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BLANCO Appoints Garth Wallin as President and CEO for North America

Main focus to further increase brand growth and presence

LUMBERTON, NJ, May 2020 – BLANCO has announced that Garth Wallin, formerly the President of BLANCO Canada, will expand his role to President and CEO, BLANCO North America. In his new position, he will provide strategic leadership with a focus on long-term sustainable growth, creating an inspiring organizational shape and further increasing the brand’s presence in the region.



As President at BLANCO Canada for the past 6 years, Wallin was instrumental in significant market leadership initiatives, leading a team that established BLANCO as the number one kitchen sink brand in Canada. Before joining BLANCO, he held several leadership roles in the hardware industry, working with leading brands including Black & Decker and Hitachi Koki.

“Water management is a fundamental requirement for all people and BLANCO produces premium products that improve experiences in and around a home’s water source, the Kitchen Water Hub,” states Wallin. “I’m looking forward to building a team that exceeds expectations for our customers and consumers in North America.”

Wallin notes that BLANCO is proud of its unparalleled 95-year heritage and industry expertise that includes well-established North American operations. BLANCO America has been serving the U.S. market and consumers for over 30 years with strong leadership in the granite composite sinks category. Blanco’s patented SILGRANIT kitchen sinks are made in North America – Toronto, Canada.

“BLANCO has such a strong history in manufacturing, design and development,” says Wallin “When you combine that with our exceptional people and strong global brand, I’m confident we will overcome any challenges and achieve our goal to become the number one premium Kitchen Water Hub company.”

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About BLANCO

BLANCO is all about systems that are meticulously designed down to the finest detail for the kitchen water hub in residential spaces. 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 kitchen faucet to the sink, and all the way through to the base cabinet configuration. As such, BLANCO systems 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 95 years ago, the company is now one of the leading manufacturers 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 and Canada in support of the North American demand. The BLANCO Group employs a total of 1,500 people, including 1,100 in Germany. In 2018 the company achieved a consolidated annual turnover of 394 million euros.

Founded in 1925 by Heinrich Blanc, today BLANCO is part of Blanc & Fischer Family Holding and has won multiple employer awards. BLANCO America has been proudly serving the U.S. market and consumers for over 30 years.

blancoamerica.com

For more information, contact:

Lori Dolnick

Frank Advertising

T: 609.490.0999 ext.22

ldolnick@frankadvertisingus.com