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A marketing expert in drinking water systems extends BLANCO's top management

Daniela Römgens is responsible for global brand management and corporate communications

Oberderdingen/Germany, January 14, 2021. Blanco, a long-established, globally successful specialist in stainless steel and Silgranit sinks and kitchen mixer taps, has acquired fresh impetus in marketing and corporate communication by bringing Daniela Römgens on board. Römgens has been Managing Director of International Brand Marketing and Global Corporate Communications at the southwest German manufacturer since the start of December. Römgens joins Blanco from Brita, the market leader in water filtration and optimisation in the private and commercial sectors. The 46-year-old top manager worked there for nine years in various roles, most recently as Vice President, International Brand Marketing. In that role, she was responsible for international brand marketing in the B2B and B2C sectors. Prior to that, the international brand management expert and graduated journalist worked for various renowned media enterprises.

“I am looking forward to shaping Blanco’s growth on its journey to becoming an internationally successful brand. We will make Blanco the number one for the water hub in all markets. To that end, going forward we will be focusing more strongly on direct communication with consumers; building and expanding upon our touchpoints along the consumer journey accordingly,” says Römgens of her new role. Blanco plans to maintain its established means of trade communication, but

channels and key performance indicators will be put to the test and the digital features expanded. “We want to become the driver of digitalisation in the industry when it comes to providing our trade customers and distribution partners with all relevant information and materials in terms of the brand, products, trainings and campaign content, whether via traditional channels or through e-commerce. We will develop new CRM tools and ensure sustainably increased consumer lifetime value for trade customers. Everyone should feel that with Blanco, we can work together over the long term and grow in a profitable way. What’s more, our innovative product strategy, focused on the kitchen water hub, will also recharge the brand,” says Römgens.

Daniela Römgens reports directly to Frank Gfrörer. The CEO, who is advancing the company’s growth strategy with ambitious goals, is relying on the new Head of Communication's long-standing international B2B and B2C expertise: “We are delighted to be joined by Daniela Römgens, an expert with whom we can take our global brand presence to new heights. Her extensive experience in omni-channel business and instinct for the concerns of international markets and target groups are excellent prerequisites for embedding products all around drinking, preparing and cleaning in the minds of people and bringing them into kitchens around the world.”

Image:

Blanco has restructured its Communications management team. Daniela Römgens joined the world's leading manufacturer of the kitchen water hub as Global Managing Director of International Brand & Marketing and Global Corporate Communications at the start of December.

Photo: Blanco

Blanco is all about systems that are meticulously designed down to the finest detail for the water hub in household kitchens. The brand has won over consumers worldwide with its modern design, ergonomic handling and reliable product quality. All components are perfectly integrated with one another, from the mixer tap to the sink, and all the way through to the base cabinet configuration and create a seamlessly integrated system. As such, Blanco Units make a significant contribution towards sustainably upgrading high-quality kitchens around the globe with everyday convenience and benefits when it comes to preparing food, drinking and cleaning.
Founded over 90 years ago, the company is now one of the leading manufacturers of sinks and kitchen mixer taps worldwide. With subsidiaries in Europe, North America and Asia, 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 are in southwest Germany. The Blanco Group generated consolidated annual sales of 395 million euros and had 1,515 employees in average, of whom 1,090 worked in Germany and 425 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

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