

HARO really popular among customers

Hamberger remains one of Germany's most highly respected companies in 2019

Rosenheim – The magazine Focus Money surveyed Germans once again in 2019 and asked them to identify their favourite family-run companies. Hamberger, the company with the HARO brand, ranked among the select few once again.

The survey involves a vote by more than 120,000 consumers and is one of the leading polls of this type: Focus Money, Deutschland Test and the Cologne-based analytical firm Service Value conduct the annual online survey of consumers' favourite companies. Hamberger received a TOP ranking once again. Family-run companies like Hamberger Industrierwerke remain the heart of Germany's economy. They employ more than 50 percent of full-time workers and generate over 50 percent of the economy's total turnover. In particular, consumers value the credibility, product quality and long-term business focus of these companies. This year's analysis confirmed these feelings once again.

Only companies with real customer contact were included in the assessment

The companies in the TOP 150 rankings consist solely of businesses that have direct contact with end customers. A true family-run company like Hamberger must be owned to a large degree by the founding family at the very least and must be managed by this family to a significant extent to qualify for inclusion in the survey. Customers graded the companies like teachers: They evaluated their experience with the particular company or brand and then gave it a grade that ranged from 1 (very good) to 5 (poor). The companies were rated by the particular German

state in which they are based. Hamberger, along with its HARO brand, ranks among the top group of 35 companies based in Bavaria. As an award winner in 2019, the company has demonstrated once again that customer proximity, the highest product quality and exceptional customer service are highly valued.

Family-run companies are considered to be exceptionally far-sighted

The survey was conducted for the fourth time. The analysts said family-run companies are particularly popular among customers because of their credibility. In contrast to stock corporations, consumers value the far-sighted business decisions taken by family-run companies, among other things. Family-run companies think long-term, usually over periods extending across generations.

Hamberger views the new award as a confirmation of its fundamental values, principles that are clearly defined by customer proximity, the highest quality and a long-range business focus.



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With the floor covering brand name "HARO", Hamberger Flooring GmbH & Co.KG in Stephanskirchen near Rosenheim has grown to become the German market leader for parquet floors and can now look back on over 60 years of experience in producing parquet. In addition to its Flooring division which offers parquet, cork and laminate floors as well as the somewhat different Celenio wooden floor and healthy living style Disano design floor, the Hamberger group of companies also incorporates the Sports Flooring, Sanitary, Retail and Farming and Forestry divisions. Hamberger was certified according to DIN EN ISO 9001 as early as 1995, followed in 1998 by the certification of its environmental management system according to DIN EN ISO 14001. The new energy management system was integrated successfully in the existing environmental management system in 2013 with certification according to DIN EN ISO 50001:2011. Hamberger has been certified according to PEFC since 2002. The PEFC seal provides proof that the raw materials from which Hamberger products are manufactured are sourced from certified, sustainably managed forests. Founded in 1866, the company is today managed by Peter Hamberger and Dr Peter M. Hamberger, in the fourth and fifth generations. With 2,700 employees, the group of companies achieves an annual turnover of approx. 325 million euros (31/12/2018). The export share of the company's business is 50%, with export being made to over 90 countries around the world. Further information is available at www.haro.com

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