

## Erpo and the investor AFINUM take stock

500 days after the takeover

For the upholstered furniture manufacturer Erpo, the clock has been ticking differently for 500 days now - with a new management team, new market presence and new visions. The inspiration for the traditional, medium-sized business was the takeover by the investment company AFINUM. Clear goals were defined and sustainable corporate development framework created. The management trio, Managing Director Stefan Bornemann, Jürgen Sollner and Klaus Oevermann, took over the helm of Erpo's history from the very beginning - and with great success. After being in salaried employment for more than ten years, the trio made a conscious decision for Erpo. "We were well aware that it would be far from easy", says Stefan Bornemann, who oversees sales and marketing, "but we saw the takeover as a great opportunity to bring Erpo to where we belong: Into the premiere league of German upholstered furniture manufacturers." Chief Financial Officer Jürgen Sollner summarises his managing director position thus: "It is certainly different being responsible for everything as a managing partner. You always have to think two steps ahead, solve unresolved issues and face up to unpleasant problems." But it's obvious that the trio don't have a problem with that at all. Because Erpo surprised everybody at this year's furniture fair with a clear profile of its corporate philosophy. "The Erpo Effect - The Principle of Comfort" and a well-thought out approach to trade. Klaus Oevermann oversees product development and explains implementation of the market relaunch: "In the past, the set up at Erpo was much too functional in its manner. It lacked an emotional perception of the brand and a contemporary communication concept. Each of us was convinced that Erpo products are outstanding products but we missed out on transmitting this clear message to the outside world. We are consistently working on realising our vision, on making it as easy and attractive as possible for our trading partners to sell our products. "Even in this short period of time, the new trading approach is already paying off: With a substantial increase in turnover and production at full capacity. The ambitious management trio has succeeded in conferring their spirit of optimism on to the entire Erpo team, which has grown to be a dedicated community and who want to hold their own in the fiercely competitive upholstered furniture industry.



Erpo's management trio - Stefan Bornemann, Jürgen Sollner and Klaus Oevermann (from the left) shoulder to shoulder on the 2.5 seater "Trento".