

Kludi has Central Europe in its sights

Florian Schindler and Axel Stoiber take on dual leadership for key market region

Menden, Germany, 31 January 2022 “Not only did we record a two-digit plus in incoming orders at home on the German market in 2021, the demand for our fittings has increased significantly over the past few years in Austria, where Kludi usually does well, in the Netherlands, Belgium and Switzerland,” says Julian Henco, Chairman of the Executive Board at the Sauerland-based fittings specialist Kludi (www.kludi.com), taking stock of the positive business development in Central Europe. The premium bathroom and kitchen fittings manufacturer is now honouring this demand by re-establishing the managerial team for this key market region. In addition to their managerial roles on the German sales team, division heads Florian Schindler and Axel Stoiber have assumed responsibility for the project and three-tier trade transaction in the Netherlands, Belgium, Austria and Switzerland. This will bring together sales channels for retail and trade, developers, planners, and architects – channels that have been managed separately until now – allowing project and day-to-day business to dovetail.

Transnational collaborations

“For Kludi, these four neighbouring countries are future focus markets; we will significantly intensify our professional sales activities there to cultivate them and to further expand our market shares,” says Kludi CEO Henco. “With Florian Schindler and Axel Stoiber, we have managed to inspire two absolute sales pros to take on this challenging responsibility. In their roles thus far, the two of them have already contributed significantly to the success of Kludi in Germany.” With the management team in the five German sales regions

now finalised, the duo can focus on Central Europe. “The dual leadership guarantees that our transnational collaboration can be more efficiently shaped and thus sustainably increase our sales success,” says Julian Henco.

Sebastian Biener, former Spokesperson of the Management Board, who, together with Florian Schindler and Axel Stoiber, was also responsible for Kludi sales in Germany, left the Menden-based SME on 1 February 2022 to seek new professional challenges.

Captions



Dual leadership: With immediate effect Kludi managers Florian Schindler (l.) and Axel Stoiber will be responsible for sales in Central Europe in addition to their current roles in the key German home market. Schindler will concentrate on Austria and Switzerland while Stoiber will be responsible for Belgium and the Netherlands.

Photo: Kludi GmbH & Co. KG

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Kludi – The fittings specialist

Kludi GmbH & Co. KG, based in the Westphalian town of Menden, is a German specialist in the field of bathroom and kitchen fittings and shower systems. The brand's claim of 'Water in Perfection' defines its ambition to create top quality products. The bathroom fitting range is based on two key elements. It offers clearly defined styles under the heading 'Smart Luxury', while 'Pure Function' offers solid quality with great practicality in functional fittings. The 'Shower Dreams' concept includes shower heads to match both bathroom ranges. In the field of kitchen fittings, Kludi presents a wide range of products in the 'Kitchen Competence' series.

For almost 100 years, the internationally active family company has been influencing the use of water in the household with groundbreaking fitting concepts and innovative solutions for kitchens and bathrooms. More than 1,000 staff members in the Kludi group develop, produce and market products for specialist trade and craft companies in numerous countries around the world. From its headquarters in Menden, the Kludi Group manages eleven national and international sales organisations. The products are manufactured in three European production facilities. In addition, a joint venture in the United Arab Emirates operates an independent production facility.

Learn more about *Kludi – Water in Perfection* online at www.kludi.com

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