

**1st generation: Beat Christoph Bucher**

The foundations of the company were laid by Beat Christoph Bucher in 1791. He was „Sustmeister“ [in charge of the way station] in the old town of Zug. His responsibilities included unloading goods coming by horse from Lake Zurich over the Hirzel to Zug, where they were reloaded onto a ship transporting them to Arth or Immensee.

**2nd generation: Johann Michael Bucher**

Johann Michael continued his father's work in the „Sust“ [the way station], and transported the goods using his own ship.

**3rd generation: Wilhelm Heinrich Bucher**

Wilhelm Heinrich called himself a „haulier“, working with his own horse-drawn wagons. He took the goods from the railway station in Zug and delivered them to various recipients in Zug and the surrounding area. He also transported flour from the „Kollermühle“ mill to Zurich.

**4th generation: Johann Bucher**

Born in the heart of the old town, Johann acquired the property in Seelikon which remained in the family for three generations, until the town of Zug bought it to expand the present Casino.

With his far-sighted thinking and his good business sense, he continued to expand the business. The town began to develop and soon he had the use of 20 horses. He introduced fuel trading, furniture transportation and carriage rides.

In 1911 he purchased the property „Dreiangel“ which is today part of the „Industriestrasse“.

In 1919 he bought his first lorry „Orion Bouton“. During the week this was used to transport goods, while on Sundays benches were placed on its bridge and it was ready for excursions.

The two World Wars and years of crisis hurt everyone. The horses were recruited for military operations and the employees had to enter military service.

Nevertheless the company was able to survive and was renamed J. Bucher & Sons.

Both sons played an active role and they managed the company in the following years.

In 1946 the company J. Bucher & Sons was divided between the two sons. The property in Seelikon with the haulage and funeral transport divisions were taken over by Willi Bucher and then by his son Willi junior until 1962, when he died at the very young age of 50.

**5th generation: Hans Bucher-Bitsch**

Hans took over the property „Dreiangel“ with the fuel trade sector and furniture transportation department. After World War II there was a huge growth in the car industry, especially in the lorry sector, which he kept up with throughout the ongoing modernisation.

In 1951 he gave up transportation with his beloved horses, and from then on the business was motorised.

The town of Zug experienced a rapid industrial development which affected the small trader. The furniture transportation department continued to expand as more international companies settled in Zug.

**6th generation: Hansruedi Bucher**

Hansruedi entered the company in 1960. After eight years of active cooperation he took over the business from his parents. He successfully devoted himself to improving productivity and company development. In 1971 the first two 20-foot containers were purchased. In 1977 he carried out the first major removal project using the pneumatic crane system, which enabled the goods to be loaded from a window or balcony onto special furniture containers, without having to use the stairs or lift. This efficient technique helped with the management of office and private relocations, and has established a new rational approach.

Built in 1977, the company's current location includes a functional warehouse, with a workshop, and the new container silo, built in 1990. This container store is unique in central Switzerland and includes 60 20-foot containers, which are particularly suitable for furniture storage, for example for longer stays abroad, during renovations, after water damage or in case of problems with moving in or out of the apartment etc.

During this time, the furniture can be stored at low cost in the air-conditioned container silo without having to be reloaded, keeping it clean and secure.

For smaller storage, for example of documents, one room apartments or other goods up to 8m<sup>3</sup>, we have 55 wood lift vans.

In summer 1990 the sole proprietorship Bucher-Bitsch was converted into a family-owned corporation.

**7th generation: Robert Bucher**

After his apprenticeship and training, Robert has been active in the company since 1991. The offices were relocated to Grabenstrasse (Zugerstrasse) in Baar in 1993. As CEO, Robert has managed the company since 1995.

Our staff team currently comprises eight employees; in addition we can count on 10-15 temporary staff, who have worked for us on demand for years.

This means that we can cope with the increased volume of assignments on official moving dates.