

A rustic dining table with various dishes, a white candle, and a paper bag. The table is set with several bowls and plates of food, including a black pan with sliced salami, a white bowl with vegetables, and a metal bowl with a salad. A white candle is lit in the center. A brown paper bag is on the left. The background shows people sitting at the table.

COMPANY PROFILE

BergHOFF[®]

Yes, you're right!



WELCOME TO A WORLD OF

**AFFORDABLE QUALITY
AND DESIGN**

WWW.BERGHOFFWORLDWIDE.COM



“I believe in providing design, functionality and quality at an affordable price for all” / President Raf Vanthoor



OUR GLOBAL REACH

In **1994** BergHOFF entered the market with a single cookware set. Now, 25 years later, we offer an **extensive range of beautifully designed kitchenware** in over **60 countries**. Our international brand is directed by the BergHOFF headquarters in Belgium.

DISTRIBUTED ON 6 CONTINENTS, BERGHOFF IS THE BRAND THAT BRINGS AFFORDABLE DESIGN AND INNOVATION TO EVERY KITCHEN.







OUR BRAND

BergHOFF is an international brand which **creates, produces and distributes** sophisticated and **affordable kitchen designs** that give an edge to the everyday cooking experience.

OUR VISION

President Raf Vanthoor has established and expanded an **international brand that appeals to everyone**, with a vision that believes in providing **design, functionality and quality** at an affordable price. From the starter cook to the seasoned chef, for a limited or a broader budget, our aim is to offer a **wide range of products** to a **wide target audience**.

1994 CREATION OF THE BERGHOFF BRAND



MILESTONES

1997

The portfolio expands across all categories of kitchen and tableware. BergHOFF becomes available in all East-European countries, France, Spain and the U.S.

1998

Opening of **BergHOFF flagship stores** all over the world.

2000

Establishment of the **in-house design and development department**.

2004

Awarded Best Performer for our accomplished **export achievements**.

2008

First design award is granted! Various international design awards follow on a yearly basis.

2010

Canadian Eterne Award for environmental leadership is granted.

2012

BergHOFF becomes an active player with **loyalty programmes** in internationally renowned retail chains.

2015

Launch of the stylish **Ron collection**.

2016

Launch of the playful **Leo collection and table BBQ**.

2017

Launch of the powerful **Gem collection**.



2018

BergHOFF's **6 key collections** are presented worldwide.

The **Gem** and **Leo** collection are **extended**.

2019

BergHOFF Worldwide celebrates its **25th anniversary**.

ANNIVERSARY

25
YEARS
1994 - 2019

**“READY FOR
THE FUTURE”**



OUR PRODUCT CATEGORIES

POTS & PANS

KNIVES

TOOLS & ACCESSORIES

FLATWARE

OVENWARE & BAKEWARE

TABLEWARE

OUTDOOR

TEXTILE

COFFEE & TEA

OUR AWARDS

Over the years, we have won close to 100 of the most **prestigious international design awards** within a variety of product categories. A small selection is highlighted here.



reddot design award
winner 2017



reddot award 2016
best of the best



DESIGN
AWARD
2017



HENRY VAN DE VELDE
LABEL
2015



GERMAN
DESIGN
AWARD
SPECIAL
2016







THE DESIGNERS

RAF VANTHOOR

With a **dare-to-be-different mindset** and an **extensive market knowledge**, he offers ideas for the designers to translate into innovative kitchen and cookware items while ensuring that every product meets the BergHOFF quality standard.

PIETER ROEX

Known for his ability to create **kitchen classics with a fun twist**, Pieter Roex is one of the driving forces behind BergHOFF's innovative and appealing designs. He has a clear understanding of the **modern cooking experience** and creates tools that are **clean, straightforward** and **functional**. Inspired by the elements of nature, Pieter's original designs bring a breath of fresh air to any kitchen.



OUR COLLECTIONS

Our kitchen and cookware is divided in **6 collections** which together represent a complete range of products where everyone will find something to their liking. From the little ones to the seasoned chefs, BergHOFF caters to every cooking style and offers a product range that can grow together with its customers to create **a complete indoor and outdoor cooking experience.**





ron

Early morning musings over a steaming cup of coffee, a visit to the farmers market and then taking your time to prepare a dish that will **reunite family and friends around the dinner table**. A delicious stew that simmers for hours, a succulent steak or a tasty vegetable stock, all prepared with a pinch of **familiarity** and a dash of **authenticity** laced with homely adventure but totally satisfying.

RON is the hobby chef who takes his time to pick out the right ingredients and the **best cooking gear** that enables him to fully enjoy the **complete cooking experience**. It's a warm soul who loves to combine old and new in a way that pays tribute to authenticity and craftsmanship.





ron

DESIGN EXPERIENCE
TOP QUALITY





GEM

GEM fires up the kitchen with a pure blend of **innovative design and functional benefits**. It's the essential ingredient you can count on to inspire everyday cooking adventures with **high-quality materials** and attention to **details**.

A cook who selects the Gem cookware loves products that centre around functionality and comfort. **Convenient features** such as the light materials, the multilayered non-stick coating, the energy-efficient bottom and detachable handles are part of the Gem identity and make this line a pleasure to cook with. The minimalist, smooth lines make a stylish yet **powerful statement** that adds punch to numerous kitchen classics for optimal cooking fun.



GEM

POWERFUL FUNCTIONAL
HIGH QUALITY





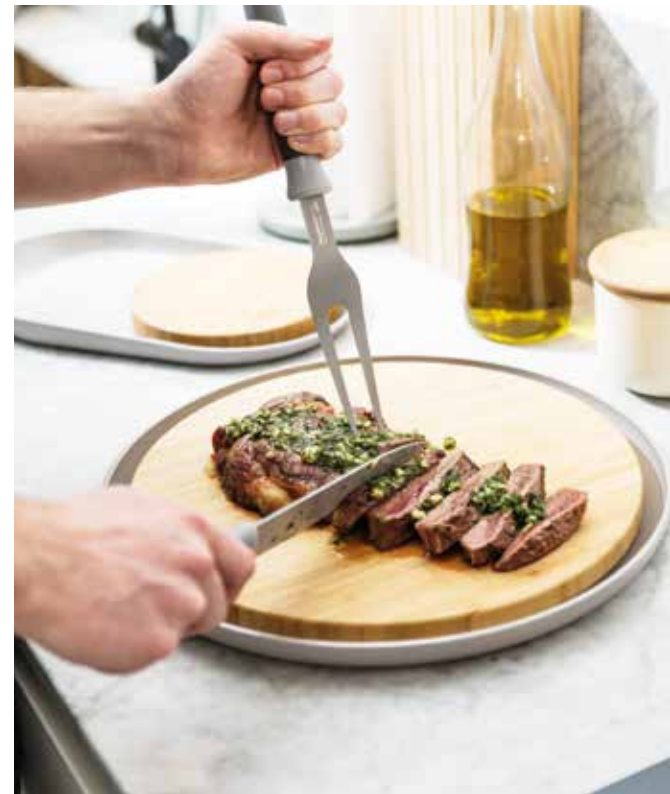
Leo

Fresh, fun and functional, this line instantly adds a trendy touch to the kitchen. LEO is a **young and playful** cook who loves simple yet clever must-haves to complete his kitchen and cookware. It's a modern personality who likes to mix and match in order to add that personal touch to the kitchen without compromising on performance.

For him cooking equals pure fun with the right tools that are both fashionable and functional. The feel good vibe fabricated by this line comes from a **harmonious mix of dynamic colours, pure shapes** and a **technical ingenuity** that unites comfort and design in straightforward multifunctional kitchen utensils. Easy to combine with the various BergHOFF collections, **the surprising** LEO designs are the perfect tools to create fun memories and spirited cooking adventures.



Leo
YOUNG PLAYFUL COLOURFUL





ESSENTIALS

/ Having the right tools for the right job is essential for a simple and rewarding cooking experience.

Essentials is that selection of equipment which no cook can do without. It's a **wide range of quality tools** that provides any chef with a **solid basis** for everyday cooking tasks.

When you stock your kitchen with the BergHOFF essentials, you're sure you've got **everything you need** to get you through the day. From your first cup of coffee in the morning to the full set of items you need to prepare and present a delightful dinner, this line has got you covered!





ESSENTIALS

RIGHT TOOL FOR EVERYDAY
COOKING TASKS

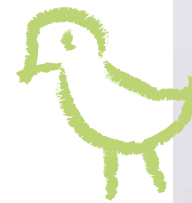




Kids

It's the little things that unite families, such as working like a team to get dinner on the table. BergHOFF Kids wants to get children of all ages excited about cooking. This line of **fun kitchenware and gadgets** prompts the little ones to get **involved in the cooking action** and bring out their inner sous chef. Gather the family around the stove and make memories that will last a lifetime!

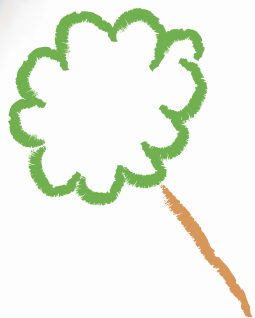
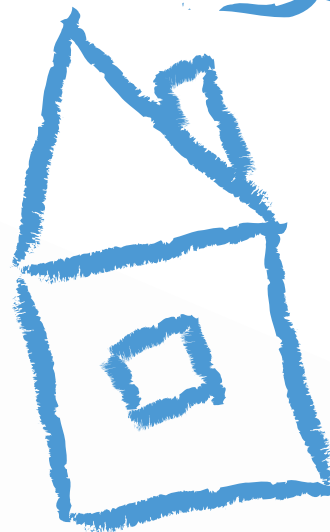




Kids

LITTLE THINGS
UNITE FAMILIES





OUTDOOR

/ A relaxed barbecue with family and friends, the heartiest way to spend a warm summer evening.

BergHOFF Outdoor assembles everything you need for the best **outdoor dining experience**. The ideal BBQ, the right tools and stylish accessories, together they set the scene for a perfect meal.

Outdoor is our versatile product selection that helps you to perfect your barbecue skills while you get into the summer vibe or enjoy the cold winter air. Just fire up the grill, gather everyone around the table and **create memories together**. Can you already smell that sweet barbecue aroma?





BergHOFF

OUTDOOR

TOTAL OUTDOOR
EXPERIENCE







WE ARE

DIFFERENT

/ We are not just another kitchen and cookware supplier. We bring our customers **the best designs at the best possible price**. From initial sketch to final product, BergHOFF provides the complete cooking experience with a full range of quality products.





FLEXIBLE

/ **Flexibility is our second nature.** We understand the business and think along with you.
We are open to adapt every concept or product to your needs.

EXPERIENCED

/ We are passionate about cookware in all its forms and have **25 years of experience.** Combine this with our **in-house expertise** and a **personal follow-up from A to Z** and you have all the ingredients for a successful partnership.

OUR PROMISE TO YOU





/ SOLID PARTNERSHIP

/ WIDE RANGE OF HIGH-QUALITY
PRODUCTS FOR EVERY BUDGET

/ STRONG IN-HOUSE EXPERTISE

/ PRO-ACTIVE AND FLEXIBLE APPROACH

CO BRANDING

BergHOFF also has experience with co-branding partnerships. We strongly believe that a successful co-branding campaign creates a synergy between both parties which provides consumers with a credible brand that offers new and innovative products.

By joining forces, it's possible to generate a higher turnover and to enhance the credibility of a more local brand with original and high-quality goods. In the past BergHOFF has, for example, collaborated with Hello Fresh which resulted in a positive brand awareness for both businesses as well as a higher sales turnover.





NOTE

BergHOFF[®]
Yes, you're right!

Follow us!



Boterbosstraat 6/1, 3550 Heusden-Zolder, Belgium (Headquarters),
T. +32 (0) 13 35 86 00, internationalsales@berghoffworldwide.com

WWW.BERGHOFF24.RU