



RUCK[®]
FÜR FUSS UND PFLEGE

90 years of RUCK – a history in foot care



The early years

As early as 1923, Christian F. Ruck, grandfather of Hellmut Ruck Jr., started to manufacture drills and foot care furniture. At that time, flexible shaft machines, initially developed for Pforzheim's jewellery sector, were discovered for the use in dentistry and foot care. His son, Hellmut Ruck Sr., was managing the foot care department. Christian F. Ruck extensively travelled Europe as a sales representative, an experience that widened and enriched his experiences. And justifiably so, he is considered as a pioneer of foot care in Germany. In 1929, he founded his own specialist foot care school and played a significant part in publishing "Foot care news" („Fußpflege-Nachrichten"), the first professional foot care journal. Since he was very passionate about his profession, he put all his knowledge into "The Foot Care Book" ("Das Buch der Fußpflege"), which was published in 1930 for the first time and remains a standard reference book to this day.

Finally, Hellmut Ruck Sr. founded his company "Hellmut Ruck Fußpflege" in Pforzheim. It hosted practice, school, and wholesale business in a single building. At that time, many activities and initiatives were launched to support the foot care profession. The company was destroyed during the disastrous air raid on Pforzheim on 23rd February, 1945.

Post-war area

In 1946, Hellmut Ruck Sr. put all his pioneering spirit into a new business start-up. Using his own apartment as a base, he all but started as a one-man-company. It developed quickly and by 1959 it already had 15 employees. Proper education was always on top of the list. Therefore, as early as 1953, he talked to medical doctors about training for foot care specialists, recognised by the state, including practical training both in hospitals and in his practice.

"Everything under one roof" was one of his guiding principles. Thus, sales of products became ever more important.

A new start

In 1964, Hellmut Ruck Jr. joined the paternal company. Incrementally, Hellmut Ruck Sr., pulled out of the business and in 1975, the company was separated into practice and specialist school in Pforzheim and wholesale in Neuenbürg. Hellmut Ruck Jr. broadened the sale segment, intensified product catalogue design, and established wholesale as the core of RUCK's business.

RUCK in Langenbrand

Soon enough, wholesale and sale outgrew the building in Neuenbürg, therefore, the company relocated to a larger building in Langenbrand in 1983. Everything that defines RUCK today started there: personal customer service, familiar atmosphere as well as the sense of sustainability and ecology. The 80s and 90s brought many product developments; e.g. The "Goldstadt brace", the treatment chair "STELLA", and the foot care unit "PODOLOG micro".

During that time, first plans for the revision of the professional training were developed while simultaneously recognising the national draft law on podiatry. Another milestone in the company history was the development of an impressive mail-order catalogue. RUCK extended its business to mail-order, continuing the tradition of Pforzheim's many mail order companies.

Company relocation to Neuenbürg

Even the company building in Langenbrand got too small. Neuenbürg's Wilhelmshöhe offered new building sites for industrial use; so, a large area was acquired to build new headquarters, which were finished just one year later, in 1997. This modern building with extensive storage ca-

capacity was a great development in RUCK's company history for both employees and customers. Additionally, "Baden-Wuerttemberg's first podiatry school" was established, at that time Germany's third school to offer this specialist training. Prior to this, many meetings and discussions took place at the Ministry of Social Affairs followed by a participation in preparatory meetings for the Podiatry Act at the Federal Ministry of Health. Another reason for these efforts was the creation of a curriculum as one of the first schools in Germany that considers the legal draft. In 2000, the specialist school was recognized by the state, even before the Podiatry Act was passed in 2002.

The modern era in the hands of the third generation

After completing his economic studies, Simeon Ruck joined the company in 2008 and completed the circle of this purely family-run business. Ever since, fresh dynamics and paternal experience form a harmonious union. Product development is Simeon's passion; he led the way in many innovative projects; e.g. the treatment chair MOON, the LED magnifying lamp PODOLOG CIRCLE, the foot care unit PODOLOG NOVA, the RUCK MOBILSYSTEM, as well as the ROOM practice furniture.

However, building efforts also continued. The company building was extended by additional floors and properly separated into the departments wholesale, seminars, and school. In 2016, RUCK added its own manufacture for beauty beds and treatment chairs as well as a large logistics building, both close to the headquarters. Presently, RUCK has 230 employees and is proud of its long tradition. The formula for success is the experience of many years combined with open-mindedness and innovative ideas; the perfect mix for a successful future for both German and international partners.