

Unterkulm, November 2023

Press release

KWC Home drives growth with innovations and new products



Urs Tschopp

The KWC Group wants to drive forward its growth and has therefore further developed its organisational structure and strengthened the independence of its business areas. Thanks to increased entrepreneurial freedom, KWC Home can focus even better on the individual needs of its markets and customer segments and continue to grow. The Executive Board of the KWC Group has appointed Urs Tschopp as the new business area manager of KWC Home with effect from 1 January 2024. The KWC Group's management is convinced that Urs Tschopp and the team of around 300 employees will further strengthen KWC Home's position as a premium provider.

In terms of quality, design, functionality and precision, fittings from KWC Home for bathrooms, kitchens and the catering industry have been setting standards for 150 years. KWC Home's headquarters and production site are located in Unterkulm, Switzerland. In addition to the Swiss domestic market, KWC Home is also active in the German market with a dedicated sales and service company. Stefan Bollendorf has been Managing Director of the subsidiary in Germany since 1 July 2023. He will report to Urs Tschopp in future.



Aiming for growth in Switzerland and abroad

As a premium provider in the mid to the upper price segment, KWC Home is focussing on developing innovations and launching new products, thereby creating the basis for further growth in Switzerland and abroad. In addition to its network of distributors, KWC Home will also rely on the rapidly growing e-commerce business in future. This includes new builds or renovation projects, whether for private homes or residential buildings. The fittings from KWC Home reflect many years of experience, expertise and craftsmanship in addition to the enthusiasm of its employees.

Urs Tschopp, new business area manager of KWC Home as of 1 January 2024

Urs Tschopp has been Head of Sales Switzerland at KWC since November 2022. He is a trained carpenter and qualified wood engineer. Before joining KWC, Urs Tschopp was Managing Director at the chair and table manufacturer horgenglarus and Managing Director and International Sales Manager at Poggenpohl in Switzerland. Prior to this, he gained profound knowledge in sales and distribution and worked internationally in the development and research sector.

KWC Group Ltd.

KWC Group Ltd. is an international premium manufacturer of taps and comprehensive sanitary solutions. The Group's business areas have been operating under the name KWC Group Ltd. since 2022. The Group manufactures high-quality products for domestic consumers, (semi-)public institutions and the medical sector at six locations throughout Europe and Asia. KWC Group Ltd. combines more than 150 years of tradition and innovation with advanced expertise in technology and materials coupled with superior design. Sustainability, hygiene, safety and enthusiasm are among the values that best describe the Group. The headquarters of KWC Group Ltd. are in Unterkulm, Switzerland. The Group employs around 1,000 staff worldwide.

Additional information

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