

Press release

KARE Design GmbH:

Furniture company permanently lowers prices for every fourth product

Garching-Hochbrück, January/February 2023; Prices also know another direction, at the internationally active furniture company KARE they are now going down. The comprehensive price reduction is not a limited sale campaign: "We are reducing prices permanently with immediate effect," explains KARE founder and CEO Peter Schönhofen. Customers can thus expect lower prices for every fourth product in the range of furniture, lighting and home decoration compared to the previous year.

The price reduction is made possible by the gradual easing of raw material prices and falling freight costs. "At the beginning of the inflation, we set up a task force and applied the red pencil. We asked the question: What can we do better to relieve customers in times of inflation?" says Schönhofen. The company optimised internal processes, for example in the area of packaging and shipping. In production, too, processes were improved together with suppliers in order to save costs.

Instead of maintaining the higher sales prices of recent months, the company passes on the price advantages achieved to its customers. For KARE Design, a company that has been successfully creating more fun at home in over 50 countries since 1981, this is the biggest price reduction of all time.

About KARE Design GmbH

Privately owned Kare Design GmbH is an internationally operating trading company for furniture, lighting and home accessories. Under the slogan "Fun at home", the company designs and markets its own range of unconventional home design. Under the umbrella of the KARE brand, the company sells through its own retail outlets, as a wholesaler and as part of its franchise system. It also operates e-commerce and a subsidiary for the contract business. Today, the company has over 100 franchise partners in more than fifty countries. Jürgen Reiter and Peter Schönhofen founded their company in 1981 and still lead it as CEOs today.

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