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Strategic realignment of global sales**Closer to the customer with the BLANCO UNIT**

The BLANCO Group global sales force will undergo strategic realignment as of 1 September. Under the leadership of Hans Nasemann (50), the division will operate as Global Markets, and its operational work will focus on the core regions of EMEA, North America and Asia-Pacific.

BLANCO CEO Frank Gfrörer sees this as another step towards intensifying the marketing of the BLANCO UNIT worldwide: "We are the pioneers for the system solution at the kitchen water place. With this strategic reorientation of our global sales team, we have created the conditions that will enable us to support our customers and partners even better in marketing the BLANCO UNIT locally. I am pleased that we have been able to recruit Hans Nasemann for this important task. He is an experienced colleague with an international profile."

Satisfy local needs, intensify collaboration

After holding positions at Miele, WMF, Bosch and Electrolux in Europe and Asia, Hans Nasemann managed BLANCO's Asian business as Managing Director from 2018. Together with his team, he has played a key role in the planning of the new sales organisation and, above all, wants to intensify closeness to market partners and make collaboration with relevant business areas in the company more effective. "More than ever, our motto is: think globally, act locally. We want to provide strong support for our partners in positioning the BLANCO premium brand in the best possible way under local market conditions. We will also put

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our collaboration with colleagues from the Global Products and Global Brand Marketing divisions on a new footing so that we can use a holistic approach to offer the BLANCO UNIT even more effectively," said Hans Nasemann about his new tasks.

Global brand, regional organisation, local implementation

The Global Markets division comprises the EMEA, North America and Asia-Pacific regions with corresponding regional managers. Their task is to adapt global concepts and approaches regionally and to manage the sales teams in the individual markets. The Global Markets team is complemented by technical customer service and parts of Market Development.

In future, the EMEA region will be managed by Lars Kreutz (59), who was previously Managing Director for the German, Austrian and Swiss markets. Thorsten Neelen (47), who is currently in charge of sales in Germany, will assume this role in the future. For Lars Kreutz, taking local market conditions into account is an important success factor: "I am convinced that we need to customise our market development much more. With this set-up, we have created the conditions required to do this and I look forward to working with colleagues from the other regions."

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Image captions:

Image 1:



As part of the strategic reorientation of the BLANCO global sales force, the BLANCO Group has appointed Hans Nasemann as Managing Director / Head of Global Markets, with effect from 1 September 2022.

Image 2:



The BLANCO Group has appointed Lars Kreutz, previously Managing Director for the German, Austrian and Swiss markets, as Managing Director / Head of the EMEA region, with effect from 1 September 2022.

Image 3:

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The BLANCO Group has appointed Thorsten Neelen, previously the head of Sales Germany, as Managing Director / Head of the DACH Market with effect from 1 September 2022.

With BLANCO, even kitchen chores turn out to be sources of joyful moments. BLANCO is the premium brand for the well-thought-out kitchen water place in private homes. At its core, the BLANCO UNIT is based on three founding pillars: »Drink.Prep.Clean.« and it is characterised by a wide array of seamless combinations of sinks, high-end mixer taps, water optimisation, filtration, cooling and complementary accessories – from the soap dispenser down to the food waste disposer. This range of functions as well as the design, color and material options make it easy for every kitchen lover to find the perfectly customized UNIT at BLANCO.

Founded over 95 years ago, the company is now an international prestigious premium brand for the kitchen water place. 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 are in south-west Germany.

In the business year 2021 the BLANCO Group generated consolidated annual sales of 483 million euros and had 1,647 employees (full-time) worldwide by the end of the year, of whom 1,140 worked in Germany and 507 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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