

Ruf Group Expands export activities

Tuesday, 07.05.2019



Ulrich Reineke was appointed export manager on May 1, 2019. Photo: Ruf

As part of its growth strategy, the Ruf Group - ie Ruf Betten GmbH together with Freitraum Design GmbH (Jette-Betten) - wants to expand its export activities consistently and strategically.

Ulrich Reineke (53), who took over the Export division in a managerial capacity as of May 1, 2019, has now been appointed to support this project. After more than 18 years working for Himolla GmbH, where he held various positions, including a. As marketing manager and export manager, Reineke has the necessary expertise for this business segment. In addition, he can profitably use his experience from the international furniture sales department of Wellemöbel GmbH, where he was export manager last year.

"We are delighted to have won Ulrich Reineke, an experienced and experienced industry expert for further internationalization. His specialist know-how and his high level of customer orientation ideally support the

further brand positioning of the Ruf Group, "says Managing Director Heiner Goossens, who has previously been responsible for the export division of the Ruf Group.

Expands export activities

Links

- [Ruf Group](#)