



MEDIA INFORMATION **PERSONALIA LAUFEN**

Laufen strengthens its organisational structure

Laufen has used the promotion of two of its managers to the top of the Roca Group to realign its top management structures to the current market environment. The Swiss bathroom brand intends to consolidate and further expand its strong global position.

The changes were triggered by the appointment of **Alberto Magrans**, the former Senior Managing Director of Laufen, as CEO of the Roca Group. Alberto Magrans appointed **Antonio Linares** to succeed him as Senior Managing Director of Laufen in November 2019, who in this function also heads the Roca Group's Central, North and Eastern Europe division.

Marc Viardot, former Laufen Director of Marketing & Products, has been appointed Corporate Marketing and Design Director at the Roca Group headquarters in Barcelona. Viardot joined Laufen in 2003 and has been responsible for the successful product management and marketing of the Swiss bathroom brand in the last 10 years. Since 2017 Marc Viardot was as well the Managing Director of the Central European Business Unit for Germany, Austria and Benelux. In his new function, Marc Viardot is now responsible for the marketing and design of the two global brands Roca and Laufen, as well as the group's local brands worldwide.

At the Swiss head office in Laufen, **Roger Furrer** has been appointed Marketing Director for Laufen. **André Michel** is assuming the position of Head of Product Management and **Alain Reymond** is the Head of Design Management, all reporting to Antonio Linares. The company expects this move to further

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focus on the individual areas and to continue the company's growth course.

The country organizations in Germany, Austria and Benelux now report directly to Antonio Linares with **Oliver Held** as Managing Director in Germany, **Eric Meijer** as Managing Director Laufen Benelux and **Christian Schaefer** appointed as Managing Director in Laufen Austria, which also includes the production in Gmunden.

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The Laufen Bathrooms AG is a Swiss company that specializes in complete solutions for bathrooms in the premium segment. Founded in 1892, the company has its headquarters in Laufen near Basel. Laufen Bathrooms today employs 2,500 people in seven Central European production facilities (Switzerland, Austria, Czech Republic and Poland) and maintains sales offices in 44 countries worldwide.

The company cooperates with well-known partners such as the design companies Kartell and Alessi and internationally renowned designers such as Marcel Wanders, Patricia Urquiola, Konstantin Grcic, Palomba Serafini, Stefano Giovannoni, Toan Nguyen, Andreas Dimitriadis and Peter Wirz.

Since 1999 Laufen has been the global premium brand of the Roca Group, a family-owned group of companies. The Roca Group employs more than 22,000 people and has more than 80 production facilities in 19 countries.

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Picture captions

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ROCA GROUP_Alberto_Magrans.jpg

Alberto Magrans, CEO Roca Group

LAUFEN_Antonio_Linares.jpg

Antonio Linares, Senior Managing Director Laufen

ROCA GROUP_Marc_Viardot.jpg

Marc Viardot, Marketing and Design Director Roca Group

LAUFEN_Roger_Furrer.jpg

Roger Furrer, Marketing Director Laufen

LAUFEN_André_Michel.jpg

André Michel, Head of Product Management Laufen

LAUFEN_Alain_Reymond.jpg

Alain Reymond, Head of Design Management Laufen

LAUFEN_Oliver_Held.jpg

Oliver Held, Managing Director Laufen Deutschland

LAUFEN_Eric_Meijer.jpg

Eric Meijer, Managing Director Laufen Benelux

LAUFEN_Christian_Schaefer.jpg

Christian Schäfer, Managing Director Laufen Austria

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