

# hagenuk

germany



Innovative products since 1899

Company history

## History - Tradition - Innovation

The hagenuk Group, with its global operations today, sees itself in the tradition of the German company

"Neufeldt und Kuhnke", founded in 1899, renamed 1936

"**H**anseatische **A**pparatebau **G**esellschaft – ehemals **N**eufeldt **u**nd **K**uhnke",

a series of innovative products has produced.



## Innovative products since 1899

1899 Founding "Neufeldt und Kuhnke" electrotechnical factory for marine technology, radio receivers, diesel engines

1922 Development of the first radio receiver with built-in loudspeaker

1935 Development of the "Nordmarkradio" with dial

1936 Change of name to "Hanseatische Apparatebau-Gesellschaft - ehemals Neufeldt und Kuhnke"

1947-1980 Production of telephones for the German Federal Post



## 1981 - 2002

- 1981 Development and production of the first cordless phone in Germany with „CT1 technology“
- 1992 Development and production of mobile phones with „GSM Standard“
- 1997 Development and production of ISDN and DECT devices
- 2000 Rollout of „Ferrari GSM Mobile“
- 2000 GSM segment not profitable – Sales of the company to „Tiptel“
- 2002 Akquisition of the brand name „hagenuk“ trough SNT Telecom SA  
New products/New sales channels  
Granting of licence for the „hagenuk“ brand through the ITM Group



## 2002 - 2012

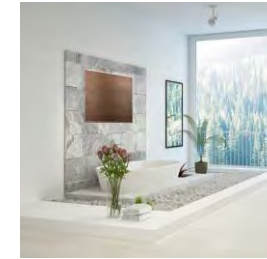
- 2004 German market leader in the „Design DECT-Segment“
- 2005 Production of mobile phones „New Generation“  
Expanding the portfolio with „Ergonomic GSM Phones“
- 2009 Expanding the portfolio with „Healthcare“ and „Security-Technology“,
- 2010 Development and production of GSM-Mobile with „Dual-SIM“  
Founding of division “BIOSATIVA” ecological industry cleaner
- 2012 Founding of division “Hagenuk Lighting Technology”





## 2012 - 2017

2016 Expansion in the segment „Infrared-Heating Technology“  
Founding of division „Fire extinguishing agent and flame resistant“



Development of a modern licensing strategy for the brand "hagenuk"

2017 Expansion in the segment „Disinfectants“



Opening showroom and sourcing offices in China and Dubai  
Licensing in the areas of Home and Kitchen appliances, Cookware, personal care, Medical devices, Tools and more



**hagenuk**  
germany

Hagenuk Deutschland GmbH

Im kleinen Bruch 7 |

T +49 721 96148648 |

D-76149 Karlsruhe

F +49 721 96148656

| Germany

| [hagenuk.de](http://hagenuk.de)