



escher

The outlook for entrepreneurs in 2021

Survey

Study: The future after the crisis

Ones to watch

Companies on the 2021 watch list

Reflection

How rational are our actions really?



Escher

Alfred Escher was the founder of Credit Suisse and an eminent Swiss entrepreneur. With an entrepreneurial, can-do mentality, he molded the present during his lifetime and shaped the future with his keen eye.

Precisely this mentality is reflected in the portraits of some of today's companies and entrepreneurs. This publication examines topics and aspects that occupy entrepreneurs – both then and now.

The attitude of the bank for entrepreneurs is shaped by our founding father, which is why this annual bears his name. We support entrepreneurs in shaping their specific entrepreneurial futures by highlighting approaches and providing impetus.

Entrepreneurs think ahead.

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Some of the Glatz company's inventions have been the standard for generations.

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Glatz



Markus Glatz's family are born inventors.

The European market leader from Frauenfeld

Run by the same family for four generations, Glatz is a family company whose sunshades are well known far beyond Switzerland's borders. The company capitalizes on its Swissness as well as its own brand name.

Author — Evelyn Reusser

**“Sometimes we
had to wait a
very long time.”**

Over the past 125 years, Glatz has made a name for itself with its high-quality sunshades, both in the catering and hotel industry, and among individual customers. The company has manufactured its products in Switzerland since it was founded. And this will continue to be the case in the future as well, promises Markus Glatz, president of the supervisory board. But the Glatz name itself is becoming more important as well: “Of course, being Swiss-made is a good sales argument. But our brand reputation and the company’s values count more over the long term than the Swiss flag.”

A long history of innovation

The company’s long history shows that perseverance and a focus on its strengths have paid off. The Glatz family took to inventing things early on. “My family developed innovations that were adopted around the world and are still considered the standard,” Glatz says with evident pride. For example, his grandfather invented the Alexo gear joint. This made it possible to tilt the pole of the sunshade and was initially used to protect sensitive measurement devices used in road construction, but the shades eventually became a sought-after, functional design classic found in many Swiss gardens. The company also developed the free-arm sunshade, which enables the continuous adjustment of the sunshade without the stand getting in the way. These original models still form the basis of the company’s wide product range, which is constantly being enhanced.

Lesson from history: Never give up

But the company’s history is not limited to products that met with immediate success on the market, admits Glatz. “Sometimes we had to wait a very long time.” Take, for example, the free-arm sunshade, where the canopy, supported only by a cantilever attached to a side pole, swings in the air. This innovation was introduced in 1959, but it only really took off after some 20 years. “Working in a family firm has taught me time and again that you should never give up,” says Markus Glatz, the fourth generation of his family to run the company. His great-grandfather and





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company founder Albert Glatz learned this lesson as well, having almost sold the business after one year. He found support from his wife, who lent her talents as a seamstress to the company, which had success from that point on.

Tradition and progress

While the company's basic values, such as durable products and functional design, have remained a constant throughout the years, each generation has brought fresh ideas to the company as well. For example, when Markus Glatz took over the company, it was going through a significant dry spell. He attempted to boost business through a strong

expansion of sales. “A sharp focus on production led to a number of good developments. However, this doesn't do any good if the market isn't ready for them or there is insufficient selling capacity for the products,” says Glatz. He succeeded in instituting a cultural change. Glatz is now the European market leader with its own sales teams in Switzerland, Germany, Austria and the Benelux countries as well as its own distribution companies in France and Spain.

Glatz AG



Number of employees:
110

Founded in:
1895

Headquarters:
Frauenfeld

Area of activity:
Hotels, catering and
individual customers

Noted:
A sunshade does not
have straight seams,
which is why a lot of work
is still done by hand

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**Manage
company
succession at
an early stage**