

# OUR JOURNEY SO FAR ...

... inspires us to continue innovating!  
A chronological picture of our successful company history with the most important milestones since the foundation in 1947.

1940

1950

1960

1970

1980

1990

2000

2010

2020

2030



**1955** Introduction of the AFRO B3 strapping tool, with seals.



**1973** Introduction of the A3H pneumatic sealless strapping tool.



**1978** Launch of the hydraulic steel strapping head M100 for automated strapping systems.



**1962** Introduction of the AFRO A2P first pneumatic tool



**1970** Launch of the tools A3-J1 and A3-J2; first patented, sealless combination steel strapping tools.



**1980** Introduction of the A333 sealless combination steel strapping tool.



**1996** The A337 steel strapping tool, equipped with the revolutionary MicroLock™ sealless security seal, was introduced.



**1998** The first battery powered strapping tool for plastic strapping, the P320, was launched.



**1999** Introduction of the FS-series Pallet Stretch Wrapping Machines, which featured an ultra-low turntable, a revolutionary 400%, 2-motor Power Pre-stretch film carriage.



**2000** The MH200 was introduced; an electro/pneumatic, sealless strapping head, for 19–32 mm (3/4–1 1/4) steel strap.



**1998** Launch of the innovative air-cushion padding system Airpad AP420, with separate air-chambers.



**2016** The new AP100 & 150 series Airpad™ machines and films were introduced.



**1987** The legendary Green P300 was introduced; an electrical combination strapping tool, for plastic strap.



**2009** The P330 was introduced; the first sealless battery powered strapping tool tensoning, up to 7,000N.



**2020** The FROMM Lifecare Care service concept was launched.



**2021** Introduction of innovative thinner, Bio-degradable and Paper Airpad™ films.



**2018** Introduction of the S-series digitized battery powered plastic strapping tools.

## 1 FOUNDING YEARS

Introduction of trendsetting strapping tools and increasing production capacity.

**1947** A. FROMM GmbH in Zurich founded by A.M. Fromm, using the brand name "AFRO".

**1960** A.M. Fromm's two sons, Peter and Reinhard Fromm, joined the company.

**1967** AFRO strapping tools sold and distributed to countries in Europe, Asia, North and South America.

**1970** FROMM Italiana, production and distribution of strapping tools is founded in Caprino Va, Italy.

**1974** A. FROMM GmbH changed into FROMM AG.

## 2 THE MARKET PROXIMITY YEARS

Brand name FROMM - Growing export sales and expanding the FROMM distribution network - Close to the market.

**1976** FROMM System GmbH, the Group's R&D Centre of expertise, is founded in Achern, Germany

**1980 – 1997** Sales and service centres FROMM Netherlands, Italstrap, France, Embalajes (Spain), Belgium, Sweden, Pakkaus (Finland) and Embalagem (Portugal) added to the network.

**1996** FROMM Holding AG founded. Reinhard Fromm became the sole shareholder of the FROMM Group. A new logo is introduced.

## 3 INTERNATIONAL BLOOMING

Further growth of the FROMM distribution network. Introduction of appealing innovative strapping, wrapping and Airpad™ products. Start of STARstrap® and Airpad™ film production in Germany, Chile and Thailand.

**1998** Launch of the innovative air-cushion padding system Airpad™, with separate air-chambers.

**2000 – 2008** The FROMM global distribution network further expand with FROMM Packaging Systems Inc (USA), South Africa, United Kingdom (UK), Brasilpack (Brazil), Poland, Hungary, Norway, Serbia, India and Obal Systems in Slovakia and the Czech Republic.

## 4 GLOBAL PRESENCE

Production facilities on 4 continents. Continued worldwide growth of the distribution network and production capacity.

**2010** Foundation of FROMM Asia Systems, Mexico, Canada, Peru and Australia.

**2010 – 2018** Expansion of distribution and production capacity through strategic acquisitions; Brüninghaus – Germany, Octomeca Oy – Finland, PAC Strapping Products and US Strapping USA, FROMM Airpad Inc. USA.

**2013** Matthias Schwarzenbach appointed as CEO of the FROMM Group

**2022** The FROMM Group; 75 years providing exceptional packaging solutions to its customers.

