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# Economic History of Herzogenaurach

## From cloth manufacturing to shoe manufacturing - Herzogenaurach's economic history through the ages

### Prospering clothier industry

In 13th century, the Franconian farming town of Herzogenaurach was founded as a center of trade and craft for the surrounding farmland area. Soon a prospering clothier industry arose and found its main market in the close city of Nuremberg. Until 1800, about half of the town citizens worked in this industry.

### Change towards shoe-manufacturing

However, during the 19th century, the structure of the labor market in Herzogenaurach changed considerably due to the fundamental orientation towards the shoe-manufacturing industry. First the common putting-out system was applied. Since 1884 the "Schlappen", felt shoes and slippers have been manufactured in industrial scale. During its golden age, the "Pirmasens of Franconia" was the home of 25 companies from the shoe-making industry. At that time, 80% of the manufactured goods were slippers.

### Metalworking companies after World War II

Until 1992, the company Weiler Werkzeugmaschinen KG manufactured machine tools. Another company of the machine engineering sector is the INA Holding, founded by the brothers Wilhelm and Georg Schaeffler, which has become a synonym for precision engineering made in Herzogenaurach. Since the end of World War II, the crisis-prone economic structure has been given a broader foundation. The most important factor for the steep rise of the town after the War was the settlement of metalworking companies.

# Two sport companies conquer the world

The traditional industry of the town, the shoe-making industry, has since been continued by two dynamic global companies. In the beginning, the two brothers Adolf and Rudolf Dassler worked together; however, in 1948 they founded two separate companies and today, it is impossible to imagine a world of sports without the two corresponding logos. Today, Herzogenaurach is the center of sports fashion as it is the home of the headquarters of Adidas and Puma where the most trendy fashion and hightech shoes for the international market are being designed.

## Contact

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