

PRESS RELEASE

Varel / Bayreuth / 29 November 2019

---

Today Friesland Porzellan announced that they have reached an agreement on the acquisition of the Walküre brand and certain product lines.

For more than 115 years Walküre has manufactured high-quality porcelain bearing the stamp "Made in Germany" from Bayreuth. With a very clear philosophy: consistent usage of most modern technology, top brand quality, expert for specialty professional tableware, fast response to constantly changing customer wishes and finally – a modern design.

Friesland Porzellanfabrik GmbH & Co. KG is a traditional German company that is specialized in the manufacture of porcelain and stoneware tableware for over 60 years. In 1953 the company was founded by Horst Bentz under the name "Porzellanfabrik Friesland". Initially, the company primarily produced consumer porcelains. Friesland porcelain stands for clear forms and high functionality as well as consistent handmade quality "Made in Germany".

Friesland believes that with this acquisition a strong brand with a rich history will be retained. It is the wish and ambition to further expand the proven formula for success. Walküre has an excellent market position, a large customer base and reliable partners.

The brand itself and philosophy of Walküre fits perfectly within Friesland. With the collections; Alta, Classic, Fireproof and NYNY, Friesland has the opportunity to strengthen its position within the gastro and hospitality industry. Both in Germany and abroad.

Friesland will strive to continue the high quality and good service. The production of the Walküre products will be implemented in the factory of Friesland and the customers will be delivered from Varel. Friesland is honored to work with Walküre and will do its utmost best to continue the existing good relationships.

---

For more information

Friesland Porzellanfabrik GmbH Co. KG  
Rahlinger Straße 23  
26316 Varel  
Phone +49 4451 17-0  
Email [info@friesland-porzellan.de](mailto:info@friesland-porzellan.de)  
[www.friesland-porzellan.de](http://www.friesland-porzellan.de)

Porzellanfabrik Walküre GmbH Co. KG  
Gravenreutherstraße 5  
95445 Bayreuth  
Phone +49 9 21-7 89 30 -0  
Email [info@walkeure.de](mailto:info@walkeure.de)