

Weiden/Birkenfeld, Germany, November 30, 2011

## **Marketing cooperation for professional porcelain and cutlery begins in January 2012**

BAUSCHER and Hepp: A strong alliance of leading brands for the hotel, gastronomy and catering markets

**The porcelain manufacturer BAUSCHER, a brand of BHS tabletop AG, and Hepp, a leading international provider of hollowware and serving equipment, will begin marketing cooperation in the German market, starting from January 1, 2012. As part of this, the sales team from BAUSCHER will promote the nationwide sales of Hepp products. In cooperation with qualified specialist German retailers, both companies will now operate as full-range providers with a package of high-quality porcelain and cutlery. The cooperation includes the hotel, gastronomy and upscale catering markets. Hepp's Hospitola product range is excluded from the cooperation agreement. BAUSCHER's previous cooperation with the Pinti cutlery brand will end on December 31, 2011.**

The sales cooperation between BAUSCHER and Hepp will bring together two illustrious names in the field of fine tableware. Based in Weiden, Germany, BAUSCHER is one of the strongest and largest German brands of porcelain in specialized retail. For 130 years, it has stood for not only excellent design, but also for outstanding expertise in problem solving and logistic strength. From Birkenfeld in Baden-Wuerttemberg, Germany, Hepp is Germany's oldest factory specializing in cutlery and serving equipment, thus opening up new strategically relevant target groups. Hepp is one of the most important providers of hollowware and the brand represents high reliability and quality, as well as innovation and flexibility.

### **Additional Informationen**

#### **BAUSCHER**

Christian Wolfram  
Engel & Zimmermann AG  
Unternehmensberatung für Kommunikation  
82131 Gauting  
Tel.: 089 / 893 563 3, Fax: 089 / 893 984 29  
info@engel-zimmermann.de

#### **Hepp**

Carl-Benz-Str. 10 – 75217 Birkenfeld  
Tel.: +49 7231 4885-0 – Fax: +49 7231 4885-83  
presse@hepp.de – www.hepp.de

#### **Presse- und Öffentlichkeitsarbeit Hepp:**

Press'n'Relations GmbH  
Andrea Wagner  
Magirusstraße 33 – D-89077 Ulm  
Tel.: 0731 96287-20 – Fax: 0731 96287-97  
hepp@press-n-relations.de - www.press-n-relations.de

### **About Bauscher**

Bauscher Weiden, Europe's largest and most modern manufacturer of hotel porcelain, has been synonymous with fine tableware in the hotel and gastronomy business for 130 years. Whether for German or international top restaurants, catering or for hospitals and assisted-living homes – with production of up to 120,000 pieces of porcelain daily, the world's first specialist in professional porcelain opens up a new dimension of hospitality with creative porcelain ideas. Since its founding by the brothers August and Conrad Bauscher in 1881, the company has promoted professional, elegant and well-designed solutions with a view toward functionality. Today, porcelain from Bauscher, a brand of BHS tabletop AG, is used in over 120 countries around the world.

### **About Hepp**

Hepp, based in Birkenfeld near Pforzheim, Germany, is one of the leading international providers of hollowware. The company produces the world's most diverse assortment of hollowware and serving equipment in highly specialized manufacturing processes – from cutlery to coffee jugs to chafing dishes and food distribution systems. The focus is on materials and processing, but Hepp products also meet the highest demands for design, quality and use. Brothers Carl and Otto Hepp founded the company in 1863 with this in mind and are rightly considered to be the inventors of hotel cutlery. Traditional values such as reliability and quality still apply today and, together with innovation, the development of new processes and products, and flexible manufacturing, form the foundation of the company's success. Hepp is one of the world's preferred suppliers of leading hotels, hotel chains and restaurants, as well as quality-conscious large caterers, international cruise lines, airlines and railroad companies.