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PR KADECO RELAUNCH: GROWING TOGETHER TO GROW TOGETHER

AT KADECO PEOPLE ARE AT THE HEART OF EVERYTHING

Growing together to grow together: KADECO is putting even more emphasis on retail partners and end customers with new brand positioning and a full and comprehensive product range. Concentrating the strengths of the two brands of KADECO and erwilo will facilitate the fusion of the family company's products into one strong brand: KADECO. For indoors and outdoors. For pleated blinds and insect screens just as much as for awnings and pergolas. The company is a reliable partner, combining a full and comprehensive product range in this move.

This clear focus marks the departure from the dual branding strategy: from now on, every product for external customers will also bear the name of KADECO. In the future, the KADECO brand will therefore be synonymous with both interior and exterior privacy, sun and glare protection. "As a full-range provider, we can consequently offer customers bespoke, individual solutions for indoors and outdoors from a single source. That is a unique advantage!" says Managing Partner Ulf Kattelman with conviction. Merging the two brands signifies the consistent growth of the family company whose roots are in retail - and which has established itself as a leading supplier of sun protection systems for indoors and outdoors over the last 30 years. Greater quality. Greater comfort. Greater enjoyment of life. "The new claim 'Made for you' gets right to the heart of KADECO's optimised brand presence - and epitomises the aspiration to respond even more purposefully to customers' wishes and requirements," emphasises Margaretha Runksmeier in her role as Creative Director.

"We love what we do. The interaction of know-how, passion and instinctive flair is what drives our KADECO family day after day," emphasises Ulf Kattelman. KADECO is synonymous with extraordinarily long-lasting and durable quality "Made in Germany". This is embedded deep within the corporate DNA - and in the little subtleties which make KADECO products so special. "We use high-quality materials such as powder-coated

aluminium and stainless steel right down to the tiniest details, which means our products prove to be especially robust,” explains Ulf Kattelmann. This is also proven by endurance tests which demonstrate the extremely long service life of the products. Superior quality and handcrafted production: this unique combination helps KADECO turn end customers’ wishes for a beautiful home or workplace into reality. This reliability is accompanied by exceptional innovative strength. “We pursue our principle of making the good better and constantly improving existing products to simplify the everyday lives of specialist retailers and users,” says Ulf Kattelmann. This customer-focused thinking can also be seen in the automation solutions which make it possible to control the privacy and sun protection systems comfortably by voice command and to connect devices with one another.

KADECO products possess an exceptional combination of function and design. Perfect technology only really comes into its own when attention is drawn to it. It is KADECO’s aspiration to develop products which inspire as much through their user-friendliness as through their design with beautiful fabrics and finely nuanced colour schemes. The collections from KADECO are known particularly for having an excellent curator’s eye. For today’s creative team and skilled textile designers, good design means stylishly underpinning the taste of end customers and awakening their emotions. “We love design and put this motto into practice in every tiny little decision,” emphasises Margaretha Runksmeier, Creative Director. In so doing, the creative team leaves nothing to chance. With their own design ideas and inspired by trends, they curate and develop fascinating themes for every interior design style. This includes the creation of their own filigree design motifs and the composition of colour nuances. The beautiful and aesthetic embellishments always focus on the customer’s individual style. “People should be able to enjoy their home - indoors and outdoors - with greater pleasure. This is what our lovingly designed collections offer,” explains Margaretha Runksmeier.

“We protect what consumers value, protecting privacy or protecting against sunlight, but we also strongly advocate the responsible use of resources. Protection is also relevant to our retail partnerships,” emphasises Ulf Kattelmann. Because of their roots in retail, KADECO enjoys particularly close ties with specialist retailers and has an intuitive understanding of their needs. Social coexistence is reflected in long-standing business relationships and partnerships as well as in their exceptional commitment to the future of the planet. “Topics like sustainability, climate and environmental protection have always played a crucial role for us,” explains Ulf Kattelmann. This includes the use of renewable energy sources just as much as environmentally friendly production. KADECO was one of the first companies in the industry to start using recycled fabrics in its Level Green collection, which stands for the careful use of materials and resources. And that is not all. The family company also brings the notion of sustainability to life through its use of green electricity and responsible handling of forest resources. “We want to protect what people value - and that of course includes the future of our planet too!” emphasises the managing partner.

NEW WEBSITE IMPRESSES WITH ATTRACTIVE FEATURES

As a driver of innovation in the industry, KADECO leads the way and thinks ahead. This philosophy is also a common theme running through the new brand presence. One important component of this is the newly designed website, which will go online in March with improved menu navigation and extensive services for specialist retailers. "KADECO also excels in the digital world with its extraordinary focus on customers," says Margaretha Runksmeier. For example, retailers can look forward to a new portal for professionals, which promises practical support in their everyday work. Another particularly helpful feature will be the cutting-edge order configurator, which visualises every product in real time and likewise brings the products to life when advising customers - as well as automating and greatly simplifying purchase order processes. To make their work as easy as possible, extensive information about the entire product portfolio will be available in the exclusive download centre. Another advantage of the new website is the handy specialist retailer search where end customers can quickly and easily find an expert in their region for their specific product search and request an appointment.

ABOUT KADECO SONNENSCHUTZSYSTEME GMBH

The name KADECO is synonymous with innovative, high-quality privacy, glare and sun protection for indoors and outdoors. Founded in 1990 in Espelkamp in East Westphalia, Germany, the owner-managed family company can look back on a success story lasting over 30 years. Specialist retailers and end customers throughout the world value KADECO as a reliable and competent partner who makes people's homes or workplaces even more beautiful - and makes good products even better.