

Press Message

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**International book project “The Secrets of German Family Businesses”: Pilz in profile - Success model of a German family business - a look behind the scenes**

Ostfildern, 04.03.2026 - **Family-run companies are a hallmark of the German economy. They combine a drive for innovation and quality with continuity and value orientation. With the book project “The Secrets of German Family Businesses”, the renowned Prestel publishing house focuses on the often hidden world of German family businesses. Firstly, the book sheds light on how the many highly successful family businesses contribute to the success and future viability of the German economy. Secondly, the book profiles 50 German family businesses and their individual success stories. Among the profiles is the automation company Pilz, which is regarded as a pioneer in machinery safety.**

The book “The Secrets of Family Business” is divided into two parts: In the essay section, leading experts comment on current and future topics relating to German family businesses. The second part profiles family businesses that are particularly exemplary. The editorial focus is on values, success strategies, innovation and tradition.

As a third-generation family business, editors selected Pilz as one of 50 companies to be profiled.

**From glass-blowing to “Ambassador for Safety”**

The Pilz profile shows its development from the glass-blowing company founded in 1948 by Herrmann and Hertha Pilz, through Peter Pilz's transition into the technology sector, to becoming the pioneer and world market leader in safety automation. Pilz therefore exemplifies the economic upturn in Germany after the Second World War.

Today, the company and its 42 subsidiaries are managed by siblings Susanne Kunschert and Thomas Pilz. As an ambassador for safety, Pilz is committed to Safety and Security worldwide.

Pilz is recognised worldwide as a pioneer in the field of machinery safety. With its PNOZ products, the world's first safety relays, and PSS3000, the first safe, freely programmable control system (PLC), Pilz has written industrial history. Even in the recent past, the family business from Ostfildern has demonstrated its versatility and drive for innovation. Pilz anticipated the technological transition and actively helped to shape the path to Industrie 4.0.

“Pilz has continuously changed. One thing common across all times of transformation is joy in innovation”, says Susanne Kunschert, explaining one of the secrets of success.

### **“The Secrets of German Family Businesses” at a glance:**

Publisher: Prestel Publishing

Language: English

Publication date:

- 17 December 2025 in Germany, Austria and Switzerland

- 20 January 2026 in Great Britain

- 3 March 2026 in the USA

Retail price: 65 € / 55 GBP / 70 US\$

Pages: 304

ISBN: 978-3-7913-9190-8

- [Further information on the book](#)



**Caption:** Pilz as an example of successful German family businesses and world market leaders: Susanne Kunschert, Managing Partner, and husband Martin Kunschert at the book launch of "The Secrets of Family Business". (Photo: © Penguin Random House Verlagsgruppe GmbH)

You can find texts and images for downloading at:

<https://www.pilz.com/en-INT/company/press/messages/articles/248251>

### **Pilz - The Spirit of Safety**

Pilz is a global supplier of products, systems and services for automation technology. As a pioneer of safe automation, Pilz creates safety for human, machine and environment. Founded in 1948, today the family business with its head office in Ostfildern is represented worldwide with 2500 employees in 42 subsidiaries and branches. The technology leader offers complete automation solutions for Safety and Industrial Security on the machine. These include sensor, control and drive technology - as well as systems for industrial communication, diagnostics and visualisation. An international range of services with consulting, engineering and training completes the portfolio. Pilz solutions are used in many industries beyond mechanical engineering, such as intralogistics, packaging, railway technology, or the robotics sector for example.

## **Pilz in social networks**

In our social media channels we give you background information concerning the company and the people at Pilz, and we report on current developments in Automation Technology.



<https://www.facebook.com/pilzINT>



<https://www.youtube.com/user/PilzINT>



<https://www.linkedin.com/company/pilz>

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