



Press Release

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New visitor center at the research, development and production site in Laaken Vorwerk opens brand experience world in Wuppertal-Laaken

Wuppertal, September 25, 2026 – Today, Vorwerk opened its new Brand Space at the Wuppertal-Laaken research, development and production site. The visitor center brings together the people, business model, products, history and future of the family-owned company and makes the Vorwerk Strategy 2030 directly tangible.

With an investment in the single-digit million-euro range, Vorwerk is expanding the Laaken site with a central point of contact for advisors, employees and external guests. At the same time, the brand experience world will serve as the starting point for publicly bookable factory tours offering insights into research, development and production.

Vorwerk has been rooted in Wuppertal for more than 140 years. With its headquarters in Raumental and the Laaken site, key areas of the company are firmly anchored in the city. Laaken combines technological expertise with industrial value creation – from research and development to product testing and production. With the Innovation Center, modern production areas and the new Brand Space, Vorwerk is making targeted investments in the future of the site.

Strategy 2030 becomes an experience

The red thread running through the brand experience world is the Vorwerk Strategy 2030. With this strategy, the company is pursuing the goal of becoming the world's most attractive direct sales company by 2030. At its heart is the Vorwerk sweet spot: the combination of personal direct sales, a global community and strong product ecosystems around Thermomix® and Kobold. This interplay comes to life across two floors of the former engine plant, Hall C: guests come together in the welcome area on the ground floor, while the exhibition on the upper floor vividly presents the company's history, products, direct sales model and future. Interactive and media elements invite visitors to explore the content themselves and share their own impressions. In this way, the Brand Space shows what makes Vorwerk successful today and what is intended to enable further growth in the future.

The Brand Space is an expression of Vorwerk's corporate identity. Like the newly launched corporate website, it consistently places the advisors in Vorwerk direct sales at the center as the most important success factor. The more than 130,000 advisors worldwide bring the products into direct contact with people, create trust and form the heart of a strong international community. Experiences and



impulses from the markets also feed into the further development of products and services. Personal stories and voices from the Vorwerk community put a face to this interaction in the Brand Space.

Open to the community and the public

For advisors, the Brand Space will become a special point of contact at the production headquarters. It brings them closer to Vorwerk's history, products and innovations and creates space for exchange and shared experiences within the international community. At the same time, the visitor center is expressly aimed at external guests. They can experience Vorwerk, its people, products and the enthusiasm of the community first-hand.

As the central starting point for the publicly bookable factory tours, the Brand Space also provides insights into research, development and production. Visitors experience at the actual site how innovation and industrial value creation come together in Wuppertal. Laaken thus exemplifies the long-term commitment of an internationally successful family-owned company to technological expertise and production in Germany.

Commitment to Wuppertal and North Rhine-Westphalia

The opening brought together members of the entrepreneurial family and the Advisory Board with company management as well as guests from politics and public life. Political representatives attending included Xavier Fournier, Consul General of France in Düsseldorf, Dilek Engin, Member of the State Parliament of North Rhine-Westphalia, and Miriam Scherff, Mayor of the City of Wuppertal. The presence of the entrepreneurial family underlines the close connection between family and company as well as the culture of personal exchange. In the afternoon, the employees in Laaken will take center stage: with a summer party, the opening will be celebrated together with the people who research, develop, test and produce at the site.

The new brand experience world brings together what Vorwerk stands for: personal advice, innovative products, technological expertise, international strength and its close ties to Wuppertal. The investment is also a clear commitment to the company's home base and to North Rhine-Westphalia as an industrial and innovation location.

Vorwerk is also actively shaping change at its home base in other areas: after the company moved into its new headquarters in Rauental last year, the former administration building at the historic Mühlenweg site in Barmen has since been dismantled. The new building takes account of modern working models and the company's changed space requirements and has proven itself very well in everyday working life since the move. Against this background, Vorwerk is no longer pursuing the original new-build plans at Mühlenweg but is examining various perspectives for the future use of the centrally located, ready-to-build site. With existing building rights for around 27,000 square meters of above-ground gross floor area, the property offers exceptional development opportunities. In discussions with the City of Wuppertal, the perspective has emerged of making the site available in the future for public-interest purposes, such as the construction of a school. Subject to the final decision by the City Council, Vorwerk announced that it will sell the Mühlenweg property to the City of Wuppertal.

With the Brand Space in Laaken, the new headquarters in Rauental and the possible future public-interest use of the Mühlenweg site, Vorwerk is showing how the family-owned company combines its



origins in Wuppertal with a clear view to the future: through investments in encounters, modern working environments, technological expertise and the responsible further development of central locations.

ABOUT VORWERK

Vorwerk is the number one direct sales company in Europe and the global leader in direct sales of high-quality household appliances. The internationally operating family-owned company was founded in 1883 in Wuppertal, Germany. What has always set Vorwerk apart is its closeness to people, its commitment to outstanding quality and its conviction that good products only become truly strong when they can be experienced. Vorwerk's core business is the production and distribution of high-quality household products around the Thermomix® and Kobold ecosystems, which combine innovative products with personal advice and a strong community. Vorwerk always seeks direct contact with its customers. Advisors are at the center of these activities and serve as the key point of contact. Responsible thinking and social commitment are firmly anchored in the company's self-image – from durable and repairable products to the support of social, cultural and educational projects. The Vorwerk family also includes the akf Group, which, as a financing partner to the German SME sector, develops tailored solutions for its customers with a high level of industry expertise. Vorwerk generated Group revenue of EUR 3.6 billion in 2025 and is active in around 60 countries.

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