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SHOWER ENCLOSURES

ALNO BRAND RELAUNCHES INTO THE UK



Neue Alno GmbH – the company that was formed through the acquisition of Alno AG assets by investor RiverRock last year – has relaunched into the UK market.

The kitchen manufacturer will serve the UK market directly from its 82,000sq m factory in Pfullendorf, Germany with a dedicated UK service team, it said.

Alno UK, the UK division of former company Alno AG, fell into administration in September last year after its parent company suspended production, causing supply issues.

Neue Alno currently employs 320 staff. The company

said it is “now a single-brand manufacturer aiming at the upper-middle sector of the market”.

Neue Alno announced its new AlnoActive kitchen range earlier this year, concentrating on melamine laminate and lacquer laminate front materials for kitchen furniture. “Neue Alno is focusing on international markets and the UK is a core market for the future,” CEO Thomas Kresser, pictured.

“We are investing into our brand Alno in order to attract end consumers for the kitchen specialist dealers. Our values are high quality, quick delivery times and excellent customer service.”