

## Press Release

13 February 2026

### Strategic further strengthening of European home market sales

### Häcker Kitchens: Smooth handover in the Export Sales Europe management team

*Rödinghausen, February 2026 – Häcker Kitchens is setting the course for the next European home market development phase. In consequence of the ongoing further sales organisation development, the Export Sales Manager Europe Jörg Varnholt will leave the company at his own request in the summer of 2026. The reorganisation is one element of a comprehensive concept for the strengthening of the European sales structure and a further intensification of the close customer relationships in the core markets.*

Jörg Varnholt has worked for Häcker Kitchens since 1 January 2007 and was initially responsible for the markets in France, the Netherlands, Belgium and Luxembourg before taking over as the Export Sales Manager Europe in 2017. In this position, he consistently focused on the further development of the markets in numerous European countries and significantly influenced the way we cooperate with our business partners and customers over many years. Häcker Kitchen's established position in the other European countries is largely due to his long-standing dedication and market expertise.

“Jörg Varnholt played a decisive role in shaping Häcker Kitchen's European export sales over many years. On behalf of the entire team, I would like to thank him sincerely for his efforts, loyalty and contribution to the development of our European markets and wish him all the best for his future career,” says Häcker Kitchens Chief Sales Officer (CSO) Matthias Berens.

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### **Strategic further development of European sales**

Jörg Varnholt's departure is one element of the strategic further development of the European home market sales organisation. As Marcus Roth (Sales Manager Germany & Austria) also left the company in late 2025, the responsibilities of the two Export Europe and Germany/Austria sales managers are being reviewed with the aim of establishing a clearer responsibility structure and ensuring an even stronger focus on market development and on driving growth on Häcker's home continent in a targeted way. The respective recruitment processes are currently underway.

With this reorganisation, Häcker Kitchens is emphasising the importance of Europe as a key sales market with an even stronger local presence, shorter decision-making processes and a more intensive exchange with business partners. The company also intends to intensify the already close cooperation between its sales, marketing and regional teams.

### **Seamless transition and clearly defined contacts**

The sales manager vacancies will hopefully be filled soon in order to ensure a seamless transition for the customers, partners and staff. During the transition phase, Thomas Klee, Sales Manager Asia & Middle East, will provide additional support to the Häcker sales team.

“Our aim is continuity – both for our business partners and for our teams. Reorganising the sales management structure makes it possible for us to create the conditions for a further expansion of our European market position; at the same time, we are also underlining the close relationships with our local customers,” says Matthias Berens.

With this clear further development of its sales structure, Häcker Kitchens is consistently continuing its already set course towards growth in its European home market with a combination of experience, continuity and future-orientation.

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### Häcker—The Company

Häcker was founded in 1898 as a cabinetmaker by Hermann Häcker and taken over by his son Friedrich in 1938. In 1965, the foundation for today's economic success was laid by the latter's son-in-law Horst Finkemeier and wife Renate through the serial production of kitchen furniture.

As an owner-managed family business, Häcker today produces fitted kitchens at five production facilities across two sites in Rödinghausen and Venne. The company offers its retail partners and employees a unique, values-driven corporate culture—reliable, responsible and exemplary.

With its product lines concept130 and systemat, as well as the brands BLAUPUNKT and h|tech for built-in kitchen appliances, Häcker offers a comprehensive product portfolio tailored to a wide range of customers and markets—from value-driven to premium.

More information about Häcker can be found on our website at [haecker-kuechen.com/en](https://haecker-kuechen.com/en) and on LinkedIn (Häcker Kitchen International).

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### Short cut:

Häcker Kitchens is continuing to strategically reorganise its European home market sales structure. In the summer of 2026, Jörg Varnholt, the Export Sales Manager Europe, will leave the company in the course of a smooth handover. The responsibilities of the Export Sales Europe and Sales Germany/Austria managers are being reviewed, and the respective recruitment processes are currently underway with the aim of a further acceleration of the company's growth in Europe, the strengthening of the already close relationships with its business partners and of ensuring a seamless transition for its customers, partners and staff.

### Image credits:



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(from left to right: Matthias Berens, Jörg Varnholt)