



Design. Made in Germany.

**Thought leader for modern design and champion of handwriting:
The eminent design entrepreneur Dr. Manfred Lamy has passed away**

Heidelberg, January 2021

Under the leadership of Heidelberg-based Dr. Manfred Lamy, the independent family business developed into a modern and internationally successful writing instruments brand. He caused a sensation with the "LAMY 2000" and revolutionized the reputation of fountain pens. Now one of Germany's most important design entrepreneurs has passed away at the age of 84.

After completing his studies in economics and earning his doctorate, Manfred Lamy, who was born in Heidelberg in 1936, joined his father's company. In 1962, at the age of just 26, he began as marketing and advertising manager and developed the design principles that are still valid today with the characteristic Lamy formal language. In 1966, for example, he launched the legendary „LAMY 2000“, a functional and aesthetic range of writing instruments created in collaboration with the eminent industrial designer Gerd A. Müller. The new fountainpen, which bears the millennium in its name, was and is revolutionary in many respects. Based on the Bauhaus idea of "form follows function, it focuses on practical utility. "It was a courageous decision for the time to make such a product".

From Heidelberg writing instrument manufacturer to international design brand.

In 1973, Manfred Lamy became sole managing director and turned the once small Heidelberg writing instrument manufacturer into a market leader and brand manufacturer of international standing. He recognized early on that design, as an important differentiating factor, would have a decisive influence on the success of his products, and he subsequently worked with internationally renowned designers and design studios - including Richard Sapper, Franco Clivio, Naoto Fukasawa, Sieger Design and Jasper Morrison. Cooperation with designers remains a decisive factor in the company's success to this day: year after year, Lamy writing instruments, packaging and communication materials receive national and international design awards that testify to their exceptional design quality - such as the "Good Design Award," the "red dot award" and the "Design Award of the European Union."

In 2008, Dr. Manfred Lamy was personally awarded the Design Prize of the Federal Republic of Germany for his life's work.



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At the end of 2006, he moved from the operational business to the advisory board, which today includes his two children Vera and Markus Lamy. With Bernhard M. Rösner, the latter took over the operational management of the company in 2006 - and since 2018, a three-person team consisting of long-time employees Beate Oblau, Thomas Trapp and Peter Utsch has been managing the company's business.

Commitment also beyond the company itself.

Dr. Manfred Lamy's energy not only flowed into his own company, but he was also committed to his hometown of Heidelberg and was a member of the council, where he brought his economic expertise to bear. For many years, he also acted as an advisor to the Association of Friends of the Benedictine Abbey of Neuburg e.V. At the same time, Dr. Manfred Lamy was also considered a passionate art collector. However, he not only cultivated his hobby in private, but also developed it in his company. In the glass "Galleria", for example, which is located next to the striking black cube on Grenzhöfer Weg in Heidelberg, he made the large-format art he collected accessible to the entire Lamy workforce. In addition, a wide variety of artworks throughout the building and on the roof terraces delight the eye of the beholder.

Dr. Manfred Lamy was a visionary who leaves behind a legacy that is unique and extraordinary in its success story. In his spirit, the family and the 380 employees will honor and continue his life's work.

The company C. Josef Lamy GmbH.

Design. Made in Germany. A claim with two statements reflects the philosophy to which the medium-sized family company C. Josef Lamy GmbH is committed. Worldwide, Lamy is considered a pioneer among manufacturers of high-quality brand-name writing instruments. As an independent family-owned company, Lamy has been consistently committed to its location in Heidelberg since it was founded in 1930, thus guaranteeing the highest quality "Made in Germany". With an annual production of over 8 million writing instruments, Lamy is today not only the market leader in Germany but has also developed into an internationally coveted brand.