

Press release

A boost for the product range: Sebastian Blome joins the product management team at Rommelsbacher

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Dinkelsbühl, 17 April 2026 | Rommelsbacher is expanding its team in the product range development department. With Sebastian Blome, the family-run company is gaining a highly competent Product Manager. With around 15 years' experience in the household appliances sector, he is returning to the small electrical appliances sector following a brief stint in a different market segment and will take responsibility for the market-oriented further development of the portfolio.

For Sebastian Blome, joining Rommelsbacher is a conscious decision in favour of quality and clearly lived-out SME values. Following a successful career across virtually all segments of the home appliance industry, he is now returning to his core expertise in the small domestic appliances sector. He views product management as a holistic 360° role – as a central hub within the company where innovative ideas are brought together and developed into a sustainable portfolio.

A key feature of his approach is the end-user perspective. For Sebastian Blome, tangible added value is paramount. His aim is to create solutions that impress through high utility value and enrich everyday life. The question of concrete customer benefit is a decisive criterion in linking Rommelsbacher's tradition more closely with modern market requirements.

"I appreciate the dynamic structures and short lines of communication that characterise an owner-managed company. As a German quality brand, Rommelsbacher offers great potential for further growth," explains Sebastian Blome. "I look forward to contributing my expertise and helping to shape the company's successful development."

Sigrid Klenk, CEO of Rommelsbacher, is also delighted with the expansion of the team: "In Sebastian Blome, we have found a Product Manager with extensive industry experience who shares our passion for high-quality small electrical appliances. His understanding of customer needs and his many years of experience are a real asset to our organisation. Together, we aim to build on what has proven successful and inject new momentum into our product range."

With this addition to its team, Rommelsbacher is underlining its commitment to being a reliable partner for both the retail sector and end customers through innovation and customer focus.

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About ROMMELSBACHER ElektroHausgeräte GmbH:

Our roots are in Stuttgart, where Dipl.-Ing. Gustav Rommelsbacher started his business in the year 1928 with the design and production of loudspeaker systems. He was an inventive genius with innovative ideas and the good instinct for the trends and needs of his time.

After World War II, Dinkelsbühl/Germany became his new home. He started his production in a garage, with all materials he could get hold of, and made electric appliances which were urgently needed at that time. Radiators, electric irons and mobile cooking plates were manufactured under the brand robusta and soon delivered to many countries. The first brick-built factory was designed and expanded in the years that followed. His son, his daughter and his son-in-law joined the team and robusta became ROMMELSBACHER. In a spirit of great commitment, with high quality appliances and the strengths of a family-owned company, they developed a brand which is well-known for its first-class products.

In 1991, the third generation entered the business and in 1995, ROMMELSBACHER moved premises to a larger block of buildings which formed the perfect basis for further growth.

Modernization and expansion started in 2014, making the Dinkelsbühl/Germany premises fit for the future, since the fourth generation is already waiting in the wings.

Please find further information on our website www.rommelsbacher.de as well as on our social media channels:

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TikTok: [@rommelsbacherdeutschland](https://www.tiktok.com/@rommelsbacherdeutschland)

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