

## Press release

Rommelsbacher sets a benchmark for practiced sustainability:  
Ease-of-repair as success factor in the market  
for electrical appliances  
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# Rommelsbacher sets a benchmark for practiced sustainability: Ease-of-repair as success factor in the market for electrical appliances

**Dinkelsbühl, 23 October 2025 – In times of increasing demands for environmental responsibility and product transparency, Rommelsbacher ElektroHausgeräte GmbH relies on a proven concept: quality, durability, and repairability. As a reliable partner in both retail stores and online shops, the medium-sized company from Dinkelsbühl/Germany offers compelling arguments – for sustainable customer loyalty and long-term business success.**

## Repair instead of buying new – applied practice for decades

While many manufacturers focus on short product cycles, Rommelsbacher has always pursued a consistently sustainable approach. High-quality materials, thoughtful product design, and an in-house service lab with repair shop ensure that appliances function reliably for many years and can be repaired quickly and easily if needed. The goal is for customers to enjoy their Rommelsbacher products for many years – true to the motto “Pure Cooking Pleasure”. Experienced technicians in the company’s own service department handle maintenance and repairs. What sets Rommelsbacher apart: spare parts remain available even after many years – a rarity in today’s market. This customer-focused service is appreciated not only by end users but also supports retailers in customer service and complaint handling – efficiently, reliably, and in a spirit of partnership.

“Our appliances often accompany people for a very long time. And if a defect does occur, we offer a sustainable solution that avoids throwaway culture”, explains Sigrid Klenk, third generation Managing Director at Rommelsbacher. “This is not only a benefit for end customers but also strengthens our retail partners in the competitive market.”

## Tradition meets responsibility

With over 95 years of company history, Rommelsbacher stands for continuity, quality, and responsibility. The company’s commitment to sustainable solutions is underlined by its German production site, strong focus on quality, and consistent investment in service and customer satisfaction – all in the interest of customers, retailers, and the environment.

At the award of the Bavarian prize for medium sized businesses in 2022, jury spokesperson Prof. Dr. Helmut F. Schreiner summed up the company’s success in his laudation: “This third-generation family business has succeeded in responding to trends with innovative products, building different sales channels, and thus establishing itself as a reliable partner nationally and internationally. Rommelsbacher has also demonstrated that sustainable and resource-efficient production of small electrical appliances in Germany is possible – and is setting a trend against the throwaway society through various measures, such as repair options.”

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### Sustainability that pays off for retailers

Repairability offers clear advantages across the entire value chain:

- **fewer complaints** thanks to durable, service-friendly products
- **satisfied customers** who choose repair over replacement
- **strong brand loyalty** through responsible after-sales service
- **market differentiation** through sustainable practices that customers recognize and value

Especially in specialist and online retail – where customer reviews, trust, and recommendations influence purchasing decisions – this service philosophy has a direct impact on business success.

### 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](http://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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