

News release

Fronius Welding

Anniversary

80 years of innovation. 80 years of technology. 80 years of Fronius.

Founded in 1945 as a regional specialist repair shop for radio and electrical equipment, Fronius has grown to become an essential player in the global industry over the past 80 years. Throughout its history, team spirit, perseverance, and staying power have always been at the heart of the Austrian family business.

It all started on June 20, 1945, when Günter Fronius officially advertised that he would be offering maintenance services for radio and electrical appliances out of a hotel. Not long after, the trained electrical engineer had a revolutionary idea: He built a device for recharging car batteries, allowing them to be used for longer. This first Fronius product was a big hit, and was followed by innovative chargers for industrial applications such as forklift batteries. The company's success story had begun.

"If you look at the conditions at the time, our beginnings came down to innovative strength, boldness, and team spirit. Resources were in short supply, but that sparked my grandfather's inventive spirit and drove him to make the best possible use of what he had to work with, to make it repairable and affordable for a broad sector of the population," says Elisabeth Engelbrechtsmüller-Strauß, Fronius CEO and granddaughter of the company founder.

Success thanks to perseverance

Just five years in, Günter Fronius expanded the company's range to include welding transformers. This move laid the groundwork for Fronius to grow into a substantial, medium-sized industrial company. In 1980 Günter Fronius handed over the reins to the next generation, Brigitte Strauß and Klaus Fronius. They launched a program of growth and international expansion that delivered innovative welding solutions and led to the founding of numerous subsidiaries all over the world—of which there are now 37. Starting in 1992 Fronius also turned its attention to solar energy, which was considered alternative at the time but is now indispensable in the energy industry.

"Renewable energy is a driving force for us, so we are continually working on solutions that link up the electricity, heating, cooling, and mobility sectors to achieve our vision of 24 hours of sun," says Engelbrechtsmüller-Strauß, who took over the management of the company from her mother and uncle in 2012.

Success thanks to progress

Through its products and solutions, the technology company has helped to drive economic progress worldwide, thus contributing significantly to the growth of other companies, for example in the automotive industry. The 20th anniversary of Cold Metal Transfer (CMT) represents a key milestone in this context. By introducing this innovative welding process, Fronius ushered in a paradigm shift in welding technology. For the first time ever, CMT made it possible to thermally join galvanized steel and aluminum sheets, as well as joining wafer-thin aluminum sheets from a thickness of 0.3 millimeters.

Fronius currently operates in two strategic business areas.

Fronius Welding continues to revolutionize welding technology, while Solar & Energy is moving ever closer to its goal of making the best possible use of solar energy as well as optimizing battery charging systems for intralogistics—based on the idea of the company's founder and the very first Fronius product. While these two lines of business may appear very different at first glance, the company's team of 7,000 specialists worldwide continues to pursue the same clear mission, just as it has for the past 80 years: Researching and controlling electricity as the fuel of the future. *"And we want to make this a future worth living—for us and future generations,"* says Engelbrechtsmüller-Strauß.

Success thanks to foresight and vision

As well as looking back, the company's anniversary is an occasion to think about the future. Fronius will continue to research ways of converting electrical current as well as developing, producing, and pushing forward with targeted solutions in this field. While the company is continually breaking new ground in this regard, the managing director notes that certain things are set in stone: *"No one really knows what the future will bring. But we will remain financially independent and continue boosting Austria's standing as a business location—and thus value creation for our products in Europe. Our drive to research will be part of everything we do, always focusing on quality and user-friendliness."*

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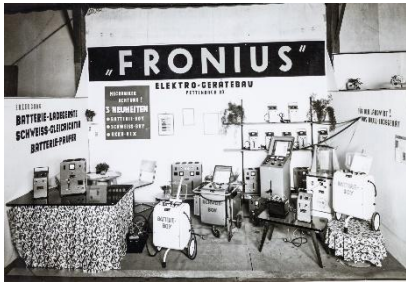
<https://www.fronius.com/en/welding-technology/info-centre/press>.

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Images



Günter Fronius founded the company in 1945.



Sales of battery chargers and welding machines were the key propeller for growth for Austrian family-run company Fronius.



Elisabeth Engelbrechtsmüller-Strauß, granddaughter of the company founder, now oversees the business at Fronius.



Over its 80-year history, Fronius has grown from a one-man operation to a global industrial group with around 7,000 employees.



Innovative strength—20 years of Cold Metal Transfer (CMT): Since its introduction in 2005, CMT has changed the world of welding and set new standards in precision, stability, and versatility.

We are Fronius.

Around 6,700 employees worldwide at the end of 2024, a current export share of 90 percent, and 1,752 active patents: that's us, that's Fronius. Founded in 1945 as a regional one-man operation, we are now a global industrial company—a fact that is impressively demonstrated by our 37 international subsidiaries and our network of sales partners in more than 60 countries. And yet, at heart, we are still a family-owned company from Austria working in the electrical and electronics industry. Fronius Welding continues to revolutionize welding technology, while Fronius Solar & Energy focuses on making the best possible use of solar energy and optimizing battery charging systems for intralogistics. For 80 years, we have kept our sights set on the same clear goal: Researching electricity and making efficient use of this fuel of the future. We develop products and solutions for a future worth living in, offering our customers an all-in-one package extending from advance planning and consulting to ongoing monitoring and a repair service tailored to their specific needs. We are innovative. We are curious. We are Fronius.

Fronius Welding.

Maximum arc quality, a deep understanding of our customers, a thirst for technical progress: We are the innovation leader for arc welding and the global market leader for robot-assisted welding. Our customized, automated complete systems and digital welding solutions for Industry 5.0 are the product of our expertise. Intuitive welding systems for manual welding applications, high-quality welding accessories, and effective protective products to keep users safe round off our portfolio. As a global company, we offer regional service through local teams who are on hand for our customers around the world. Our technologies break new ground and form connections – between metals, industries, and people.

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