

VALUES CREATE VALUES



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Swiss made

TRISA has been developing and manufacturing in Triengen, in the canton of Lucerne, since 1887.

1,000,000

TRISA manufactures more than a million high quality toothbrushes every day.

Consistency

TRISA is already being managed by the fourth generation as a family- and employee-owned company.

Innovation

TRISA follows a strategy of innovation and technological leadership.

TRISA Spirit

Our enthusiastic workforce and our corporate culture form the basis for our lasting success.

Trust

Long-term partnerships lead to outstanding performance.

Sustainability

We practice economic, social and ecological sustainability.



DEAR READERS

«Values Create Values» is the guiding theme for this brochure. The following pages are intended to provide you with an insight into TRISA and our corporate culture. The TRISA Spirit has evolved over generations and is the basis for our lasting success. People are always at the focus of our activities: our enthusiastic workforce as co-entrepreneurs, our valued customers, suppliers, partners and society in general.

With a great deal of pioneering spirit and belief in the future, the foundation stone for TRISA was laid in 1887. Honesty and fairness with our partners has been the credo over the years. Where genuine partnership is practised, trust, innovation, performance and success will flourish. Our large circle of national and international customers has been loyal to us over decades, for which we extend our grateful thanks. This will spur us on to deliver outstanding performance in the years to come.

We are proud that our company has developed sustainably. TRISA has taken on a pioneering role in this domain and has received many awards. The company's development has been based on economic, social

and ecological considerations. The harmony between mankind, work and the environment is deeply rooted in our consciousness.

Much has changed with our products and manufacturing processes over the past 130 years, but the passion for our tasks remains unchanged. Whoever works with pleasure and enthusiasm is bound to be successful – and enthusiastic employees, in turn, create satisfied customers.

The TRISA Spirit guides our actions, now and in the future. As a leader in innovation, technology and quality, we intend to deliver outstanding performance and create long-term added value. «Values Create Values!»

Immerse yourself in the exciting world of brush making.

Adrian Pfenniger

Philipp Pfenniger





THE TRISA GROUP

There is hardly a child in Switzerland who isn't aware of TRISA. Yet TRISA represents much more than just the well-known and popular toothbrush. The corporate group comprises independent centres of expertise that provide excellence in their specialised areas of health and beauty care. With products beneficial to society we are happy to be able to give our customers a feeling of health, joy and well-being.

TRISA's oral care products, made in Switzerland, stand for clean teeth as well as a healthy and beautiful smile. Our many years of collaboration with the dental profession and global leading university institutes help us to achieve pioneering results in the field of dental hygiene. We also set the standard in the beauty care and household products segments. TRISA is recognised as a desirable Swiss brand with top quality products. Not only in Switzerland is the company a strong and popular brand but also internationally, where TRISA is distributed in more than 60 countries.

Apart from TRISA branded products we offer our partners a complete private label service, which includes consulting, concept and design studies, development, mould-making, up to and including packaging design. We guarantee innovation, cutting edge technology and the highest quality. Our customers can rely on an excellent service and properly thought-through logistics at the heart of Europe.

The TRISA parent company was founded in 1887 in Triengen. Step by step the TRISA Group evolved with four focused centres of expertise. In addition to TRISA AG and TRISA Electronics AG, these are TRISA Accessoires AG and Ebnat AG. Innovation and production partnerships since decades have been established with world-leading multinational companies. These build on our proven manufacturing expertise in high-tech injection moulding and tufting technology, innovative applicators and electronics in small appliances as well as efficient packaging solutions.

In-house moulding and tooling, including the manufacture of prototypes, guarantees customised and fast product development. In the field of multi-component injection moulding TRISA is able to demonstrate many years' experience and runs a highly automated production line 24 hours/7 days. We are a reliable partner when it comes to mass production and packaging.

With regard to electrical oral care, the TRISA Group is able to look back on more than 30 years of experience. We produce more than a million electrical appliances every year. The range includes electrical toothbrushes as well as small electrical appliances for the fast growing beauty care market.

Our partners appreciate the all-round expertise that the entire TRISA Group is able to provide. We aim to strengthen and continuously expand our core competencies with the quality of our products being our top priority. We are certified according to the following management standards: ISO 9001 / ISO 13485 (Medical products) / ISO 14001 / ISO 22716 (Cosmetics GMP) / OHSAS 18001 / BRC CP / FSC.





CONSISTENTLY SUSTAINABLE

Since time immemorial our actions have been characterised by sustainability and this is firmly anchored in our identity and in our culture. The TRISA mission, our basic position and our cooperative style of leadership are evidence of this. Sustainable corporate development is based on economic, social and environmental considerations which can always be optimized in a harmonious way. Thus TRISA is constantly striving to find new ways to fulfil its responsibilities towards its employees and customers, the environment and society.

ECONOMICALLY SUSTAINABLE

Economic success is the precondition for sustainable actions. Without this, the company would not be able to operate in a social or environmentally friendly manner. We are not striving for short-term profit maximisation but for sustained development of TRISA. One of our corporate goals is to be independent and we have the firm intention of remaining so. Sustainability also refers to our products whose quality is given top priority.

SOCIALLY SUSTAINABLE

Our employees are co-entrepreneurs who participate in the joint success of the company. We endeavour to be a good neighbour and a reliable and valued partner in the community. We provide selected non-profit organisations with financial support or with products. We also make selective donations to scientific, cultural and sports institutions. Since 1998 TRISA has been donating more than 100,000 quality toothbrushes annually to disadvantaged children throughout the world.

ECOLOGICALLY SUSTAINABLE

The harmony between mankind, work and the environment is deeply rooted in our awareness. Many milestones are testimony to TRISA's ecological sustainability. Even at the beginning of the 1960s, before the matter of the environment was on everybody's lips, TRISA had taken on a pioneering role with regard to environmental issues.





SUSTAINABLE CORPORATE CULTURE – SUCCESS FACTOR «TRISA SPIRIT»

Our corporate culture, the TRISA Spirit, has evolved over generations and is the set of basic values, the «personality» of our company. This has led to long-term relationships based on trust. Trust, as our most important basic value cannot simply be decreed. It has to be earned by demonstrating values authentically. Day in, day out.



*I personally believe in God and the good in man!
Consequently, I feel that we have a mission to fulfil here on earth.
And the task of the entrepreneur?
In my opinion, he shall create work and do everything to ensure that the people who work for him take pleasure in their jobs. He who enjoys his work will always produce better results – to the benefit of one and all.*

Ernst Pfenniger-Unternährer (quote 1964)

THE TRISA PHILOSOPHY AND CULTURE OF TRUST

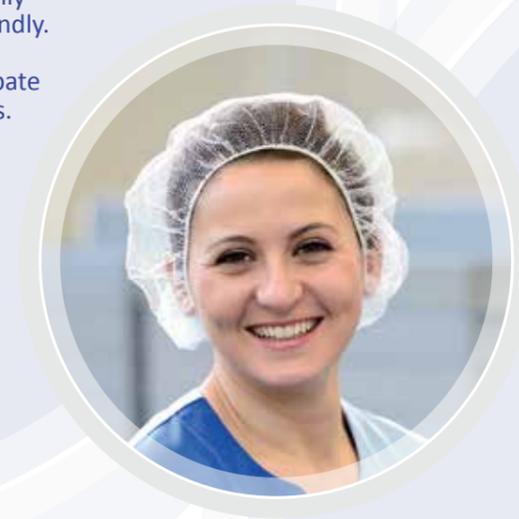
We practice open-mindedness – both within and outside the company. Solidarity and humanity, but also treating all our partners fairly, is entrenched in our corporate culture. Our focus is always on people. Our common set of basic values has grown over decades and binds us together. Trust, respect, appreciation, pleasure in what we do, entrepreneurial thinking, innovation, participation and co-determination form the basis for the TRISA Spirit. Our TRISA mission, basic position and principles of leadership are based thereon.

EMPLOYEES AS CO-ENTREPRENEURS

All TRISA employees are co-entrepreneurs and shareholders who participate in the capital and success of the company. They make up half of the members of the Board of Directors. The equally represented Board of Directors as well as the «My TRISA Committee» enable direct co-determination and the possibility to exert influence. This democratic and co-operative style of leadership leads to a strong feeling of solidarity and commitment within the company and encourages entrepreneurial thinking, devotion and satisfaction among the employees.

OUR MISSION

- TRISA products provide health, joy and wellness.
- TRISA is achieving pioneer performance in the areas of oral care, hair care and body care.
- TRISA is acting innovatively, quality consciously, socially and environmentally friendly.
- TRISA employees participate in the capital and success.
- One should love TRISA.



OUR BASIC POSITION

- We believe in our successful future which we create day by day.
- Together, we can achieve anything.
- We take joy in our task and achieve outstanding performance.
- We think positively based on mutual trust and esteem.
- We approach each other cooperatively, uncomplicatedly and constructively.
- We think entrepreneurially, we love initiative and new ideas.
- We work professionally, efficiently and flexibly.
- We lead through example and take decisions on the spot within the team.
- We communicate and inform openly, honestly and systematically.
- We regard our customers and our suppliers as partners. They take part in the TRISA family spirit.
- We have confidence in the power above us that is guiding us.



PARTICIPANTS IN THE CAPITAL AND SUCCESS

Employees' financial participation in the success of the company is reflected on the one hand in dividend payments to the shareholders and on the other, the profit-sharing scheme. Once a month the TRISA workforce is informed about the company's course of business and are rewarded with a fixed percentage which is credited to their basic salary as part of the profit-sharing scheme. Based on the annual financial report the Board of Directors assesses the sales figures, the EBITDA and the sustainability of the results and then determines the level of the end of year profit-sharing bonus. This is subsequently presented to all employees personally by senior management.

A LEARNING COMMUNITY

We consider ourselves to be a learning community, one which strives for continuous improvement and searches for new solutions. Well-trained and dedicated employees form the basis for our on-going success. For years, a professional development program for employees has been given a high priority at TRISA. Our system is based on a rolling planning that is regularly updated to meet future needs. Once a year a topic relating to leadership is seized upon and discussed in depth throughout the company. On the basis of regular employee surveys we also organise seminars and activities which have an impact on day to day life within the company.

BECAUSE VALUES UNITE US

We live in times which are dominated by change. Within the company the TRISA Spirit has a key function to play. Whoever acts in an ethical, socially responsible and sustainable manner has colleagues at his side who think in terms of partnership. Ultimately, only those companies who cultivate long-term partnerships and develop a stable set of values, and continue to advance, can survive. Over time values create a reputation and lead to long-term relationships in confidence.

MILESTONES IN IMPLEMENTING THE PHILOSOPHY

1964

Introduction of success sharing

1968

Social equality for all TRISA employees

1972

TRISA employees become shareholders

1973

Parity-based Board of Directors

1976

Solidarity fund supports solidarity projects in the company

1993

P-Club as a thank-you and appreciation as well as maintaining contact between long-standing employees

1999

Promotion of social, mental and physical well-being amongst the employees

2009

«TRISA on the move» with projects for promoting health



Mutual trust is the greatest gift we can bestow upon each other. And trust is TRISA's true asset! It forms the basis for joint success. There is nothing that gives us greater strength than mutual trust and esteem. Good performance at TRISA deserves praise and recognition. Honest praise and true appreciation are heartfelt. Confidence and esteem is what the TRISA Spirit is all about.

Adrian Pfenninger





LONG-TERM PARTNERSHIPS

The TRISA brand, together with its products, made in Switzerland, has been successful on the international stage for decades. Our all-embracing market experience in the health care and beauty care segments also enables our selected multinational partners to benefit. In-depth market expertise, combined with our proven core competencies, regularly leads to successes in global markets. This results in trust, which underpins our long-term partnerships.

ENTHUSIASTIC CONSUMERS

Every day millions of people are captivated by TRISA's innovative and high quality products. All toothbrushes are developed and manufactured in Switzerland. Thanks to the proximity to our customers and systematic market research we obtain reliable information that allows us to keep abreast of our product worlds. Added value for our customers takes first place in the overall value added chain. Everyday more than a million toothbrushes, of which 95 per cent are exported, leave our factory. Back at the beginning of the 1960s TRISA commenced marketing activities in neighbouring countries, Scandinavia and the Middle East.

Today, TRISA branded products enjoy consumers' confidence in more than 60 countries. Our leading position in the markets of different countries has been achieved also thanks to the distinctive brand building with our professional distribution partners. Regular discussions and seminars take place not only at our headquarters in Switzerland but also directly on site with our partners. In our brand communication that uses the gleaming winter landscape we combine TRISA with the Swiss attributes of precision and cleanliness. Authenticity, uniqueness and a consumer dialogue that engenders confidence make sure that our brand remains up-to-date and attractive.

The customer is always the focus of our activities. Our national and international customers have been loyal to us over decades; for this we extend our grateful thanks. This will spur us on to deliver outstanding performance for years to come.





SELECTED CUSTOMER PARTNERSHIPS

The long tradition and experience with our TRISA brand in the beauty and health care sectors ensure that we are a competent partner for our national and international clientele. They rely on in-depth market expertise and our detailed knowledge of consumers' needs.

The TRISA innovation and technological leadership strategy is a supporting pillar for our successful partnerships. Latest scientific findings and our expertise in all the relevant product technologies find their way into new concepts and products.

Outstanding products, state-of-the-art logistics and an obliging customer service are the basic preconditions for unbeatable market performance. We provide our

customers with competent advice and offer complete solutions starting with design and packaging studies, continuing with product development and ending with highly-automated manufacturing.

We make no compromises regarding the quality of our products. At TRISA, business excellence is systematically implemented and enjoys a prominent position at all levels of the company. For as long as can be remembered we have adopted a culture dominated by quality and improvements.

We pay particular attention to careful monitoring of international patents in all important product areas. The relevant publications are systematically entered into our in-house patent and design database.



We consistently coordinate our products and services to take account of the wishes of our partners and regularly exceed their expectations. We are in constant dialogue with our partners, addressing topics of a strategic and operative nature. Regular partnership meetings ensure direct lines of communication. Precise knowledge of the customers' needs results in tailor-made and efficient solutions.

Market expertise, customer focus and technology, combined with creativity lead to unsurpassed innovations, market success and satisfied customers. In cooperation with our multinational partners we repeatedly come up with new products that set global standards. The intense

mutual basis of trust in our customer partnerships is a key success factor for TRISA.

SUSTAINABLE SUPPLIER RELATIONSHIPS

We maintain long-term and close cooperation with our suppliers. TRISA chooses its suppliers on the basis of objective aspects. These include product quality, service offerings, innovation and competitiveness. TRISA acts with integrity and conducts itself in an ethical manner at all times. This corresponds to our long-term corporate philosophy, our mission and basic attitude. Our strategic supplier management is based on an open exchange and leads to valuable approaches to innovation.



SCIENTIFIC COOPERATION

We are in close contact with science. In practical workshops renowned university lecturers regularly hold seminars on subjects of current interest. We actively participate in national and international studies from universities and universities of applied sciences.

When developing new beauty care products we rely on cooperation with proven experts. From a technological point of view, we are also able to count on successful scientific cooperation.

Our many years of cooperation with globally leading university institutes is particularly intensive in the area of dental medicine. Topics and projects surrounding oral health are driven forward in a partner-like manner. Scientific meetings with representatives from Swiss universities are conducted on a regular basis. Together, we discuss the latest challenges in dental medicine research. The newest results of studies are an important source for innovations for meaningful products in oral prevention.

Practice-related research projects often result from the collaboration with national and international university institutes. Back in 1952, in cooperation with the Universities of Zurich and Lausanne, the first scientifically developed TRISA toothbrush came into being.

A further example of the close cooperation between TRISA and scientists was the development of the «Robocheck». In conjunction with a team of the University of Bern, using state-of-the-art robot technology, a research model for the clinical assessment of the efficiency of toothbrushes was created.

We conduct regular exchanges with practising dentists and dental hygienists. Findings from their day to day experiences with patients are incorporated in our deliberations and products. Cooperation with specialised committees and professional associations involved in oral care also has a long tradition at TRISA. These associations promote oral care awareness in broad swathes of the population. The continuously increasing consumption of toothbrushes per head is not least thanks to the broad educational campaign of the relevant organisations.





INNOVATIVE OUTSTANDING PERFORMANCE

A key success factor for TRISA is our specifically directed and systematic innovation management as well as a culture of innovation that is practised throughout the entire company. With our innovations and functionally superior products we are able to create added value. All our development activities are focused on one single objective – delighted customers.

INNOVATIONS – RESPONDING TO NEEDS

The culture of innovation practised by the entire company enables us to be active at the forefront of global markets. Thanks to our proximity to the market we are able to identify trends promptly and turn these into ground-breaking innovations. But innovation and technology leadership also means that we must continue to refine our production technologies. Apart from unceasing research efforts and a measure of engineering artistry we practise innovation with passion. We maintain our claim to manufacture the best oral care products for our customers.

THE ENTIRE WORKFORCE IS INNOVATIVE

Our participative leadership model creates a favourable environment and acts as a driving force for the innovation process. We integrate the entire intellectual assets of our workforce in this process. All TRISA employees are in possession of an «Idea Pass». Suggestions for new products, process optimisations, workplace improvements, technology or social innovations are registered and rewarded. With the «Question of the Month», which is directed to all employees, inputs are widely discussed and solutions searched for. «TRISA Champions» are chosen annually – employees who attract attention because they have come up with excellent ideas. The creativity potential of more than 1,000 employees is inexhaustible – dazzling ideas are our future.





«HOUSE OF IDEAS» AND INNOVATION CIRCLES

Since 1997 the company's own «House of Ideas» has been occupying the attic of the former restaurant «Eintracht», the site where TRISA was founded. Several interdisciplinary innovation circles meet regularly with the aim of creating new ideas for products. It is highly likely that the «House of Ideas» hosts the largest exhibition of

oral hygiene and beauty care products from all over the world. This collection with the latest trends in materials, technology, design and packaging is being continuously updated and complemented. Furthermore, we can take advantage of an extensive innovation database which enables us to access comprehensive information about a specific aspect of innovation. The systematic innovation activity has long been a key element of our international competitiveness. Accordingly high is its value placed on TRISA's corporate strategy.

HIGH PERCENTAGE OF NEW PRODUCTS

In the 1980s TRISA sales of new products were between 5 and 10 per cent of the total. The goal of between 25 and 30 per cent has been surpassed time and time again over recent years. Thanks to our systematic innovation activity we are able to perfect the quality and user-friendliness of our existing products. All stages of product development, from the initial idea to the end product, are undertaken in-house by TRISA.

PROTECTION OF THE INTELLECTUAL PROPERTY

We consider it important to protect intellectual property. Already at the end of the 1960s the first patents were filed and designs and trade marks registered. TRISA makes great efforts to protect all innovations and new products. By means of in-depth research we are able to effectively validate our own applications on the one hand and respect third party intellectual property rights on the other. TRISA maintains its own legal department, which is supported by external patent attorneys. More than 1,000 national and international property rights count among our intellectual property.

EFFICIENT PRODUCT DEVELOPMENT PROCESS

In an environment that is constantly changing we anticipate market changes and new customers needs with great accuracy. A finely tuned product development process planned in great detail underpins our innovation strength. Interfaces are precisely defined and resources bundled. This enables us to achieve faster lead times, react selectively to market opportunities and guarantee an attractive «Time to Market».

«ROBOCHECK» – OUR HIGH-TECH TEST PROCEDURE

We have a state-of-the-art research and development laboratory at our disposal. Numerous measurement data and data gained from experience form a broad empirical basis for our intensive research activity. As a means of assessing the cleaning ability of a toothbrush TRISA has been using the «Artificial Mouth» research model for years. Using state-of-the-art technologies «Robocheck» has evolved as a further development of the «Artificial Mouth». This is an in-vitro research model to rate the cleaning effectiveness of our oral care products and supports TRISA research in systematic development. A five-axis robot facilitates the simulation of a wide range of cleaning movements and techniques. Analyses and appraisals of the test results are generated automatically.

SUSTAINABLE INVESTMENT POLICY

With foresight, entrepreneurship and ingenuity the TRISA Group continues with its relentless development. Back in the 1960s, TRISA already invested three times the annual turnover in order to succeed under difficult conditions. Ever since, sales have increased more than twentyfold. Over the past ten years the TRISA Group has invested more than 250 million Swiss francs in new products, technologies, machines and buildings. In addition, TRISA continues to invest in further education and training for its workforce. Our employees are our most valued asset.





SOCIETY AND THE ENVIRONMENT

TRISA attaches great importance to sustained corporate development. This includes acting in a socially responsible manner, the efficient use of resources for production processes as well as technological progress. We are aware of our social responsibilities and act in a consistent manner. Our commitment means that people both at home and abroad are the beneficiaries.

THE TRISA WORKFORCE FORMS THE BASIS FOR OUR SUCCESS

Our committed and willing employees as co-entrepreneurs form the basis for our success. We offer interesting and varied activities, motivated teams, attractive frame conditions and sufficient room for personal development. We create an atmosphere of enthusiasm for the job in hand with leadership setting an example. The TRISA Spirit encourages a culture of trust, partnership, participation and openness. Regular employee surveys give testimony to the high level of commitment and overall satisfaction with TRISA.

LOCALLY ROOTED, GLOBALLY PRESENT

We have a clear commitment to Switzerland as our industrial base. Millions of Swiss francs of investment annually prop up the local economy. In doing so, we make a considerable contribution towards safeguarding jobs and prosperity throughout the region. We are happy to accept our responsibilities and are ready for any discussions with stakeholders. Our aim is to be a reliable partner at a regional, national and international level. TRISA competes in world markets with manufacturers from every imaginable country. The attractiveness of Switzerland in providing jobs is something we take to heart. Our commitment to attractive frame conditions, social responsibility and acting sustainably are fixed components of our corporate culture.

FOR THE CHILDREN OF THIS WORLD

Across the globe more than two billion people are living without any basic sanitation, one billion of which are children. Many of them have never seen a toothbrush. We want to change that! Since 1998 TRISA has been helping children in need by donating hundreds of thousands of TRISA quality toothbrushes. To distribute the toothbrushes to needy children we work closely with acknowledged charities such as the international Committee of the Red Cross (ICRC) or UNICEF. Our TRISA solidarity toothbrushes help us to alleviate the suffering and need and make a long-term contribution towards improving public health and the quality of life.





RETURN SOMETHING TO SOCIETY

For decades we have fostered close relationships with workshops for people with disabilities who, as a result, are able to take up gainful employment in various institutions. We encourage employees to undertake charitable social work and provide a service to the community. Each year our apprentices undertake a week of voluntary service for people living in the mountain regions. We provide selected non-profit organisations with financial support, or with our products. Furthermore, to maintain and promote the local and regional diversity we also regularly support charitable events involving science, culture and sport. A practical example is the «TRISA Cup», which has taken place every year since 1976. This is a trial of strength involving hundreds of gymnasts from around Switzerland.

SUSTAINABLE ENVIRONMENTAL MANAGEMENT

For over 50 years, long before the subject of ecology was on everybody's lips, TRISA attached considerable importance to environmental issues. We understand environmental management as a process of ongoing improvement and were certified according to ISO 14001 many years ago. All TRISA Group companies adopt their own environmental policy, which defines the frame for the environmental strategy and objectives.

We must look after and handle our resources carefully. And this means regularly optimising our production processes as well as construction and technical measures. We encourage a sense of responsibility for the environment at all levels of the company. Many milestones are testimony to TRISA's commitment towards our habitat.

SOLAR ENERGY, WOOD CHIP-FIRED HEATING AND BUILDING MANAGEMENT

TRISA focuses consistently on energy-saving alternatives. Back in 1998 we were already using solar energy to produce 291,000 kWh of electricity annually. All TRISA's factories are heated without oil using wood chippings from local forests. The new district heating facility allows us to supply TRISA's building and other facilities in the centre of the village of Triengen with renewable energy. Moreover, we rely upon consistent heat recovery in production. We also build on clever solutions for building management. Our efficient system records information from all the technical facilities, controls the heating and cooling system, the ventilation and air-conditioning, lighting, sun shades as well as fire alarm and security systems. These measures allow us to achieve annual savings amounting to the regular energy consumed by roughly 1,390 detached houses, which equates to an average-sized village such as Triengen.

MILESTONES OF THE LAST YEARS

1998

The ecological TRISA wood construction with a solar power station

1999

TRISA receives the Eco Prize for special efforts in protecting the environment

2003

Certified for ISO 14001 Environment Management System

2004

TRISA Electronics builds an ecological construction with a solar power station

2005

TRISA is certified for FSC

2008

The new «Werk 3» with the most modern insulation and waste heat recovery technology

2009

Launching of the ecological toothbrush TRISA «my Planet»

2010

Implementation of energy efficiency class A (SIA) in «Werk 3»

2013

TRISA heats oil-free with a wood chip heating

2015

Fully automated high-bay warehouse with optimized environmentally friendly logistics

2017

New lighting concept with energy-saving halogen lamps

WATER AS A NATURAL SOURCE OF ENERGY

In Wellnau, above Triengen, surface water is stored in TRISA's own reservoir. With heat exchangers this water is used to cool our injection moulding machines. The clean water is then returned to the cycle.

Apart from re-cooling the injection moulding machines the 4,000m³ reservoir can also be used by the regional fire brigade as a storage pond for fire-fighting water.

We will continue to use the resources as carefully as possible and push for sustainable solutions in environmental management. An unspoiled nature and environment are the prerequisites for a high quality of life.





IMPRESSIVE PAST

With a great deal of pioneering spirit and belief in the future the foundation stone for TRISA was laid in 1887. Honesty and fairness with our partners has been the credo over the years. Where genuine partnership is practised, trust, innovation, performance and success will flourish.

TRISA SINCE 1887

TRISA, situated in the heart of Switzerland and Europe, is characterised by an impressive history. In 1836, four young men from Triengen, in the canton of Lucerne, set about exporting the local art of linen-weaving to Wiesental, a valley in the Black Forest. Whilst there, they learnt the art of brush making. In 1885, the first commercial brush production started up in Triengen but operations had to be suspended after only two years. The same year, six Triengen citizens founded a new brush factory so that 1887 is actually the year when the present TRISA was founded. On returning home, Ferdinand Kost became the first foreman. In the 1890s, Xaver Pfenniger joined the company. The new entrepreneurs were blessed with a pioneering spirit and a belief in the future. At the end of the 19th century, the company already had a workforce of 30 and specialised in manufacturing mainly hairbrushes and brushes for the general household use.

THE FIRST TOOTHBRUSH

The first toothbrush, produced in 1903 in Triengen, was hand-drawn. Seven years later a hydraulic production machine simplified the work process. The chaos of World War I didn't leave the young factory unscathed. As a result of active military service, production had to be halted on a number of occasions. At the end of the 1930s, manual tufting machines gradually replaced work previously undertaken by hand. More technical milestones were soon to follow. Tufting machines and a variety of other semi-automatic processes were among the chief innovations of the 1940s. A new era in the former brush factory commenced in the 1960s: piecework gave way to more entrepreneurial responsibility and active involvement. The participative leadership and participation model resulted in employees becoming co-entrepreneurs.





MORE THAN A MILLION TOOTHBRUSHES PER DAY

Pleasing growth at TRISA was the dominant feature of the 1970s and 1980s. In 1989 TRISA acquired the Ebnat Kappel AG brush factory and, step-by-step, the TRISA Group evolved with four focused centres of expertise. In addition to TRISA AG and TRISA Electronics AG these are TRISA Accessoires AG and Ebnat AG. TRISA was the first European toothbrush manufacturer to be ISO certified in 1992. At the turn of the century TRISA achieved major growth thanks to new products and technologies, with advanced production processes and a number of new factory buildings. Since then TRISA has been awarded numerous prizes, which give testimony to the company's sustained corporate development and innovation strength. Once a non-industrial commercial brush manufacturer, the company is now an internationally

active corporation with more than 1,000 employees. Everything started off in a small way. Where 50,000 toothbrushes were being produced annually in the 1950s, this figure now is more than one million per day.

FOUR GENERATIONS

Today, the employee and family business, TRISA, is being managed by the fourth generation of the Pfenniger family. Each generation has built up its know-how from the previous generation, accompanied by sound business sense and creativity. They all were and still are patrons and role models for motivated TRISA employees. Also many families of employees, who have always been loyal to TRISA for several generations, have contributed in no small measure to the success of the company.

As managing director at the beginning of the 20th century, Xaver Pfenniger was instrumental in the ongoing development of the young factory in Triengen. He took on responsibility for sales throughout Switzerland and transformed TRISA to become a nationally active company. In 1908, there were 196 different brushes for use by the farming industry, in the home and for body care, including three different toothbrushes.

Adrian and Philipp Pfenniger have been with the family business since 1989 and 1994 and have been part of senior management since the end of the 1990s. Whilst CEO Adrian Pfenniger, lic. oec. HEC, is responsible for the commercial fortunes of TRISA, Phillip Pfenniger, graduate Engineer ETH, is responsible for technology, production and logistics. The development of the TRISA Group has grown rapidly since the turn of the century. Hundreds of additional jobs have been created and a number of new factories built.

Ernst Pfenniger-Häfliger joined the company in 1932 and took over management in 1941. It was a time of technical upheaval. The first tufting machines slowly replaced manual activities. Production using semi-automatic machines made its debut in 1948. Soon, production commenced using thermo-plastic injection moulding.

Ernst Pfenniger-Unternährer, lic. nat. oec., a great entrepreneurial figure, joined TRISA in 1961 and took over management in 1967. Together with his team he made radical changes to the former brush factory. Ernst Pfenniger laid the foundation stone for TRISA's participative corporate culture with the employees enjoying profit-sharing and equity participation. This has been further refined since 1964, making the company unique.



Xaver Pfenniger



Ernst Pfenniger-Häfliger



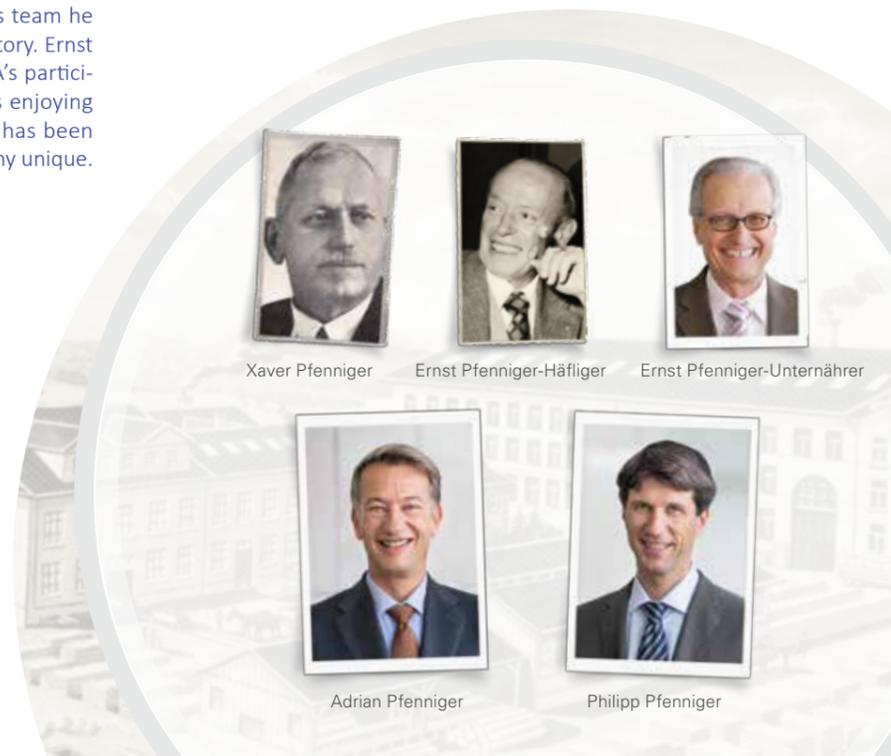
Ernst Pfenniger-Unternährer



Adrian Pfenniger



Philipp Pfenniger





SUSTAINABLE IN THE FUTURE

To be successful in the market over generations means being fair to your partners and requires a solid set of basic values. In the past 130 years much has changed with our products and manufacturing processes. Unchanged, however, is the joy and passion for what we do. Whoever does something with pleasure and enthusiasm will be successful and, in turn, enthusiastic employees create inspired customers.

VALUES CREATE VALUES

After all these years the TRISA Spirit, our philosophy and corporate culture, has shown no signs of becoming tired – on the contrary, it is more up-to-date than ever and affords the company intrinsic stability in an environment that is in a continuous state of flux. For this reason we are always looking for new ways to fulfil our responsibilities towards our stakeholders. The future success starts in the heads and hearts of our employees and co-entrepreneurs. At the end of the day, they are the people who can make a difference, inspire our customers and shape progress.

We are grateful for the opportunity to produce beneficial products that can bring people health, joy and well-being. In a world of globalised free competition only those which act in an outstanding manner will survive. Therefore, every day we want to lead TRISA to world class achievements. With our proven core competencies we are well-placed in this respect and aim to grow healthily and sustainably.

The TRISA Spirit will continue to guide our actions for years to come. Leading in innovation, technology and quality we intend to provide outstanding performance and create long-term added value. «Values Create Values.»



We started with trust – and with trust and optimism we will shape our future.

Philipp Pfenniger