

BRENNEKE CEO, Dr. Peter Mank, celebrates his 65th Birthday

Dr. Peter Mank has been CEO of the BRENNEKE corporate group in Langenhagen (near Hannover in Germany) for 36 years, and is one of the longest standing entrepreneurs in the industry for hunting and sporting weapons, ammunition and optics. He not only became well known through the production of millions of projectiles and cartridges in his company, but also through his great commitment as president of the German JSM association of manufacturers at the turn of the millennium. Furthermore, active support of nature conservation has been very important to him. So by securing the economic basis of the OTTER CENTER in Hankensbüttel (district Gifhorn) as well as numerous biotope protection and research projects, he contributed significantly to safeguarding the severely endangered otter.

On 13 May 2016, the great grandson of the company founder Wilhelm Brenneke and former reserve officer in the navy of commander rank celebrated his 65th Birthday. From his rich treasure trove of experience, the following comments are especially important to him on this occasion:

Firstly: The influence of the gun and ammunition business on politics is still only minor. It is limited to preventing the worst in the form of stipulations threatening our existence. The causes are manifold and are mostly due to the anachronistically fragmented, unprofessional and largely powerless structure of individual associations and interest groups as well as insufficient publicity. There are no masterminds, no concept and no centre of power. The industry has allowed itself to dance to the tune of politics and management like dancing bears in the circus.

Secondly: The market for hunting ammunition has been subject to major changes in past years, and the provision for using lead-free ammunition has resulted in great uncertainty amongst customers. What is positive here is that hunters now need to concern themselves intensively with their cartridges and the topics of ballistics and cleaning. So far, these have often been neglected even in hunting training. What is negative here is that unfortunately, many manufacturers have also jumped on the “lead-free” bandwagon, neither complying with the regulations of the ballistic testing law nor educating their customers about the risks of “barrel fouling”. Hunting ammunition remains a matter of trust, and BRENNEKE is an innovative and reliable partner here.

Thirdly: Due to new distribution channels via the Internet and socio-political developments, solidarity in the gun and ammunition business has reduced at an alarming rate. In the past, manufacturers helped and supported each other. Today, fighting instead of cooperation is the order of the day. Globalisation has left its mark with increasing concentration, the penetration of discounters and questionable sales strategies. Clean calculations are rare. The so-called consultancy theft and constant haggling about ever increasing discounts are on the agenda. However, customers should ask themselves whether they still get real equivalent value for their money against this background, and do not stand to lose out in the end.

For the future, the head of BRENNEKE wishes for a much more critical and supportive attitude of manufacturers, trade and end users with regard to the topics discussed.

Dr. Mank continues to embrace the philosophy of Wilhelm Brenneke, with the need for game to be killed in compliance with the hunting ethics without suffering. This is why BRENNEKE is further extending its range and production capacities, to meet the increased demand for this premium ammunition. With its universal application in all hunting situations and its power reserves it will continue to guarantee successful hunting.

Attachments:

Photo: Dr. Peter Mank
Curriculum vitae

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Curriculum Vitae Dr. Peter Mank

- 1951** Born in Leipzig, GDR
- 1958** Flight from the GDR
- 1969** University entrance diploma in Hannover, Federal Republic of Germany
- 1969-1971** Period of military service in the German Navy with deployment on a patrol boat
- 1971** Training as a reserve officer and promotion to Leutnant zur See (sub-lieutenant);
Hereinafter numerous military exercises as Jugendoffizier (youth officer) and Personaloffizier (staff officer) with further promotions up to the rank of “reserve commander” in 1994
- 1971-1977** Study of economics at the University of Göttingen (degree as graduate in commercial studies) with internships in management consultancy
- Since 1980** Managing director of BRENNEKE AMMUNITION GMBH and several affiliated companies in Langenhagen
- 1987-2015** Honorary engagement as vice president for the campaign for otter protection (OTTER CENTER) in Hankensbüttel (district Gifhorn); since 2003 head of the Deutsche Otter Stiftung (German Foundation for Otters)
- 1990** Promotion to Dr. rer. pol. at Trier University
- 1991** Publication of the dissertation “Personalpolitik in mittelständischen Unternehmen” (personnel policy in small and medium-sized enterprises) in the series of economy books of the Frankfurter Allgemeine Zeitung (newspaper)
- Since 1995** President of BRENNEKE OF AMERICA, L.P. (Clinton, Iowa, U.S.A.)
- 1995-1997** Design and presentation of the so-called “Munich Model” for individual tariff policy via the Vereinigung Mittelständischer Unternehmer e.V. (association of small and medium-sized entrepreneurs)
- 1996-2001** Vice president and president of the association of manufacturers of hunting/sporting weapons and ammunition (JSM), Ratingen
- Since 2007** Own production of BRENNEKE rifle projectiles and center fire cartridges
- 2014** Purchasing of a former ammunition depot of the German Armed Forces in Oldhorst (municipality Burgwedel) as new BRENNEKE company location

