

**Presseinformation**

Press Release  
Information Presse  
Información de Prensa

**Top management at BLANCO France complete****David Da Silva joins as Managing Director**

David Da Silva (42) will join BLANCO France as a new Managing Director from September. Together with Frédéric Leseche, who previously held this position on an interim basis, Da Silva is to further develop the kitchen water place market in France for BLANCO.

Da Silva, who has an MA in history, has nearly 20 years of professional expertise in France and further European countries in the construction, renovation and home improvement sector. He has previously worked at companies including Villeroy & Boch and the ES Group. Most recently, he was Sales and Marketing Director for the Dornbracht Group in France. He will also focus on these functions at BLANCO, while Leseche will focus on the areas of finance and controlling.

Lars Kreutz, Managing Director & Head of Region EMEA for BLANCO, sees this new addition as fresh impetus for the French market: "We want to leverage our potential in France even more than previously. With David on board, we have gained a sales and marketing professional who will help us with this. Together with Frédéric Leseche, whom I would like to thank for his work over the past few months, we have two strong leaders who can set us on the right course for growth."

David Da Silva is looking forward to working with the BLANCO team: "BLANCO is an exciting brand with a solid heritage as a family-owned business, and values that I share. Aiming for excellence across the

## Presseinformation

Press Release  
Information Presse  
Información de Prensa

Page 2

company in France, I want to ensure that we delight our customers and consumers with our solutions for the kitchen water place."

### Image/Caption:



David Da Silva (42) is the new Managing Director at BLANCO France, with responsibility for sales and marketing at the kitchen water place specialist.

BLANCO offers system solutions for the water place in domestic kitchens. The BLANCO UNIT is synonymous with functional systems in complementary designs, consisting of bowls, high-end mixer taps, water purification with natural carbon dioxide, filtration, cooling, boiling water at the touch of a button and supplementary accessories, right the way through to waste and base cabinet organisation systems. The wide range of functions and the variety of designs, colours and materials ensure flexibility for retailers and kitchen planners and give consumers a wide choice to suit every taste.

Founded in 1925, the company is now an internationally established premium brand for the kitchen water place. With subsidiaries in Europe, North America and APAC, together with its trading partners, the BLANCO brand has a presence in around 100 countries and offers a portfolio that is perfectly tailored to the respective needs of consumers. In addition to the company headquarters in Oberderdingen in Baden-Wuerttemberg (Germany), there are various production and logistics locations in southwest Germany and in the United Kingdom, Czech Republic, USA, Canada, Australia and China.

In 2023, the BLANCO Group generated consolidated annual sales of €413 million and had 1,544 full-time employees worldwide by the end of the year, of whom 1,038 were working in Germany and 506 at the international locations.

Founded in 1925 by Heinrich Blanc, today BLANCO is part of BLANC & FISCHER Family Holding and has won multiple employer awards. [www.blanco.com](http://www.blanco.com)