

Press release

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Stefan Ludwig rejoins the company

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Dinkelsbühl, 11 March 2026 | A familiar face has rejoined the Rommelsbacher sales team: on 1 March 2026, Stefan Ludwig returned to the Dinkelsbühl-based family company as Key Account Manager in National Sales. After a brief period working outside the company, the sales professional is now bringing his almost 30 years of expertise back to where his passion for high-quality household appliances and reliable partnerships lies.

For Rommelsbacher, Stefan Ludwig's return is more than just a strengthening of the team – it is the continuation of a successful shared history. With decades of experience in the world of consumer electronics and home appliances, Ludwig is considered an accomplished expert in the industry. His deep understanding of market structures and his long-standing, trusting relationships with purchasing groups, specialist trade cooperatives and specialised retail channels make him the ideal candidate for the position of Key Account Manager in national sales.

His focus in future will be on strengthening and developing key relationships. Stefan Ludwig understands better than almost anyone else how to combine the values of a traditional company with the dynamic requirements of the modern business environment. This step sends a clear signal of continuity and reliability in cooperation with trading partners.

'It feels right to be part of this team again. Rommelsbacher stands for values and product quality that I deeply identify with. I am looking forward to refreshing old contacts, providing new impetus and continuing to shape the company's path to success together with my colleagues,' said Stefan Ludwig on his return.

The management team is also delighted to welcome him back. Sigrid Klenk, CEO of Rommelsbacher, emphasises the personal and professional significance of this appointment: "I am very pleased to welcome Stefan Ludwig back to our Rommelsbacher family. We have missed his expertise, loyalty and positive energy. A warm "welcome home" – we look forward to working together to strengthen what has been tried and tested and to continue driving forward the future of Rommelsbacher."

With this reinforcement, Rommelsbacher is consolidating its presence in the national market and once again underlining its claim to be a reliable partner for retailers through personal proximity and professional competence.

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ROMMELSBACHER
ElektroHausgeräte GmbH

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:

Facebook: [@ROMMELSBACHER.de](https://www.facebook.com/ROMMELSBACHER.de) · Instagram: [@rommelsbacher](https://www.instagram.com/rommelsbacher) · Pinterest: [rommelsbacher](https://www.pinterest.com/rommelsbacher) · YouTube: [c/ROMMELSBACHER1928](https://www.youtube.com/c/ROMMELSBACHER1928) ·

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

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