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BLANCO Appoints Lars Christensen as Vice President, Strategic Portfolio Development & Market Intelligence for North America

LUMBERTON, NJ / TORONTO, ON, May 2023 – [BLANCO](#), the premium kitchen solutions brand backed by industry-leading German engineering, announces the appointment of Lars Christensen as Vice President, Strategic Portfolio Development & Market Intelligence for BLANCO North America.

In this role, Christensen will lead BLANCO's North American product management team and product development initiatives focusing on driving the product strategies of the BLANCO UNIT, the seamless water place solution for residential kitchens. In addition, Christensen will direct BLANCO's market intelligence efforts and the kitchen storage, organization and accessories categories within product development for the North American market.

"Our focus remains on investing in the overall growth of our North American team, and we're thrilled to have Lars join our executive leadership," stated Garth Wallin, President and CEO of BLANCO North America. "With the United States being an important region for BLANCO, bringing on Lars' vast plumbing industry experience will bolster our product offerings to cater to the North American market."

"I'm honoured to be a part of the BLANCO North America team," said Christensen. "Their award-winning product portfolio proves the company's commitment in offering premium quality solutions to the ever-evolving needs of today's homeowners. I look forward to strengthening BLANCO's current premium product offering, and further development of the kitchen storage, organization and accessories categories to optimize the BLANCO UNIT in our region."

Christensen brings over 30 years of professional experience in product and marketing management for Hansgrohe, Franke and BOCCHI. His wealth of industry and product knowledge is supported by hands-on education in master plumbing.

For more information on BLANCO, visit [BLANCO.com](#).

About BLANCO

BLANCO is the premium brand for well-thought-out kitchen water place solutions in residential homes. The BLANCO UNIT is characterized by a wide array of seamless combinations of sinks, high-end faucets, water optimization solutions, complementary accessories and organization systems. This wide range of product and the design, colour and material options ensures flexibility for retailers and makes it easy for every kitchen lover to find their perfectly customized UNIT at BLANCO.

Founded over 95 years ago, the company is now an internationally recognized premium brand for the kitchen water place. With subsidiaries in Europe, North America and APAC, plus its trading partners, BLANCO has a presence in around 100 countries and offers a portfolio that is perfectly tailored to consumer needs. In addition to the company headquarters in

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Oberderdingen in Baden-Wuerttemberg, there are various production and logistics locations in southwest Germany and in the United Kingdom, Czech Republic, USA, Canada, Australia and China.

Established in 1925 by Heinrich Blanc, BLANCO is part of BLANC & FISCHER Family Holding. BLANCO America and BLANCO Canada have proudly served the North American market for over 30 years. [BLANCO.com](https://www.blanco.com)

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For more information, contact Brandmarketing.na@blanco.com.



Pictured: Lars Christensen

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