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A great honor: Senator h. c. Gerhard Rall, CEO of HAINBUCH GmbH, receives the Entrepreneur Medal of the State of Baden-Württemberg

MARBACH. For outstanding professional and entrepreneurial achievement, and in gratitude for his special services to the economy of the State of Baden-Württemberg, the Minister of Finance and Economy, Dr. Nils Schmid, awarded the Entrepreneur Medal from the State of Baden-Württemberg to Mr. Gerhard Rall in an official ceremony held in the New Palace in Stuttgart on November 7, 2012. »The entrepreneurs who have been honored today are the best example of our well-positioned and competitive economy«, declared the Minister. »They create jobs and apprenticeship training positions; they take entrepreneurial risks and are voluntarily active in a wide variety of fields«. Mr. Schmidt praised Rall in particular for the continuous innovation, meticulous work and optimization, as well as for the principle: »It is better to fail with your own idea than to succeed with a imitation«. His whole-hearted concern for employees, as well as his cultural and social commitment are also commendable.

Culture is passion

The chief executive of the medium-sized Swabian company is a charismatic leader with great social proficiency. Values and virtues, such as ethics, discipline, industry, courtesy, honesty, and respect are most important to him. The internal corporate culture that is lived in the microcosm HAINBUCH is just as important in this regard as the external culture. The essential points for company-internal cooperation and social cooperation are described in the HAINBUCH corporate identity. Gerhard Rall personally presents and explains this document to each new employee their first day at work.

Everything revolves around: The employees

With his decades of economic and social commitment the CEO has not only made the enterprise one of the most leading manufacturer's of clamping devices, he has also made HAINBUCH a company whose personnel policy is highly respected. HAINBUCH intensively promotes the younger generation, is active with and for the employees and the word »welfare« is taken quite literally here. A corporate policy that is now reflected for Gerhard Rall in the Entrepreneur Medal. »The award is a great honor for me. But without the employees, HAINBUCH would not be where it is today«, explains the newly-minted laureate,

»HAINBUCH, is a big family where working with each other and thinking together are sought after.« Whoever has visited the Marbach plant knows exactly what Rall is talking about. Somehow the clock seems to tick differently here than they do in many other companies. You can see and feel it. The employees seem to be friendlier, more enthusiastic than elsewhere and many Hainbuchler from production proudly wear their HAINBUCH work clothes even in their time off. Here the human factor is crucial - for innovation, for profitability and Rall's personality shows, also for success.

How it all started, from apprentice to Senator h. c.

In 1957 Gerhard Rall started an apprenticeship as a mechanic with the company HAINBUCH. Thereafter, he finished his academic studies in technology and business administration in Heilbronn. In 1964 he was hired as Plant Manager. In 1966 he married Hildegard Hainbuch the eldest daughter of the couple who founded HAINBUCH. Just ten years later, in 1975 Gerhard Rall became CEO. The 2010 appointment as Honorary Senator h. c by the Economic Committee of Germany crowned his career. His philosophy on life: Do something different than others. If you do not want to be satisfied with 2nd place, and if you want the pole position, you must not follow others. The key word is follow: The SPANNTOP chuck that he invented one night during his studies, today enjoys great popularity, or to be more precise, has become the industrial standard. The fact that there are 33 imitators around the world speaks for itself. If there are 2 pathways, he always takes the difficult way with more obstacles; there are already too many people bustling along the straight and easy path. For many years he has been personally committed to a project close to his heart »Piece of Heaven« a daycare facility for children in Brazil.