

Consistently seamless: BLANCO combines design and innovation

Marcel Moritz takes over the design and innovation management of the BLANCO Group

With its high-quality design and trend-setting innovations, Blanco has constantly set new standards and received widespread recognition. Just recently, the company presented another highlight with the world premiere of the BLANCO UNIT and the soda drinking water system.

As a specialist for the water hub in the kitchen, the BLANCO group intends to consistently develop its product portfolio as part of its strategic realignment and fulfil the comprehensive promise of a premium brand with seamless system solutions.

In order to realize this ambitious goal, the design and innovation management departments were merged under joint management as of October 1, 2020.

Marcel Moritz will take over the newly created department within the Global Products division. As Director/Head of Design & Innovation, he is responsible for the development and design of new products and, together with his teams, aims to consistently tap the potentials of the Kitchen water hub.

The 35-year-old expert studied transportation design at the Istituto Europeo di Design in Barcelona (Spain) and has worked for several renowned car manufacturers, including Ferrari, Audi and BMW. For his

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previous employer Marcel Moritz built up the "FAW Advanced Design Centre Munich" and worked there as Studio & Project Manager.

"With a keen sense for innovative solutions at product, studio and company level and his experience from the elite of the automotive industry, Marcel Moritz has the best prerequisites to take Blanco forward strongly," says Ragnar Jehle, Managing Director Global Products, happily, adding "The kitchens of the world, but also the perception of our brand, will benefit from his expertise as a creative manager.

Picture caption:

Marcel Moritz takes over the design and innovation management of the BLANCO Group.

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