

Press release / COMPANY

Création Baumann Holding AG acquires acousticpearls

Swiss textile manufacturer Création Baumann will be acquiring all shares of acousticpearls GmbH as per January 1st, 2016 and thus further expanding its offer of acoustic interior solutions. acousticpearls, domiciled in Bremen, will benefit from the international sales network of its new owner.

acousticpearls GmbH was founded in Bremen in 2009 by designer Nina Wolf and engineer Lars Lüthje. As one of the pioneering manufacturers of highly effective and innovative acoustic solutions, acousticpearls has continuously enlarged its product portfolio and established the brand as a permanent fixture in the design and architectural sectors. The company's understanding of space and its passion for colour are reflected in the numerous projects realised in offices as well as in the commercial and public sectors. The timelessly classic acoustic systems can be incorporated into sophisticated spaces and work environments easily and flexibly, taking into account particularities and thereby ensuring and redefining high spatial quality.

For over 125 years, Création Baumann has been producing interior fabrics in Langenthal, Switzerland. In addition to the production of high quality decorative curtain and upholstery fabrics for residential and contract use, the company is also renowned internationally for the development of innovative fabrics offering special functions. Création Baumann is the world's leading manufacturer of dimming and black-out, light management and interior shading as well as acoustically effective textiles. Amongst others, this is possible thanks to the company's vertical integration: design, research and development, production and sales are all ensured by the company itself.

According to Lars Lüthje: „It was very difficult for us to make the decision to sell acousticpearls but we could only see progress for the brand on the German and the international market by joining forces with a global partner. Together with Création Baumann, acousticpearls will be much stronger and will benefit from synergies – especially with regard to sales and distribution.“ Nina Wolf adds: „acousticpearls will continue to stand and act as an independent brand and the company will remain domiciled in Bremen. As creative minds, we are looking forward to shifting our activities and once again being able to focus on what is essential, namely the development of novel and innovative acoustic solutions for acousticpearls.“

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Thanks to the acquisition of acousticpearls GmbH, Création Baumann will be strengthening further its competencies in the field of acoustic solutions. The completion of our product range with acoustically effective panels makes it possible for planners and interior architects to procure comprehensive acoustic solutions from one sole supplier. Philippe Baumann, CEO and proprietor of Création Baumann, explains: „acousticpearls will be developed further as an independent brand that will remain domiciled in Bremen. In Germany, distribution will be strengthened thanks to the cooperation with our subsidiary in Dietzenbach. And internationally, export will be expanded via our nine subsidiaries. I see great potential for turnover, in particular in Switzerland, our home market.“

www.acousticpearls.de

www.creationbaumann.com



Acoustic panels COLOR FIELDS by acousticpearls
Reference: Gebrüder Bommhardt, Hamburg
© Bernd Kusber, Bremen



Acoustic fabric Lord II by Création Baumann
Reference: "freiraum" Business Campus Garching, München
Concept: CBA Clemens Bachmann Architekten, München
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