
Press Release

May 2019

Porsche Design and Poggenpohl Announce Contract Extension

Successful Brand Cooperation Set to Continue

Stuttgart/Herford. The Porsche Design Group and Poggenpohl Möbelwerke GmbH have established the future direction of their successful brand cooperation in a new, long-term contract.

For decades, the two companies have stood for outstanding design, exceptional details, flawless functionality, and innovative materials. Together in 2007, the pair developed the iconic P´7340 – a unique kitchen design concept, which set a milestone with its exclusive aluminium frame construction. Porsche Design and Poggenpohl 2014 continued their successful cooperation with P´7350. Both kitchen concepts received multiple international design awards.

The new long-term agreement focusses on continuing the existing Porsche Design kitchens P´7340 und P´7350 and intensifying their shared, global marketing activities. The partners also plan to develop a new product range.

“Back in 2007, we launched our first joint kitchen with Poggenpohl: the Porsche Design P´7340. We then were able to supplement our portfolio with an additional model, which resulted in Porsche Design kitchens now being found all over the world. We are really looking forward to building on our successful partnership with this new, long-term contract,” says Jan Becker, CEO of Porsche Design.

“A high level of design competence, craftsmanship, and the global brand recognition are just some of the shared core values of Poggenpohl and Porsche Design. Treading our own path, never stopping, believing in the best solution – these mottos are the basis of our strategic cooperation on equal terms,” says Gernot Mang, CEO Poggenpohl

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About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most significant design objects in contemporary history with the 911. With his vision of taking the principles and myth of Porsche beyond the boundaries of the automobile, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language live on today in all Porsche Design products. Every Porsche Design product stands for exceptional precision and perfection at a high level of technical innovation and for a unique symbiosis of intelligent functions and puristic design. Designed from the Studio F. A. Porsche in the Austrian town of Zell am See. Available globally in over 130 Porsche Design stores, in exclusive warehouses, in the specialist trade and online at www.porsche-design.com.

More information at www.porsche-design.com

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About Poggenpohl

Poggenpohl was and is a pioneer: we have been developing, designing and producing luxury kitchens at our premises in Herford for more than 125 years. The benchmarks for us are always people and their needs, social change and looking towards the future. Nationally and internationally. Particularly in the new flagship stores, for example in Munich, Milan and London, Poggenpohl shows how the boundaries between living space and the kitchen are currently disintegrating, with the kitchen remaining the heart of the living space. With the standalone +VENOVO kitchen solitaire, which incorporates all kitchen functions in the smallest of spaces, Poggenpohl has created a pioneering concept in this context. 400 Poggenpohl Studios all over the world offer first-class consulting and design expertise with the aim of turning customers' ideas into "their" perfect kitchen.

More information at: www.poggenpohl.com/

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