



## PRESS RELEASE

Franke Holding AG  
Franke-Strasse 2  
P.O. Box 230  
4663 Aarburg  
Switzerland

Tel. +41 62 787 3131  
www.franke.com

from Gabriele Hepp  
tel. +41 62 787 33 58  
fax +41 62 787 30 37  
e-mail gabriele.hepp@franke.com

## **Lars Völkel – New President Marketing and Sales of the Franke Kitchen Systems Division**

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**Franke Group has appointed Lars Völkel as the new President Marketing and Sales of the Franke Kitchen Systems Division. Lars Völkel (38) will begin his new position as of July 1, 2014, at the latest.**

Lars Völkel will be taking up the new function once he has completed his current assignment with Nobia, Europe's leading kitchen specialist. As new President Marketing and Sales he will be responsible for all sales and marketing functions of the Franke Kitchen Systems Division, and will directly report to Alexander Zschokke, President/CEO Franke Group.

As Executive Vice President for Luxury Retail and Professional of Nobia, Lars Völkel is currently responsible for all of the international activities of Poggenpohl, the world's eldest kitchen brand. Previous to this assignment, he worked for Electrolux Major Appliances Western Europe, and holds a Master of Business Administration from the Johannes Gutenberg University in Mainz, Germany.

Alexander Zschokke said: "I am delighted to welcome Lars Völkel to the Franke Group. He will bring solid sales and marketing experience, as well as excellent industry knowledge to his new role as President Marketing and Sales at Franke Kitchen Systems Division. After a number of years as a consultant and manager he has learnt about the various kitchen industry aspects from an appliance supplier's, kitchen furniture and kitchen retail point of view. He also has a

truly international background, and I am confident that he will successfully lead the Kitchen Systems Division by opening new market opportunities and strengthening existing ones around the world.”

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*Franke is a world-leading provider of solutions and equipment for domestic kitchens, washrooms, professional food service, coffee preparation and beverage delivery. The Group is globally active with 8,500 employees working in 40 countries, generating revenues of CHF 2 billion.*

**Contact**

Franke Holding AG  
Gabriele Hepp  
Head of Communications

Phone +41 62 787 33 58  
Mobile +41 78 711 63 10  
[gabriele.hepp@franke.com](mailto:gabriele.hepp@franke.com)