

## **bulthaup opens world's largest exclusive showroom in Shanghai**

Aich, February 2008 – On February 28, bulthaup opened its first showroom in China in Shanghai. The grand opening of the world's largest bulthaup showroom was celebrated with an event for around 450 invited guests. Situated centrally next to the prestigious Porsche and Mercedes Benz showrooms, the new bulthaup showroom offers kitchen planning, living space concepts and innovations in a space of around 800 square meters. In addition to the bulthaup monoblock, the showroom features three bulthaup b3 kitchens as well as a six-meter-long kitchen island that offers space to cook and communicate for up to 40 people. The new showroom provides a platform for communication and a place to meet for the city's consumers, architects, developers, designers and international guests. "In Shanghai too, we've implemented the bulthaup brand statement in an architecturally perfect manner and we are presenting the philosophy of the bulthaup living space in an impressive way," explains Gerald O. Stenzenberger, Chairman of the Board of Bulthaup GmbH & Co KG.

## **bulthaup: The international success story continues**

Since the 1970s, bulthaup has operated on an international scale and is now represented in over 50 countries worldwide. "We are absolutely delighted to be expanding into China too," says Gerald O. Stenzenberger, Chairman of the Board of Bulthaup GmbH & Co KG. "After a very successful year in 2007, this step is of key significance to us, since we regard Asia as the most important growth market for our brand along with the USA and Europe. In Madison, we have sourced a competent partner for Asia and we look very much forward to working with them."