

Poggenpohl/Porsche Design

Brand cooperation will be continued

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Photo: Poggenpohl

The Porsche Design Group and Poggenpohl Möbelwerke GmbH have determined the future direction of their brand cooperation in a new, long-term contract.

Together, the companies developed the iconic "P'7340" in 2007 - a concept that impresses with its exclusive stainless steel frame construction. Porsche Design and Poggenpohl 2014 continued their successful cooperation with the "P'7350" (photo). Both kitchen concepts have received several international design awards.

The now agreed, long-term cooperation focuses on the continuation of the existing Porsche Design kitchens "P'7340" and "P'7350" as well as the intensification of joint global marketing activities. In addition, the development of a new product line is planned.

"Back in 2007, together with Poggenpohl, we launched the first joint kitchen, the 'Porsche Design P'7340'. Over the past few years, we have been able to supplement our portfolio with another model and Porsche Design kitchens are now finding their way around the world. We are very pleased to further expand this successful partnership with the new, long-term contract," said Jan Becker, CEO of Porsche Design.

"High design competence, craftsmanship and worldwide brand awareness are among the common core values of Poggenpohl and Porsche Design. Go your own way, never stop believing in the best solution - these maxims are the basis of our strategic cooperation on equal terms ", says Gernot Mang, CEO Poggenpohl.

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