

PRESS RELEASE 11.2014

Motto of the year? New developments

In 2014, continuous commitment to innovation and product developments have once again set the rhythm of the traditional MÜHLE brand. The manufacturing quality and precision of our products continue to ensure growth and international success.

Stützengrün, 28 November 2014. Up to the end of November, the producer of high-quality shaving accessories and care products for men has increased its sales results compared to the previous year by 15 percent. Founded in 1945, the traditional MÜHLE brand from the Saxon Erz Mountains is now distributed worldwide and stands for shaving culture made in Germany. A major part of the company's international success is due to continuous product developments such as the synthetic Silvertip Fibres® with which, as an industry pioneer, the manufactory has devised a compelling alternative to the globally valued natural hair quality "Silvertip Badger". To meet the needs of the mobile man the travel collection has been expanded to include handmade travelling sets made out of vegetable-tanned leather. And for lovers of traditional safety shaving there is now TWIST, a new safety razor with a functional design and consummate precision. MÜHLE razor blades including a blade guard are also to be found for the first time among the new products.

The skin care range, with which the manufacturer has extended its traditional expertise for wet shaving products (razors, brushes, shaving soaps, creams and aftershave lotions), has also grown: The natural cosmetics line MÜHLE ORGANIC for face, hair and body has just been expanded to include two innovative care products: an argan oil and a repair serum.

New destinations

In autumn 2014, we opened our first Germany-wide brand store in the Hackesche Höfe in Berlin, with a further store planned in Beijing. Next year, to mark the 70th anniversary of the brand, we will be launching the MÜHLE straight razor long awaited by many fans. The development work is carried out in cooperation with regional partner companies. Special attention is paid to the incomparable quality of the steel – a new domain for MÜHLE as a fully integrated manufacturer. The proof of origin "made in Germany" is honoured by quality and carefully controlled development steps. New products are not released to the trade until they meet the high standards expected by our users. We have applied the same standards to the design of our new web presence:

www.muehle-shaving.com

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