

# IN MEMORIAM OF ERICH SENNEBOGEN

## A Founder, Creator and Designer



*Erich Sennebogen with the former Federal Minister of Economics zu Guttenberg in Wackersdorf.*

**„The economy is not everything – but without it, almost everything is nothing.“ That was the credo of Erich Sennebogen, who never was tired of propagating this credo and making those in positions of responsibility really take responsibility in this way. Wherever Erich Sennebogen was, he was 100 percent present. He expressed his opinion and liked to get to the heart of things. Explicitly. Unambiguously. Rousingly. If there was another expression that Erich Sennebogen stood for, it was „There’s**



*Founding president and later honorary president of the Bavarian Business Association (vbw).*

**no such thing as can’t!“ Only in this way was the driven mechanical engineer from Straubing able to develop from a modest beginning into a modern global firm that has become an internationally recognised term of quality for cranes and excavators.**

Erich Sennebogen died on Monday 21.03.2011 at the age of 79. In him, Sennebogen Maschinenfabrik has lost the personality who embodied the history, values and success of the Group spanning

over six decades. He hated a standstill. Erich Sennebogen was always on the move. As a full-blooded entrepreneur, 24 hours in the day were simply not enough. Erich Sennebogen had the rare talent of combining visionary innovations and facts to produce sustainable results. In 2009, Karlsruhe University honoured him with their Innovation Prize. The laudatory speech stated that many of Sennebogen’s inventions have had a major influence on the field of construction machinery and remain at the forefront of technology to this very day. He never forgot his Lower Bavarian roots, but at the same time he directed his gaze far beyond the Straubing horizon. There could not have been a better ambassador for Lower Bavaria – a role to which he was officially appointed in 2003 along with 40 other personalities.

In all of Germany, Erich Sennebogen has made a name for himself as the founder and president of the Bavarian Business Association (VBW). At the age of 70, the industry pioneer passed on the Presidency and became President of Honour of the Bavarian Business Association. His words carried weight. Erich Sennebogen even made time for various honorary positions in associations and organisations – with the following disarming reasoning: „So that those with too much time on their hands cannot decide for those with too little time.“ The Lions’ Club honoured him in 2010 with the rare Gold Medal of Merit with a star on the blue band.

In Pilling, near Straubing – at the age of only 21 – he founded his own company for building agricultural utility machines. In 1953, the firm had 13 employees. In 1957, Sennebogen developed the first mechanical duty cycle crawler cranes for the construction industry. The Sennebogen machine works has been in Straubing since 1959. Today, it has developed into a company that is active worldwide with offices in Straubing, Wackersdorf, Hungary, the USA, Dubai, Singapore and St. Petersburg, records a turnover of around €300m and has 1,000 employees.



*„You can’t become an entrepreneur, you have to be one“ - Erich Sennebogen passed away aged 79. He embodied the history, values and success of the SENNEBOGEN group for over six decades.*

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## A Founder, Creator and Designer



1961: Development and production of complete technical solutions for the agricultural and construction industry with high level of own production.



Milestone in the company history: The first fully hydraulic duty cycle crawler crane in the world launched in 1969.



The innovation of 1984: The first hydraulically adjusting articulated boom (GAUH) in the world, offering increased grab depth, range on road driving position at the touch of a button.

SENNEBOGEN stands for the development, design and production of duty cycle cranes, crawler cranes, carrier equipment, telescopic cranes, material handling machines, special purpose machines in the up to 300 t category and the production of steel components. „The future belongs to designers, not managers“ was Sennebogen's motivation for rolling up his sleeves. The latest coup of the company founder and his sons Erich and Walter was the opening of a new factory in the Straubing Hafen industrial area, a €30 million investment that was officially inaugurated in 2008. It is impossible to provide more convincing documentation of a belief in a location and the future of the medium-sized family company. Opening the factory, Erich Sennebogen manifested the claim of wanting to remain a technological leader.

Flexibility, he claimed – once again displaying his „no such thing as can't“ attitude – is a unique selling feature for Sennebogen, recognised by more than 80 sales and service partners in 70 countries. At the opening, the mayor presented him with a sign: the street in the industrial area on which his factory is located has been called Sennebogenstraße (Sennebogen Street) ever since. With his usual aplomb, he commented: „I assume there was a unanimous decision.“

His decision to open a state of the art factory in Wackersdorf in 1990 also displayed bravery in taking on a calculated risk, with Sennebogen achieving an important contribution to the stabilisation of the job market – and not only in this region. The city of Balatonfüred in Hungary honoured the „Lower Bavarian globaliser“ as „Businessman of the Year“ in 2005. In buying his former supplier in 1993, he once again gave a region work and hope. There had previously only been 40 employees, a figure that multiplied under him.

For his great commitment and contribution to medium-sized companies and to trade, Erich Sennebogen received such honours as the Order of Merit of the Federal Repub-

lic of Germany, First Class, Bearer of the Bavarian Order of Merit and Gold Citizen's Medal of his home town Straubing. On the occasion of his 70th birthday, Sennebogen stated that Germany needed founders, creators and designers to win the future in a globalised world. He was a founder, creator and designer like no other. The continuation of his life's work is the commitment of the Sennebogen Group.



Two impressive personalities - Erich Sennebogen with Franz Josef Strauß.



Erich Sennebogen talking with the former Minister President of Bavaria Edmund Stoiber.



Erich Sennebogen with the former German Federal President Roman Herzog.