

**T r a d i t i o n   a n d   f u t u r e .**

# The history behind our success.

1879      1897      1907      1918      1921      1926      1933      1936      1951      1979





Our success has its own rich traditional history. In the past 125 years Busch-Jaeger has become a market leader in the field of electrical wiring accessories. The essence of the company's competencies includes wiring accessories, electronic devices and building management systems.

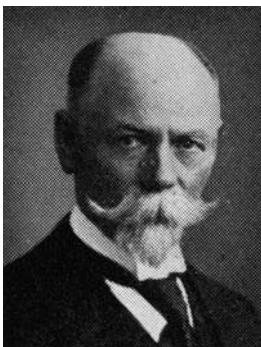
We are partners of electricians and electrical wholesales. We use our many years of experience to create trend-setting products and solutions.

The expectations and wishes of our customers are the motive for us to come up with and realise innovative new ideas. As you browse through this brochure you can experience part of the history of a living company, right from the beginning up until our present-day electrical installations.

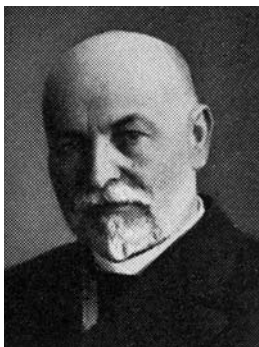
# Combined experience.

"Coming together is a beginning. Keeping together is progress. Working together is success."

(Henry Ford)



Hans-Curt Jaeger ran a metalware factory in the Gartenstraße in Lüdenscheid



Together with his brothers Georg Jaeger laid the foundations for the Lüdenscheid electrical industry



In his factory, on Hochstraße in Lüdenscheid Friedrich Wilhelm Busch manufactured electrical installation material.

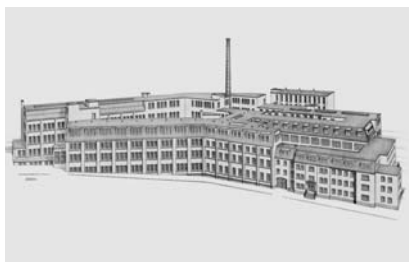
1925  
Fleet



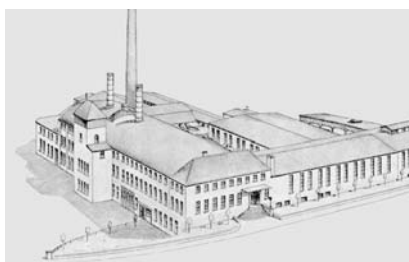
The world is constantly changing and with it our lives. The use of electric current as an energy and light source was a revolution. It resulted in the creation of apparatus construction. This opened up new horizons for the Lüdenschied metal companies.

The companies of Jaeger and Busch were among the first to recognise this opportunity and use it to start up their manufacturing businesses.

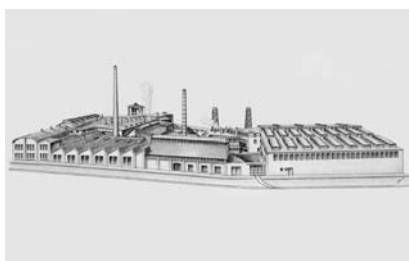
# Strength in unity.



1900  
Busch-Jaeger Lüdenscheider Metallwerke AG,  
factory on Gartenstraße, headquarters



1925  
Production site Aue



The metal factory in Schafsbrücke has been  
part of Busch-Jaeger Lüdenscheider  
Metallwerke AG since 1933



1952  
Lüdenscheid factory, Hochstraße

## **The course was set for a new industry.**

In 1879 Hans-Curt Jaeger together with his brother Georg founded a metalware factory in Lüdenscheid.

At first production was limited to basic electrical wiring accessories.

The company of J. Bergmann and F. W. Busch also came into being at this time. They produced military

effects such as buttons for uniforms, clasps and belt buckles. A short time

later they began to manufacture electrical items. Approximately ten years

later, in 1892, the Jaeger brothers acquired a pressing plant for the

manufacturing of insulating materials. After World War I the two factories

merged. Shortly afterwards the Lüdenscheider Metallwerke were

also added. This is how Busch-Jaeger Lüdenscheider Metalwerke AG came

into being. In 1969, after further mergers, the company got its present

firm name Busch-Jaeger Elektro GmbH. While competition was the name of the

game before the amalgamations, synergy effects were to the fore in the 20s.

Development and production continued to progress. The demand was further increased because of electrification.

In Hamm, in 1960, a factory was constructed for the production of switches.

As of 1969, under the umbrella of BBC (nowadays the ABB), Busch-Jaeger

Elektro GmbH focused on the fields of wiring accessories, electronic

devices and building management systems. The range of wiring accessories that Busch-Jaeger Elektro

GmbH produces nowadays numbers around 5,500. More than 1,000 people

are employed in our factories in Lüdenscheid and Aue and we export to

over 60 countries worldwide. We have had a successful and trusting working

relationship with our foreign partners for decades. Working together on

areas such as manufacturing under licence and production have contributed to the strengthening of our

associated and affiliated companies in Spain, the Czech Republic, Finland, as

well as in Asia.



2004  
Lüdenscheid am Freisenberg  
factory,  
since 1977/78



Aue factory



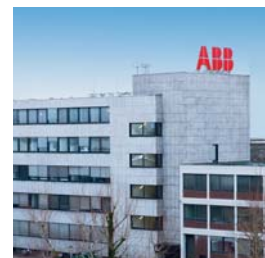
1960  
Hamm factory



1990  
Ramsloh logistics centre



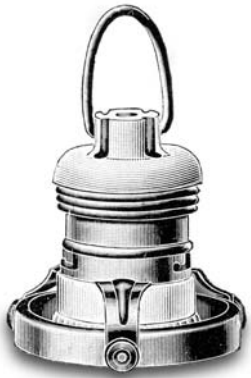
2002  
The new-customer training  
centre is equipped with the  
most up-to-date media and  
conference technology



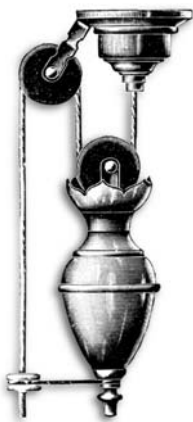
2004  
Headquarters of ABB in  
Mannheim-Käfertal

# Behind it all was a pioneering spirit.

"I never did anything worth doing entirely by accident. None of my inventions came about totally by accident. They came about by hard work." (Thomas Alva Edison)



1887  
The Jaeger & Fischer  
company manufactured  
SWAN lampholders for  
Edison lamps



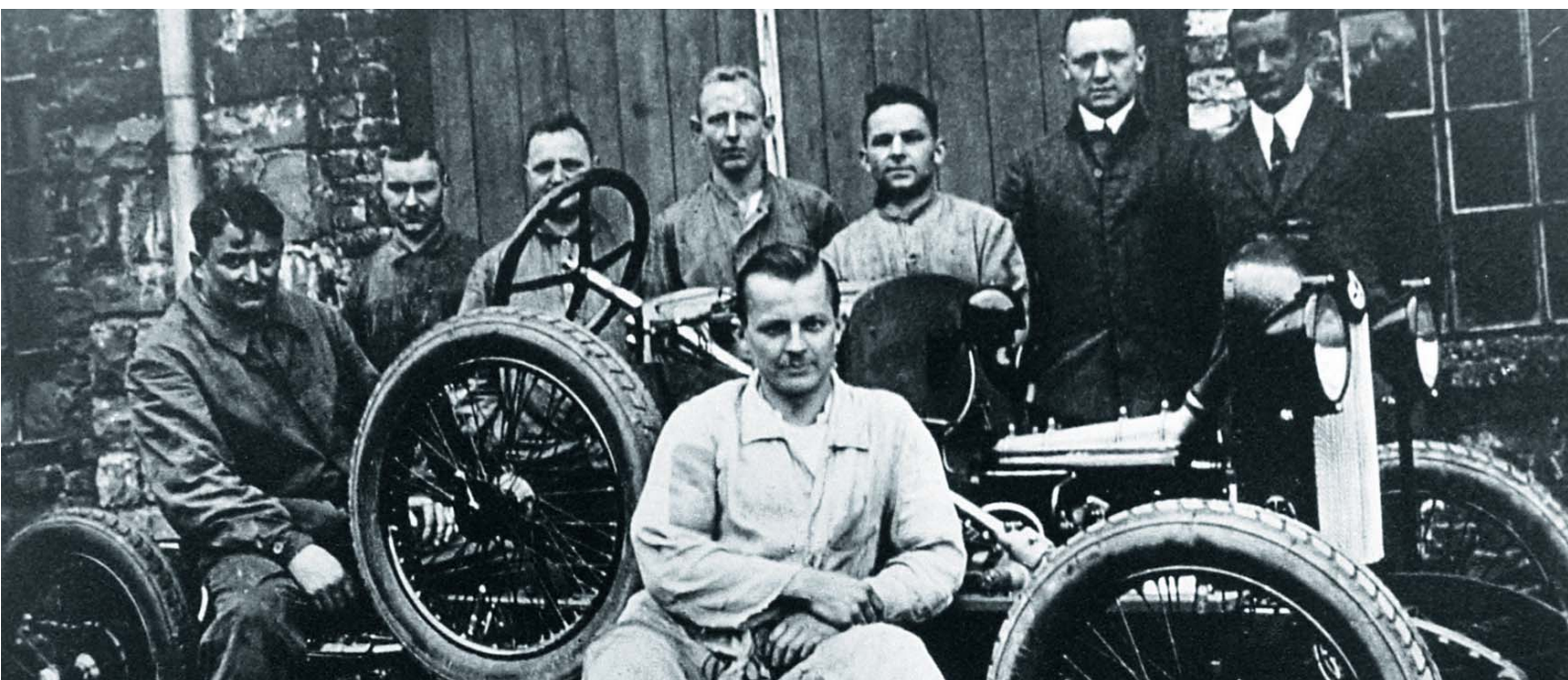
1913  
Cable lift



Around 1913  
An earthed, iron  
surface mounted lamp



1924  
Busch automobile manufacturing  
The "Busch car"



Thanks to his pioneering invention, Friedrich Wilhelm Busch already had people talking about him, all over the world, before the start of the 20th century. The eccentric switch that he invented could be easily operated by turning. This pioneering spirit is still a part of our

company today. This is how modern wiring accessories are created. Always one step ahead of our times. Every day in the last 125 years we have helped make everyday life a little more easy, comfortable and safe.

# The success of new trends.



1899  
The Busch eccentric switch has made the F. W. Busch company known all over the world



1915  
"Incandescent Lamp Switch"



1934  
Toggle Switch



1951  
PERILEX Plug and Socket Outlet

**Innovative for 125 years.** The Busch eccentric switch, which first appeared in 1899, took the market by storm and over a million were sold worldwide.

A pioneering spirit also accelerated the progress of Gustav Busch and his employees. In the 20s they created a prototype dishwasher which also functioned as a washing machine. Following on from this came the "Busch car" (Pg. 9), of which there were three models made.

Already before the turn of the 20th century the predecessors of\* Busch-Jaeger Elektro GmbH offered a complete range of electrical installation materials for the household. After World War II necessity turned to virtue: the first goods to be manufactured were hot plates, the so-called compensation goods. The "German economic miracle" also rang in at Busch-Jaeger a new era of electric installation technology. Products like the PERILEX and TERKO plug and Socket Outlets successfully established themselves on the market.

New trends followed: The rocker switch replaced the toggle switch and the rotary switch. In 1973, at the Hanover trade fair, the company presented electronic switches, which reacted to ultrasound, approach and touch. The plastic spikes were made into the 80s. Up until the end of the 90s, in addition to the manufacture of switches, the factory in Hamm also manufactured switch elements for the automotive industry. Today our complete range of products extends to such high-end products as the ABB i-bus® EIB and ABB Powernet EIB.

\*The companies Jul. Fischer & Basse, the Jaeger brothers & F.W. Busch AG.

2003  
Market launch of ocean



1972  
Plastic spikes  
Busch-Duro "RS"



1995  
Busch-Jaeger short-stroke  
technology for the automo-  
tive industry



2001  
*alpha exclusive*®  
wiring devices



2003  
ocean  
surface mounted wiring  
devices, water protected

# The times are changing.

"**W**hat is regarded as luxury today will be seen as the norm tomorrow."

(Bernd Pischetsrieder, VW Chairman of the Board)



1906  
Surface mounted Rosette  
switch



1910  
Surface mounted toggle  
switch



1920  
Flush-mounted-rotary switch  
with glass cover



1957  
Housing amenities  
in the 50s



And then there was light. In 1880 the first incandescent lamp lit up the world. The age of switch technology had begun. New technology and devices made their way into all households.

The founding companies of Busch-Jaeger Elektro GmbH were, right from the start, decisively involved with products, that made life just that little bit easier and more comfortable.

# The demand is still there.



1933  
Pull Switch



1953  
Flush-mounted 2gang  
1way Rocker Switch  
Busch-Duro 2000® SI



1965  
Flush-mounted Dimmer 400 W,  
one of the first dimmers on the  
German market



1975  
Busch-Duro 2000® LX wiring  
devices, successfully part of  
the market for 28 years

## Recognising the signs of the times

**in time!** For the founding father of Busch-Jaeger, no distance was too great when on the lookout for new ideas. In 1881 Hans-Curt Jaeger returned from Paris with many new ideas and began to manufacture SWAN lampholders (Pg. 8). Shortly after this "Jaeger & Fischer" brought lamp bases and holders for Edison lamps onto the market. The Busch eccentric switch was the first switch that could be turned to the right or left.

The network was changed to 220 V in the 30s. The first rocker switch also came on the market at this time. In 1957 Busch-Jaeger was one of the first manufacturers of the toggle switches, which were convenient to use. A few years later switches with larger rockers ensured that "the hands could be kept free", as they could also be switched on/off with your elbows. Busch-Jaeger was also one of the first manufacturers to bring out this kind of switches.

In 1965, at the Hanover trade fair, the company introduced the first dimmer in Germany. The electronic Switch sector was further expanded. In the 70s the Busch Tiptronik Switch and the Tipdimmer came out on the market. Both react to the lightest of touches for turning on/off the light.

The pioneering spirit of Busch-Jaeger can also be seen in the Busch-Timac X-10® building management system, which among other things turns on/off and controls household lamps and electric devices via the existing network. We have further developed this technology with the ABB Power-net EIB . Our modern wiring accessories and systems offer a wide range of possibilities for decorating apartments and buildings both conveniently and to meet the individual's needs. For example by installing blind control or a movement detector.



2004  
Household amenities grow  
according to demand



1983  
Busch-Duro 2000® SI  
which has been, up until  
now, the most sold range  
of switches



1993  
Blind control  
Busch Blind Control  
*alpha exclusive*® wiring  
devices



1995  
Parallel stroke switch *impuls*  
wiring devices with light aura



1998  
EIB Control Cover  
Busch-triton®

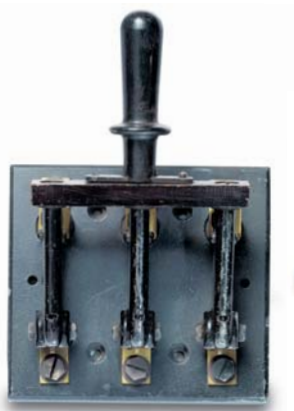


2003  
Flush-mounted movement  
detector  
Busch-Watchdog 180 FM,  
*solo*® wiring devices

# Life is precious.

"**T**here is no freedom without safety."

(Wilhelm von Humboldt)



1910  
On/off lever switch, 3 pole



1910  
Watertight switch



1936  
Tumbler switch

A testing floor for electric devices  
at the start of the 20th century



At the end of the 19th century light switches were available to everyone. However their usage was far from safe. The Association of German Electrical Engineers, VDE, drew up

the first safety guidelines for handling the new technology. More than a century later the products are not only safe and reliable, but they also protect people and their surroundings.

# Safety creates free space.



1962  
SCHUKO® Socket Outlet,  
shuttered



1978  
Busch-Infoton 2000®,  
one of the first flush-mounted  
intercom systems in Germany



1986  
Busch-Infoton 2000®  
Baby monitor



1987  
Busch-Watchdog  
Movement detector

**Hans-Curt Jaeger was behind one of the first decisive drives for more safety.** In 1906, in the Association of German Electrical Engineers, VDE, he contributed considerably to the drawing up of safety guidelines for handling electrical systems. A short time later the safety guidelines were published. The company of the Jaeger brothers had the first testing floor for electrical devices. The official Association of German Electrical Engineers testing laboratory came into being in the 20s.

As electrical installation technology continued to develop Busch-Jaeger set up further rules for safety technology: The shuttered SCHUKO® Socket Outlet, which was patented in 1962, keeps children in everyday life safe from the dangers of electricity. In the 80s the Busch-Infoton 2000® baby monitor came onto the market and was honoured by the Stiftung Warentest (German organisation of consumer protection). After this came the Busch-

Watchdog (movement detector), Busch Blind Control, Busch Smoke Alarm, Busch-Infoline® (minding and alert system), FI-SCHUKOMAT and the Busch-Protector®. Products which stand for safety around the house and which adapt to the individual's lifestyle. The waterproof surface-mounted range ocean (Pg.11) guarantees safe power supply even in problematic surroundings. ocean belongs to a wide range of products with supplementary safety measures, which protect people and their property.



2004

An integrated quality management system contributes to the safety of the products



1994  
Overvoltage protection Socket  
Outlet Busch-Protector®  
Reflex SI Linear wiring  
devices



2002  
Busch Smoke Alarm



2003  
FI-SCHUKOMAT with earth  
leakage breaker



2003  
Movement detector  
Busch-Watchdog  
Alarmtech 220

# Individual living.

"**A**ll the forces in the world are not so powerful as an idea, whose time is come."

(Victor Hugo)



1978  
Busch flush-mounted Dimmer



1981  
Busch-Timac X-10® time  
control station



1981  
Busch-Timac X-10® Remote  
Dimmer



1965  
The first dimmer helped  
to save energy



Life is becoming easier and more comfortable. Wiring accessories have significantly contributed to this. In the future the demand for more comfort will continue to grow and with it the technological possibilities. Now the economic handling of energy is important to prevent unnecessary costs.

# Economic implementation.



1981  
Busch-Timac X-10°  
control station



1981  
Busch-Timac X-10°  
industrial control station



1995  
Busch-Netzbuss X-10°  
control station



1996  
ABB Powernet EIB  
Controller

## Busch-Jaeger developments –

**always one step ahead.** Whoever is looking to the future, must keep in mind the developments of the present as well as taking into account the experiences of the past.

When the first dimmer came onto the market in the 60s, in America, this new technology from Busch-Jaeger created quite a stir. It brought more atmosphere into the home and at the same time it reduced the amount of energy required.

The more importance the theme of comfort gained in all homes, the more important the handling of resources became. The Busch-Watchdog clearly set the tone for this in the 80s:

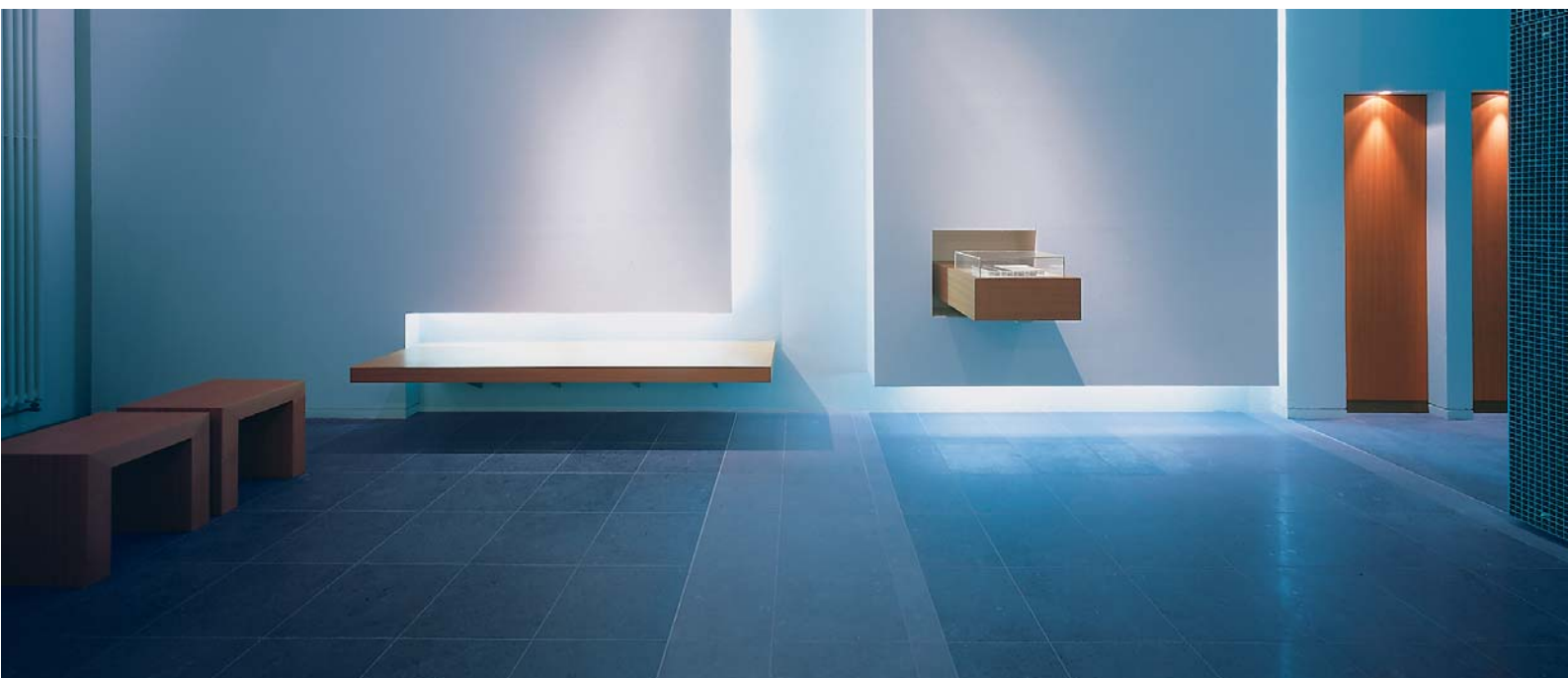
Movement sensors allowed for targeted usage of light and resulted in more comfort, safety and economy.

Just as the first networked electrical installation systems set the tone for the future. With Busch-Timac X-10° various consumers can be connected, guided and controlled by the existing network.

This technology has been unstoppable in its development. The next model from Timac after the Busch-Netzbuss X-10° was the even more developed ABB Powernet EIB system.

This system, which is based on the 230V network, was the first that blended seamlessly into the world of the European Installation bus (EIB/KNX). The lighting, temperature, water heater and blind control can all be individually adjusted and controlled. The smart house is no longer a dream of the future, but is reality.

Around 2000  
Less is more



2001  
EIB Control Cover  
Busch-triton®  
with integrated  
room thermostat



2001  
Busch-Watchdog Presence  
tech, as required control of  
lighting, heating, ventilation  
and air conditioning systems



2002  
Room thermostat  
EIB sensor solo®



2004  
Room-Control Panel,  
easy-to-control building  
management system  
ABB i-bus® EIB and  
ABB Powernet EIB

# People are the heart of everything we do.

"**M**an can forego a lot, but not his fellow man."

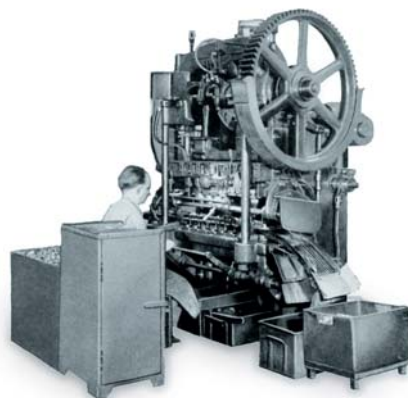
(Ludwig Börne)



Around 1940  
The Busch-Jaeger housing  
estate. Our employees still  
live here nowadays



Around 1950  
Design office



Around 1950  
Transfer press in the filament  
lamp base department

1950  
Training of apprentices  
at Busch-Jaeger



In its 125 years of existence Busch-Jaeger has grown with and closer to its employees as well as having closer contact to its customers. These relationships are the basis for our success.

Whether it be in development, product and quality management, manufacture, sales or dispatch, a person is behind every product that leaves our company.



# People determine our success.



1965  
Assembly-line production Busch-Duro 2000®  
switch base



2002  
Flexible production



2004  
Approved by the customers since 1999:  
the central sales office

**People have always been the decisive success factor here at Busch-Jaeger.** The past 125 years of Busch-Jaeger would be inconceivable without the participation of a lot of people. It is for this reason that we ask a lot of and encourage our employees. For those at the start of their careers we offer training places and trainee programmes. On top of this belonging to the global ABB Group guarantees optimal career prospects.

Cultural events, sport groups, regular further training, work meetings and team meetings, the internal suggestion system, employee forums and the employee newspaper "Busch-Funk" all contribute to an exchange of information and to a sense of unity in our company. At our different locations Busch-Jaeger is almost part of the "family". It is often the case that many successive generations of a family have worked with us. As a result, besides the nearness to work factor, the personal atmosphere in our facto-

ries in Lüdenscheid and Aue is excellent. This common basis will also in the future be a key factor in our success, which considerably depends on the hard work, commitment and creativity of our employees.

Just as personal contact is to the fore with regards to the extensive service sector for our partners in trade and handicraft. Product training, sales promotion support, trade fair contacts and the central sales office are all examples of this comprehensive sector. The Lüdenscheid customer training centre plays a particularly important role in this. Every year it is the meeting point for approximately 15,000 customers, employees and visitors from the region.

Our employees and partners are the basis upon we shall also build our future.



A supporter of Busch-Jaeger



And where one chapter ends  
another has already begun. The  
future will bring us new chal-  
lenges. With the most cutting-edge  
electrical installation technology  
we will further contribute in the  
future to making everyday life easi-  
er, more comfortable and safer.

A member  
of the ABB Group

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