

## KRAIBURG managing partner Fritz M. Schmidt has died

### A successful entrepreneur and family man

**On June 9, Fritz Maximilian Schmidt, managing partner of KRAIBURG Holding and proud resident of Waldkraiburg, died at the age of only 55 following a long and serious illness. He is survived by his beloved wife Susanne and daughters Franziska and Lena, who were all the topmost priority for him in what was a fulfilled and busy life. He also had a very close relationship with his parents, who live next door, and with his sister Sabine in Munich.**

Fritz Schmidt always also had a strong sense of his tremendous entrepreneurial commitments, however, and took on responsibilities at an early age. After successfully completing his business administration studies and gathering initial professional experience at two companies, he started working for KRAIBURG – initially in Geretsberg – in January 1994. From 1994 to 1996, he worked for the GOODWAY joint venture in Malaysia, where his responsibilities also included the construction of the new building in Nilai. In 1996, KRAIBURG TPE Malaysia was founded, marking the inception of the company's TPE (and rubber) activities in Asia. Fritz Schmidt returned home to work as sales



Fritz Maximilian Schmidt †

manager for technical compounds and TPE in October 1996. As early as January 1996,

he assumed management of the company in Waldkraiburg and of rubber roller production in Geretsberg.

In February 2005, he achieved one of his great professional ambitions – founding KRAIBURG Rubber (Suzhou), the formal opening of which was already held in August 2006. In October 2005, the founding of KRAIBURG Holding followed. Starting in January 2006, Fritz Schmidt was managing director of KRAIBURG Holding, along with Daniela Schmidt-Kuttner and Ralph Uwe Westhoff, and joined in January 2017 by Maximilian Westhoff and Dr. Andreas Starnecker. He was thus co-responsible for the strategic direction of the entire group of companies.

The KRAIBURG success story is continuing. Even the crisis years of 2008/2009 were not able to slow down the KRAIBURG Group's steady growth. Now with around 2,300 employees, it achieved an annual turnover of over 500 million Euros for the first time in December 2016.

With his conciliatory style and his positive approach to life, his optimism and his unconventional and modest way of life, Fritz Schmidt was highly regarded by both employees and colleagues alike. Business partners appreciated his prudent and respectful manner. He was highly respected in professional associations and among experts.

Despite all his business obligations, he always made time for his hobbies such as cycling, surfing, snowboarding, leisurely barbecues with family and friends, and especially mushroom picking. From his childhood onward, he also spent lots of time in the mountains – he was a nature lover who also adored the snow.

Fritz Schmidt leaves a tremendous gap behind, both in his family and in the whole group of companies

**We miss you!**



View of his beloved mountains from his terrace in Hinterthal / Austria