

PRESS INFORMATION

Changes at KEUCO

Lubert Winnecken is the new CEO at KEUCO

Lubert Winnecken joined the KEUCO Management as CEO as from 1st October 2020.

At the turn of this year he will supersede KEUCO Executive Director Hartmut Dalheimer who has been with the company for many years. Lubert Winnecken (53) worked in the management of Parador for 15 years, the leading brand for high-quality products for floor and wall design, and led the company very effectively. "With Lubert Winnecken, we have gained a strong leadership personality who will continue to lead KEUCO in line with our company philosophy," says Hartmut Dalheimer.

Dalheimer has worked for KEUCO for 29 years. In 1991 he joined the company as Head of Marketing and since 1995 Hartmut Dalheimer has headed the Marketing, Sales and Technology departments as Executive Director. Hartmut Dalheimer played a decisive role in shaping the future of the company and successfully led KEUCO to become a complete supplier of bathroom furnishings. His passion for aesthetic products, which should always meet the desire to combine sense and sensuality, set the direction. He shaped the KEUCO product range strategy with his determination, the right tact and entrepreneurial courage. Under his leadership, KEUCO successfully launched fittings and numerous other products in 2002, which have taken on a pioneering role in the sanitary industry. At the end of 2020, Hartmut Dalheimer will become a member of the KEUCO Supervisory Board and will therefore be associated with the company in the future.

Engelbert Himrich, managing partner at KEUCO, is convinced of the decision regarding the new management: "Mr. Winnecken has the right intuition for a medium-sized company like KEUCO. He has proven this through his successful leadership at Parador. He will continue to keep KEUCO on the successful course that his predecessor Hartmut Dalheimer has taken in the past.

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We at KEUCO owe Hartmut Dalheimer a great deal. As Executive Director, he has kept the company on the road to success, even in difficult times where the market is concerned.

Under his competent leadership, we have undergone a development that makes us a strong and healthy company today. I appreciate the work he has done for KEUCO and esteem him as a person very much, and it is with a heavy heart that I bid him farewell. At the same time, I look forward to meeting him at the future Supervisory Boards meetings. I would also like to thank him on behalf of all KEUCO employees and wish Mr. Dalheimer all the best“.

About KEUCO

KEUCO GmbH & Co. KG is an internationally active, full provider of premium bathroom furnishings. Originally a market leader for bathroom accessories, today KEUCO offers a large collection of fittings, accessories, mirror cabinets and bathroom furniture “Made in Germany”. Now run by the third generation, since its founding in 1953 the family business has had its headquarters in Hemer in Westphalia. Further production sites are situated in Gütersloh and Bünde.

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Lubert Winnecken and Hartmut Dalheimer



Lubert Winnecken

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Press contact:

KEUCO GmbH & Co. KG
Marketing Kommunikation
Katja Zimmermann & Eva Lautwein-Rosenberg
Oesestraße 36
58675 Hemer
Tel: 0049-(0)2372 904 - 0
Email: presse@keuco.de

bm CONSULTING – Communication & PR

Birgit Munz
Quodmicke 4
58809 Neuenrade-Küntrop
Tel: 0049-(0)2394 - 24 24 54
Mobil: 0049-(0)172 - 714 92 29
Email: munz@bm-consulting.net