

Flums, 30 August 2023

## **W. Schneider+Co AG: Daniela Koch becomes new CEO**

**Daniela Koch will take over the management of W. Schneider+Co AG in Flums SG on 1 January 2024.**

As new CEO, Daniela Koch brings extensive experience in marketing and sales in the sanitary industry. Most recently, she was a member of the Executive Board at Schneider, responsible for marketing, product management and business development.

For over 20 years, Daniela Koch has been working in marketing and sales, where she held various positions at well-known companies in industry, telco/IT and on the agency side. She was at Geberit for over 10 years. There, she was responsible for an area of international marketing and reported directly to Group Executive Board. Previously, she was Head of Marketing at Schulthess Waschmaschinen.

Daniela Koch follows Martin Holenweg, who decided to sell the company to Kowema AG as part of a long-term succession plan together with the previous owners. He will continue to support the company as a member of the Board of Directors.

### **About W. Schneider + Co AG**

W. Schneider+Co AG ([www.wschneider.com](http://www.wschneider.com)) has been a household name for “Made in Switzerland” mirror cabinets and illuminated mirrors for over 70 years. The company was established in 1953 in Langnau am Albis, Switzerland, by Walter Schneider. In Switzerland, Schneider has long since become the market leader in durable mirror cabinets and illuminated mirrors made of high-quality materials to high design standards. In addition, the company serves selected markets in Europe. Schneider manufactures the mirror cabinets and illuminated mirrors in Switzerland at its own factory in Flums. The company employs about 80 people. To date, Schneider has designed and produced more than three million mirror cabinets in its own factory in Switzerland. The company has been part of the Kowema Group ([www.kowema.ch](http://www.kowema.ch)) since July 2023.

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