



## Press Release Vorwerk Group

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# Vorwerk deepens European cooperation with new investments in France at Choose France Summit

**Paris, France, May 19<sup>th</sup>, 2025 – At this year's Choose France Summit, Vorwerk reaffirmed its deep commitment to France – and to European cooperation as a catalyst for industrial innovation. Following recent investments of €130 million to build and modernize its French production sites, the company has now unveiled its next strategic project. Held under the patronage of President Emmanuel Macron, the summit brought together international business leaders and policymakers to promote investment, innovation, and long-term growth in France.**

In his remarks at the summit, Dr. Thomas Stoffmehl, Speaker of the Executive Board of Vorwerk Group, highlighted the Franco-German partnership as a long-standing engine of industrial progress in Europe: "Our success is built on cooperation – not competition – between countries. For more than 50 years, our German and French teams have worked in close partnership to deliver excellence. With our newest investment, we are taking this collaboration to the next level."

As part of its balanced European growth strategy, Vorwerk continues to expand both in Germany and France. While over €140 million have been invested in German sites in recent years, France remains a cornerstone of Vorwerk's industrial operations. To meet rising global demand and support the Thermomix® TM7 launch, the company already invested nearly €70 million in a new factory in Donnemain-Saint-Mamès and €60 million to modernize the Cloyes-sur-le-Loir site – creating 124 jobs, with additional hires planned.

Vorwerk is now taking the next strategic step: today, the company is expanding its industrial footprint in Eure-et-Loir with the creation of a storage, bundling, and packaging center in La Chapelle-du-Noyer, scheduled to open in September 2027, with an investment of approximately 30 million euros. The future site will be supplied by production from Vorwerk's factories in Cloyes-sur-le-Loir and Donnemain-Saint-Mamès.



### **About the new storage, bundling, and packaging center**

The new storage, bundling and packaging center will serve as a hub for Southern Europe, enabling faster and more efficient product delivery in response to growing demand for the Thermomix®. The site is designed with both performance and sustainability in mind:

- **Advanced automation:** Featuring automated packaging lines and streamlined logistics flows to boost efficiency and scalability.
- **Sustainable practices:** Energy-efficient systems and environmentally responsible operations reflect Vorwerk's long-term commitment to sustainability.
- **Strategic integration:** Located near existing production facilities, it will be part of a competitive and coordinated ecosystem in the Eure-et-Loir region.
- **Local impact:** the building will cover 31,000 square meters, 100 new FTEs will be created, which will contribute to the region's economic development.

This investment underlines Vorwerk's trust in France, in regional talent and infrastructure, and in the power of cross-border collaboration to shape the future of European industry.

### **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 EUR 3.2 billion and operates in over 60 countries.

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