

Poggenpohl now speaks Japanese too

Premium kitchen manufacturer opens studio in Tokyo, the first of its own in Asia – Over 300 guests at opening gala with German Ambassador – Asia an important export market - 37 company-owned studios

***Tokyo/Herford, 18 March 2010.* Huge rush on Poggenpohl's new studio in Tokyo: It was in front of over 300 guests, among them the German Ambassador to Japan, Dr. Volker Stanzel, that Poggenpohl's Managing Director Elmar Duffner opened the first of the company's own kitchen studios in Asia on 10 March 2010 at a stirring opening ceremony in the Japanese capital. This brings to 37 the number of studios the company owns world-wide.**

“Against the backdrop of its market potential as the world's second largest economy, Japan is gaining particular importance for the Poggenpohl brand. With 1.8 million kitchens selling a year, Japan is also the world's second largest kitchen market”, explained Elmar Duffner, Managing Director of Poggenpohl Möbelwerke GmbH on opening the new studio. As home to no fewer than 35 million inhabitants, the Tokyo metropolitan region was an ideal marketplace for the premium kitchens from Poggenpohl, Duffner said.

Asia is becoming more and more important to the company from Herford in East Westphalia. A joint sales and marketing partnership has already been in operation with the ACTUS Corporation since 1984. With its own studio in the Japanese capital, Poggenpohl plans to step up cooperation with ACTUS and continue its expansion on the Asian market. Even today, Asia accounts for a share of 18 per cent in total turnover at Poggenpohl.

Kitchens from Poggenpohl are offered on the Asian market in Bangkok, Bangalore, Hong Kong, Mumbai, Seoul, Peking, Shanghai, Singapore and Taipei.

The opening gala ceremony was attended by over 300 guests, including the two former Miss Universes Japan Rei Hamada and Kiko Matsuyama, entertainer Greg Irvin who enjoys immense popularity in Japan, as well as celebrity chef Jérôme Lacressonière from Tokyo's Beige Alain Ducasse Restaurant who demonstrated his cooking skills in the show kitchen by preparing numerous delicacies. Heading the guest list were German Ambassador Dr. Volker Stanzel and his wife.

The new Poggenpohl studio is situated near Tokyo's government district and upmarket Roppongi Hills shopping complex. It has a display area of 260 square metres offering space for five show kitchens. The jewel in the crown at the Tokyo showroom is a Porsche Design kitchen. The studio is managed by Toji Kawashima and his two assistants Saya Kurihara and Kaori Tsukamoto. World-wide, Poggenpohl currently operates 37 studios of its own, 13 of these being in the USA, nine in Germany and eight in the United Kingdom.

Poggenpohl was founded by Friedemir Poggenpohl in 1892. Since then, Germany's oldest kitchen brand has become one most famous kitchen makes in the world. Poggenpohl is synonymous with tradition, high quality, exclusivity and innovative development. The company sells its premium kitchens through its own studios and retail partners in over 70 countries. Since 2000, Poggenpohl Möbelwerke GmbH has been part of Sweden's Nobia Group, Europe's largest manufacturer of kitchen furniture.

Further information / Press contact:

Thomas Oberle, Public Relations Manager

Poggenpohl Möbelwerke GmbH

Phone: +49 (0)5221 381 485

E-mail: Thomas.Oberle@poggenpohl.com

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