

19.01.2015

Masterful craftsmanship, state-of-the-art manufacturing techniques:  
Venjakob – leading through design and quality

Page 1 of 6



Press informations

[venjakob-moebel.de/en/press](http://venjakob-moebel.de/en/press)

More photos on page 5.



**Welcome to Venjakob**

## **Perfection needs people who understand their craft**

**At Venjakob masterful craftsmanship goes hand in hand with state-of-the-art manufacturing techniques. That enables the furniture makers from Gütersloh-Avenwedde to create genuine product innovations year after year that make the retail trade happy and delight all those that love their home. Also experienceable at the IMM Cologne in 2015!**

CEO Antonius Rehkemper says: "2014 was a good year for our company and we are doing everything we can to take another step forward in 2015. The goal: to take the lead! Our partners in the furniture retail trade will consistently have their noses in front with the new furniture series such as ANDIAMO and EMILIO. In this spirit we are also presenting the innovative furniture series ANNA at the IMM Cologne and are thus completely redefining the subject of modularity in furniture making."

19.01.2015

Masterful craftsmanship, state-of-the-art manufacturing techniques:  
Venjakob – leading through design and quality

Page 2 of 6

## **New furniture series: now ANNA is moving in – and everyone is cheering**

Where living and well-being are concerned, individuality plays a very special and ever larger role. Regardless of whether it's the first home of your own or if the children have already moved out: when ANNA moves in everyone is happy. Valuable, versatile, 100% modular: The corner modules that connect the bases and sides form concise joints that make exciting configurations possible in interaction with the most diverse body depths, materials and colours. A material thickness of 29 mm throughout and the masterfully crafted modules stand for the well-known Venjakob quality.

## **ANNA follows the most diverse customer wishes**

Sales director Reinhard Schnitker is also looking forward to the presentation of ANNA: "We know the market: there is a lot of modular furniture, so we are not exhibiting more of the same with ANNA. We've done our homework and we are presenting a furniture series here with which the most diverse solutions can be realised for the most diverse customers and requirements! Visitors can learn more exclusively at the Venjakob exhibition booth in Hall 10.1, B10, B20. We don't do things by half in product development – we are continuing to expand our range of chairs in particular. A good example of this is the LOVA. The cantilever chair has already won the Red Dot Award and is now also available with a high-tech mesh fabric in addition to the leather version. Naturally things are also happening where tables are concerned. At the IMM we are presenting a new dining table with a transverse extension: An oval-angular tabletop is quickly and simply converted into a large, round tabletop with space for up to eight people! So our trade visitors have reason to be excited."

## **New: [www.venjakob-moebel.de](http://www.venjakob-moebel.de)**

As a mid-size enterprise, Venjakob is particularly flexible in production and development and close to its customer's wishes. Furniture equals home and home equals well-being: those who are interested can find out what's new and what could bring them a little closer to their own dream home on the website [www.venjakob-moebel.de](http://www.venjakob-moebel.de), which was completely redesigned in 2014 – information on craftsman tradition and richly illustrated pages covering all

19.01.2015

Page 3 of 6

Masterful craftsmanship, state-of-the-art manufacturing techniques:  
Venjakob – leading through design and quality

current furniture series can be discovered conveniently from the sofa on  
Smartphones and Tablets too.

## **Service, quality, design – the complete package is decisive**

Antonius Rehkemper is confident: “We win thanks to well-thought-out functions, modern designs and service quality. We manufacture made-to-measure furniture every day in our in-house upholstery shop. Hard work goes into that and our professionals don’t leave anything to chance: we currently employ 200 qualified employees and in the Venjakob training workshop our trainees learn step by step how it goes and what distinguishes quality furniture in every detail. To put it short: Our furniture is and remains top!”

19.01.2015

Masterful craftsmanship, state-of-the-art manufacturing techniques:  
Venjakob – leading through design and quality

Page 4 of 6

## Press contact

Frank Bäumer

Phone: +49 05209 | 592-249

Fax: +49 05209 | 592-229

E-mail: [presse@venjakob-moebel.de](mailto:presse@venjakob-moebel.de)

## Alfons Venjakob GmbH & Co. KG

Friedrichsdorfer Straße 220

33335 Gütersloh

Germany

Phone: +49 05209 | 592-0

Fax: +49 05209 | 592-229

E-mail: [venjakob@venjakob-moebel.de](mailto:venjakob@venjakob-moebel.de)

[www.venjakob-moebel.de](http://www.venjakob-moebel.de)

## Company information

The Venjakob company was established in 1935 in Gütersloh-Avenwedde and stands today for design-orientated furniture that meets the highest requirements. Maximum quality is a decisive factor in this – for this reason, too, the company is a member of the 'Deutsche Gütegemeinschaft Möbel' (German Furniture Quality Assurance Association). On a floor area of 33,000 sq. metres, almost 200 employees manufacture wall units, coffee tables, stools, armchairs, dining room furniture and dining tables. In September 2012 a modern showroom was opened, which presents Venjakob GmbH's versatile range of furniture on a floor area of 2000 sq. metres. Venjakob furniture has for many years been free of harmful substances, environmentally friendly, durable and tested for sustainability, in addition to which it has been awarded the RAL quality mark. In 2013 the company won the Red Dot Award for the 'LOVA' cantilever chair.



19.01.2015

Masterful craftsmanship, state-of-the-art manufacturing techniques:  
Venjakob – leading through design and quality

Page 5 of 6

## Press photos (contained in the ZIP file)

### Masterful craftsmanship from Venjakob

Venjakob\_Manufacturing\_1.jpg



Venjakob\_Manufacturing\_2.jpg



Venjakob\_Manufacturing\_3.jpg



Venjakob\_Manufacturing\_4.jpg



Venjakob\_Manufacturing\_5.jpg



Venjakob\_Manufacturing\_6.jpg



19.01.2015

Masterful craftsmanship, state-of-the-art manufacturing techniques:  
Venjakob – leading through design and quality

Page 6 of 6

## Text and image data download

[www.venjakob-moebel.de/en](http://www.venjakob-moebel.de/en)

If you require image data for a larger form of display, please contact us:

Beate Ulrichskötter

Phone: +49 05209 | 592-266

E-mail: [beate.ulrichskoetter@venjakob-moebel.de](mailto:beate.ulrichskoetter@venjakob-moebel.de)

## Agreement on the use of pictorial material

When using the pictorial material, please indicate: © Alfons Venjakob

The pictorial material provided by us is released for editorial use. Use for other purposes (advertisements, brochures, promotional documents, etc.) is not permitted. We also cannot permit the internal editorial reworking and changing of pictures. We reserve all publication rights.