

CASTING A VISION FOR MULTIGENERATIONAL FAMILY BUSINESS

It is always good to hear from you that you are reading these to your children. We must be diligent in casting a vision for multigenerational faithfulness!

“In 1834 in Hanau, Germany, a silversmith named Philip Wolf I began to produce leather-covered presentation cases for his silver products with the rationale that ‘Quality jewelry should always be kept in a case of equal beauty and quality.’ This idea has since passed through five generations of the Wolf family. They recently celebrated 170 years of production. Today, Wolf Designs offers unparalleled value and quality which is achieved by European craftsmanship, high quality materials, state of the art electronics, sophisticated timing sequences, patented technologies and five generations of quality manufacturing experience. Wolf Design...handmade for a life time!”

[www.bigwatchworld.com/wolf-designs](http://www.bigwatchworld.com/wolf-designs)

**Wolf Designs since 1834** Wolf Designs have been creating handmade jewelry boxes since 1834. This exquisite collection has been designed exclusively for Pottery Barn, inspired by English antique jewelry boxes and pieces from the Wolf Designs archive. Each limited edition box is reminiscent of a bygone era, of luxury and class, to enhance and bring to life your jewelry collection.

## Leadership

Simon Philip Wolf’s apprenticeship started early, barely out of his teens. His father, Philip Wolf IV guided him every step of the way, laying down a foundation of knowledge that had been passed to him by his father and that is invaluable to Simon who leads the company today with a clear vision and a desire to be the very best.

## The People

A company is a reflection of the people who work for it. We are a multi-cultural, thoughtful, hardworking team, and family. Together, we make up the heart of WOLF’s family business.

## 1834 Our History

With each generation, we become an even more unique company. Strong traditions and ethics passed down from one generation to the next. Instilling a sense of pride at the achievements we all have made in this family led business, a business that has become a family.

## 1895 The Apprentice

Son Philipp Wolf II had been working as his father’s apprentice. An enjoyable summer in southern Sweden convinced him to immigrate in Malm. There he started his own workshop and soon earned the respect and recognition within the area for his craft. As time passed, his sons, Ernst and Philipp III, proudly continued the tradition of box making.

## 1930 Philipp Wolf III

Philipp Wolf III continued to expand the Swedish factory into its third generation of box making. After the Second World War, he embarked on long trips to America to sell his presentation boxes to newly emerging watch and jewelry markets. Progress was slow, but steady, the trips to America by sea taking up to a month each time.

## 1962 Philipp Wolf IV

Philipp Wolf IV, the first of three sons born to Philipp III, immigrated to England to start a new factory. Over time, his highly automated factory employed over 300 people and was recognized as the largest manufacturer of jewelry boxes and display materials for all of Great Britain and much of Europe.

## 1988 Simon Philipp Wolf V

With the economy and business flourishing in England, the time was right for the Wolf Family to assume the biggest challenge ever undertaken: tackling the USA and Canadian Markets. It was up to Simon Philipp Wolf V, with guidance from his father Philipp IV, to persevere through difficult challenges and achieve remarkable success.

Today Simon Philipp Wolf V

**The Wolf Family's business legacy proudly continues! The company not only crafts great jewelry boxes, but now creates a wide variety of fine quality gift items as well. Their patented technology and innovative product design in jewelry cases and watch rotators has made the company what is today—the market leader.** <http://www.wolfdesigns.com/history/>