



Press release

Growth in international business

Warema uses technological change to boost development

Good year in 2016 / Sales grow by more than six percent / Technical progress as a development driver

The Warema Group was able to further develop its success in the last financial year. 2016 proved to be extremely positive, both in the field of sun shading systems, the core competency of this leading sunlight manager, and in the plastics engineering and mechanical engineering divisions. Warema achieved a turnover of 445.7 million euros, which was an increase of more than six percent on the previous year. The family-owned company enjoyed above-average growth internationally in particular, which has strengthened its position as the European market leader for technical sun shading products. Worldwide, Warema has eight production sites and 13 distribution companies with more than 3400 employees, whose skills and expertise play a tremendous part in the company's success.

Construction market consistently good

Angelique Renkhoff-Mücke, Chief Executive Officer of Warema Renkhoff SE, believes external factors also play a key role in the company's growth. "Development has been driven by the consistently pleasing growth on the construction market, which has also kept the order books full in the roller shutter and sun shading industry. And we've definitely felt the positive benefits of this. However, we don't only measure our success in figures. What is far more important to us is that we fulfil our partners' expectations, and ideally exceed them."

Changes for technical progress

For Warema, 2016 was notable for the good market development and personal successes. In order to extend the production capacities for the important segments of external venetian blinds and textile sun shading systems, the sites at Marktheidenfeld and Limbach-Oberfrohna have been undergoing a reorganisation since the beginning of the year. Furthermore, the company is investing in its future safety, quality and technical progress by completely refurbishing one of its powder coating plants.



Major German brand

One of the company's major highlights last year was receiving the "German Brand Award 2016", which puts Warema up there with the "major German brands". Other highlights were the five-year anniversary of Warema Plastic Technology Hungary Kft., and 25 years of production in Limbach-Oberfrohna for Warema Sonnenschutztechnik GmbH. Warema also made its mark with regard to co-operations with other manufacturers. The sun shading expert is in a co-operation with the patio roof specialist Solarlux, and offers made-to-measure conservatory awnings for that company's patio roofing. And Warema is also a member of the brand alliance Connected Comfort, which develops networked building technology. The sunlight manager's internal and external sun shading products with KNX interfaces complement the offer of smart home applications and devices that are co-ordinated and attuned to each other.

Shaping the future

Warema has made a conscious decision to embrace change, and responds to it with innovative, future-oriented solutions. "Last year, we initiated a number of changes in the Warema Group, and expedited their implementation. This was due to our conviction that it is better and more effective to proactively shape ones own future, and thereby be able to initiate change promptly in economically favourable times," believes Angelique Renkhoff-Mücke. This corporate philosophy is due in no small part to the fact that when it comes to digitalisation in Industry 4.0, Warema is already extremely well set up as a medium-sized company. Rather than considering automation as means to an end, this manufacturer sees it as important progress that will ensure the company remains competitive in the future.

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Warema Renkhoff SE

Warema is the leading sun shading manager with over 60 years' experience and comprehensive know-how. The traditional family company develops, manufactures and markets individual technical sun shading solutions that do much more than merely provide protection against heat and glare. However, as well as offering a complete range of internal and external sun shading systems and control systems, the expert is also extremely successful in its activities on the market in the field of plastics technology and machine construction.

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