



Press Information

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Vorwerk celebrates roofing ceremony for new Thermomix® production site in France

The shell of the new Thermomix® production building is in place – and that is the occasion of the roofing ceremony Vorwerk is celebrating today at the construction site in Donnemain-Saint-Mamès near Châteaudun in France. About a year ago, the company announced the construction project as part of the Choose France Summit. Guests at the event included French Industry Minister Roland Lescure and Philippe Vigier, French Minister for Overseas Affairs and long-time former member of parliament for the Eure-et-Loir constituency.

Donnemain-Saint-Mamès, 19.09.2023. A German tradition on French ground: with a roofing ceremony today, Vorwerk celebrated that the shell of the new production plant in Donnemain-Saint-Mamès near Châteaudun in France has been completed. In July 2022, the company had announced the construction of an additional Thermomix® production site near by the Thermomix® production plant Vorwerk Semco in Cloyes-les-trois-Rivieres in order to be able to meet the increasing Thermomix® demand in the future. 57 million will be invested in the construction project, 74 new jobs will be created locally.

"Our investment project in another production site follows the long-term, global strategy of the Vorwerk Group, which will continue to rely on its competence in product development and production as well as the further expansion of direct sales", explains Dr. Thomas Stoffmehl, Spokesman of the Executive Board of the Vorwerk Group. "In 2022, our direct sales organisations were able to achieve a new record sales, with the Vorwerk Group achieving sales of 3.2 billion euros." This makes Vorwerk the number one direct sales company in Europe and the world leader in direct sales of high-quality household appliances. Almost 100,000 people are employed in Vorwerk direct sales. Further growth is expected, which is why Vorwerk is investing – not only in France but also in Wuppertal. Here, Vorwerk is investing 47 million euros in a new head office, having already spent 100 million euros on expanding production there as well as the Research and Development Competence Center.



2023 is a special year for Vorwerk overall: the company celebrates its 140th anniversary as well as the 60th anniversary of the Elysee Contract. The Franco-German friendship and cooperation symbolized by the Elysee Contract has always been promoted and lived at Vorwerk. "We wanted to transfer the tradition of the German roofing ceremony to our new French location to symbolize the growing together of our two identities. The example of Vorwerk shows that it is possible to have industrial production in Germany and France and be competitive and successful worldwide," said Dr. Thomas Stoffmehl.

The proximity of the German company to France has grown historically: Vorwerk has been represented in Cloyes-les-trois-Rivieres, France, for more than 50 years with its Thermomix® production plant Vorwerk Semco. Today, in addition to employees from France and Germany have arrived for the roofing ceremony. They celebrate together in the German tradition with bratwurst and beer.

ABOUT VORWERK

Vorwerk is the number one direct sales company in Europe and the world-leading direct seller of high-quality household appliances. Founded in Wuppertal, Germany, in 1883, today Vorwerk is an international family enterprise. Its core business is the production and sale of superior household products (Thermomix® kitchen appliance, Kobold cleaning systems). Vorwerk always seeks direct contact with its customers and achieves this primarily through its advisors, who are at the center of the company's sales activities and serve as a central point of contact for the customer. The Vorwerk family also includes the akf group. Vorwerk generates consolidated sales of 3.2 billion euros (2022) and operates in more than 60 countries.

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Publication free of charge – Specimen copy requested