**MHK's own brand xeno celebrates its10th birthday**

**Relaunch completed / Market launch planned in five European countries**

**Dreieich, 4. February 2021:** The year 2021 is a special one for xeno kitchens, as this year marks the 10th anniversary of MHK's own brand. Going into the birthday year, xeno is very well positioned. "We saw membership growth by ten percent last year to just over 160 outlets. Since the summer, this has also included stores in the UK," sums up Andreas Knehler, who is responsible for expanding MHK's own brands. "We want to consistently continue the step towards internationalization," Andreas Knehler reports on the further plans. In addition to Great Britain, the markets in Belgium, the Netherlands, Austria, Switzerland and Spain are also being targeted.

After 10 years, the design has also been given a makeover, which directly reflects the xeno image of the uncomplicated young kitchen brand. Image and positioning are also being sharpened. In the future, xeno will stand for a kitchen feel-good world - for a brand that convinces not only with kitchens but also with living ideas for the entire home. "Utility rooms, wardrobes, living and dining rooms ... - with these planning options, our xeno partners can significantly increase the added value within a customer commission," emphasizes Andreas Knehler.

In terms of product technology, xeno is making strong gains with new standards such as the 350 mm wall unit depth, concealed hangers, three cabinet heights as well as quartz stone panels and sliding door elements. "We are on a very good path with our own brand xeno," Andreas Knehler attests, "and together with our partners in the trade and on the supplier side, we still have a lot of plans."