

## 70 Years of Emsa: Ideas and Quality for Life



Everyone's heard of the colourful Samba vacuum jug, the practical Travel Mug and the Landhaus planters for balconies and gardens. Emsa's varied product range offers all sorts of colourful ideas for everyday life. At home, on the go, young, old, single or living with family – Emsa has the perfect product for everybody. Now the Westphalian company is celebrating its 70th anniversary.

These days, Emsa is one of the leading manufacturers of homes and garden products. Originally founded in 1949 as 'Franz Wulf & Co. Plastikwarenfabrik', the company's success story began four years later with the practical butterfly drip-catcher tray. For the past seven decades, Emsa has been developing innovative products for everyday life. Emsa's products are always somewhere nearby, ready for that comforting afternoon coffee break, a quick lunch to go or a spot of balcony gardening. As well as looking great, these products are also ingeniously functional little helpers.





70 years is a significant milestone, but for a company like Emsa, that's no reason to start slowing down. Quite the opposite, in fact: the range is regularly growing with the addition of new ideas for indoor and outdoor living. In the past five years alone, Emsa has developed more than 1700 new products. And once again, the company's latest triumph shows that Emsa is a real trendsetter. Smart Garden Click & Grow is a modern indoor garden that allows fresh herbs to be planted and harvested without a fuss in any city home.

Emsa always has its finger on the pulse and is constantly engaging with topics such as sustainability, urban gardening and meal prep. "With our innovative, varied and constantly changing product range, we offer our customers modern solutions for all kinds of everyday situations," says Max Harryson, CEO of Emsa GmbH. Emsa's products have been awarded numerous design and consumer prizes.

The vast majority of goods in the range are produced in Emsdetten, Westphalia: quality products made in Germany, perfectly in keeping with Emsa's philosophy. Around 370 members of staff are employed at our factory in the Münster region, where this colourful world of ideas comes to life. The food storage containers from the Clip & Close series are made here, for example, as are the popular Samba vacuum jugs and the products from the Landhaus gardening series. The company has been demonstrating its flair for forms, surface textures and materials for the past 10 years with the planters and fountains from the premium brand Esteras by Emsa. The same goes for the hand-made terracotta products from the Terraneo collection, which create an extraordinary impact in the garden or on the terrace or balcony.



[www.emsa.com](http://www.emsa.com)

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## About Emsa

### My World. My Home.

Coming home and feeling good – that's what the EMSA brand is all about. Whether at home, in the garden or on the go: We want to inspire you every day anew – with innovative products, trendy colours, excellent designs and the very best functionalities.

From the vacuum jug and practical products for on the go, to clever kitchen aids and stylish trays up to unique food storage containers and decorative planters for the garden – be inspired by the diversity the world of EMSA has to offer.

### Quality & Responsibility

That's what we stand for – around the world, today and tomorrow!

For more than 65 years, EMSA has been committed to leading-edge brand quality with a responsibility for mankind and his environment. Sustainability is at the core of our actions and also defines the entire value chain – starting with the use of raw materials, to the deployment of energy-efficient production facilities, to the very strictest quality controls.

Germany as a location also plays a very important role in this: More than 400 employees work here every day in a world full of good ideas "made in Germany". More than 750 employees contribute to these ideas all over the world.

Since 2016, EMSA belongs to the French corporate group Groupe SEB, which is active in nearly 150 countries with brands such as Krups, Rowenta, WMF and Tefal as a global reference for electrical appliances – with worldwide more than 32,000 employees.

Source: [www.emsa.com](http://www.emsa.com) (March 27th, 2019)