

## **Hettich Group turnover up almost 10 per cent in 2022**

**2022 年海蒂诗集团业绩增长近 10%**

**€ 1.5 billion turnover in 2022**

**2022 年营业额达 15 亿欧元**

**The Hettich group of companies, one of the world's largest manufacturers of furniture fittings with headquarters in Kirchleingern, generated sales of around € 1.5 billion in 2022. Having already grown by over 26 per cent in 2021, Hettich saw a further year on year hike in sales of some almost 10 per cent in 2022. 74 per cent of business was done abroad. Worldwide, Hettich invested € 125 million in new products, buildings and machinery. Hettich currently employs around 8,000 colleagues around the globe, almost 3,800 of them in Germany.**

海蒂诗集团是全球最大的家具五金配件制造商之一，总部位于基希伦根，2022 营业额约为 15 亿欧元。继 2021 年取得 26% 的增长后，2022 年海蒂诗的营业额进一步实现同比增长近 10%。其中，海外业务（此处指德国本土市场以外的业务）占比 74%。海蒂诗 2022 年在全球范围内出资了 1 亿 2500 万欧元，用于新产品开发、工厂建设和生产设备方面的投资。目前，海蒂诗在全球共拥有约 8000 名员工，其中近 3800 名员工位于德国。

### **High demand is now being followed by consumer reluctance to buy**

**高需求趋势放缓 消费者更为审慎**

The upturn in demand in the home furnishings market that started in the 2nd half of 2020 continued to mid 2022. Home

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improvement, home furnishings as well as DIY were high on consumers' agenda across the globe. Many people were investing in their own four walls. The Hettich group of companies did its best to work with its customers in an effort to bring new and beautiful home furnishing solutions to as many consumers as possible. Hettich underpinned this trend with its solutions for the DIY sector. In the second half of the year, the lasting boom in the furniture market was in many countries followed by noticeable restraint on the part of consumers. In 2022, high levels of inflation in most parts of the world along with rising electricity and gas costs resulted in soaring prices not only for Hettich as a company but also for consumers. "Prices for necessities, consumer staples, energy and furniture rose to such an extent in 2022 that consumers in many of the world's regions began to reprioritise their purchasing decisions," explains Jana Schönfeld, Managing Director of the Hettich Group.

家居市场的需求从 2020 年下半年起不断回升并一直持续到 2022 年中。改善家居装修、家居商品和家装 DIY 项目依然是全球消费市场的热点。许多人愿意把钱花在自己居住的居家环境上。海蒂诗与客户紧密合作，努力为更多的消费者提供新颖、美观的室内空间解决方案。得益于 DIY 部门所提供的丰富解决方案，海蒂诗也能时刻紧跟热潮。2022 年下半年，家居市场冲高回落，诸多国家和地区的消费者购买家居产品更为审慎。2022 年，全球大部分地区的高通胀以及不断上涨的电力及天然气价格不仅影响了海蒂诗公司并且也影响到了每一位普通消费者。海蒂诗控股公司总经理 **Jana Schönfeld** 女士解释道：“2022 年，生活必需品、常用消费品、能源和家具的价格上涨让全球许多地区的消费者在做出购买决定时开始考虑优先级。” +

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## Hettich is prepared for gas shortages

### 海蒂诗全力应对天然气短缺问题

The Hettich Group is prepared to cope with any situation in the event of a gas shortage. "Yet higher costs are something we will need to face," reports Sascha Gross, Hettich Group Managing Director. For instance, LPG and electrical energy can both be used as alternatives to the gas we need in manufacturing. Assistance is also set to come from processes that save and recover energy, because these are particularly sustainable. "Making sure we are geared up for any potential gas shortage is key to our being in a position to remain a reliable and transparent partner for our customers even in times as challenging as these," Gross confirms. "Needless to say, we welcome the German government's endeavours to ease the strain on business by capping prices." At the moment, though, it is impossible to tell whether and how Hettich in Germany can at all benefit from the caps that have been put on the price of electricity and gas. This is all down to the complicated way in which prices are being capped.

海蒂诗集团做好了充足的准备以应对天然气短缺可能造成的种种情况。海蒂诗控股公司总经理 Sascha Gross 先生表示：“我们仍要面对成本上涨的问题。”生产所需的天然气可以被液化石油气和电力能源所取代，并且节约能源和能源回收都非常可持续，这也能够帮助我们应对问题。Gross 先生肯定道：“我们确保为任何潜在的天然气短缺情况做好充足的准备，这是海蒂诗在如此充满挑战的时期仍能成为客户透明的、可信赖的合作伙伴的关键所在。毋庸置疑，我们非常认可德国政府为缓解企业压力而采取的限价措施。”不过，因限价方式较为复杂，目前仍无法判断海蒂诗未来能否以及如何受益于限价措施。

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## Being connected worldwide makes work a pleasure

### 增强全球联结 拥抱工作乐趣

"We have used the last few months to connect our operating bases even more closely, help each other in coming up with new ideas, improve our processes across the board and, above all, make our work together even more of a pleasure," Schönfeld beams.

Schönfeld 女士愉悦地表示：“在过去几个月中，海蒂诗各个生产基地之间的联系更加紧密了！我们在新创意的构思和流程的全面改善方面相互帮助，更重要的是，同事之间的协作共事已经成为了一种乐事。”

At Future Days, an initial Hettich learning event spanning the globe, colleagues spent three days sharing their knowledge and getting inspiration from external experts. "Our colleagues organised a total of 62 online events and numerous face-to-face meets at our globe spanning operating bases," Gross is thrilled to say about the new learning format that focuses on honing company strategy. That's not all, a Germany-wide company party attended by 1,700 colleagues took place at Bielefeld's Lokschuppen Railway Engine Shed event centre. Marking the end of the year, some 230 colleagues from around the world also took part in a joint Christmas video, cementing the bond even further within the Hettich fold.

在为期三天的海蒂诗首个面向全球员工的战略分享会“Future Days 未来已来”中，内部同事和外部专家分享真知灼见，大家都深受启发。谈到这种分享公司战略的新方式时，Gross 先生振奋道：“同事们在全球各地的生产基地组织开展了 62 场线上活动和大量的线下

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聚会。”不仅如此，我们还在比勒费尔德的 Lokschuppen 活动中心举办了一场覆盖全德国 1700 名同事的公司派对。2022 年末，来自全球近 230 名同事参与了圣诞视频的拍摄，进一步巩固了同事之间的联结。

### **Main goal is sustainability**

以可持续发展为首要目标

Linking business success with showing responsibility for the environment and society, this is the long term aim of Hettich Group corporate strategy. "We want our actions today to ensure there's a tomorrow's world worth living in for all of us", Schönfeld says by way of information. It is with a keen focus on social responsibility that the family run company takes care of its staff. We continue to place tremendous importance on health and safety at work. Projects are being planned to make people feel better health wise. The focus is on making sure that everyone at Hettich finds a perfect balance in body and soul. On this note, we offer exercise regimes in production, and Hettich is currently working on using exoskeletons to provide physical support in all sorts of work processes.

海蒂诗集团企业战略的长期目标是，将商业成功与承担对环境和社会的责任联系起来。Schönfeld 女士表示：“我们希望立足现在，通过当下的行动让未来的地球值得所有人居住。”正是出于对社会责任的热切关注，作为家族企业，海蒂诗也像家人一般对待每一位员工。我们时刻高度重视工作中的健康和​​安全，并进行健康项目规划，让员工更加健康地工作，确保每一个在海蒂诗工作的员工都获得身心的完美平衡。因此，我们制定了在生产工作时的锻炼制度。而且，海蒂诗目前正在研究使用可穿戴移动机器人来为各种工作流程提

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供支持。

Hettich is also committed to a just and educated society. "We like to encourage voluntary work among our colleagues worldwide, enhance biodiversity wherever we operate, get involved in welfare projects at local level and establish contacts with young people at an early stage to arouse their interest in starting a career with us," says Schönfeld, listing just a few of Hettich's goals in an attempt to take responsibility in society.

海蒂诗还致力于建立一个公正并能受到良好教育的社会。Schönfeld女士列举了海蒂诗企业社会责任的几个目标：“我们鼓励全球各地的同事参加志愿活动、提高各个分支机构所在地的生物多样性、参与本地的福利项目，并激励青年人才加入海蒂诗。”

By the same token Hettich has always taken its responsibility for the environment very seriously. It is in this way that the family owned company not only wants to become climate neutral at all of its bases, conserve resources and boost energy efficiency but also further optimise the recyclability of its own products.

海蒂诗一直特别重视自身的环保责任。作为家族企业，海蒂诗不仅致力于所有分支机构的气候中和、保留资源和提高能效，还致力于进一步提高产品的可回收性。

## **Investing in a future we all share**

**投资建设我们共同的未来**

As a family run business, Hettich has continued to evolve since it was founded in 1888. In its fourth generation too, the company is continuing to innovate and grow. Last year, for instance, the Hettich Group invested € 125 million in new products, infrastructure projects, buildings, systems, software for our

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digitisation efforts and also in expanding capacity. "For example, we are well underway in completing our multifunctional production facility in Kirchlengern. As such, we were able to celebrate the topping-out ceremony in early February, pleased that everything is progressing on schedule," Gross adds to the story.

作为家族企业，海蒂诗自 1888 年成立以来一直在不断革新。如今已历经四代传承，仍在不断寻求创新和发展。海蒂诗集团在去年共计投资了 1 亿 2500 万欧元，专注于基础设施、大楼、系统、数字化软件建设，新产品开发和扩大产能。Gross 先生补充道：“我非常高兴一切都在按计划进行。位于基希伦根的多功能生产工厂正在顺利建设。照此进度，二月初即可举办竣工仪式。”

### **Hettich confidently looks ahead**

展望未来 海蒂诗满怀信心

Challenges, like high steel prices as well as energy and freight costs, geopolitical risks and gas supply uncertainty, will continue to give the company room for thought. In just the same way as Hettich is expecting to encounter local COVID restrictions and a tight supply chain continuing in 2023. "As a strong team, we're also confident we'll meet these challenges. With every year that passes, our colleagues around the world are doing a fantastic job. And we know full well, we'll be able to rely on suppliers and partners we can depend on in 2023 too," Schönfeld says, describing a team spirit that couldn't be stronger.

高企的钢铁价格、能源与运输成本、地缘政治的风险和天然气供应的不确定性等诸多挑战将继续影响着海蒂诗，正如我们所预计的一样，海蒂诗将在 2023 年继续面临各国新冠疫情的限制和紧张的供应链问题。Schönfeld 女士表达出坚韧的团队精神：“作为一个强大的

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团队，我们有信心应对这些挑战。在过去的每一年里，世界各地的同事都表现得非常出色。我们相信，2023年我们同样也能够依靠值得信赖的供应商和合作伙伴。

"We're not just looking at the next few months, but thinking long term," adds Gross. "The world's different regions we operate in are developing in very different ways. This is why, in whichever country, we will continue to apply every flexibility in embracing our clientele's many different needs and take advantage of whatever opportunity arises." The Hettich team will also work with its customers to create new (mobile) office worlds and address optimisation focused projects in the DIY domain. Hettich is looking forward with confidence to embracing potential global growth and will free up unused production capacity to amaze existing and new customers.

“我们考虑的是长远的发展，而不仅是未来几个月的计划。” Gross 先生补充道，“海蒂诗分支机构所在的国家和发展方式都不相同。因此，无论在任何国家和地区，我们都将灵活自主满足客户的不同需求，并及时抓住每一次机会。”海蒂诗也将与客户携手打造新型（移动）办公空间，并解决家装 DIY 领域的重点优化项目。海蒂诗满怀信心地迎接未来潜在的全球增长，并将释放产能为现有和潜在客户带来令人惊喜的室内空间解决方案。

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## About Hettich

Hettich was founded in 1888 and is today one of the world's largest and most successful manufacturers of furniture fittings. Around 8,000 colleagues in almost 80 countries work together towards the objective: developing intelligent technology for furniture. On this basis, Hettich inspires people across the globe and is a valuable partner to the furniture industry, retailers and the trades. The Hettich brand is synonymous with consistent values: with quality and innovation. For reliability and closeness to customers. Despite its size and international significance, Hettich has remained a family run business. Independent of investors, the company's future is shaped freely, humanely and sustainably.

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

### 关于海蒂诗

海蒂诗作为全球家具五金行业的领导品牌，于 1888 年创建于德国黑森林地区，历经四代人传承，至今仍为家族企业。如今，海蒂诗在全球 80 多个国家和地区拥有近 8000 名员工，共同致力于家具五金配件的生产和研发。海蒂诗在家具领域提供强大的品牌和技术支持，其研发并生产的五金配件覆盖整个家具系列：抽屉系统、滑轨系统、铰链 移门和折叠门系统等等。海蒂诗的产品成为衡量家具功能性、品质和舒适度的标杆。海蒂诗亦与家具制造业、白电行业、专业零售商、贸易商以及 DIY 领域保持紧密合作。同时，海蒂诗拥有众多荣获国际大奖的产品，其中包括 Sensys 铰链，SlideLine M 移门系统，Quadro 系列滑轨，InnoTech 和 ArciTech 抽屉系统等。这一切正如海蒂诗遵循的品牌价值：质量、创新、贴近客户和可靠性，正是这样的坚持奠定了海蒂诗品牌的成就。

更多详情，欢迎访问海蒂诗官网：<https://web.hettich.com/zh-cn>，关注“德国海蒂诗五金”微信公众号，关注“海蒂诗五金配件”抖音平台，获取更多空间魔法。

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