

Kohler

A European ambition for a family success story

Allia/Sanitec
Photos 1-2-5

Jacob Delafon
Photo 3: Serpentine basin
Photo 4: Round basin
Photo 6: Cléo bathtub
Photo 7: Escale collection

Based in a town in Wisconsin that bears its name, the Kohler company, founded in 1873, is above all the success of a family of visionaries. In 1883, John Michael Kohler heated a pan and covered it with enamel powder. The first bathtub was born!

Present in the United States, Asia, North Africa and the Middle East, the company, under the brands of Kohler and Jacob Delafon, offers a range of bath and well-being products, including avant-garde items such as sensory shower adjustment, or chromatherapy. To keep its customers satisfied, Kohler needs to meet a specific, multi-type transport issue: intra warehouse transport, domestic transport with use of cross-docks, and routing products to customers. “Kohler needs a transport partner that comes up with dedicated solutions at low cost”, explains Pascal Jouaneau, Supply Chain Director,

Kitchen & Bath Europe. “Norbert Dentressangle acts as a real interface with the customer. It has integrated our structure and is part of our daily running.”

As the market evolves, Kohler is now considering “a new European strategy”. “Even if the group is very French, our transport partner is evolving and opening up to European culture. Together, we could contribute to Kohler’s development strategy in Eastern Europe and Russia.”



Key figures

- 32,000 employees.
- 47 plants, including 24 in the United States.
- 27 subsidiaries.
- Sales presence on every continent.