



## Press release

Birkenfeld, March 13, 2015

### **130 square metres of stylish tableware**

Bauscher HEPP Inc. showroom greets international clients from the hotel and gastronomy industry in the heart of Chicago

**At the centre of the thriving Fulton Market Innovation District in Chicago – and therefore just a few blocks away from the city's trendiest restaurants – HEPP and Bauscher are presenting their extensive range of porcelainware, tableware, cutlery and serving utensils. The 130 square-metre showroom belonging to North American joint venture Bauscher HEPP Inc. boasts "fine dining culture" and inspires clients in the international hotel and gastronomy scene whatever their taste – whether they have an appetite for modern design or favour timeless style. While visitors inside the historic building can feast their eyes on the various different collections, the leafy roof terrace offers enough free space for guests to catch their breath and reflect on what they have just seen. In the warmer months, the roof garden is also used to hold "visionary" client events.**

January 2012 saw the two premium brands HEPP and Bauscher enter into a commercial partnership to enable them to act as a full-line distributor on the German market, offering a range of superior-quality porcelainware and cutlery. This was followed two years later by the creation of the joint venture Bauscher HEPP Inc. in the US city of Raleigh (North Carolina), to which the holding companies of both brands, proHeq GmbH and BHS tabletop AG, belong with shares of 49% and 51% respectively. "The US market is of crucial importance to the hotel industry because numerous international hotel chains are headquartered there," explains Thomas Heinen, Managing Director of proHeq GmbH. "Adapting our sales structure to suit this market will enable us to meet the current demand there in full." Today a Key Account Manager and four regional Sales Managers, together with independent sales representatives, look after and work closely with clients throughout North America. In addition to HEPP and Bauscher, the brands WMF Hotel, Tafelstern and Luigi Bormiolo also belong to the company's portfolio. And its strategy is proving successful: "The success of the joint venture thus far demonstrates the importance of adopting different strategies that are adapted to suit local market conditions. This is why we will continue to develop innovative concepts for different countries," says Heinen.

The stylish showroom in Chicago is Bauscher HEPP Inc.'s second branch in the USA, as the company's headquarters in Raleigh contain not only the offices of its 15 employees but also a 300 square-metre studio for holding exhibitions and events.



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## Image requests

Photographic material is available to download at: <http://press-n-relations.amid-pr.com> under the search term "BauscherHepp-Showroom". We are also happy to supply files via email. Contact: [hepp@press-n-relations.de](mailto:hepp@press-n-relations.de)



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## About Hepp

HEPP is a brand of proHeq GmbH based in Birkenfeld close to Pforzheim, and is an international leader in table service and for buffet articles. Using highly specialised manufacturing processes, the company produces a world-leading range of table and serving utensils, including cutlery, coffee pots etc., as well as chafing dishes and food portioning systems. Material and craftsmanship are key, but Hepp products also lead the way in design, quality, and usability. As early as 1863, brothers Carl and Otto Hepp founded the company on these ideals, and are also rightly regarded as the founders of hotel silver. Traditional values, such as reliability and quality are just as important today, combining strong innovation, the development of new processes and products, and flexible manufacture to create the basis of the company's success. Hepp is among the world's preferred suppliers to leading hotels, hotel chains and restaurants, as well as the quality conscious volume caterers, international ferry crossings, airlines and train operators.