

GRAEF remains the benchmark in the market for slicers

- » 2022 sales 12% higher than in 2019 despite pandemic and difficult market environment
- » 68% market share in universal cutters over 100 euros (value)
- » Strong international growth trajectory with trade show appearances and many new products underway in 2023

(Arnsberg, March 2023) In 2022, the owner-managed family company GRAEF, which can look back on a tradition of over 100 years, was able to further expand its exceptional position in the market for high-quality cutting technology. Slicers are the specialized premium brand's core discipline, in which it was able to grow strongly in recent years: In Covid-adjusted numbers, growth since 2019 has been a remarkable 35% higher than the market's¹. On closer inspection, around 60% of total growth in the German market for electric slicers even came from the company from the Sauerland region in these three years. The company's position is particularly strong in high-quality slicers for private households with a sales price of over 100 euros: In terms of value distribution, GRAEF's market share in this segment increased to a towering 68%. GRAEF's total sales are also growing sustainably, and in 2022 were around 12% higher than in the financial year 2019². The company's recipe for success: high-level specialization, consistent focus on specialist retailers, and slicers handmade in Germany. "High-quality products are still in demand on the market. This allowed us to use our expertise to establish a truly special position in the segment for premium slicers," says Christian Strebl, new CCO of the Gebr. GRAEF GmbH & Co. KG. "And we still have a lot planned for 2023: We want to consistently play to our strengths as a specialist and leverage them in other markets. With this in mind, this year's activities include being present at several trade shows, such as most recently Ambiente or currently Euroshop in Düsseldorf and Internorga in Hamburg."

The company distinguishes between the two segments consumer and professional (e.g. cutting technology for restaurants and food-processing businesses such as food retail). Both product segments have experienced

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Slicers are GRAEF's core business.



Christian Strebl, the new CCO at GRAEF, has planned a lot for 2023.



The SKS700 is the multi-award-winning hero product among the slicers.

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growth in recent years, across all sales channels. GRAEF is positioned as a strong partner to the specialist trade and a high-quality premium brand: Over 60 brand and product awards won since 2020 (such as “Brand of the Century,” Deutschland Favorit 2022, or the red dot award 2022 for the SKS700) speak for themselves in this respect.

Stationary electronics retail more important – strong role for GRAEF

Fortunately, traditional electronics retailers and -chains continue to play a key role in the German market in high-quality slicers and generate around 40% of all sales. GRAEF is particularly pleased by the fact that, in terms of value, more than every second cutter sold by offline retail comes from none other than GRAEF, and around two-thirds of all slicers with a retail price of over 100 euros. The family-owned company also plays a special role in slicers with metal housings, where by value 51% of the devices sold come from the Sauerland company, and with the Master M 90, GRAEF has the by far most popular device sold by stationary electronics retailers in its portfolio.³ “These figures are no coincidence, because we are always interested in long-term, value-adding and, above all, partnership-based cooperation with our retailers. That’s why we offer them full support through emotional storytelling and well-planned point-of-sale concepts. In addition, we boost floor space productivity, open up new business areas and guarantee absolute convenience in processing – after all, we cover all service areas from product idea to aftersales,” says Christian Strebl.

Plans for 2023 – trade fairs, internationalization and product innovations

In February and March 2023, GRAEF will be present at the major trade shows EuroShop (Düsseldorf, Feb. 26–March 02, 23, Hall 14, Booth D19) and Internorga (Hamburg, March 10–14, 23, Hall B6, Booth 236). At both fairs, the showcased products will include innovations for the international professional market. The company is also supporting its growth trajectory in the B-2-C market with numerous advertising, marketing and promotional activities in stationary electronics retail, as well as online. “We want to continue to grow in our core disciplines of cutting technology, food processing and also the highest quality coffee preparation – both nationally and internationally,” emphasizes Christian Strebl. Particularly important in this context: to precisely carve out the DNA of the medium-sized company. Its unchanging core characteristics include a 100% focus on quality, engineering and innovation. The company also wants to set new standards in terms of customer orientation, service and design. And, of course, for GRAEF – as a company that thinks long-term and is managed by the third generation – a sustainable corporate culture and responsible entrepreneurship are the basis for successful business.

Strong regional value chain

For example, 85% of the added value of the SKS700 fine slicer, the company’s flagship product in the household slicer segment, comes from the company’s regional surroundings in the Sauerland region. GRAEF uses only high-quality materials for its products, supports numerous sustainability initiatives, and has already demonstrated in its own field trial, “GRAEF greenfamily,” how its products can contribute to avoiding waste. In addition, the company is

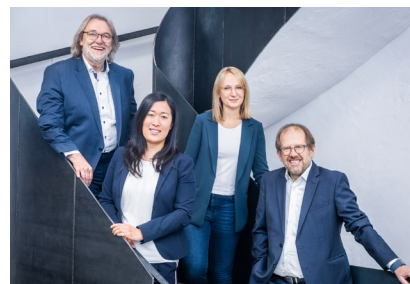
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The SKS700 was awarded with the red dot Award 2022..



The management is looking forward to the two trade fairs.



GRAEF presents some novelties at the international trade fairs.

Press release

currently running around 60 internal projects to anchor its sustainability strategy in all company processes. As a reward for these efforts, it received the PLUS X Award 2022 for sustainability. This is in line with the company's vision: GRAEF wants to become the most popular and sustainable supplier of cutting technology and kitchen appliances in the market, inspiring and supporting its customers on their way to a sustainable lifestyle. "For us, this is not an end in itself, as we believe that only responsible business practices and a long-term view will allow us all to preserve the world for future generations. And that is our ultimate goal," says Hermann Graef, Managing Director of the Gebr. GRAEF GmbH & Co. KG.

Further information on Gebr. GRAEF GmbH & Co. KG is available at www.graef.de and on the company's social media channels.

¹ GfK 1/2023, GfK Germany Panelmarket SLICERS Sales Value EUR, 2019>2022.

² GRAEF sales trends 2019–2022.

³ GfK 1/2023, GfK Panelmarket Germany, ELECTRIC SLICERS, Hitlists Jan–Dec 21–22.



About the Gebr. GRAEF GmbH & Co. KG:

Founded in 1920, Gebr. GRAEF GmbH & Co. KG from Arnshausen is one of the leading manufacturers of cutting machines for private and commercial use. Since 2022, the family-owned company, now in its fourth generation, has a new brand claim: "For today. For tomorrow. For you." The new 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.

The innovative products of the Arnshausen-based manufacturer have repeatedly set industry standards, especially its universal slicers for private households. The GRAEF company also supports consumers in their daily indulgence with portafilter espresso machines, coffee grinders, kettles, choppers, dehydrators, blenders, an ice cream maker and a multi-grinder. Nationally and internationally, its products are known for high-quality workmanship, durability, user-friendliness and sophisticated design. They have been awarded the most coveted design prizes many times and repeatedly achieved top marks in product tests. Since 2004, GRAEF has been named "Brand of the Century" multiple times – most recently in 2022, after already receiving the Plus X Award for "Best Brand of the Year 2020" and the Plus X Award for Sustainability in 2022. Also in 2020, the kitchen appliance manufacturer collected the most Plus X Award seals of approval within its product group and was named "Most Innovative Brand 2020."

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2022 GRAEF received the PLUS X Award for sustainability.

More information

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