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# PRESSINFORMATION

OMEGA AND GRASS ARE TO  
JOINTLY SHAPE THE FUTURE OF  
HOME LIVING



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ENGLISH

## **OMEGA and GRASS are to jointly shape the future of home living**

**UK kitchen manufacturer OMEGA PLC and fittings specialist**

**GRASS have agreed a long-term brand partnership. Urbanisation, housing shortages, changes in purchasing behaviour, the growing importance of online business, price pressure, digital transformation, the smart home, batch size 1 manufacturing, increasing competitive pressure and, not least, Brexit – the challenges facing the European furniture industry are many. Reason enough for these two companies to combine their strengths, utilise synergies and work together to tackle the changes. In addition to joint marketing activities, the development of new sales concepts will be a major focus.**

OMEGA and GRASS have announced a wide-ranging collaboration. The goal is to strengthen the competitiveness of both companies and, in times of rapid changes in the furniture industry, to combine strengths and jointly master the challenges that lie ahead. "Albert Einstein once said that sharing knowledge is critical for progress. Forming the right alliances for progressive furniture concepts is therefore a logical and appropriate step," says GRASS Group CEO Albert Trebo, commenting on the background to the forward-looking partnership. "OMEGA's key competence is crafting quality kitchens. Our key competence is developing functional movement systems. Together, we're a unique team of furniture specialists who can herald a new era in furniture making and marketing." The brand partnership is aimed at enabling both companies to develop new furniture concepts, to ensure the manufacture of optimally

matched furniture elements and functional components, to create the perfect offer for the relevant target groups, and to explore new sales channels – while preserving their unique brand attributes.

### **Two companies invest in the future**

“Growth is only possible if you create the right conditions,” says Albert Trebo. In this respect, both brand partners are equally well prepared. Over the past seven years, OMEGA has invested some £25 million in the automation and expansion of its manufacturing base in South Yorkshire. In addition to an in-house paint spraying facility and a wide range of new automated manufacturing equipment, a new 76,000 sq. ft. warehouse has been built, enabling capacity to be doubled. GRASS also recently invested around 100 million euros in the future: in mid-2018, the foundation stone was laid for a new distribution and logistics centre covering 43,000 m<sup>2</sup> in Hohenems, Austria. For the company belonging to the WÜRTH Group, this is the biggest investment in its history, marks a clear commitment to its Vorarlberg location and reflects the fact that the specialist for movement systems is setting its sights on growth.

### **The way we live is set to change**

How will we be living in 15 years from now? Futurologists agree on one thing: by 2030, 70% of the world’s population will be living in megacities. Today’s metropolises will grow into megacities within a few years. Housing will become a scarce and unaffordable commodity. It is therefore inevitable that the requirements to be met by architecture and furniture will change completely. Where will we buy furniture in 15 years’ time? Will we actually still be buying it, or will it be hired or shared? Will

the furniture showroom in the industrial area be the first port of call, or will we order our kitchens and furniture online? Perhaps it will all be entirely different. For many years, GRASS Global Brand Manager Harald Klüh has maintained an ongoing dialogue with trend researchers and other experts worldwide on the topics of the home, work and life in the future. He envisions the following scenario: "I could imagine home living in the future as being like staying at a hotel. We shall be using fully equipped homes, rather like today's holiday apartments." The question that arises with this vision is who will decide which furniture is placed in these "apartments"? Who will be the customers of OMEGA and GRASS in the future? The two companies intend to explore this and many other questions, and look for new solutions.

### **Project business as growth driver**

In the next five years, Europe can already expect to see a growing demand for fully furnished properties. What has long become the norm in Asia, the Middle East, North America and the UK will also establish itself in Europe as a whole – large residential projects that are handed over to the purchasers or tenants on a turnkey basis. In contrast with today, fully equipped homes will be offered in the future. Kitchen, bathroom, living room, bedrooms will all be fully furnished and fitted, and ready to receive the occupants. Even the TV set, sound system and coffee machine will be included in the price of the package. "Housing projects of this kind have their own set of rules and their own particular requirements," says Harald Klüh. "OMEGA is optimally equipped for this business and is the ideal partner for GRASS."

OMEGA supplies high-quality British-made cabinetry and certainly ranks amongst the most ambitious kitchen manufacturers in the UK. Since its foundation in 1992, the company has evolved into a major player in the sector and is regarded as a pioneer in the areas of design, computer-controlled manufacturing and marketing. Its branded kitchens are sold through specialist retailers throughout the UK. Flat-pack or pre-assembled – OMEGA is one of the few furniture manufacturers who offer both options. This special feature makes the Yorkshire-based kitchen specialist an expert when it comes to providing advice and support for national and international property clients.

**1 + 1 = 3. The whole is greater than the sum of the two brands**

Harald Klüh regards collaborations as the key to success and sees the new brand alliance as a huge opportunity for both collaboration partners. He knows that collaboration between brands has established itself as a highly successful business model. Brands can mutually energise each other and together grow their business. Brand partnerships of this kind are always of particular interest when two areas of expertise harmonise and form a consistent and complementary combination. "When, for example, RECARO seats are fitted in the new FERRARI model or GRASS movement systems in the new OMEGA kitchen. Then both brands can profit from each other," explains the brand expert. In addition to the reciprocal transfer of brand attributes, the highlighting of brand-name components raises awareness, enables differentiation and creates additional selling points.

## **OMEGA moved by GRASS**

The importance of movement systems in the assessment of kitchens and furniture can be observed very precisely at furniture trade shows. When consumers step up to an item of furniture on display, their first reaction is always the same: they touch the exhibit and open a drawer, a door or a flap. Furniture can only be experienced by opening and closing it.

Movement systems bring furniture to life. "Strictly speaking, what we contribute with our drawer, hinge and flap systems is not only superlative functional technology but also, and in particular, an emotional experience," says Harald Klüh. "And to ensure that the value of this emotional experience is perceived by the consumer and understood as an added value, it's important to draw attention to the special qualities of our movement systems. This is precisely what we hope to achieve through our brand partnership with OMEGA."

## **Anyone who buys OMEGA should know that GRASS movement systems are inside**

GRASS supplies to the world's top-notch furniture manufacturers – be they Italian star designers, luxury craftsmen, fully automated volume manufacturers or the innovative cabinet maker around the corner. Fittings from GRASS make the difference, ensure perfect movement and have been proven millions of times over. Worldwide, 30 million households have kitchens with GRASS fittings. "We're the leading global developer and manufacturer of functional movement systems for exclusive furniture," adds CEO Albert Trebo. "We shall be contributing this expertise to the brand partnership with OMEGA." The UK kitchen

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manufacturer has long recognised GRASS products as highly reliable, innovative functional components. OMEGA has been using movement technology from GRASS for almost 20 years. Leading this long-standing partnership towards a successful future is the goal of the agreed collaboration. Despite the uncertainties of the UK's upcoming departure from the European Union, the companies OMEGA and GRASS have decided in favour of a long-term collaboration. "Working together will enable us to master whatever the future may bring," says GRASS CEO Albert Trebo.

**Caption/ shortcut:**

UK kitchen manufacturer OMEGA PLC and fittings specialist GRASS have agreed a long-term brand partnership. Urbanization, housing shortages, changes in purchasing behaviour, the growing importance of online business, price pressure, digital transformation, the smart home, batch size 1 manufacturing, increasing competitive pressure and, not least, Brexit – the challenges facing the European furniture industry are many. Reason enough for these two companies to combine their strengths, utilize synergies and work together to tackle the changes. In addition to joint marketing activities, the development of new sales concepts will be a major focus.

Image:



GRASS-OMEGA-Logo  
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## **GRASS Movement Systems**

A globally successful group of companies, a fresh brand with tradition and an extraordinary diversity of perspectives – that's GRASS in a nutshell. With sales revenues of 391 million euros in the financial year 2018, some 1,900 employees at 18 locations and more than 200 distributors in 60 countries, GRASS ranks among the world's leading specialists in movement systems. As development partner and systems supplier to the furniture industry, GRASS has been creating products which inspire its customers for over 70 years. GRASS drawer, slide, hinge and flap systems are brand-name products that move the furniture of prestigious brands.

## **GRASS Group Factbox**

Owner:	Würth Group
Management Board:	Albert Trebo, Thomas Müller
Employees:	about 1,900 employees worldwide
Sales revenues 2018:	391 million euros
Production companies:	Austria: Höchst, Götzis and Salzburg Czech Republic: Krumlov Germany: Reinheim USA: Kernersville NC
Sales companies:	Australia: Melbourne Canada: Toronto China: Shanghai Germany: Ofterdingen, Verl Italy: Pordenone South Africa: Cape Town, Johannesburg Spain: Iurreta Sweden: Jönköping Turkey: Istanbul USA: Kernersville NC UK: West Bromwich

## **Omega PLC Factbox**

Owner:	OMEGA International Group PLC
Founder and Chairman:	Sir Bob Murray CBE
Management Board:	Simon Barber, Richard Adam, James Murray
Employees:	Around 500
Sales revenues 2018:	£50 million Pounds
Production company:	Thorne, Doncaster, South Yorkshire, UK
Production:	around 18,000 kitchens per year

### **OMEGA PLC Short profile:**

OMEGA PLC is a brand leader in the design, manufacture and marketing of high quality fitted kitchens and furniture which are sold through specialist kitchen shops throughout the UK. OMEGA PLC was founded in 1992 by Sir Bob Murray CBE, Francis Galvin and Newton Winfield with the aim of creating a large greenfield do-it-yourself business in Yorkshire. Since 1996, Omega PLC has been producing quality kitchens on a dedicated 400,000 square metre complex. The company is headquartered in Thorne, near Doncaster. The purpose-built Yorkshire-based manufacturing complex incorporates the latest technology in the production of fitted kitchen furniture in the UK. Computer-aided design and computer-controlled production facilities work on OMEGA's four brand worlds: Sheraton, Mackintosh, English Rose and Chippendale. OMEGA's brand ambassador is the passionate architect, creative director, television presenter, author and lecturer George Clarke.

## **Short profile Sir Bob Murray CBE and OMEGA PLC**

Sir Robert Sydney Murray, CBE was born on 3 August 1946 in Consett, County Durham and was best known as a businessman beyond the borders of Great Britain through his chairmanship of the Sunderland AFC football club. From a teenager with a middle school diploma to working as an accountant to a successful businessman, who later not only made up for his high school diploma and studies, but also made a fortune by selling Spring Ram. Spring Ram, aimed at the rapidly developing DIY, kitchen and bathroom market, in 1989 had over 3 million square metres of operating, production and storage space, 2,000 employees and a profit of £25 million a year.

In 1992, together with Francis Galvin and Newton, he founded Winfield, all former directors of Spring Ram, OMEGA, and still holds the chair to-day. Named after the last letter of the Greek al alphabet, Sir Bob Murray stated in an interview in early 2019 that OMEGA was his last act and that he would always be with OMEGA. The company was founded on brand, service and quick fixes. Since 1996 OMEGA PLC has been producing quality kitchens on its own 400,000 square metre complex, now employing some 500 people. The company is a British producer, as it has been able to gradually attract and retain the region's professionals through a slow and continuous expansion process. Sir Bob Murray sees OMEGA as a family business and his son James joined the board in 2017.

More information about Sir Bob Murray at Bob Murray unter <https://www.sirbobmurray.com>

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**Press Contact**

Further information can be requested by contacting our PR agency,  
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