

ABOUT ROTPUNKT KÜCHEN

Now in its 93rd year, Rotpunkt Küchen presents itself as a dynamically growing company. Turnover is rising steadily and now amounts to 100 million euros (2022 fiscal year). Individually plannable quality kitchens for the medium and high-end market segments as well as furnishings beyond the kitchen are produced and sold by the company's partners in the specialist trade. With solutions for utility rooms, baths, wardrobes and dressing rooms. "welcome home." is the central theme.

The core markets include Germany and the traditionally strong Benelux countries of Belgium and the Netherlands. The same applies to Great Britain, the Scandinavian countries, France and Austria. In addition, there are business and trade relations in many other parts of the world. The export quota is 80 %. As of spring 2023, Rotpunkt Küchen employs 369 men and women at its two locations in Bünde and Getmold (Preußisch Oldendorf). The company is managed by Managing Partners Andreas Wagner and Heinz-Jürgen Meyer and by Sven Herden as Managing Director Marketing and Sales.

In practice, Rotpunkt Küchen combines the aspects of profitability and growth with demands for sound sustainability. Thus, in addition to conventional particle board, the range includes "greenline BioBoard Gen2", an alternative form of particle board that uses up to 90 % recycled wood. In addition, the "greenline" products meet the demanding "4Star" standard. This is awarded only to particularly low-emission wood-based panels. Rotpunkt Küchen manufactures in a climate-friendly way by using green electricity and investing in multi-layered sustainability projects. The company reviews its CO₂ emissions each year, and takes measures to continuously reduce CO₂.

One result of the company's consistent sustainability strategy is its involvement in the lighthouse project "UN17 Village". Currently, this is probably the most ambitious building project in terms of sustainability worldwide. It is being built on the southern outskirts of the Danish capital of Copenhagen and will offer living space for more than 800 people in five building complexes after completion in 2024. Rotpunkt is the exclusive kitchen supplier. In its implementation and future operation, the housing estate is based on the United Nations' 17 Sustainable Development Goals. These criteria are closely interlinked and go beyond individual aspects of environmental protection, circular economy or reducing the carbon footprint. They encompass environmental, social and economic aspects. Among several European applicants from the field of kitchen furniture manufacturers, Rotpunkt Küchen was able to convincingly document all aspects in actual practice.

Over the next few years, Rotpunkt Küchen will be investing around 50 million euros in buildings and machinery as well as in warehousing, logistics and the commercial organisation at its home base in Bünde-Ahle. In this way, the company is seeking to underpin its current successful position and create

space for further growth with expanded capacities. The foundation stone for a new hall was laid at the start of March 2023. Plans are thus beginning to take shape after a lengthy approval process. By spring 2025, a 15-metre-high building for warehousing and order picking will be built on 10,000 square metres of land at the company's head office. The company is investing around 13 million euros in this. In parallel to the construction of the new hall, existing production facilities will be modernised and renovated.

The family business was founded in 1930 by Heinrich Rabe and Wilhelm Meyer under the name Rabe & Meyer. At that time, it was still a crate factory. Nearly a century later, the management of Rotpunkt Küchen is reaffirming its commitment to the Bünde location and thus to quality products "Made in East Westphalia" with the new investments. For the kitchen. And beyond. welcome home.



The management of Rotpunkt Küchen (photo from left): Andreas Wagner and Heinz-Jürgen Meyer (both Managing Partners) and Sven Herden (Managing Director Sales and Marketing). Photo: Rotpunkt Küchen.

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