



A business about people

A kitchen is much more than just a place to cook and to prepare the family dinner. Today, a kitchen is an important part of the flat or house, integrated into the overall interior concept. The trend towards open kitchens underlines the 'living' character of the place. It enables the cook to participate in the discussions or talks going on while preparing the food. No wonder that people lay much more emphasis on the design of their kitchen than they used to. Today, a kitchen has to unite design and functionality. The choice of the colour and the placing of the different elements is as important as the quality of the electronic equipment. DMG Keukens, Meubelen & Sanitair, based in Waalwijk, in the Netherlands, is the country's market leader in kitchens. Drawing on such a solid market position, the company has started to further flex its muscles and to expand into other fields, into the sanitary and furniture market.



Company founder and owner, Ben Mandemakers, President, Director, CEO

Still, the kitchen sector forms the mainstay of the dynamic business.

Big in kitchens

Altogether, DMG operates over 200 outlets nationwide, covering all mar-

ket segments, from the entry segment through to the upper end. DMG primarily sells its own label. In 2007, the kitchen expert launched a new brand, the Barletti Collection. Now, the dynamic enterprise is busy developing the new brand, and at es-

tablising 35 shops all across the country. Recently, the construction of the first three shops began. "The Barletti Collection exclusively includes kitchens targeting the upper end of the market," explains the company founder and owner,

President and Director, CEO Ben Mandemakers.

DMG is well-known for its unparalleled programme of quality kitchens, encompassing all styles and price categories, from entry level kitchens to premier-class kitchens, made by top manufacturers such as Barletti, SieMatic or Poggenpohl, to name but a few. "We pride ourselves on being able to offer the best kitchens available in the market, all with our DMG quality guarantee," says Mr. Mandemakers. "We try to live up to our excellent reputation with every single kitchen or piece of furniture we deliver."



"We offer the best kitchens available."

Ben Sanitair & Tegels is the company's in-house sanitary brand



DMG sells kitchens of premier brands such as Barletti

A 'Tweede Kamer' kitchen with room for personal style



Quality bathroom design

The sanitary sector is a second pillar of the business. Similar to its kitchen programme, the company is able to offer a wide range of different styles and price ranges. Profound know-how about the market, a strong commitment to top quality and innovative design have resulted in long-term cooperations with market-leading brands such as Dornbracht, Villeroy & Boch, Sphinx and Grohe. DMG also has its own label 'Ben Sanitair & Tegels'. "We are able to offer the right bathroom for everyone," states the director. "Our in-house label Ben Sanitair & Tegels includes top quality products which are around 20% cheaper than products from the top brands."

One stop shop for furniture

Besides its leading position in the kitchen and sanitary market, DMG is a leader in the Dutch furniture in-

dustry. The dynamic enterprise runs 60 furniture shops in the Netherlands, selling its own brands Quadro and Montel as well as leading labels such as Artemide, de Sede, Leolux, Natuzzi, Haryink, Linteloo, Design on Stock, Bert Plantagie, Jori or Label. DMG's own brands are also sold via external partners.

Customer satisfaction and quality

"At DMG, customer satisfaction and quality come first," says Mr. Mandemakers. "All our products meet a top quality standard. Our product programmes are wide and are regularly complemented with products meeting new trends and technological developments. Whether in the kitchen, sanitary or furniture market, we always set off developing a concept together with our clients and try to inspire them with new ideas and suggestions. Customer satisfaction is the thread of all our activities. I try to exemplify this phi-

losophy through my own behaviour. I see myself as a kind of cultural guardian at DMG, trying to pass on my philosophy to my executives and

through to every single employee of our company."

An entrepreneur by heart

"People are central to everything I do and I try to provide a motivating working atmosphere for everyone," he continues. "Our new building has a fitness studio, a nursery and a well-priced restaurant and on Friday afternoon our in-house pub ►

"It's our people who make us successful."

In 2007, DMG took over Piet Klerkx with all its brands



KTK is one of the top kitchens brands sold by DMG

opens. It's our people who make us successful. Therefore, I want them to feel well with us and to identify with our values and traditions."

Ben Mandemakers is an entrepreneur by heart. He started his own business in 1987 in Kaatsheuvel with a small shop located in a barn. From the very beginning, he focused on the sale of kitchens. "In fact, I made my hobby my profession," says Mr. Mandemakers. Soon, the business prospered and he was able to acquire several competitors. In 2001, DMG entered the sanitary market and two years later the dynamic enterprise started selling furniture. In 2007, DMG took over Piet Klerkx with all brands of the chain. This was an important

strategic move, paving the way for further growth. In order to extend its capacities, the company moved into its current facilities at the end of last year, a brand-new building. Today, DMG has 5,000 people on the payroll Europe-wide, of which 4,000 are active in the Netherlands. Even against the background of the crisis, the company was able to achieve revenue of around one billion EUR last year, still enjoying significant growth rates. Almost 30% of the turnover comes from export activities with Germany, Belgium and the Czech Republic being key export markets. Quite recently, the company made its first foray into the Polish market. Every year, DMG exhibits at the Huishoudbeurs in Amsterdam

and at several other consumer fairs. Considering Mr. Mandemakers people-oriented business approach it is no wonder that DMG is able to draw on excellent word-of-mouth advertising. Between 75 and 80% of all customers come on the basis of recommendations from happy clients.

"DMG stands for creativity, constant high quality and customer - satisfaction."

Continuous development and evolution

Besides customer satisfaction continuous development and evolution are cornerstones of the company's philosophy.

DMG's mission is clear: To be and to remain the best in kitchens, bathrooms and furniture and to offer kitchens, bathrooms and furniture in a wide range of attractive styles and price ranges. To fulfil its mission, innovation, quality and service will always have priority. "We aim to retain our leading position in the market," says Mr. Mandemakers. "DMG stands for creativity, constant high quality and customer satisfaction. Our excellent processes translate