

## Family-owned company GRAEF: fourth generation joins executive management

» Franziska Graef and Johanna Graef-Krengel appointed Managing Directors in February 2026

(Arnsberg, April 2026) The German family business GRAEF, based in the Sauerland region, has reached another major milestone in its corporate history: As the fourth generation of the family to lead the long-established brand, Franziska Graef and Johanna Graef-Krengel have joined the company's executive management. Together with Hermann Graef and Andreas Schmidt, the leadership team is setting the course for a strong and sustainable future. As part of the generational transition, Franziska Graef will take responsibility for Consumer Sales, Marketing and Product Management, drawing on her extensive experience to further sharpen the company's market and brand strategy. Johanna Graef-Krengel, who has also been with the company for more than ten years, will oversee Commercial Administration, including Financial Accounting, IT and Controlling.

GRAEF has stood for outstanding product quality, "Handmade in Germany," innovation and sustainable leadership for more than 100 years – values that will continue to guide the company through this generational shift. Franziska Graef and Johanna Graef-Krengel are committed to building on this legacy, bringing in new perspectives and fresh momentum. At the same time, the company's guiding principles remain firmly in place: creating a brand experience that engages the senses, developing products that support a sustainable lifestyle at every stage of life, and delivering genuine quality rooted in expertise and craftsmanship. "For us, being a family business means taking responsibility across generations," says Franziska Graef. "We carry this tradition forward with great respect while continuing to evolve it. Our goal is to combine what has proven its value with new ideas and position GRAEF for a strong and sustainable future."

### Specialist in slicing technology with over 100 years of tradition

With a history spanning more than a century, GRAEF has established a distinctive position in the market for premium slicing technology. The core expertise of this top-tier brand lies in slicers – a segment in which GRAEF has been setting benchmarks for years and steadily strengthening its market-leading position through its high degree of specialization, deep know-how and innovation-driven approach. The company's success is built on a clear focus, a strong commitment to specialist retail partners and products that stand for the highest quality, "Handmade in Germany."

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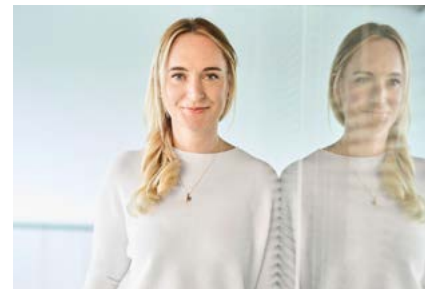
# GRAEF

For today. For tomorrow. For you.

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Fourth generation joins executive management



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## Press release

Franziska Graef and Johanna Graef-Krengel are available for interviews upon request. Further information about GRAEF can be found at [www.graef.de](http://www.graef.de) and on the company's social media channels.



### About Gebr. GRAEF GmbH & Co. KG:

Founded in 1920, Gebr. GRAEF GmbH & Co. KG from Arnsberg is one of the leading manufacturers of cutting machines for private and commercial use. The brand claim of the family-owned business, now in its fourth generation, is "For today. For tomorrow. For you." The claim underlines GRAEF's philosophy and also holds an important message for the future. Thanks to many years of expertise, technological know-how, and absolute passion, GRAEF stands for durable products meeting the highest standards of quality and design. The company's greater vision: to become the most popular and sustainable supplier of cutting technology and kitchen appliances in the market and thereby inspire customers to practice a sustainable lifestyle.

A passion for innovation, enthusiastic customers and uncompromising quality have characterized the GRAEF brand for over 100 years. The family-owned company is the market leader in all-purpose slicers and continues to set standards in this product segment thanks to the specialist expertise it has built up over decades. But the company's range also includes many other kitchen appliances. In 2024, the company realigned its areas of expertise and organized its product range into five new product worlds that reflect GRAEF's individual areas of specialization: the Slicing World with its core discipline of universal slicers, the Coffee World with high-quality portafilter espresso machines and first-class coffee grinders, the Baking World with the flagship product MYestro, the Kitchen Helpers World with kitchen appliances such as blenders, kettles, toasters and more and the pro world with slicing solutions for commercial use.

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Hermann Graef, Managing Director  
at GRAEF

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Deutscher Pressestern®  
Bierstadter Straße 9 a  
65189 Wiesbaden  
[www.deutscher-pressestern.de](http://www.deutscher-pressestern.de)

### Svenja Brendahl

Email: [s.brendahl@dps-news.de](mailto:s.brendahl@dps-news.de)  
Phone: +49 611 39539-16



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