

# KRUPS — QUALITY BY DESIGN FOR 25 YEARS

KRUPS LTD., the name that means quality in household electrical appliances, celebrates 25 years in Ireland this summer.

To mark the event, Krups are hosting 25th anniversary trade receptions around the country

Dealers from all corners of the country will attend the celebrations and view a display of the new range of Krups products, including the revolutionary vacuum cleaners, with wheels on the brush head for ease of movement.

## Appliances

The new Krups Lifestyle range of kitchen appliances,

the only such appliances available in a range of different colours, will also be exhibited.

Speaking about the 25th anniversary celebrations, Mr. Richard O'Sullivan, Krups Sales Ltd., said: "We are very proud of our history in Ireland. Krups are the market leaders and one of the most consistent companies in the Irish market for small electrical goods.

"We have achieved this status due to the great support of our dealers and are glad of the opportunity to show our appreciation by celebrating our 25 years in Ireland with them."

Dating from 1964, the Krups manufacturing plant based in Roxboro Road, Limerick, ranks as one of the

most enduring overseas investments in Ireland.

The factory was located in Limerick because of its international airport at Shannon, its transport services and the opportunity of constructing a new factory in an urban area offering a strong supply of labour.

Initially employing approximately 70 people and occupying a space of 60,000 sq. ft., today Krups has a work force 215,000 sq. ft. plant.

## Facilities

Until the 1980s, Krups in Limerick was the only overseas production facility of the German owned Krups company. Since the start of this decade, new production facili-

ties have been established in Hong Kong and this year in Mexico.

The Krups range of appliances has won a prestigious place in the premium end of the market on the strength of their brand name, reputation for quality and commitment to the customer.

This commitment is reflected in the company's 48-hour repair service which operates in every major market where Krups appliances are sold.

The first product to be manufactured by Krups in Ireland was a mechanical scales, quickly followed by electrical food mixers.

Twenty-five years on, the Limerick factory turns out 3 million domestic appliances each year.