

## Press Release

Härkingen/Gunzgen, 28 February 2024

# **The SanSwiss Group becomes RONAL Bathrooms – the company grows and moves closer to the Swiss parent company RONAL GROUP. RONAL Bathrooms unveils its new brand identity and brand family at the Salone Del Mobile in Milano.**

## **The SanSwiss Group becomes RONAL Bathrooms**

The SanSwiss Group becomes RONAL Bathrooms, the new bathroom and wellness division of RONAL GROUP headquartered in Härkingen/Gunzgen, Switzerland. Since 1 February 2024, the Swiss holding company SanSwiss AG has been trading as RONAL Bathrooms AG. The European SanSwiss sales companies will be renamed on 1 April 2024 and thereafter. RONAL Bathrooms is a wholly owned subsidiary of the RONAL GROUP and the new name emphasizes its proximity to RONAL GROUP.

Oliver Brauner, CEO of the RONAL GROUP: "The newly named RONAL Bathrooms division for bathrooms and wellness will grow gradually. It complements the main business of RONAL Wheels, one of the world's leading manufacturers of light alloy wheels for cars and commercial vehicles."

Olivier Gunther and Sebastian Hainz, Co-Managing Directors of the newly renamed RONAL Bathrooms AG: "The name change with a new brand identity recognises the growth of the company and also the fact that we have developed a good deal further in the direction of a comprehensive solution provider and reliable partner for the bathroom and wellness sector with the expansion of the brand and product portfolio and the acquisitions of GLASS 1989 (Italy), KAROL Italia (Italy) and KUDOS Group (Great Britain) last year. We will continue to grow with RONAL Bathrooms, investing anti-cyclically in the market and, together with our Swiss parent company, communicate a clear and long-term commitment to the sanitary market in our external presentation."

## **Four brands, one philosophy – with the new RONAL product brand at the centre**

The SanSwiss product brand with its well-known and comprehensive range of high-quality shower enclosures and shower trays is now called RONAL, remains the core competence of RONAL Bathrooms and forms the centre of an innovative brand family for the high-quality sanitary and wellness specialist trade.

Three further innovative brands - KUDOS, GLASS 1989 and KAROL - complete the overall portfolio of RONAL Bathrooms to form a comprehensive supplier of high-quality products.

KUDOS complements additional innovative shower doors, enclosures, walk-ins, wet rooms and trays. The elegant, Italian-made bathtubs and bathroom furniture from the KAROL brand and the special wellness products from the GLASS 1989 brand, also designed and made in Italy, round off the bathing and wellness experience. What all RONAL Bathrooms brands have in common is a passion for innovative technology, perfect craftsmanship, exceptional design and comprehensive service. The promise of quality: Together we create a unique experience for our customers. With the special diversity of its portfolio, RONAL Bathrooms redefines the design possibilities of the modern bathroom. This is communicated by the guiding principle: "The art of modern bathrooms". The new brand identity of the RONAL Bathrooms brand family and the first four innovative RONAL Bathrooms compositions will be presented at the Salone del Mobile in Milan, Italy, 16 April 2024, Hall 06, Stand D25.

### **About RONAL Bathrooms**

RONAL Bathrooms (former SanSwiss) with the brands RONAL, KUDOS, KAROL and GLASS 1989 and almost 500 employees will be the new bathroom and wellness division of the Swiss RONAL GROUP headquartered in Härkingen/Gunzgen, Switzerland, from 1 April 2024. The production sites are located in the Czech Republic, Italy and Romania, Great Britain and South Africa. The sales companies of RONAL Bathrooms with activities in the most important European countries and selected overseas markets are located in France, Germany, Italy, Poland, the Czech Republic, Switzerland, Romania, the UK and South Africa.

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### **About RONAL GROUP**

The company, headquartered in Härkingen, Switzerland, employs over 6,500 people worldwide in two different divisions. The RONAL Wheels division is one of the most important manufacturers of light alloy wheels for passenger cars and commercial vehicles. RONAL Bathrooms manufactures high-quality products for the bathroom and wellness sector. Production facilities of both divisions are located in twelve countries worldwide. Further information on the RONAL GROUP can be found at [ronalgroup.com](http://ronalgroup.com).

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