

**Hülsta**

## **Christian Maurer new Export Manager**

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Christian Maurer is the new Export Sales Manager at Hülsta as of 1 August. Photos: Hülsta

The German furniture brand Hülsta underlines its commitment to foreign markets: with Christian Maurer, the company now has a new export manager on board, who is to further develop and expand the international market for the Hülsta and now! by Hülsta brands from August. The 42-year-old furniture expert has international experience in the furniture industry and most recently worked as International Sales Director for the Austrian manufacturer Team 7. In his new position at Hülsta, he will further intensify his cooperation with existing dealers in Europe and worldwide and focus his work on new trading partners abroad. In addition to England and Eastern Europe, the focus is on the Asian markets in particular: hülsta recently presented itself in a flagship store in the Chinese metropolis of Shenzhen. Further cooperations of this kind with Chinese trading partners and the contract business in the Middle

East are on Maurers agenda.

"With Christian Maurer we have gained a sales professional who has known our industry for many years - nationally and internationally. We are very pleased that he is now contributing his many years of know-how to us in order to significantly strengthen the activities and presence of our brands in international markets as export manager," says Hülsta Managing Director Andreas Bremmer. And Christian Maurer himself says: "I look forward to working with the international sales managers and their sales staff to further promote the international perception and significance of the Hülsta brand. There is a lot of potential worldwide to win brand fans with the latest collections from Hülsta and now! by Hülsta. We will work intensively on this."



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