

Kobra Formen GmbH, 08485 Lengenfeld, Germany

## Rudolf Braungardt retires

Rudolf Braungardt, founder and shareholder of Kobra Formen GmbH is taking his well-earned retirement. In just 18 years he and his employees have developed the company into one of the largest, technologically leading manufacturers of special moulds for the concrete block industry. Under Braungardt's leadership the name Kobra became synonymous worldwide with high quality, practice-orientated mould construction.

Rudolf Braungardt saw German reunification as his chance to realise his own ideas and plans. In his mid-40s he left his safe position as a salaried works manager and ventured into self-employment together with his partner of the time. His goal: the manufacture of high quality moulds for the concrete block industry. Braungardt acquired an empty production hall complete with a storage area and a crane track in Lengenfeld in Saxony. He started with 40 employees and his courage and dedication were soon rewarded. Kobra were in the black right from the beginning. Many challenges were surmounted successfully and the company was continually expanded. Today, the medium-sized mould builders employ over 345 people and Kobra's products are well-known and in demand all over the world. Kobra exports more than two thirds of its products. With twelve subsidiary companies around the world, the company serves customers in 60 countries and generated a turnover for the year of 42 million euros in 2007.

Rudolf Braungardt's recipe for entrepreneurial success worked: always have your ear to the ground in the market, reinvest profits in growth and technology, rationalise production methods and processes, and continually further develop and improve products and services. In order to prepare the company succession in the long term, Braungardt had already took reliable partners on board as early as 2001. Dagmar Neubert and Holger Stichel therefore didn't just become partners, they also bought shares themselves. The management level at Kobra Formen GmbH was reorganised in 2008. Whilst Dagmar Neubert takes care of the commercial areas of the company, Holger Stichel is responsible for the technical areas of production, service, research and development. Jörg Rasbieler, who joined the company's management last year, is now responsible as the new partner at Kobra for Marketing and Sales as well as control of the operative foreign holdings. The trio want to ensure the continuity in Kobra's development in Braungardt's spirit.

Always an entrepreneurial role model for his employees and for the entire region, Rudolf Braungardt retired from active management at a celebratory evening in October 2008. However, Rudolf Braungardt is not making a complete withdrawal. He will remain in close contact with the company as advisor and shareholder.

### FURTHER INFORMATION



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Rudolf Braungardt



The management team, from left:  
 Jörg Rasbieler, Dagmar Neubert and Holger Stichel



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