

Press Release

Lübeck, 28 October 2019

BAADER inaugurates extended new office location for BAADER UK

New office expansion enables BAADER UK to accelerate growth in food processing solutions

BAADER, the leading provider of food processing solutions for the fish, poultry and meat industry recently opened a new office in Rugby, England to accommodate growth and leverage on its local market presence.

In addition to the corporate headquarters in Lübeck, Germany, the new office space for BAADER UK increased the warehouse footprint tenfold and supports the company's growth strategy. The extension, which coincides with the company's 100th anniversary, provides capacity for increased 11,000 square feet needed to support growing market penetration. The former 1,000 square feet location in Aberdeen, Scotland has been closed with all activities moved to Rugby.

On October 24th, 2019, BAADER inaugurated the new BAADER UK location with an official celebration. Over 40 customers and business partners joined, when Mayor of Rugby, Councillor William Lewis, delivered the inaugural address. Simon Jahnke, Managing Director BAADER UK held the welcoming speech followed by Petra Baader, Executive Chairwoman BAADER. The event featured an official cutting of ribbon and unveiling of a BAADER UK plaque, drinks and a finger buffet.

The new office space is centrally placed in Rugby's industrial zone with good connection to motor and railway enabling the company to strengthen and fasten its supply chain and service offerings for fish, poultry and the BAADER separator technology.

"This move represents an exciting development for BAADER UK," says Simon Jahnke, Managing Director BAADER UK. "The new location perfectly fits our strategic needs. We have grown our team to 14 employees in the last few years since 2009 and are pleased that the new space can accommodate our growing presence. Our new location extends BAADER UK's heritage of delivering extraordinary service to our customers and partners in the region."

"The United Kingdom has been an important market for BAADER for over 90 years. It was our first export market as early as the mid-1920s. The extension of our local presence here is a testament to the growth and success our company has experienced since its founding. It reassures our commitment to the market and marks the beginning of a new chapter in our long history of serving our regional customers in England and beyond", adds Petra Baader, Executive Chairwoman BAADER.

The new Office Location

BAADER
Unit 1, Triton Park, Swift Valley Industrial Estate
Rugby / CV21 1SG

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About BAADER

BAADER is the global partner on food processing solutions with 100 years' experience. We design and engineer innovative and holistic solutions that ensure intelligent, safe, efficient and sustainable food processing in all phases, from the handling of live and raw protein materials to the finished food products. Through our data capabilities, we use data to interpret and forecast along the entire food value chain. In close collaboration and partnership with our customers and partners we are taking further major steps toward greater efficiency, traceability, transparency, profitability, and sustainability. By sharing knowledge and data, together we can succeed in optimizing the food value chain in the long term.

To find out more about BAADER, please visit our website at www.baader.com.