



Bronner Bros: 70 Years at the Top of the Hair & Beauty Industry

WHO IS BRONNER BROS.?

Now in its 70th year, Bronner Bros. is a privately-held, family-owned company founded in 1947 by Dr. Nathaniel H. Bronner, Sr. and his brother Arthur E. Bronner, Sr. The company produces an array of beauty products and hosts the largest multi-cultural beauty show in the world twice a year in Atlanta. The shows have an annual economic impact of approximately \$60 million.

THE STORY

In the 1930s, Dr. Nathaniel H. Bronner Sr. lived in Atlanta and studied business at Morehouse College, while also spending a lot of time at his sister's salon. He had a paper route and would often take his sister's products along with him. To his surprise, the hair and beauty products outsold the papers, and Bronner decided the beauty industry was where he wanted to make his mark. In 1939, he graduated from Apex Beauty College in Atlanta – the only man in his class – and began working in the area.

In 1947, he and his brother Arthur E. Bronner, along with sister Emma, started Bronner Bros. as a way to teach cosmetologists at the YMCA in Atlanta. Shortly thereafter, the first Bronner Bros. Hair Show was established with 300 in attendance.

The business began to grow, as did the hair show year after year. In the decades that followed, the show attracted many well-renowned experts and speakers of the time including, Dr. Martin Luther King, Jr., Jackie Robinson and Dr. Benjamin Mays.

In 1993, the eldest of six sons, Bernard Bronner, took over as President and CEO and began the second generation of the business. The youngest son, James Bronner, now helms the hair show and serves as the Senior Vice President of Trade Show Operations, Director of Technology and part owner. He is a lifelong resident of Atlanta and a graduate of Georgia Tech, where he earned a degree in computer engineering.

Today, the Bronner Bros. International Beauty Show is the largest of its kind in the world. It is known for its workshops, high-intensity competitions and featured

Company:

Bronner Bros.

Industry:

Small Business
Beauty & Cosmetics

What Georgia provided Bronner Bros.:

- Atlanta's Georgia World Congress Center hosts 70,000 attendees at their International Beauty Show every year.
- Georgia's history of diversity, coupled with its global access through the world's most traveled airport, has helped the brand target multi-cultural audiences for seven decades. Visitors attend its International Beauty Show from all over the world, including China, Nigeria, India and Singapore.

Awards:

- **The Phoenix Award**, City of Atlanta, 2017
- **The Trumpet Award**, 2014
- **Bronner Bros. Week**, Fulton County proclamation, 2012
- **Top Vendor of the Year**, Walmart, 2004



experts, including stylists for Michelle Obama and Beyoncé. Now held at the Georgia World Congress Center in Atlanta, more than 40,000 hairstylists, barbers, make-up artists, nail technicians and fans attend the show twice a year.

This year marks the 70th Anniversary of the acclaimed hair show. It is his father's vision that continues to guide James' direction of the show and commitment to elevating the stakes and bringing forth excellence every year. "My father was a visionary with high ethical standards," he says. "He was a man of faith, who was a champion for the community and entrepreneurship."

The Bronner Bros. Enterprise consists of Bronner Bros. beauty products BB, African Royale, 4Naturals, Tropical Roots and NuExpressions product lines, UPSCALE Magazine, Word of Faith Family Worship Cathedral, The Ark of Salvation, and the Bronner Bros. International Beauty Shows.

The company employs over 300 full-time and part-time staff members, operates two manufacturing and shipping facilities in Georgia, and sells product all over the world. The corporate headquarters is located in Marietta, just outside of Atlanta.

HOW GEORGIA HELPED

- Atlanta's Georgia World Congress Center hosts 70,000 attendees at their International Beauty Show every year.
- Georgia's history of diversity, coupled with its global access through the world's most traveled airport, has helped the brand target multi-cultural audience for seven decades. Visitors attend its International Beauty Show from all over the world, including China, Nigeria, India and Singapore

AWARDS & RECOGNITIONS

- **The Phoenix Award**, City of Atlanta, 2017
- **The Trumpet Award**, 2014
- **Bronner Bros. Week**, Fulton County proclamation, 2012
- **Top Vendor of the Year**, Walmart, 2004

“I started my first business when I was five years old. Since the days of my paper route in grade school through earning my degree in engineering at Georgia Tech, I always knew I would be an entrepreneur.”

- James Bronner, Senior Vice President of Trade Show Operations and Director of Technology, Bronner Bros.

