



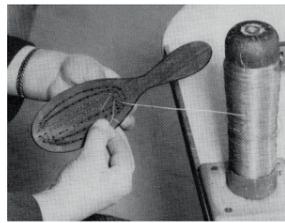
August 25th – Founding of «Bürstenfabrik AG» in Triengen by six citizens of the village. Share capital CHF 40'000. Ferdinand Kost, known as «Brushmaker Ferdi» becomes the first foreman.



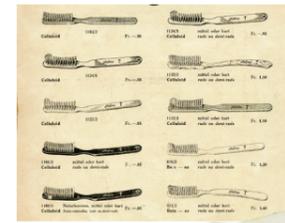
Xaver Pfenniger-Vonarburg takes over as commercial manager.



Building of a brush wood production plant and commissioning of an own electric power station.



Production of the first hand-drawn toothbrushes with wooden handles. Manufacturing of hairbrushes, clothes brushes, hat brushes, moustache brushes, shaving brushes and many other brush types for household and farming.



The product catalogue contains 196 brushes for hair- and body care as well as brushes for the farming sector.



The first hydraulic production machines are installed.



The main building is extended integrating a new saw mill.



Meanwhile the product range comprises no less than 39 tooth- and 150 hairbrush models.

1887

1902

1903

1908

1910

1917

1921

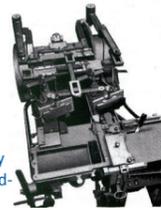


First advertising campaign for the «Dora» toothbrush.



Ernst Pfenniger-Häfliger joins the «Bürstenfabrik AG», Triengen and takes over as Managing Director in 1941.

Hydraulic tufting machines increasingly replace hand drawing.



The first Zahoransky brush tufting machines are installed.



Major expansion of the main building.



First thermoplastic products are manufactured.



«Bürstenfabrik AG», Triengen uses semi-automatic production machinery and changes its name into TRISA, which stems from: TRI – for TRIengen and SA – for Soci t  Anonyme (plc).



Scientifically developed toothbrushes with nylon filaments are generated in close cooperation with the Universities of Zurich and Lausanne. First mechanically rounded bristle ends.

1926

1932

1938

1940

1942

1945

1948

1952



The company's own pension fund is established.



Ernst Pfenniger-Untern hrer, lic. nat. oec., joins TRISA and takes over as Managing Director in 1967.



TRISA AG celebrates its 75th anniversary.



Construction of a new production site in 1964. Piecework wages are abolished and the profit sharing model is introduced. In 1968 social equality is implemented followed by the employees' share capital participation in 1972. Since 1973 equal representation within the Board of Directors.



Another new building doubles the production area.



TRISA develops and produces its own electric toothbrush.



Production is further expanded with a central warehouse in the new «Kehr» factory. The novelty «TRISA Data» is launched.

TRISA Electronics AG is founded. The saw mill and the timber trading business are closed down.

1954

1961

1962

1964

1974

1978

1982

1987



Acquisition of the «Walther» brand and the «Bürstenfabrik Ebnat-Kappel AG».



Adrian Pfenniger, lic. oec. HEC, joins TRISA in 1989, his brother Philipp Pfenniger, graduate ETH engineer, in 1994. Both have been members of the Executive Board since the mid-1990s.



In 1991 TRISA is awarded the «Annual Swiss Marketing Prize» by the Swiss Marketing Association (GfM) and is certified for the first time to the ISO 9001/EN 29001 standard.



Launch of the first 2-component-toothbrush «TRISA flexActiv».



TRISA Bulgaria GmbH is founded.



TRISA Accessoires AG is founded.



The most modern toothbrush production facility in Europe with a production area of 7,735 m² is inaugurated. The ecological wooden building with its own 100 kWh solar plant receives various awards, being already expanded in 2006

1989

1991

1995

1996

1998



TRISA launches a world innovation: The sonic toothbrush «Sonicpower». In 2006 the company is awarded the «Marketing Trophy» from Swiss Marketing for this product.



TRISA Electronics AG constructs its own ecological new building with a 75 kWh solar plant.



TRISA AG expands the production plant in «Werk 3» which had been purchased in 2001.



TRISA becomes the global leader in AFT-technology (Anchor Free Tufting) for toothbrushes.



TRISA installs an oil-free woodchip heating.



Start-up of the fully automated high-bay warehouse with optimized, environmentally friendly logistics.



Launch of the «TRISA Visage».



DANKE - MERCI - GRAZIE - THANK YOU

2004

2008

2010

2013

Initial certification according to ISO 13485 (medical products).

2015

2016

2017