

Press information (source VDM)

Elmar Duffner elected new president of the Association of the German Furniture Industry

Bad Honnef/Herford, 04/11/2020. The Association of the German Furniture Industry (Verband der Deutschen Möbelindustrie/VDM) has a new president: the general assembly elected Elmar Duffner to succeed Michael Stiehl during a video conference Wednesday. 60-year-old Duffner is the Managing Director of Vivonio Furniture GmbH in Munich and has already acted as the VDM's president from 2008 to 2014. His term will be three years.

"In my new role, I hope to play a part in better demonstrating to the public the German furniture industry's high productivity. Our local furniture manufacturers - many of whom are true hidden champions - offer the highest quality and have shown the utmost resilience during the coronavirus crisis", said Duffner. He will be paying particular attention to the new label of origin, started on 1 August, "Möbel Made in Germany", which stands for quality furniture from German production. "The current industry trend shows that consumers are thinking more about the significance of the feel-good factor of furniture and interior design. Aspects like origin, commitment to quality and sustainability are playing a bigger role when purchasing furniture." Looking beyond the pandemic, Duffner also plans to press ahead with the industry's export strategy.

"I'm very glad that we'll be working with Elmar Duffner", said VDM Managing Director Jan Kurth. "He has years of experience in the furniture industry and, in his current position, a 360° view of nearly the entire industry, which will enhance our association work."

Duffner thanked his predecessor Michael Stiehl for his dedicated efforts during the recent and, through Corona, challenging months. Stiehl has led the presidium of the association since spring on behalf of Axel Schramm and was re-elected vice president on Wednesday. The general assembly sincerely thanked Schramm, who took up the post of VDM president in 2014 and whose office has been held in abeyance since the end of March 2020, for his successful work for the industry. He will continue to be a part of the presidium.

Alongside Michael Stiehl (Rauch Möbelwerke), Leo Lübke (Cor Sitzmöbel) was also elected vice president of the VDM on Wednesday. The other presidium members are Elko Beeg (Sachsenküchen), Ralph Bestgen (Himolla), Dr. Daniel Böllhoff (Gebr. Nehl), Stefan Bornemann (Erpo), Andreas Decker (Möbelwerke A. Decker), Wolfgang Kettner (Kettner), Dirk Krupka (Häcker Küchen), Axel Schramm (Schramm Verwaltungsgesellschaft), Andreas Wagner (Rotpunkt Küchen), Stefan Waldenmaier (Leicht Küchen) and Markus Wiemann (Oeseder Möbelindustrie).

(Source VDM)

About Vivonio

Growth-oriented, responsible, competent in the industry. Vivonio Furniture GmbH and its subsidiaries are major players in the European furniture market. The further development of the subsidiaries and the use of synergy effects are objectives of the holding company: The Group intends to continue to grow by means of acquisitions that sensibly complement the product portfolio and locations – so that each individual Vivonio company contributes to the success of the Group.

Vivonio Furniture GmbH was founded in Munich in 2012 and currently comprises the following seven companies: fm Büromöbel and Leuwico (office furniture manufacturers), MAJA Wittichenau (one of the most modern production facilities for lightweight furniture) and MAJA Kasendorf (specialists in the production and sale of cash-and-carry furniture), Staud (a leading manufacturer of bedroom furniture) and the subsidiaries Noteborn and KA Interiør, which specialise in walk-in dressing rooms and made-to-measure wardrobes. The Group supplies all relevant large furniture chains as well as the office furniture trade. With its production site in Wittichenau, Saxony, MAJA is one of IKEA's largest global suppliers. With its seven subsidiaries, eight plants and approximately 1,800 employees, Vivonio generated group sales of 400 million euros last year.

Vivonio press contact:

Ulrike Woiwode

+49 89 121 1225-10

ulrike.woiwode@vivonio.com

Shortcut:

The general assembly of the Association of the German Furniture Industry (VDM) elected Elmar Duffner the new president on Wednesday, 4 November 2020. Elmar Duffner is the managing director of the Vivonio Furniture Group in Munich and has already acted as the VDM's president from 2008 to 2014. His term will be three years.

Photo credit:



Vivonio_Duffner_Elmar



Logo_VIVONIO_Group



Verband der Deutschen Möbelindustrie e.V.

VDM-Logo