

PRESSE-INFO

Double gold for experienced and lived customer service

REDDY Küchen and musterhaus küchen specialty stores are awarded the Service Champions Gold.

Dreieich, October 13, 2020: Once a year, the daily newspaper DIE WELT publishes Germany's Service Champions. From zero to 133rd place out of a total of 4,053 companies from 384 sectors surveyed - and thus immediately achieved gold status and made it into the TOP 300 - musterhaus küchen specialty stores made it through. In the industry ranking of the kitchen studios, the popular MHK umbrella brand, which is also celebrating its 40th birthday this year, is only just behind the MHK franchise subsidiary REDDY Küchen in third place. It renewed its gold status for the seventh time.

Werner Heilos, CEO of the MHK Group, sees the excellent performance of the two MHK Kitchen Associations as a confirmation of the work done by each individual MHK shareholder as well as at the association's headquarters. At the same time, the award is a confirmation of the MHK Group's leading position within the purchasing associations: "We have outstandingly well-working teams that actively support our shareholders in offering their customers not only a first-class product at competitive prices, but also the proverbially excellent service that goes with it". This includes support with online and offline marketing tailored to the target group and with the emotional design of true-to-life style worlds in the exhibition, as well as tailor-made financing concepts that support the sale of added value or experience-oriented kitchen planning, starting with online planning on the Internet, 3D presentation in the kitchen studio and recommendation marketing.

For the Group, the double award as Service Champions in Gold is a further motivation to work on expanding its market leadership with fresh ideas and tremendous passion.

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