November 10, 2025
Brother Industries, Ltd.

Strengthening the non-apparel area of the Industrial Sewing Machine Business

Acquisition of the automotive division from Konrad Busche

Brother Internationale Industriemaschinen GmbH, a German subsidiary of Brother Industries, Ltd. (Head Office: Nagoya, President: Kazufumi Ikeda), has signed an agreement to acquire the automotive division of Konrad Busche GmbH & Co. KG (hereinafter referred to as “Konrad Busche”), headquartered in Germany. The business transfer is scheduled for January 1, 2026.

The Brother Group, under its three-year medium-term business strategy "CS B2027" for the period from FY2025 to FY2027, aims to enhance its profit-generating capabilities and corporate value over the long term by accelerating business portfolio transformation. In the industrial sewing machine business, the Group is focused on strengthening the non-apparel area as a key strategy to generate stable profits and cash flow, with particular emphasis on expanding sales of industrial sewing machines for automotive applications such as airbags.

Founded in 1950, Konrad Busche has developed a strong reputation for providing industrial sewing machine solutions, primarily in Europe, and possesses advanced technological capabilities in development and manufacturing. By acquiring Konrad Busche’s automotive division, which specializes in products such as car seats and airbags, Brother will not only enhance its product lineup but also improve its ability to propose solutions such as automation and labor-saving measures to meet the diversifying needs of customers. Through this acquisition, Brother will expand the non-apparel area of its industrial sewing machine business and accelerate the growth of these highly profitable business areas.

Overview of the Transferring Company

Company Name	Konrad Busche GmbH & Co. KG
Headquarters Location	Industriestraße 70, D-70565 Stuttgart, Germany
Established	October 1, 1950
Representative	President & CEO Björn Busche
Business Description	Sales of industrial sewing machines, system integrator for the automotive market

Overview of the Acquiring Company

Company Name	Brother Internationale Industriemaschinen GmbH
Headquarters Location	Düsseldorfer Str. 7-9, D-46446 Emmerich am Rhein, Germany
Established	January 1, 1974
Representative	President & CEO Jörg Haan
Business Description	Brother's European Headquarters for the Machinery Business