

## PRESS RELEASE

### **275 years of HOESCH – combining innovation with tradition**

At HOESCH we are always exploring new ways to maintain our success and to set new standards. Our success story began as far back as 1742. Exactly 275 years ago, HOESCH was founded as a metalworking company in Kreuzau near Düren. HOESCH has today established itself as a highly respected manufacturer of high-quality bathroom products – not just in Germany, but throughout the world. That's reason enough to take a look back at the milestones in the company's history during this 2017 anniversary year.

In 1972, Hoesch became the first company in Germany to start making baths out of high-quality bathroom acrylic. This opened up a new world of design and colour possibilities for the company, meaning that it was the first provider on the German bathroom product market to fully embrace the wellness industry. We have experienced increasing success as we have continually expanded the product range – encompassing revolutionary ideas like the first hexagonal bathtub, for example. And always to the very highest quality standards, and in close partnership with internationally renowned designers. As the 1990s drew to a close, HOESCH rose to become the market leader in acrylic shower trays and whirltubs, and is still considered the ultimate authority when it comes to acrylic.

In 2005, the company was acquired by investors from the Polish Sanplast Group – the leading manufacturer of bathroom products in that country. The Kreuzau location was expanded to become the European company headquarters, and the product range revamped. Today, HOESCH offers a product range which is unrivalled in its breadth and depth. The high-quality premium bathroom products range from bathtubs and shower trays, through to shower cabins and whirlpools, and even steam cabins.

Our exclusive products have not only drawn the attention of customers, but have also picked up numerous awards in recent years, including the “Red Dot Award” and the 2016 “German Design Award” – not least for the NAMUR bathtub design range. Just like the successful and extremely smooth MUNA bathtub series, NAMUR is manufactured from Solique – an innovative and extremely durable mineral casting. This material combines excellent durability with easy maintenance and an elegant look, and holds plenty of potential for other exclusive bathroom products.

Because HOESCH clearly intends to remain at the forefront of innovation in future, and to enjoy the success that this brings.

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