

HOBART bolsters its sales structures in Eastern Europe

Long-standing employees Tomasz Krake and Daniel Derus are taking on new roles to boost the HOBART brand's growth in the warewashing and cooking technology sectors in Eastern European markets.

Offenburg, 25 January 2024 – In an effort to boost its strategic growth in Eastern European countries, HOBART is expanding its structures. Its primary goals here are to increase the market share that it has successfully gained over recent years and to continuously improve recognition of the warewashing and cooking technology product portfolio.

HOBART is the world market leader in commercial warewashing technology, while cooking technology has always been part of its portfolio. Demand for premium cooking products has increased tremendously in the recent years. That is why HOBART has decided to meet market demand for a strong brand and respond to growth in the washware and cooking sectors.

Tomasz Krake, who has achieved great success as an area manager in Poland since 2018, is now also responsible for expanding the strategic cooking business sector across Eastern Europe as of 1 January 2024. A trained chef with extensive experience within the industry, he is the ideal candidate for this job. He will be working closely with colleagues from the individual Eastern European regions to expand the cooking technology sector.

As of 1 January 2024, Daniel Derus, who has been working at HOBART for over 20 years, now holds further responsibility in the field of growth and in the provision of local support for retailers and local key accounts. With his many years of experience in the market, he will continue to bolster HOBART and advance its strategic growth.

Business Unit Manager for HOBART Export, Raphael Kirn, is confident that HOBART's growth in Eastern Europe will receive a further boost from this new structure: "2024 will see us continue on our successful course in Eastern Europe with the support of the entire export team and the new roles held by Tomasz Krake and Daniel Derus."

Photos



Caption: Tomasz Krake (left) and Daniel Derus represent HOBART in Eastern Europe

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About HOBART:

Based in Offenburg, Germany, HOBART leads the world market in commercial warewashing technology. We serve customers such as hotels, restaurants and caterers, bakeries and butcheries as well as supermarkets, airlines, cruise ships, automotive suppliers, research centres and pharmaceutical companies across the world. HOBART develops, produces and sells warewashing and cleaning, cooking, food preparation and waste treatment appliances and systems. The company has a global workforce of 6,900 employees, approximately 1,100 of them in Germany. HOBART is a subsidiary of the US Illinois Tool Works (ITW) Group, which manufactures and sells a variety of products; the group has a staff of 50,000 employees in 800 autonomous companies in 56 countries.