

BLANCO realigns top management

Chief Financial Officer becomes CEO, Chief Commercial Officer to drive strategy implementation

Oberderdingen, January 14, 2026 – The BLANCO Group is positioning itself for the future with important personnel decisions. The strategic realignment from accessory supplier to system provider for the kitchen water place is to be further advanced internationally and scaled effectively.

CFO Rüdiger Böhle (60) will succeed Frank Gfrörer as CEO of BLANCO by May 1, 2026. Gfrörer assumed the position of CEO of the BLANC & FISCHER family holding company in May of last year and will chair the BLANCO Supervisory Board in the future. As CEO, Böhle will be responsible for finance, controlling, and administration, as well as the further development of the corporate strategy and the overall organization.

The management of the BLANCO Group will be strengthened by the addition of external manager Melanie Aselmann (45) in the newly created position of Chief Commercial Officer (CCO) by May 1, 2026. In this role, she will be responsible for integrating sales, marketing, product portfolio, and service in an even more connected approach internationally.

The search for a replacement for the position of Chief Operating Officer (COO), which became vacant in October, is currently being pursued with great urgency.

Frank Gfrörer sees the restructuring of the top management as an ideal combination for BLANCO: "Rüdiger Böhle, an experienced BLANCO manager, is taking over as CEO. In economically challenging times, his broad professional know-how and comprehensive management expertise as a long-standing CFO are of great value. He will ensure that performance and profitability are increased in order to enable further growth investments. At the same time, we have created a new position in top management that will manage sales, marketing, product portfolio, and service in an integrated manner close to the market and ensure the rapid and effective implementation of the strategic roadmap in the markets. We are delighted to welcome Melanie Aselmann, a distinguished manager with a wealth of experience. She combines in-depth expertise in strategic product and sales management with a high level of implementation competence in international markets."

New position of Chief Commercial Officer

Aselmann has many years of leadership and management experience in the industry. After starting her career at Nestlé Germany, the business graduate held national and international management positions at BRITA, a leading provider of filter and water treatment solutions, and at Miele as Vice President Category Marketing in the Dishwashing division. Most recently, she was Managing

Director at kitchen system provider Franke in the Coffee Systems division, where she was responsible for business development in Germany and Austria.

As CCO, Aselmann will be responsible for implementing the approved strategic course for the BLANCO UNIT modular system range. This will involve promoting BLANCO's positioning as a premium consumer brand for the kitchen water place, active portfolio management with a view to markets and the BLANCO UNIT, and intensifying sales and cooperation opportunities.

Images:



Rüdiger Böhle has been appointed new CEO of the BLANCO Group, effective May 1st 2026



Melanie Aselmann will be assuming the role of Chief Commercial Officer at the BLANCO Group, effective May 1st 2026.

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ABOUT BLANCO

BLANCO stands for the kitchen water place in private households. As an internationally established premium supplier with German roots, the company develops and manufactures products that impress with their award-winning design, high-quality materials and customized design options. At the heart of the portfolio is the modular BLANCO UNIT, which seamlessly combines bowls, mixer taps and water finishing as well as organization systems for the base cabinet as system components in form and function. BLANCO's drive: more convenience, flexibility and enjoyment in the daily use of the private kitchen water area. With an annual turnover of more than 380 million euros (2024), more than 1,400 employees worldwide are committed to this - at the headquarters in Oberderdingen, Baden-Württemberg, as well as in the national companies in Europe, Asia, Australia and North America.

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