

A premium experience at the kitchen water place**The BLANCO UNIT as a response to the need for a better everyday quality of life**

BLANCO concluded a successful 2021 financial year with an 18.5 % increase in sales to €483 million compared to the previous year, achieving its highest ever sales. CEO Frank Gfrörer sees this as confirmation that the course we have taken was the right one: “Particularly in this difficult market environment, it is clear that our consistent focus on a premium brand experience at the kitchen water place has won over both our trade partners and our end consumers.”

Covid-19 and the associated restrictions on the everyday lives of many people also shaped the 2021 financial year. Against this backdrop, many consumers’ desire for a significantly better quality of life in their everyday environment has continued to increase and has reinforced the nesting trend. With that in mind, BLANCO set itself the task of upgrading the kitchen water place: “People spend around 60 % of their time in the kitchen doing activities at the water place, such as drinking, preparing food and cleaning, to name just the most important ones. We want our high-quality system solutions, the BLANCO UNITs, to make this time one of outstanding convenience, practicality and enjoyment,” says Gfrörer.

Trade partners benefit from focus on end customers and digitalisation

BLANCO has always relied on a strong collaboration with its trade partners. This is now coupled with an increased focus on consumers,

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with the aim of inspiring them to add real value right from the initial ideas phase of kitchen planning, by opting for an ingeniously designed water place. For this reason, the company is accelerating communication in its digital end customer channels and further developing its online shop for spare parts and accessories to improve service quality and user-friendliness. “By adopting this hybrid approach, we want to increase customer traffic to our trade partners and stimulate demand for high-quality system solutions,” explains Gfrörer. “At the same time, we are supporting our trade partners to concentrate on their core business.”

BLANCO International: investing in reliability and stability

Besides increasing customer contact and loyalty, over the last financial year BLANCO invested another considerable sum – around €13 million – in strengthening its international production and logistics network. At a time of increased demand, expanding BLANCO’s production capacities and making further improvements to processes ensured that order management remained largely stable. “Our investments have also created the conditions for faster innovation cycles and technological developments,” says COO Andreas Ostermann von Roth.

The combined effect of the coronavirus pandemic, the increased business volume and the simultaneous shortage of raw materials has had a significant impact on day-to-day business. CFO Rüdiger Böhle appreciates the BLANCO teams’ efforts during this time period: “I applaud our employees around the world. They have performed incredibly well under difficult conditions, and we in the management team are truly grateful.”

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BLANCO has made changes to its international sales network. Since May 2022, the company has been represented on the market in Australia with its own subsidiary, which reinforces its APAC sales region: “With more than ten years of experience in the market thanks to our collaboration with a sales partner, we are now ideally positioned to market the BLANCO UNIT in a very effective way with our organization on the ground,” says Gfrörer. At the same time, the company has announced that it will withdraw from the Russian market. Business there has practically come to a standstill, so the decision has been made to dissolve the local organisation, with around 15 employees, in the interests of the company as a whole.

Stepping up active market development: focus on convenience at the water place and efficient use of space

BLANCO is setting a clear course for the current financial year by increasing its focus on positioning the BLANCO UNIT as a premium solution for the kitchen water place. “We have laid a solid foundation for our teams and our trade partners. This provides us with a firm footing to promote the BLANCO UNIT concept,” says Frank Gfrörer. Showcasing the importance of the kitchen water place is vital, stresses the CEO. The nesting trend persists, with more and more people looking for a lifestyle that includes space-saving provision of various kinds of drinking water, smart mixer tap functions, clever sink accessories and practical collection systems for sustainable waste separation. “We’re filling a gap in the market with the BLANCO UNIT,” says Gfrörer.

It also meets the desire for greater convenience in everyday life: “By ensuring functionally and ergonomically optimised interaction between all components, we enable a seamless workflow from the mixer tap or

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drink.system to the sink and the waste separation system. That's the key promise of our BLANCO UNITs." Given the backdrop of rising costs, especially in the housing sector, efficient use of space is also becoming increasingly important. The BLANCO UNIT is designed in such a way that it not only minimises wasted space, but also dispenses precious drinking water in a more targeted way. Last but not least, the UNIT can be easily installed by a specialist.

The 2021 financial year in figures (rounded*)

Consolidated total sales	€483 million (+€75 million/+18.5 %)
Domestic sales	€166 million (+€15 million/+10 %)
International sales	€317 million (+€60 million/+24 %)
Percentage of sales generated abroad	65 %
Investments	€12.9 million
Employees	1,647
(full-time/end of 2021)	
of which in Germany	1,140
of which at international locations	507

*) Please note that rounding may result in differences from the exact figures for percentages, absolute values and comparisons with the previous year.

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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.

Photo download: [BLANCO press photos](#)

Image 1:



BLANCO concluded a successful 2021 financial year with an 18.5 % increase in sales to €483 million compared to the previous year, achieving its highest ever sales. CEO Frank Gfrörer sees this as confirmation that the course we have taken was the right one: "Particularly in this difficult market environment, it is clear that our consistent focus on a premium brand experience at the kitchen water place has won over both our trade partners and our end consumers."

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Image 2:



Frank Gfrörer, CEO of the BLANCO Group.

Image 3:



BLANCO Group Management Board (from left to right): COO Andreas Ostermann von Roth, CEO Frank Gfrörer, CFO Rüdiger Böhle.

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Image 4:



People spend more than half their time in the kitchen at the water place. BLANCO has made it its mission to significantly enhance this very part of the kitchen with its custom-configurable BLANCO UNIT. This offers myriad functional combinations of sink, high-end mixer taps, water optimisation, filtration, cooling and additional accessories, from soap dispenser down to the food waste disposer. The perfect interplay of all these components allows for a seamless workflow in everyday kitchen life and facilitates sustainable water consumption.

Image

5:



The premium BLANCO UNIT system solution integrates seamlessly into the kitchen as a high-quality water place. Meticulously planned down to

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the very last detail and perfectly coordinated, it combines key functions and important requirements for drinking, preparing food and cleaning in a single place, and thus brings maximum convenience to everyday kitchen tasks.

Photos: BLANCO

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