

URSULA IDA LAPP



30 MAY 1930–
25 APRIL 2021

**“You have to be flexible, like our cables.
Life demands that.”**

Ursula Ida Lapp

***30. Mai 1930**

† 25. April 2021



“

Our beloved mother, grandmother and great-grandmother Ursula Ida Lapp passed away on April 25, 2021 at the age of 90.

She was the soul of our family and of the whole company. Her love and warmth left its mark on all of us.

Ursula Ida Lapp was not only an entrepreneur with heart and drive, but also a pioneer in the industry. In 1959, together with her husband Oskar Lapp, she founded a small company, named after her at a kitchen table in Stuttgart-Vaihingen and registered in her name. This company has developed into one of the world's leading suppliers of connectivity solutions. Today, we are where our customers are. We and our approximately 4,500 LAPP employees all over the world thank Ursula Ida Lapp for her work and her dedication.

With her award-winning commitment to society and the company, Ursula Ida Lapp has set an example of what it means to put our customers first, to move forward with energy and a spirit of innovation. In all this, she never forgot what is most important: family. It was also her greatest wish to see LAPP remain in family ownership and to see her children and grandchildren continue what she and her husband have built up. We are happy that she was able to experience this and will continue to run the company in her spirit.

We are deeply grateful to Ursula Ida Lapp for the time we spent together and will always miss her. We present her impressive life to you in this magazine.

We hope you enjoy reading!

Your Lapp family

”

Our founder

WE COMMEMORATE OUR COMPANY FOUNDER URSULA IDA LAPP

SHE WAS A GREAT ENTREPRENEUR AND HAS MADE ECONOMIC HISTORY: ON 25 APRIL, OUR COMPANY FOUNDER URSULA IDA LAPP PASSED AWAY IN STUTTGART (GERMANY) AT THE AGE OF 90. WE DEEPLY MOURN HER LOSS, BUT LOOK BACK ON AN IMPRESSIVE LIFE.

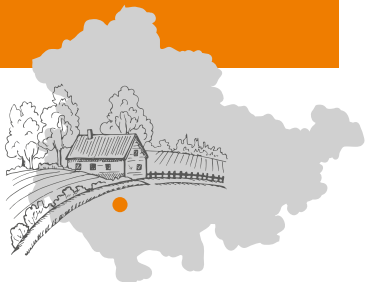


When it comes to German business, Ursula Ida Lapp will go down in the history books. Think about the number of successful female entrepreneurs in technical companies – they’re still a rare sight. At several points throughout her biography Ursula Ida Lapp – Biography of a Female Entrepreneur, published by her grandson Matthias Lapp in 2014, you find yourself wondering: But how did she achieve all of this – her family, her company, her great kindness towards employees?

Her life and work are shaped by an immense resourcefulness and the kindest heart. Matthias Lapp summed it up in the book: “Our grandmother is the company.”

1930

Born on 30 May 1930 in Benshausen, Thuringia



Ursula Ida as a child



TAKING RESPONSIBILITY AT A YOUNG AGE

Even as a little girl, Ursula Ida – maiden name: Emmelmann – had to shoulder responsibility. Her mother died when she was 10, and she and her sister looked after the household and garden. She trained to be an industrial clerk. In 1951 she married Oskar Lapp (1921–1987). He was an amazing innovator and inventor and, just like his wife, he had an abundance of energy and ambition. In the early years, they both lived in Benshausen, Thuringia. Yet the reprisals of the former GDR made life in East Germany more and more unbearable for the two of them. Oskar Lapp initially went to the West alone in 1955. His wife fled a little later with just a small briefcase in tow. She travelled via Berlin to her husband in Baden-Württemberg. She was pregnant with Andreas Lapp at the time, with the then 3-year-old Siegbert E. Lapp holding on to her hand.

They needed to rebuild their lives from scratch. They had nothing – no apartment, no furniture, barely any clothes. In the meantime, Oskar Lapp had found work from Stuttgart, managing the southern German division of Harting. His employer also gave him commission for his inventions. Through his many business trips and customer meetings, he came up with a genius idea. In the late 1950s he developed the first industrially made power and control cable, which revolutionised connection technology. Prior to this, cables had very large cross-sections and weren't very flexible. Oskar Lapp invented a cable with coloured cores and much thinner diameters. Oskar and Ursula Ida Lapp also registered the perfect brand name: ÖLFLEX®.

1951

Ursula Ida and Oskar Lapp get married on 11 May 1951



1957

Oskar Lapp invents ÖLFLEX® in 1957

FOUNDING THE COMPANY

The Lapps founded their company in 1959, with the help of a bank loan for 50,000 Deutschmarks. And as her husband was still employed at Harting, Ursula Ida Lapp's name appeared as the company founder in the commercial register. The company name was created at the kitchen table: U.I. Lapp KG. In the beginning, the couple did business from their home garage in Stuttgart's district of Vaihingen. Oskar Lapp did sales, while Ursula Ida Lapp took care of bookkeeping, orders, advertising and their small children at home. She would often travel to the freight yard with her hand cart to take delivery of the cables as they came in – cables that the enterprising couple had made to order in the beginning. If needed, she would also cut them to length and ship them on there and then.

Ursula Ida Lapp held her own in the male-dominated technical world. Even in the early stages of made-to-order production, she wasn't always satisfied with the quality of the ÖLFLEX® cables that were delivered. So she travelled to Wuppertal to make a complaint to the manufacturer, as the cables weren't evenly round, as expected. ÖLFLEX® was the right product at the right time. The Lapps set quality standards that are still applicable around the world today in the field of cable production. They were even able to make ready-made cable looms containing up to 130 coloured cores. Demand was huge. In 1963, the company opened the first factory of its own to produce ÖLFLEX® cables. In 1965, the company's head office moved from the family home in Stuttgart's Vaihingen district to Schulze-Delitzsch-Straße – where it has remained ever since.

1959

Company founded



1960

Oskar and Ursula Ida Lapp run the company together

1977



Oskar and Ursula Ida Lapp with Mayor of Stuttgart Manfred Rommel

NOTHING IS MORE IMPORTANT THAN FAMILY

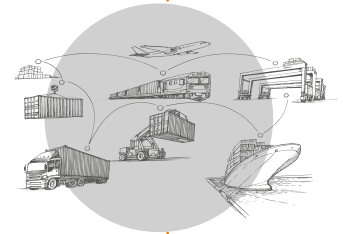
Following Oskar Lapp's death in 1987, Ursula Ida Lapp took over leadership of the company together with her sons Siegbert E. and Andreas. The company continued to increase its presence on the international stage. It tapped into new markets and set up new sites in Eastern Europe and Asia. In the late 90s, Ursula Ida Lapp handed over responsibility for day-to-day operations to her sons Siegbert E. and Andreas Lapp and became Chairwoman of the Supervisory Board of U.I. Lapp GmbH and LAPP Holding AG. She has since stepped down from this role. Today, her son Andreas Lapp is Chairman of the Board of the global holding company LAPP Holding AG; his brother Siegbert E. Lapp is Chairman of the Supervisory Board. Her grandson Matthias Lapp became CEO of the LA EMEA region in 2017; his brother Alexander Lapp is Senior Manager Digitalisation & e-Business for the LAPP World. And so Ursula Ida Lapp's lifelong wish has been granted: The company has always been, and is still today, a family-run business.

Ursula Ida Lapp is still at the company, still just as passionate and here for LAPP employees. She is the Honorary Chairwoman of the Supervisory Board. During the anniversary celebrations for U.I. Lapp GmbH in 2019, she sat with employees and was full of joy as she congratulated them. We all know Ursula Ida Lapp as an entrepreneur with a heart of gold. In her many years at the company, she has been a role model for the elements that have shaped our corporate culture and made it what it is today: our values of being customer-oriented, family-oriented, innovative and success-oriented.

1982



Groundbreaking ceremony in 1982



Export event in 1985

1982



Hannover Fair 1982



1985

SOCIAL AND CULTURAL ENGAGEMENT

Even outside of the company, social and cultural engagement has always been close to Ursula Ida Lapp's heart. In addition to generous donations to establishments in India as well as institutions in and around Stuttgart, she founded the Oskar Lapp Foundation with her sons in 1992. It was set up in memory of her husband Oskar Lapp, who died of a heart attack. Along with its annual research prize, the foundation aims to provide young scientists with incentives to effectively engage them in cardiovascular research.

Ursula Ida Lapp has won many awards for her achievements as a businesswoman and for her social engagement, including the Order of Merit of the Federal Republic of Germany and the Business Medal of the State of Baden-Württemberg.

On April 25, 2021, our company founder passed away in Stuttgart at the age of 90. Our promise now is to continue her work in her spirit – so she remains unforgotten.



1995

Her 65th birthday

2015



Her 85th birthday with three generations of the Lapp family

2015

Groundbreaking ceremony for the European Headquarters 2015



2017

2021

Ursula Ida Lapp passes away on 25 April 2021 at the age of 90.





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