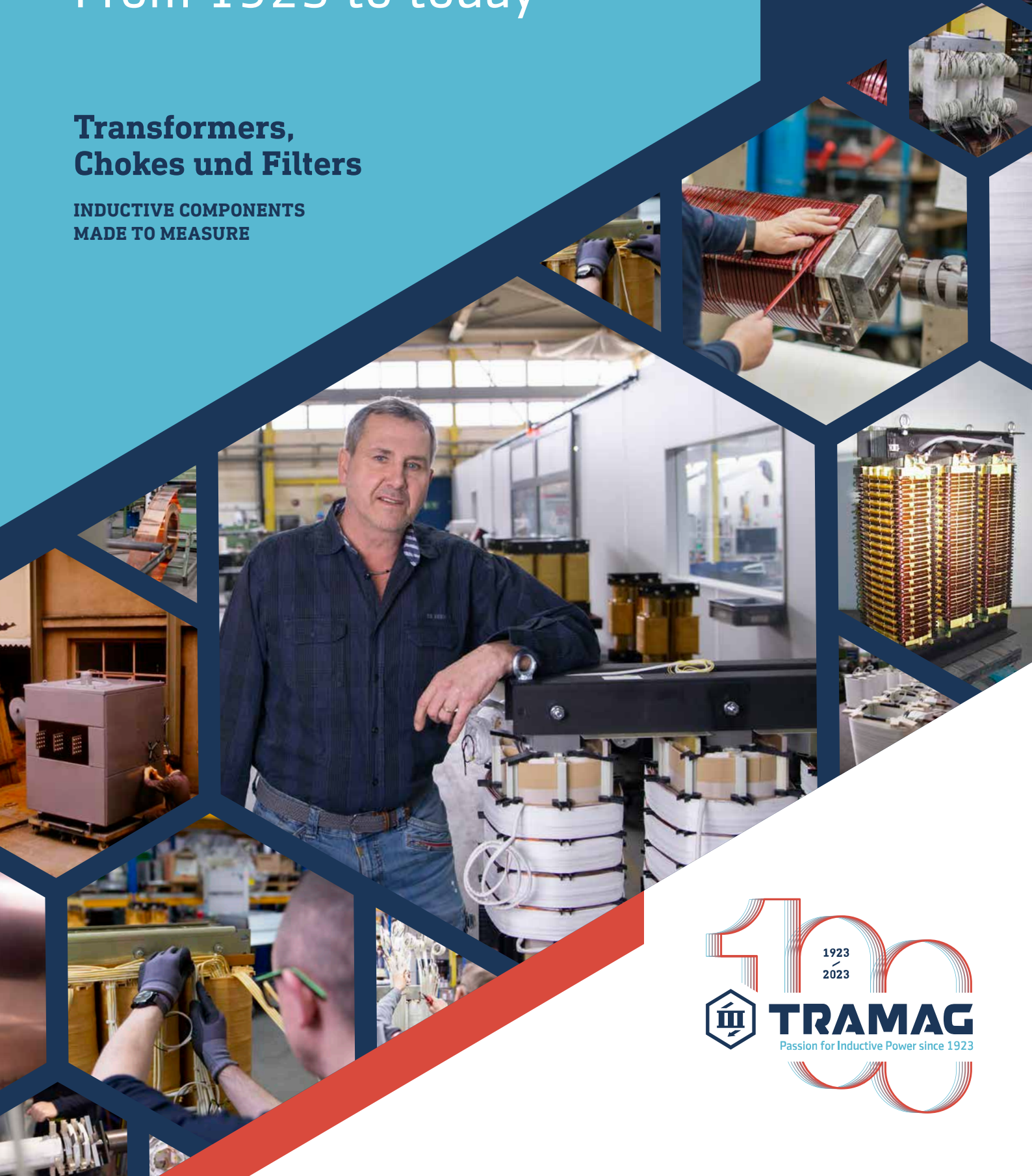


100 electrifying TRAMAG-Years From 1923 to today

Transformers, Chokes und Filters

INDUCTIVE COMPONENTS
MADE TO MEASURE





✓ GREETING

The Transformer Specialists from Frankonia

QUALITY AND INNOVATION SINCE 1923

Welcome to TRAMAG Transformatorenfabrik GmbH & Co. KG!

We look forward to celebrating our 100th anniversary in 2023.

TRAMAG has been developing and manufacturing transformers and chokes for a wide range of applications since 1923. Initially focused on the toy industry, over the course of time we have primarily opened up new areas for electro-technical applications in drives technology, mechanical engineering, renewable energies and medical technology with the steadily growing range of our products and services.

Today, TRAMAG is an innovative, Franconian family-owned company and an internationally renowned specialist for customized inductive components such as transformers, chokes and filters. Customers from all over the world trust in our decades of competence and experience in transformer engineering and construction.

The focus is on innovative and efficient product solutions that create added value for our customers' applications.



For example, the use of our products in systems for regenerative energy generation (wind power, photovoltaics, hydrogen) ensures stable power quality, or in applications for medical apparatus such as MRI equipment, a reliable power supply.

As a traditional and innovative family business, TRAMAG lives fairness, integrity and reliability – towards employees, business partners, society and the environment.

We would like to thank all our business partners for their trust, because it is not least thanks to their many years of loyalty that we are writing 100 years of company history. For once, we are looking back instead of forward and would like to take you on an exciting journey through time.

We look forward to further electrifying years with you!

Stefan Ammon
Owner and CEO of
TRAMAG Transformatorenfabrik GmbH & Co. KG

100 years of TRAMAG – formative and important milestones in eventful times

1923

The “Transformatoren- und Apparatefabrik Nürnberg” was founded in Nuremberg-Reichelsdorf on July 7 by Hans Karl Magnus, an engineer who had moved there from Berlin.

1925

Relocation of the meanwhile renamed “Transformatoren Fabrik MAGNUS” – TRAMAG to new premises at Galgenhofstraße 5 with administration area and workshop.

1930s

Increasing awareness of TRAMAG and first successes outside the toy industry.

1938

Forced sale of the company in the course of Aryanization to Max Schneider for only 5,000 Reichsmark. Resale to the engineer Paul Metz due to unfair advantage.

1943

Destruction of the factory premises in Galgenhofstraße by air raids during war.

1947

Transfer of ownership of the company back to Hans Magnus. Resumption of business operations at Wiesentalstraße 13 in Nuremberg with son Dr. Ing. Gert Magnus and Karl Ammon.

1949

Death of Hans Magnus on October 17. Karl Ammon takes over the management of the company with Dr. Ing. Gert Magnus as a silent partner.

1950s

Renewed success in the toy sector and in the production of power supplies for the US military administration. TRAMAG makes a name for itself as a proven expert for transformers throughout Germany.

1959

Reinhard von Dobschütz joins TRAMAG as an apprentice in the production area. In the years that followed, he held various positions in the company, culminating in the position of Technical Manager and the appointment of an authorized signatory (Prokurist).

1960s

Orders for the production of transformers for radio cars of the German Armed Forces and start of the production of ship transformers.

1975

Joachim Ammon, son of Karl Ammon, joins the management after successfully completing his business-administration studies.

1980s

Significant increase in development activity in the company under the leadership of Reinhard von Dobschütz, especially in the expansion of the choke production area into a significant new product segment.

1983

TRAMAG moves to a modern company site in Boxdorfer Strasse in Fürth.

1990

Karl Ammon leaves the company. Takeover of all shares, including those of Gert Magnus, who died in 1988, by Joachim Ammon, who then becomes the sole owner.

1993

“New beginnings in East Europe” at TRAMAG. Despite economic problems, Joachim Ammon invests in the new subsidiary plant “BOHEMIA-Trafo” in the Czech Republic.

1996

Economic upswing with about 80 employees in Fürth. In addition to assembly, production includes in-house sheet metal working, stamping and spray painting. Quality management is certified according to DIN EN ISO 9001 for the first time

2003

Rescue of the “Fürther Solarberg” project of the municipal energy supplier by TRAMAG and development of the new market of the photovoltaic industry.

2008

Takeover of the management by the fourth generation with Stefan Ammon. Opening up of the medical technology market with SIEMENS Healthineers as the central customer. Enlargement/new construction of Hall 2.

2010s

Economic recovery with the successful reorientation and development of new markets and areas of application, for example cranes for container ports. Particularly noteworthy at present is the expansion of the product range to include, among other things, sine filters for inverter-controlled drive systems for the customer Danfoss.

2012

Completion of the company expansion with a third hall, acquisition of new machines and the downturn in the solar industry.

from 2021

Future-oriented realignment of TRAMAG with the aim of improving processes and ensuring sustainable profitability and competitiveness. Sales focus on gaining new customers in growth sectors such as electromobility, industrial drives & automation and renewable energy generation.



Photovoltaic system on the roof of the TRAMAG building

The TRAMAG company history with 100 voltageful years

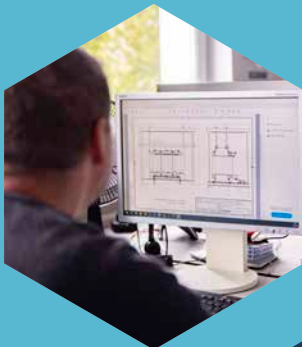
What has happened in 100 years? Join us on a retrospective journey through the formative events of our corporate history.

FROM BERLIN TO NUREMBERG

The story of TRAMAG begins at the end of the 19th century in Berlin. Hans Magnus was born there on July 13, 1881, into a family of Jewish faith. He grows up in middle-class circumstances but decides against a career in the banking house Gottschalk & Magnus, of which his father Julius Magnus is a partner, and instead qualifies as an engineer.

The First World War interrupted Hans Magnus' technical career in 1914. After the end of the war, there was nothing to keep him in the capital, and he moved with his family to Nuremberg in 1920. There he founded the "Nuremberg Transformer and Apparatus Factory" in Reichelsdorf on July 7, 1923. In his small workshop, he manufactured transformers of various kinds, but mainly small devices for model railroads. Even in these early years, the Berlin engineer made a name for himself as a clever problem solver.

When the space in the workshop became too small, the company moved to Galgenhof 5, south of Nuremberg's main train station, in 1925. In its new location, the company is able to expand further and hire its first employees. Even the take over of power by the National Socialists in 1933 initially has no influence on TRAMAG's success.



1925: Workshop in Galgenhof 5, Nuremberg



Forced sale and years of war



Company building in Wiesentalstraße, Nuremberg

In 1938, however, the situation for Hans Magnus became more worse and worse. Threatened with compulsory expropriation, he tries to sell his company in time. When he goes on a business trip to do so, Hanns König's trap snaps shut. The adjutant of the Nuremberg Gauleiter had installed an administrator in absentia who was allowed to sell the company while Hans Magnus was traveling.

The transformer factory is finally bought by another straw man from Hanns König at a ridiculous price. When Hans Magnus returns to Nuremberg, he is no longer allowed to enter his company. He escapes further persecution by the National Socialists only through the good contacts of his aristocratic wife in the highest military circles.

After the end of the war in 1945, Hans Magnus gets his company back. However, the former TRAMAG buildings on the Galgenhof were completely destroyed, and so he ventured a new start in Wiesentalstraße near Nuremberg's Westbad.



1938

FOUNDATION STONE FOR ANOTHER GREAT CAREER

While Hans Magnus no longer has any influence on the business of his company after the forced sale, this in turn forms the foundation stone for the great career of another young engineer. Paul Metz, who has no knowledge of the expropriation, is offered the purchase of TRAMAG in 1938. He accepts and founds "Transformatoren- und Apparatebau Paul Metz" in the factory premises of Hans Magnus, which later becomes the successful Metz-Werke für Consumer Electronics. The advertising slogan "Metz mecherd iech aa!" becomes cult in the post-war period.

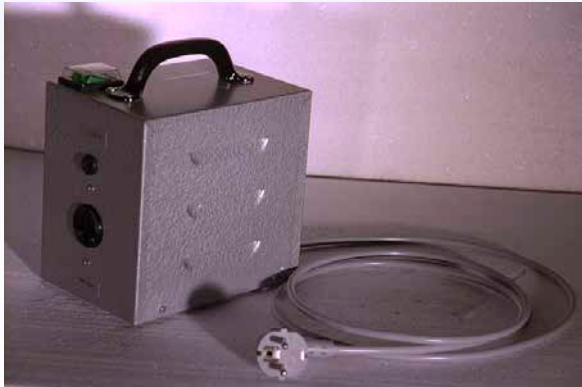


1930s: Advertisement in a newspaper

Economic miracle years under new management and the Allied U.S. Army



Company logo around 1950



US-Army-Transformer for power conversion from 220V to 110V

Unfortunately, Hans Magnus does not live to see the great economic miracle; he dies on October 17, 1949. Karl Ammon takes over the management of the company, while his son Gert Magnus acts as a silent partner. In accordance with the new circumstances, the company is renamed "Transformatoren Ammon & Magnus OHG". Thus, the abbreviation TRAMAG is retained.

The return of customers from the model railroad sector and a large order from the American military administration brought Karl Ammon an upswing from 1949 onwards. The arrival of the American soldiers and their families initially caused a problem, because the American power grid operates at a voltage of 110 volts, while in Europe a voltage of 220 volts is used. Accordingly, all American appliances now required appropriate transformers in order to be used in Germany.

These widely known mobile transformers in their robust gray sheet metal housing were manufactured at TRAMAG for decades.

In the following years, TRAMAG swims along on the wave of the German economic miracle and is able to increase sales almost tenfold from 1949 to 1954 to 1.5 million deutschmarks.

Already at that time, TRAMAG is regarded as a specialist for special types and custom-made products, but with the new range of the single-phase neon tube bake-out transformer B 54, Karl Ammon now also focuses on series production in 1955. Between 1954 and 1968, the company boss repeatedly tries to find new business fields and trends in order to expand the transformer variety with new customers in emerging industrial sectors.



End of 1960s: Special transformer for furnace construction



Carnival celebration in times of economical recovery

THAT MAKES FUN CELEBRATORY MOOD IN THE POST-WAR PERIOD

The Second World War has also left its mark on Karl Ammon and the TRAMAG workforce. That is why it is important to the new "patriarch" that the employees are doing well. Whether Christmas or carnival, there is always something to celebrate – with raffles or even theater performances.

The third generation in the age of automation and drives technology



1983: Trade fair participation

stay of TRAMAG's business with the help of the "choke pope" Reinhard von Dobschütz.

Thanks to his commitment to the German shipyards, Joachim Ammon is also able to significantly expand the area of ship transformers. By the end of the 1970s, TRAMAG was manufacturing transformers for around 70 % of all German shipbuilders.

Since 1983, TRAMAG has also been presenting its new range of products and services at trade fairs, such as the SPS, the leading trade fair for the drives technology in Nuremberg. Major customers at this time include SIEMENS, Bosch, Baumüller, Riedhammer and various German shipyards.



The 1970s represent changes at TRAMAG. In 1974, a new technical era begins with the introduction of electrical and electronic control systems. This modernization is mainly driven by Joachim Ammon, who joins the family business after completing his studies in business administration.

He also opens up new fields of business such as the increased focus on choke production, which he develops into a new main-



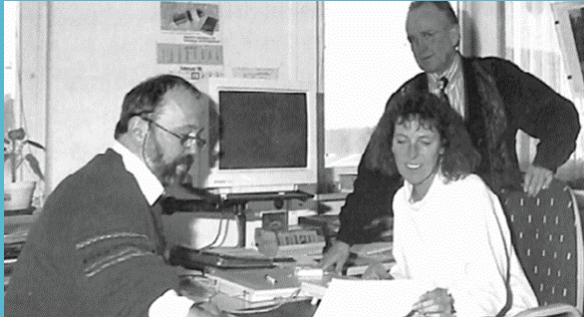
RELOCATION FROM NUREMBERG TO FÜRTH

With growing production, the outdated, small company factory site in Nuremberg stands in the way of further expansion. Joachim Ammon finds what he is looking for on the outskirts of Nuremberg. In 1983, TRAMAG moves from Nuremberg to Fürth into a spacious company site. After hall 2 was inaugurated in 2008, the next expansion took place in 2012, and with the third hall, the building extension in Boxdorfer Straße was completed

1983:
Relocation to Fürth for more production space



Great efforts and light horizons



Joachim Ammon, Reinhard von Dobschütz, Ursula Schönherr

Senior partner Karl Ammon left the company on April 30, 1990. Two years earlier, the silent partner Gert Magnus had already died. Therefore, Joachim Ammon decides to take over all shares of TRAMAG. To do so, he has to redeem the shares of the heirs of Gert Magnus as well as those of his half-brother Rudolf.

Thus, from 1990, he is the sole owner of TRAMAG, but also has to shoulder the enormous financial burden.

At the same time, in the course of the fall of the Berlin Wall and the opening of the East European markets for the West German transformer industry, a difficult period begins.

Low cost suppliers from Eastern Europe and the general economic crisis plunge many companies into insolvency during the following years. With drastic cost-cutting measures, Joachim Ammon is able to save TRAMAG from the fate of many competitors.

At the same time, he even ventures an investment in Eastern Europe and founds a second production site for TRAMAG with BOHEMIA-Trafo.

The new plant in the Czech Republic runs very successfully in the following years and thus creates the basis of further growth for TRAMAG.



2003

BRIGHT PROSPECTS FOR THE NEW MILLENNIUM

Before Christmas 2003, TRAMAG had to rescue the "Fürther Solarberg" project for the municipal energy supplier Infra Fürth at short notice. The transformers of another manufacturer had burned out, and a reliable replacement was urgently needed. If the solar park did not produce its first electricity by the end of the year, the financing was in danger of collapsing. Previously without experience in photovoltaic technology, but flexible and highly motivated, the team is developing the necessary transformers at turbo speed. The solar mountain is connected to the grid on time, TRAMAG has opened up a new, lucrative market overnight and impressively confirmed its reputation as a competent and reliable partner.



The 21st century with the fourth generation ... and again a Berliner



Production insight

In the new millennium, the fourth generation of owners, Stefan Ammon, has joined the family business. Together, father and son Ammon tackle the challenges of solar energy and open up to the medical technology market in 2008. Here, with SIEMENS, a large, globally active customer is found. In 2011 TRAMAG reaches the peak of the solar boom with an annual turnover of 6-7 million euros. Of course, photovoltaic systems are also installed on the large-scale TRAMAG company roof. Unfortunately, the government subsidy ends in the same year and with it the solar boom in Germany.

The product portfolio has been wide-ranging and diversified since before the new millennium. With further new developments, Stefan Ammon, who has been managing director since 2008, wants to give the family business a technological edge

over the competition. The goal is to offer transformers that work reliably and safely under any conditions worldwide for a long time and with low energy consumption.

The aim is to offer transformers and chokes that operate reliably and safely under any conditions worldwide with low energy consumption – with the demand for the highest quality and added value for customers.

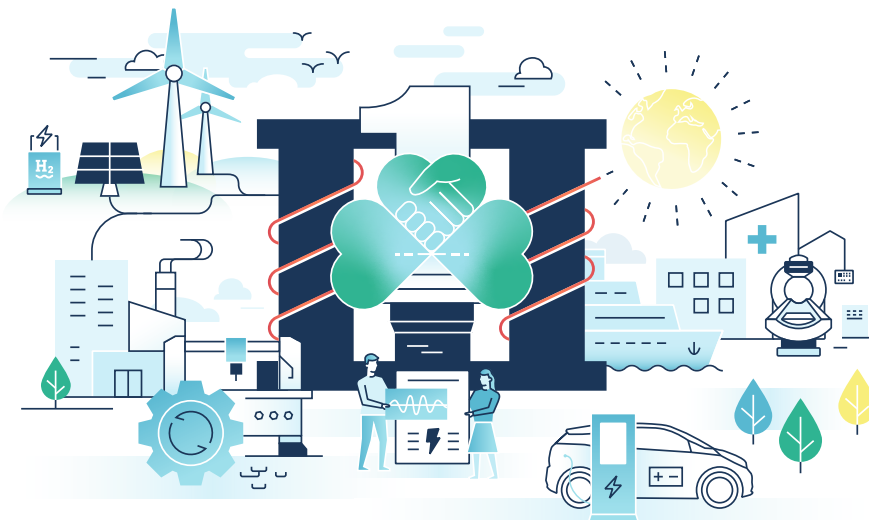
Since 2021, Jan Reinecke, a true Berliner, has been on board again after almost 100 years. Under the management of Stefan Ammon and Jan Reinecke, TRAMAG now employs a total of around 120 people at its Fürth-Boxdorf site and at its Czech subsidiary, BOHEMIA-Trafo s. r. o. in Nové Město nad Metují.



Family Ammon

This is TRAMAG: Passion for Inductive Power since 1923.

- We are the world's first point of contact for the development and manufacture of individual inductives such as transformers, chokes and filters.
- Our focus is on efficient and innovative product solutions that guarantee a safe voltage supply and a stable power quality. We thus create added value for all customer applications.
- As a successful family business, we stand for the sustainable use of resources. Fair and reliable cooperation characterizes our work and our actions. That is what we strive for.



We'd like to thank our partners



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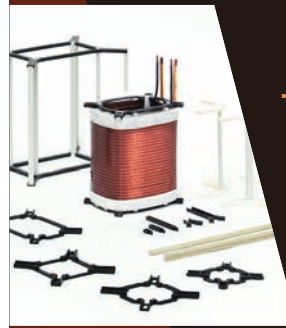
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Dear TRAMAG team,

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100 years of entrepreneurship,
100 years of passion.

Congratulations and we look forward to the
next 100 years of successful cooperation.

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