



The MBK anniversary year - Phase 2

2007

Incredible, but true – MBK is celebrating its 25th anniversary!

2026 is our anniversary year, and we'll be hosting exciting new promotions throughout the year to celebrate our birthday.

In **Phase 2**, we have a sensational offer: If your invoice was issued between April 1st and June 30th, 2026, with an **invoice number** starting with 2026-3 and **ending with 25**, you'll receive a **full refund as a voucher**. You can request this voucher by email by July 17th, 2026, including your customer number (which starts with "1"), invoice number and invoice date.

And now, let's continue our little journey through the past 25 years.

2007 – 2013: Retail store and the first employees

In 2007, we opened our first store in Delmenhorst. The old premises were too small, and I finally wanted to be able to source goods from German wholesalers. Back then, a "proper" store was still necessary for that. I was (once again) incredibly lucky, and we were able to rent 1200 square meters on the first floor above an office supply store in Delmenhorst for a relatively small sum.

The store was open six days a week – it was impossible to manage alone. So I started looking for good people. I already had someone in mind: Thomas, who ran the website panzer-modell.de. He lived practically around the corner, was a long-term student, and really knew his stuff when it came to model making. A little persuasion was needed, but then he took the plunge into the adventure of „Modelling Store“. Following the motto "Turn your hobby into your profession", Thomas is still with MBK and is celebrating his 19th year as a kit model expert with us this year.



The store in 2008 from the outside



Our "office" and counter in the store

We hired two more people for the warehouse and shipping (Fakrim is still our main worker at the packing table today), and we were ready to go. Now, with an expanded product range and a lot of work every day, the number of items we offered online quickly grew to 20,000.

In 2008, we ventured into our own production for the first time. The then very popular "ready-made tanks" (diecast models from Dragon Armor) were enjoying great success, so we decided: We can do that ourselves. With "Panzerstahl" Modellbaukönig's first own brand was born.

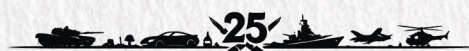
From 2008 to 2014, almost 50 items were released under this name.

In 2009, we wanted to hire a trainee. Because the two finalists were so good, we decided to hire both of them. One of them (Nils) is still with MBK and now heads our IT department. He certainly wouldn't have imagined that back then.

Our trainees completed their training, we were able to keep them both on, and Ronny joined us as an additional warehouse employee. Ronny had previously completed his apprenticeship with us and is today the warehouse manager with supervisory responsibility for 12 employees.

In 2010, we launched a new online shop with more features and an expanded bonus points program. At the end of 2012, our five-year lease expired. Disputes with the landlord and a lack of willingness to invest in the building led us to decide not to renew the lease. We moved back to a warehouse in Delmenhorst and focused exclusively on online retail from then on.

2013



Phase 3 will start in June

Stay tuned for what we offer you in the next phase of our anniversary celebrations. It's going to be sensational again, with lots of fun, excitement, and great prizes to be won!