**MHK Group opens new REDDY kitchen specialty store and new musterhaus küchen specialty store**

**Dreieich, 3. September 2021:** On August 27, both the MHK Group umbrella brand and the Dreieich franchise concept received new additions: While a new REDDY kitchen specialty store celebrated its opening in Darmstadt, Hesse, a new musterhaus küchen specialty store welcomed guests for the first time in Wilhelmshaven.

Jürgen Kunz had been working towards this day for almost three years. "The property search took the longest," says the former house manager of a kitchen and furniture store. "But when the contract was signed in February, everything then went very quickly." The search of the property, which is located in the former building of the Nürnberger Versicherung, centrally at a junction of two main traffic arteries, as well as the conclusion of the contract and the conversion work, were supported by the team around MHK expansion manager Markus Paul. The showroom is 250m² in size and, in addition to kitchens, focuses on the topic of climate protection. Thus, in the choice of supplier partners, attention was paid to how kitchens and electrical appliances are produced. But Küchenhaus Kunz also wants to make a personal contribution to ensuring that the forest in Germany is doing better again. "That's why we work together with the Stiftung Unternehmen Wald (Forest Enterprise Foundation) and donate a tree planted by the foundation in Schleswig-Holstein for every kitchen we sell," reports the 36-year-old "Jungunternehmer".

Celal Ciftci relied on the franchise concept when taking his step into the kitchen industry. The 37-year-old is an entrepreneur to the core, having set up and successfully managed three mobile phone stores in the past. "My interest in the kitchen industry was sparked three years ago when we privately bought a new kitchen," he reports. Afterwards, he gradually worked his way deeper and deeper into the new field, discovered its complexity and versatility leading to the opening of his own kitchen specialty store. He chose the REDDY Kitchens franchise system. "Over the past 12 months, Celal Ciftci has worked in various REDDY stores," reports REDDY Managing Director Frank Schütz. "Anyone who has met him knows that this entrepreneur not only breathes kitchen and service, but REDDY." Now, the new father of two opened his first REDDY kitchen store at Darmstadt's Möbelmeile, the connection between Darmstadt and Weiterstadt. Wife Ceren wants to join the sales of the newly founded family business after the baby break.

"With Jürgen Kunz and Celal Ciftci, our group can welcome two committed new founders to its ranks, who demonstrate entrepreneurial courage in these challenging and turbulent times and at the same time stand for the economic strength of the MHK Group," emphasizes Frank Schütz, who is also responsible for MHK Sales.