



www.blanco-germany.com

BLANCO

Perspectives.

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We are all about sinks
but more ...



Welcome to the heart of our daily activities.

Whether a quick breakfast, a family meal or a big birthday party – everything revolves around the sink, the central area when it comes to preparing, cooking and clearing up. Since the foundation of our company in 1925, we have been working with water in the kitchen, and in 1951 we launched our first stainless steel sink on the market. Today, having sold over 50 million sinks, we are one of the most successful manufacturers in the world. Customers in more than 100 countries

count on our innovative products. However, we continue to expand our product focus beyond just the sink. We have been manufacturing high-quality mixer taps and clever waste systems with tremendous success and for many years. We always want our solutions to be one step ahead while increasing the level of comfort and ease in the kitchen.



Quality is the result of a passion for precision.



Quality as the highest priority: excellence and innovation make us the world market leader in SILGRANIT™ sinks.



Exceptional competence in steel: The STEELART high-tech manufacturing facility combines state-of-the-art laser welding with traditional craftsmanship.

When it comes to our products, we leave nothing to chance. Considering that a sink has to work well and look good for the entire lifetime of the kitchen, then it must at the very least be of the best possible quality. Hardly any other area in the household is used so intensively. After all, the sink and mixer tap are used between 50 and 70 times a day. We therefore subject all our products to the hardest tests, and pay the closest attention even to the tiniest details. Quality assurance is rooted in all of our manufacturing process. Only

products that we are completely happy with leave our plants. We trust equally in the trained eyes of our staff and in the precise sensors of high-tech robots. And in order to raise our quality permanently to an even higher level, we at BLANCO invest a great deal of time in research and development. The results are not only highly innovative materials, but also satisfied customers – from Auckland to Zurich.



Attractive.
From every angle.



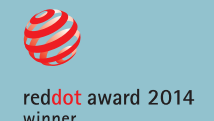
Good design has a system at BLANCO: from the first idea through the first sketch ...



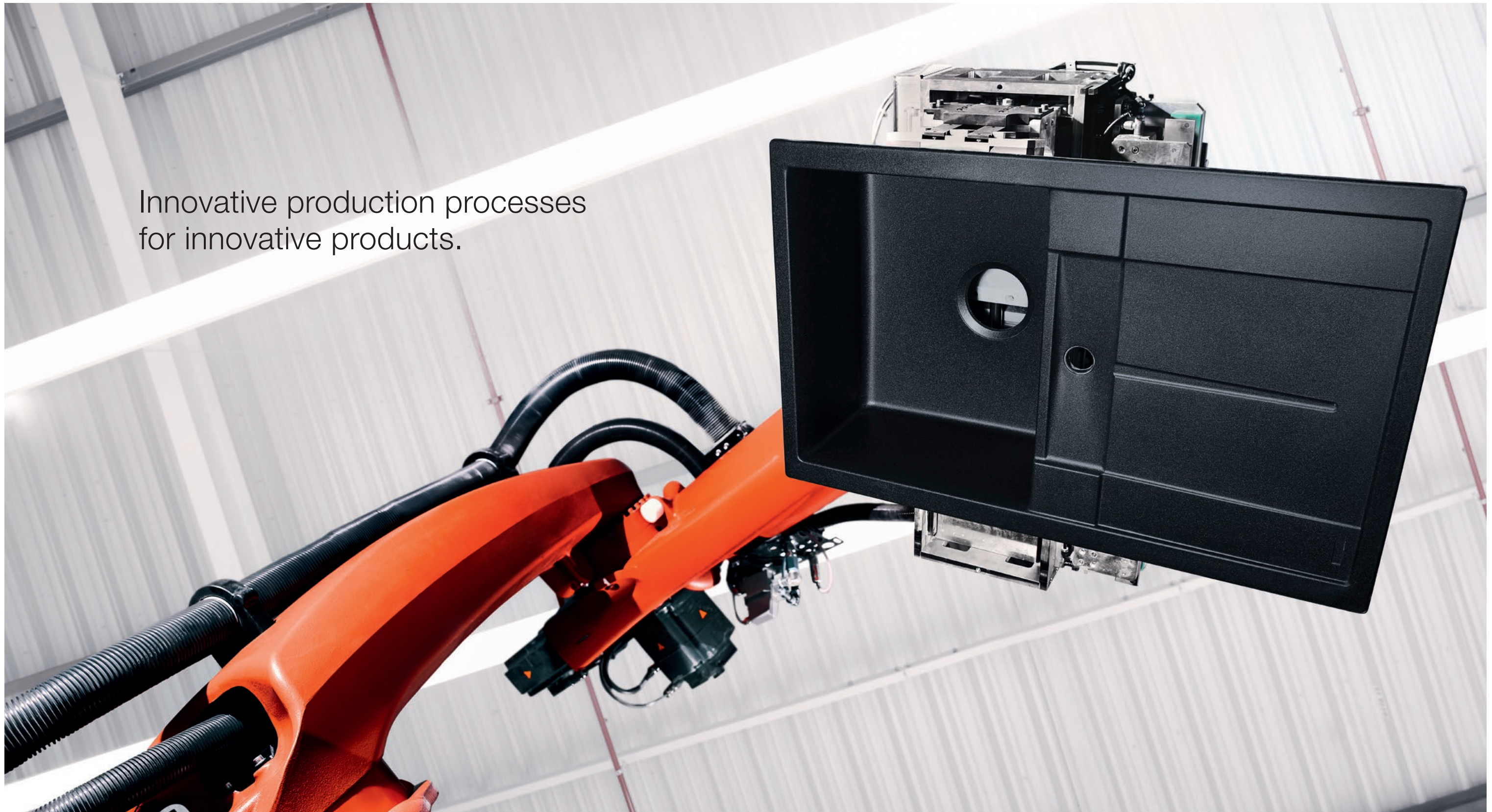
... up to the finished product – such as the multiple award-winning mixer tap BLANCO CULINA-S.

We want to make the central area of the kitchen perfect. So we have united two fundamental aspects of design in our brand: aesthetics and functionality. We know that perfect balance in design sets trends – and yet is timeless. BLANCO FLOW 5 S-IF reflects this beautifully with its harmonious design language and flowing transitions. This STEELART sink embodies absolute perfection and the highest manufacturing quality. The passion for detail is evident everywhere, yet we never lose sight of the practical benefits. What could be more

wonderful than making the most important place in the kitchen the most attractive. Many international design panels share our opinion and we have been receiving awards for our high design quality for many years.



Innovative production processes
for innovative products.



Groundbreaking in
surface hardness, ap-
pearance and haptic:
Durinox stainless steel
– made in Germany by
BLANCO STEELART.



The secret's in the mix:
to many, SILGRANIT™
PuraDur™ is the
formula for the perfect
sink.

Every innovation begins with an idea and nothing has changed in today's high-tech manufacturing. To make it easier to identify every model in the wide range of different SILGRANIT™ sinks, our engineers have taught the robots to “read and write”. Typical BLANCO – as innovative as the material itself. In 1981 we were the first company worldwide to launch sinks made of composite materials – a milestone in the history of the sink. Since then, BLANCO has continued to develop and perfect the material, always with the aim of

offering our customers the maximum possible level of comfort and ease. Today, SILGRANIT™ PuraDur™ delights with its excellent care properties and state-of-the-art colours. We have been the world leader in this impressively resilient material for years.



Based in Germany, at home
around the globe.

Closeness to our customers we take literally. With numerous subsidiaries and partners, we are represented in more than 100 countries worldwide. This enables us to react quickly and flexibly to our customers' requirements and to offer convincing solutions for the country specific market needs. North America prefers very large single and double bowls, whereas Europe tends to be for inset sinks with a drainer. We know the markets, and we make sure the right products are available. In China, for instance, our "Made in Germany" sinks have become the biggest

import brand in the industry. Our committed customer services department and our state-of-the-art logistics centre with more than 33,000 pallet places for sinks, mixer taps and waste systems deliver with precision timing and the highest level of service quality. Wherever our customers happen to be, our claim is always to delight and enthuse them with innovative products and reliable service – worldwide.



Wherever our customers are in the world, we are always only a stone throw away. Left: Service in the USA. Right: Event at BLANCO China.



Always looking to the future.



BLANCO then: The new production hall at the Sulzfeld works opened in the 1950s, and was an important factor in the "economic miracle".

In founding the company in 1925 in Oberderdingen/ Baden-Württemberg Heinrich Blanc paved the way for a successful, modern company still family-owned today. Only six years later together with Karl Fischer he set up E.G.O., a milestone in the development of cooking with electricity. To this day, the sink and mixer tap specialist BLANCO has remained true to the business of water in the kitchen. In 2007, the BLANCO Professional Group was made into its own independent company, allowing BLANCO to focus specifically on

the domestic kitchen. Now, BLANCO, BLANCO Professional and E.G.O. make up the E.G.O. Blanc and Fischer Group. The turnover throughout the three companies is over one billion euros, placing them among the best in their fields.



Modern day BLANCO: Qualified training has always been important. The directors always make a point of personally welcoming newcomers to the company in Germany.



We live our values.



Whether manager or trainee, treating each other with respect and consideration is an important part of the BLANCO spirit.

We are proud of the BLANCO spirit. Wherever you go and whoever you meet within the company, our value-orientated actions and enthusiasm for what we do are evident. Respect, reliability and trust are lived day by day. Our concept for the next generations is also evident in our shareholders' family charter. We are convinced that an actively lived corporate culture based on ethical values is essential for a company's future success and survival. And BLANCO's culture is without doubt one of the reasons why the people who work here

feel so deeply committed to the company. Creative freedom opens up new perspectives for every individual's commitment, while the comprehensive package of value-based actions and individual personal development makes us a much-sought after employer.



Frank Straub, grandson of the company founder and Chairman of the Supervisory Board, is in much demand as speaker on business ethics at universities and on business panels.



Out of passion for our home country.

Responsible actions are for us matter of course. The concept of economic, ecological and social sustainability is firmly rooted in our company ethos, and is actively lived every day. For more than 30 years, we have been committed to environmentally friendly processes for the entire product life cycle – from choosing recyclable materials to using transportation-optimised packaging. We use all our resources as carefully as possible and opt for renewable energies. Among other things we have installed a large photovoltaic

system on the roof of our logistics centre. And we are actively involved with the local communities around all our sites. We cooperate with schools, colleges and universities in the region investing in the personal education and development of young people. Out of the passion for our home country and respect for the future generations.



Sustainability and modern management, as guaranteed by executive officers Rüdiger Böhle (CFO), Achim Schreiber (CEO and President) and Wolfgang Schneider (CTO).



3680 photovoltaic modules provide a large amount of the energy used by the logistics centre.



BLANCO at a glance.

A company with perspectives: the 1300 people who work here are committed to the unique combination of quality, design, service and innovation. We have achieved so much together over the past decades. Nationally and internationally. BLANCO is the largest sink manufacturer and market leader

for mixer taps in Germany – and BLANCO is the number one worldwide for granite sinks. A superlative, solid foundation to build on – because there is still so much we want to do.

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