



A 3 pack of centuries

This year Bosch has 3 centenaries to celebrate. Three different centenaries coincide in the Bosch family, now celebrating 100 years of existence.

Sapal – Société Anonyme des Plieuses Automatiques, Lausanne – opened its doors on 2 August 1906. Four weeks later, on 2 September 1906 Robert Bosch USA set out on the road to success with a start-up capital of \$ 25,000. In the same year, SIG (Schweizerische Industrie Gesellschaft – the Swiss Industrial Company), now Sigpack Systems, manufactured its first packaging machine (in the then weaponry department) under sub-contract from Sapal.

After an advertising campaign for magnetos

resulted in an overwhelming demand, Sales Engineer Gustav Klein founded the first overseas agency in New York. The US market grew so quickly it soon became necessary to build factories there. Today, Bosch USA has a staff of almost 18,000 at about 80 locations. These figures include just under 600 people at 4 locations working in the Packaging Technology area.

The 100th birthday is a good reason to celebrate the entire year and to look back at the successes of the past. The high point of the celebrations is the extensive gala to which customers from all sectors will be invited. The company's history will also be featured in a special publication, on the company's website, and in a film.

The first packaging machine for chocolate bars

was based on a patent filed in the USA in 1900 by a German engineer, Richard A. Berger, for a mechanical device, which made the packaging of products in the shape of bars or cubes possible in a single step (die folding). Founded by a group of investors, Sapal had only a Sales Department at that time. A Development Department for the company and a production facility followed shortly afterwards. The actual assembly of machines began in the year 1919. Having sold altogether more 10,000 machines worldwide, Sapal now has a staff of about 100 employees. For the centenary, Sapal created a slogan that summarizes

its history of creativity, reliability and quality in packaging - "Fashion for Food". The centenary will be celebrated with a Family Day in June and an Open Doors Day on 30 September 2006.

Sigpack Systems has undergone the transformation

from machine manufacturer to system provider during its 100-year history. Please see the detailed account of the transformation on page 39.

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