

BLANCO Donates €50,000 to Support Emergency Aid to Ukraine

The Kitchen Solutions Brand Contributed to Humanitarian Organization, arche noVa

TORONTO, ON, March 2022 — In order to provide rapid aid to those impacted by the critical situation in Ukraine, BLANCO donates €50,000 to arche noVa – Initiative for People in Need. The company is committed to this long-established initiative, which has had a presence in eastern Ukraine since 2016 through aid projects run by a local partner organization. “This means we don't need to get aid workers to the border first, but can do our work in the oblasts of Donetsk and Luhansk without delay,” explains Katja Laudemann, Head of International Programmes at arche noVa.

Frank Gfrörer, CEO of the BLANCO Group, was keen to respond promptly to the precarious situation in Ukraine: “BLANCO is donating €50,000 to support immediate aid efforts. We're glad that our sizeable donation can get to where it is most urgently needed, without hold-ups or red tape.”

The demand is vast and immediate. Aid workers are currently concerned about those who are elderly or sick. “Not everyone wants to or is able to flee Ukraine,” explains Mathias Anderson, Managing Director of arche noVa. “The people who stay put in war and crisis situations tend to be those that are particularly vulnerable. They need help and protection.” Plans also include the distribution of essential relief supplies, and supporting water supply and sanitation initiatives. At the same time, arche noVa is also involved in other emergency aid activities for people who have had to flee Ukraine. The organization is in close contact with aid network partners from Germany and beyond, including the Aktion Deutschland Hilft alliance.

More information about arche noVa: <https://arche-nova.org/en/news/arche-nova-calls-donations-ukraine>

About BLANCO

With BLANCO, kitchen chores are transformed to be sources of joyful moments. BLANCO is the premium brand for the well-thought-out kitchen water hub in residential homes. At its core, the BLANCO UNIT is based on three founding pillars: “Drink, Prep, Clean” and is characterized by a wide array of seamless combinations of sinks, high-end faucets, water optimization solutions, complementary accessories and organization systems. This range of product and the design, colour and material options, make 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 hub. With subsidiaries in Europe, North America and APAC, plus its trading partners, BLANCO has a presence in about 100 countries all over the world and offers its customers a portfolio that is perfectly tailored to consumer needs. The company headquarters and key production sites in support of North American demand are in Southwest Germany and Canada.

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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