

Export share in Central Europe to be increased further

## Häcker Kitchens expands export team

**March 2017. Häcker Kitchens is restructuring its export team to facilitate the continued constant growth of its international business. Jörg Varnholt, who has been with the company for many years and is extremely experienced, has held the newly created position of Export Sales Manager Europe since 1 January 2017. Stefan Wilkenloh will join the team on 15 March 2017 as one of the three sales managers responsible for Central Europe. He will look after the Benelux countries.**

With last year's record turnover of 512 million euros, Häcker Kitchens exceeded the half a billion turnover mark, the result of a targeted growth strategy. In 2016, Häcker Kitchens increased its sales figures particularly outside of Germany: the company's international turnover went up by more than 16%, and the export share of its total turnover by around 40%. With the expansion of the export team, Sales and Marketing Manager Markus Sander intends to promote the company's international growth: "We are delighted by the fact that we have been able to fill the important



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newly created position of Sales Manager Export with Jörg Varnholt, who has worked for us for many years, and that we have managed to recruit Stefan Wilkenloh as the new sales manager for the markets in the Benelux countries."

Jörg Varnholt is responsible for all European markets outside of Germany and Austria. The 50-year-old is thoroughly familiar with the company and also with the international industry: Jörg Varnholt has worked for Häcker Kitchens for the past ten years and previously looked after the important markets of France, the Netherlands, Belgium and Luxembourg. "Our new structure will make the European export department even more efficient, and will increase our market presence in the important European sales markets," says Jörg Varnholt.

Jörg Varnholt's future team consists of three sales managers who will be responsible for liaising with the customers in the defined markets. The latest addition to the team is Stefan Wilkenloh, who joined the company on 15 March 2017 as a sales manager for the Benelux markets, which he intends to develop further. The 38-year-old is a qualified business management assistant and previously worked for the engineered wood product



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manufacturer Westag & Getalit AG, where he occupied various positions over the course of his 17 years with the company. At the sales manager level, the export team is completed by Andreas Möller and Sven Herden. Andreas Möller is responsible for the countries Switzerland, Italy, Poland and Russia, the Scandinavian countries and the Balkans, and Sven Herden for Great Britain and Northern Ireland.

As before, Markus Sander will still be directly responsible for the non-European export markets.

## About Häcker Kitchens

Based in East Westphalia – the heart of the German kitchen furniture industry – the owner-run family company Häcker Kitchens has been producing modern fitted kitchens at its site in Rödinghausen since 1965. In 2016, more than 1,400 employees generated turnover of 512 million euros, with exports currently accounting for approx. 40 percent of sales. The company's development is characterised by continuous growth and forward-looking investments. It currently supplies more than 60 countries across all continents with kitchens "Made in Germany". Two product lines aimed at different market segments are available to the specialised trade: classic and classicArt in the entry-level segment and systemat and systematART in the mid and upper price categories. A wide range of built-in appliances from the Blaupunkt brand, to which Häcker Kitchens holds the sole rights, puts the finishing touches to the product offering.

## Press contact

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## Shortcut

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## Image overview & captions



HaeckerKuechen\_Sander



HaeckerKuechen\_Varnholt



HaeckerKuechen\_Moeller



HaeckerKuechen\_Herden



HaeckerKuechen\_Wilkenloh