

## FROM THE PAGES OF HISTORY

### FlexiForce



1980: Born in a Dutch chicken barn

First logo



1990: First use of its trademark color



2001: Expansion to Hungary



2007: Expansion to China



2007: New logo launched



2014: New Hungarian plant opens

### Milestones

- 1980 On March 1, 1980, Frans Meijer creates the FlexiForce company in a chicken barn in the fields of Barneveld, Holland, seeking to standardize hardware parts for sectional doors in Europe. With Meijer's wife and children as its first employees, FlexiForce serves small-to-midsized door producers in the Netherlands and surrounding countries.
- 1989 Having become the European market leader for hardware parts for commercial and residential garage doors, FlexiForce moves to a new facility in Barneveld, combining its office, warehouse, and production facilities.
- 1990 FlexiForce invests in a state-of-the-art torsion spring production line that shot-peens and powder-coats springs to increase lifespan. The springs are colored blue/grey, FlexiForce's trademark color.
- 2000 Frans Meijer steps back from the operations and installs a new management team that seeks to grow the company into a worldwide market leader for hardware components.
- 2001 To meet increasing demand, FlexiForce opens a production plant for residential hardware systems in eastern Hungary, near Debrecen.
- 2003 FlexiForce opens a fully owned company in China, starting in a rented building in Wuxi, near Shanghai. A Dutch manager sets up local production, coordinates Asian sourcing, and investigates sales to the domestic market.
- 2005 FlexiForce opens FlexiForce Iberica, a distribution center in Oliva, Spain, providing a cost reduction for smaller manufacturers in the Iberian Peninsula area.
- 2007 FlexiForce China officially celebrates the opening of a new manufacturing facility and distribution center in Wuxi. The new FlexiForce logo is launched during the celebrations.
- 2009 FlexiForce Italia opens with a distribution center in Alfianello, Italy, the next step in FlexiForce's strategy to get close to the customer.
- 2009 FlexiForce purchases a majority share in the Polish company Bramtec to develop it into the FlexiForce hub for the Eastern European and Russian markets.
- 2010 FlexiForce LLC opens in Dixon, Ill., to provide sectional garage door hardware to manufacturers and dealers in the United States, Canada, and Latin America.
- 2010 FlexiForce Group is acquired by Assa Abloy Entrance Systems, a division of Assa Abloy of Sweden.
- 2012 FlexiForce acquires Helton Industries, a producer and distributor of hardware parts for the garage door industry. Helton Industries, founded in 1981, is based in Abbotsford, B.C., Canada.
- 2012 FlexiForce invests in a sales company and a distribution center in Istanbul to serve the Turkish/Middle East region.
- 2014 PC Henderson, a British manufacturer of sliding gear systems for sliding doors and folding doors, is added to the FlexiForce Group. FlexiForce now has four divisions: Americas, EMEA (Europe, Middle East, and Africa), APAC (Asia Pacific), and PC Henderson.
- 2015 FlexiForce Group builds a new state-of-the-art residential hardware factory in Debrecen, Hungary.
- 2015 The company marks its 35th anniversary. Today, FlexiForce employs 650 people worldwide as it continues its strategy of being a reliable supplying partner of garage door parts and related products to door producers and assemblers worldwide.