

Spectacular launch of the new brand name

»We become Warendorf« with Philippe Starck

On Friday 18 September, amid the inspirational surroundings of »Glückundseligkeit« in Bielefeld, AFG Arbonia-Forster-Holding AG and Warendorfer Küchen GmbH presented the successor brand to Miele DIE KÜCHE. The new brand name »Warendorf« was unveiled together with a brand new kitchen design concept created specially for the event by design guru Philippe Starck. In the presence of around 400 invited guests – retail partners and press representatives from Germany and abroad – and Philippe Starck himself, company and corporate management representatives outlined the bold steps being taken to mark the start of a new era which the premium kitchen manufacturer has ushered in to coincide with the introduction of the new brand name.

The new brand name »Warendorf« will replace »Miele DIE KÜCHE« when the rights to the previous brand name expire at the end of August 2010. The company management hopes that this new brand name will cement the company's reputation for creativity and innovation even more strongly than before. This can already be seen in the kitchen design created by Philippe Starck, which was introduced under the brand »STARCK BY WARENDORF« in Bielefeld. With its many innovative features it has been specifically designed to create buying incentives: Yellow mirrored glass as a new front material and attractive trumpet feet for the new functional tables. Above all this new kitchen concept represents a massive departure from the traditional, madetomeasure, built-in kitchens of the past. Moreover its variably combinable elements permit its adaptation to any size or style of room.

This creative kitchen design will be available to retailers from November 2009. The new brand name »WARENDORF« replaces »Miele DIE KÜCHE« from 1 September 2010. The existing Warendorfer Küchen GmbH product range will continue to be marketed under the Miele DIE KÜCHE name until then.

A preliminary presentation of the Philippe Starck design organised by Warendorfer Küchen GmbH for the retail advisory committee prior to the brand name change was greeted positively: »Salesled design that will appeal to a broad range of customers.« The basic message of the event in Bielefeld was clear: A new force is emerging from Warendorf and is also called »Warendorf«.