

## **Heinrich Manderman: an extraordinary entrepreneur who led the photographic industry and the optics sector in Germany back to world prominence**

Determined, energetic, committed, goal-oriented and with personal dedication - all these attributes describe Heinrich Manderman. He started trading in various products such as porcelain, jewellery and dental accessories at an early age. It was more by chance that he ended up in the photo industry and thus also in the optics industry. First he bought the Polyfoto company and opened his first shop at Kudamm 233 in Berlin, with branches in Frankfurt at the main railway station and in other strategic locations in Germany. At the beginning of the 1950s, he founded the Berlin company Beroflex, which took over the distribution of the camera brands Exakta and Praktika with accessories. This was joined by the B+W company and in 1987 by the world-famous Rollei company. In 1997, the Dresden company Pentacon became part of the Jos. Schneider Group. In this way, Mr. Manderman combined his companies to form the largest photo-optics group in Germany in the 1990s. These successes were made possible above all by his East-West trade and the distribution of reflex cameras from Dresden and binoculars from Jena.

Schneider Kreuznach, which went bankrupt in 1982, was also and especially part of this extraordinary success story. His extraordinary personal commitment to the employees and his high financial investment in modern production and manufacturing machinery were the reasons why Schneider Kreuznach was able to develop into a stable company again. Many people from Bad Kreuznach thus had a secure job again and could look to the future with confidence. This commitment led to Heinrich Manderman being awarded the „Verdienstkreuz am Bande des Verdienstordens“ of the Federal Republic of Germany in April 1990 - by none other than the then Minister of Economics, Rainer Brüderle. In 1993, he also received the pin of honour of the Photoindustrie-Verband.

Describing himself as wealthy, but not rich, shows his modesty. He was one who did not miss the opportunity to personally walk through the departments of his companies, to talk to his employees, to inquire about their well-being and to have an open ear for their worries and needs. He was not one to put himself in the centre. He could amaze the mechanics staff when he told them that a new production machine was coming in a week. He had just bought it at the last trade fair. He knew a lot about production machines. He gathered his know-how because he always wanted to know everything and asked the machine operators exactly how the machines worked. So he was always in the know about everything. Mr Manderman was also not above lending a hand when setting up an exhibition stand - that was Heinrich Manderman. An industrialist who always knew what he wanted, one who lived the hands-on mentality and to whom people were important. So he set up various foundations, he donated to the reconstruction of the Frauenkirche, he supported families in setting up their own businesses - people were simply always important to him.

Today, on 17th July 2022, Heinrich Manderman would have turned 100. We are grateful that our company is still in family hands.