

The Pulse of Innovation

productronica and Brady

A review

50 years with productronica – a look back and a look ahead

Your company has been part of productronica from the very beginning – do you have any memories of your company/team's first participation in 1975?

Founded in Milwaukee, USA, in 1914, Brady established Brady GmbH in 1973—two years before the first productronica. While we always exhibit at electronica, productronica is the stronger trade fair for us due to its greater focus on electronics manufacturing. We are therefore particularly proud that we have grown together, starting with a small booth in the productronica section of one hall at electronica.

50 years with productronica – a look back and a look ahead

What has motivated you/your company to be part of productronica time and again over the years?

We invest heavily in research and development. We want to showcase our latest auto-ID and track & trace innovations and technologies at productronica and demonstrate them in person to customers and partners.

50 years with productronica – a look back and a look ahead

Which moment from the past decades has been particularly memorable for your company/team?

We particularly remember the rapid development of industrial marking and automation—from simple labels to barcodes and 2D codes, which became the standard alongside scanners, to RFID and contactless ID solutions, which are now becoming increasingly widespread. We have also established new customer relationships every year that we still maintain today.

50 years with productronica – a look back and a look ahead

How has your company developed over the decades with the trade show?

Brady has been on the market for over 115 years. However, Brady GmbH started in Germany in 1973 with an office spanning 258 m². This was almost at the same time as productronica. After relocating a few times, we built our new headquarters near Frankfurt am Main in 2009. Our modern offices, warehouses, and production facilities now occupy over 6,000 m². We have also expanded the DACH location into a multi-million dollar company.

50 years with productronica – a review and an outlook

How do you see the future – what are your hopes for the next 10 years of productronica?

We are particularly pleased to have been involved from the very beginning, and we look back on 50 years of collaboration with great satisfaction. Recent crises, such as the 2008 economic crisis and the 2020 coronavirus pandemic, have clearly demonstrated the importance of personal interaction, which cannot easily be replaced by digital tools. We hope productronica continues to be the most important international meeting place for innovation, exchange, and new business opportunities in the years to come.

50 years with productronica – A look back and a look ahead

Looking back over the last 50 years, is there a product, technology, or historical milestone that we should highlight in particular?

A decisive milestone for us was our transition to Industry 4.0 and our adoption of RFID technologies. These developments not only highlight our innovative strength, but also have had a lasting impact on the entire industry.

50 years with productronica – A look back and a look ahead



2005



2011



2017



2021