

How to turn your bathroom into a wellness zone

Hoesch is a long-established brand offering superbly designed, top-quality products with state-of-the-art technology

The roots of this traditional company go all the way back to 1742, when Leonhard Hoesch established an iron-working mill in Kreuzau-Schneidhausen (near Düren in North Rhine-Westphalia). Over the years, Hoesch developed from a metal-working company into a specialist manufacturer of high-quality bathroom products, and is today one of the leading top-end manufacturers in the bathrooms market. The name Hoesch is synonymous with wellness and outstanding design for the bathroom. Its product range includes baths, shower trays and shower cabins, whirl tubs and whirlpool systems, as well as steam cabins and generators. Since 2005, the company has belonged to the Polish shareholder group Wieslaw and Karol Podraza.

Experts in bathroom-grade acrylic, whirlpool technology and steam baths

In the early 1970s, Hoesch became the first company in Germany to manufacture bathtubs from high-quality bathroom-grade acrylic. This is a material that is kind to the skin, and it opened up new horizons for the shapes and colours of bathroom products. To this day, the company can boast undeniable expertise with acrylic as a material.

In the 1980s, the company added Roman steam baths, whirl tubs and large pools to its product range. Hoesch set new standards with the launch of the first steam cabins and showers, and by the late 1990s the company had become one of the pioneers of the wellness trend in the bathrooms sector. Later, an increasing number of multi-functional products were added, including steam baths combined with showers, Kneipp installations, heating elements, sound and light.

The primary areas of expertise of the company are acrylic, whirlpool technology and steam baths, with top-quality glass products now added to the list. The

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COMPANY PROFILE

Hoesch product range includes not only bath cladding, but also a wide choice of glass shower cabins. Hoesch manufactures its top-end products in Germany, at its headquarters in Kreuzau-Schneidhausen.

Hoesch is synonymous with sophisticated design

The name Hoesch is inextricably linked with leading-edge design. Hoesch subscribes to a brand philosophy that dictates that a truly first-rate product depends not only on perfect functionality but also on its visual impact. Good design is hugely important to Hoesch, as demonstrated clearly by the fact that the company works in partnership with international designers, including Dieter Sieger, Philippe Starck, Andrée Putman, Norman Foster, Michael Graves, Massimo Iosa Ghini and Daniel Libeskind. It has won many international awards, including the Reddot Design Award, the iF Product Design Award and the Good Design Award. These awards reflect the brand's design expertise.

Represented in 46 countries

After Germany, the most important markets for Hoesch are Switzerland, Austria and the Benelux States. In these countries, the brand manufacturer uses a three-phase sales channel to sell its products. Another key market is Taiwan. Russia, France, India and China are also important export markets. In total, Hoesch is represented in 46 countries around the world. Around 40 percent of the company's turnover is currently generated overseas.

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