

Liebherr-Hausgeräte opens customer centre in Ochsenhausen

Ochsenhausen (Germany) 6 June 2019 – Liebherr-Hausgeräte GmbH opened its new customer centre in Ochsenhausen at an official ceremony on 6 June 2019. Across an area of more than 3,530 square metres, visitors in future will be able to see for themselves the current range of fridges and freezers. More than €15 million has been invested in the new build.

On 6 June, family shareholders Isolde Liebherr and Stéfanie Wohlfarth, together with members of the management team at the Liebherr-Hausgeräte division, officially opened the new customer centre in Ochsenhausen in the presence of around 80 invited guests. Across 5 floors with a total area of over 3,530 square metres, new office space for 130 jobs as well as conference, training and function rooms have been created in addition to a large showroom covering an area of 322 square meters.

In the future, customers and visitors will be able to find out about the current range of appliances and see it 'live' for themselves. At the same time, the new premises also provides a modern contemporary working environment for employees. The very latest communication technology, for example, enables networked working, and the integration of an environmentally friendly plant wall in the reception area helps to provide an optimal indoor climate.

“We are certain that this investment will bring us even closer to our customers and that we have established the right structure to ensure the long-term success of Liebherr-Hausgeräte GmbH and our partnerships,” emphasised Stéfanie Wohlfarth in her opening address to employees and representatives from the worlds of politics, business and media.

“Following construction over the last 23 months, our new customer centre is ready for us to move into. An open location has been created where we can come together and which facilitates communication. In this modern architectural concept we will be showcasing 65 years of expertise in refrigeration and freezing. The focus on the needs of our customers is reflected both in our new customer centre as well as in our products.

Every last detail of the technologies and functions used has been thought out and designed for the modern-day lives of our customers,” explained Steffen Nagel, Managing Director of Sales & Marketing at Liebherr-Hausgeräte GmbH.

About Liebherr-Hausgeräte GmbH

Liebherr-Hausgeräte GmbH is one of eleven divisional controlling companies of the Liebherr Group. The Domestic Appliances division employs over 6,200 staff and develops and produces a wide range of high-quality fridges and freezers for the household and commercial sectors at its headquarters in Ochsenhausen (Germany) and in Lienz (Austria), Radinovo (Bulgaria), Kluang (Malaysia) and Aurangabad (India).

About the Liebherr Group

The corporate group comprises over 130 companies on all continents and employs more than 46,000 staff. Liebherr generated consolidated total sales of over €10.5 billion in 2018.

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