

HOME FURNISHINGS

Hansgrohe aims for 1B euro in sales as it hits milestone

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Hansgrohe faucet

By STAFF REPORTS

Shower and bathroom fixture maker Hansgrohe is celebrating its 115th anniversary by laying out growth goals.

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The company, which saw 964 million euro, or about \$1 billion, in sales during 2015, has set its sights on 1 billion euro in sales, or \$1.1 billion. In more than a century, the company has grown from a three-man metal spinning workshop to a global business with more than 3,800 employees, and it expects its design prowess and innovation to aid it in reaching its objective.

Looking ahead

Hans Grohe founded the company in 1901 in a town within Germany's Black Forest. Today, the company operates 34 subsidiaries and 21 sales offices.

In 2015, Hansgrohe's sales rose 10 percent, and results from the beginning of 2016 show a similar trend for this year. So far, orders placed in Germany and other international markets are greater than 2015's record intake, making the company positive it will soon reach new records in sales.

"115 years of pioneering spirit, dedicated employees and highly innovative products have made Hansgrohe The Original strong," said Thorsten Klapproth, chairman of the executive board. "We now want to continue to grow from a position of economic strength and work together to reach new heights."

Innovation is a key pillar of the Hansgrohe product development. Hansgrohe claims responsibility for the first adjustable shower head and bringing the first kitchen mixer with pull-out spray to market.

Keeping aesthetics at heart as well, the brand has collaborated with designers such as Philippe Starck, Jean-Marie Massaud and Barber & Osgerby over the years.



Axor shower collection by Philippe Starck

"We benefit from the qualities that have distinguished and made Hansgrohe strong since its founding 115 years ago," Mr. Klapproth said. "Firstly, Hansgrohe has a deeply rooted culture of innovation, is uncompromisingly committed to quality that focuses on products that consistently provide customers with a higher level of added benefit, and on production processes that continually boost efficiency and productivity.

"Secondly, our marketing strategy is based on systematic internationalization, which goes as far back as 1907, when the company first started exporting," he said. "Thirdly, we benefit from the exceptional commitment and flexibility of our employees whom we know we can always count on."

Looking to further boost growth, Hansgrohe has unveiled plans for a new plastic electroplating facility at its factory in Offenburg, the company's largest plant. Electroplating is a process for adding a resilient chrome finish to plastic showerheads.

The approximately \$33.8 million project is set to start construction in 2017 and open in 2019.

A new plastics technology center and a research and development lab have already opened this year in Offenburg.

Regardless of how established or large a company, milestones often come with a hint at the next benchmark.

Online retailer Farfetch is thanking its social community after 1 million consumers shopped its network of boutiques.

To celebrate, Farfetch shared a video clip of a model spinning a brightly printed skirt by Peter Pilotto and black Jimmy Choo pumps. Farfetch's retail strategy of 400 high-end boutiques at one address has been successful at disrupting the traditional store model and has excelled at positioning omnichannel retail for smaller storefronts ([see story](#)).