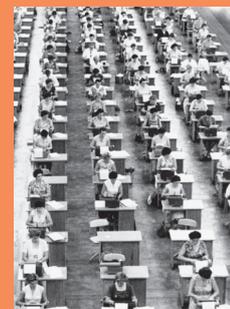
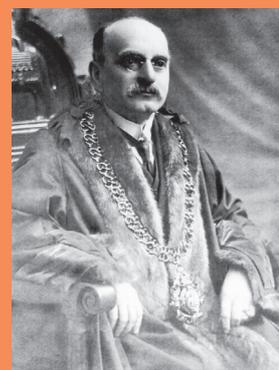


## HISTORY

## Our History

TA Triumph-Adler is one of the most traditional brands in Germany. Our history dates back to the 19th century. Below we have mapped the milestones along our journey from bicycle to mechanical typewriter to digital information management.

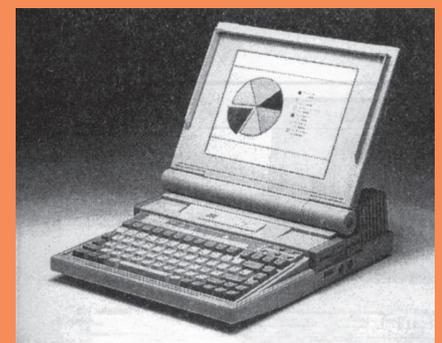
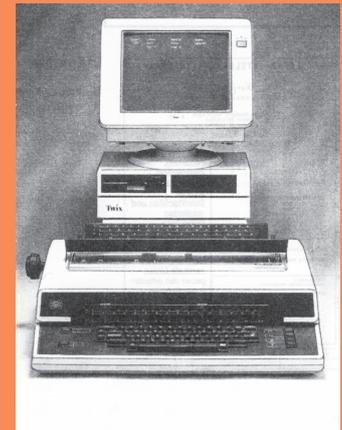
- 1896** Siegfried Bettman founds the 'Deutsche Triumph Fahrradwerke AG' in Nuremberg as a branch factory of his English company Triumph Cycle Ltd. in Coventry.
- 1898** Adler factory is the first in Germany to produce typewriters. The 'Adler 7' is a huge success.
- 1900** Adler now also manufactures automobiles and presents the Adler Motorwagen No. 1.
- 1909** Triumph enters the typewriter business and separates from the English Triumph company a few years later.
- 1919** Triumph starts manufacturing its first motorbike, the legendary Knirps, which had a two-stroke engine.
- 1927** the Triumph Standard 10 typewriter is right at the forefront of office equipment. Its most famous user is Pope Pius XI.
- 1929** Triumph is the first office machine manufacturer to introduce serial production in Germany. Start of the sales cooperation with Adler.
- 1936** calculating accounting machines of both producers hit the market.
- 1939** the Second World War breaks out. Triumph and Adler produce almost exclusively for the German Armed Forces.
- 1950** Triumph sets new standards in performance and design with the 'Matura' office typewriter, as does Adler with the 'Universal'.
- 1957** Fürth-based industrialist Max Grundig acquires the majority shareholding of Triumph Werke, bringing Triumph and the Adler company under one roof.
- 1968** launch of the first workplace computer, the TA 100, which proves to be astonishingly easy to use.
- 1969** the Triumph/Adler Group becomes the fifth largest office machine manufacturer in the world and is sold to the US conglomerate Litton Industries.



And there was more to come



- 1971** a pioneering innovation 'Volkscomputer TA 10' was introduced: the first freely programmable office computer in typewriter format becomes a bestseller and makes the abbreviated brand name TA popular.
- 1979** the 'alphatronic' microcomputer lays the foundation for a new generation of personal computers. Volkswagen group acquires majority shareholding and changes the company's name to TA Triumph-Adler AG.
- 1986** VW sells the company to the Olivetti Group.
- 1990** the 'TA Walkstation 286/386' notebook is introduced.
- 1991** after a tough restructuring programme under Olivetti, TA reverts to a sales company.
- 1994** an entrepreneurially oriented shareholder company acquires TA Triumph-Adler and forms a medium-sized holding company across various sectors.
- 1996** the Triumph-Adler Foundation 'Kinder in Not' (Children in Need) is founded to mark their hundred year anniversary, since 2009 named "Triumph für Kinder" (Triumph for Children).
- 1999** marks the acquisition of UTAX GmbH and the decision to fundamentally restructure the Group back to its core competency of office communications.
- 2003** TA Triumph-Adler is the market leader in Germany in the field of imaging – printing, faxing, archiving. The global Japanese group Kyocera Mita Corporation joins as a major shareholder and strategic partner.
- 2006** Showcasing the company's new brand profile as a specialist in the document business. For the Football World Cup in Germany, TA equips the offices of the organising committee in all stadiums and the World Cup press centre in Munich.
- 2008** the company wins numerous awards, including the 'Best Marketing Company Award 2008' and 'Deutschlands Kundenchampion für herausragende Kundenpflege' (Germany's Customer Champion for outstanding customer service).
- 2009** the unrivalled TA consulting and analysis concept TOM qualifies for the 'Deutsche Industriepreis 2009' (German Industry Award 2009).
- 2010** the market leader in the document business, which is now completely under the umbrella of Kyocera Mita, belongs to the small top group of the most customer- and market-oriented companies in Germany.



IF IT WORX, IT'S  
**UTAX**



And there was more to come

- 2011** TA Triumph-Adler receives the IT Innovation Award from the Mittelstand Initiative for its newly developed Managed Print Service Concept Kirk. The central element of the Kirk MPS/MDS solution is the web-based TA Cockpit® control center.
- 2013** TA Triumph-Adler is the world's only provider of a manufacturer-independent asset and system management tool: TA Cockpit® Under the motto 'Customer first', the traditional brand opens up a new dimension for service and support in companies of all sizes.
- 2015** TA Triumph-Adler is one of the oldest active brands in Europe.
- 2016** version 5.0 of TA Cockpit® is launched with many new functions. TA Cockpit® is a multi-award-winning, vendor-independent fleet management and monitoring solution for printing and copying systems.
- 2017** 'Innovation Powerhouse' is started, an initiative for internal and external change, including start-up initiatives in Berlin.
- 2018** in addition to its core business with multifunctionsystems, the focus is on IT solutions and the innovation initiative 'TA Zukunftsfabrik' (Factory of the future). New partnerships and solutions provide important impetus for sustained positive business development.
- 2020** TA Triumph-Adler enters the production printing segment with the TA Pro 15050c.
- 2021** the operational headquarters move to a new site in Hamburg-Alsterdorf. TA Cockpit® undergoes a relaunch and becomes barrier-free.
- 2022** TA Triumph-Adler benefits from the massive drive towards digitisation in recent years and is continuing to drive its transformation forward into a managed service provider.

