

1932 - 2022



Tradition and Innovation



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# Preface

**Dear colleagues, business partners, friends and associates,**

90 years of MEKRA Lang Group – what a very special milestone for us. It is very special because our company was founded in times that were everything but favorable for starting a new business. And it is very special because many special people like you, our colleagues, business partners, and associates, have contributed to make our company a success, a global hidden champion firmly rooted in Frankonia. For this we would like to extend our most sincere thanks.

90 years of MEKRA Lang Group history give us cause to remember where we came from and what we have lived through. To remember what we are and where we want to go.

90 years – that is a long time, a time filled with events, groundbreaking decisions, stories and sometimes myths, but above all filled with life, passion, creativity and of course difficult periods as well which challenged us and which always made us stronger.

90 years – it is also a long time of forging personal relationships with many people who were and still are by our side every step of the way. Because one thing is clear: while products represent a company's tangible output, its heart and soul are the people who work there and without whom success would not be possible, regardless of their position or role as employees, business partners,

or associates. It is the people who give a company its identity, its heart and its culture.

The history of the MEKRA Lang Group begins on May 2, 1932, in the middle of a recession with high unemployment and marked by major existential fears. It begins when two courageous people did not let themselves get discouraged by the problems of the moment, but who took their lives into their own hands to forge a future as two equal partners during a time when the term gender equality had not even been created yet: Hans and Frieda Lang. In a back-alley workshop equipped with just the bare essentials, they started manufacturing mirrors and founded one of the mirror factories that existed practically on every corner back then in Fürth.

90 years later the MEKRA Lang Group has become a global market and innovation leader, providing comprehensive vision systems for the commercial vehicle industry. A lot has happened, but the basic values which we feel should form the foundation of any business endeavor are still the same: courage, respect, trust, reliability, openness, hard work, honesty, creativity, and an urge to constantly develop something new and to look ahead to what the future might bring.

90 years of MEKRA Lang – we are in awe of and forever grateful for the achievements of our founders Hans and Frieda Lang but also of the second generation,

Heinrich and Günter Lang, who took decisive steps to set our company on the path to success and lived our basic values in exemplary fashion. On a very personal note, I would like to express my deep gratitude to my beloved father Heinrich Lang for showing me what true entrepreneurship is and for giving me the opportunity to work for this wonderful company.

90 years of MEKRA Lang – it is a milestone that calls for a celebration. But a different kind of celebration – the MEKRA kind! We invite you to experience with us who we are for a whole year. Come along on the journey with us: tradition, youth, family and global reach are just a few of the stops we will take on our journey through the Lang Group of Companies.

We extend our heart-felt thanks to you for your trust and support during the past years and look forward to many more years of fruitful collaboration and partnership.



With great affection,

Susanne Lang



As longstanding consultants and legal counsel for the Group, we are thrilled to see how the current "third generation" of leadership tackles the challenges of changing markets and evolving technologies, and particularly the generational shift in the labor market with great vision and success.



– Beisse und Rath, Attorneys at Law

# About this Publication

We try our best to make our publications as gender-neutral as possible without resorting to awkward linguistic constructions and phrases that make the text cumbersome and difficult to read. To us, gender equality is not merely a concept to be reflected in the language we use, but a mindset and a philosophy that is close to our hearts and manifests itself in the way we operate and make decisions. This has been our company's credo from the very beginning. It is our conviction, that in order to achieve equal rights, we need to live and act accordingly in our daily interactions with each other. This is something we have practiced for 90 years and in times when it was not very fashionable to do so.

For us as a company but especially for us as a family, living up to our social responsibility and being actively involved in the community in various ways has always played an important role. It is something our founder Frieda Lang exemplified during her life and deeply instilled in us. Hardly ever has it been about simply donating money; rather it is about initiatives that are close to our hearts, some of which we have supported for years and in most cases with a

lot of personal involvement. These are clubs, projects, or non-profit organizations whom we have known for a long time and where we can be sure that our support reaches those for whom it is intended. This is why it is especially important to us to have each event during our anniversary year help support a good cause. Each event description includes the cause associated with it, and maybe you would like to lend your support as well. Let us thank you in advance, and also on behalf of our fantastic partners.

When you read this brochure, please keep in mind that the planned events can only take place, if the respective political and pandemic situation allows it. Also, for some of the events we do not have exact dates and times yet. These are marked with "tbd". We will make sure that the required information is provided via postings or invitations well before the respective event takes place. And now we would like to invite you to join us on our journey through 90 years of MEKRA Lang's history and one year in MEKRA Lang world.

Your leadership team at the MEKRA Lang Group

# Company History

- |             |  |             |   |
|-------------|--|-------------|---|
| <b>1899</b> | October 14 – Frieda Lang (née Mändl) is born   |             |   |
| <b>1906</b> | November 13 – Hans Lang is born  | <b>1947</b> | Restart of mirror silvering using saved silver nitrate  |
| <b>1932</b> | May 2 – Hans and Frieda Lang get married and found the company "Spiegelfabrik Ing. Hans Lang" as equal partners      | <b>1948</b> | Production is expanded to include glass production for cosmetic and shaving mirrors. The double-mirror for ladies' purses is a top seller           |
| <b>1932</b> | Production starts in the back alley of Geierstraße 3 in Fürth-Stadeln  | <b>1949</b> | Acquisition of the ruined site at Geierstraße 3 in Fürth-Stadeln which had previously housed the initial business before the building was destroyed |
| <b>1933</b> | The first employee is hired  |             |   |
| <b>1935</b> | A used "Tempo" three-wheeler is purchased to serve as delivery vehicle   | <b>1950</b> | July 1 – Heinrich Lang temps for the company while still attending high school (earns his first official wage)                                      |
| <b>1936</b> | July 18 – Heinrich Lang is born, son of Hans and Frieda Lang. Frieda Lang continues to work full-time                | <b>1951</b> | 1948 to 1951: company revenues increase from DM 125,000 to DM 240,000. The company has 25 employees   |
| <b>1939</b> | The company has 25 employees   | <b>1951</b> | Hans Lang is unable to work due to severe illness   |
| <b>1939</b> | August 31 – Hans Lang is drafted into the military. Frieda Lang continues to manage the company during the war years | <b>1952</b> | Heinrich Lang graduates from high school. Takes up university studies in mechanical engineering   |
| <b>1940</b> | April 24 – Günter Lang is born, son of Hans and Frieda Lang  | <b>1952</b> | Hans Lang returns to his leadership role  |
| <b>1943</b> | After an explosion, Frieda Lang loses sight in her left eye, half of her right eye is destroyed. The company closes  | <b>1953</b> | Heinrich Lang joins the company due to the illness of his father, Hans Lang. Disconti-  |
| <b>1945</b> | The company offices are destroyed in an air raid during the final days of the war. Ope-                              | <b>1954</b> |   |



nues his university education because he is needed in the company. Completes glass cutter training

**1955** The company has 35 employees

**1956** Production of rear view mirrors for cars begins

**From 1956** Company produces more of its own glass processing machines and steps up car mirror automation. Fully automated edgework using roughly 120 automatic grinding machines

**1957** Günter Lang joins the company

**1959** Heinrich Lang leases hunting land in Ergersheim, the future location of Lang Plastics and MEKRA Lang, respectively

**1960** Hans Lang OHG is founded. Joining Hans and Frieda Lang, Heinrich and Günter Lang become equal partners in the company. Focus on small mirror production

**1963** March 1 – Ing. Hans Lang GmbH & Co. KG is founded. Günter and Heinrich Lang, representing the second generation of the family business, now take on the responsibilities of managing partners

**1964** The company relocates to a new, state-of-the-art manufacturing site in Fürth-Stadeln

**1964** Hans and Heinrich Lang put the first injection molding machine into operation

**1965** The company has 80 employees. The 1 millionth square meter of mirror glass is delivered

**1965** Production of passenger car mirror glasses on the company's proprietary fully automated cutting and grinding machines. 120 automatic grinding machines are being operated

**1965** Heinrich Lang is appointed IHK examiner for the "Glass" area of expertise

**1967** February 25 – Lang Verwaltungsgesellschaft mbH is founded

**1967** May 7 – Mrs. Frieda Lang (née Mändl) passes away unexpectedly, leaving behind a stable and foundational value

**1968** Construction work on Production Hall III in Fürth-Stadeln is completed. A total of 7,500 square meters of

in grinding round mirrors and bevels

**1969** January 4 – Hans Lang passes away just 2 years after his wife Frieda Lang. His impressive lifetime achievements and his spirit of innovation live on until this very day

**1971** Lang Plastics GmbH & Co. KG is founded. The company has 100 employees

**1975** The first truck mirror (Model 250 K) with a plastic housing is manufactured for MEKRA client MAN

“ When I joined the company in Fürth, Günter Lang hired me without asking for any school report cards. He told me: "Girl, if you keep it on the straight and narrow in our company, you can stay until retirement." I am still a few years from retirement, but I have already "stayed" for 40 years. ”

– Christine Seelmann, long-time employee

production space is available. Plastic injection molding facility starts operation with 3 machines

**1968** The Milde company is purchased and incorporated. A company that specialized

**1978** Construction work starts in Ergersheim. Topping-out celebration in October

**1979** January 1 – Plastics production starts in Ergersheim. Reorganization of Lang Plastics to Rangau Plastics Ergersheim



**1980** The MEtallwarenfabrik KRAuse (MEKRA) in Nuremberg is purchased. The facility in Ergersheim is expanded by 2,600 square meters. Production of rear view mirror systems for commercial vehicles is started. Exclusive focus on mirror glass processing for the automotive industry. The cosmetics division is closed

“ The first fire happened shortly after production had started when we were heating the brush pads (PE) by gas flame. We did not have fire extinguishers yet, so I got one from my car. That was a close call. ”

– Willi Felbinger, long-time employee

- 1981** Metal goods factory MEKRA (DM 3.5 million in revenues) is moved to Ergersheim and merger with Rangau Plastics to create MEKRA Rangau Plastics GmbH & Co. KG
- 1982** May 5 – 50th anniversary of Spiegelfabrik Ing. Hans Lang in Fürth. The company has 300 employees in Fürth-Stadeln and Ergersheim and about 12,500 square meters production space
- 1982** Mr. Heinrich Lang is awarded the IHK "Golden Needle of Honor"
- 1985** Mr. Heinrich Lang is awarded the IHK "Golden Ring of Honor"
- 1991** MEKRA Lang International CR Pilsen, Czech Republic, is founded
- 1991** Sabine Lang, daughter of Heinrich and Erika Lang, joins the company

- 1994** Under the direction of Sabine Lang, Lang MEKRA North America is founded in Ridgeway, USA
- 1994** Nuremberg IHK awards Heinrich Lang the "Golden Medal of Merit for 40 years of service to the IHK"
- 1994** "NEW HOLLAND Qualitas Quality Excellence" award
- 1995** Erika Lang-Büttner, wife of Heinrich Lang and independent bookseller, joins the company to head the HR, Auditing and Environmental Management divisions
- 1995** Founding member of the "Umweltpakt Bayern" (Bavarian Environmental Pact)
- 1995** Hermann Lang, son of Günter and Susanna Lang, joins the company
- 1996** Initial certification to DIN ISO 9001, DIN EN ISO 14001 EU Environmental Audit validation VO 1936/93 (DQS)
- 1996** Initial certification to DIN ISO 900, as well as DIN ISO 14001 and EU Audit VO 1836 and KBA combined in one MM System handbook
- 1997** "Ford Award of Excellence"

- 1997** "Mercedes Benz Acknowledgment of participation in the TANDEM PROJECT" award
- 1997** Heinrich Lang is awarded the "Silver County Medal" on December 10
- 1998** Lang MEKRA do Brasil Ltda. is founded in Sorocaba, Brazil
- 1999** MGM MEKRA Global Mirrors Holding GmbH is founded in Fürth-Stadeln
- 1999** Shanghai MEKRA Lang Vehicle Mirrors Co. Ltd. is founded in Shanghai, China (truck mirrors)
- 1999** Institut Francais Du Design, Equip Auto, award "Sélection Premier Parcours Design"
- 1999** Shareholder of Suntech Electronics Co. Ltd. Seoul, South Korea



- 2000 MEKRA Lang Otomotiv Yan Sanayi A. S. is founded in Turkey
- 2000 Susanne Lang, daughter of Heinrich and Erika Lang, joins the company
- 2000 An electronics division for camera development is established
- 2001 Günter Lang passes away on September 13 after a long and severe illness. The company mourns the loss of a brilliant businessman
- 2001 On April 28, Heinrich Lang is named honorary citizen of Ergersheim
- 2002 Suntech Electronics Co. Ltd. (heating foils) is founded in Kunshan, China  
First series delivery of cameras Expansion to ISO/TS 16949
- 2002 QS 9000 certification is added
- 2003 December 1 – 25th anniversary of MEKRA Lang Ergersheim



- 2003 Susanne Lang and Hermann Lang become Managing Partners, Heinrich Lang remains part of the operative leadership as Senior Managing Director
- 2003 First proprietary complete camera system developed
- 2004 "PACCAR/DAF Preferred Supplier" award
- 2004 Dr. Ing. Werner Lang, husband of Susanne Lang, joins the company. After many years at BMW, including in

“ To me, MEKRA Lang / Lang Technics is an employer who allowed me to grow with the company. ”

– Roland Herschner,  
Lang Technics Authorized Representative  
and Plant Manager

the development division, he continues in the footsteps of Hans and Heinrich Lang, carrying on their spirit of innovation

- 2004 December 9 – Lang Technics is founded
- 2004 MEKRA Lang FAWAY Vehicle Mirror Co. Ltd. is founded in Changchun, China
- 2004 October 8 – 10th anniversary of Lang MEKRA North America
- 2004 IHK award "84th Job Star in the Nuremberg Region"
- 2004 December 9 – Mr. Heinrich Lang is awarded the "Order of Merit of the Federal Republic of Germany"
- 2005 Certificate of participation in "Umweltpakt Bayern" (Bavarian Environmental Pact) issued by the Bavarian State Ministry of the Environment and Consumer Protection
- 2005 Michael Lang, son of Günter and Susanna Lang, joins the company
- 2005 Construction of the high-bay warehouse (adapted to the surrounding landscape) in Ergersheim (6000 storage locations and 1500 reserve storage locations)

- 2005 Suntech Electronics Co. Ltd. (Jiang Yin) in China
- 2006 The Montessori day care center "Frieda Lang Haus für Kinder gGmbH" is founded by Susanne Lang
- 2006 Dr. Werner Lang is appointed Managing Director with sole power of representation
- 2006 July 7 – Official opening of the new location in Ankara, Turkey
- 2007 Magna Auteca AG "Supplier Quality Award"
- 2007 May 2 – 75th anniversary of Spiegelfabrik Ing. Hans Lang in Fürth-Stadeln
- 2007 16 production plants in 9 countries, around 2,000 employees, approximately EUR 200 million in revenues





- 2008 "PACCAR/DAF Acknowledgment of Outstanding System Supplier Performance / XF 105 Project Euro 4/5" award
- 2008 "PACCAR/DAF Quality Achievement 50 PPM" award
- 2008 Expansion of Lang Technics (additional 5,000 square meters production floorspace)
- 2008 "MAN Trucknology Supplier Award"
- 2008 "DAIMLER Supplier Award, Trucks & Buses Exterior"
- 2008 "Bavarian Prize for Promoting the Advancement of Women, Best Practice Company" awarded by Bavarian State Ministry of Labor and Social Affairs
- 2008 New administrative building is constructed in Ergersheim

- 2008 Fürth production facility is moved to the new building at Alfred-Nobel-Straße 55-57, Fürth-Stadeln
- 2008 JMCG MEKRA Lang Vehicle Mirror Co.Ltd. is founded in Nangchang, China
- 2008 Affiliate Lang – MEKRA Monterrey is founded in Mexico
- 2009 Frieda Lang Haus gGmbH takes on local responsibility for managing the Children's Day Care Center in Ergersheim
- 2009 Acquisition of all shares in Shanghai MEKRA, Lang Vehicle Mirror in Shanghai, China
- 2010 Ernst & Young award "Entrepreneur of the Year"
- 2010 Frieda Lang Haus Elementary School opens
- 2010 "ADDED VALUE for Families 2010" prize for outstanding family support awarded by the Bertelsmann Foundation (Nuremberg Metro Region)
- 2011 Start of mirror glass production at Lang Technics, (NCV3 wide angle)
- 2011 "MAN Truck & Bus Supplier Award, reliable innovative dynamic open"

- 2011 Award by DLG German Accreditation Council certifies agricultural mirror 1009 with auxiliary mirror, test mark "DLG-Fokus Test" 11/11 field of view
- 2011 Bavarian State Ministry of Environment and Health issues certificate for participating in "Bavarian Environmental Pact" again
- 2011 Susanne Lang is awarded State Medal for community involvement
- 2011 Photovoltaic system is put into operation/ employee involvement project in Ergersheim

- 2011 Acquisition of shares in Daito Press Mfg. Co., Ltd. Osaka, Japan
- 2012 Subsidiary MEKRATronics GmbH is founded
- 2012 Company bus service is introduced
- 2012 Takeover/purchase of shares LMNA in Ridgeway, USA
- 2012 January 6 – Erika Lang-Büttner passes away after severe illness
- 2012 "DAIMLER Supplier Award, Procurement Trucks and Buses, Category Exterior"
- 2012 PACCAR/DAF award "PACCAR/DAF Quality Achievement 50 PPM"





- 2012 Bavarian Family Enterprise Award for Social Responsibility
- 2012 Hermann and Michael Lang leave business operations and remain partners
- 2012 80th anniversary of MEKRA Lang Group
- 2013 Further acquisition of shares in affiliates Lang MEKRA North America and Lang MEKRA MX, Monterrey, Mexico
- 2013 Ing. Hans Lang in Fürth-Stadeln closes. Glass production is performed in Hungary, Ergersheim and China
- 2013 MEKRA Lang GmbH & Co. KG headquarters are moved to Ergersheim
- 2013 "PACCAR/DAF Quality Achievement 50 PPM" award
- 2014 Acquisition of affiliates MEKRA Lang do Brasil, Sorocaba, Brazil, and Lang MEKRA MX, Monterrey, Mexico
- 2014 "VOLVO GROUP Purchasing Supplier Awards 2014 Category of Delivery Excellence"
- 2014 December 1 – Susanne Lang is awarded the Bavarian Constitutional Silver Medal
- 2015 Award by MSG Management-consulting, "MSG Top 100 SME RANKING Germany's Growth and Earnings Stars"
- 2016 Bavarian Ministry of Economics Award "Bavaria's Top 50"

- 2016 "bauma Innovation Award 2016, TU Dresden Cab Concept Cluster The Genius Cab"
- 2016 Award by MSG Management-consulting, "MSG Top 100 SME RANKING 2016, Germany's Growth and Earnings Stars"
- 2016 Production of Radom mirrors starts at Lang Technics
- 2016 Susanne Lang acquires stocks from Sabine Lang who leaves the group of companies
- 2016 Award by MSG Management-consulting & Wirtschaftswoche, "INNOVATION CHAMPIONS 2016, Exclusive Ranking of the most innovative SMEs"
- 2016 Certificate of participation in "Umweltpakt Bayern" (Bavarian Environmental Pact) issued by the Bavarian State Ministry of the Environment and Consumer Protection
- 2016 "VOLVO GROUP Supplier Awards 2016, Category Project Execution Excellence"
- 2016 Award by the German Association for the Construction Industry, Environmental and Mechanical Engineering "VDBUM Promotional Prize for Outstanding Projects 2016"
- 2017 "Sponsor Prize – 50 Years SV Ergersheim"
- 2017 Hungary location closes, the entire product portfolio is transferred to Ergersheim
- 2017 Joint Venture Prizma is founded in Russland
- 2017 Susanne Lang receives "Work-Life Balance" award by the Bavarian State Government, Bavarian Chamber of Industry and Commerce, vbw, and the Bavarian Skilled Crafts Association
- 2017 IF "DESIGN AWARD 2017, Genius CAB - Wheel loader cabin"
- 2017 Deutschland Test and Focus Money award, "Germany's best jobs with a future 1 of 19 award-winners out of 148 ranked companies"
- 2017 Udo Lang, son of Günter and Traudl Lang (Günter Lang's first wife), joins the company
- 2018 "CLAAS Supplier of the Year Award", category "Service"
- 2018 "DAIMLER Supplier Award", "Innovation" category, for developing the Digital Vision System (DVS). This makes MEKRA Lang the only supplier to receive three DAIMLER awards



“ It is wonderful for me to be part of MEKRA'S evolution and to contribute to its continued success. ”

– Andrea Jakobi, long-time employee

- 2018 "PACCAR/DAF Quality Achievement 10 PPM" award
- 2019 The first TÜV-approved mirror replacement system enters series production. MEKRA's own development provides comprehensive vision and safety in and around trucks
- 2019 Susanne Lang is awarded the "State Medal for Outstanding Services to the Bavarian Economy"
- 2019 "Professor Ferdinand Porsche Prize for Digital Mirror Replacement System" awarded to Dr. Ing. Werner Lang by the Vienna University of Technology (TU Wien)
- 2019 Busworld International CVBA award: "Busworld Innovation Label 2019 for digital mirror replacement system"
- 2019 Introduction of Turn Assist System 1312, a joint development with MEKRA's partner PRECO and winner of the ADAC comparative study

- 2019 Autovision Ottocar award supported by VDA, "AUTOVISION OTTOCAR IAA 2019" two silver trophies for the image film "Die Kunden von ..." and the product film "VISION 4.0 Evolution des Sehens"
- 2019 DAIMLER "Masters of Quality Supplier Award" MEKRA Lang North America for Mexico
- 2019 PACCAR/DAF award "2019 Quality Achievement 10 PPM"

- 2019 "PACCAR/DAF SPM Achiever Award"
- 2020 F.A.Z.-Institut award, "Excellent customer satisfaction" 4th place in automotive supplier industry
- 2020 F.A.Z.-Institut award, "Leading Digital Innovators" in the technology and knowledge field of: Imaging and Sound Technology
- 2020 Deutschlandtest, Focus Money award "Deutschlandtest, Innovation Prize 2020, Germany's most innovative companies"
- 2020 Deutschlandtest, Focus Money award "Deutschlandtest, Germany's best jobs with a future 2020"

- 2020 Deutschlandtest, Focus Money award "Focus Money, Bronze Prize Winner"
- 2020 Preco Dealer Award "PRECO Electronics` International Dealer of the Year for 2020"
- 2020 Completion of administrative building II (new electronics building)
- 2020 COVID-19 pandemic outbreak – Measures introduced by management: Introduction of strict hygiene standards to ensure the health of our employees, keep the pandemic from spreading, and prevent another lockdown
- 2021 MEKRA Lang Group receives Welt TV award for "Exceptional Innovative Strength"



- 2021 Bavarian State Ministry of Environment and Consumer Protection issues certificate for participation in "Bavarian Environmental and Climate Pact"
- 2021 Sale of plant in Changchun, China (incl. its two subsidiaries in Foshan & Qingdao), resulting in a complete withdrawal from the passenger car mirror segment to shift the focus to electronics
- 2021 Sale of plant in Nanchang, China, to focus on core markets in the commercial vehicle segment
- 2021 Sale of shares in MEKRArus LLC.
- 2021 Managing Partner Susanne Lang and Managing Director Dr. Werner Lang focus on strategic and global business (including all-important global financial) issues; as a result, Bernd Dehners (Authorized Representative) is appointed head of the Ergersheim location
- 2021 F.A.Z.-Institut award, "Germany's Leading Digital Innovators"

- 2021 Die Deutsche Wirtschaft award "Top Family Businesses in Germany"
- 2021 August 18 – Heinrich Lang passes away, just one month after his 85th birthday. He will always be remembered for being a great unifying force within the company and for his incredible achievements throughout his life
- 2022 MEKRA Lang Group receives Welt TV award for "Exceptional Innovative Strength"
- 2022 May 5 – 90th anniversary of MEKRA Lang
- 2022 20 years of electronics development
- 2022 10 years MEKRATronics



**WE HELP EACH OTHER.**

No one is left alone with their questions or problems.

**WE SOLVE OUR CUSTOMERS' PROBLEMS.**

We take ownership of our customers' problems and questions and (therefore) always come up with solutions.

**WE ARE A FAMILY BUSINESS.**

Courageous decisions are sometimes carried out over more than a decade. Such decisions, of which there have been a great many over the past 90 years, provide the foundation on which we stand today. In all of this, our employees and our local community play a pivotal role.

These days, a company like ours is the exception, a fact which I am very proud of.



– Dr. Werner Lang, Managing Director

» MEKRA —

*We are...*

*a traditional family-run company  
embodying solidity and authenticity.*

MEKRA Lang is a traditional family-run company. Solidity, authenticity, reliability, and courage, these values have been the cornerstones of our business for 90 years now. We are filled with awe and gratitude when we look back on what previous generations have created. They gave us the roots we need to grow wings to fly. The values imparted to us by the founders provide a precious foundation. They made us strong in the past and will carry us into the future. Throughout it all, we remained true to ourselves and we continue to honor what we stand for: It is important to us to appreciate the lessons of the past and to let them inspire us with new ideas for the future. This has helped us to be one step ahead of the rest for three generations.

During the month of May, we want to give thanks and also ask God to keep guiding us into the future. As this, too, is something that we have safeguarded for three generations: the awareness that much would not have been possible without God's blessing. We want to give thanks to those who came before us and that is why we dedicate the month of May to a commemorative church service and to mothers and fathers.

**May 2, 2022**

**Short prayer service, stand-up reception**

Service at St. Ursula Church in Ergersheim. Also short prayer services at all our locations. Afterwards a stand-up reception for invited guests.

**May 2, 2022**

**Traditional "Vesper"**

for all our employees at every company location.

**May 4 to May 6, 2022**

**Mother's Day Initiative**

Selling roses for Mother's Day in Ergersheim.

**May 13, 2022**

**Father's Day Initiative**

Fun for dads and kids.... The Frieda Lang Haus takes dads and kids on a cool adventure.

With our activities during the month of May we want to support the Ergersheim church congregation and help them restore their organ. If you would like to donate to this cause, please do so using the following bank information:

**Donation account – Kirchengemeinde Ergersheim:**

**IBAN DE38 7606 9372 0000 2112 14**

**BIC GENODEF1WDS**

**For: 90 years of MEKRA Lang – Organ Restoration**



40 years ago MEKRA was still very small, and now it is all grown up and has come of age.



– Ernst Krämer,  
MEKRA employee for more than 40 years

*a dynamic company with the goal to keep on growing and evolving.*

"A company is not a state but a process." – Ludwig Bolköw

Both our history and our vision for the future show that we want to grow and evolve dynamically and sustainably for the good of our employees and our company. We are leading innovators in the industry, however, we think in terms of generations. Our goal is not the "quick win" but sustainable growth to prepare the way for the next generation – that is our credo. We stand on the shoulders of previous generations and yet we are only the guardians for those who follow after us.

That is why we dedicate the month of June to sports, and in particular to the promotion of young people. Soccer has always been a passion in the Lang household, starting with our founder Hans Lang who was a player in the "Spielvereinigung" soccer club. This tradition has lived on into the fourth generation. So we decided to have not one but two tournaments this year:

All proceeds from these events will go to the respective clubs! We are hoping for lots of spectators!

**June 23 - June 30, 2022**

**Youth Volleyball Introductory Practice – TV 1860 Bad Windsheim**

4.30 - 6.00 pm for 7- to 12-year-olds, Pastoriusschule Bad Windsheim. The children just need their sportswear. There is no practice during school holidays.

**Donation account – TV 1860 Bad Windsheim – Abteilung Volleyball:**

**Sparkasse Bad Windsheim**  
IBAN DE97 7625 1020 0430 1047 11  
BIC BYLADEM1NEA  
For: 90 years of MEKRA Lang

**June 2 - June 9, 2022**

**Taekwondo Introductory Practice – KSC MUSTANG TAEKWONDO e.V.**

5.00 - 6.00 pm for 5- to 12-year-olds, Community Center, Bad Windsheim.

**Donation account - Taekwondo: Sparkasse Mainfranken Würzburg**

**IBAN DE54 7905 0000 0047 7084 25**  
BIC BYLADEM1SWU  
For: 90 years of MEKRA Lang

**Every Thursday**

**Youth Soccer Introductory Practice – SV Ergersheim**

Always offered during practice times. Thursdays, 5.00 pm - 5.45 pm for 4- to 7-year-olds, 5.00 pm - 6.00 pm for 7- to 9-year-olds, at the Ergersheim practice field.

**Donation account – SV Ergersheim: Raiffeisen Bank Bad Windsheim**

**IBAN DE41 7606 9372 0000 2121 30**  
BIC GENODEF1WDS  
For: 90 years of MEKRA Lang

**September 10, 2022**

**Youth Soccer Tournament "Hans Lang Memorial Tournament"**

Soccer is not just about mastering ball skills but it is also about imparting team spirit and values. With its passion for youth soccer, the SVV Weigenheim promotes exactly that philosophy. For organizational reasons the Hans Lang Memorial Tournament is scheduled for September on the SVV Weigenheim premises.

**Donation account – SVV Weigenheim: VR Bank Metropolregion Nürnberg**

**IBAN DE21 7606 9559 0005 9114 86**  
BIC GENODEF1NEA  
For: 90 years of MEKRA Lang

PROMOTING SPORTS AND YOUTH PROGRAMS



Our club is grateful for the many years of collaboration in the areas of sports, youth work, and community involvement and look forward to the next 90 years of working together!



– Sebastian Keller, SV Ergersheim

# Hans Lang

Johann Wilhelm Ludwig Lang was born on November 13, 1906 as the second of three children of master baker Heinrich Lang and his wife Lina, née Bär. After high school, the passionate soccer player who even got to be the goalie for the Spielvereinigung Fürth, completed an apprenticeship in his parents' bakery in Schniegling. Already then, however, technology was his true passion which is why he enrolled in the mechanical engineering program at Georg Simon Ohm Hochschule and graduated with an engineering degree. Like hundreds of thousands of others, the global economic crisis caused him to lose his job with the justification: "His parents have a bakery, so he certainly won't starve." As a result he was let go from his job as mechanical engineer for Siemens-Reiniger in Erlangen.

Hans Lang had always been someone who was inspired by difficult situations rather than discouraged. This situation did not slow him down either, and very soon he and his fiancé Frieda Mändl undertook their first attempts in glass silvering. Using a swing (for distributing the silvering material), two wash tables and a jug for pouring silver, the basic requirements were met and the attempts succeeded.

On May 2, 1932, their wedding day, Hans and Frieda jointly founded the mirror factory Ing. Hans Lang, another testament to the fact that Hans Lang was a trail blazer who did not let social rules or pressures stand in his way. He knew that his wife Frieda was the ideal business

partner for him. After all, her training and skills in commerce and business management complemented his pragmatism and engineering background perfectly. This is why theirs was an equal partnership (including company shares) right from the start with a clear distribution of tasks: He was responsible for technology and products, while Frieda managed the business side of things. This partnership of equals, their mutual respect and the knowledge that success requires hard work but even more than that collaboration, has left an indelible mark not just on their marriage and family life but above all on the company. They instilled these values in their sons Heinrich and Günter and their legacy lives on until today, with the 3rd generation running the family business.

The business premises were established in the back alley of Geierstraße 3 in Fürth-Stadeln, and the young couple lived in the front building. Hans Lang started coating glass with silver nitrate and focused on the production of shaving mirrors. The first customer, the Peter company, was soon joined by others, including the Ammon company. Not long thereafter the first employees were hired and the first Tempo three-wheeler purchased for deliveries.

Thanks to hard work and constant improvements of the technical procedures, the small company grew and in 1938 already had 25 employees and leased additional space. Hans Lang envisioned adding a grinding shop but that proved to be impossible because he would

have had to join the Nazi party NSDAP, something he would always refuse to do. Due to his refusal to become a party member he was drafted into the military already on August 31, 1939.

While Hans Lang had to go off to war, his wife continued to run the company, but soon all of the workers were drafted as well, and the company had to be closed in 1943. In 1945 a bombing raid in Fürth-Stadeln destroyed the factory and the home. The family lost everything. Hans Lang became a prisoner of war and was detained in the so called "Alpenfestung" (Fortress of the Alps).

When he returned home in 1945, he found that his family was living in emergency housing in Nürnberger Straße in Fürth. He and his family immediately started rebuilding the business.

Son Heinrich collected glass shards in the ruins of Nuremberg and Fürth-Stadeln after school. For ration coupons, Hans Lang installed window panes and the company manufactured glass picture frames using the shards collected in the ruins.

With great foresight, he had hidden his car, an Opel Olympia, before the war and had left it covered with straw



with relatives in the Bayreuth area. At the same time, he had hidden several pounds of silver nitrate, which now provided the basis for relaunching the mirror silvering business.

A lively barter trade developed after the war, and mirror products were bartered for food. As a family man, it was always very important to him to be there for his sons whom he introduced to the family business early on. At that time it became clear that splitting the commercial and technical responsibilities worked very well. Son Heinrich followed in his father's engineering footsteps, while son Günter was trained by his mother Frieda, i. e. everyone was able to find their ideal role according to their strengths.

With thrift and an enormous amount of discipline the successful couple Hans and Frieda Lang were able to record a profit of DM 10,695.00 already in 1948.

Ever a master negotiator, Frieda Lang was able to obtain a loan from the Bavarian State Bank in Fürth in 1949 which made it possible to purchase the ruined site at Geierstraße 3. As early as 1950, rebuilding had been completed and the site was production-ready.

However, two years later Hans Lang suffered a stroke and had to withdraw from the company to convalesce. He returned in 1953. True to his calling as an engineer, he continued to focus on equipment and machine design to streamline and automate the manufacturing processes for all of the company's products.

Starting in 1956, Hans Lang and his son Heinrich intensified their work on developing this type of innovative machines to make production processes more efficient. They launched the production of car rear view mirror glasses and specialized in manufacturing small mirrors.

In 1957, Hans Lang also brought his younger son Günter on board who showed a lot of business management talent and was only 17 at the time. As early as 1960, he appointed both sons equal partners. On March 1, 1963 the three of them founded the Ing. Hans Lang GmbH & Co. KG.

The ever increasing demand for their products caused the family to expand the company. They commissioned the construction of a new production hall in Stadeln which was put into operation in 1964. After relocation, Hans and Heinrich Lang purchased their first injection molding system and took up the production of rear view mirrors for commercial vehicles and passenger cars as well as plastic parts manufacturing.

On May 7, 1967 he was dealt a devastating blow, when his wife passed away, as they had not only been spouses but also business partners and confidants during all of life's ups and downs. While his grandchildren Sandra, Udo, and Sabine who had been born by then could not completely alleviate his grief, he did enjoy his role as grandfather and delighted the children with his now legendary Santa Claus drawings.

Hans Lang passed away on January 4, 1969 and left his impressive life's work to his sons Heinrich and Günter. Today, his legacy is carried on by the third generation.





*all about families – and have been for  
90 years.*

From the start, our founders Hans and Frieda Lang considered their family and the families of their employees an important pillar of success. Family means loyalty, harmony, but also the ability to deal with conflicts, and this completely regardless of what kind of family configuration we are talking about. Family means belonging together and being accepted. While family-friendly HR policies have been a hot topic of discussion during recent years, they have been fact of life for us for 90 years. Our founder and the embodiment of a strong woman, Frieda Lang, showed us what work-life balance is all about, just like Erika Lang-Büttner and granddaughter Susanne Lang after her. Maybe that is why we are particularly attuned to some of these needs. Maybe that is why we are particularly attuned to some of these needs. In all of this, it has always been important to us to apply this philosophy to current social constellations and, in many cases, to offer individual support as well. Our company offers more than 100 different flextime options, individual elder care programs, training for single parents, as well as our Montessori Day Care Center which we have run for 16 years and which offers generous opening hours and is closed only on very few days during the year. Additionally, we operate our private all-day elementary school (the first all-day school in the county when it opened), including day care services during school holidays and much more to make life a little easier for families.

Our employees are our most valuable asset because they embody the company and make it their own. No matter what positions people hold: working together is critical for a company's success. This is why treating each other with respect, finding a healthy balance between giving and receiving and, most importantly, having individuals working together for the greater good of all, are the values which form the cornerstones of any company. Of course, our employees' families play an important role in all of this as well.

This is why the whole month of July is dedicated to family:

**July 1 - 3, 2022**

**County Anniversary/ Old Town Festival**

As always, we will organize a stand at the Kornmarkt during the Old Town Festival in Bad Windsheim with our support organization "Förderverein Kinder(t)räume e.V." and the political youth organization "Junge Union". Have fun and let us serve you! On Sunday you can also enjoy the FLH gGmbH program for kids.

All proceeds will go to the Frieda Lang Haus support organization "Kinder(t)räume".

**Förderverein Kinder(t)räume e.V.**  
**VR Bank Mittelfranken West**  
**IBAN DE45 7656 0060 0004 1116 21**  
**BIC GEN0DEF1ANS**  
**For: 90 years of MEKRA Lang**

**July 18 - July 21, 2022**

**Frieda Lang Haus Elementary School Theater Project**

The audiences loved the plays "The Magical Ox" and "A Great Steal: Holidays at Friedenlang Castle". Our children certainly know how to put on a show – literally! Starting with the concept of the theater play, then building the sets and finally doing the profitability calculation. You don't believe us? Then come and see for yourself!

At the children's request, the proceeds (after provisions for next year) as well as the surplus from last year will be donated to the MEKRA support initiative for Ukraine.

**Förderverein Kinder(t)räume e.V.**  
**VR Bank Mittelfranken West**  
**IBAN DE45 7656 0060 0004 1116 21**  
**BIC GEN0DEF1ANS**  
**For: 90 years of MEKRA Lang – Ukrainehilfe**



For us as the Förderverein Kinder(t)räume MEKRA is a strong and always supportive partner for our families and children.



– Antonella Paal,  
 Förderverein Kinder(t)räume e.V.



**July 24, 2022, 11:00 am - 7:00 pm**

**Hans and Frieda Lang Party for Employees and their Families, including "Apprentice Baptism" and Celebration of the Jubilee Honorees**

The proceeds of "Dump the Boss" will be donated to the community playground initiative Ermetzhofen.

*open to all cultures and opinions, and equality is something we live every day.*

“Respect all for who they are”, that is a principle we live by every day without regard to where people come from, or which gender they have, because it is the individual who counts. All of us can contribute by sharing our unique talents. Of course there are rules for living together, but these are less about nationalities, gender, or religious affiliations, but about the individual person. Everyone of us is unique and we should be respected for what we are. For us, communicating at eye level with others is important, as well as openness towards other cultures and lifestyles. Anyone who follows the basic rule of treating others with respect, can find a home in our company. We want to learn from and with each other. At our Ergersheim location alone, we employ people of a 48 of nationalities, and globally even more. It goes without saying that in our company employees receive equal pay for equal work. We firmly believe that diversity is needed for a company to move forward.

Therefore, August – the month of summer holidays and travel – is dedicated to a MEKRA “recipe marathon”. All our employees throughout the world are encouraged to send us their favorite local recipes. In August our chef will prepare them for our cafeteria. Our goal is to create a MEKRA cookbook. Once it is done, we will gladly send you a digital copy for a small fee. Enjoy our food in August!

From all the recipes submitted, a neutral panel of judges will select one winner per continent. The cafeteria proceeds from this initiative and the proceeds from the digital cookbook will be donated to the support organization for pediatric palliative care of the medical center in Erlangen.

We are looking forward to a lively recipe exchange.

**Donation account – Palliativmedizin für Kinder in Erlangen:**  
**Universitätsklinikum Erlangen**  
**Stadt- und Kreissparkasse Erlangen Höchststadt Herzogenaurach**  
**IBAN DE84 7635 0000 0000 0464 04**  
**BIC BYLADEM1ERH**  
**For: 90 years of MEKRA Lang – Kinderpalliativteam/34012236**



The world thinks – MEKRA acts.



– MEKRA Lang Turkey



MEKRA Lang is a fascinating Franconian Hidden Champion, which is leading the market with disruptive innovations.



– Stefan Paul,  
 CEO MEKRA Lang North America

# Frieda Lang

On October 14, 1899, Frieda Lang, née Mändl, was born as the eighth of ten children. Originally, the family hailed from Klingermühle in Lower Franconia.

Frieda Mändl completed a business administration degree and was an authorized signatory for the Ammon mirror factory in Fürth before she got married.

On May 2, 1932 she married Johann Wilhelm Ludwig Lang, an engineer who was also a trained baker.

On the day of their wedding, the couple jointly founded the mirror factory "Spiegelfabrik Ing. Hans Lang". The company was officially registered that same day and the original business was located in the back-alley basement of a building in Geierstraße 3 in Fürth-Stadeln.

and production-related. Husband and wife as equal partners and company owners – this was a highly unusual constellation at the time. After all, women were not even allowed to own anything without the consent of their husbands, let alone work outside of the home.

Frieda Lang took care of orders and suppliers and above all managed the company's finances. She was a skilled and highly talented business woman. Her life was to be marked by her concern for her family's and the company's well-being.

On July 18, 1936 her son Heinrich was born, on April 24, 1940 her son Günter. According to the social norms of the day, it would have been "normal" for Frieda Lang to focus exclusively on her

working for the company. Reta Äpfelbach managed the household and cared for the children and remained part of the Heinrich Lang family until her death at 95 years of age.

Frieda's optimism, knowledge of human nature, sociability and honesty, but most of all her superb business acumen made her a very special person and asset for the company. Based on the perfect match between the two spouses, Frieda's business skills and Hans Lang's engineering skills, they gradually grew the company and made it more and more successful.

When her husband Hans Lang, as an engineer and non-party member, was drafted into the military very soon after the start of the war, Frieda Lang managed the company on her own. However, in 1943, when coating glass with silver nitrate, an explosion happened which resulted in Frieda Lang going blind on her right eye and partially blind on the left eye. She was forced to shut down the company and cease operations. In 1945, the living quarters and the factory building were destroyed by bombs. The family lost everything. With a hand cart containing all of her possessions and two small children in tow she fled to the countryside to Uehlfeld while Hans Lang was still serving in the war.

She overcame all of these hard blows fate had dealt her by believing in the future.

With boundless energy and great care, she and her husband who had returned from the war in 1945, guided the family out of the turmoil of the postwar period. Very soon the company took up its operations again, installing window panes. Thanks to Frieda Lang's negotiating talents, a lively barter trade took shape during the times of hardship after the war, exchanging glass and mirror products for food or using artificial sweetener as payment (it was considered an important currency after the war) for food for the employees and the family.

“ MEKRA Lang is known and respected internationally for the quality of its products as well as for living up to its social responsibility for its employees and their families. ”

– Joachim Herrmann, Member of the Bavarian State Parliament, State Minister of the Interior for Sports and Integration

Based on their respective training backgrounds, the distribution of responsibilities between the two spouses was clearly defined from the beginning: Frieda Lang took over the business management of the company, while Hans Lang was responsible for all things technical

obligations as a housewife and a mother. At the Lang household, however, things were different. In 1947, at the recommendation of the local bank, Frieda Lang took a decision that was rather uncommon for the times: she hired a housekeeper to be able to continue



Her concern was the wellbeing of her family but also of the company's employees. In addition to paying the weekly wage, she often distributed food, fuel and clothes. She introduced a Christmas bonus and vacation pay long before it became customary. Already during the war it was important to her to not only care for her own family but also for the employees and their families. Therefore, at Christmas the regular wages were supplemented with butter, coals etc. It became the origin of the traditional Christmas packages we give out to our employees every year.

In 1949 she purchased the ruined site at Geierstraße 3 in Fürth-Stadeln. As early as 1950, the building was completed and the site was production-ready again. A year later, 25 employees had found their place of work here. In 1964, thanks to her great skill and the trust of the business partners, she managed to purchase a piece of land in Stadeln with a loan she obtained from the Bavarian State Bank. The words of the State Bank Director at the time were quite remarkable: "Mrs. Lang, pay each of the invoices, we will cover them and then we will draw up the loan agreement".

Her whole life, Frieda Lang was admired for her great kindness and warmth. Her lasting advice to her sons was to always

remain grounded but also to expand the company, to maintain the trust of customers and suppliers, and above all, to care for the employees.

Her advice was heeded: while firmly rooted in its home region, the company operates production facilities in seven locations in seven countries.

Frieda Lang passed away on May 7, 1967. She was just under 68 years old and had lived a life of hard work and fulfillment. She and her husband Hans left behind impressive life achievements and the basis for the global market leader of today. Most of all, however, they put their stamp on the company by embodying values like courage, commitment, respect, reliability, kindness, innovative strength, and groundedness, all of which are still alive and well at MEKRA Lang. Frieda Lang was a strong woman, business partner, wife and mother who was way ahead of her times. In memory of this fabulous woman we named our day care center and elementary school "Frieda Lang Haus für Kinder".

As the third generation now actively involved in the group of companies, we are filled with awe and gratitude considering what the founders of this wonderful company have given us.



“ MEKRA Lang is unique – a global market leader offering excellent products, flat hierarchies, exciting projects, various flextime models and focusing on the wellbeing of employees who will be supported unbureaucratically, should they ever find themselves in a personal crisis. ”

– Elisabeth Döbler-Scholl,  
Authorized Signatory and  
Division Manager

*challenges of the future with  
innovation.*

It has always been our goal to improve things. For example, early on we began optimizing our processes and designing our own machines whenever the market did not offer what we needed. The same is true for our products. Based on the goal to "build something around the mirror", we developed the first plastic-covered mirror for commercial vehicles and the first electrically adjustable and heatable mirror system for optimized vision. Auxiliary mirrors and cameras providing ideal vision conditions around commercial vehicles came next. We continued to follow this path systematically and introduced the first TÜV-approved mirror replacement system for trucks in series production. Now we are already working on the 2nd generation of our Digital Vision System (DVS). We have evolved from a mirror manufacturing and processing company into a global leader for advanced vision systems. Making road traffic safer and our products more sustainable is our passion, as well as continuing to shape the future of our industry as a competent partner for our customers and regulators. While others shy away from niche products, we consider them our calling.

"Passion for excellence" has been our credo for 90 years and the ideas will keep coming in the future as well.

The month of September, with the International Automotive Fair (IAA) as well as our "Global Meeting", is dedicated to exactly that: successfully meeting the challenges of the future.

**September 19 - 25, 2022**  
IAA Nutzfahrzeuge (Commercial Vehicles)

**September 23-27, 2022**  
Global Meeting

**September 24, 2022**  
**Tree Planting in Ergersheim**  
In memory of Heinrich Lang, thought leader and innovator, we want to establish an oak grove in his Ergersheimer meadow and plant a tree for each of our locations. Sustainability was a life-long pursuit of Heinrich Lang's, as was the protection of nature and the local habitat. Afterwards we will have a barbecue picnic for all.

**November 8, 2022**  
**Presentation on the Subject of Value-Added Management**

**September 23, 2022**  
**Global Meeting Celebration and 20 years of electronics as well as 10 years of MEKRA-electronics**

The proceeds from these events will be donated to the charity "Lebenshilfe Neustadt an der Aisch – Bad Windsheim e.V."

**Donation account – Lebenshilfe:**  
**Raiffeisenbank Bad Windsheim**  
**IBAN DE74 7606 9372 0043 4205 74**  
**BIC GENODEF1WDS**  
**For: 90 years of MEKRA Lang**



力求创新 · 精益求精 · 梅克朗带给你一流的车镜系统体验

Strive to spur innovation, pursue the perfection and MEKRA brings you the first-class mirror system.



– Jian Shen,  
General Manager MEKRA Lang Shanghai

*a piece of home that connects, nurtures  
and supports.*

Culture is balm for the soul and an important aspect not only for work-life balance. Culture connects us, calms us and brings us joy. It has always been important to us to promote and support people engaged in culture and the arts in our region. After all, culture is one of the factors that helps us experience the diversity of the world around us. The Lang family has long been interested in culture and created partnerships which have lasted for decades.

This is why we dedicate the month of October to cultural events organized by our partners. The days are getting gloomier and the sparkle of Christmas is still quite a ways away. This is the perfect time to relax with good music, theater, or live performances.

During the month of October, we provide our partners with the opportunity to entertain us with unique projects, presentations and shows. A more detailed schedule will follow soon. Here are some of the participants:

**October 12, 2022**

**Ice Cream**

Theater with Silvia Ferstl

**Donation account – Förderverein FLT e.V.:**  
VR-Bank Mittelfranken West  
IBAN DE31 7656 0060 0001 3276 82  
BIC GENODEF1ANS  
For: Ice Cream

**October 17, 2022**

**Lies do travel far**

Cabaret starring Silvia Ferstl and Christoph Achermann

**Donation account – Förderverein FLT e.V.:**  
VR-Bank Mittelfranken West  
IBAN DE31 7656 0060 0001 3276 82  
BIC GENODEF1ANS  
For: Lies do travel far

**November 12, 2022**

**Brass Band "Echt" Böhmisch**  
Concert

**Donation account – Blaskapelle Ergersheim:**  
Raiffeisenbank Bad Windsheim  
IBAN DE45 7606 9372 0000 2100 21  
BIC GENODEF1WDS  
For: 90 years of MEKRA Lang



From the very beginning, MEKRA Lang believed in our project and supported us even in difficult times. In these increasingly challenging times for the cultural sector, it is an extraordinary stroke of luck to have such a reliable partner on one's side.



– Thorsten Siebenhaar, Kommando Grimm

*a reliable partner for customers,  
suppliers and business partners.*

From the very beginning we were aware that skills and hard work are not enough to run a company successfully. What is needed more than anything else are trustworthy and reliable partners. It is this reliability and trust that brought us success. Legal contracts have become an essential tool for regulating relationships unequivocally, but to be truly effective, they must be concluded with honesty and integrity, otherwise they will not facilitate fruitful collaboration. This is how we were raised and this is why we have had success with our long-time partnerships. We are thrilled that we share this perspective with others, as is evidenced by our numerous decades-long collaborative relationships with customers, suppliers, partners and consultants. We also want to create long-term relationships with partners who meet new challenges with us. Continuity is another success factor, as long as it works for all sides and everyone treats each other with openness, respect and trust. Our longest ongoing business relationship goes back 90 years, i. e. it was forged when our company had just been founded. We are deeply grateful for our business partners, friends and associates who weathered challenging times with us in the past, who support us in the present and want to help us shape the future.

This is why the whole month of November is dedicated to our business partners:

**November 18, 2022**

**"Günter Lang Memorial 'Schafkopf' Card Game Tournament"**

A Frankonian cultural treasure that has almost been forgotten and must not be lost is the card game "Schafkopf". Günter Lang taught quite a few of the members of the 3rd generation this game that improves one's memory, hones strategic and tactical abilities and also involves a little bit of luck, of course, in other words, all the things you need to negotiate well.

**November 28, 2022**

**Presentation on the Subject of Corporate Law and Inheritance Law for Beginners**

The presentation will be prepared by the law office of Beisse and Rath, Nuremberg.

Due to current events, all donations and proceeds will go to the MEKRA support initiative for Ukraine.

**Förderverein Kinder(t)räume e.V.**  
**VR Bank Mittelfranken West**  
**IBAN DE45 7656 0060 0004 1116 21**  
**BIC GEN0DEF1ANS**  
**For: 90 years of MEKRA Lang – Support for Ukraine**



MEKRA Lang – a very special family business. Innovative. Trustworthy. Value-oriented. Valued partner for nine decades and counting!



– Marc-André Körberer, UniCredit Bank  
 Head of the North-Central Bavarian Branch

# Heinrich Lang

Heinrich Lang was born on July 18, 1936 as the oldest son of engineer Hans Lang and his wife Frieda Lang, née Mändl. On August 31, 1939 his father Hans Lang was drafted into the military. His mother Frieda Lang stayed home with both sons and managed the company. Despite the challenging times, Hans and Frieda Lang's sons both enjoyed a safe and idyllic childhood and could be little rascals at times. The parents instilled in them a deep sense of family and entrepreneurship and passed on their values of responsibility, courage and faith.

They were involved in the company from their earliest childhood. Heinrich Lang often talked about the fact that he received his first job contract at the age of fourteen but he used to add jokingly, that if he were to count the years of "child labor", he had started working much earlier.

When Heinrich was eight years old, he, his mother and brother fled with just a hand cart containing all their possessions to Uehlfeld in the countryside. After the war had ended, the family returned to Fürth to live in emergency housing. It was here that the father found his family when he came back from the war in 1945. As a child, Heinrich Lang experienced the difficult years of World War II and reconstruction and very soon helped rebuild the business premises and also with window installation or mirror silvers. It became obvious very quickly, that the technically talented boy would probably follow in his father's footsteps, as he became acquainted with all the production steps very early on. For both father and son, the tongue in the corner of the mouth meant that they were just developing a new idea.

After elementary school and while he was attending the secondary "Realschu-

le", Heinrich Lang was already working in the company every day. Using glass shards from the ruins of the devastated city of Nuremberg, the family initially produced photo frames and window panes. As early as 1950, while he was still going to school, Heinrich Lang joined the company as a temporary worker and earned his first official wage. In 1952 he enrolled in the mechanical engineering program at the OHM Polytechnic College in Nuremberg and at the same time received training as a glass cutting apprentice. When his father fell seriously ill, however, he had to leave college and return home to help his parents with the family business. In 1954 Heinrich Lang joined the management team of the company. After his father's recovery, they both worked intensively on the development of additional production machines.

Heinrich Lang expanded his knowledge tirelessly by devouring technical journals and books, observing the markets with great intensity, networking at trade shows and exhibitions, and exchanging ideas with suppliers and customers.

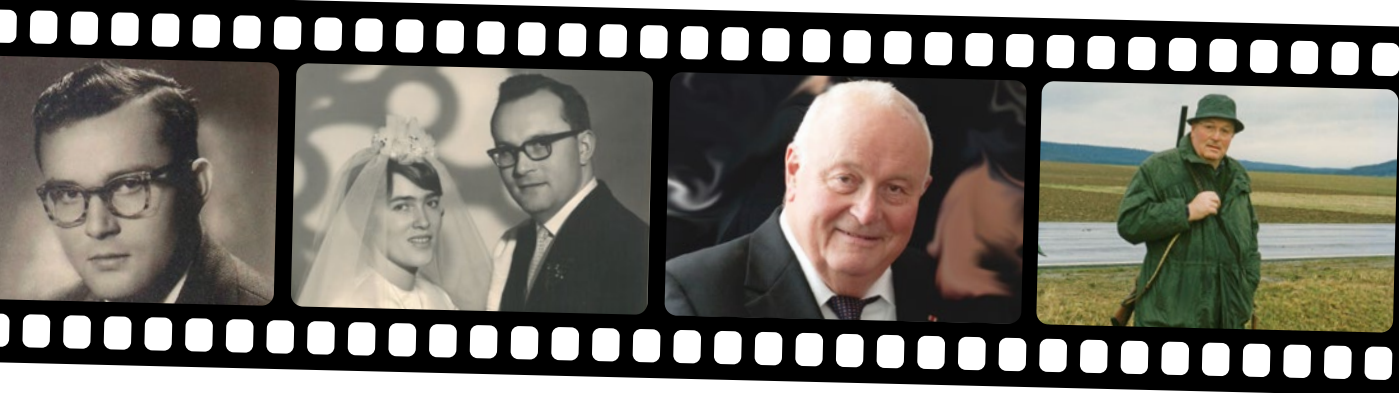
After the company was moved to a new location, the

two engineers Hans and Heinrich Lang purchased the first injection molding system with the goal of expanding their product portfolio. They wanted to build something "around the mirror" and increase the company's vertical integration. Soon thereafter they launched the production of complete make-up mirrors and other cosmetic products.

Heinrich Lang's passion for hunting had already led him in 1959 to Ergersheim where in 1978 he laid the foundation for today's company headquarters.

In 1980, with the acquisition of MEtallwaren KRAuse – a highly respected Nuremberg company with a rich business tradition – the company obtained the name still known today: MEKRA Lang. At the same time, this facilitated the company's entry into the automotive supplier industry. First as a replacement parts supplier, later as a systems supplier, Heinrich Lang was able to keep enhancing the vision system for commercial vehicles. One of the first improvements was using plastic covers instead of metal covers, followed by the introduction of the first mirror system. Under his leadership the company quickly became established as the market and innovation leader for commercial vehicles.

Heinrich Lang, together with his brother Günter who was responsible for the commercial side of things, continuously expanded the mirror produc-





tion business founded by their parents to create a company operating globally with production facilities at seven locations in seven countries.

During his business trips and company visits in Sweden, Finland, the UK, France, Hungary, Italy, the Netherlands and Austria, as well as in Korea, China, Turkey, the Czech Republic and North and South America he constantly expanded his technical expertise and know-how.

Entrepreneurial foresight and courage enabled the brothers Heinrich and Günter Lang to weather several economic and financial crises and to make the most of the economic growth that followed. Throughout, they remained true to their long-held principles of cost-conscious management and independence. They complemented each other perfectly, just as their parents had done: while one developed efficient production processes and innovations to create a future-oriented and sustainable enterprise, the other applied commercial foresight and excellent negotiating skills to ensure a healthy financial basis and the ability to afford innovations. To quote Heinrich Lang: "I designed the machines and production halls and discussed them with the business partners, and then my brother Günter joined us and told them what we would pay for it. We were always a great team, sticking together for the good of the company whenever it counted and we were always fair business partners." Heinrich Lang was a family man who also respect-

ed each person's independence and individual path in life. So he considered it completely normal that his wife Erika Lang-Büttner kept on working in her family's bookshop after they got married in 1964. During those days this attitude was far from being mainstream. When both his daughters were born, Sabine in 1965 and Susanne in 1972, he continued to support his wife's independent career. Just as his parents had done in the past, he had his nanny Reta move in with the family to help with the household and the children. It was important to both of them to let their daughters develop based on their strengths and to empower them to become entrepreneurs in their own right. During the late eighties, when the company in Ergersheim continued to grow steadily, he brought his wife and life partner into the company to establish the HR, Environmental Management and Quality Assurance divisions. She was part of the company's management team until her death in 2012. In addition to the company and hunting, Heinrich Lang had another passion after 1997: being a grandfather to his five grandchildren Justin, Benjamin, Stephen, Elea and Johannes.

What was so special about Heinrich Lang, in addition to his extensive entrepreneurial skills, was his sense of humor, his endearing, sometimes sweetly mischievous nature, his groundedness, and above all his sense of responsibility for his family, his employees and their families, and the company. It was important to him to communicate at eye level and to both challenge and support

his employees as well as his daughters. He touched and impacted the lives of many people.

In addition to his entrepreneurial activities, he was also committed to contributing to the community and society as a whole. He was active in local politics, in the Chamber of Commerce and Industry (IHK), as a member of the foundation council of the "Lebenshilfe" charity in Neustadt/Aisch – Bad Windsheim county and as hunting advisor for the county. Many awards, such as the the Order of Merit of the Federal Republic of Germany, as well as various employer-related prizes and honors pay tribute to his life's work. As senior managing director he was always an important unifying

figure within the company who enjoyed the respect and appreciation of this employees. "Being in my plant keeps me healthy", that is how Heinrich Lang summed up his continued close ties to his company and the people who work there on the occasion of his 85th birthday, on July 18, 2021.

On August 18, 2021, after a fulfilled life and surrounded by his loved ones, Heinrich Lang passed away. He leaves an impressive legacy to the next generation managing the company, his daughter Susanne and his son-in-law Dr. Werner Lang.



In 1999, or maybe it was in 2000, we were planning to robotize our two major systems, the Windsor 800 and the Ferromatic Magna 775. We had offers from two companies: Sepro and Remak. After completing his negotiations with both suppliers and having to make a decision, Mr. Heinrich Lang asked me to come see him. Our conversation, in traditional Franconian dialect, went as follows: "So, which one do we buy then? The price is exactly the same." "Well, Mr. Lang, I am not quite sure. From the technical standpoint everything is the same as well, neither one has a decisive advantage, that is why I hoped the price would decide." Mr. Lang replied: "Klaus, why don't you go home for now and have lunch, drink a pint of beer or ask your wife. Then come back and tell me what we are going to buy." So, that is what we did. I drank a pint of beer, but did not ask my wife. In the end we accepted the Sepro offer.

Looking back, it was the correct decision.



– Klaus Herschner, long-time employee

*passionately involved in the community.*

Community involvement, corporate social responsibility these are the values our founder Frieda Lang instilled in us from the beginning. Community involvement, preferably in person and where it matters most, i.e. for those who need support urgently. We often forget that help is needed directly in front of our own doors and that money alone is not always the answer. In many cases it is about finding solutions, giving encouragement and listening to others. But financial support is of course needed as well. We are grateful for being in a position that allows us to help. We have always promoted a great variety of social projects depending on where the need is the greatest at any given time, e. g. currently in Ukraine. On the other hand we have maintained partnerships with charity organizations for many years and will continue to do so in the future:

**November 25, 2022**

**Franconian Christmas**

Let us take you away to celebrate a "Franconian Christmas" with the Scheinfelder Singers, an evening with the Franconian story of Christmas and beautiful Christmas carols that may not be known to everyone.

**November 26, 2022**

**Seenheim Street Advent**

Visit us at our MEKRA booth and the booth of the "Frieda Lang Haus für Kinder" in front of the community center in Seenheim. All proceeds will go to the Frieda Lang Haus.

**Förderverein Kinder(t)räume e.V.  
VR Bank Mittelfranken West  
IBAN DE45 7656 0060 0004 1116 21  
BIC GEN0DEF1ANS  
For: 90 years of MEKRA Lang**

**December 23, 2022, starting at 12.00 p.m.**

**Christmas party for our employees**

Christmas market at the Lang Technics parking lot with a diverse programme

**In December and January**

**Ukraine relief operation**

Stocking of an available emergency ambulance for Ukraine.

All additional proceeds go to "EssensWert", an organization that helps provide free school lunches throughout the county.

**Donation account – EssensWert:**

**Scheinfelder Tracht**

**Sparkasse Neustadt/Aisch**

**IBAN DE77 7625 1020 0810 4128 74**

**BIC BYLADEM1NEA**

**For: 90 years of MEKRA Lang – EssensWert**

COMMUNITY INVOLVEMENT



A quiet and exemplary cross-generational commitment in support of families and people in need.



– Frank Larsen,  
Board Member of Diakonisches Werk e.V.

*committed to sustainability and have been from the beginning.*

Since we have been thinking in generations from the beginning, sustainability is part of our DNA. Sustainability, conservation of resources, and operating economically are factors that are interdependent. It goes without saying, that environmental awareness includes the protection of nature and ecosystems. This, too, has always been an important concern for our company and the Lang family. We were committed to protecting nature and the environment long before it became a talking point for others. When we moved our industrial enterprise to a rural setting, we were mindful of the responsibility that came with this relocation. As a result, we tried to integrate our buildings into the landscape in as pleasing a way as possible, with lots of green spaces and fruit trees for the employees. Heat recovery became an important goal as well, once we had deployed the plastic injection molding facility. While at the time the technical implementation was not as efficient as it would be today, we do use the heat created by the plastic injection molding and glass processing facilities to heat and cool a large portion of our site. In the early 90s one of our company's projects was to develop a system that generates enough wind energy to operate a refrigerator, a TV and a telephone in Africa. However, we had to realize that the market was not ready for it at the time, so we discontinued this endeavor, but we learned a lot about energy efficiency nonetheless. For example, we were one of the first companies to join the Bavarian Environmental Pact (Umweltpakt Bayern) without being required to do so. During the product development process we are already mindful of resource conservation and minimizing fuel consumption by conducting aerodynamic studies on the corresponding vehicle. Our new mirror replacement system contributes to the reduction of carbon emissions on the road.

It has to be the goal for the next decades to expand on the concept of sustainability in the global context as well and to be determined to push ahead with our strategy of resource conservation.

**January 24, 2023**

**Eco Days**

Information and think tank on the subject of sustainability at MEKRA.

All proceeds go to the environmental protection organization BUND Naturschutz in Bayern e.V.

**Donation account – BUND Naturschutz in Bayern e.V.:**

**Bank für Sozialwirtschaft**

**IBAN DE27 700 205 000 008 844 000**

**BIC BFSWDE33MUE**

**For: 90 years of MEKRA Lang**



For a family business like ours that thinks in generations rather than in financial quarters, a corporate philosophy that promotes sustainability and resource conservation is a given. However, sustainability does not always mean following every short-term trend and wasting a lot of time on documentation. Sustainability is about actions and frequently also about common sense.



– Susanne Lang, Managing Partner

*health-conscious and we actively promote our employees' health.*

Nothing is more important than our health. That is why our company has always pursued the goal of promoting and sustaining our employees' health. In addition to standard occupational protections, health education is an important building block. The employees in our "Health Circle," which has existed for three decades, develop and implement proposals for promoting a healthy lifestyle. Services like psychological consultation, massages at the workplace, foot reflexology massages, active breaks, as well as our cafeteria's healthy locally-sourced food are additional building blocks of this concept which, unfortunately, had to be discontinued during the Covid-19 pandemic but is now about to be reintroduced.

**February 14 - 17, 2022**

**Employee Health Days**

Our health partners provide information on prevention and health care.

**tbd.**

**Blossom Energies according to Dr. Bach – Balm for the Soul**

Presentation by Susanne Lang, Owner of ELB Blütenenergien nach Dr. Bach e.K.

**tbd.**

**Physical Therapy in Daily Life with Gerda Schumann**

Exercise with Gerda Schumann, owner of the physical therapy practice "Praxis für Physiotherapie" in Marktbergel

**tbd.**

**Foot Reflex Zone According to Father Josef Eugster**

Presentation by Lena Mösenlechner, Reflexologist from Scheinfeld

All proceeds go to the Women's Shelter "Frauenhaus Ansbach"

**Donation account – Frauenhaus Ansbach:**

**Sparkasse Ansbach**

**IBAN DE96 7655 0000 0000 2446 57**

**BIC BYLADEM1ANS**

**For: 90 years of MEKRA Lang**



A value-oriented global hidden champion more than living up to its corporate responsibility for employees and the regional community. Unlike many other large companies, it is not just about numbers and results.



– Bernd Dehner, Signatory and Location Head, MEKRA Lang Germany

# Günter Lang

On April 24, 1940 Günter Lang was born as the second son of engineer Hans Lang and his wife Frieda Lang, née Mändl. In 1939 his father was drafted into the military, while his mother managed the company on her own during the war. The house and business premises were completely destroyed. With a hand cart and the two sons in tow, mother Frieda fled to Uehlfeld. After the end of the war, she and the children returned to Fürth to live in emergency housing. When his father returned from captivity as a prisoner of war, Günter met him for the first time.

After graduating from a high school focusing on business and commerce, he knew right away that he was going to run the company with his brother. His business acumen became apparent at a very young age. For one penny, he let other children use his scooter for a ride around the block and saved up the money to buy a bicycle, while his brother Heinrich was responsible for repairs.

His father and his brother Heinrich took care of the technical developments, while Günter and his mother handled the company's finances and business matters. The brothers complemented each other perfectly and managed the company in line with their parents' philosophy.

In 1960 Heinrich and Günter became Managing Directors and in 1964 they moved the company to larger premises in Stadeln. Small mirror production was constantly expanded and included mirrors for the cosmetics and promotional item industry, as well

as mirror glasses for automotive applications. Günter was always keen on and successful with procuring orders. For this purpose, he traveled to many trade shows and to customers all over the world. His negotiating skills with customers and suppliers were legendary, and he was always seen as a fair and trustworthy business partner who also honored a simple handshake.

Thanks to his business acumen he created a robust financial basis for continued growth and the opportunity to invest in his brother's innovations. His knowledge and expertise in the area of taxation was remarkable, as was his ability to do mental calculations faster and more accurately than many who used a pocket calculator. The relationship between the two brothers was marked by their absolute trust and confidence in the other's capabilities.



This enabled them to acquire several businesses during their entrepreneurial years and integrate them into the company. One example was the highly respected traditional Nuremberg company METallwaren KRAuse which did not have any successors and went up for sale in 1980. This acquisition was the reason why the company took on the name MEKRA Lang which it still uses to this day.

Günter Lang was someone who deeply cared about his fellow human beings. He was always eager to lend help and support above and beyond what was considered normal. No matter who turned to him for help, he was always ready to listen and assist.

Not only when they were youngster did the brothers delight in playing tricks on others. Even when they had become entrepreneurs they had a great sense of humor and there are many company anecdotes about mice smuggled into business partners' jacket pockets or into theater plays. Both were down-to-earth men of the people and this was of particular value in their relationships with employees and business partners.

In spite of several economic downturns, it was their cost-conscious management and a lot of courage and skill that enabled Günter and his brother to keep on growing the business and transform it into a global enterprise. This was an important milestone for the company in order to secure jobs at home. Health-related limitations notwithstanding, Günter Lang kept working tirelessly for the continued success of the compa-

ny. His trust in the abilities of the employees was central to his professional work. He felt that it was very important to maintain the company's values while operating globally and to appreciate and respect the culture of each of the respective countries. This is why in preparing the establishment of the Chinese subsidiary, a Chinese general manager was hired. He did have to complete Günter Lang's "apprenticeship program", though.

Involvement in and commitment to issues of social responsibility, especially regarding the financially disadvantaged, was something very dear to his heart. Doing this quietly and without fanfare was a given because to him it was normal to provide help where help was needed. Through his active involvement and financial support, he promoted many local clubs and organizations. But Günter Lang was also a family man. He was always close to his four children, Sandra and Udo from his first marriage to Traudel Lang, née Zwingl, and Hermann and Michael from his marriage to Susanna Lang, née Warter.

He also enjoyed the company of his god children very much. A proud grandfather, he was able to spend some time with his first two grandchildren before passing away on September 13, 2001 after a long illness and surrounded by his loving family. His sons Hermann and Michael continue to hold Günter Lang's shares in the family business and his son Udo joined the company in 2017.

*a company that takes its responsibility for training the next generation seriously.*

Training and professional development have been an important and heart-felt commitment of our company from its inception. This not only takes into account technical training but also includes support for our young employees on their path to becoming adults and being on their side through training and/or university studies. On average we have 50 trainees in 16 technical fields as well as integrated degree students. Mentoring these young people, taking them on excursions as well as providing them with personalized guidance is just as important to us as teaching them the required technical skills. Promote and challenge – these are two important principles for us. After all, everyone of us knows that life and experiences do not always lead straight to success but are often marked by challenges that need to be overcome, and it is our goal to prepare the young people for this reality. For example, we were the only company to participate in the democracy education project "mehrWert Demokratie" which was organized by the Bavarian "Schullandheim" (educational retreat centers in the countryside) as well as in the "Jugend denkt Zukunft" project, both with great success. Professional development is another activity we value greatly and many a manager started out as an apprentice with us. Whenever an apprenticeship or training has been completed, it is celebrated with family members and trainers by performing a traditional "Freisprechung" (setting free). The graduates receive their last symbolic slap ("Schelln") and a gold coin as a permanent reminder of what they have worked for and achieved. A "baptism" is of course included as well.

**tbd.**  
**Apprentice and Career Day – Speedrecruitingday**  
 Day of information and orientation in Ergersheim

**tbd.**  
**Job Application Training for Women**  
 Presentation by Susanne Lang, Managing Partner, MEKRA Lang GmbH & Co. KG and Human Relations

**tbd.**  
**How do I Determine my Personal Professional Goals?**  
 Workshop conducted by Rene Fertinger, Head of "People & Culture"

**tbd.**  
**Presentation on Work-Life Balance**  
 The presentation is given by Susanne Lang, Managing Director of Frieda Lang Haus gGmbH.

All proceeds go to the child advocacy organization "Kinderschutzbund".

**Deutscher Kinderschutzbund Ortsverband Bad Windsheim-Rothenburg o.d.T. e.V.**  
**Raiffeisenbank Bad Windsheim**  
**IBAN: DE73 7606 9372 0000 0120 25**  
**BIC: GENODEF1WDS**  
**For: 90 years of MEKRA Lang**

All proceeds go to the German-Nepalese support organization "Deutsch-Nepalische Hilfsgemeinschaft e.V." since there are countries on this earth where education and especially training and professional development are not a given.

**Donation account – Deutsch-Nepalische Hilfsgemeinschaft e.V.:**  
**Commerzbank Stuttgart**  
**IBAN DE03 6008 0000 0182 4971 00**  
**BIC DRESDEFF600**  
**For: 90 years of MEKRA Lang**

TRAINING AND PROFESSIONAL DEVELOPMENT



My job interview in November 1980.  
 It was a Friday morning and I was about to report to Ms. Hönicka. I entered through the main entrance (at the time the entrance to the old metalworking cafeteria). That is where I ran into Heinrich Lang. He asked: "What are you doing here?" And I replied that I was looking for a job and was to report to Ms. Hönicka. He said: "We can take care of that right now. So what is it that you can do, young man?" I listed everything I had learned at Schmotzer's in Bad Windsheim. "Not bad", he commented. "Come back Monday morning and go to Nuremberg with Andreas Kiesenbauer and a few others (in November 1980 MEKRA moved from Nuremberg to Ergersheim). Take care of the incoming goods and the warehouse, Andreas will tell you everything." A brief explanation of the hourly wage and working hours followed. The conversation was over in 5 minutes.



– Horst Guckenberger, employee for more than 40 years

*a reliable partner for the future.*

90 years of company history provide a lot of room for reminiscing. It is important to remember where we came from and that all our achievements were made possible by hard work, tenacity, devotion, and also God's blessing. But it is more important to look at them as a foundation for the future. After all, a company is not a state but a process and we are still far from being done. We want to shape the future actively and sustainably, with innovative products and through steady improvement of existing vision systems, thereby investing in a future that combines economic and ecological progress. We want to expand our global and ecological footprint without sacrificing any of our values. We have ideas and a vision and it is our mission to make them a reality so that future generations can still find a home in our company. We have a lot of abilities – being boring is not one of them.

We are looking forward to many more years with our employees, business partners and friends of the Lang Group of Companies.

**April 2023**  
**"Heinrich Lang Memorial Tournament"**  
**with barbecue**

The SV Ergersheim has always been a matter of the heart for our soccer enthusiastic senior. The soccer tournament of the Lang group has always been an event. Everyone may partake in it: employees, suppliers, customers, business partners, etc. The venue is the premises of SV Ergersheim.

**Donation account – SV Ergersheim:**  
**Raiffeisen Bank Bad Windsheim**  
**IBAN DE41 7606 9372 0000 2121 30**  
**BIC GENODEF1WDS**  
**For: 90 years of MEKRA Lang**

**tbd.**  
**Future Day – MEKRA Lang Group in 2032**

Employees discuss the world in 10 years with company management. Learn more about our future visions and strategies.

All proceeds go to the church welfare agency "Diakonie Neustadt-Aisch".

**Donation account – Diakonie Neustadt-Aisch:**  
**Sparkasse Neustadt/Aisch**  
**IBAN DE35 7625 1020 0000 0000 67**  
**BIC BYLADEM1NEA**  
**For: 90 years of MEKRA Lang**

“ MEKRA Lang is a global company characterized by groundbreaking innovations, social responsibility and deep regional roots. This combination makes the company a highly successful hidden champion and powerful player in the region. ”

– Prof. Dr. Ute Ambrosius,  
 Campus Rothenburg



“

To me, MEKRA is unique. Our niche market, our diversified product portfolio, our vertical integration but most of all the openness and honesty with which we treat each other, something we can shape and implement ourselves, all of this motivates us every day to show up and to continue to drive our success.

”

– Jan Snel, Sales Division Head

# Social Responsibility

Since the inception of our company we have done our best to live up to our social responsibility and give back some of what we have been blessed to receive. For us it is more important to get involved directly than to just donate money. We specifically select cultural, sports-related and social projects which guarantee that our support reaches its intended targets. Some of our partners we have worked with for years, others we support in connection with specific projects when immediate help is needed. We have listed some of our partners below. Do not hesitate to contact us, if you want to find out more or would like to lend your support.

## Culture:

- **Kommando Grimm** because this committed theater group brings the delightful world of fairy tales to children and makes them smile.
- **Frieda Lang Haus für Kinder School Theater** because this is where children learn everything related to theater: They choose the play, they act, they create sets and costumes, they look for sponsors and learn all about budget deficits. A project that they will remember for the rest of their lives.

- **Brass band "Blaskapelle Ergersheim, men's singing club "Männergesangsverein Ergersheim" and theater group "Theatergruppe Ergersheim" because they are an integral and valuable part of the community and its cultural landscape.**

## Social Issues:

- **German-Nepalese support organization "Deutsch-Nepalische Hilfsgemeinschaft e.V."** because education should be available to all. We have helped build two schools in Nepal already, and they require upkeep as well.
- **Church welfare agency "Diakonie Neustadt-Aisch"** because local families need help as well.
- **Food charity "EssensWert"** because even in our county it is not a given that children get a warm meal.
- **Women's shelter "Frauenhaus Ansbach"** because domestic violence is completely unacceptable in this day and age.
- **Child support organization "Kinder(t)räume e.V."** because this is how we support socially disadvantaged children.

“ With persistence and the courage to innovate, this traditional family enterprise has developed into a global player without ever losing sight of its responsibility towards its employees and society as a whole. The company's social commitment is second to none in the world of business. ”

– Hans Herold,  
Member of the Bavarian State Parliament

- **Ukraine support initiative "MEKRA Ukrainehilfe"** because supporting people who are victims of a senseless war is second nature to us.
- **"Lebenshilfe" charity** because it has been providing fantastic support services for decades.
- **Youth soccer "SV Viktoria Weigenheim Jugend"** because the coaches and the club run a fantastic youth program and the kids do not only acquire incredible soccer skills but also learn about sticking together and accepting responsibility as a team.
- **TV 1860 Bad Windsheim Volleyball** because there has to be something for those who don't play soccer.
- **Taekwondo** because above all it teaches self-confidence and body control.

## Sports and Youth Programs:

- **Sports club "SV Ergersheim"** because it strengthens the community's cohesion and the young board members have exciting plans for the future. MEKRA Lang has been a strong supporter of the SV Ergersheim for more than 50 years.

“ For me, MEKRA is like a second home, like family that has stood by me even during difficult times. ”

– Ulrike Müller-Kugler,  
long-time employee



# Corporate Social Responsibility

This is a somewhat novel concept that has become all the rage, but at MEKRA Lang it has always been part of our DNA.

It started with one of our founders, Frieda Lang, who provided extra support to the employees and their families during the difficult postwar years by supplementing their wages with food packages. From the beginning, all our employees received a Christmas present, a tradition that has been kept alive until this very day. Frieda Lang was a trailblazer because as a woman who kept working outside the home she was definitely an exception at the time. Gender equality and equal rights have had a long tradition in our company. Work-life balance is facilitated by our daycare center which already offered generous opening hours of operation and is closed on very few days of the year when others were still discussing whether this was needed and possible at all. We promote our employees' wellbeing by offering health services, in-house psychological consultation, company loans in emergencies and personalized help whenever it is needed.

It was and is important to us to support our local clubs and organizations, and to invest in youth programs. For years we have supported disadvantaged families in our county anonymously and without great fanfare and have felt called upon when support was needed to rebuild Nepalese elementary schools after a catastrophic earthquake or to help Ukrai-

nian refugees quickly and unbureaucratically, because the situation and human compassion demanded it.

One of the guiding principles of our company is a deep respect for nature. It was instilled in us by our senior managing director Heinrich Lang, a life-long hunter, and his wife Erika. It finds its expression in the comprehensive greening of the company premises, the fruit trees we planted for our employees to enjoy, the way the colors of the high-bay warehouse and production halls blend into the surrounding landscape, and not least the fact that MEKRA Lang, represented by Erika Lang, was one of the founding members of the Bavarian environmental pact "Umweltpakt Bayern". Whether it is the prevention of waste creation, the recycling of waste heat, our photovoltaic system installed on top of the Lang Technics halls as part of an employee project, or our own bus line which provides many of our employees with an inexpensive alternative to commuting by car, all of this not only saves money but also reduces carbon emissions and improves our environmental footprint significantly.

Ecological awareness permeates our company at every level.

We abide by the principle of honorable business practices. We cultivate long-term business partnerships, e.g. 90 years with HVB Bank! It goes without saying that corruption and bribery have absolutely no place in our company. As a family enterprise we focus our efforts on the next generation. That is why we do not think in quarterly results but in long-term strategies for securing the future.

Energy efficiency is an important aspect of our product development, e.g. our mirror and camera mounting systems for commercial vehicles. Similarly, our manufacturing processes are designed

with resource conservation in mind. Regarding the purchase of supplier parts and components as well as the manufacturing operations at our various international locations, we are deeply committed to upholding human rights and the prohibition of child labor worldwide. And it goes without saying, that we require our suppliers to make the same commitment.

We are happy to accept responsibility for our employees, our partners and the society we live in, and to be fully accountable for our actions. And this was our credo long before the term "Corporate Social Responsibility" had even been invented.



# Shaping the Future With Innovative and Sustainable Concepts

The goal of providing drivers with ever improving vision while increasing their safety and comfort, is what triggers the constant "renewal" of products and processes. We pursue our innovations with a deep commitment to sustainable resource conservation and social responsibility.

Through close consultation and constant interaction with the customer, indirect vision products become more and more valuable and useful with every subsequent generation, both for the customers and the market.

While inventions (new ideas and concepts) are important in this context, so are innovations which can be implemented sustainably in products, technologies and structures. Or in other words: taking inventions to market success!

Not unlike the various steps of the industrial revolution, the concept of VI-

SION has evolved continuously, from "simple mirrors" and mirror systems to Digital Vision 4.0.

The simple use of a rear view mirror provided the driver with important information and enhanced safety. Additional information, such as "distance lines" that appear during lane changes, and an image which follows the trailer's edge when reversing, have further increased driver safety and comfort. This continuity of improvement is ensured, among other things, by consistently thinking ahead. Using the latest development and simulation tools helps to push out the boundaries even further.

Potential innovations and concepts, initially generated through modeling, are brought into alignment with the customer's requirements and thereby transformed into solutions that can be industrialized and put to good use.

“ To my mind, Moshe Feldenkrais' famous saying, "To make the impossible possible, the possible easy and the easy elegant", is in essence the perfect description of MEKRA! ”

– Falk Steiner, Value Stream Management

“ To me, MEKRA means having both the courage to re-invent indirect vision and the entrepreneurial determination to make a fresh start with electronic mirror systems. ”

– Dieter Popp, Bereichsleitung Elektronik

Consistent skill sets, from concept phase through production, provide the foundation for these innovations.

The tools used during the concept phase, for example, allow us to virtually simulate the "physical limitations" and familiarize the customer with new areas of application.

Through competent development and industrialization and with a favorable customer response, concept realization becomes possible.

It will be exciting to see what comes after Digital Vision 4.0 and where we will be able to push out the boundaries again.

In cooperation with strategic partners, we are already studying the use of

- artificial intelligence
- infrared technology (day & night vision in a camera)
- ...

in our vision systems to again be the FIRST to market products that provide extraordinary benefits to the customer.

We continue to pursue the goal of making indirect vision ever safer and more comfortable. For example, in addition to merely displaying images, more and more "intelligence" will be introduced.



The Frieda Lang Haus Kindergarten children tell us what they know about Mekra Lang...

There is a kitchen, where my mom works.

My dad works at MEKRA, but I don't know what he does there exactly. But I think he repairs machines.

There is also a big villa with a ball pit.

There is a cabinet with lots of candy inside, and you can pick something and it comes out at the bottom.

Once I saw a very long truck that was parked there.

At MEKRA there are doors with lots of bars, you can't go through them.

The Frieda Lang Haus Elementary School children tell us what they think of when they hear the name Mekra Lang...

a factory

a large mirror factory

an important part of our school

no MEKRA no school

MEKRA does a lot for our school

helps us when we need something

Mardi Gras parade, a lot of work, a lot of workers

my mom works at MEKRA

a good factory

really nice

*We are passionate about shaping  
the future and treasure the past  
with all our hearts*



Susanne und Dr. Werner Lang



Bernd Dehner



Bernd Bögel

MEKRA Lang - passion for excellence.

“ MEKRA Lang embodies the ideal combination of know-how and commitment with the sense of responsibility of an owner-operated company! ”

– Christian Schmidt, High Representative for Bosnia and Herzegovina

1932 - 2022

*We are looking forward to  
spending time with you!  
The Lang family, Bernd  
Dehner and Bernd Bögel*



**SUSANNE LANG**

Managing Partner



**DR. WERNER LANG**

Managing Director



**BERND DEHNER**

Authorized Signatory  
and Location Head,  
MEKRA Lang Germany



**BERND BÖGEL**

MGM Managing  
Director