



## Press Information

Vorwerk SE & Co. KG  
Raental 38  
42289 Wuppertal  
Germany  
Phone: +49 202 564 1247  
[www.vorwerk-group.com](http://www.vorwerk-group.com)

# Vorwerk Strengthens Its International Growth Strategy with Romania

**Wuppertal/Brasov, 2<sup>nd</sup> July 2026 – Following years of strong business development, Vorwerk is strengthening its international growth strategy by integrating the Romanian Thermomix® and Kobold business into the Vorwerk Group.**

Over the past years, H.L.K. TRADE S.R.L., the distributor of Thermomix® and Kobold in Romania, has developed into a successful and growing business with a strong advisor network, a loyal customer base and nationwide operations. With a record year in 2025, Romania has established itself as one of the most dynamic and promising markets within Vorwerk's international network. Thermomix® alone has more than doubled its sold devices in the last five years to over 12.000 units in 2025, and most recently achieved growth of 34 percent.

The decision reflects both the strong performance of the Romanian business and Vorwerk's confidence in the market's long-term growth potential. By establishing Vorwerk Romania, the company is creating the foundation for the next phase of development.

Romania combines many of the characteristics Vorwerk looks for when investing in future growth: a growing advisor community, increasing brand awareness, strong customer engagement and vibrant Thermomix® and Kobold ecosystems.

"At the heart of Strategy 2030 is a clear ambition: to become the world's most attractive direct selling company," says Dr. Thomas Stoffmehl, CEO Vorwerk Group. "Achieving this ambition requires strong communities, thriving ecosystems and attractive markets with the potential to grow and succeed. Romania has demonstrated exactly these qualities over the past years and represents a powerful example of our strategy in action."

Thermomix® and Kobold are much more than products. Their success is built on the unique combination of advisor-led direct sales and community with innovation, digital services and content. Together, these elements create ecosystems that strengthen customer relationships, support advisors and drive sustainable growth.



"Our advisors, employees and customers have built something remarkable over many years," says Ana Iancu, General Manager Vorwerk Romania. "Becoming part of Vorwerk opens a new chapter for this community and creates exciting opportunities to continue growing together. We are building on a strong foundation and look forward to shaping the future of Thermomix® and Kobold in Romania."

The investment underlines Vorwerk's long-term commitment to Romania and its confidence in the country as an attractive market for sustainable growth and future development.

#### **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. What has always set Vorwerk apart is its closeness to people, its commitment to exceptional quality, and its conviction that good products only reveal their true strength when they are experienced. Vorwerk's core business is the production and distribution of high-quality household products centred 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. Its advisors are at the heart of these activities and serve as central points of contact. Sustainable thinking and social engagement are firmly embedded in the company's self-image – from durable and repairable products to support for social, cultural and educational projects. The Vorwerk family also includes the akf-Group, which, as a financing partner for family-owned and owner-managed mid-sized businesses in Germany, develops tailor-made solutions for its customers based on deep industry expertise. Vorwerk generates consolidated sales of EUR 3.6 billion (2025) and operates in around 60 countries.

#### **MEDIA CONTACT**

Vorwerk SE & Co. KG  
Andrea Merkens  
Corporate Communications  
Phone: +49 202 564 1247  
E-mail: [Presse@vorwerk.com](mailto:Presse@vorwerk.com)

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