

Baumann Group

Change in product development

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(f.l.t.r.): Matthias Berens, Michael Assner, Inhaber Delf Baumann und Sabine Brockschnieder. Photo: Baumann Group

The Baumann Group changing the product development for the entire kitchen range to a two-year cycle. Originally planned for 2021, the management decided today, March 26, to bring the re-form forward on current grounds . The Bauformat and Burger brands will not be presenting any new collections this fall. The aim is to relieve trade partners who suffer from the economic consequences of the corona pandemic.

With the decision, the Baumann Group set an example: Not only does it take away an additional investment burden from trading partners who have to cope with financial bottlenecks due to the measures to curb COVID-19. With the changeover of product development to a two-year cycle, the Baumann group is also handling a hot topic that has long been discussed among German kitchen manufacturers.

Managing Director Matthias Berens: “We are all being forced to rethink. This brings with it restrictions, but also offers opportunities. Now is an ideal time to ask why a good product has to be changed every year when it means a lot of work and costs for businesses, while statistically customers only buy a new kitchen every 19.1 years and many trends last for years. Let us give our innovations the time to establish

themselves on the market and take the pressure off our partners so that they can concentrate on the essentials: sales! ”

Meanwhile, the Baumann Group continues to produce at full capacity and is looking forward to a successful business year 2019/20 that will end in a few days. The material supply is secured for the next few weeks. Further orders are accepted and processed.

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