

Assmann Büromöbel

The concept of adding value instead of Orgatec

Over recent years, office furniture manufacturer Assmann has evolved from being a supplier of standard office furniture to a proficient supplier of design solutions for both the price conscious market sector as well as for more upmarket requirements. In its action plan for 2010, this well-established company is confidently setting itself apart from the rest of the industry. “Instead of participating in Orgatec this year, we are going to introduce a package of measures aimed at enhancing customer loyalty,” commented Dirk Aßmann, Managing Director, on his decision.

Whilst Orgatec has proved to be a successful marketing activity for Assmann in the past, taking part in this year’s trade show does not fit with the company’s integrated corporate communications concept, Bernd Menke (Sales & Marketing Director) went on to explain. According to information received from Melle, the manufacturer has a great many plans for 2010. The action plan focuses on the complete modernisation of the communications and exhibition centre, the presentation of a new designer storage system and the introduction of an innovative market development concept. Assmann hopes that these measures will allow it to offer its specialist dealers significant added value in the working relationship.

The work on the communications and exhibition centre is due to be completed at the end of March and will be officially presented to the dealers from April. At the same time, there will be a presentation on the current status of the brand new storage system, through which Assmann is establishing itself in the upmarket sector. In this way, the manufacturer is offering its partners all the benefits of a wide selection of ‘one-stop’ products. “With this and other building blocks, Assmann has developed an innovative market development concept, which will bring a clear competitive advantage to our specialist dealers and customers,” Bernd Menke announced. He went on to say that “the company’s managers all agree that the areas mentioned above reach well beyond a mere company and product presentation and cannot be communicated sufficiently well by taking part in a trade show. They have therefore decided against going to Orgatec this year.”

About Assmann

Assmann Büromöbel supplies high-quality functional desk and storage systems. Office furniture for the lower to middle price sector is produced at the firm's modern factory in Melle. In 2006, the manufacturer launched the TriASS furniture concept, offering for the first time in the company's history an attractive furnishing alternative for design-oriented customers. Following the trend for more upmarket office furniture, the well-regarded Assmann core sales programme has been significantly upgraded in both form and function. From information held by the manufacturer, this upgrade has received very positive feedback both from dealers as well as from end customers. Traditionally sales at Assmann have been handled exclusively by specialist office furniture dealers. Working closely with these specialist dealers, much care is taken at the Melle headquarters to look after business customers. There is a focus on product quality, working to deadlines and providing a high level of service. The Assmann principle of supplying "Gute Arbeit" (good work) is evident at every stage of the process – from providing in-depth advice, the professional planning of office space and project expertise to order processing, delivery using the company's own vehicles and furniture assembly on site. Reaping the benefits of this principle is a constantly growing customer base, which includes public institutions as well as increasingly industrial and service companies.

Assmann, which in 2009 achieved a turnover of EUR 58.5 million and on an equity ratio of 65% without any bank loans, has plans to invest EUR 10 million approx. between 2010 and 2014. These investments are planned mainly for the production sector in which new facilities for pre-fabrication and cabinet assembly will be installed.