

Schwitzke

Press release

Markus Schwitzke is new Managing Director at Schwitzke & Partner

Dusseldorf, 21. Juli 2016 - Schwitzke & Partner strengthens the managing director team: Markus Schwitzke, managing associate of the branding agency Schwitzke Graphics GmbH, joined the management of Schwitzke & Partner GmbH on 1st July 2016. Next to Richard Wörosch and Klaus Schwitzke, he accounts for the strategic and operational management of the sister company. In future, major industry topics as the integration of offline and online business and integrated storytelling at the POS should be further reinforced by the communication expert.

The graduate communication designer started working in the company of his uncles, Karl and Klaus Schwitzke, one decade ago. At the time, he was a member of the competition department, where he gained extensive retail know-how. After one year, the then 30-year-old opted for a new perspective: He moved to Dubai and developed the local Schwitzke office, which he managed for more than five years. During this time, he was responsible for numerous projects in Middle East and India.

In 2010 Markus Schwitzke, originally from the Southern Palatinate region in Germany, returned to Düsseldorf, where he initiated Schwitzke Graphics. The foundation of this new company was mostly a reaction to the client's requirements: "Before, clients often asked us if we knew a good agency for store branding and in-store communication," says Mr Schwitzke. "So we did it ourselves." The idea of an integrated and interdisciplinary approach in consulting and developing brands will be strengthened further. "The market is looking for new concepts and ideas. The key is communicative content, which responds to customer needs and social trends, conveys a brands story, and serves different communication channels."

The provision of new services is one of several important cornerstones meant to ensure future growth for the company. Another is the development of new markets – for instance the segment of premium shopping malls, where Schwitzke Group has distinguished itself with revitalised and newly conceptualised centers. Palais Vest in Recklinghausen and Marstall Center in Ludwigsburg are the latest references in Germany.

About Schwitzke Group

The architecture and design office "Schwitzke & Partner" was founded in 1989 with a focus on architecture for brands and retailers. Over the years, the company has established itself as one of the top addresses in the retail business, has won many well-known national and international brands as clients, and completed a multitude of awarded projects. In 2002, the subsidiary company Schwitzke Project was founded as a general contractor for the refurbishment and interior fit-out of retail spaces. The communication design company Schwitzke Graphics followed in 2010 as a further subsidiary.

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Today Schwitzke Group covers all services in retail business and offers their clients integrated solutions for trading concepts. Thanks to its vast market knowledge, size and experience, Schwitzke Group is acknowledged as one of the largest companies of its kind in Europe. With a total of 180 employees, Schwitzke Group continually expands its business activities and works for many renowned clients as Chelsea, Uniqlo, Tommy Hilfiger, Bose and Nivea.

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