

General Information on the Company



Company name:	Sieper GmbH
Company location:	58511 Lüdenscheid, Germany, Schlittenbacher Strasse 60
Managing Directors:	Volker Sieper, Ulrich Urban
Employees:	550 incl. Dongguan
Main export countries:	Austria, Australia, Benelux, France, Great Britain, Ireland, Italy, Japan, New Zealand, Poland, Scandinavia, Spain, Switzerland

Development of the Company

In **1921** Richard Sieper founds – at the beginning of the era of inflation – a casting foundry company in Luedenscheid, the base of the Sieper-Werke today.

Production of consumer goods like cutleries made of aluminium and ashtrays.

Beginning of the development and production of new products made of **thermo plastic synthetic material** quite unknown at this time.

1950 Registration of the brand name **SIKU (SIEPER KUNSTSTOFFE)**.

SIKU exhibits at the **first Nuremberg Toy Fair** and displays there for the first time toys made of plastics (incl. a farm with animals). In the ensuing years the product range is expanded further.

1954 Production of the first 32 SIKU toy-model vehicles made of plastic, at the for children well suitable scale of 1:60. In contrast to the competitor at that time, WIKING, who was producing vehicles at the H0-scale (1:87), SIKU developed independent toy models at a larger scale.

1959 The Germans are up and running once more and so is SIKU. The first 20 **model aeroplanes** on a scale of 1:250 are successfully introduced on the market.

1963 Beginning of the production of toy models made of **metal** which are produced in a zinc casting process. It all began with 16 models – today the assortment encompasses 250 toy models.

1983 The SIKU**FARMER** range with toy models on a scale of 1:32 based on the farming theme is introduced and during the years that follow becomes one of the most successful SIKU ranges.

1984 Take-over of the traditional Berlin-based company Wiking Modellbau. **WIKING** produces model vehicles made of plastic, where detail is very close to the original, at the scale of 1:87 (H0) and 1:160 (trace N). Products with the brand name WIKING are, in collector circles, the most popular models, still being developed and produced by „experts for connoisseurs“.



1993 With the desire to keep in line with modern typography today's SIKU logo, whose white lettering is placed in a red circular form, is created.

1994/95 Construction of a new logistic centre in Luedenscheid, favourably located traffic-wise directly on the BAB 45 Sauerland route. The 25 m high, fully automatic, high-shelved storage centre offers room for 6000 pallets.

2002 Start of the series SIKU**FARMERCLASSIC** with vintage tractor models, where detail is very close to the original, at the scale of 1:32.

2004 With SIKU**CONTROL32** movement comes to play. For the first time ever SIKU tractor models move by infrared remote-control.

At the end of 2004 the range starts off with two tractors.

2005 The successful series SIKU**CONTROL32** range is continued with two electronically controlled trailers. Introduction of the SIKU**SUPERCLASSIC** range on a scale 1:50 which – continuing the success with the classic tractors – includes highly detailed vintage fire-engines.

2006 The Lanz-Eil-Bulldog, which is new to the SIKU**CONTROL32**-series, with speed related realistic sound effects, stirs up nostalgic memories.

2007 In the year 2007 the SIKU**CONTROL32** product area focuses on the launch of a new radio-controlled generation of models (2.4 GHz radio technology). The new truck with the MAN lowboy semi-trailer has reached a level of technology never before attained in the company history of the SIKU brand. At the same time it is great fun to play with and very easy to operate.

For the first time in SIKU history it has been possible since the beginning of January 2007 to order SIKU merchandise articles such as caps, watches, mugs and SIKU accessories directly and online from SIKU.

SIKU's first own production plant in Asia (Dongguan) is established.

2008 The series of classic models in the scale of 1:50 is being continued with the Mercedes Platform Truck.

The successful new orientation of the SIKU**CONTROL32** range based on 2.4 GHz radio technology, which was started in 2007, is systematically being continued in 2008 in the agricultural sector with the tractor DEUTZ-FAHR Agrotron X720.

2009 The product range of SIKU**CONTROL32** is extended at the highest technical level by innovative, radio-controlled models such as a John Deere track tractor.

The SIKU brand exhibits for the 60th time at the Nuremberg Toy Fair.

2010 The new series of agricultural models in scale 1:50 will be introduced to the market. It is now possible to combine the themes of city and country to one world of play in scale 1:50.