

Press release

hülsta is present at the Milan Furniture Fair

Stadtlohn, 12th April 2007. The brand manufacturer hülsta will be present as an exhibitor at the Milan furniture fair, in the Salone Internazionale del Mobile, for the ninth time in succession this year. This furniture fair, which is taking place on the 18th to the 23rd of April 2007 and which brings together the entire, "who's who" in furniture design, will also be open to the public for two days. The fair promoters are expecting about 225,000 visitors in Milan.

hülsta will be presenting a cross-section of its design oriented furniture ranges, as an excerpt from its complete brand collection. Our intention is to appeal to visitors from the international markets, in particular. Dr. Bernd Göbel, the company's managing director, says: "our presence at the Salone del Mobile is just one instrument of our international marketing strategy for the hülsta brand, which we shall continue to follow consistently in the years ahead".

Last year in 2006 hülsta, achieved a total turnover of 297 million new role was with the help of 1470 employees. Investments in marketing and sales promotions made up around 6.9% of its turnover. The intention is to systematically increase the popularity of the brand on the international sales market; at present, it lies at around 80% for the premium market Segment in Germany.