

PRESS RELEASE 03.2014

MÜHLE for the mobile man

Itchy feet? As spring arrives, our new leather cases awaken the desire to travel. With growth of 25 percent in the first two months, business development is equally dynamic.

March 2014. Following a dream year in 2013 with growth of 50 percent compared to the previous year, the wet shave specialists also succeeded in increasing their sales by a further 25 percent in January and February: "This is due to a large extent to product developments such as the synthetic Silvertip Fibre," explains Managing Director Andreas Müller. Handcrafted travel necessaires made of vegetable-tanned cowhide are among the new additions to the collection. The purist design was inspired by classic etuis for cameras, binoculars and other precision-engineered equipment. Andreas Müller: "We are offering a masculine, highly aesthetic alternative to the mundane 'wash bag'. The unique items are put together and finished by a regional supplier using a rare, historic edge-sewing machine. The smaller model (165 x 135 x 60 mm, €149) comes with compartments for brush, razor, blade cartridge and shaving cream. The large shaving case (195 x 220 x 110 mm, €219) is fitted with loops for shaving brush, safety (or straight) razor and nail clipper.

New horizons

Since the foundation of the company in 1945, Hans-Jürgen Müller GmbH & Co. KG has been an internationally orientated company with an export share of 30 percent, networked with numerous trade partners whose numbers are even increasing in countries such as Mexico, Russia and Brunei. The sales partners are discovering shaving culture made in Germany as a way of establishing of new markets. This proof of origin is a pledge that we redeem every day with quality and many evolutionary steps. Our travel shaving range with the new leather cases is just one of many examples. The cases are as simple as they are exquisite and the best that we can possibly offer you. We also apply these high standards on a small scale: To ensure that razor blades are kept secure in safety razors and other razor types while travelling we have developed a blade protector which is small, made of sturdy plastic and quite simply practical.

Next trade fair abroad

COSMOPROF Worldwide Bologna, 4 to 7 April 2014, Piazza della Costituzione, Stand P22, H14

About MÜHLE

The traditional brand MÜHLE Shaving Culture provides a high-quality, internationally distributed full range for the wet shave: brushes, holders, razors and shaving kits. The MÜHLE SKIN CARE series offers particularly nurturing shaving soaps, creams and after shave lotions. Elegantly designed accessories, mugs, bowls, soap cases, mirrors and travel kits complement the product range – made in Germany since 1945. With MÜHLE ORGANIC we are also offering a complete, BdiH-certified natural cosmetic series for face and body. Sales in 2013: €8.6 million, employees: 48.

www.muehle-shaving.com

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