

Press Release

Recaro Kids opens its new office in Bayreuth - Germany

Bayreuth (Germany), May 29th, 2019 – Recaro Kids, the new company of the Artsana Group, a multinational company leader in the Babycare sector which holds the exclusive worldwide license for the development, production and distribution of child seats and strollers under the Recaro brand, announces the opening of its new office at Bayreuth in Germany.

This office will act as a strategic headquarter of Recaro Kids operations, which includes portfolio management, product design & development as well as global marketing.

"Our goal for the brand is to continue optimizing the existing portfolio but also to identify and develop new innovative solutions in the coming years with attention both on consumer needs and market trends" - says Claudio De Conto, CEO at Artsana and Recaro Kids. "We are very proud of this new milestone that represents an important mark for the Recaro presence in the market" - concludes Claudio De Conto.

More than 20 employees will work in the new headquarter which also includes facilities like design studio and prototyping workshops. This supports the company's target to continuously optimize the existing product portfolio and in addition to launch new highly innovative products within the next years. Also the team in the new office will closely cooperate with the licensor Recaro Holding and the other Recaro business areas to make use of synergies.

The new headquarter, opened on May 29th, is located in Casselmannstraße 31, 95444 Bayreuth - Germany.

About Recaro Kids

Recaro Kids is synergically managed through two dedicated companies: Recaro Kids GmbH, based in Germany, which deals with the development of premium-top range products and Recaro Kids srl, located in Italy, responsible for all partnerships and logistic and commercial processes. Recaro Kids srl is the new company of Artsana Group which holds the exclusive worldwide license for the development, production and distribution of high-end child seats and strollers under the Recaro brand.

Recaro Kids is part of the Artsana Group portfolio as a premium brand by exploiting the synergies in the group in sales, production, supply chain and product development.

About Recaro Group

The Recaro Group comprises the independently operating divisions Recaro Aircraft Seating in Schwäbisch Hall and Recaro eGaming in Stuttgart as well as the Recaro Holding located in Stuttgart. The Group's consolidated sales amounted to more than 600 million euros in 2018. Currently the Group employs more than 2,700 employees at its locations around the world. The automotive seating business as well as the child seat and stroller business are operated by licensees.

About Artsana Group

Artsana Group was founded in 1946 by Cavaliere del Lavoro Pietro Catelli and is headquartered in Grandate, in the province of Como (Italy). The Group has around 8.500 employees working in its 21 branches around the world and at its four European production units. The Group sells its brands in over 120 countries, with over 400 Chicco sales outlets and many local distributors and dealers. In 2017, the Group achieved consolidated revenues of near €1,600 million generated in business segments: Baby and Health Care. The Group's main brands include: Chicco, Neo Baby, Boppy, Fiocchi di Riso, Fisiolact and Goovi for the Baby Care segment; Control in the Health Care segment. Since 2017, Artsana also owns 100% of Prenatal Retail Group, which is active in the baby and children's products sector through the brands Prénatal, Toys Center, King Jouet and Bimbo Store. Since June 2016, Artsana Group has been owned 40% by the Catelli family and 60% by Investindustrial, a leading European investment firm with capital of over €6.8 billion deriving from investments in its funds.

RECARO Kids PR

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