

FRUEH BUILDING SYSTEMS

YOUR PARTNER FOR INNOVATIVE FASTENING TECHNOLOGY

Frueh Schnellbautechnik: Robert-Bosch-Straße 8, 72654 Neckartenzlingen, Germany

Frueh Building Systems: 5050 S. 13th St., Milwaukee, WI, 53221



- Frueh Schnellbautechnik was established in 1971 in Nekartenzlingen, Germany
- Developed the first hidden fastening system for tongue and groove boards and expanded to walls, ceilings, and other brackets
- Specializes in manufacturing a diverse range of punched products with thickness up to 3mm
- State-of-the-art facility used for production, focus on Industry 4.0





Frueh's continuous research and development aims to create **intelligent solutions** setting standards in design, quality, safety, and user-friendliness.



In 2018, Frueh opened **Frueh Building Systems** in Milwaukee, Wisconsin to introduce “German-Quality” fastening systems to the US market. In 2023, the engineering team developed a hidden deck fastener for the growing US composite deck market.

Tongue & Groove Fasteners

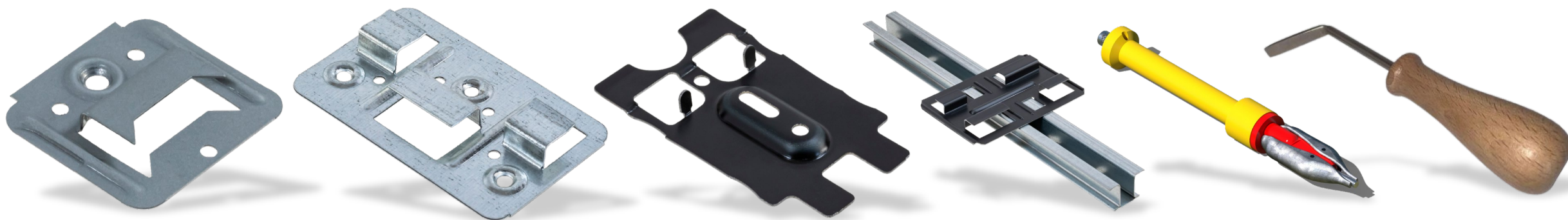
Offering quick and easy
wall and ceiling assemblies
without visible nail holes

Diversified Product Range

Evolving product portfolio
for various boards, drop
ceilings, and a tool-free
track and clip system

Enhanced Finishes

Utilizes chromate-coated and
stainless-steel finishes for
damp environments like
bathrooms and saunas





Frueh Building Systems serves a diverse customer base through direct sales on Amazon and its own Website



Exceptional customer service is a hallmark of Frueh, extending to DIY users who receive the same level of care as our largest clients.



A substantial part of our German sales comes from bespoke product development and private label agreements with OEMs.



Frueh's expertise is relied upon by panel manufacturers to accelerate new product launches using their custom clip systems.

January 2023

Frueh Building Systems officially launched its e-commerce website, www.frueh-systems.com, to introduce its existing product portfolio to the US market.

Mid-2023

The Frueh Hidden Deck Fastener was successfully launched on various platforms, including Frueh's US website, Amazon, and Walmart.com, receiving positive customer feedback.

Rest of 2023 & 2024

- Allocate 100% of efforts towards building the Frueh brand in the US market.
- Identification of IBS 2024 Startup Zone as a strategic opportunity to build brand awareness.
- Introduce the Frueh Hidden Deck Fasteners to commercial customers.

Ongoing Developments

- Development of a more robust 50x package for the Frueh Hidden Deck Fastener to address the challenges of e-commerce handling.
- Offering a contractor pail to address high-volume, commercial users.

