Kurtz Ersa inaugurates HAMMERMUSEUM in Hasloch

Provenance of the corporation newly defined

Kreuzwertheim/Hasloch, 30.06.2014

On a beautiful and bright summer morning at the end of June, Kurtz Ersa inaugurated its HAMMERMUSEUM in Hasloch, the point of origin of the company. There, on the territory of the iron hammer, the corporation that has risen to become a global player presents its origin – while also offering a glimpse at its future in the 21 century.

On the morning of June 28 even the weather cooperated, and Kurtz Ersa could inaugurate the HAMMERMUSEUM basked in bright sunshine, dedicating it to its future purpose. The restoration of this historical center was associated with substantial costs. “This is something that is not provisioned for in the articles of association of the Kurtz Holding as its object of business. Rather, it is based on a decision for which the ‘return of investment’ has not been looked at very closely. But one should not always in life attempt to weigh everything in dollars and cents,” outlines Rainer Kurtz, Managing Partner of Kurtz Ersa, speaking in his own as well as in the name of his brothers Walter and Bernhard before 300 invited guests, amongst them numerous business partners, advisory board members, the member of the state parliament, Mr. Thorsten Schwab, the Mayor, city and district councilors, family member and employees. Thilo Brodtman, Executive Vice-President of the VDMA and from 2015 on Chief Executive Officer, came directly from China to the morning performance. For 30 years now the three brothers, representing the 6th generation, have successfully guided the family business. The inauguration of the museum in the anniversary year 2014, in which the corporation celebrates its 235 year of existence, marks, in the words of the Kurtz Ersa head, “a highlight of our common work”.

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Residence of the Family since 1800

The iron hammer and the Kurtz family - this is, for a long time already, a deep and personal connection. And it continues with the 6th generations, which, during their childhood, spent many hours playing on the grounds, catching fishes in the passing creek and playing hide and seek in the forge, the carriage house and the coal shed. Also on the grounds stood the manor house, build in 1834, in which Walter Kurtz and his family lived until just about 2 years ago. But the time had come to make visible the origin and to reposition the corporation for the future. “At the outset, we did not even know that something like a museum should come to be in existence”, said Rainer Kurtz. But a few factual constraints had to be considered during the realization of the historical center: The corporation needed additional meeting rooms, both, the archive of the company and the Anna Göbel and Otto Kurtz Foundation needed a home, the historical iron hammer works had to be, after its last general refurbishment 35 years ago, repaired again, and, last but not least, the history of Kurtz Ersa should be researched and made visible – in short: “A historical center should be established for the Kurtz Ersa Corporation, which reflects the unique history of our company”, summarized the head of Kurtz Ersa.

A complex task, which the project team, specifically established for this task, approached with great enthusiasms. Prudently though, they also secured professional help from the outside: Such as the historian Dr. Robert Meier, who compiled the comprehensive company chronicles “From the Iron Hammer Works in Hasloch to Kurtz Ersa”, or Mrs. Dr. Andrea Schneider, who, with her immense experience as Managing Director of the Society for Companies’ History, shared her valuable advice and called for clear corrective measures when needed to bring the project back on course, or Dr. Thorsten Smidt of the expo2508 agency, who implemented the exhibition concept of the Iron Hammer Museum. At the end, a museum was created that represents much more than a museum – and whose major component was and still is the fully functional iron hammer works with its tail hammer and its tilt hammer. To it also belongs,
inseparably, Armin Hock, who has kept, as lessee, the iron hammers going for the last 20 years, and who will continue with this activity in the future.

**The Iron Hammer displaying new Luster**

During the last weeks, and under the oversight of the architectural office Bannwarth, the building of the iron hammer works of 1779 was renovated and put in order. Thanks to the untiring efforts of many tradesmen, the iron hammer works shone with new luster in time for its inauguration: with a new roof, repaired hammers and a floor which could withstand the increased number of visitors. Concern was also given to the safety of the visitors, who will receive in the iron hammer works and the museum a fascinating insight into the ‘glowing hot’ Kurtz Ersa history. “From now on, Kurtz Ersa will present itself to our customers, employees, business partners and visitors with a distinctively new face. As a leader in technology we need to prove on the world markets, over and over again, that our production technology offers advantages to our customers – for this future we have made visible at this location our origin”, states Rainer Kurtz. The last iron hammer works in the Spessart, a witness from times long passed, shows the visitor how the industry in the Spessart started, how Kurtz Ersa in the course of time has grown into a globally acting corporation and with what innovative technologies its actual position will be strengthened and further expanded. The museum is also enthralling for young visitors, since they can, on numerous activity stations, experience for themselves how technology functions and just how fascinating technical professions can be. Whether old or young, large or small, in the Museum Café the visitors can fortify themselves with food and drinks and purchase high-quality Hammer-Souvenirs to remember the visit – from miniature casted parts to magnets, writing utensils and the Hammer wine right up to 12 year old Single Malt Whiskey matured in wooden barrels.

**To return something to the region**

With the establishment of the museum, Kurtz Ersa would like to show its appreciation and return something to the region, since the Spessart is an excellent location for an
industrial company, where “very down-to earth, hardworking but also clever and resourceful people are living”. On the subject of employees: The success of Kurtz Ersa is very much based on the dedication of its employees, who very often and spanning generations have worked, showing great commitment, for the company. After the bell founder Peter Glasbrenner had cast the Hammer Bell directly in front of the Iron Hammer, and the chaplains Deacon Thomas Pfeifer and Pastor Kurt Hyn had spoken their invocation and blessing, the three brothers Rainer, Walter and Bernhard Kurtz officially opened the Hammer museum to the public. Over decades, uncountable bell-clappers were manufactured with the Iron Hammer and sent far and wide for them to be used in bells. In conclusion Rainer Kurtz promised: “The bell will not fall silent, even though the Iron Hammer Works has become a museum!”

Pictures:

*Proposal caption: In a good mood: Kurtz Ersa CEO Rainer Kurtz during his speech on the occasion of the opening of the museum.*
Proposal caption: Speakers at the inauguration ceremony of the HAMMERMUSEUM (l. to r.)
Dr. Thomas Smidt, Managing Director expo 2508, Rainer Kurtz, Managing Partner of the Kurtz Ersa Corporation, and Dr. Andrea Schneider, Managing Director of the Society for Companies' History.

Proposal caption: Official opening: The three Kurtz brothers Rainer, Walter and Bernhard (l. to r.) opening the Kurtz Ersa HAMMER MUSEUM.
Proposal caption: Strong visitor turnout: Heavy traffic in the former coal shed immediately after opening the doors of the HAMMERMUSEUM.

Proposal caption: The Kurtz Ersa Hammer Choir also contributed to the success of the event.


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Proposal caption: Interior View: the Café in the HAMMERMUSEUM.

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