court once again permits the death penalty in the USA after it had been abolished in 1972 because of insufficient legal regulations in individual states.

### Push-button telephones in Germany

On November 15, the German Federal Post Office presents the first push-button telephones in West Berlin. They are to replace the conventional rotary dial telephones in the Federal Republic of Germany.

### Seveso disaster

On July 10, an explosion in a chemical plant in Seveso, Upper Italy, turns into one of the greatest environmental disasters of the century. Highly toxic TCDD (dioxin) is released, which even in small amounts causes chemical burning of the skin, damage to internal organs, damage to unborn life and induces alteration of genes.

## Rationalization in the office

The procurement of a Nixdorf computer with peripheral equipment for multi-user operation is the big investment of the year. Accounting and payroll accounting and other routine business tasks can now be handled in a modern, efficient way. Both the

expanding connector business and the engineering unit, which is now also manufacturing motorcycle parts for Zündapp-Werk, make this expensive purchase necessary.

Turnover equivalent in euros:  
€2.3 million (+23%)



*Nixdorf terminal and Apple II: mainframe computers as found at the headquarters of major concerns are unaffordable for medium-sized businesses and the first personal computers are not yet ready to take on the multiple tasks. This is the big era of Nixdorf computers. Nixdorf also moves in at Rosenberger.*

### Neckermann no longer makes it possible

On July 1, at the last shareholders' meeting of Neckermann KGaA, the mail order house, which had become an icon of the German economic miracle with its slogan „Neckermann makes it possible“, is taken over by Karstadt and is thus saved from insolvency. The drastic decline in demand for consumer goods after the oil crisis and unfortunate entrepreneurial decisions have driven the concern deep into losses.

### Jimmy Carter president of the USA

On January 20, the democrat James Earl Carter is sworn in as 39th president of the USA. He replaces Gerald Ford in office.

### Apple PC for the desktop

The American company „Apple“, founded on April 1, 1976 by Steve Jobs and Steve Wozniak, launches the „Apple II“ on the market, the first personal computer that comes complete with keyboard and monitor.



Foto: Marcin Wichary

### „German Autumn“

A series of abominable terrorist attacks carried out by groups from within the circles of the „Red Army Fraction“ rocks Germany, but the state is no longer as vulnerable as in 1972. The events:

On April 7, the Chief Federal Prosecutor, Siegfried Buback, is shot along with his driver on the streets of Karlsruhe.

On July 30, Jürgen Ponto, the head of Dresdner Bank, is assailed in his Taunus villa and because he resists his attempted kidnapping he is shot by the terrorists Christian Klar and Brigitte Mohnhaupt.

On September 5, Hanns-Martin Schleyer, then president of the Confederation of German Employers' Associations and president of the Federation of German Industries, is kidnapped by terrorists in Cologne. Schleyer's driver and three security officers are shot. The kidnapers dispatch video tapes of the their prisoner to the press and demand the release of eleven imprisoned terrorists.

On October 13, Palestinian terrorists hijack the Lufthansa airliner „Landshut“ to Mogadishu (Somalia) with the aim of reinforcing the demands of the Schleyer kidnapers for the release of the imprisoned members of the RAF. Five days later, the GSG 9 special unit of the Federal German Border Guard succeed in storming the „Landshut“ in Mogadishu and free the hostages. On the same day, three of the terrorists sentenced to life imprisonment - Baader, Ensslin and Raspe - commit suicide in the Stuttgart-Stammheim prison.

On October 19, Hanns-Martin Schleyer is found dead in the trunk of a car in Mulhouse (Alsace, France) after receipt of a letter from the kidnapers claiming responsibility. A dragnet operation is launched in the Federal Republic of Germany for 16 known terrorists accused of murdering Buback, Ponto and Schleyer.

# 1978

## Ready for large-scale production

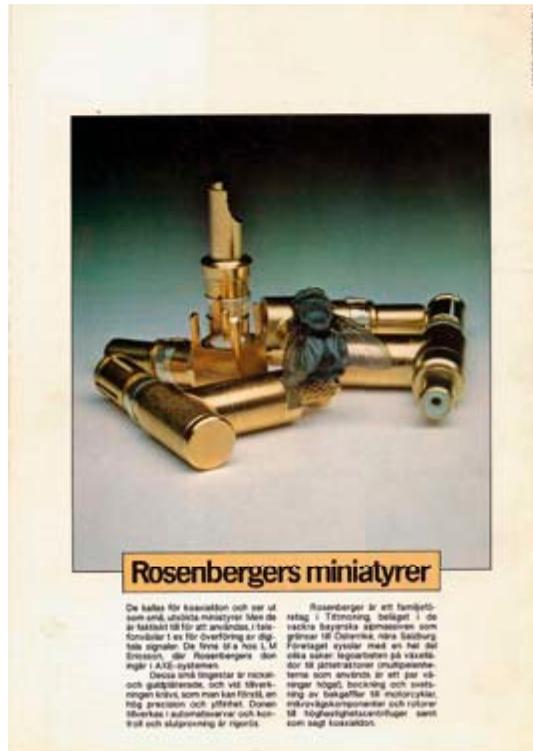
The technical and business preparatory work begins to take effect. Companies like Siemens and Ericsson are ordering a significant percentage of their annual requirements for specific connectors from Rosenberger. Production is geared up to large-scale production. The first Tornos six-spindle automatic lathe is procured and a burring and electropolishing plant, an automatic counting weigher plus a complete range of measuring and monitoring tools speed up production processes. In addition, a waste water purifier is added to the electroplating decontamination plant. This fulfills all the environmental requirements for the time being.

For the first time, a great part of the connector deliveries are abroad; exports in general go up from 1% to 11% of the total turnover. An advertisement appears in a trade magazine in Sweden for the first time. Domestic sales are growing strongly too and the Zündapp business is increasing to such an extent that it largely compensates the drops in the other engineering areas.

Turnover equivalent in euros:  
€2.8 million (+21%)

### Golf pushes out the Beetle

On January 29, the last VW „Beetle“ to be manufactured in Germany runs off the line in the Emden works. On April 10, Volkswagen AG opens an assembly plant in Westmoreland County (Pennsylvania), which builds the *Rabbit* model (the export version of the Golf) from supplied parts. VW is thus the first foreign automobile company to build cars in the USA.



First advertisements in Sweden: *Rosenberger advertises for the first time in a trade journal in Sweden. The miniature connectors are presented in a convincing size comparison with the common housefly.*

### „Three-pope year“

On August 6, Pope Paul VI dies in Castel Gandolfo. On August 26, the Patriarch of Venice, Cardinal Albino Luciano, is elected his successor as Pope John Paul I. After just 34 days in office, Pope John Paul I dies suddenly on September 28. His pontificate is the shortest in the history of the Roman Catholic church. Rumors that John Paul I is possibly victim of a conspiracy or even assassination are denied by the Vatican. According to the doctors, John Paul I died of a heart attack. On October 16, the Polish Cardinal Karol Józef Wojtyła, Archbishop of Krakow, is elected new pope. Pope John Paul II is the first non-Italian pope for 455 years.

### Frequency bands reshuffled

On November 23, the Geneva Frequency Plan enters into force for aligning radio broadcasting in the long and medium wave bands.

### Argentina becomes world football champion

On June 26, the host nation Argentina wins the final of the world football championship in Buenos Aires. Titleholder Germany is not among the last four after losing 2:3 to Austria.

### „The Greens“ become a political party

On July 11, the environmental expert Herbert Gruhl leaves the CDU/CSU fraction and on July 13 founds the ecological party „Grüne Aktion Zukunft“ (GAZ) or „Green Campaign for the Future“. In the Bavarian state elections, together with regional alternative groups, the GAZ campaigns for the first time as „The Greens“.

### Austria votes against nuclear power

In a referendum held on November 5, Austria decides by a slim majority of 50.47% against the commissioning of the Zwentendorf nuclear power plant that is standing ready for operation.

## Cultivating the image

Over the years, the old buildings of the Dumpe Fittings Factory are gradually modernized and fitted and furnished appropriately to meet demands. Now, two sales and manager offices receive a prestigious facelift to give a stylish welcome to visitors wishing to get a picture of the works' capacities. The equipment continues to be upgraded for large-scale production.

Turnover equivalent in euros:  
€3.1 million (+9%)



Trade fair stand: since the mid-1970s, Rosenberg has had its own separate stand at the „electronica“. It is designed with the trademark and the same group of connectors as on the catalog.

### Statute of limitations no longer applies to murder

On July 3, the Bundestag abolishes the statute of limitations for murder thus enabling newly discovered Nazi war criminals to be pursued.

### Margaret Thatcher is Prime Minister of Great Britain

On May 3, in the elections for the British House of Commons, the Conservatives win a landslide victory. Their party chairperson Margaret Thatcher becomes the first woman prime minister of Great Britain.

### Saddam Hussein is President of Iraq

On July 16, Iraq's President Ahmad Hasan al-Bakr resigns from office. Saddam Hussein succeeds him.

### Islamic Revolution

On January 16, the Shah of Persia, Mohammad Reza Pahlavi, leaves Iran after reigning for almost 38 years. At the end of 1978, the dissatisfaction of the people with the autocratic system of rule escalates to mass demonstrations and rioting reminiscent of civil war.

On February 1, Ayatollah Ruhollah Khomeini comes out of exile and returns to Teheran where he is received by millions of enthusiastic Iranians. In the eyes of many Shia Muslims he is the God-sent savior of the nation. After initial internal conflicts and fighting, the army declared itself neutral and paved the way for a new form of state.

Khomeini asserts his concept of state elaborated in exile - the „rule of the Supreme Leader“ in accordance with the concept of Guardianship of the Islamic Jurists - against supporters of a secular democracy. On March 31, a referendum is held and an overwhelming majority accepts the constitution that appoints Khomeini Supreme Leader and constitutes the theocratic Islamic Republic of Iran.

On November 4, Revolutionary Guards occupy the American Embassy in Teheran and take embassy diplomats hostage. The occupiers demand extradition of the toppled Shah.

### Europe begins to take shape

On March 13, the European Council puts the European Currency System (ECS) into effect. All the EU partners with the exception of Great Britain participate in the monetary union with fixed exchange rates within agreed limits. From June 7 to 10, members of the European Parliament are elected directly for the first time. The Socialists are the strongest fraction with 112 seats followed by the Christian Democrats with 106, the Conservatives with 63 and the Communists with 44 seats.

### Doubts about the safety of nuclear power

After the accident at the Three Mile Island nuclear power plant near Harrisburg/Pennsylvania on March 28, when there is a partial core meltdown in Unit 2 of the nuclear power plant and about one third of the reactor core is destroyed, the German Federal Cabinet decides to check the safety concept for German nuclear power plants. Prior to this there are large-scale demonstrations by opponents of nuclear power; in Hanover at least 40,000 demonstrators protest against the planned nuclear waste depot of Gorleben.

# 1980

## Sales



The Commercial Administration Department: *from the very beginning, Frau Käthe Rosenberger is responsible for the accounting and order processing. Her two daughters, Christa (not shown) and Beate (in front in photo on the right) successfully completed their commercial apprenticeships in the company under the tutorship of their mother. Christa later goes on to be a teacher and Beate runs her own company.*

In the background of the running operations, a far-reaching change is coming: Hans Rosenberger jun. is becoming increasingly more involved in the sales and marketing of radio frequency connectors although he is still working towards completing his studies at the same time. The industry representative who was responsible for domestic business even during Günther Haerberlein's time is now no longer needed. Now Mr. Rosenberger meets customers and appears at trade fairs himself, makes note of technical developments, inquires about current projects, deals with complaints personally, makes contacts and engenders trust. Customers' expectations are reflected in the further development of the factory: precision, cleanliness

and quality are the priorities. To meet them, (quite considerable) investments are concentrated on automation of the finishing processes, high precision machines for manufacturing cutting tools, a new compressed air unit and extension of the electroplating plant including decontamination, recuperation of metal and prevention of water pollution.

1980 is also a good year for the engineering section. The capacities achieved during the previous years through constant modernization are now producing record turnover without any spectacular purchases being necessary.

Turnover equivalent in euros:  
€3.8 million (+24%)

### Russia steps up Afghanistan War

The Soviet military launches a major offensive in Afghanistan. This was preceded by a civil war between the Moslem Mujaheddin and the „Democratic People's Party of Afghanistan“ that had taken over the government in 1978 and wants to bring Afghanistan closer to the Eastern bloc. The secularization and the expulsion of former privileged groups had fired broad resistance supported by the CIA. The occupation is condemned by Western and Islamic nations. It overshadows the Summer Olympic Games of 1980 (Moscow/Tallinn), which are boycotted by many states including the Federal Republic of Germany.

### Bomb attack at the Oktoberfest

On September 26, a bomb attack at the Munich Oktoberfest kills 13 and injures 219. The suspected assassin, a right-wing extremist, also dies.

### Strauß does not become Federal German Chancellor

In the elections for the 9th Federal German parliament held on October 5, the CDU/CSU (Conservative party) wins 44.5% of the votes, the SPD (Socialist party) 42.9% and the FDP (Liberal party) 10.6%. The challenger Franz Josef Strauß therefore does not become Federal German Chancellor.

### Iran conflict escalates

On April 25, US president Carter announces the failure of a military action. Eight people die in the unsuccessful attempt to free 53 hostages held by radical Moslem students in the US embassy in Teheran. On September 12, the revolutionary leader of Iran, Khomeini, announces the conditions for release of the hostages: handover of the fortune of the ex-Shah Mohammad Resa Pahlawi, who died on July 27; release of the Iranian accounts frozen in the USA and the USA's renunciation of political and military interference in internal Iranian affairs.

### Export giant Japan

With 5.46 million vehicles built in the first half of 1980, the Japanese topple the USA from the first place as manufacturer of automobiles worldwide. Japan also shocks the competition with enormous export figures: over half of the low-cost, low-consumption vehicles are manufactured for export. In Germany, the work ethic and low unit labor costs in Japan are viewed with concern about competitiveness.

## New part numbers



Powerful colors: *these are modern in the 1980s.*  
The new, enlarged trade fair stand follows the current trend.

Introduction of the „talking“ part number that defines the shape and version of a connector. This measure gradually clears the confusion of UL and MIL designations, and old numbers and new numbers through systematic replacement with Rosenberger numbers.

Thanks to good exports, the connector turnover can almost completely pick up the slack of the engineering section.

Turnover equivalent in euros:  
€3.8 million (-1%)

### Stagflation and peace demo

The carefree days of the Germany economy are over. Oil prices rise steeply as a result of the increasingly violent war between Iran and Iraq. Similar to 1973/74, this sets the prices moving in general, and this time it is not the fault of the issuing banks; they are keeping the interest rate high to cut out the risk of two-figure inflation rates again. To keep the German mark attractive for oil-exporting countries, the Federal Bank of Germany under Karl Otto Pöhl lets the interest rate increase to record levels in the FRG: up to 12% interest has to be paid for mortgages and up to 18% for short-term loans. Building owners are driven to the brink of ruin, the construction industry falls into a deep recession and pulls the steel and engineering industries down with it. Concerns with high debts like the already lame AEG have problems. Consumers try to pay off loans and cut back on spending.

The economic crisis is not the only problem facing politics. Whereas the wars in the Middle East are still only threatening the supply of oil and the exchange of goods, the growth of China into a third world power is

getting the Western military chiefs worried. At the same time, people everywhere in Europe and the USA are mobilizing in large-scale demonstrations of more than 100,000 participants against armaments and nuclear power. The West can no longer be ruled with old recipes.

### Ronald Reagan becomes the 40th president of the USA

On January 20, Ronald Reagan is sworn into office. On the same day, based on an agreement made with Iran, the hostages are released from the US embassy in Teheran after 444 days in captivity.

### China after Mao's Cultural Revolution

The verdicts fall in the trial of the spokespeople of the ultra-left wing of the Chinese communist party, the so-called Gang of Four. Even Jiang Quing, the widow of Mao Zedong, is sentenced to death. The sentence is commuted in 1983 to life imprisonment.

### Europe now a community of ten

On January 1, Greece joins the European Community as 10th member state. The ECU (European Currency Unit) is introduced as a forerunner to the euro for the member states of France, Italy, Germany, Belgium, The Netherlands, Luxembourg, the United Kingdom, Ireland, Denmark and Greece.

### Alternative energy on the rise

On May 15, work begins on constructing the wind power plant GROWIAN in the Kaiser-Wilhelm-Koog on the North Sea coast near Marne. On July 7, a light aircraft takes off from Paris and is the first to cross the English Channel powered by solar energy.

When, after his stay abroad and completed studies as Master of Business, Hans Rosenberger jun. takes up his duties in the paternal concern, this does not mean a change of generation. Already during his studies, Hans Rosenberger jun. was active in sales and played his role in making management decisions and even now, the father remains the sole owner and head of the company. However, the open-minded, customer-oriented view of the junior and the company-oriented view of the father, matured through practical work, complement each other and each can learn from the other and so they develop plans and perspectives of the company together.

New machines for the large-scale series production come into the works. These include another six-spindle automatic lathe and modern finishing machines, as well as an automatic washing unit for cleaning parts after lathing. Everything still has just about enough room in the narrow buildings from Dumpe's time, but these are certainly not ideal for the production processes.

The general economic state of affairs has hardly improved, but it is still worth pushing for sales. The connector business is growing considerably, even the engineering business is running better; unfortunately Zündapp is in trouble and ceases to be a customer during the course of the year.

Turnover equivalent in euros:  
€4.6 million (+18%)



Business trip: Hans Rosenberger jun., who has recently joined the company, follows his intuition for new markets to Finland among other places, where interesting business opportunities are on the rise.

### Falklands War

On April 2, Argentine armed forces occupy the British crown colony of the Falkland Islands to which Argentina claims sovereignty. The British government servers diplomatic relations to Argentina and on April 5, resolves to deploy naval units to the islands. On May 21, British troops land. After fighting with heavy losses, the commanders of the Argentine troops sign a declaration of unconditional surrender to the British. On June 20, the British government declares the Falklands War to be over.

### Lebanon War

On June 6, the Israelis, under the then head of government Menachem Begin, launch an attack on Lebanon. The military chief of staff of Israel is the Minister of Defense, Ariel Sharon. The declared aim is to destroy the military PLO Organization by marching into Beirut, from where the PLO coordinates its operations. In West Beirut, the Israeli troops surround about 10,000 PLO fighters and force them to capitulate. Southern Lebanon remains occupied by Israel until 1985.

### „Neue Heimat“ crisis

After a report published in the news magazine „Der Spiegel“, it is discovered that Albert Vietor, the chairman of the board of management of the union-owned house construction concern „Neue Heimat“, and two other members of the board have been embezzling on a large scale. They are fired on the spot. The losses are so great that the company has to be liquidated in the next few years.

### Social-liberal coalition ends

The FDP terminates its collaboration with the SPD in the Federal German parliament and on September 20, starts coalition talks with the CDU/CSU. On October 1, Chancellor Schmidt is brought down by a constructive vote of no confidence and Helmut Kohl is elected 6th Chancellor of the Federal Republic of Germany.

### AEG goes bankrupt

On August 9, AEG Telefunken, the second largest electrical concern in the Federal Republic of Germany, applies for legal insolvency proceedings. It is the greatest collapse of a company in the history of post-war Germany.

## Anniversary year with loyalty bonus

At the beginning of the year, Hans Rosenberger jun. becomes head of corporate finance and head of sales of the Radio Frequency Technology business unit. In October, after gaining his laurels in the sector at the measuring instrument manufacturer Wilton in the USA, Bernhard Rosenberger brings his 26.5 GHz network analyzer and builds up the RF laboratory and development group. The new generation takes over the responsibility, whereby it is only natural in the family that decisions are discussed and made in agreement.

In the 1970s, the operations gradually filled the initially oversized works covering about 3 hectares and with about 25,000 cubic meters of converted space. Buildings that stood empty during the Haerberlein times have been renovated and occupied by production units. The workforce grows again to 150, which is the highest mark of the predecessor firms. In the meantime, the implementation of machines and plant has risen enormously. The first new construction is a hall for the engineering unit.

This creates space for more lathes and finishing is extended and modernized. The office area is enlarged, a new central computer unit is procured and an RF laboratory is installed. All the units do their bit for growth in turnover with the RF sales abroad way ahead. The export quota jumps to 28%. At the Christmas party Hans Rosenberger sen. gives a review of the 25 years of successful work and announces an anniversary bonus for the employees.

Turnover equivalent in euros:  
€5.9 million (+27%)



Data networks: *the IBM and Siemens mainframes can already handle data exchange with multiple workstations. The video display terminals are connected directly to the central processing unit via bipolar cables. The „Twinax“ connector is the standard connector in all data networks for many years.*

### Holes in the social net

On January 1, the budgeting measures of the new government come into force. These include cuts in child benefits and cost sharing for stays in hospital and health resorts, and higher premiums for pension and unemployment insurance. After his re-election, Chancellor Helmut Kohl lists among other things reduction of unemployment, regaining of economic growth and restructuring of the Federal finances as the government's main aims in the new period of legislation.

### Height of the peace movement

On September 1, the blockade of the US military depot in Mutlangen by prominent supporters of disarmament is the start of protests against the deployment of Pershing II missiles in the FRG. On October 22, during the peace movement's campaign week, demonstrators form a human chain of 108 km between Neu-Ulm and Stuttgart. Hundreds of thousands gather in the Hofgarten in Bonn to demonstrate in support of disarmament. A total of 1.3 million people participate in the campaign.

### AIDS recognized as a threat

After appearance of the „Spiegel“ article „Deadly epidemic AIDS: The mysterious disease“ on June 6, the German public becomes aware of the immune deficiency ailment. On June 13, the Federal Department of Health sets up a commission of 15 professors to research AIDS (Acquired Immune Deficiency Syndrome). On September 23, the German AIDS assistance group (deutsche AIDS-Hilfe e. V.) is founded.

### „Strauß billion“ for the GDR

On June 29, after a cabinet decision, the Federal German government stands surety for a bank loan of DM 1 billion to the GDR. The help given by the Premier of the State of Bavaria, Franz Josef Strauß, in arranging the loan reaps criticism even from his own party.

### Forest dieback

According to an inquiry published on October 18 by the Federal German government, one third of German forests is ailing. Agriculture minister Kiechle states that damage has increased fourfold compared with 1982.

## Jumps in growth with telecommunications

There are sudden and fundamental changes to the telephone in the 1980s. After the push-button telephone come wireless devices and fax machines, and designer telephones from different providers are permitted alongside the „official“ models from the Federal German Post Office. The number of telephone connections rises dramatically, by 1990, 96% of households in the FRG have a telephone. The self-dial exchanges are overloaded, modernization and extension are required. The demand for telephone network connectors grows immensely.

The sales efforts and improvements in quality bear fruit and increasingly more Rosenberger connectors are officially authorized. Furthermore, the customers appreciate the pioneering spirit and speed of the developers. A new catalog concept is implemented whereby each series of connectors is represented in its own brochure. This means that customer-specific priorities can be taken into account and the separate data can be updated much quicker. Presence abroad is improved. RoDan in Denmark

is the first marketing company. Against this background it is easy to understand why an already high turnover can be increased by more than 50%.

Many new machines and also the space for them are required to process the orders. Since the beginning of the year, Peter Rosenberger is the production manager; he too turns to the parents' company after completing his studies in engineering. The renewed and extended finishing processes are concentrated in a spacious newly built hall instead of in a narrow old building. This provides space in turn for additional machines in the existing lathe shop and for an extended parts store with paternoster shelving system. A two-storey extension to the office block is started, which will house the assembly unit and provide offices on the top floor.

Turnover equivalent in euros:  
€8.7 million (+48%)



Finishing on a large scale: a large part of the turned parts still has to be sent to the finishing department for slotting, milling, drilling, soldering and soft annealing. The sheer number of employees makes it temporarily the largest department in the works.

### Capitalism ensured in Hong Kong

On September 26, Great Britain and China initial an agreement about Hong Kong: as of June 30, 1997, the Crown Colony is to be governed by China. China is bound to sustain the capitalist system of economy for another 50 years.

### 35-hour week demanded

Arbitration fails in a dispute about the 35-hour week in the West German printing industry. On April 12, strikes are held at major points in the sector. On May 10, strikes in support of the 35-hour week begin in the metal industry. The automotive supply industry and later the automotive manufacturing industry come to a standstill. Towards the end of the month, employers respond with lockouts. It is only on July 1 that the industrial action ends in the metal industry and a core working time of 38.5 hours per week is agreed upon along with certain exceptions. On July 6, the industrial action also ends in the printing industry and adopts the compromise met in the metal sector.

### Zündapp bankrupt

On August 10, the Zündapp Works in Munich declare bankruptcy. This leads to insolvency proceedings and the complete works and plant are sold to an investor in China in October.

### Private cable television

On January 1, private television starts in Germany; PKS (later Sat1) begins to broadcast from a basement studio in Ludwigshafen am Rhein. RTL plus starts broadcasting on January 2 from Luxembourg.

## Foreign sales double

The modernization of communications networks is moving much faster in other parts of Europe than in Germany. Here, too, Rosenberger wins points with innovative solutions, quality and rapidity. Expertise in development projects and competence in negotiations are further plus points. Rosenberger establishes its first own sales office in France - Rosenberger France SARL.

The office building is completed. A new generation of Nixdorf computers is installed, which apart from basic business functions also enables warehouse management. Practical furnishings and friendly rooms provide a pleasant atmosphere despite high tension. The RF laboratory receives fitting quarters. A new hall is also started and quickly completed for the lathe shop. Now machine groups can be arranged so that the tool setters only have short distances to cover. Bar loaders for automatic fitting of machines reduce idle times. Numerically controlled machines can produce even complicated parts without the need for finishing. Initially, this is a solution for small series that had previously cost a lot of time and effort.

Engineering orders are however on the decline. Many customers have invested in automatic machining centers in view of the high piece rates and are recalling outsourced work. The numerically controlled machines keep the engineering unit technically up to date and competitive.

Turnover equivalent in euros:  
€13 million (+45%)



RF laboratory: *Bernhard Rosenberger smilingly calls the RF laboratory the „most expensive square meters in the works“, where as head of development he defines the technical status of the connectors. The signal transmission quality is now an integral component of own product development, whereas initially it depended on customers' judgement.*

### „The Greens“ are in the government

On October 16, after more than three weeks of coalition talks, an agreement is reached between the SPD and The Greens in Hesse. On December 12, Joschka Fischer (The Greens) is sworn in as Hesse's Minister for the Environment and Energy.

### Europe grows together

On March 29, after eight years of negotiations, the member states of the European Community agree to the entry of Spain and Portugal on January 1, 1986. On June 12, Spain and Portugal sign the treaties for their entry to the EC. On June 16, the states of France, Belgium, The Netherlands, Luxembourg and Germany conclude the Schengen Agreement that will gradually abolish internal border checks.

### „Titanic“ found

On September 1, a team of French and American researchers find the wreck of the „Titanic“ at a depth of 4,000 meters. The British passenger steamship sank off the coast of Newfoundland in 1912.

### „Rainbow Warrior“ sunk

On July 10, the ship of the environmental organization Greenpeace en route to a demonstration in the Mururoa Atoll is sunk by the French secret service in the New Zealand port of Auckland. One photographer is killed during the operation.

### Beginning of struggle over the nuclear reprocessing plant in Wackersdorf

On February 4, the Deutsche Gesellschaft für Wiederaufbereitung von Kernbrennstoffen (German Corporation for Reprocessing Nuclear Fuels) decides that Wackersdorf in Bavaria is to be the site of the first commercial reprocessing plant in the Federal Republic of Germany. On September 27, the Bavarian Ministry for the Environment issues the first partial construction permit. On October 12, tens of thousands of anti-nuclear power protesters demonstrate against the project in Munich. On December 11, clearing starts under massive protest of the population and heavy police protection.

## CAD pushes out the drawing board

An important step into the future is the introduction of computer-aided design (CAD). Considering the prices at the time, a substantial budget is required for hardware, programs and employee training. The RF laboratory is upgraded and an environmental laboratory created. The lathe shop receives a complete group of long lathes and modern precision NC machines are bought.

### Chernobyl disaster

On April 26, the reactor core of the nuclear power plant of Chernobyl, north of Kiev/USSR, melts after incorrect shutdown of the reactor. An uncontrolled chain reaction causes a nuclear explosion and, because of a hydrogen leak, an oxyhydrogen explosion at the same time. As a result, the graphite core burns for three days. According to official sources, a total of 50 million curies of radioactivity are released, about 50 times the amount released by the atomic bomb explosion over Hiroshima in August 1945. Increased levels of radioactivity are also measured in the Federal Republic of Germany. The „super“ MCA (maximum credible accident) of Chernobyl is seen as the biggest disaster in the history of the peaceful use of nuclear power, although the explosion of a temporary store in the Russian nuclear center of Majak in 1957 released significantly more radioactivity. On May 14, in the first official statement on the reactor accident in Chernobyl, the Soviet party leader Gorbachev requests international cooperation in matters of nuclear power.

RoDan, the Danish agency is secured by capital investment. In The Netherlands, the company wins an agency with good connections to the domestic telephone compa-

ny. A new electroplating hall is planned.

Turnover equivalent in euros: €13 million (+5%)



Designing on the computer: *right at the very early stages of CAD (Computer Aided Design), Rosenberger invests in the new technology and works towards integration of design, production and quality assurance.*

### Glasnost in the Soviet Union

On February 25, at the 27th Party Conference of the CPSU, Secretary General Mikhail Gorbachev demands „Glasnot“ in the country - more freedom of speech, opinion and press.

### Construction of the Euro Tunnel starts

On January 20, France's head of state François Mitterrand and the British Prime Minister Margaret Thatcher announce in Lille, in northern France, that the Anglo-French consortium „The Channel Tunnel Group Ltd./France-Manche SA“ has been charged with the construction of a railway tunnel under the English Channel. Construction work is completed in 1994.

### Resistance to the nuclear reprocessing plant grows

On January 7, several thousand police officers clear the hut village that opponents to the Wackersdorf nuclear reprocessing plant have erected in the Taxöldner Forest. At Whitsun (May 17 to 19), more than 100,000 people demonstrate; over 300, including 157 police officers are injured during rioting at the construction site fence. On June 28, the Bavarian state government refuses entry to 322 Austrians who want to take part in a demonstration. On July 26 and 27, a peaceful „Anti Nuclear Madness Festival“ is held near Burglengenfeld. Numerous prominent German rock musicians perform before a crowd of about 100,000 spectators. The groups on stage include BAP, Udo Lindenberg and Herbert Grönemeyer among many others.

## Foreign beats domestic

Rosenberger is now represented in the following countries that are important for telecommunications: Finland, Sweden, The Netherlands, Belgium, USA and France. In most cases these are still not subsidiaries, but they do speak the local language. And they are understood in Pietling. In the meantime, there are also competent answers to their demands. The RF laboratory receives its first phase network analyzer. Production is monitored by statistical process control (SPC). An order center responds to all requests and order processing is computerized. The fax takes over from the telex. A new electroplating plant is built: a hall meeting the latest requirements in technology and safety. It is fully equipped and has a decontamination and water purification system in the basement, which for the first time has a closed water recirculation loop and almost complete recuperation of all metals. All this demands enormous investments.

Parts manufacturing has to gear up to new dimensions: there are now connectors of which over 1 million units are sold per year. This also demands new machines. Rising turnover also ties up capital in stores and accounts receivable.

Success demands more success, otherwise it would not be financeable.

Turnover equivalent in euros: €15 million (+16%)

### Willy Brandt gives up chairmanship of the SPD

On March 23, Willy Brandt resigns as chairman of the SPD after not being able to impose his will in a staffing matter. He is later appointed honorary chairman for life.

### Amateur pilot lands on the Red Square in Moscow

On May 28, the German amateur pilot Mathias Rust lands a Cessna 172 on the Red Square in Moscow. He had just flown through more than 800 kilometers of Soviet airspace without being detected. As a result, the Defense Minister Sergej Sokolov is sent into retirement and the Head of Air Defenses Alexander Koldunov is fired. Rust is sentenced to four years in a work camp, but is pardoned in August 1988.

### Private enterprises in Russia

On January 22, the first private café opens in Leningrad. According to the news agency TASS, cafés and confectioner's shops, repair and tailor's workshops are to follow throughout the Soviet Union.

### Kohl remains chancellor

On January 25, in early elections for the 11th Federal German Parliament, the CDU/CSU win 44.3%, SPD 37%, FDP 9.1% and The Greens 8.3% of the votes. This is the worst result for the CDU/CSU since 1949. Nevertheless, the Christian Union/Liberal coalition still maintains a clear majority. On March 11, parliament reelects Helmut Kohl as Federal German Chancellor.

### Uwe Barschel Affair

On October 11, a journalist manages to gain access to the room of Uwe Barschel in the Geneva hotel „Beau Rivage“ and finds him dead in the bath. On September 25, Barschel resigned as premier of Schleswig-Holstein after admitting to having his electoral opponent Björn Engholm spied on. The circumstances of his death remain unclear even today.

### First Red-Green coalition collapses

On February 9, the Greens leave the coalition formed in December 1985 with the SPD in Hesse. No agreement is found in the discussion over the authorization for the Alkem plutonium plant in Hanau. One day later, the Premier of Hesse, Holger Börner, hands in his resignation.



Presence abroad: trade fairs are decisive for early participation in customers' development projects. For this, Rosenberger has to be present in all the countries important for communications technology. Denmark is still one of the European leaders.

# 1988

## Presence abroad reinforced



The biggest project this year is the completion and equipping of the electroplating plant. The machining of transmission housings is optimized; the „opera house“ is extended for the portal milling machines. The freed up building is renovated completely and equipped for the manufacture of precision parts for metrology. Modernization of machines and equipment continues in all units. An own subsidiary, Rosenberger Microwave Ltd., is founded in England and Rosenberger Svenska AB is founded in Sweden. Agencies are also established in Spain and Australia.

Turnover equivalent in euros:  
€19 million (+22%)

### Postal reform clears the way for privatization

On May 11, the Federal German government passes a reform of the German Federal Post Office, which divides the post office into three autonomous areas: traditional postal services (letters and parcels), the post office bank and telecommunications. At the same time, the post office relinquishes its monopoly of telecommunications.

### Franz Josef Strauß dies

On October 3, Franz-Josef Strauß, chairman of the CSU and premier of Bavaria, dies of heart failure. The new premier is Max Streibl and party chairman is Theo Waigel.

### End of the Afghanistan War

On February 8, Mikhail Gorbachev announces the withdrawal of Soviet troops from Afghanistan, which they have been occupying since 1979.

On April 14, after almost six years of negotiations, the foreign ministers of the USA, the Soviet Union, Pakistan and Afghanistan sign the agreement to solve the Afghanistan conflict in Geneva. It provides for the complete withdrawal of Soviet soldiers and missiles, and the return of about five million refugees to their home country.

### End of the Iran-Iraq War

On August 20, a ceasefire comes into force in the First Gulf War between Iraq and Iran, which has been going on for eight years. Iran agrees because of its military inferiority, a serious economic crisis and its increasing political isolation. Iraq comes out of the conflict stronger than before.

*Polyglot: a practical advantage when the sales manager can negotiate with customers in their own language. This skill is instrumental in the success of business abroad.*

### End of the „Cold War“ – Eastern Bloc crumbles

On June 29, at a press conference chaired by party leader Mikhail Gorbachev in Moscow, leading Soviet politicians and economics experts demand substantial reforms in politics and business to spur on the process of democratization in the USSR. Foreign observers are astonished about how radical some of the demands are. On July 3, the All Unions Congress of the CPSU, the first party congress of this sort to be held for 47 years, approves proposals for fundamental reforms to the political institutions. On October 1, party leader Gorbachev is elected chairman of the Supreme Soviet and thus head of state. As leader of the state and party he can increase his inner political power and reinforce the policy of reform by making changes at the head of the party. On October 28/29, at a conference held in Budapest, the foreign ministers of the Warsaw Pact states propose more measures of disarmament after withdrawal of all medium range ballistic missiles.

On February 19, in Vilnius, capital of the Soviet Republic of Lithuania, about 100,000 people demonstrate for political reforms and the independence of their country from the Soviet Union. On February 24, a similar demonstration is held in Tallinn, capital of the Soviet Republic of Estonia, despite it being forbidden. In February, long queues form when passports start to be issued permitting Hungarian citizens to visit western countries without exit visas.

## New perspectives in USA

A partnership with the UTI Corp., one of the major manufacturers of microwave cables, offers new technical and sales perspectives: Rosenberger Micro-Coax is founded in Collegeville, USA. New projects come up in Norway, Switzerland and Israel. The development of a precision connector series for up to 65 GHz causes a stir among the experts; Rosenberger is taken seriously in its bid to become technological leader.

Investments are concentrated on extending the recently completed electroplating plant; in order to accommodate a computer controlled plant for large-scale series, space has to be created elsewhere for the infrastructure. A processing center is added to the engineering unit.

Turnover equivalent in euros:  
€23 million (+24%)

### Many small steps bring the Wall down

On his state visit to Bonn, June 12 to 15, Gorbachev is cheered by the crowds. At the end of his visit he declares: „The Wall can disappear again, when the conditions that created it disappear“. After the practical abolition of the Brezhnev doctrine of 1968, Hungary opens up to the west; on June 27, in a symbolic act, the Hungarian foreign minister Gyula Horn and his Austrian counterpart Alois Mock cut through the barbed wire of the border barrier near Sopron. The border controls remain, but in the GDR, the action triggers a stream of prospective emigrants to Hungary. On August 13, Bonn's embassy in Budapest has to close because of overcrowding - about 180 GDR citizens want to emigrate from there. On August 22, 140 GDR citizens occupy the Federal Republic of Germany's embassy in Prague to force their emigration. On September 4, a Monday demonstration



*Mascot: a young pair of storks chooses the factory chimney for its new domicile. When the wind destroys the first attempts to build a nest, a helicopter is used to install a support frame that is gladly accepted by the storks. Since then, the stork's nest is inhabited every year - a natural ecological certificate and now a well-loved landmark.*

takes place in Leipzig for the first time. The demands: freedom to travel and abolition of the Ministry for State Security (Stasi). The demonstrations are repeated with ever increasing numbers until the Wall comes down. On September 10, Hungary lets the prospective GDR emigrants there into the west; by the end of September about 30,000 come into the Federal Republic of Germany in this way. On the fringe of the General Assembly of the United Nations in New York, on September 30, the foreign ministers of the USSR, CSSR, Poland and the FRG agree for humanitarian reasons to permit all the GDR refugees in the Federal Republic of Germany's embassies in Prague and Warsaw to emigrate. The special trains carrying about 6,800 cross through the GDR. On October 9, at the Monday demonstration in Leipzig, over 70,000 people demand the democratic renewal of the GDR. The call of „We are the people - no violence“ catches on. On October 18, after hasty resignation of the Honecker government, Egon Krenz becomes the new Secretary General of the SED. On October 24, the Volkskammer (East German Parliament) also elects him Head of State and Chairman of the National Defense Council. On November 9, at a press conference being broadcast live on television, Günter Schabowski of the SED Politburo reads a decision of the Council of Ministers, which the Secretary General Egon

Krenz has allegedly just handed to him: „Private journeys abroad may be made without prior statement of reasons. Permission will be granted without delay.“ When questioned, Schabowski declares that as far as he knows this comes into force „immediately“. Thereupon, thousands of East Berliners throng across to West Berlin. Just before midnight, the barriers are raised along the border between the GDR and the FRG.

### Inauguration of President George Bush

On January 20, the Republican George Bush enters office in succession to Ronald Reagan as the 41st President of the USA.

### Ceausescu regime brought down

On December 16, open resistance to the Ceausescu regime breaks out in Temesvar and Arad (Romania). The uprising spreads to the capital, Bucharest. Whereas the army joins the people, the state security service, „Securitate“, continues to fight even after the head of state and leader of the party, Nicolae Ceausescu, is toppled on December 22. On December 25, a military tribunal convicts Ceausescu and his wife and they are executed. On December 26, the „Securitate“ is forced to surrender.

# 1990

## Rosenberger Hochfrequenztechnik GmbH & Co KG



First international sales meeting: *an international sales meeting gives the sales staff and representatives an opportunity to get to know the company, its products and its goals.*

At the beginning of the year, business is transferred from the private enterprise Hans Rosenberger to a limited partnership company in which the brothers Hans, Bernhard and Peter each hold a share of 1/5th. The new company's first year sees turbulence in the international markets; foreign orders suddenly drop because of the fall of the Communist countries, a recession in the USA and the Golf War. Growth in the engineering section helps buffer the trend, but not even it out.

The technical offensive continues and a research department for fiber-optic cables is set up. The largest hall of the works is erected between the lathe shop and the electroplating plant and is to house the mass production of connector parts. The French company ALPEN is acquired jointly with Rosenberger Micro-Coax. A share is acquired in SIAM SRL, the Italian specialist for fiber-optic cables and coaxial connectors.

Turnover equivalent in euros:  
€21 million (-8%)

### Assassination attempts survived

On April 25, Oskar Lafontaine, chairman of the SPD, is critically injured by a knife attack. On October 12, Wolfgang Schäuble, the Minister of the Interior, is shot. He also survives, but remains paralyzed from the waist down.

### Schengen Agreement signed

On June 19, after the agreement of principle of 1985, which governs the free movement of persons and traffic within the European Union, the „Agreement of Enforcement“ (Schengen II) is signed by France, Germany, Belgium, The Netherlands and Luxembourg. This then makes the borders between the core European countries freely passable as of 1992.

### USSR disintegrates

A series of Soviet Republics now use the weakness of the central power and withdraw from the USSR. Lithuania declares independence on March 11, Estonia on March 30, followed by Latvia on May 4. The Ukraine becomes independent on August 24, Turkmenistan on October 23, Kasachstan on October 25 and Kirgisistan on December 15.

### Golf War

On August 2, Iraqi troops march into the Emirate of Kuwait and occupy strategic points. On the same day, the Security Council of the United Nations condemns this act and on August 6, imposes a trade embargo on Iraq.

### Germany reunified

Disintegration of the Eastern Bloc is underway. The greatest event is the reunification of Germany after 45 years, during which time the two German states have represented two different political worlds. After the fall of the Wall on November 9, 1989, things happen very quickly in the GDR: in February the „Electoral Pact for Germany“ is founded to prepare for all German elections; on March 14, Mikhail Gorbachev becomes president of the USSR; on March 18, the last Volkskammer elections of the GDR are held; on April 12, Lothar de Maizière becomes the last premier of the GDR; on May 5, negotiations start regarding the administration side of the reunification; on May 18, an international treaty is signed on the economic, social and currency union; on July 15, Gorbachev accepts reunified Germany's NATO membership; on August 23, the Volkskammer votes for the GDR to join the FRG; on August 31, the Unification Treaty of the two German states is signed; on September 12, this is endorsed contractually by Moscow; on September 24, the GDR officially leaves the Warsaw Pact; on October 3, the GDR formally joins the area where the constitution of the FRG is valid and on December 2, the first common Bundestag elections are held. Helmut Kohl is voted Chancellor of all Germany.

## Realignment of companies abroad

Rosenberger France SARL is incorporated in ALPEN Industries S.A.; this sustainably reinforces the agency. The partnership „Rosenberger Micro-Coax U.K.“ is founded, in which Rosenberger Microwave USA has a 50% share. It assumes the activities of Rosenberger Microwave. Rosenberger Svenska is incorporated in the newly established company of „AB RSG Connection“. Rosenberger has a 30% share in RSG. SIAM SRL surprises with high losses and an attempt to rehabilitate the company is launched. Despite strong presence in all the important countries, foreign business is restrained under the pressure of the geopolitical situation.

More staff are needed both in the technical area and in sales and administration in order to be able to respond quickly to customers' demands. For this, a new assembly hall is erected along with a two-storey wing that is to house the manufacture of precision connectors, calibration kits and microwave cables on the ground floor and technical offices above. Substantial sums of money flow into the environmentally friendly parts washing plant and into high-speed rotary transfer machines that can machine and finish even complicated parts.

Turnover equivalent in euros:  
€21 million (-1%)

### End of the Trabbi

On April 10, the last car of the Wartburg brand runs off the production line in Eisenach and the last Trabant on April 30, in Zwickau. About 3 million Trabbis were built in just on 35 years.



Qualification: *two years after compliance with the MIL-C-39012 standard for SMA connectors, Rosenberger also succeeds in obtaining the CECC qualification for the 7/16, 1.6/5.6 series and SMA under VDE supervision. At the official handing over of the certificate: Peter Rosenberger, Hans Rosenberger sen., Daniel Verschatse, Hans Rosenberger jun., Bernhard Rosenberger and Mr. Beck, VDE representative responsible for the qualification.*

### „2. Second Golf War“

The UN Security Council had set Iraq an ultimatum after its invasion of Kuwait to withdraw by January 15, 1991 (Resolution 678). After the ultimatum expires, a multinational force led by the USA begins with air raids on Iraq as part of „Operation Desert Storm“. Thereupon the Iraqi army attacks Israel with missiles and sets oil wells on fire in Kuwait. About 60% of Kuwait's petrochemical plants and refineries are destroyed. On February 22, President George Bush presents Iraq with a new ultimatum to start pulling out of Kuwait by February 23. After President Saddam Hussein lets the ultimatum expire, the allied troops begin their ground offensive. The Iraqi troops withdraw from Kuwait and on February 27, Iraq declares its willingness to accept the UN resolution. On February 28, at 6am CET, the Second Golf War ends with the cessation of fighting in Kuwait. Many are annoyed about the media propaganda of the USA. Many German carnival societies cancel their carnival activities in sympathy with those affected.

### End of the USSR

More Soviet republics declare their independence and hold referendums: Lithuania on February 9, Georgia on April 9, Estonia on August 20 and Latvia on August 21. On December 17, the Russian President Boris Yeltsin and the Soviet President Mikhail Gorbachev agree upon the dissolution of the USSR by December 21. Gorbachev resigns from his offices and hands over command of the strategic nuclear weapons to Russia's President Boris Yeltsin. The EU and the USA recognize Russia as the legal successor to the USSR. Eight former Soviet republics join the Commonwealth of Independent States (CIS) established by Russia, Belarus and the Ukraine.

### End of Apartheid

On February 1, South Africa's President Frederik Willem de Klerk declared the abolition of the Apartheid laws before parliament in Cape Town.

### Iceman „Ötzi“ discovered

On September 19, the mummified body of a Bronze Age man was found on the Similaun Glacier in the Tirolean Ötztal Alps.

## Fitness program for new top performances

The mobile telephone is becoming more convenient, new frequency bands are defined for this and a separate generation of connectors is needed for this; but no one can tell at the moment just how big the demand will be. Certain are the extremely high demands for quality, reliability and cost minimization. Parts must come ready from the turning machine, wherever possible without any need for finishing. Expensive machines are needed for this along with stringent quality management and tight organization.

Fast and competent information for customers - for this, the relevant data must be readily available. The Nixdorf computer has had its day and, after thorough testing of all the alternatives, a PC network takes over as successor. A new operating system, a new data architecture, more transparency.

Turnover equivalent in euros:  
€22 million (+6%)

### Peace pact in Korea

On February 19, in the North Korean capital of Pyongyang, the two Korean states bring into force the Non-aggression Agreement and the Declaration on the Denuclearization of the Korean Peninsula.

### European Economic Area

On February 7, the foreign and finance ministers of the EC member states sign the „Maastricht Treaty“ negotiated in 1991, which provides for the extension of the European Community into the European Union with a common currency and a common foreign and security policy. On May 2, the foundation treaty of the European Economic Area is signed in Porto by representatives of the EC and the European Free Trade Area (EFTA). In March, Finland and Norway apply for EU membership.



New trade fair stand: *the trade fair stand for the 1990s is more open, more extensive and brighter. It also permits adequate presentation of the considerable product range of radio frequency measuring accessories and microwave components.*

### Michael Schumacher wins

On August 30, the German Formula 1 racing driver Michael Schumacher wins the Belgian Grand Prix in Spa. This is only the third time ever that a German has won a Grand Prix.

### Frustration let out on foreigners

The „green pastures“ promised by Chancellor Kohl for the newly formed German states are a long time coming. In particular, unemployed youths without any prospects join right-wing extremist groups that do not shy away from attempting to kill foreigners. On August 24, there are acts of violence against foreigners in Rostock; young German right-wing extremists set fire to an apartment block housing Vietnamese to the applause of supporters. The police does nothing to prevent this. Xenophobic violence also in the west: on November 23, in the small Schleswig-Holstein town of Mölln, three Turkish women die in an arson attack, seven other people suffer injuries. On November 27, in response to the arson attack in Mölln, Rudolf Seiters, the Minister of the Interior, bans the „Nationalistische Front“ (National Front),

which had previously been found in possession of right-wing extremist propaganda.

### Civil war rages in ex-Yugoslavia

According to the November estimations of the United Nations High Commission for Refugees, about 3 million refugees are on the move in the civil war area of former Yugoslavia. Half of the refugees come from Bosnia-Herzegovina. About 600,000 refugees have already fled to other European countries, in particular Germany. The UN Commission for Human Rights condemns the Bosnian Serbs for their policy of „ethnic cleansing“ and other violations of human rights. At the beginning of December, Serbian troops cut off the Bosnian capital of Sarajevo from the outside world.

### Munich airport moves

On May 17, the Munich Airport Franz Josef Strauß starts operating in Erdinger Moos. The move from the old airport in Riem takes place in one single day.

## Growth against the trend

The German economy is in one of its deepest recessions since the end of the war. Hardest hit is the west part of Germany that produces 92% of the gross domestic product of all Germany. Transfers of DM 150 billion flow each year into the newly formed German states without generating any growth, private demand falls and the prices rise. No impulse from exports: the global economy is still struggling with the weak economy of the USA. The number of unemployed rises to 3.7 million.

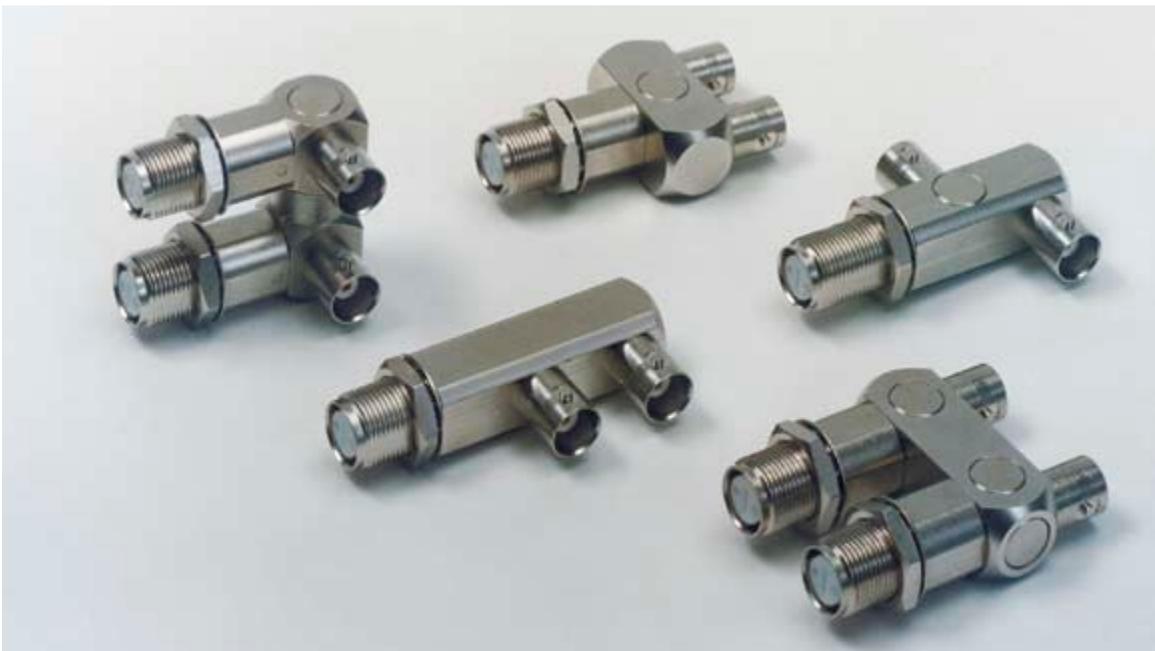
No recession in Pietling. The preparatory work of the past years is now paying: the mobile telephone has rapidly become the big trend in Finland, Norway

and Sweden, and the demand for connectors shoots up beyond all normal dimensions. The factory is ready for this, because even in the weak years, investments were made in the right equipment and machines, processes streamlined and quality improved. Rosenberger is one of the first companies to be certified in compliance with ISO 9001.

The teething troubles with the sales companies abroad are largely overcome. The insolvency of SIAM is painful, but now there is the own Rosenberger Italia SRL and the other companies are proving their worth. The new key customers are taken in hand directly by the company mana-

gers. The electroplating plant is extended with a new laboratory wing, the lathe shop receives more rotary transfer machines and high-speed long turning machines, and existing machines receive bar loaders to cut setting-up times. For the first and only time in the history of the company, part of the workforce goes on a one-hour token strike: they demand the collectively agreed wage increase and not the incentive bonus proposed by the company. The management finally lets the employees vote on this and returns to the collective bargaining system as desired by the majority.

Turnover equivalent in euros:  
€29 million (+28%)



NET-JET: as one of numerous new custom developments, „NET-JET“ is an Ethernet system which shuts off unused lines from the loop feeder. NET-JET is marketed primarily by the cable manufacturer Kerpen.

### Czechoslovakia splits up

At the beginning of the year, Czechoslovakia is split into two sovereign states with the proclamation of the Czech Republic and the Slovak Republic.

### IG Metall parts from Franz Steinkühler

The successful chairman of the industrial trade union IG Metall, Franz Steinkühler, is accused of abusing his position on the supervisory board of Daimler-Benz for insider speculation. He resigns on May 25. On October 2, Klaus Zwickel, Steinkühler's deputy until then, is elected as his successor.

### The major world powers disarm

On January 3, the Russian President Boris Yeltsin and the still United States President George Bush sign START II, the second Strategic Arms Reduction Treaty, which provides for more drastic reductions in strategic nuclear weapons. As of January 20, Bill Clinton is US President.

## Price pressures promote invention

Large-scale production is cheaper, the purchaser benefits from the low price and the manufacturer from improved productivity. But the purchaser only awards large-scale production orders to the supplier offering the lowest price. Therefore, the products become cheaper year after year. The competitors exploit the low wages in industrially under-developed countries, now in former eastern bloc countries in addition to the Far East. However, the wages are not the decisive factor, the largest part of product costs are defined by the design. The fact that Rosenberger has not followed the trend nor the advice of the business administration experts, has not given up manufacturing and has not limited itself to product technology, but has continued to invest in labor-intensive parts manufacturing, now proves to be of advantage. The new machines

permit new designs, press-fit contacts instead of hard soldering, and combinations of stamped and turned parts. The statistical process control ensures that tight tolerance specifications are maintained and the technical competence of the development department optimizes the new models with regard to signal transmission. Technologies not available in your own works become attractive through large-scale production: injection-molded insulators, stamped contact sleeves. In electroplating, layer thickness management of ever greater precision is possible, which in turn helps to save a great deal of gold. Customers also appreciate the ever improving delivery reliability despite the vast increases in volume. Rosenberger is no longer taken as an outsider, but as one of the major competent suppliers in the sector.

Investments concentrate once again on modernizing the turning machine park and improving surface treatment. The engineering unit is spruced up with new machining centers to enhance competitiveness. The worldwide presence is boosted by an own sales company in Spain and an agency in USA; Rosenberger Micro-Coax USA is taken over completely by UTI and freed of sales tasks in the general connector program.

Turnover equivalent in euros:  
€32 million (+12%)

### Bundesverdienstkreuz for Hans Rosenberger sen.

Hans Rosenberger receives the Cross of the Order of Merit of the Federal Republic of Germany (Bundesverdienstkreuz) for his „exemplary entrepreneurial and voluntary commitment“. On November 10, Otto Wiesheu, Bavarian State Minister for Economic Affairs, Infrastructure, Transport and Technology, presents him the award.



Bundesverdienstkreuz for Hans Rosenberger sen.: *Hans Rosenberger sen. is honored for his life's work with the Cross of the Order of Merit of the Federal Republic of Germany (Bundesverdienstkreuz). It is presented to him by Otto Wiesheu, Bavarian State Minister for Economic Affairs, Infrastructure, Transport and Technology. The award is in appreciation not only of the national significance of his company, but above all for his social commitment and preservation activities.*

### „Peanuts“ bankruptcy

On April 15, the Dr. Jürgen Schneider AG real estate company files for bankruptcy. The real estate holding owes 50 creditor banks over DM 5 billion. Hilmar Kopper, president of the Deutsche Bank, which is most affected, designates the DM 50 million owed to tradespeople to be „peanuts“ compared to the overall sum. The remark is later declared worst saying of the year.

### Fusion of the Bundesbahn and Reichsbahn

As of January 1, the Deutsche Bundesbahn (West) and the Deutsche Reichsbahn (East) are amalgamated into the Deutsche Bahn AG. In organization and finances, the company is divided into three lines of business: passenger transport, goods transport and railway track network. An economically viable enterprise that can be sold to private investors is to be made out of the two state companies that notoriously run at a deficit.

### The Allies take their leave

A farewell ceremony held on September 8 formally put an end to the presence of the Western Allies USA, Great Britain and France in Berlin, uninterrupted since 1945. The last of the Russian troops had left a few days earlier. The German Chancellor Kohl is host to the French President François Mitterrand, the British Prime Minister John Major and the US Secretary of State Warren Christopher.

### Trust winds up

On December 1, the „Federal Agency for the Trust Administration of Public Property in the former GDR“ or „Treuhand“ agency winds up its operations. The largest state industrial holding company in the world restructured and privatized the national property enterprises of the GDR.

## Investment in size

The lathe shop has been standing for 10 years and connector sales have tripled in this time. An extension is imperative. Various locations are examined and the in-house logistics scrutinized. Finally a double hall of steel is erected, which (after demolition of the old electroplating shop) covers the entire courtyard from the lathe shop to the washrooms. Now under its roof, not only can the machines be arranged properly and materials loading optimized, but there is also room for the finishing, cleaning and storing of parts (next to the electroplating shop) as well as the goods reception area with canopy and turning area.

Two more rotary transfer machines and a selection of new NC turning machines are added; all the machines are fitted with bar loaders; the computer network is extended accordingly; 25 new workstations are created; more testing equipment is added and an SPC terminal is installed at each group of machines; a high-lift truck operates in the new parts store. The ventilation and heating, lighting and furnishings are all reinstalled with the latest technology, the parts washing plant is renovated; the vapors that escape during the washing process are now collected and fed into a distillation plant for reuse. The employees' car park is extended and planted with trees.

Most of the foreign companies are developing well. However, in Italy, the new sales company has not reached its targets and is therefore liquidated. To date, the Rosenberger brothers had private shares in Rosenberger Filcon GmbH, a small precision engineering firm in close vicinity to Messerschmitt-Bölkow in Ottobrunn; now shares are purchased.

Turnover equivalent in euros: €46 million (+40%)



New architectural style: *a steel skeleton construction is used for the first time for the double hall designated for machining production. The picture shows how, after demolition of the former electroplating shop, the central area of the works is utilized under one roof.*

### The Bundespost is split up

At the beginning of the year, the German Federal Post Office (Deutsche Bundespost) is split into three independent companies: Deutsche Post AG, Deutsche Telekom AG and Postbank AG. To start with, the Federal Republic of Germany remains the only shareholder. The companies are to be made competitive and sold to private investors.

### Barings investment bank: bankrupt through speculation

On February 26, failed speculative transactions and the criminal manipulations of securities trader Nick Leeson in the Singapore subsidiary plunge the British investment bank Barings into bankruptcy. The bank cannot meet obligations to pay amounting to US\$ 1.4 billion from derivative activities. On March 2, Leeson is arrested in Frankfurt, extradited to Singapore on November 23 and on December 2, he is sentenced to six and a half years jail for forgery of documents, embezzlement and fraud.

### Strike for 35-hour week

From February 24 to March 8, a strike is held in Bavaria by the trade union IG Metall to fight for the introduction of the 35-hour week (with flexible regulations). It is the first strike in the metal industry for 41 years. Rosenberger is not affected by the strike.

### Reichstag packed up

The Reichstag building in Berlin is packed according to the plans of artists Christo and Jeanne Claude. The art event lasts from June 23 to July 6 and is visited by about 5 million people.

### Spelling reform passed

On December 1, the ministers of education and arts of the German states agree on a spelling reform that is to be effective as of 1998. Spelling and comma rules are greatly simplified. This bureaucratic interference in the cultural heritage of language leads to heated debates.

# 1996

## On the brink of globalization

The market has changed. The collapse of the Communist planned economy is not necessarily the cause, it is rather the time of the turnaround. Whereas before, multinational concerns always had their headquarters and the main part of their activities in one particular country, production sites now wander round the globe following the best conditions. At the same time, production processes are split up into single steps, the supply chain of the end product is longer and international. The functions of the purchasing departments change, anonymous central units negotiate prices worldwide, without worrying about the purchasing needs of the individual sites; technical specifications are made at the product development stage and purchasing departments are no longer included in the process. Short paths between sales and development and the joys of innovation are only of limited advantage, the ability to deliver and the price are the decisive factors for winning orders. The market leaves no room for moral considerations. Manual tasks, like connector assembly and

cable making, are too expensive at home. The initially small assembly group in the Czech Republic is strengthened, but in future, connectors will have to be made where they are needed. Even if the sites will only be created later: now is the time to plan and decide.

Under the shadow of the gigantic mushrooming of the connector business, the engineering unit has developed into a reputable and modern manufacturing partner for its customers. Year after year, investments are made in automatic machining centers, measuring equipment perfected, logistics streamlined and turnover increased. Now, a large-scale new construction provides for a better overview and optimum flow of production. The founding of a new sales company in the USA, Rosenberger of North America LLC (RNA), is the major innovation for the worldwide presence - America is still the largest market for RF technology.

Turnover equivalent in euros:  
€50 million (+10%)



Engineering hall: a steel skeleton construction is also used for the new engineering hall. Thus, the original works area is now completely covered with buildings except for the green zone in front of the buildings to the east.

### Mad cow disease contained

On March 20, the British government admitted for the first time the possibility that the cattle disease BSE (Bovine Spongiforme Encephalopathie) can be transmitted to human beings and cause the Jakob-Creutzfeldt disease. As a result, Germany imposes an import ban as of March 23 and on March 27, the EU Commission prohibits the export of British beef.

### Prince Charles divorced

On August 28, after 15 years of marriage, the heir to the British throne Prince Charles and his wife Princess Diana are divorced in London.

### Kaufhof merges into Metro

On March 14, in Bonn, the Asko Deutsche Kaufhaus AG, Deutsche SB Kauf AG and Kaufhof Holding companies merge with Metro AG. The new Metro AG has about 175,000 employees after the fusion.

### AEG disappears, Fokker bankrupt

The new CEO of Daimler-Benz, Jürgen Schrempp, does not continue the vision of a worldwide leading technology concern. On January 17, AEG, the 113-year old company, is dissolved by decision of the supervisory board. The division of Energy Distribution and Automation Technology is sold to a French concern and the remaining divisions are run by Daimler-Benz. Daimler-Benz also withdraws from Fokker; on March 15, the Dutch aircraft builder files for insolvency.

## Technology and logistics

A company that is a global player needs structures different to a company limited to a single location. This change is now complete. The old CAD system that is tailored to one designer is replaced by a UNIX network that can be accessed by all the designers. This permits tasks to be distributed better and the results forwarded faster to the production departments. The SPC network is developed into an integrated quality management system. The capacity of the electroplating unit is increased by the addition of a new, fully automatic plant. The hall is converted accordingly to meet the new demands. The surface inspection unit is newly equipped in new rooms. The parts store, optimized for in-house logistics, has to be extended to accommodate remote assembly sites; an industrial tent hall is used temporarily for this. The dispatch department has to gear up to the packing of parts so that they arrive undamaged after days of transport.

Activities abroad are no longer limited to sales. In particular, the move of many renowned custo-

mers to China makes it imperative to have local manufacturing facilities there. In November, after long negotiations with the Chinese authorities, Beijing Rosenberger is founded and starts operating in the same year with the assembly of cable groups. At the same time, the new company guides the sales of the country's up-and-coming communications industry. In order to maintain competency in fiber-optic cable technology, a share is acquired in OSI Kommunikations- und Systemtechnik GmbH. OSI has an assembly works in Hungary; a new hall is built for assembling connectors and cables. All the incorporated companies are working at a profit.

Consolidated turnover equivalent in euros: €60 million (+16%)



Impedance-controlled PCB gateway: *as frequencies increase in various fields of application, the impedance-controlled gateway from the printed-circuit board to the coaxial connector becomes even more important. Bernhard Rosenberger, Head of Development, has decisively pushed forward the surface-mount technology required for this.*

### Krupp-Hoesch swallows Thyssen

On March 18, Gerhard Cromme, CEO of the steel company Krupp-Hoesch, announces the hostile takeover of Thyssen AG. On March 26, the managing boards agree upon a common steel business after payment of generous settlements.

### „Lottery uprising“ in Albania

On February 10, two people are killed during riots in the Albanian port of Vlora. Prior to this, „businesspeople“ had enticed customers with monthly interest rates of 35% to 100% and then through the snowball principle had got away with millions. Those who have been cheated demand their money back from the government, because they suspect that the state leaders tolerated the swindle. At the beginning of March, the Sali Berisha administration resigns and a state of emergency is declared. On April 11, an international protection force is deployed in the name of the OSCE.

### Floods along the Oder unite Germany

On July 23, the first dyke along the Oder bursts after days of heavy rainfall. On July 27, the water level at Frankfurt/Oder reaches the historical high of 6.57m. The three-week relief action, in which people from all over Germany help, is the largest disaster operation since the end of the war.

### Election victory for Tony Blair

On May 1, the Labour Party wins an absolute majority in the parliamentary elections. The Conservatives, who had been governing for 18 years, suffer their greatest election setback since 1822.

## Mobile telephone as economic growth engine

Since the mobile phone started to fit in the jacket pocket, it has become a must-have product. To be able to reach people and be reached anytime, anywhere seems to be such a fundamental need that the mobile phone sells like hot cakes. To start with, there are coaxial connectors in the terminals, but the vast quantities are needed in the switching and transmission systems. Car installations, initially a retrofit market, need cables and connectors, as well as booster networks in office buildings. The operators rapidly build up complete networks of base stations so that the phones can function everywhere, which here does not mean a few conglomerations in Europe, but throughout the civi-

lized world. The need is gigantic, the pressure on prices and delivery times too.

The hectic market makes it imperative to employ the very latest manufacturing methods. A whole dozen Tornos NC long turning machines are delivered all at once, which brings the production of spring contacts into top gear - older and slower machines are replaced to a certain extent and the need for expensive finishing is eliminated. Two more Hydro-mat rotary transfer machines and a six-spindle automatic lathe are purchased to reinforce mass production, two CNC machines for large diameters are specialized for antenna connector parts. The

engineering unit is also expanding again; a warehouse is built and fast, high-precision machines are procured to win new customers in this sector too. After discontinuation of the machining of transmission housings for the Zahnrad-fabrik Passau, the „opera house“ is renovated and refitted for tool manufacture and a workshop for apprentices.

There is an innovation in Sweden: a competitor terminates over 60 years of cooperation with Carlberg to build up its own sales network. The merger into Rosenberger Carlberg AB brings on board a powerful sales network and custom cable making.

Consolidated turnover equivalent in euros: €81 million (+35%)



*Occupational training: after termination of the transmission-housing production, the „opera house“ is thoroughly renovated to its former glory - not as a representative building, but as a domicile for tool manufacturing and a workshop for apprentices. The number of apprentices remains constant over the years at over 10 % of the total number of employees and even in difficult years, practically all the graduates were taken on board.*

### Bill Clinton in trouble because of the „Lewinsky Affair“

Following accusations in the Washington Post, on January 26, US President Bill Clinton declares in lieu of an oath that he has not had an affair with Monica Lewinsky, a former White House intern. On August 6, when Monica Lewinsky reports to a Grand Jury of more than a dozen sexual encounters with Clinton, an impeachment trial is opened on October 9, from which he is acquitted, but only just.

### Introduction of the Euro set

On May 3, the heads of state and government of the European Union name the eleven member states in which the Euro is to be introduced on January 1, 1999. In addition to the nine countries that fulfill the criteria for participation, Belgium and Italy are also included although their debts lie above the limit. Great Britain, Denmark and Sweden want to wait before joining. Wim Duisenberg is elected the first President of the Central European Bank.

### Trapattoni: „I have ready“

On March 10, Giovanni Trapattoni, trainer of FC Bayern München, suddenly becomes famous for his fit of anger during a press conference. The assessment of his professional players as „weak as a bottle empty“ and his concluding words „I have ready“ become popular quotations.

### The „Red Army Fraction“ disbands

On April 20, the terrorist organization „Rote Armee Fraktion“ (RAF) declares in a letter to the British press agency Reuters that it is disbanding after almost 28 years.

### Blue miracle for weak men

On March 26, „Viagra“ from the US pharmaceutical company Pfizer receives approval for use in the USA. On October 1, the „blue pill“ comes onto the market in Germany.

## Asia crisis used to advantage

The bursting of the real estate credit bubble and withdrawal of large hedge funds from the Asian tiger states plunged Asia into a financial crisis in 1997/98; this now takes full effect on the economy. The long supply chains respond too late and too excessively to the collapse in demand. In this turbulent time, Rosenberger founds Rosenberger RF Technology Pte. Ltd., Singapore. The company is to support the establishment of RF technology in southern Asia as supplier. The decline in Asia boosts growth in America; applause at the New York stock exchange when the Dow Jones Index breaks through the 10,000 barrier. South America develops unevenly; Chile is booming after the Pinochet dictatorship, and that is where Rosenberger Sudamerica Ltd. will be active.

A good overview is needed for the logistics of a company with a worldwide network. The software tried out the year before for controlling the production groups shows its advantages. The coordination of capacities and simulation of new orders leads to shorter processing times, smaller parts stocks and more precise deadline information. Quality management is also equipping itself for the new

tasks and the QS 9000 certification is another significant milestone. Talks with automotive manufacturers lead to considerations about a connector system specially for motor vehicles, the catchword of „telematics“ is coined and stands for data communication (navigation, traffic news, driving aids) to support drivers.

The original works site is overloaded, the new factory hall is located on a site to the west of the car park. It also houses the materials warehouse. A central chip dryer is commissioned. Cutting oil is sucked out of the machines, filtered and then fed back again. Oil vapors are evacuated over the tool and oil and heat recuperated.

Consolidated turnover equivalent in euros: €92 million (+14%)

### Putin succeeds Yeltsin

On December 31, the Russian President Boris Yeltsin resigns and hands over power on the same day to Vladimir Putin. Yeltsin is granted lifelong immunity from prosecution.



Assembly on the move: assembly in the Pietling works is already concentrating on special product groups needing a high amount of adjusting and measuring, whereas mainly manual work is being moved out to neighboring countries with lower wage levels.

### Introduction of the Euro

The euro is introduced in eleven countries of the EU and the European Currency union comes into force. Since euro notes and coins are only valid as of 2002, the euro is initially restricted to cashless payments. Irrespective of this, on September 3, the Deutsche Mark becomes the official currency in Kosovo.

### VIAG and VEBA are to become E.ON

On September 27, the power utilities VEBA und VIAG hold a press conference to announce their merger into E.ON AG. PreussenElektra and Bayernwerk are merged into E.ON Energie AG.

### Paint bag attack on Joschka Fischer

On May 13, at the special party conference of the „Greens“ in Bielefeld, a bag of paint is thrown at the head of the German Federal Foreign Minister, Joschka Fischer, during a debate about stopping the air raids on Yugoslavia.

### Hoechst AG and Rhône Poulenc become Aventis

On July 13, the French pharmaceutical company Rhône Poulenc and Hoechst AG merge into Aventis. In 2004 Aventis is to merge with Sanofi-Synthelabo to become Europe's largest pharmaceutical concern.

### DASA and Matra turn into EADS

On October 14, Daimler-Chrysler Aerospace AG (formed in 1989 through the fusion of Dornier, MTU, MBB and parts of AEG) and Aerospatiale Matra SA merge to form the European Aeronautic, Defense and Space Company (EADS), the third largest aerospace company in the world.

## The dot-com bubble causes panic

The „Y2K problem“ - the experts feared that all the computers would crash at the turn of the millennium - does not affect Rosenberger either. Another virtual problem thrusts deeper into reality: the heady prospects of the new economy. The vision that billions of people want to have mobile phones and laptops and benefit from the blessings of the Internet leads to financial transactions, which make cool calculators shake their heads, and to the planning of requirements that no one can fulfill.

Already in the previous year, more parts were procured than ever before and now the requirements were once again doubling the purchasing volume, although the suppliers are long since at capacity. Threat of material shortage: copper beryllium (indispensable for high quality spring contacts) has a 12-month delivery time, the consumption of gold doubles despite savings thanks to technical progress. The assembly works in Hungary and the Czech Republic

are supplied daily by truck, the finished connectors are brought back. Part of the assembly hall is used for dispatch packing and as a buffer store. The subsidiary in China increases its turnover 15-fold this year. The parts are shipped in containers. China needs its own factory, not only because of the import duties; the major customers have moved not only their production, but also their research and sales competencies there and need suppliers with comprehensive capacities on site. Planning and financing are agreed upon and at the end of the year, the new factory is practically ready for up to 1,000 employees. Engineers and masters from China are trained on the machines and systems in

Pietling for which they will later be responsible.

In the middle of all the hustle and bustle, the automotive connectors product group develops coaxial connectors for telematics in cars and breaks new ground in the design and production of plastic housings and in the acceptance procedures of the automotive industry; in the same year, bulk delivery of „FAKRA connectors“ starts (Fach-Ausschuss **KRA**ftfahrzeuge-components standardization committee of the German automotive industries).

Consolidated turnover equivalent in euros: €139 million (+51%)

### Dot-com bubble: DAX over 8000, Deutsche Telekom shares quoted at € 104

Speculation with shares in the Internet and telecommunications branch („New market“, „Dot-com bubble“) culminates around mid-March. On March 6, the Deutsche Telekom shares reach their highest mark at €104.90.

### EXPO 2000 – the first world expo in Germany

On June 1, EXPO 2000 is opened in Hanover and runs until October 31. It is the first world exhibition in Germany to be recognized by the Bureau International des Expositions (International Exhibitions Bureau). The motto: „Humankind-Nature-Technology – a new world arising“. Only about 18 million visitors came instead of the expected 40 million.



Mongolia: while searching for somewhere suitable for the China factory, a site suggested by the Chinese government is inspected in Mongolia. However, despite higher costs, the capital of Beijing is chosen because of the better infrastructure and transport connections.

### Green card is supposed to clear the specialist bottleneck

On February 24, Chancellor Schröder starts a debate about immigration policy with his proposal to bring foreign high-tech experts to Germany as guest workers with a „green card“.

### George W. Bush is the new US president just in front of Al Gore

George W. Bush wins the US presidential election. The result is first disputed but then declared valid by court order. On December 18, the Federal Elections Commission confirms that he is the 43rd president of the USA.

### Auction of the UMTS licenses brings in billions

On August 17, the auction of the UMTS licenses in Germany ended with a record yield of DM 98.8 billion. Finance minister Hans Eichel joked that the abbreviation UMTS stands (in German) for the equivalent of „unexpected increase in income to pay off the national debt“. The six licenses at the price of about DM 16 billion each go to: T-Mobile Deutschland, Vodafone D2, MobilCom, Auditorium Investments Germany S.à.r.l. (later E-plus 3G Luxembourg), O2 and Group 3G (a consortium of the Spanish Telefónica and the Finnish Sonera).

## Euro era starts off turbulently

Two important innovations at the beginning of the year: accounting switches over to the euro and the new computer system, proAlpha, is commissioned. This is a user-friendly enterprise resource planning system that meets the demands of a global company. Somewhat later the new domicile of the design department is completed on the ground floor of the office wing and linked with the completely renovated „villa“ (former residence of the factory owners and for years, home to the research department). A new hall for machining production is extended in the course of construction, because otherwise there would be no space for the 13 new Hydromat machines ordered (14 have already been procured over the past 10 years).

The order boom lasts another three months, customers run capacity audits that must indicate which machines are used to manufacture which parts for the connectors ordered and whether adequate material supply is assured. Then follows a half year during which month for month there are more cancellations than orders received and the media are spreading the news of falls in demand and the collapse of companies. Initially, the considerable backlog of orders helps against drastic measures, then employees have to work off time credits and finally, short-time work has to be introduced in almost all the departments. Then, completely against the downward trend, deliveries to two major German car makers pick up. Work is already underway on the second generation of these connectors, which must be greatly improved technically and at the same time be more cost-effective.

The upturn continues in China. The new works are commissioned and produce a growing share of the parts needed. Nevertheless, parts still have to be supplied. A share in the leader of the fiber



Beijing Rosenberger in production: *after a record-breaking short planning and construction time, the new works are up and running in all areas of production. An electroplating shop is available in addition to the machining production, which is on a par with the parent works. Assembly and cable making take up the largest areas.*

optics market in Brazil is acquired; Rosenberger Domex Telecom S.A. enhances the worldwide presence.

Consolidated turnover in euros:  
€148 million (+6%)

### Milosevic arrested in Belgrade

On April 1, the former Yugoslav President Slobodan Milosevic is arrested in his villa and later transferred to the central prison in Belgrade. On June 28, he is forcibly handed over to the war crimes tribunal in The Hague and indicted for forced displacement and genocide.

### War in Afghanistan

On October 7, the USA launches Operation Enduring Freedom as a reaction to the attacks of September 11. US military jets attack aerodromes and radar and military facilities of the Taliban. The fighting ends with a victory of the „Northern Alliance“ over the Taliban. On December 22, Hamid Karzai is appointed head of the transitional government in Kabul.

### Switzerland says no to Europe

On March 4, in a referendum held in Switzerland, 76.8% of the electorate voted against the constitutional initiative „Yes to Europe“, thus Switzerland does not take up negotiations to join the EU.

### Attack on the World Trade Center

On September 11, an unprecedented act of terror rocks the world: at 08.45 a.m. local time, an airliner crashes into one of the towers of the World Trade Center in New York. At 09.03 a.m., a second plane hurtles into the second of the 411-meter high twin towers. Both towers collapse. A little later another airliner crashes into the Pentagon. A fourth plane crashes at 10.29 a.m. near Pittsburgh (Pennsylvania). The number of victims of the attacks is estimated at over 3000.

### Transrapid in China

On January 23, a contract is concluded in Shanghai between the Chinese government and the German consortium of Siemens and Thyssen-Krupp for the construction of a Transrapid maglev train line.

From the boom into the crisis - the major telecommunications companies are struggling with mountains of debts from the purchase of UMTS licenses and daring company purchases; they slow down the establishment of mobile networks and stop modernization of the fixed-line network. Equippers are losing orders and their suppliers are sitting on immovable stockpiles. The shares are in free fall; by the end of the year some companies in the sector lose 90% of their peak value. Demand also drops in America and Asia.

Short-time work is continued. A small number of contracts of limited duration are not extended, the core workforce is retained. Some employees can be transferred temporarily to engineering whose order situation is still good. The additional purchase of parts is reined in as far as possible, but own production is still not at capacity. Machines from fixed contracts are still delivered, but not even unpacked for the time being. The automotive supplier business grows rapidly from small beginnings and noticeably supports the situation of the whole works. ISO TS 16949 certification is achieved and is a key factor for success in the sector. In the second half of the year, telecommunication orders start to trickle in again from a number of countries. At the end of the year, there are even lead times in some cases.

The reticent business situation is a good opportunity for the works in China to tighten up their organization. The other companies abroad are also working mainly successfully despite the decline in turnover. Rosenberger Benelux B.V. is founded when the local agency turns to other business priorities after many years of cooperation.

Consolidated turnover in euros: €126.5 million (-15%)

Supplier to the automotive industry: *with its certification in compliance with ISO TS 16949, Rosenberger proves that it meets the high demands made by the automotive industry on its suppliers' standards of quality.*



### Kirch Group bankrupt

On April 8, KirchMedia GmbH & Co KgaA and KirchPayTV GmbH & Co KgaA file for insolvency because of a debt overload of €6 billion. On June 12, the media empire collapses completely when Taurus Holding, the umbrella company that controls the various Kirch subsidiaries, files for bankruptcy.

### Floods along the Elbe

Heavy rainfall in August leads to floods in eastern Europe. On August 11, the once-in-a-hundred-years flood hits Dresden, the capital city of Saxony. The Elbe river and its tributaries turn into raging torrents. On August 17, the water level rises to a record mark of 9.4 meters with the second tidal wave. Historical buildings and thousands of homes are destroyed. The damage is estimated at €20 billion. On August 26, the German government designates over seven billion euros of reconstruction aid for the areas hit by the floods.

### Plane crash disaster near Lake Constance

On July 1, a Russian passenger jet of the type Tupolev Tu-154 collides at an altitude of about 11,000 meters over Lake Constance with a DHL Boeing 757-200 cargo jet. All 69 passengers, including 45 children, and crew die. The cause of the disaster is determined to be an error made by the private Swiss airspace control company Skyguide.

### Scharping fired

On July 18, German Chancellor Gerhard Schröder dismisses his Defense Minister Rudolf Scharping. The reason for his dismissal, after numerous unfortunate appearances in the media, were the remunerations paid by the PR entrepreneur Moritz Hunzinger.

### Euro replaces the Deutsche Mark also as cash

At the beginning of the year, euro banknotes and euro coins are issued in twelve European countries, thus completing the currency union started in 1999.

## Out of the slump with automotive connectors

Once again, the automotive sector increases its share of the total turnover. Most antenna and telematics components in a car are already equipped with FAKRA connections; components manufacturers and cable makers alike need millions of them. Price pressure and competition are enormous; development, tools and performance testing have to be financed in advance, before approval is even in sight. Stamping and bending proves to be better than machining for this type of connector. Stamping has to be developed into a core competence in order to remain independent of suppliers. Appropriate machines are just one requirement; tool design and tool construction must be boosted and equipped accordingly, and further processing must be integrated into connector development - new ground, where the head start of competitors has to be caught up. The test laboratory has to be

expanded extensively and equipped accordingly for the qualifying processes. In Sales, a separate group concentrates on the special demands of the sector. There are new tasks too in telecommunications: connector series change their look. Connecting must be easier, connection locks should not be able to come undone of their own accord, cabling must be simpler and higher frequencies must be supported.

A new assembly site is established in Hungary, the Swedish partner Carlberg had cable making plant there and the site is ideal for more.

The shares are acquired, Rosenberger Hungary KFT is founded and the plant expanded to become the European assembly center. Turnover increases again in China to the highest level of 2001, mainly from own production. A subsidiary in Shanghai is concerned primarily with light wave technology. The European companies are still struggling to certain extent. North and South America are enjoying economic success with growing turnovers.

Consolidated turnover in euros:  
€144 million (+14%)



Automotive technology: *Whereas the „FAKRA“ connectors of the first generation are clearly a further development of existing connector series, new developments move further away from conventional connectors and unconditionally meet the ever growing special demands of automotive telematics. After stamp-formed coax connectors, the most recent developments are for high speed data networks (HSD).*

### Chancellor Schröder announces Agenda 2010

On March 14, Gerhard Schröder presents a reform program in the Bundestag under the title of „Agenda 2010“. The wide reforms of the labor market and profound restructuring of the social systems are designed to secure Germany as an economic force. On April 3, about 500,000 people protest in Berlin, Stuttgart and Cologne against the cuts in social services included in the Agenda 2010.

### Möller's last jump

On June 5, the former regional chairman of the liberal party (FDP) in North Rhine Westphalia, Jürgen W. Möller, dies in a parachuting incident. It is suspected that Möller, who had lost all his political positions and whose parliamentary immunity had been lifted just hours before, committed suicide.

### Iraq War

On March 20, under the pretext that Iraq is in possession of biological and chemical weapons of mass destruction and is working together with Al-Qaida, the USA and Great Britain invade Iraq. The Iraq capital, Baghdad, is bombarded with satellite-guided missiles. Germany and France are against the war policy of the USA and Great Britain. On April 9, American troops occupy the center of Baghdad. On May 1, US President George W. Bush declares the fighting to be finished, on board the aircraft carrier „Abraham Lincoln“.

### Europe continues to grow

On April 16, the European Community (to date 15 nations) closes the largest round of expansion in its history. The ten new member states are: Estonia, Latvia, Lithuania, the Czech Republic, Poland, Slovakia, Hungary, Slovenia, Malta and Cyprus.

### Autobahn toll system is not completed

The planned satellite-supported autobahn toll system cannot be commissioned as planned, because of technical problems; at the end of the year, the launch is postponed to the third quarter of 2004.

## Telecommunications grows again worldwide

The 3rd generation of mobile telephony develops much more diversely than expected, whereby UMTS does not play the dominant role. Extra mobile phone functions like photo, video and audio recordings, and data and music reception motivate increasingly more new customers to follow the latest technical trends. The growing amounts of data demand expansion of the mobile radio networks. The trend towards broadband utilization also requires investment in the fixed-line network.

Together with Leoni Special Cables, corrugated sheath cables are optimized technically for base stations and marketed worldwide as Rosenberger Leoni Site Solutions via the subsidiaries of both partners. Beijing Rosenberger grows with the gigantic Chinese market, but also sets up links in South Asia's growth centers; the new name „Rosenberger Asia Pacific Electronic Co. Ltd.“ substantiates this. Rosenberger North America makes a record turnover (in US dollars) and the subsidiaries in Chile and Brazil grow as well, despite the so-called Argentina crisis. The European companies develop successfully, but in different ways. Rosenberger Messtechnik Sachsen, active in the development and manufacture of precision components since the reunification of Germany and previously in the private possession of Bernhard Rosenberger and leading employees, is now integrated into the enterprise.

Once the engineering division has moved into its new halls on the extended site with its own entrance and car park, its old domicile is renovated and made into the stamp forming center. The lathe shop receives several new generation machines. The additional purchase of parts is on the increase again in moderate steps and with improved logistics in the works. Plans begin to take shape for a reorganization

that better serves the worldwide network of the company.

Consolidated turnover in euros:  
€188 million (+30%)

Worldwide production: *Assembly and production works are maintained also at sites in Berkshire (England), São José (Brazil), Pozuelo (Spain) and Radeberg (Saxony, Germany) as well as - not shown - in Lidingö (Sweden), Birkerød (Denmark) and Lancaster (USA).*



### Hirschmann is split

On February 13, Richard Hirschmann GmbH & Co, part of the Rheinmetall concern since 1997, is sold to the English investor HgCapital. The traditional enterprise is split into three companies and after massive cuts in staff is sold again in 2005 and 2007.

### Avian influenza breaks out in Asia

Asian bird flu, which first occurred in South Korea at the end of 2003, spreads further across Asia. It does not claim many victims, but does trigger off panic precautions.

### Mourning for Katharina Rosenberger

On June 19, Katharina Rosenberger is borne to her grave accompanied by a great number of Tittmoningers and the employees and business partners of the company. Her untiring commitment to the company especially in the founding years remains unforgotten.

### First Eurofighter delivered

On April 26, the German Luftwaffe receives its first Eurofighter. It started with the „EFA Program“ in 1983, followed by the founding in 1986 of Eurojet Turbo GmbH, which was contracted to develop and manufacture the EJ200. Now the years of development have their successful fruition.

### Al Qaida attack on trains in Madrid

On March 11, a series of bomb attacks on the railway in the Spanish capital of Madrid kills 191 and leaves about 1500 injured. A terror unit close to Al-Qaida made the attacks. With the forthcoming election in mind, the conservative government tries to make the ETA responsible for the crime, which leads to the Socialist Worker Party and its candidate José Luis Rodríguez Zapatero winning the majority vote on March 14.

## Logistics center goes into operation

The works site is extended once again to the west with the construction of a new logistics center. Its planning is based on a new concept for a steady flow of goods through the stages of value added. All the blanks run through their appropriate finishing processes (deburring, sand blasting, hardening) and cleaning; vendor parts are incorporated into the flow after inspection. They are stored temporarily in the blanks store and then issued to the electroplating unit as required. The coated parts are then distributed to the assembly lots at the loading point. Complete lots are transported into the assembly center, the finished connectors returned and placed in the racks ready for delivery without any further storage. The loading surfaces are arranged so that goods-in traffic, assembly traffic, internal transport and delivery do not interfere with each other. The storage points distributed around the works become

free. The former loading hall is completely renovated and newly equipped to house the test laboratory with offices, test chambers and workshops.

The stamp forming technique is boosted with a Multicenter C42, a very versatile automatic machine with functions that can also handle very complicated parts. This makes it possible to use the stamping technique for automotive connectors. The lathe shop is further equipped with a six-spindle automatic bar machine for large parts and several Hydromat rotary transfer machines. The engineering unit receives three new machining centers for high-precision parts. Increased capacity of own production makes the additional purchase of metal parts practically unnecessary.

Consolidated turnover in euros: €213 million (+13%)



European assembly center: *planning starts for a European assembly center. The 3D simulation shows the works in Jászárokszállítás (Hungary) as they are to be realized.*

### Hurricane „Katrina“ floods New Orleans

Hurricane „Katrina“ rages in the southern states of the USA. New Orleans is badly hit and on August 29 sinks in the floods when the levees break. About 1,300 people die and one million are made homeless. The disastrous crisis management leads to a loss of popularity for President Bush.

### Germany has its first lady Chancellor

On September 18, the Bundestag election is brought forward and there is no majority for Socialist-Greens nor for the Conservative-Liberals. On November 22, Angela Merkel is elected Chancellor of a grand coalition of Conservatives and Socialists.

### Rosenberger is declared market leader

The online trade journal ConnectorSupplier.com, published by the Bishop & Associates agency, ranks Rosenberger number one supplier of RF connectors with a world market share of 13.2%.

### Kyoto Protocol: 128 countries reduce greenhouse gas emissions

On February 16, the Kyoto Framework Convention on Climate Change enters into force. Ratified by 128 countries, the protocol obliges industrialized nations to reduce their collective emissions of greenhouse gases by five percent compared to the year 1990 by 2012. The USA and Australia are not party to the treaty.

### Pope John Paul II dies – Benedict XVI is successor

On April 2, Pope John Paul II dies after a grave illness at the age of 84. His pontificate lasted 27 years, the third longest in the history of the Roman Catholic Church. More than 2 million pilgrims and 200 guests of state attend the funeral ceremony.

On April 19, in a papal conclave, the German cardinal Joseph Ratzinger is elected the new pope. He adopts the name Benedict XVI.

### Heide Simonis fails at premier election

On March 17, Heide Simonis resigns as premier of Schleswig-Holstein. Deviants in her red-green coalition prevent her re-election in four ballots. On April 16, the new premier Peter Harry Carstensen heads a grand coalition.

## New factory in India

A subcontinent with over one billion inhabitants, yet still without an extensive infrastructure for telecommunications and still without any mentionable domestic competition. With a leading global market position to defend, it would be negligent to neglect such a market. Therefore, in July, Rosenberger Shilpi Cable Technologies Ltd. is founded together with an Indian partner with the aim of manufacturing cable groups for base stations with the greatest possible domestic vertical integration. A factory is planned in Bhiwadi, Rajasthan Province and at the same time, a sales office in Delhi starts up with responsibility for the complete program. After the successful sales activities of Rosenberger Asia Pacific, there is no more need for the subsidiary in Singapore and it is dissolved on May 31. The other companies abroad continue successfully in relation to the problems of their domestic markets.

The large investments made year in, year out in the own production

of the Pietling works have resulted in remarkably high productivity. Measures to reduce setting-up times, high machine capacity and avoidance of stockpiles thanks to tightly organized logistics ensure that parts manufacturing remains economically viable despite high labor costs. Additional multiple-spindle automatic lathes and Hydromat rotary transfer machines speed up production. The engineering unit is modernized even further; four new machining

centers are procured in expectation of long-term orders from a new customer. The engineering unit has thus become a high-tech supplier that is also setting standards in its sector. A new warehouse creates room for the flow of production. A biomass heat plant supplies heat to all the new halls, saving costs and emissions.

Consolidated turnover:  
€229 million (+8%)



Biomass heat plant: *a biomass heat plant is built on the Pietling site to supply process heat and hot air to the new halls. It is operated practically carbon neutral with wood chips supplied by local farmers.*

### Ex-president Milosevic dies of a heart attack

On March 11, former Yugoslav president Slobodan Milosevic dies of a heart attack in his prison cell in The Hague. He was standing trial at the International War Crimes Tribunal charged with war crimes, genocide and crimes against humanity.

### Value added tax increased drastically

On May 19, the Bundestag passes the accompanying budget law that raises the value added tax rate from 16% to 19%, cuts back the savings allowance and commuting allowance, and also raises the so-called wealth tax as of 2007.

### Collapse of ice rink in Bad Reichenhall

On January 2, the roof of the ice rink in Bad Reichenhall in Upper Bavaria collapses after heavy snowfall. 15 people die and 34 are injured, some seriously. Most of the accident victims are children and youths.

### Doctors strike in university hospitals

As of March 16, doctors go on strike in several university hospitals in Germany. The doctors demand improved working conditions and thirty percent higher income. On June 16, the doctors' trade union, Marburger Bund, and the tariff community of the Länder come to a pay agreement for doctors in university and regional hospitals, which provides for pay rises of up to twenty percent.

### Football World Cup in Germany

On June 9, the Football World Cup kicks off in Munich. Italy wins the cup after beating France in a penalty shoot-out. The German team claims third place.

### Natascha Kampusch flees after 8 years in captivity

On August 23, in Austria, the 18-year old Natascha Kampusch manages to escape after 8 years of captivity. Her kidnapper commits suicide on the same day.

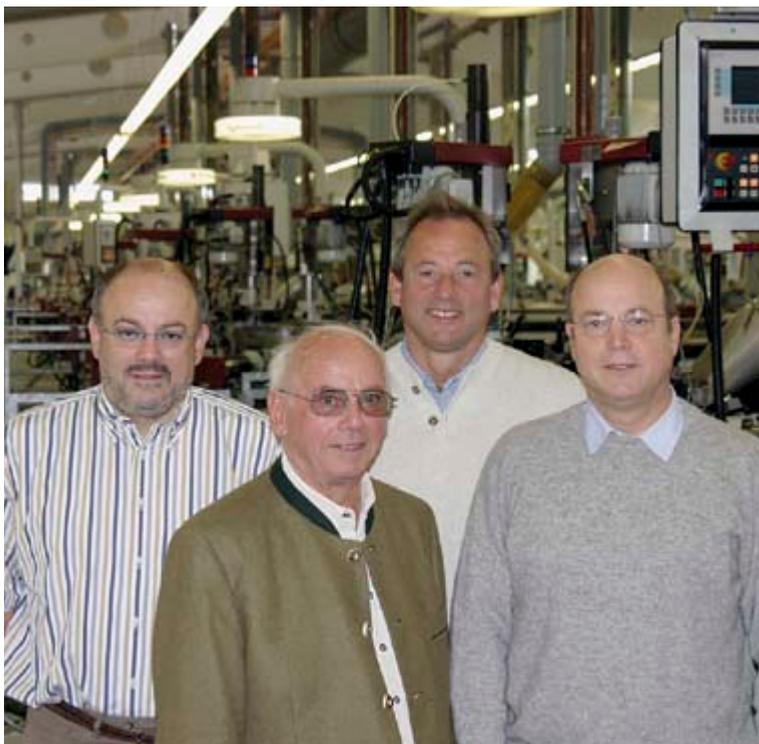
## Market leader for automotive connectors

The investments in stamp forming, new plastic molds, automatic assembly machines and the development of new products have once again increased the automotive connectors' share in the factory's turnover after a decline due to the slump in price. The newly developed HSD connector series is launched on the market. The impedance-controlled, 100-ohm connection system with 4-core cables and outstanding shielding and signal transfer properties is particularly suitable for **High Speed Data** transmission and has unbeatable advantages over coaxial cables both technically and economically. The broad distribution of this system is thus inevitable.

Rosenberger Benelux is dissolved; customer servicing can also be done from the works using today's data communications. Sales are successful in India, but there are delays in the construction of the factory. The new assembly works in Jászárokszállás (Hungary)

are commissioned. It provides optimum working conditions for connector and cable assembly and also has the necessary storage space to be incorporated directly in the enterprise resource planning. The already high rate of delivery reliability (over 96%) can thus be increased even more. Large-scale production of individual connector types is made possible by utilizing innovative, very fast machines for own production; the first Mikron Multistar transfer machines produce parts in seconds. Conventional machines can also be made more productive – the long turning machines, some of which are decades old, are given a general overhaul and equipped with electronic speed control systems that set the appropriate speed for each operation. Numerically controlled multiple-spindle machines can also completely finish complicated parts in short times.

Consolidated turnover:  
€251 million (+10%)



Hans Rosenberger sen. takes his leave: *the company founder Hans Rosenberger sen. dies on September 25, two weeks ahead of his 85th birthday. The picture shows him in the spring of 2007 on a works tour with his sons.*

### Edmund Stoiber becomes expert for bureaucracy

On January 18, the Premier of the State of Bavaria, Edmund Stoiber, announces his resignation for September 30. In October, he chairs the High Level Expert Group on Administrative Burdens for the EU with the task of tabling proposals regarding a fundamental limitation of bureaucracy in Europe.

### Pension only at 67

On March 9, amid strong protests from trade unions and social work associations, the grand coalition decrees that the retirement age is to be increased gradually from 65 to 67 in the period from 2012 to 2029.

### German school system gets bad marks

In a report published on March 21, the United Nations criticizes the German school system. The main criticism is that the early tracking of children in different schools is „selective“ and can contribute to the discrimination of families with migrant backgrounds and financially weak families.

### Trouble's brewing at Siemens

On January 2, insolvency proceedings commence for the BenQ-Siemens works in Bocholt, Kamp-Lintfort and Munich. On April 19, Heinrich von Pierer announces his resignation as chairman of the supervisory board because of the bribery scandal in Germany's largest electronics concern. On April 25, the CEO of Siemens, Klaus Kleinfeld, resigns.

### G8 summit in steel cage

The G8 summit is held in Heiligendamm from June 6 to 8. For this, a 13-kilometer steel fence is built stretching far out into the Baltic Sea. It is agreed among other things to provide \$60 billion for fighting AIDS, malaria and tuberculosis.

# 2008

## 50 years fit for the future

The 50th anniversary of the founding of our company is reason enough to celebrate. Especially when these 50 years encompass an incredible story of success. A Tittmoning fitters workshop turns into a worldwide concern that is technically one of the most innovative as well as one of the largest and most reputable in its sector. In a recent survey of customer satisfaction, ConnectorSupplier.com comes to the conclusion that of the ten major suppliers in the industry, Rosenberger gets the best marks from customers. It should also be mentioned that the China subsidiary is celebrating its 10th anniversary at the same time. Despite enormous drives in growth and the disproportionately high investments that were necessary in some years, the company has always stood on a solid financial foundation and remains in family ownership. It has not suffered a loss in any one year and since

2003 has no more debts to the bank. Excellent reasons to thank everybody who has played their part in this success and to welcome them cordially to a celebration.

Naturally, even in the jubilee year the company does not remain stationary, so let us here sketch out just some of the major current developments. The imminent launch of a FAKRA right-angle connector for the automotive industry, which is stamp formed and assembled fully automatically; a portable intermodulation measuring instrument has been developed for all frequencies covered in radio telephony and duly presented to the experts; reorganization of the sales activities is planned; fiber optical and electrical signal transfer is being oriented in the market to user sectors; own production continues to be optimized and the engineering section is being equipped to meet the very highest

of technical demands. The continued existence of the company is assured now as in the past by being well prepared for the future.

Consolidated (budget) turnover:  
€272 million (+8%)



*Family tradition: solidarity is the secret to success. The Rosenberger brothers prove this by example. But innumerable people are part of this unique success story, who together with the management have achieved something great, be it for the duration of a project or for a whole working life. Heartfelt thanks go out to one and all with this review of fifty years of company history.*

**Rosenberger**

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