

HERDMAR

EST. 1911

# THE COMPANY

With over 100 years of existence, Herdmar is one of the biggest producers of table cutlery in the world, with recognized merits everywhere, bringing to the market a distinct philosophy of democratic design which aims to present cutlery pieces as fashion items for the table.

Present in 80 countries, with the promise of “dressing the tables”, all the productive process goes on in Caldas das Taipas, Guimarães (north of Portugal), where the fourth generation of the Marques family is now at the helm of the direction, standing up for excellence, creativity and innovation on this traditional business in the region.

With a medium daily production of 30.000 pieces, and a team of around 120 collaborators, Herdmar undertakes to ensure the continuity of the values that led the company to success along their already long-life history.

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# IDENTITY

## Mission

Value creation through the features of our products, is the main reason of our existence. We propose to produce pieces of excellence, beyond their obvious functional utility, becoming true fashion accessories at the table, where the design links tradition to the current trends, resulting in contemporary elements. Through the trust deposited in professional relationships, our business partners are active members in our history, strongly contributing to our continuous development.

## Vision

We pretend to be a world reference as cutlery producer strongly helping to the area development and differentiation. Characterized by a strong cultural absorption, we play in all of our work the "know-how" acquired in more than one hundred years of experience in the production of table cutlery. Innovation, design and quality are concepts that define our guidelines which drive our professional relationships into a more personal and lasting character.

## Values

**Quality:** We invest heavily in product and service quality, ensuring a complete satisfaction and matching our customer's expectations.

**Innovation:** It's in our DNA, we do persistently risk looking to bring to our operating markets useful and differentiating elements that add the value required to excel in a remarkable way.

**Tradition:** We know the road we have traveled far and we do recognize its importance keeping us faithful to our principles promoting a continuous and sustainable grow.

**Social Responsibility:** We act on this way, keeping the active concept, with knowledge that it is our duty to contribute to the society improvement through a conduct guided by environmental concerns and a policy of integrated and sustainable development.

**People:** Human resources are the reason of our success, as such we seek a constant development of their skills, often providing an evolution of our organization and improved our performance as a company.





# HISTORY

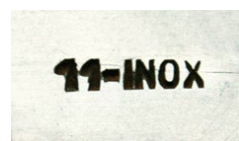
## 1911-1959

*Manoel Marques*

**1911:** It's the Business beginning with a capital of \$ 50, and being established over 8 years on rudimentary facilities leased a mill on the banks of Ave River, with the aim of producing solely knives.



**1919:** Installation of the plant in its own headquarters in Caldas das Taipas, which at the time was selling items of cutlery with the brand "marca 11" - year of foundation of the company.



**1959:** Death of the founder Manuel Marques and succession of his sons Abel and Jose Marques, in the direction of the company. This phase is marked by the onset of a new guideline, where investments and improvement of working conditions were the "north".

## 1960-1987

*Abel Marques Jose Marques*

**1960:** Period characterized by the born and registration of the brand HERDMAR (Marques Heirs). This phase is strongly marked by the recruitment of several workers, for the Portuguese armed forces, which would defend national interests in the African colonial wars. This promoted a reengineering process with arrival of more sophisticated machinery, giving the factory technical conditions that allowed a larger scale production, lower manufacturing times and consequently lower cost and higher quality products.

The 60's were also marked with the beginning of the "internationalization" of the brand, which sets the first commercial relations with the Portuguese colonies in Africa.

The first logo and catalog were created, in order to assist this embryonic process of internationalization, where competitiveness is a key factor for the continued development of the company, where the import of raw material (stainless steel) allowed a more attractive selling price and good receptiveness by the markets.

In clear development and brand expansion in the 70s, Herdmar starts producing and selling some stainless steel tableware and kitchen utensils.

**1982:** 1st Participation in national and international fairs, starting this decade regular participation in CERAMEX (Lisbon), MACEF (Milan) and Ambiente (Frankfurt).

**1987/1988:** After the death of the partner Abel Marques, the other partner and brother - José, buy the other half of the company, and at the time, some of their sons were already laboring in the company.

## 1988-2020

*Manoel Marques Abel Marques Jose Marques*

**1990:** As a result of accession to the EU market, a strong increase in demand originated mostly by foreign customers, which led to a large increase in sales volume, consistently instilling a fundamental acquisition of "know-how" occurs.

**1996:** Constitution of the anonymous society, Manuel Marques Heirs and assignment of administrative members of the 3rd generation of heirs of the Marques family offices.

**2002:** Materializes the change of manufacturing facilities built thinking about your purpose, equipped with the most modern technologies, with high level of automatisms and providing excellent working conditions.

Awarded with the "Gold Medal of Merit Industrial" by the Guimarães City Hall, as well as "Business Success Case" by the Ministry of Economy of Portugal and the Chamber of Commerce of Israel.

**2011:** Herdmar celebrates its centenary, with the completion of a memorable event, which drew more than 500 people, including employees, former employees, customers, suppliers, family and friends.

**2015:** The model Malmö wins iF Design Award and a Nominee prize for the German Design Award.

**2017:** Distinction by the IFFHS in Singapore, through the Best Decor Award, rewarding the creativity and quality of the Oslo design among the all the European companies participating in the EU Gateway program.

**2018:** Gold Prize winner in the first edition of the European Product Design Award with the model Lizz.

**2019:** Special mention given by the German Design Council to the NOHC project, through the prestigious GDA competition, complemented by distinction with the Excellence Award given by the prestigious British magazine, Tableware International. For the second consecutive year it was given the gold prize award in the EPDA, this time for the Milà salad tong.

## 2020-Present

*Abel Marques Jose Marques*

**2020:** The 4th generation of the Marques family effectively assumes the corporation board, renewing the ambition to continue the consolidation of the brand and company history as a worldwide reference, as creator and table cutlery producer.

Company certification under ISO 9001 (Quality System) and ISO 14001 (Environmental System) standards, becoming the first Portuguese cutlery company to achieve certification.

**2021:** Celebration of the 110th anniversary and two new international designs: German Design Award - Nominee; and for the first time winner of an Iconic Award, both competitions organized by the German Design Council; Installation of a new photovoltaic power plant for electricity self-consumption (UPAC), which has been added to the system installed since 2012, leveraging energy efficiency in a transition to 100% consumption of green energy, with an average energy equivalence of 40% between its production and consumption.



Based on a philosophy of sustainable development, Herdmar is currently present at tables in more than 80 countries, presenting itself as one of the oldest cutlery brands and a global reference as a cutlery factory, highly committed to feed the project started in 1911 by a man who saw behind his vision field.

# DESIGN AWARDS

## MALMÖ



## OSLO

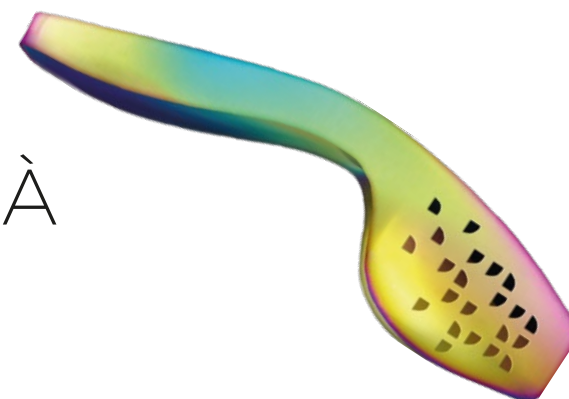


## LIZZ



## MILÀ

Salad Tong



## NOHC



## GRACE





HERDMAR

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