

Increasing capacity

Groundbreaking ceremony at STAUD for new production facilities

Bad Saulgau, 10 July 2017. Furniture ranges for the bedroom that combine tradition with innovation – this is the key to success for STAUD. They have been so successful that this company, with a history extending back to 1653, is now expanding its production facilities with a new building. The official groundbreaking ceremony on 7 July 2017 was attended by the press as well as politicians. The new plant will start production in early 2018.

The specialist for bedroom furniture made the investment, which ran into the tens of millions, in response to sustained high demand and the strong growth in recent years: Work on the new production facilities started with a traditional groundbreaking ceremony on 7 July 2017. A new assembly line covering 6,000 square metres, directly beside STAUD's company headquarters in Bad Saulgau, will expand the production capacity. The new building as well as the new machines and systems engineering represent a total investment of about €10 million.

"Our focus remains on growth", says Dirk Schmidtmeier, technical director at Martin Staud GmbH. "With the new production facility, which increases our existing capacity by over 25%, we can ensure that the production flows are optimised, even with increasing demand." Thanks to good and forward-looking planning we expect the new building to be completed by the turn of the year 2017/2018. A small groundbreaking ceremony was attended by the management and employees of STAUD and the CEO of Vivonio Elmar Duffner as well as local VIPs: Alongside representatives from the local press, the ceremony was also attended by the mayor of Bad Saulgau, Doris Schröter.

For STAUD, the extension of its production capacity is a key element of the company's strategy for the future: "We are a reliable and very efficient partner for our customers," says Wolfgang Schwägele, Commercial Director at Martin Staud GmbH. "We meet customer requirements in the best possible way, and we aim to keep it that way.

Press release



Moreover, with the new building we are also creating sufficient capacity to add new product ideas to our customer portfolio in Germany and abroad, thus laying the groundwork for further increases in sales volume in future."

"STAUD has belonged to VIVONIO for five years now. Over the years we have cooperated very productively and trustingly", adds Elmar Duffner, CEO of Vivonio. "Of course, we are very pleased to be able to celebrate our 5-year anniversary with this manifestation of our successful cooperation in this pioneering new building."

Press release



Shortcut:

STAUD, the manufacturer of high-quality wardrobe systems and bedroom furniture, has enlarged its production facilities at its site in Bad Saulgau to a total area of 26,000 square metres. This enables the subsidiary of Vivonio Furniture GmbH to ensure that it remains a reliable, competitive supplier for its customers in times of continued high demand.

Photo credit:



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