



## Melitta Bentz

- 31 Jan 1873** Amalie Auguste Melitta Bentz, née Liebscher, is born in Dresden, the daughter of a publishing bookseller.
- She marries Johannes Emil Hugo Bentz, born on 20 April 1873 in Clausthal-Zellerfeld.
- 25 Oct 1899** Birth of son Willy Bentz
- 27 May 1904** Birth of son Horst Bentz
- 1908** Melitta Bentz invents the (original) coffee filter using a brass mug and a piece of blotting paper and develops it to market readiness.
- 20 June 1908** Melitta Bentz is granted utility model protection for the 'coffee filter with a base that is curved and recessed on the underside and with obliquely directed through-holes' and the associated 'filter paper'.
- 15 Dec 1908** With a starting capital of 72 Reichspfennig, Melitta and Hugo Bentz register a 'commercial agency and commission business' with the Dresden Trade Licensing Office. Melitta Bentz is the sole owner of the company, which trades under the name 'M. Bentz'.
- Coffee filter production begins in an 8 square metre room in the family's flat at Marschallstraße 31 in Dresden.
- From 1909** Melitta and Hugo Bentz present their products in department stores and household goods shops, at trade fairs and exhibitions. They receive several medals and awards for the 'Melitta filter'.
- 24 Feb 1911** Birth of daughter Hertha Bentz
- 13 Sept 1911** Melitta Bentz registers the name 'Melitta®' as a trademark.
- 01 Oct 1914** The company moves into a former locksmith's shop in Wilder-Mann-Straße 15 in Dresden. The 200 sqm premises consist of an office and a production hall for round coffee filters.
- 1916** 1916 Hugo and Willy Bentz are called up for military service. Melitta Bentz runs the business alone until the end of the war and switches production to cardboard boxes.
- 1920** After the war, the company focuses again on the production and distribution of coffee filter holders and coffee filters. Demand increases rapidly. Additional rooms are rented in the immediate vicinity, and production is substantially expanded.
- 1922** The company's export business begins with the delivery of products to Switzerland and Czechoslovakia.
- 04 Aug 1923** The company is renamed 'Bentz & Sohn OHG' and the purpose of the business is expanded to include 'utensils for the household, kitchen, coffee filters, tea filters, canning jars, light protectors, fork cleaners, cloth holders, household books, piggy banks, cooking and heating

Tanja Wucherpfennig  
Director Internal &  
External Communication

Phone +49 571 / 4046 - 281  
tanja.wucherpfennig@melitta.de



Corporate Communication  
& Sustainability  
Melitta Group Management  
GmbH & Co. KG

Marienstraße 88, D 32425 Minden  
Postbox 1126, D 32371 Minden

Phone +49 571 / 4046 - 0  
Fax +49 571 / 4046 - 272

pr@melitta.de  
www.melitta-group.com



apparatus, electric kitchen appliances'. Hugo and Willy Bentz take over the management of the company.

- 1924** Production is further expanded. The production area now covers 1,200 square metres.
- 1925** Melitta® filter holders and Melitta® coffee filters finally become branded products: the logo is protected as a trademark and the typical red and green brand packaging is introduced. Willy Bentz invents a new form of advertising - women demonstrators stand in shop windows and show potential customers how to use the coffee filter.
- 1926** A powerful sales force is built up, and demand continues to increase rapidly. The foreign business is also growing steadily. The company now employs around 80 people.
- 28 Mar 1929** As the search for larger production facilities in Dresden is unsuccessful, the company acquires the building of the former Sprave AG chocolate factory in Minden/Westphalia and moves its headquarters there. The company is renamed 'Melitta Bentz'.
- 02 Apr 1929** The plant and machinery was transported from Dresden to Minden in just four days, then production started again with 85 employees.
- From 1930** Melitta Bentz ensures that from now on all employees are paid a Christmas bonus. In 1932, the statutory annual holiday of six days is increased to 30 days within the company. In 1936 the 5-day week is introduced, and in 1938 the 'Melitta Help' social fund is set up. Employees are entitled to many special benefits, such as anniversary bonuses, subsidies for leisure groups and cultural events, and discounted company housing. Employees can also now take advantage of the company health insurance fund, a company doctor and a company dental practice.
- 06 Feb 1932** Melitta and Hugo Bentz withdraw completely from the operational business. Their sons Willy and Horst Bentz take over the management of the company.
- 28 Jan 1946** Hugo Bentz dies in Minden.
- 29 June 1950** Melitta Bentz dies in Porta Westfalica.