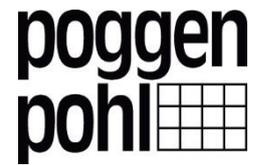


# PRESS RELEASE



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## **Poggenpohl stages a unique brand presentation in the newly opened flagship store in Shanghai**

On 30<sup>th</sup> May 2014, the long-standing German company Poggenpohl had issued an invitation to the ceremonial opening of its first new flagship store in the Chinese metropolis. James He (Poggenpohl China), his wife Ms. Louise Hung and Martin Gill (Poggenpohl Global Sales Director) welcomed the many high-profile guests together with the famous Chinese actress Angelababy to an extravagant evening gala and presented them an impressive kitchen exhibition over an area of 2800 m<sup>2</sup>. The flamboyant show programme and the exclusive appearance by the Chinese singer Sunnan in addition to culinary delicacies by the Michelin gourmet chef Franck-Elie Laloum from Paris guaranteed a glamorous opening gala that appealed to all senses.

### **Persuasive brand presentation**

The industrial flair and impressive high ceiling of the historic exhibition building set the stage for a unique brand presentation and place the Poggenpohl kitchens presented here in a perfect light. Both sophisticatedly planned kitchens from the +ARTESIO and P´ 7340 ranges and ideas for functionally oriented kitchen solutions await the Chinese customers.

### **"Made in Germany" represents quality, tradition and trust**

The Herford company's imposing history is documented on a Poggenpohl history wall 25 m in length which occupies a central position in the entrance area of the studio. Milestones such as "form 1000" dating from 1950 and the "experiment 70" spherical kitchen from 1970 testify to Poggenpohl's innovative potential and impress Chinese customers.

Poggenpohl has already been represented in China since 1986 and opened its own studios in Peking and Shanghai in 2002 and 2003. Seventy exclusive residential building projects have been concluded with leading Chinese property developers over the past 10 years.

#### **Further information:**

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