

Scheurich-Group


scheurich

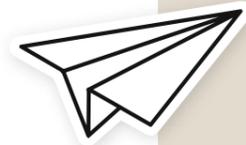
formwerk


SOENDGENKERAMIK



STYLISH PRODUCTS FOR ALL PLANTS

TOGETHER FOR A STRONG FUTURE



Peter Baumann

Owner and Chairman of the Advisory Board
Scheurich GmbH & Co. KG
Formwerk GmbH & Co. KG



Björn Hansen

Co-shareholder and Director
Soendgen Keramik GmbH



WELCOME to the Scheurich- Group world

**Dear Partners,
Dear Customers,**

A constantly and rapidly changing world creates all sorts of new challenges. From digitalisation, instant global networks to Industry 4.0 or Artificial Intelligence, they all require our attention and open-up new opportunities.

It is very important for us that we are a reliable partner during these rapidly changing times.

We therefore as Scheurich, Formwerk and Soendgen have decided, as from January 1st 2021, to merge into the Scheurich-Group. Each company remains an individual corporate entity and the Scheurich and Soendgen brands will be maintained separately.

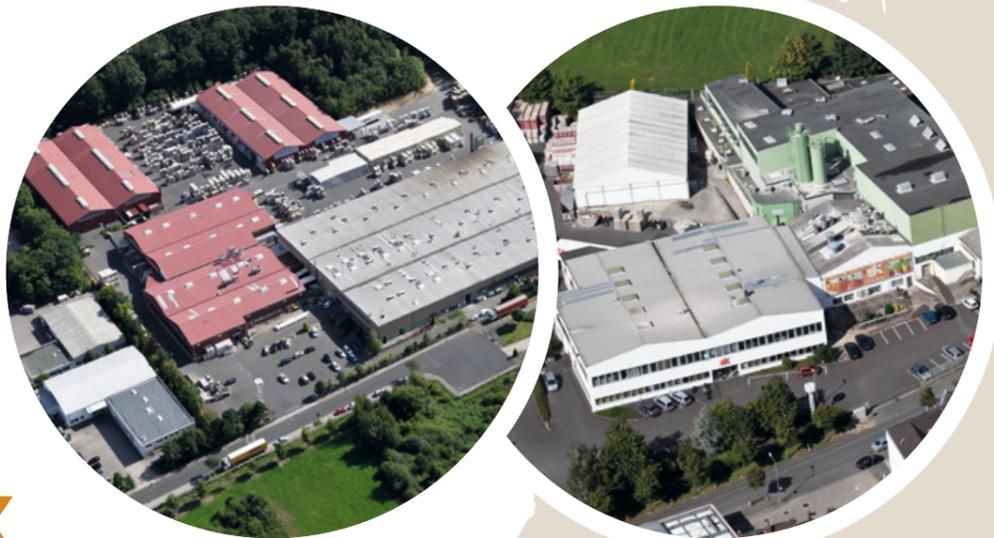
With over 250 years of experience and know-how we fulfil your requirements and your wishes - now and in the future. Build on unique and good selling ranges for both Indoor and Outdoor which come together with great POS concepts for highest space profitability in the planter and accessories category.

Choose our proven and top-selling high-quality products - Made in Germany.

» We join together on January 1st in the Scheurich-Group to offer the worldwide strongest selection of stylish products for flowers and plants. «



The worlds leading producer of plant containers



Gelsdorf and Adendorf

founded in 1893
230 employees

60 million
pots per year

700
employees

10.000
customers
in over 80 countries



Made in Germany –
at home all over the world



formwerk Neukirchen

founded in 1988
120 employees



Kleinheubach

founded in 1928
350 employees

WE ARE your guarantee for success in the plant container category



Successful retailers need top suppliers

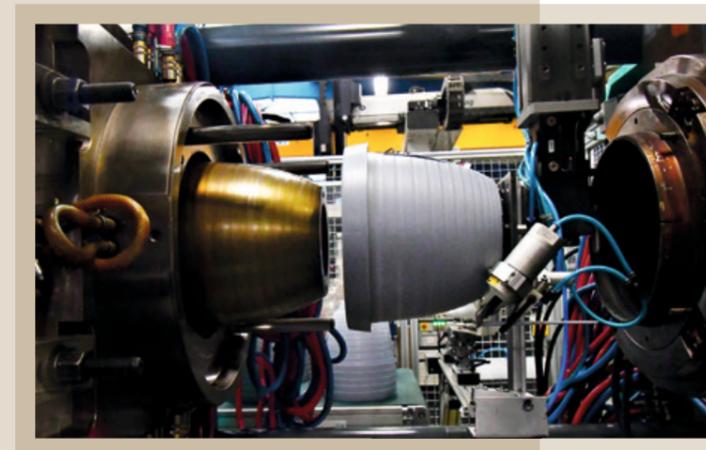
For the plant container category we invest in research and development, innovation and digitalisation, modern machinery, and proven processes to guarantee your success.

Globalisation needs specialisation

The Scheurich-Group is focussed on your needs.

- » Innovative and futuristic technologies and production processes
- » SAP run supply-chain and logistics management. Digital and reliable
- » Comprehensive selection of top-selling product ranges in ceramics and plastics for indoor, outdoor, watering and plant accessories

» A common use of
productions capacity offers
more reliability
and flexibility. «



GROWING TOGETHER

with ranges that complement each other



Both brands will remain independent



**Retail Division
Scheurich,
Formwerk,
Soendgen**

Ralf Rammo
Managing Director

The management for the global retail sector will be looked after by Ralf Rammo, who came to Scheurich from Hettich in January 2020.

» **Two strong brands and a unique product portfolio make us the perfect partner for our customers all over the world.** «



**Professional
Division
Soendgen,
Formwerk**

Ralf Schwinn
Managing Director

Ralf Schwinn who was previously Managing Director Sales at Soendgen, is the Managing Director for the Professional Sector. Focussing on larger customers in the Furniture, Discount and Grower markets.

» **The customers are the heart of our activities and their satisfaction is our core goal.** «

Successful retailers need top suppliers

With the Scheurich-Group you'll profit from ...

- » a great team with more than 250 years of experience
- » a market focussed range and efficient product management
- » highest space profitability within the plant container and accessories market
- » a strong double-brand strategy. Choose the brand that matches your demographics best
- » Trend, design and in-depth product know-how
- » Made in Germany quality, all in one hand
- » Ideas and inspiration from the social channels which make our products come alive for the consumer and strengthen your sales

» **We think globally and act locally** «



Growing together



form**werk**



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