Manufacturer **business report 2022**

Manufacturer continues its trend of growth
Total sales rise by 11.9 percent to EUR 1.659 billion

Verl. Manufacturer successfully continued its growth trajectory in 2022. With an increase in sales by EUR 177 million, the company once again surpassed the previous year's results. Sales increased by 11.9 percent from the previous year to EUR 1.659 billion.
From a macroeconomic perspective, the past business year was characterised by major challenges: A significant rise in costs and increasing uncertainty among consumers throughout the year were defining features of 2022. "However, with the aid of extensive action plans and thanks to our employees' dedication, we once more succeeded in achieving growth higher than that of the German kitchen furniture market, even under these special conditions," explains Dr. Lars M. Bopf, chairman of the board.

Sales development 2022: Continuing growth in a challenging environment

After record sales in 2021, Manufacturer achieved further growth this past year. Manufacturer sales figures rose by EUR 177 million to a total of EUR 1.659 billion. This represents growth of 11.9 percent from the previous year.

Domestic sales contributed a rise of EUR 67.3 million to this positive development. Accordingly, Manufacturer domestic sales rose by 9.7 percent, reaching a value of EUR 762.8 million in 2022.

Export sales proved to be a growth driver once again in 2022: With an increase of 13.9 percent, export sales rose by EUR 109.7 million to EUR 896.3 million. As a result, the export rate rose to 54 percent, a significantly higher rate than the industry average of 45.1 percent. "All in all, it is clear that Manufacturer is broadly positioned in markets outside of Germany," explains Dr. Bopf. "We achieved growth in sales in practically all essential export markets."

Both the company management and proprietor Werner were satisfied with this development. "This past year the coronavirus pandemic had a decreased effect on the world of business, but instead we were faced with new challenges such as a drastic increase in energy prices, high inflation and increasing uncertainty among consumers," states Dr. Bopf. "We were able to achieve growth in sales in this market environment not just due to our strategic planning but in particular thanks to our customers, business partners and dedicated employees. We are sincerely grateful to all of them."

Production and investments

The positive development in sales was also reflected in the production volume. “We once again succeeded in increasing our output volume,” says Frank Kramer, Director of Technology. “In 2022, we produced approximately 8.5 million units.” This represents a production capacity of 38,650 wooden parts per workday. In addition to the kitchen-based core segment, the company is increasingly producing units for bathrooms, living rooms, utility rooms and wardrobes.

Investments in 2022 amounted to more than EUR 100 million. As in the previous year, the two plants in Verl and plant V in Saarlouis (Saarland region) were the main focus.

Employees and training

The Manufacturer team continued to grow in 2022. By the end of 2022 the number of employees reached 4,523, an increase of 250 staff members over the previous year. As in 2021, the main focus was hiring new employees for plant V in the Saarland region. Other focus areas included new hires in the vehicle fleet and the sales department.

“Our employees are the foundation of our success,” says Michael Klein, Director of HR and Quality Management. “Manufacturer has always valued a performance-focused, motivated corporate culture with a positive work environment that inspires team spirit among our employees. A crucial factor for creating this environment is an open, appreciative management culture that creates loyalty and supports the personal development of each employee. We once again worked to promote these factors this past business year.“

In addition, new recruiting measures such as a digital applicant day and activities on social media were launched to ensure that Manufacturer maintains the necessary personnel capacities in the future. Manufacturer dedication as an apprenticeship employer serves the same goal: 45 new apprentices and work-and-study university students were welcomed in 2022.

Manufacturer in-house exhibition 2022: Increase to over 14,000 visitors

“Ready to create!“ was the motto of the Manufacturer in-house exhibition 2022. Over 14,000 visitors from approximately 65 countries accepted the invitation, allowing Manufacturer to achieve record visitor numbers with this first-class event. The exhibition covering approximately 5,000 m² included 138 creative designs for kitchens, bathrooms and living rooms and provided plenty of inspiration for complete customised living and planning concepts.

The main inspiration for Manufacturer front décors this year are warm colours and natural materials. Among the new surfaces, lacquer and lacquered laminate fronts with anti-fingerprint properties are a particular focus. They represent a real added value for the product and end consumers truly appreciate this.

Sustainability: A driver of innovation

As an independent company with an eye on the future, Manufacturer is very aware of its corporate responsibility to environmental and social issues and has long developed a sustainability concept, which is constantly being reviewed and furthered by an internal committee of experts. Eight core areas form the focus of Manufacturer sustainability strategy: Raw materials, supply chain, production, transport, retail, product use, durability and social issues. Manufacturer has already achieved measurable results in each of these areas. Manufacturer resolutely pursues the aim of CO_2 neutrality. To achieve this goal, Manufacturer inspects supply chains, uses certified materials and consistently improves its logistics.

Outlook

As a market leader, Manufacturer is well-positioned across its entire portfolio. “Our broad international presence continues to be an important factor for getting through these challenging times unscathed,” explains Dr. Bopf. “It means we aren’t dependent on the development of a single market, but are well-prepared for the future,” adds Christopher Stenze, Director of Finances. The management still sees great potential for growth in many countries and will continue its efforts to further open up these markets. “Thanks to our employees, our versatile new products, our modern plants and integrated processes, we remain well-positioned even in difficult times and are prepared for further growth,” Dr. Bopf sums up the situation. Where Manufacturer marketing strategy is concerned, its plan is to raise further awareness among consumers: In addition to online advertisements and social media marketing, Manufacturer has also created an advertising presence in a TV environment with a broad reach.

“With our strategy we have created a solid foundation for future challenges and we feel well-prepared,” Dr. Bopf explains. “In light of this, we are confident that this business year will be a successful one.”

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