Press release

**Honouring the past, driving the future – the Adam Hall Group celebrates its 50th anniversary**

**Neu-Anspach, Germany – 8 July 2025** – **the Adam Hall Group is celebrating its 50th anniversary in 2025. With a piece of music history right in front of the entrance and over 800 guests on campus, the event technology manufacturer celebrated with a big staff party in the Experience Centre at its headquarters in Neu-Anspach, Hesse, on 4 July.**

Together with its employees and their families, the Adam Hall Group looked back on 50 years of event technology history. One particular highlight was parked right outside the door: the restored 1972 Wings Over Europe tour bus belonging to Paul McCartney and his band Wings, discovered by co-founder and classic car fan David Kirby at an auction. The iconic bus now serves as an exhibit in the company’s own Rock‘n’Roll Library – and as an inspiring creative space for employees. It is a physical symbol of the anniversary motto: “Honouring the past, driving the future.” Other highlights of the evening included the company’s own band, spontaneous jam sessions and a surprise performance by the Berlin fusion pop band Il Civetto. In addition, a raffle raised €3,200.00 for the LIVE MUSIC NOW Frankfurt am Main e.V. association, an initiative that organises free concerts in social institutions and also promotes young musical talent.

50 years ago, in 1975, Mr Adam Hall founded a small company in Southend-on-Sea, England, which manufactured fittings for flight cases under the name Adam Hall Hardware. Just five years later, David Kirby laid the foundations in Germany for what is now known worldwide as the Adam Hall Group. What started out small has developed over the decades into an internationally active group of companies with strong brands such as Palmer, DEFENDER, LD Systems, Cameo, Gravity and Adam Hall Cables.

The next groundbreaking step followed in 2013: Alexander Pietschmann and Markus Jahnel took over the management of the company as part of a management buyout. David Kirby remains with the company as Executive Chairman to this day.

**Markus Jahnel, Chief Revenue Officer of the Adam Hall Group, emphasizes:**  
*"When I joined the Adam Hall Group 35 years ago, our sales operations were still quite manageable – today, we serve customers in over 100 countries around the world. This growth was only possible because we’ve consistently refined our structures, optimized our processes, and stayed closely aligned with our customers’ needs. What makes me particularly proud is that we’ve remained a family-oriented company in the best sense – characterized by strong team spirit, reliability, and sustainable growth. For me, this anniversary is a moment of gratitude – and an incentive to keep moving forward with a clear vision and open eyes."*

Today, the Adam Hall Group is a globally active company with around 400 employees worldwide and is one of the leading manufacturers in the event technology industry. The established international locations and showrooms, such as those in Barcelona, Asia, the UK and North America, have also contributed significantly to this.

With the Experience Centre at its headquarters in Neu-Anspach, the Adam Hall Group has created a place that stands for the company’s values like no other: a space for creative ideas, discussions and the shared experience of technical innovations. This is where employees, business customers, partners and associations come together, whether in the fully equipped auditorium and showroom, the Adam Hall Academy, the Rock‘n’Roll Library or on a tour of the R&D department with its modern measuring laboratories and test benches.

As an innovative medium-sized company, the Adam Hall Group also acts responsibly, whether it be economically, ecologically or socially. Its four awards as a “Top Company”, bestowed by the employer platform Kununu and a TV programme on ARD about working across generations, are proof of the company’s pioneering role in attracting talent. With EMAS certification, the company is also committed to the highest standards in operational environmental protection – a clear sign of sustainable management in the event technology industry.

**Alexander Pietschmann, CEO of the Adam Hall Group:**  
*“50 years of the Adam Hall Group – that’s more than just a number. Five decades full of ideas, courage and movement. What has always united us is the desire to create something together that inspires people – both in terms of technology and collaboration. We owe this development not least to our customers, partners and companions worldwide. Their trust, ideas and enthusiasm have shaped us. I am proud of what we have achieved together. But I’m even more excited about what lies ahead.”*

The anniversary year is not only an opportunity to look back at an impressive company history, but also marks the start of a new chapter. A comprehensive corporate relaunch is planned over the coming months, complete with a fresh look and new impetus for the future of event technology.

#AdamHallGroup #WingsTourBus #HonoringThePast #DrivingTheFuture #EventTech #ExperienceEventTechnology

**Further information:**

[adamhall.com](http://www.adamhall.com/)

[blog.adamhall.com](https://blog.adamhall.com/)

**About the Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distribution company providing event technology solutions to business customers worldwide. Its target groups include retailers, B2B dealers, live event and rental companies, broadcast studios, and AV and system integrators in both the private and public sectors, and industrial flight case manufacturers. The company offers a wide range of professional audio and lighting technology as well as stage accessories and flight case hardware under its own brands LD Systems®, Cameo®, Gravity®, Defender®, Palmer® and Adam Hall®.

Founded in 1975, the Adam Hall Group has developed into a collection of modern, innovative event technology companies. This includes the logistics park with 14,000 square metres of warehouse space at its corporate headquarters near Frankfurt am Main, Germany. Through its focus on value and service orientation, the Adam Hall Group has been presented with a number of international awards for innovative product developments and pioneering product design from prestigious institutions such as “Red Dot”, “German Design Award”, and “iF Industrie Forum Design”. In collaboration with the design agency “Studio F.A. Porsche”, LD Systems® shows the future of pro audio design with the iconic MAUI® P900 column loudspeaker and was recently honoured with the coveted “German Design Award”.

Further information on the Adam Hall Group can be found online at [www.adamhall.com](https://www.adamhall.com/de-de).