

BLAUPUNKT Expands in Australia



Germany-based Haecker Kitchen, one of the largest kitchen manufacturers making their kitchens in Germany, has launched its innovative and high-quality line-up of BLAUPUNKT appliances in Australia.

The BLAUPUNKT Global Brand Community member has sold more than 100,000 units of BLAUPUNKT branded major domestic appliances in 17 countries each year.

A high percentage of the Australian portfolio has been developed and is manufactured by a subsidiary of the former BLAUPUNKT owner and another Large European factory.

For many decades, the BLAUPUNKT aftermarket business belonged to the German company Bosch. In 2010 BLAUPUNKT was taken over by the Munich based asset management company Aurelius Group and was transformed into a community of independent licensees that are quality controlled by GIP Development SARL.

"A major factor of success in the licensing approach is the selective nomination and strict control of new licensees to develop a favorable brand reputation and visibility. All licensees, no matter what their intentions, must be suitable for our brand profile. Otherwise, we reject their application."

"This ensures that our licensees deliver quality products under the BLAUPUNKT brand and that they fulfill all legal and market requirements. By being so selective, we eliminate the possibility that one licensee can negatively interfere with another."

Says Andrzej Cebrat, Managing Director of the BLAUPUNKT Global Brand Community.

"We are free to choose our products. But quality plays an essential role for BLAUPUNKT, and it is also crucial for our main business, the manufacturing of German kitchens. In many regions, we exclusively sell BLAUPUNKT appliances as a part of our high-quality kitchens. We cannot tarnish our pristine 70-year business reputation with low-quality BLAUPUNKT products. This is why we develop and manufacture our appliances with experienced market-leading A-brands and world-class manufacturers. We have seen the BLAUPUNKT Community management put great emphasis on quality when selecting the new licensees for each region. As we are holding the license rights for nearly the entire world, this fact is indispensable for our business."

BLAUPUNKT Global Brand Community expands its footprint in Australia

High Quality innovative kitchen appliances launched.

Says Olaf Thuleweith, CEO of HK Appliances.

Before stepping into the Audio and TV business by nominating the Sydney based AYONZ as their new licensee BLAUPUNKT was already selling car radio products for decades in Australia.

AYONZ is a perfect match for the BLAUPUNKT brand. With their innovative Audio and TV line-up, including a Google certified Android TV selection, they exemplify the brand promise: "Quality products, at a fair price, that perform as advertised."

"When we took over the BLAUPUNKT Audio and TV business in Australia, we quickly recognized that the existing licensees made BLAUPUNKT a well know name with top-tier suppliers. We were surprised to see that even one of the largest mobile phone producers, one that produces the world-famous phones of an iconic American brand, had a very close working relationship with BLAUPUNKT. This makes it very easy for us to deliver great quality at a fair price because we are a part of BLAUPUNKT Community."

We are happy to see the new line-up of quality BLAUPUNKT branded kitchen appliances brought to Australia. This will make BLAUPUNKT an even more highly recognizable brand in the region."

Says Ziad Yaacoub

Today BLAUPUNKT Audio and TV products are available at all major retail, and e-tail shops throughout Australia such as Narta Group, Jb Hifi, Bing Lee, Catch, Office works, TVSN, Cheap as Chips, Amazon, Big W.

About BLAUPUNKT

BLAUPUNKT was launched with the advent of headphones produced in Berlin, Germany featuring the "blue dot" stamp of quality. The BLAUPUNKT brand was officially born when it was trademarked in 1924.

The BLAUPUNKT brand went global through the manufacturing and distribution of radios, car radio products, consumer electronics, and professional equipment for sound and video studios through 1996. After a brief 14-year hiatus to focus entirely on car audio and multimedia sets, the expansion into broader consumer hard and soft goods was initiated through the launch of the BLAUPUNKT Global Brand Community in 2010.

Fast forward to 2020, the BLAUPUNKT brand remains anchored by sensibly priced high-quality products and consumer experiences driven by a community of 40 carefully selected licensing partners around the globe, called the BLAUPUNKT Global Brand Community.

Each SKU launched by the licensees is checked, monitored, and approved by the brand owner GIP Development SARL, Luxembourg.

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