

»Warendorf«: The new brand

Synonym for visionary thinking and innovation made in Germany

»What comes from Warendorf now also bears its name.«These were the words used by Dr. Edgar Oehler, President of the Supervisory Board and Managing Director of AFG Arbonia-Forster-Holding AG, Arbon, Switzerland, to unveil the successor brand to Miele DIE KÜCHE. The change of brand name that was contractually agreed when AFG took over Miele's kitchen furniture operation will take place on 1 September 2010 – five years after the separation of Miele kitchen furniture from Miele & Cie. Until then Warendorfer Küchen AG will have two brands: »Miele DIE KÜCHE« for its existing product range and »Warendorf« with the subbrand »STARCK BY Warendorf« for the visionary kitchen design created by design guru Philippe Starck for the company and which will facilitate the introduction of the new brand.

The new brand name

»Warendorf« stands for core values that the company and corporate management have promised to uphold. Former parent company Miele & Cie's well known emphasis on sustainability and quality lives on in the new brand along with 35 years of kitchen manufacturing expertise and outstanding product quality. The choice of a German name to replace Miele DIE KÜCHE was a conscious decision. It expresses honesty and authenticity while signalling the origins of the kitchens made here and associates them with the »Made in Germany« label so respected in international markets.

The new brand logo is a sharply defined double W that is intended to represent the cradle of the brand in the heart of Germany as well as the precision and reliability Warendorfer Küchen GmbH is known for. Positioned on top of each other the stylised letters look like a double crown – making clear its aspirations as a premium brand. The new company colour is Titanium representing strength and value. The design and colour of the new logo offer great potential to set the brand apart from its competitors.

The Miele DIE KÜCHE brand as a pioneer of living culture

In the last four years Miele DIE KÜCHE has taken the lead in developing a new living culture that has at its heart the concept of the living room kitchen. The strength of its contribution can be seen in the wide range of programmes, surfaces and worktops and above all in the enormous potential for creative expression: The versatile Moodlight Concept, the Kitchen-Living-System and the design inspiration that Miele DIE KÜCHE offers for planners of living room-style kitchens and the clever ways in which appliances can be integrated as unobtrusively as possible. They demonstrate very clearly how a premium kitchen manufacturer is able to strike its own path and lift itself above the mass of kitchen manufacturers. This creativity has now been given an extra boost through its partnership with design guru Philippe Starck. Moreover,



WARENDORF

Hansgeorg Derks, Director of the Kitchens and Refrigeration Division of AFG Arbonia-Forster-Holding AG, reiterated the parent company's promise towards Warendorfer Küchen GmbH at the brand launch event in Bielefeld: »We see the new brand as the start of a new era in which progress is already a given: In the continuous expansion of our design competence. In the constant push to increase the speed with which we introduce innovations. In the continual improvements in product quality. In short: The future belongs to the new brand »Warendorf«.«

Corporate affiliation

Warendorfer Küchen GmbH with its two brands »Warendorf« the designer brand »STARCK BY WARENDORF« and »Miele DIE KÜCHE« is owned by AFG Arbonia-Forster-Holding AG Arbon/Switzerland, one of the leading international building supplies companies. The Swiss group generated turnover in the 2008 fiscal year of CHF 1,571 million (approx. EUR 1,040 million) with a workforce of 6,100 employees. The company is listed on the SIX Swiss Exchange and is organised in five divisions: Kitchens and Refrigeration, Heating Technology and Sanitary Equipment, Windows and Doors, Steel Technology and Surface Technology. AFG has a worldwide presence with around 50 production and sales subsidiaries. The Kitchens and Refrigeration Division unites the internationally renowned brands Miele DIE KÜCHE/Warendorf, Forster Küchen und Kühlen and Bruno Piatti.