

Tradition meets modernity

Family-owned Assmann Büromöbel continues to build on its success

For more than 75 years, Assmann Büromöbel has been creating functional office furniture, with an increasing focus on design over the last ten years. Founded in 1939 as a small village carpenter's shop, the company has since grown to employ around 320 people. The brand manufactures modular furniture at ultra-modern production facilities in Melle (Lower Saxony, Germany). European sales in 2015 amounted to 97.5 million euros. Continued growth, outperforming the rest of the industry, is already on the cards for 2016: "We will far surpass the 100-million-euro mark by the end of the year," Dirk Aßmann, Managing Partner, confidently declares.

At the same time, the family-owned company remains true to its traditional values, such as a down-to-earth approach, high quality, reliable deliveries and good service. This is especially appreciated by Assmann Büromöbel's specialist retail partners. "The key factors that drove the strengthening of our market position in recent years were our Industry 4.0 approach to production, which we actually introduced back in 2006, and our consistent focus on target customers in the public and private sectors," explains Dirk Aßmann. The collaboration with specialist retailers has been particularly beneficial, complementing Assmann Büromöbel's range of modular furniture with chairs and other office furnishings. The issue of sustainability, which has been a firm part of the company's production and logistics processes since the 1990s, is becoming increasingly important. The Melle-based company continually evaluates its actions in respect of environmental, economic and social responsibility aspects.

The company will once again be enhancing its range to coincide with ORGATEC 2016. New product lines and additions to existing lines have been developed, keeping current trends in modern work environments in mind. These innovations will simultaneously meet the need for variety and individuality. "Modern work environments pose many new challenges to companies and their employees," explains Kersten Fischhöfer, Head of Marketing and Sales at Assmann Büromöbel. "We have developed future-focused product solutions that our customers can start integrating into their plans for ongoing projects right after the show."

More information about the company can be found at www.assmann.de

Images



Dirk Aßmann, Managing Director,
with his father, Dieter Aßmann, Partner



Assmann Büromöbel GmbH & Co. KG
The factory in Melle (Lower Saxony, Germany)



Dirk Aßmann,
Managing Director



Kersten Fischhöfer,
Head of Marketing
and Sales