

Press release

Yet another award for Wilkhahn – 2006 ends with double-digit growth in sales

Just before 2006 draws to a close, German office furniture manufacturer Wilkhahn announces two more success stories: firstly, the company recently received the acclaimed ADAM Award for its exhibition stand at “The Design Annual” in Frankfurt. Furthermore, growth in sales will be around 14% and therefore even higher than expected half way through the year: consolidated sales of the company – represented on an international scale by subsidiaries, licence partners and sales partners under the banner of “Design made in Germany” – rose from EUR 67.15 million in 2005 to approximately EUR 76.4 million in 2006.

Düsseldorf/Bad Mündler. Wilkhahn exhibition stand wins ADAM Award at the Design Annual 2006.

At the 8th Deutscher Eventtag (Event Day), held in Düsseldorf from 30.11. to 1.12.2006, Wilkhahn’s exhibition platform at the Frankfurt Fair premiere “The Design Annual” won the ADAM Award in Silver. The competition to find the best German exhibition performances is held every year by the FAMAB, the German umbrella organization for direct economic communication.



Convinced the jury at the ADAM Award: the Wilkhahn exhibition stand designed by wiege.

Wilkhahn won the ADAM Award in Silver in the category of stand size up to 150 m², in which no Gold was awarded this time. In a media-real staging, Wilkhahn had presented its unique approach to “design made in Germany”. In addition to Wilkhahn as the company having commissioned the presentation, the wiege design studio also received an award. wiege had designed the Wilkhahn exhibition platform and realized this in collaboration with foresee™, the Wilkhahn subsidiary company specialized in innovative presentation technology.



“Design made in Germany” as a media/real staging at The Design Annual in Frankfurt.

In 2006, Wilkhahn business results have developed in a similar, positive way. Production at the company in Lower Saxony, Germany, has been running flat out for months. The trend that had been indicated in the summer was strengthened in the second half-year. The high-quality, time stable ranges for furnishing conference interiors, offices and relaxation areas are some of the very best that the industry has to offer throughout the world and are therefore greatly in demand.

Wilkhahn



Full house and enthusiastic reactions: Orgatec in Cologne provided additional momentum.



Wilkhahn competence for "Conference. Excellence." The market for high-quality furniture is growing for Wilkhahn throughout the world.

Especially Japan and the Asian-Pacific markets, but also important European markets, provided overproportional growth in sales, which gained even more momentum in the final quarter.

Wilkhahn Director Holger Jahnke, responsible for International Marketing and Sales, is delighted with the results: "Wilkhahn's impressive platform at Orgatec in Cologne, the key international office furniture exhibition, gave us additional impetus. The new product lines and the time stable, high design quality of our existing collection convinced customers, partners and other interested visitors alike."

In Germany, business has also picked up following the difficult years of the general crisis within the industry. In a two-year market survey, conducted by the trade journal Markt Intern, Wilkhahn was chosen by the specialist trade as best office furniture manufacturer in Germany. "This goes to prove that our consistent striving to build up a fair relationship that is based on consultation competence, excellent product quality and reliable service pays dividends. The high level of efficiency to which we aspire in business relations with our customers can after all only be achieved if benefits are experienced by all those involved."

Jahnke also feels that there is a clear reversal in the buying behaviour trend. Bad experience with "cheap and cheerful" offers is resulting in increasing demand for quality products that give customers true value-added and ones for which they are prepared to pay a corresponding price.

Employees in Bad Mnder also benefit from the upswing: "Return to full employment, paying out an income adjustment bond and allocations to the company pension scheme are ways of communicating to everyone involved that willingness to embrace change and top performance are worthwhile. Today, Wilkhahn is in a much better position than before the crisis in the industry. This is the best way of securing jobs" Managing Director Dr. Jochen Hahne adds by way of summarizing the thoroughly good business year of 2006 for Wilkhahn.

For printable image data and further information, please contact:

Wilkhahn
Press + Public Relations
Fritz-Hahne-Strae 8
31848 Bad Mnder
Germany
Tel. +49 (0) 5042 / 999 – 169, Fax –230
burkhard.remmers@wilkhahn.de
www.wilkhahn.de