

RuXXac - a constant History of Success.



The story of RuXXac grows from the small town of Bielefeld in Northern Germany, where a family of inventive engineers sought to carry on a long standing tradition of **German Engineering** and bring an innovative design to the world.



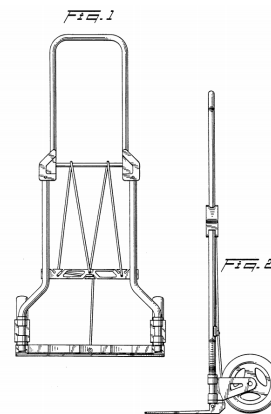
United States Patent ^[19] vom Braucke et al.

- [54] **HAND TRUCK**
- [75] Inventors: **Manfred vom Braucke, Bielefeld; Hans vom Braucke, Vlotho, both of Fed. Rep. of Germany**
- [73] Assignee: **Bielefelder Kuchenmaschinen und Transportgerate-Fabrik vom Braucke GmbH, Bielefeld, Fed. Rep. of Germany**
- [11] **Patent Number: Des. 328,661**
- [21] Appl. No.: **564,306**

Based upon a passion for engineering excellence and unique products, the Braucke company was **founded in 1928**. The Braucke family has carried on this business now for three generations. A true testament to hard work, perseverance and the ability to „think outside the box“.



Due to this thinking, the Braucke family aimed to develop a high quality hand truck with an revolutionary folding technology. Therefore the first generation RuXXac carts, **the original**, was the first of it's kind available on the market. The outstanding quality made in Germany quickly sold around the world. All competition existing today followed the path of the Braucke's and their innovative idea.



Drawing of the first RuXXac cart



Today, RuXXac is a brand of Simon, Evers & Co. GmbH (SECO). In a close partnership with the grandsons of the Braucke family, the RuXXac cart continues to be a **worldwide leader** in the hand truck market. With streamlined production in Asia, SECO continues to carry on the strong tradition since 1928 of German Engineering and Design and the highest standard of Hanseatic businessmen.



Founding Fathers:
Julius Simon & August Evers

Since 1873 SECO has been trading between Japan and Germany. **Japan has left its mark on SECO** and made us internalize important business virtues: quality management, precision, flexibility and vision. Remaining true to these standards in the development of RuXXac has led to a successful and sustainable business.



SECO headquarter in Hamburg