

# pressinformation

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**Pierre Bron**

22 January 1920 – 5 November 2011

***It is with great sadness that we announce the peaceful death of Pierre Bron in his 92nd year.***

Born in Basle (Switzerland), the second of four children, he initially trained as a forwarding agent. After his military service, mainly undertaken during the war, he was taken on by a watch-making company. Thanks to his perseverance, he personally obtained an order from the company "Optische Industrie de Oude Delft" (Holland) to process photographic lenses and was able to set up his own business. He then took on several people to assist him and was assigned to sell lenses for Alpa cameras. In 1948 he set up **Bron & Co**, which was appointed as agent for various photographic cameras, exposure metres and paper, as well as for electronic flashes developed and manufactured by Dimitri Rebikoff in Lausanne (Switzerland). In 1951, the latter decided to devote himself entirely to underwater photography. He left Switzerland for Cannes (France) and handed his business over to **Bron & Co**.

In 1952, the production of flashes was transferred to Basle and they continued to be marketed under the name **broncolor**. In 1958, the two brothers Pierre and Joseph Bron established **Bron Elektronik AG**, specialising in the development

and manufacture of studio flashes in Allschwil, close to Basle. Thereafter, Joseph took over the distribution company and Pierre occupied himself solely with research, production and marketing of the equipment, actively assisted by his wife Martha.

Thanks to his social skills, his great listening ability and above all his powers of persuasion, he developed the business, rapidly increasing the distribution network in Europe and throughout the world. He always managed to surround himself with capable people, who were completely dedicated and able to assist him in his work.

His children, Michel and Jacques, subsequently became shareholders of the company, his younger son having already worked for the company since 1980.

In 1990, at the age of 70, he handed over responsibility for the company to Jacques, assisted by his nephew, Claude Bron, and by Hans-Peter Hauser. He then devoted himself to writing the book "The Photographic Flash – A concise illustrated history" necessitating research into the origins of photographic flash lighting and taking him and his wife to various countries.

He also took full advantage of his chalet in the Valais Alps, often went hiking and skied until the age of 79. He particularly enjoyed the company of his children, and especially his five grandchildren.

By sheer strength of will he quickly recovered from health problems in 2002. He spent the last four years of his life peacefully in an old people's home in Lausanne, enjoying beautiful views over Lake Geneva and the mountains that he loved so much.

Everyone who knew him remembers his genial and benevolent nature, his interest in everything and above all his great sense of humour. He always managed, by hard work and perseverance, to achieve the goals he set himself. He leaves behind a well-established company, products known throughout the world and appreciated by those who use them. His life has been a full and interesting one.

Michel and Jacques Bron