***GRUNDIG WHITE GOODS LAUNCH EVENT IN NETHERLANDS***

Grundig introduced its built-in range in Netherlands with a special launch event on 26th of September in the historical castle, Kasteel de Hooge Vuursche. The event was specifically organized for Superkeukens; the kitchen specialist channel who will sell Grundig Built -in products exclusively with its modern design kitchens. 130 shop owners and category sales managers from 42 shops joined the event.

The event started with presentations from Asogem and Superkeukens top management accompanied by a presentation from Orhan Sayman, Arcelik Regional Director, Europe & S. America- Direct Sales. The event continued with product introduction tours in the specially designed product show area in four different groups. The participants had the chance to enjoy the unique atmosphere of the spectacular castle and the beautiful surrounding during and after the event.

The agreement between Superkeukens and Arcelik was finalized during Eurocucina with our distributor Asogem. Superkeukens is one of the biggest kitchen specialist chains in Netherlands with 42 Shops through out the country.