



Press Information

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Vorwerk builds on home: laying of the foundation stone for the new office building in Germany (Wuppertal)

The company reaffirmed its ties to home with a ceremonial laying of the foundation stone for the new Wuppertal headquarters. Vorwerk has been in the city since it was founded in 1883. In addition to the Executive Board of the Vorwerk Group and a number of project participants, the guests also included high-ranking politicians such as Hendrik Wüst, Minister President of the Federal State of North Rhine-Westphalia (NRW), and Uwe Schneidewind, Mayor of Wuppertal.

Wuppertal, July 4, 2023. "Vorwerk has been loyal to Wuppertal since 140 years. With the new building, the company is once again making a clear commitment to the company headquarters and its home state of North Rhine-Westphalia - an important signal for the industrial location and the people in the region," emphasized NRW Minister President Hendrik Wüst in his speech during the ceremonial laying of the foundation stone for the new Vorwerk office building, which will be built. "Vorwerk has been at home in Wuppertal since the company was founded - and it will continue to be our home," said Dr. Thomas Stoffmehl, Spokesman of the Executive Board of the Vorwerk Group. The investment in the new building amounts to 47 million euros. Vorwerk will celebrate the start of construction work with the laying of the foundation stone. The guests also included Uwe Schneidewind (Lord Mayor of the City of Wuppertal) and the two responsible district mayors Andreas Bialas (district Langerfeld/Beyenburg) and Renate Warnecke (district Heckinghausen).

"The new building is a reason for us to celebrate," opened Dr. Thomas Stoffmehl, Spokesman of the Executive Board of the Vorwerk Group, in welcoming the guests. "For us, it is not only a commitment to our home in Wuppertal, but also a sign of innovation and future viability." In open, communicative office spaces, employees who previously worked in the historic location on Mühlenweg will in future be offered a working environment that suits the company. Ergonomic workstations, inviting furnishings and bright, daylight-flooded offices will enable employees to work in a pleasant environment. In addition, the building will meet recognized sustainability standards: Vorwerk is aiming for DGNB (German Sustainable Building Council) certification during planning and construction. A wide range of sustainability measures are planned: For example, solar panels attached to the building



ensure its own electricity production. Furthermore, in addition to a green roof, additional green spaces are planned, which will be designed with the support of a biodiversity expert to create a new home for native flora and fauna.

Minister President Hendrik Wüst adds: "The new building - just like Vorwerk products - stands for quality and durability, combined with a clear vision for the future. It shows what our family-owned companies are all about: a strong awareness of traditional values as well as the necessary spirit of innovation and courage to change."

A capsule for future generations

At the formal ceremony, a "time capsule" was inserted into a wall device made by Vorwerk apprentices. It was filled with a current daily newspaper, instant photos of the event, a Thermomix® mixing knife and a Kobold motor as well as a guest book in which those present could write a few words beforehand. Of course, information material on the current products and thus the connection to Vorwerk direct sales was not to be missed.

In keeping with the summer weather, Thermomix® advisors prepared fresh smoothies for those present at the event, while the new Kobold VR7 Robot Vacuum Cleaner was also given a stage. The furniture and décor in the marquee was based on the event motto: "Vorwerk builds on home: old home, new location". On the one hand, this establishes the reference to the home town of Wuppertal. And on the other hand, it reflects the strength of Vorwerk direct sales and the direct contact with millions of satisfied customers.

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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