

# Candy Hall of Fame induct NID's Founder

Candy Hall of Fame -  
October 15th 2016

**N**ID's founder, Hans Arthur Faerber will be inducted into the Candy Hall of Fame with a Pioneer Award. This award is posthumous and in recognition of his decades of service to the Candy Industry.

The NCSA, Candy Hall of Fame is the most prestigious honour that can be bestowed on an individual who has dedicated his or her career to improving the confectionery industry.

The Award will be presented at a gala event, honouring industry legends, held in Florida, USA, October 15th

Hans Faerber (1915 - 2013) the founder of NID (New Industrial Design) established a company in Sydney, Australia in 1948 making various types of industrial machinery. As it so happened, having been asked to repair a confectionary machine, passed a comment regarding its poor design and was challenged to make a better one. And that he did. In 1955, Cadbury's choose to purchase an NID machine in preference to the international competition and this became the turning point for NID. Since then NID has sold over 600 starch moulding machines into 59 countries.

This success story nearly didn't happen. Faerber was born in Germany of Jewish parents and after graduating



*Hans Arthur Faerber, NID founder*

in mechanical engineering he was set for a career in designing printing machinery. However in 1938 Hitler's campaign against the Jews saw Faerber arrested and sent to Buchenwald concentration camp. A wealthy industrialist was able to convince Hitler's regime that brilliant young engineers such as Faerber were needed to support Germany's growing militarisation. Just before the war with England, Faerber was sent to England to work in German armament manufacturing. Before WWII ended, Faerber immigrated to Australia.

Many people at NID remember Faerber's dedication to design simplicity and therefore reliability: patenting his famous stacking machine in 1969, winning multiple Australia export awards in the 70's and 80's. His brilliant designs have been copied by many. When he wasn't visiting customers and innovating new designs, Hans was a

keen sailor, taking out championships in Sydney Harbour on more than one occasion. But winning wasn't everything. It's reported that during one of these regattas, Hans diverted his boat to save a distressed dog, which had ended up in the water. He saved the dog and lost the race.

Faerber had a very hands-on approach to business. He travelled extensively, spent a lot of time with customers and through his foresight and tenacity designed machines that were reliable and simple. The old folk at NID will tell you that "Mr. Faerber" was very personable, focused, passionate and full of interesting stories. He built friendships with many of his customers.

The legacy that Faerber created lives on as NID moves forward with New Industrial Designs.



**NID**  
CONFECTIONERY MACHINES

