

**40**

**YEARS**

**WARIMEX**

**1982**

**2022**





**“TURNING A HOBBY INTO A  
PROFESSION AND HAVING FUN  
WITH IT CAN MEAN THE  
FULFILMENT OF YOUR DREAMS,  
AS LONG AS YOU HAVE THE  
GIFT OF SHARING YOUR JOY  
WITH OTHERS.”**

Michael Schmiederer

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**Behind every strong man is a strong woman!**

Dagmar has always supported her husband Michael and is an advisor, inspiration and motivating force at the same time.

40 years - how quickly time has passed. It was characterised by many changes and challenges, which are based on an incredible dynamism that characterises WARIMEX. Our company symbolises so many things, which I would like to summarise in a nutshell:

**WE ARE PIONEERS**

because we recognise trends, influence them, help shape them and thus inspire and excite people.

**WE ARE INNOVATIVE**

because we develop products that are technologically sophisticated and forward-looking, even if the solution may lie on the other side of the world.

**WE ARE COURAGEOUS**

because we are constantly exploring new directions and do not allow ourselves to be deterred by possible hurdles.

**WE ARE ENVIRONMENTALLY FRIENDLY**

because we attach great value to the careful use of our limited resources, are carbon neutral and promote many ways to conserve and save our planet.

But above all:

**WE ARE HUMAN**

because sincerity, fairness, trust and appreciation towards each individual were and are the basis for a motivated, respectful teamwork. This promise is also made to our employees by the 2nd generation of the Schmiederer family.

**FOR THIS REASON, THANK YOU TO EVERYONE**

who has supported us in the past years and has the courage to continue with us on this path.

*Aldal Schmiederer*

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**ONE MAN – ONE WORD**  
**DO IT!**

**MICHAEL SCHMIEDERER IS THE  
SENIOR MANAGER OF WARIMEX AND  
THE TRADEMARK OF THE COMPANY.**

# A VISIONARY AND PIONEER

**DO IT** – **That's what Michael stands for. He is not a person who hesitates, he is always one step ahead and it is precisely this decisiveness that has brought him years of success.**

Michael Schmiederer was born in Rheinfelden and was already very ambitious as a young boy. Being the first to climb the mountain on a hike or competing in sports- this was what he was all about.

As a passionate saxophone player, he also had a musical side that demanded diligence and discipline from him - two qualities that would later on be an important foundation stone for his success.

But his really great passion to this day is selling, or rather: searching for the next trend. Whether at his apprenticeship in a sports shop or later as the manager of a shopping centre, Michael demonstrated a very good skill in recognising the good qualities of a product and its marketing.

In 1982, he met his wife Dagmar and loves her to this day. Their marriage has given birth to Jasmin, Sandra and Tobias. The family of 5 initially lived in Rheinfelden, but with Michael's

desire for a career change, the Schmiederer family moved to Schutterwald and Michael joined the company WARIMEX. In 1997, Michael took over the one-man business and started his career as a self-employed man in the basement of his home. But he always had a vision in mind, a feeling for good products and above all: an incredible drive and the support of his family.

## **MICHAEL RECOGNISES THE TREND OF TIME LIKE NO ONE ELSE.**

Michael is very close to nature and loves to travel. By visiting distant countries, he was able to gain insights into other cultures and recognise trends from an early stage. Long hesitations and waiting for the perfect moment - he never knew that. And if he didn't find the right product, he developed it himself, with passion, until it was perfect.

**„IT IS AMAZING WHAT YOU CAN ACHIEVE IF YOU ARE JUST PERSISTENT ENOUGH AND CONVINCED OF WHAT YOU ARE DOING.“**

Within a short time, he succeeded in turning the small company into an internationally operating business group. He never lost his focus on the essentials, assessed situations correctly and continued to expand. In 2013, his children, who had already learned the company from scratch a few years earlier, joined the management. Since then, they have managed the companies together with their father, making WARIMEX a true family business. The pillars of the company are the successful brands CHIARA AMBRA® and STONELINE®. With AWAVE®, WARIMEX is launching a major sustainability project in 2022, which is particularly close to Michael Schmiederer's heart.

Throughout the years, Michael's ambition and drive have also been catching for his employees. Can't do, won't do! Yes, at times he demands a lot from himself and his team. But you can't make something out of nothing. At the same time, he always turns words into action and joins in, putting himself on an equal level. His employees appreciate him accordingly. But also because he is a very reliable, generous and tolerant person, who gives everyone a chance, encourages and supports them.

**ONE MAN, ONE WORD.  
THAT'S WHAT MICHAEL STANDS FOR.**



**MICHAEL  
SCHMIEDERER:  
FULL OF DRIVE  
EVEN IN HIS  
CHILDHOOD  
DAYS**



# THE FAMILY

**„AS CHILDREN, WE ARE PROUD TO CARRY ON THE VISIONS AND IDEAS OF OUR FAMILY. WE ARE HAPPY THAT ALL OUR EMPLOYEES STAND BY US AND SUPPORT US EVERY DAY WITH THEIR ENTHUSIASM.“**

Jasmin Broß







Inseparable: Tobias, Sandra, Jasmin, Dagmar and Michael Schmiederer (from left to right).







# THE WIND IN THE SAILS

**DOING 2.0** Tobias Schmiederer is not just now following in his father's footsteps. After completing his studies at the University of Applied Sciences in Lörrach, he directly joined the operational business of the WARIMEX Group in 2013. He quickly got to know all the processes, was extremely committed and introduced his fresh ideas right from the beginning.

## **A man of action – just like his father!**

His father gave him the time he needed to work everything out by himself, to gather his own experience and perhaps also to correct one or two decisions. That's how you mature into a future leader.

But one thing was immediately obvious: Tobias has a talent for digital media and is therefore, especially in these times, the necessary wind for the company to lead it into the modern age. After all, the buying behaviour in retail has changed fundamentally and visual incentives to buy

are more important than they have ever been. However, it is always important to have a feeling for trends, because what is trendy today can be „out“ again tomorrow. And Tobias has this skill.

## **IN THE AGE OF DIGITALISATION, YOU CAN'T ONLY RELY ON YOUR FEELINGS.**

He doesn't mind that evaluations and statistics play an important role. As someone who likes numbers, he quickly filters out all the important facts and makes his decisions quickly.

With all his calculations, however, he knows that turnover and customer satisfaction are not the only goals. Equally important to him are motivated employees who all work together, mutual trust and appreciation. With this attitude, he has quickly gained the recognition of the WARIMEX employees and is successfully mastering his task as junior manager.

# 3 WOMEN OF ACTION WITH HEART

**Dagmar Schmiederer accompanied her husband Michael through all phases of the company's history. She took part in the day-to-day business and was – or is – his backbone.**

The former tailor supported her husband actively from the very beginning and joined the rapidly flourishing company in the accounting department. Even though she retired from the operative business a few years ago, she continues to be a great support for Michael and the whole family. The employees know her as “the good soul” who always has an open ear and attaches great importance to a friendly atmosphere. For the family, she is the faithful wife, mother and grandmother – simply irreplaceable.



**Due to the change of generations, Tobias is at the forefront as junior manager, but the daughters Jasmin and Sandra have taken over their mother's mental role in the company.**

Both studied business administration and service sector management in Lörrach, spent their external semesters abroad and joined the company directly afterwards. Thus, they learned the structures from scratch and acquired the respect of all employees.

Today they hold the reins together, take charge of organisational, sales and personnel matters and are the central contact persons for the employees.

**TO THIS DAY, THE  
FAMILY OPERATES  
AS A UNIT.**



Both have inherited their father's drive, because you see them engaged in the company every day, always trying to motivate the employees and actively going ahead. At the same time, they manage to balance family, children and entrepreneurship, which deserves the greatest respect.

But with all their ambitions, one thing is not forgotten: The family always acts as a unit, everything is coordinated among

them. Strategies are worked out together and decisions are made together. Regular meetings and exchanges are therefore an integral part of everyday family life.

**COMMUNICATION IS THE  
KEY TO SUCCESS.**



# WHISTLEBLOWERS



## >>> WHAT THE CHILDREN SAY ABOUT THEMSELVES AND THE SENIOR BOSS:

**JASMIN**

**What thoughts do you associate with WARIMEX?**

Many ... funny, exciting, exhausting, but also sad ones. WARIMEX has been with us almost all my life.

**What is your greatest achievement so far?**

The many travels to great places, but also discovering our products in unexpected places.

**What can you laugh about?**

What impossible situations we have all experienced, especially with Dad when travelling (a night at the airport in Vietnam under police surveillance).

**What is Michael's favourite saying?**

We can do anything, you just have to believe. Fingers crossed for strength.

**3 things you have learned from Michael?**

Speaking freely, loving Asian food, never going on small boats in high waves.

**If Michael were a celebrity, which one would he be?**

Chuck Norris

**How would you describe your job?**

Very varied, never boring, with us you experience the impossible.

**What are your strengths?**

The „calm“ pole in the family.



**SANDRA**



**TOBIAS**

Family, always been there and hopefully always there.

Daily surprises.

Fair opening Hong Kong, sales shops Kuwait, when I sold on TV by myself.

Trade fair advertising in Guangzhou and our dinners in China.

When we siblings look at each other in a meeting and know exactly what the other one is thinking.

About countless stories from Dad, which we already know by heart and still have to listen to them again.

„Luge ma mol“ Baden for „Let's see“.

Crap rolls downhill. You don't have to make the same mistakes I did.

Sell, sell, sell.

There is always enough for everyone. Family is the most important thing. You are only as good as the team around you.

Getafix – the druid of Asterix and Obelix

Bruce Almighty

Exciting, surprising, varied, fast changes.

A little bit of everything and sometimes here, sometimes there.

Organisation, communication, supporting and helping others, spreading positivity & causing chaos at the same time.

Abstract thinking, ambition.



**JASMIN**

**What is Michael best at?**

When he wants to achieve something, he does it. Office is not a job, it's his hobby.

**What motivates you?**

Improving the world with great products.

**What quirks do you have?**

It has to be perfect at least.

**What quirks does Michael have?**

Being late.

**You've always wanted to go here:**

Canada to see orcas.

**Who have you always wanted to meet face to face?**

Chris Pine.

**Which celebrity do you know personally?**

Got to know them at events: Paris Hilton, Sarah Connor, Marc Terenzi. Met chef Horst Lichter during a flight - Dad addressed him as Tim Mälzer ;-)

**That is what you wish for:**

Reasonable people who respect each other and do their best to make the world worth living for our children.







SANDRA



TOBIAS

Telling stories. Proving again and again how good we are at WARIMEX. Supporting other people who are not doing so well.

Negotiating prices, even if the price is already „final“.

Not WHAT but WHO – Dad.

Brand awareness.

I like to have things tidy around me.

Preferably everything and right away.

He always messes up the filing cabinet.

Sneezes louder than an elephant.

New Zealand, and to the “hidden camera” to kid Dad.

New Zealand, Tokyo.

Monty Roberts – the horse whisperer.

Elon Musk, Mark Zuckerberg.

Celebrities like Isi Glück, Julian F. M. Stoeckel, Joshua Tappe. But regardless of whether you're a celebrity or not, I'm equally friendly and honest with everyone.

It depends on what you define as a celebrity.

Health, satisfaction, happiness and love & time for my family.

A long, healthy life together with my family.



# A MAN, A VISION AND A KEEN SENSE FOR TRENDS

The company WARIMEX was founded in 1982. When Michael Schmiederer joined the one-man business, he recognised the high potential of WARIMEX and took over the company in 1997. With many visions in mind, he continued to run the company in the basement of his private home and began to make the first trips abroad, always with the aim of tracking down trends, developing them further and establishing them in the markets.

After the first basic elements of the company were laid, the first company building, the „Blue House“, was built in 2000, which was expanded a short time later. Today, it contains numerous showrooms as well as the customer service and the accounting department. Michael Schmiederer knew how to carry the dynamic of the first successful years with him and to make use of the advantage of being able to approach projects more flexibly and dynamically as a small company than large companies can.

**„WE ARE FREE IN OUR  
DECISIONS AND THEREFORE  
MOSTLY FASTER THAN SOME  
LARGE COMPANIES.“**







Das Beste Platte Deutschland's Sperrt aus dieser Reihe

**11-116 TOP KÜCHER PRODUKT**

**1. Platz**

# STONELINE

[www.platte.de](http://www.platte.de)

**CHARA & ANITA**

*Handmade with love*

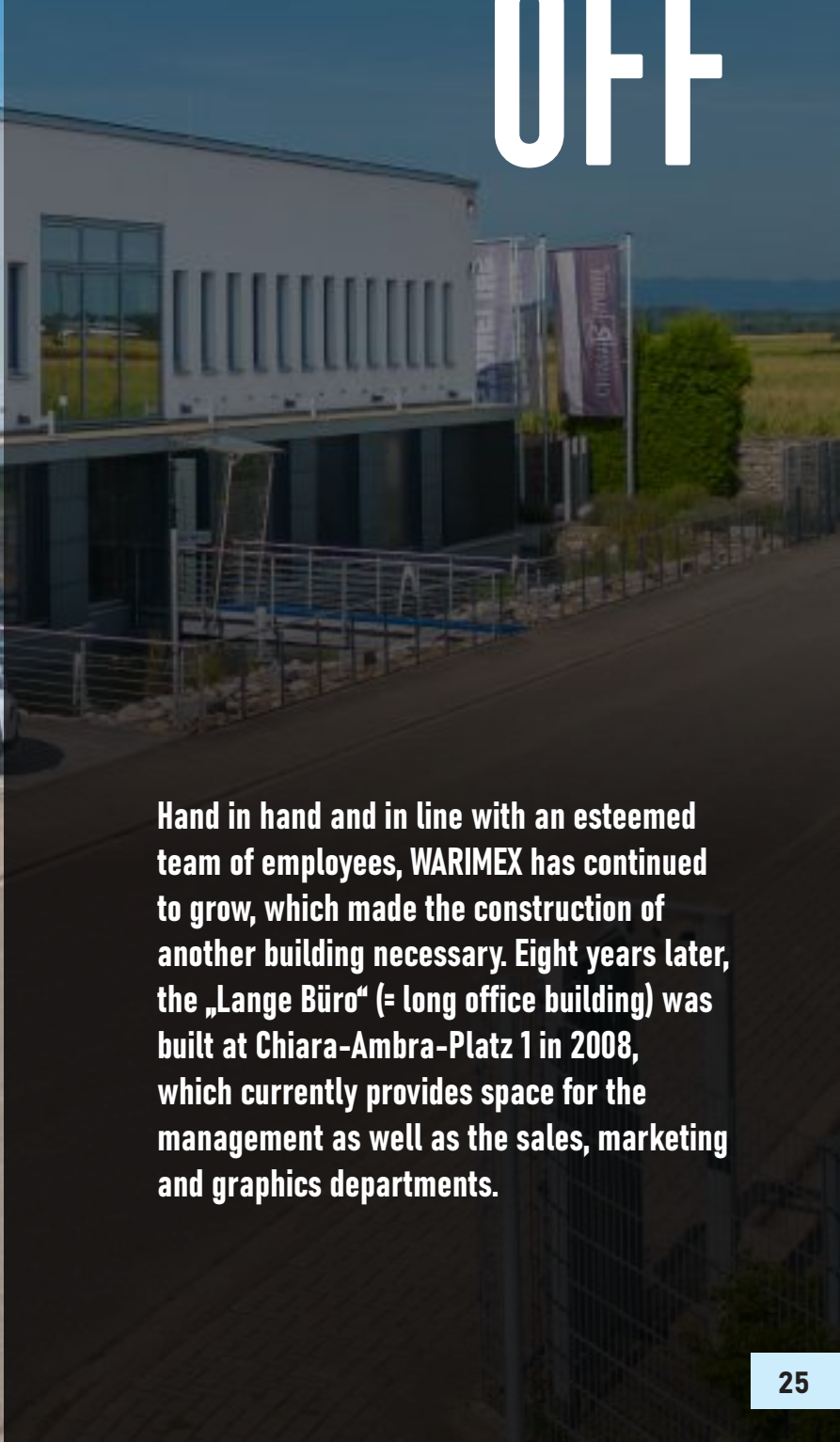
**RECHENWEGE**

**L'ÉCRIN**

*Handmade with love*



# WARIMEX TAKES OFF



Hand in hand and in line with an esteemed team of employees, WARIMEX has continued to grow, which made the construction of another building necessary. Eight years later, the „Lange Büro“ (= long office building) was built at Chiara-Ambra-Platz 1 in 2008, which currently provides space for the management as well as the sales, marketing and graphics departments.

# SUCCESSFUL IN THE HEART OF THE ORTENAU

Over the years, the core business has been expanded by additional business areas. Today, the portfolio ranges from the traditional trading company to the further development and production of own brands, to the complete handling of customer projects. Therefore, a 2,400 sqm logistics centre became necessary in 2012. For the company, it was a matter of course to consider the installation of a photovoltaic system. In the meantime, the warehouse complex has doubled its size. Today, around 6,000 pallets can be stored in the modern high-rack warehouse.

Furthermore, the purchasing, IT and quality management departments are located on the 2nd floor.

**„IN ORDER TO GUARANTEE A  
FAST SHIPMENT OF GOODS,  
WE WANT TO QUADRUPLE OUR  
WAREHOUSING BY 10 YEARS.“**

Tobias Schmiederer



**BLUE HOUSE**





**BLUE HOUSE**

**LOGISTICS CENTRE + WAREHOUSE**

**LONG OFFICE BUILDING**

Today, WARIMEX is a successful, internationally operating business group with over 100 employees. The headquarters in Neuried-Dundenheim has many advantages: The region offers a business-friendly climate (in return, WARIMEX strengthens it economically) and the proximity to the A5 motorway and the border triangle can be used logistically. Likewise, cross-border commuters are offered a secure job, while WARIMEX benefits from their foreign language skills. As a result, WARIMEX continues to grow from experience, young ideas and a close-knit team of employees.



**LONG OFFICE BUILDING**

**„WE FEED IN AROUND 150,000 KWH OF ENERGY PER YEAR - SO WE GENERATE MORE ENERGY THAN WE NEED ANNUALLY.“**



**LOGISTICS CENTRE + WAREHOUSE**



CHIARA **B**<sub>CA</sub> AMBRA<sup>®</sup>



CHIARA **B**<sub>CA</sub> AMBRA<sup>®</sup>

**Bernstein**

TAGESCREME  
DAY CREAM  
CREME DE JOUR



# THE BEAUTIFUL AMBER

**Who doesn't know the amber necklace that little children wear around their necks to relieve toothache? But processing the stone in a cosmetic line was rather uncharted territory back then.**

When Michael Schmiederer met an elderly lady in Lithuania in 2002, he was amazed at her smooth and even complexion. In a conversation, he learned that she grinds amber with a mortar, mixes it with a creamy substance and applies it daily to her face. Thrilled by the idea, Michael researched the stone intensively and learned that the 55-million-year-old fossilised tree resin protects against dehydration and the effects of the weather, as well as stabilising the external balance. Convinced of the healing properties of the amber, he began to process the precious stone in cosmetics.

In 2003, Michael Schmiederer founded CHIARA AMBRA GmbH. The name was chosen because „chiara“ in Italian stands for „the beautiful one“ and the Latin word „ambra“ for the amber.

After the successful market launch of the amber series, other product lines followed. Today, the latest findings from research and science are permanently incorporated into the formulas and ensure that the CHIARA AMBRA® products meet the high demands of an effective skin care.

**We guarantee the use of carefully selected ingredients in the production of all products. All care products are tested for skin compatibility. The majority of our products are also vegan and microplastic-free.**

Today, our beauty company is considered a true specialist for high-quality care products. The initial focus on anti-aging products was successively expanded to other lines. In the meantime, we offer an extensive range of cosmetic products that provide the right product for all skin types. From creams to care masks, eyelash serum, mascara and lip care – during development, our creative staff always keeps today's lifestyle in mind and focus on the fact that the products must be simple, quick to use and effective.

**With the Black Forest in our „immediate vicinity“, we are passionate about switching our product formulas to natural, local ingredients in the long term and thus bringing nature closer to our customers. We have successfully achieved this with our BLACK FOREST pure natural cosmetics line.**

**We love what we do:**

**Beauty made with love,  
made by CHIARA AMBRA®.**

# VERSATILE CARE WITH





# GREAT EFFECTIVENESS



# STRONG BRANDS, STRONG PARTNERS

Many well-known drugstores and consumer markets convince with their trustworthy own brands. These are subject to strict conditions, constant controls and guarantee innovative, carefully selected ingredients and formulas. We are proud to be the manufacturer behind many of these products, which we produce for our major customers under their own brands.









# PREMIUM CARE AROUND THE GLOBE



**UNITED ARAB EMIRATES**  
Beauty Fair, Dubai 2007



**KUWAIT**  
Advertising  
tour Miss  
Germany,  
2011



**HONG KONG**  
Cosmoprof Beauty Trade Show, 2012

## PORTUGAL

ExpoCosmetica Beauty Fair, Porto 2012



**GERMANY**  
Beauty Forum Trade Fair, Munich 2013



## CHINA

Beauty Expo Fair, Shanghai 2014



## NETHERLANDS

PLMA Trade Show, Amsterdam 2018



## GERMANY

GiveADays Trade Fair, Stuttgart 2016

## GERMANY

Beauty Trade Fair, Düsseldorf 2017

## GERMANY

Beauty Forum Trade Fair, Munich 2021





# WORLDWIDE UNIQUE

Michael Schmiederer already had experience with the trading of pans, but he himself noticed that there were none on the market that fried meat nearly as well and crispy as if it were cooked on a hot stone. In 2003, he therefore travelled to China to find a suitable manufacturer: With a driver, translator and his wife on board, he visited one service provider after the other, until he found one that had the technical possibilities to put his idea into practice. Michael's search was successful.

**"I'LL NEVER FORGET HOW OUR FATHER SAID: THIS WILL BE A NEW COOKWARE ERA, AND THE PRODUCT LINE WILL BE CALLED STONELINE®."**

Sandra Schmiederer

With STONELINE® - The Original!, we created in 2004 a premium brand that develops and expands year after year. New and creative innovations distinguish the brand. STONELINE® has already received numerous awards for the design and outstanding quality of its products.

For example, it was voted the „Favourite Brand“ of German end consumers and received the highest special platinum award.

**STONELINE® STANDS FOR MOST MODERN TECHNOLOGY, OPTIMAL FUNCTIONALITY AND HIGHEST QUALITY AT PRICES THAT EVERYONE CAN AFFORD.**

What is special about STONELINE® compared to other pots and pans? Of course the patented coating: True to the slogan "Experience the taste", STONELINE® pots and pans are equipped with the world's only non-stick coating with real particles of stone. The coating promises optimal non-stick properties with a robust and scratch-resistant surface at the same time. There is no need to add fat or oil when frying, depending on one's preferences.

**Our passion is to combine culinary experiences with incomparable pleasure.**

In the meantime, over 1,500 different pan models have been produced under the STONELINE® umbrella brand and distributed in over 90 countries.



## FROM EXPERTS FOR EXPERTS

Renowned chefs and the best hotels in the world, such as the Royal Palm on Mauritius, cook with STONELINE®. They are overwhelmed by the quality and appreciate the functionalities of the pots and pans.



Martin Herrmann  
(Relais & Chateaux  
Hotel Dollenberg)



Tam Chudaree  
Debhakam (Winner  
Top Chef Thailand  
2017)



Marco Rodde  
(QVC Italy)



Jeff Lin (Execu-  
tive Chef of Hotel  
Royal-Nikko Taipei,  
Taiwan)

# IT'S SHOWTIME!

We use numerous channels to reach our customers. STONELINE® is the most broadcasted cookware brand in the TV business worldwide and in the high-quality sector. STONELINE® can be found in retail stores such as Galeria, EDEKA and GLOBUS as well as in supermarkets, for which we also produce under their own brands. To promote sales in the stationary trade, we develop concepts to create a shopping experience. We generate emotional incentives to buy, for example by setting up QR code readers or tablets with touchscreen function. This way, the shopper immediately receives information about the product. We can even put ultramodern beacon technologies into practice by integrating the shoppers' smartphones.

Online, we are also strongly positioned. We distribute STONELINE® via our own web shop, via numerous marketplaces, via drop shipping and via mail order stores. Modern marketing via influencers is just as much a part of our everyday business as the integration of social media.

When potential customers visit our showrooms in the „Blue House“, they are quickly convinced of our brand and the high quality. Everything we have ever produced under STONELINE® is displayed here.









# INNOVATIVE AND



COOKING  
WITH THE  
ORIGINAL





# PATENTED



**100%**  
TASTE





# A BRAND GOES AROUND THE WORLD



## CHINA

Trade Fair, Guangzhou 2014

## HONG KONG

Terminal Ferry, Trade Fair 2014

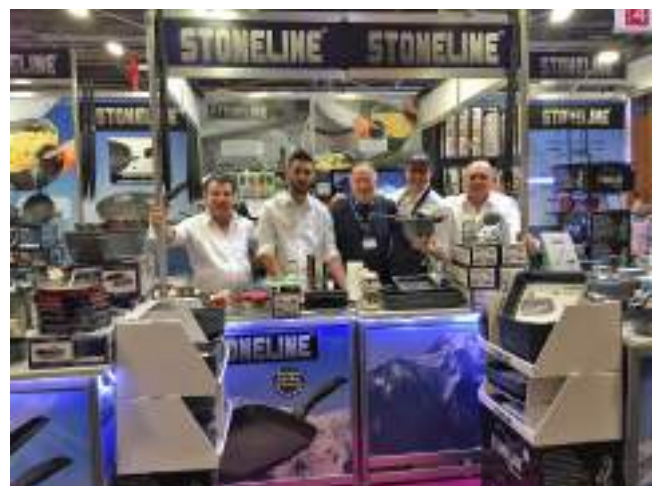


## USA

Trade Fair, Chicago 2014

## CANADA

Sales Show, Calgary 2014



## FRANCE

Trade Fair, Paris 2016



# GERMANY

Ambiente Trade Fair, Frankfurt 2018



# MEXICO

Trade Fair, Mexico City 2017



# PHILIPPINES

LED advertising wall for 6 months, Manila 2020



# HONG KONG

Advertising campaign on buses, Trade Fair 2019



# MALAYSIA

Show cooking, Petaling Jaya 2019



# TAIWAN

Retail area department store, Taipei 2022

# MILESTONES

**2004**

The "Blue House" grows and is extended by the pavilion

**1982**

Foundation of WARIMEX

**1997**

Michael Schmiederer takes over WARIMEX and starts working in the basement and office of his private home



**2006**

STONELINE® - The Original! The first cookware with real particles of stone was successfully launched on the market

**2007**

First STONELINE® exhibition booth in Hong Kong, kick-off for worldwide expansion

**2000**

Construction of the "Blue House" in Neuried-Dundenheim, which today provides space for the company's many showrooms



**2003**

Foundation of CHIARA AMBRA® GmbH

**2008**

Start of construction of the „long office building“ at Chiara-Ambra-Platz 1 in Neuried-Dundenheim

**2004**

Start of the development of STONELINE®





# 2011

Charity event with Miss Germany for the benefit of kindergartens and senior citizens' centre

# 2012

Opening of the 2,400 sqm logistics centre at the at the headquarters in Neuried-Dundenheim

Start of own electricity production by using solar energy

# 2013

Michael Schmiederer involves the children in the management



# 2014

First STONELINE® exhibition booth at the international trade fair Ambiente in Frankfurt



# 2018

Start of cooperation with ClimatePartner

# 2019

WARIMEX is carbon neutral and launches the first climate-neutral products



# 2020

Expansion of the warehouse at the headquarters in Neuried-Dundenheim



# 2021

WARIMEX launches the world's first customer loyalty campaign for Netto ApS with a range of cookware, manufactured completely carbon-neutrally

# 2022

Purchase of a further 6,000 sqm of construction site in Neuried-Dundenheim

Construction of a photo and video studio at the "Blue House"

Foundation of awake®

# NUMBERS AND FACTS

> **100** employees

**21,000** utility and gift articles as well as free gifts from a wide range of sectors such as household, small electrical appliances, promotion as well as beauty and wellness

> **100** registered designs and patents

**34** registered brands in the household goods sector

> **1,500** different pan models of the brands STONE and STONELINE®

> **90** countries of distribution

~ 40,000 m<sup>2</sup> company premises

> 580,000 kg CO<sub>2</sub> emissions offset from 2019 to the end of 2021

> 1,000,000,000 (1 billion) views on the internet

> 500 photovoltaic panels on the warehouse building

~ 150,000 kWh of electricity fed into the grid

28 company vehicles, of which 15 are hybrid and e-cars

65% + 35% women + men in the company

39 years average age of employees

> 90% turnover growth in 2020 compared to the previous year





  
**Kitchen Innovation Award 2022**  
 CONSUMERS' CHOICE  
  
**»GOLDEN AWARD«  
 Best of the Best**  
 Kategorie: 3000- und 4000er-Serie  
 ZWILLING J.A. HENCKELS  
**STORLINE®**  
 Six 1 Plus 1950 Personalized  
 Bräter- und Back-Set  
**AUSGEZEICHNET FÜR:**  
 Funktionalität, Innovation, Produkt-Design, Materialauswahl/Verarbeitung

  
**Kitchen Innovation Award 2022**  
 CONSUMERS' CHOICE  
  
**AUSGEZEICHNETES PRODUKT**  
 ZWILLING J.A. HENCKELS  
**STORLINE®** Fettlein-Grillplatte  
**AUSGEZEICHNET FÜR:**  
 Funktionalität, Innovation, Produkt-Design, Materialauswahl/Verarbeitung

  
**Kitchen Innovation Award 2022**  
 CONSUMERS' CHOICE  
  
**AUSGEZEICHNETES PRODUKT**  
 ZWILLING J.A. HENCKELS  
**STORLINE®** Ofen-Set  
**AUSGEZEICHNET FÜR:**  
 Prozessuren/Design, Nachhaltigkeit, Materialauswahl/Verarbeitung

  
**Kitchen Innovation Award 2021**  
 CONSUMERS' CHOICE  
  
**»GOLDEN AWARD«  
 Best of the Best**  
 Kategorie: Küchen-Accessories  
 ZWILLING J.A. HENCKELS  
**STORLINE®** Flex-Kaffee  
**AUSGEZEICHNET FÜR:**  
 Funktionalität, Innovation, Design, Nachhaltigkeit

# EXCELLENT QUALITY

For 40 years, we have specialised in the development, production and distribution of high-quality branded products. Every day, our products inspire people in the household and beauty sector. The popularity of STONELINE® is growing all the time, even beyond the country's borders. For example, our STONELINE® pan is the „Best induction-compatible pan in Italy“. We are just as pleased when our products are casually discovered on TV: for example, Thomas Anders recently cooked with STONELINE® on „Kaffee oder Tee“ and Barbara Schöneberger packed a STONELINE® wok in her suitcase on „BRISANT“.

## WE ARE INNOVATIVE AND SET TRENDS

Year after year, we're having ourselves and our latest products judged by independent juries and are proud to receive consistently prestigious awards. In 2021, we were awarded the KITCHEN INNOVATION AWARD 2021 for responsible business management, particularly in the category of resource conservation and carbon-neutral manufacturing.

**At the beginning of 2022, STONELINE® received more awards than any other German household brand during this period.**



It is no coincidence that WARIMEX includes the globe in its logo, because Michael Schmiederer feels at home all over the world. He travelled to China for the first time in 1989. At that time, global trade was very different from today, less luxurious and more characterised by simplicity.



# WARIMEX WORLDWIDE



Over 40 years, Michael Schmiederer built up a network of reliable partners, many of whom remained loyal to him for years. Early on, he involved his three children in his travels.





# CLIMATE

THE WORLD IS CHANGING. WE ARE CHANGING. WE CANNOT STOP CLIMATE CHANGE ON OUR PLANET ALONE, BUT EACH AND EVERY ONE OF US CAN ACTIVELY CONTRIBUTE TO IT.

Nature and respectful treatment of its resources is WARIMEX's top priority. Michael has always been committed to this and the entire WARIMEX team follows this philosophy. For years, for example, our used aluminium pans have been fed into the recycling loop to be processed into window frames, and we harness the power of the sun with a photovoltaic system on the roof of our logistics building. Furthermore, we support internationally certified climate projects on the long-term and cooperate with the German Forest in our home country to reforest areas with climate-stable tree species in heavily destroyed forests.

## **REDUCING CO2 EMISSIONS TO A MINIMUM OR COMPENSATING FOR NECESSARY EMISSIONS THROUGH TARGETED MEASURES ARE STANDARD PRACTICE FOR US.**

Climate protection is our top priority. Our contribution to maintaining an intact environment is, among other things, that we offset all our CO2 emissions and reduce them to the minimum. We have been carbon neutral since 2019. But it is not only the business group that is carbon neutral. Individual product lines are as well, such as Natural Line®, which is produced from renewable raw materials such as sugar cane, bamboo or straw. The number of articles continues to grow and our goal is to gradually produce all products in a carbon neutral way.

**We collect and recycle even the smallest things: in cooperation with TobaCycle, for instance, we turn a full tonne of cigarette butts into whole plastic tonnes again.**



**We show responsibility to protect the environment by using resources sustainably. This is also confirmed by our award in the categories “Conservation of Resources” and “Climate-Neutral Production”.**





# RECYCLE THE FUTURE.

**In 2022, we are expanding our product portfolio with the foundation of the brand AWAVE®. With the same-named start-up company, we want to specialise in the production of sustainable, individual products made from recycled materials.**

On his countless journeys around the world, Michael Schmiederer experienced that the littering of our nature is increasing more and more. The fact that the consequences of our throwaway society are also becoming increasingly noticeable in the oceans depresses him greatly. During a holiday, the urge to do something about it was so great, that he spontaneously picked up huge amounts of rubbish on the beach with his wife. This experience left a lasting impression, as simply collecting rubbish was no longer enough for him afterwards.

**“THE WORLD HAS TO BECOME  
MORE PLASTIC-FREE, AND WE  
CAN ALL DO SOMETHING TO MAKE  
THAT HAPPEN.”**

Michael Schmiederer

Tobias Schmiederer was of the same opinion as his father. Together they discussed what target-oriented measures WARIMEX could take to counteract the increasing littering. They began to study the production of household products from recycled materials and visited various recycling and waste recovery plants. However, a number of complex production processes are required before a recyclable raw material can be obtained from plastic waste. Achieving food suitability is an enormous challenge. After time-consuming production trials and under the strictest laboratory guidelines, they succeeded. The brand AWAVE® was born in early 2022.

Depending on the requirements, the products are made out of recycled PET (rPET) or recycled PP (rPP). rPET is mainly obtained from used beverage bottles and, after appropriate processing, offers the advantage that it is food-safe and suitable for dishwashers and microwaves. In contrast, rPP is a recycled plastic that is made from disposed packaging, films, bottle caps and straws, among other things.



For Michael and Tobias Schmiederer, however, it is important for all products that they can later be recycled themselves and are carbon neutral, so that the circle is closed.

The sources of the raw materials are different: one of the possible recycled raw materials is waste collected directly from the oceans (Ocean Plastic) and from beaches, streets and households in the immediate vicinity (Ocean Bound Plastic). In addition, in areas without a functioning recycling cycle, waste is collected where it is produced. WARIMEX has gained a trustworthy raw material supplier in Plastic Bank®, which also supports local social projects. For example, collecting waste offers poor families an additional source of income. awave® also produces rPET products from deposit return systems and bioplastics, which are increasingly in demand on the market.

**There are no limits to the range of products: whether breakfast boxes, coffee mugs, cutlery, lunch boxes, fresh food containers, shopping baskets - everything is possible!**



# UNLIMITED





# POSSIBILITIES



These products are made out of rPET  
(the shopping basket is out of rPP).



**We are privileged to have been born in this corner of the earth. Therefore, we should all contribute to making the world a little better.**

It has always been very important to the Schmiederer family to take on social responsibility. Even though they have worked hard to achieve their status, they are very aware of the privileged circumstances in which they live. That is why they have been supporting projects for years to help people, but also animals, in their time of need, whether locally or on the other side of the world.



**We strive to pass on a strong sense of responsibility to everyone and call for more commitment and sustainability in society.**

In doing so, they are often quite spontaneous in their decisions, e.g. by initiating a large fundraising campaign or, during their holiday in Bali, by working with a local organisation to ensure that small turtles are safely escorted from the hatchery to the sea.

And even though Corona brought hard times, the Schmiederers surprised with small and big joys. Thanks to good relations to China, they recognised the coming emergency very early and bought or imported masses of masks, which they donated to hospitals. They also gave the nursing staff of the Ortenau Clinic not only praise and recognition, but a private donation of a considerable amount, or organised a laser show for the surrounding communities on a New Year's Eve when fireworks were banned and could be seen for kilometres.

Throughout everything, the entire company supports the Schmiederer family, be it in the city cycling for a good cause or in a tree-planting campaign at the weekend.

**WE, TOGETHER,  
FOR A BETTER WORLD!**

# HUMAN

**THE WORLD HAS ENOUGH FOR  
EVERYONE'S NEEDS, BUT NOT  
EVERYONE'S GREED.**

Mahatma Gandhi



# MATTER OF THE HEART

# FROM THE PRESS

February 2011

## Concentrated beauty in Dundenheim

24 beauty queens from all over Germany, the reigning Miss Germany Anne Julia Hagen and on stage Marc Terenzi - on Tuesday there was a big celebrity line-up in Dundenheim. The cosmetics company CHIARA AMBRA® made it possible for a good cause: **Michael Schmiederer wants to double the proceeds of the event and donate them to the Neurieder kindergartens and the senior citizens' centre.**



The 24 state winners of the Miss Germany pageant as well as the reigning Miss Germany Anne Julia Hagen (centre) provided glitz and glamour in Dundenheim. | Photo: Ulrich Marx



Substantial donation from Dundenheim company for typhoon victims in the Philippines © dpa

November 2013

## Large donation from Dundenheim company for typhoon victims in the Philippines

The company WARIMEX supports the children's aid organisation UNICEF with 100,000 euros. Around four million people have been affected by the typhoon, and according to UNICEF, around 40 per cent of them are children under 18. The plight of the more than two million children has shocked us, says the company.



September 2017

**The regional cosmetics company CHIARA AMBRA® supports the kindergartens of Neuried with fresh fruit.**

The European Union promotes a healthy diet for school and kindergarten children with its EU School Fruit Scheme. The aim is to expand fruit and vegetable deliveries to kindergartens and schools in order to encourage children to prefer fruit and vegetables to sweets. Since the EU

funds do not cover the entire costs, CHIARA AMBRA GmbH, based in Neuried / Dundenheim, helps with the financing. As a sponsor, it has taken over the co-financing of the kindergartens of Neuried and, together with the fruit farm Mild and its apple delivery, contributes to the health-promoting nutrition of our children.

November 2019

### Launch of the environmental project in Bali

Worldwide, environmental pollution is a major problem. The pollution of waters by plastic waste is one of the main problems. The company WARIMEX / STONELINE® is starting a joint environmental project in cooperation with the Beach Eco-Resort in Bali Dajuma.

The aim is to sensitise the young generation on Bali to the need to protect their environment. The project involves 496 school children from five different primary schools in the Pekutatan region. The primary school children will be

brought closer to the environmental problem by participating in a painting competition whose theme will be environmental protection. Three winners from each school will be awarded by a non-competitive jury. In addition, each family will receive a reusable bag for their shopping. This is to minimise the use of plastic and to encourage environmentally conscious living.



January 2020

## Saving endangered turtles in Bali

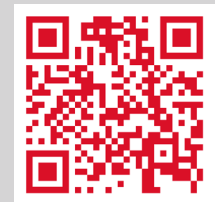
In the 1960s, hunting of turtles on the island of Bali reached its peak, resulting in the turtle population being threatened with extinction. To counteract the effects, turtle sanctuaries were established all over the island. This is also the case with the KURMA ASIH turtle sanctuary in the municipality of Perancak: the initiative depends on the help of volunteers and financial resources. Michael Schmiederer, Managing

Director of the WARIMEX business group, decided to support this initiative during his holiday trip to Bali and helped to escort the 2-week-old turtle babies safely from the beach to freedom – the sea.



Read more about  
this project:

**SINCE THE BEGINNING OF OUR SUPPORT IN 2017, WE HAVE BEEN ABLE TO ACCOMPANY OVER 60,000 BABY TURTLES FOR THE SEATURTLE HATCHERY (INDONESIA) INTO THE SEA.**



Ortenau Klinikum receives a donation of 150,000 euros from the family-owned company WARIMEX as a „private Corona bonus“ for nursing staff.

December 2020

## Additional Corona bonus for nursing staff at the Ortenau Clinic

Many companies are currently suffering from the Corona crisis - but some are also profiting from it or are simply in such a good financial position that they even have a little money left over for good causes in 2020 - the Ortenau company „WARIMEX/STONELINE GmbH“ from Neuried, for example. It is donating 150,000 euros to the nursing staff in the eight Ortenau hospitals - because clapping alone does not even come close to honouring the employees' achievements. nicht mal annähernd würdige.

December 2020

## New Year's Eve laser show for the surrounding communities

After an exceptionally challenging 2020, the WARIMEX company organised a very special New Year's Eve laser show on 31st of December 2020 on the roof of its logistics centre. The laser show could be seen at a height of 12 metres above the rooftops of the community of Dundenheim. People in the region could watch this wonderful show from home and celebrate a beautiful New Year's Eve, even though any fireworks were cancelled that night.







September 2021

### Collect kilometres for a good cause

The municipality of Neuried is actively participating in the „Stadtradeln“ campaign. „The combination of an action for more climate protection, the promotion of the quality of life in our municipality and the involvement of various players from our economy is sensational,“ says Mayor Urich. The WARIMEX business group from Dundenheim is also taking part and invited its employees as well as their relatives and friends to cycle together.

**IT IS NEVER TOO LATE TO MAKE A JOINT EFFORT TO DO SOMETHING GOOD!**



The starting signal for the planting campaign was given on Saturday in Riedern am Wald with around 50 people. From left: Michael Schmiederer, Sandra Schmiederer, Tom Drabinski from the Waldshut District Forestry Office, Ramona Schmiederer, Tobias Schmiederer and Dagmar Schmiederer. In the foreground, Sandra Schmiederer's children Sophie and Lukas. | Photo: Ursula Ortlieb

October 2021

### Fighting forest damage: New trees are planted on 60,000 square metres in the district of Waldshut

An area of 60,000 square metres is being reforested in the district of Waldshut. The campaign started on Saturday in the community of Ühlingen-Birkendorf. The donation from WARIMEX makes the tree planting possible. The aim is to create a diverse mixed forest that is less susceptible to hazards and provides an excellent habitat for numerous forest inhabitants.



# WE ARE WARIMEX





# LET'S BE HONEST



"After graduating from high school in spring 2019, I didn't yet know what direction my professional life would take. For this reason, I first applied for an internship at the company WARIMEX in the neighbouring village. Right from the start, I experienced the flexibility that distinguishes WARIMEX GmbH so much, because the application for an internship ultimately resulted in an apprenticeship as a merchant in e-commerce. During my training period, I was always regarded as a fully-fledged team member and was able to develop professionally and personally in a familiar atmosphere. In the meantime, I like it here so much that I was even able to convince my older sister Gina to work at WARIMEX."

**Dustin Henninger, WARIMEX  
apprentice in the 3rd year,  
from Müllen**



"WARIMEX GmbH gave me a quick, uncomplicated start to my professional life. The family atmosphere and friendly employees make you feel part of the team straight away. The company supports me in expanding and improving my knowledge and skills. Especially the high level of innovation shows me new ideas and ways and lets me learn something new every day."

**Julia Nußbaum, dual student  
at WARIMEX, from Ichenheim**

COMMITMENT, SOLIDARITY  
CREDIBILITY, COMMUNICATION  
BALANCE, NEUTRALITY, FAIRNESS  
ENTERPRISE, FAMILIARITY  
TOGETHERNESS, COMMUNITY



"I really enjoy working at WARIMEX and CHIARA AMBRA® because, as a mum, I am very flexible in today's situation with Corona and the many challenging conditions. I can also change working hours at short notice or work comfortably from home. I have been with the company for many years and have been able to implement my ideas in many projects. It's nice to see that you are part of a big picture and can actually make a difference."

**Sandra Butz, part-time employee in  
CHIARA AMBRA® sales and mum,  
from Willstätt**



"I have enjoyed working at WARIMEX for more than 17 years and am pleased that I have been able to experience the impressive development of our family business at first hand. Always following the principle of „Nothing is impossible - WARIMEX“ or „Yes, WE can“, I always enjoy jumping on the latest trends together, helping to develop new approaches and being able to implement them. That's what makes my job so interesting, entertaining and versatile all these years, despite some challenges that have to be overcome. Thanks to the strong support of the Schmiederer family, a solution is always found. At the same time, the cosy get-together with us is certainly enjoyed. I really appreciate the great events that the Schmiederer family surprises us with every time and they are always a highlight for me. I am proud to be part of the WARIMEX success story. Happy Birthday :)"

**Anja Bruder, Team Leader  
Purchasing WARIMEX,  
from Altenheim**

Y, CARING, COMPETENCE,  
ATION, INTEGRITY,  
AIRNESS, TEAM SPIRIT,  
/ FRIENDLINESS,  
ITY

# OUTSPOKEN



“I have been working at WARIMEX GmbH since 2021 and really feel part of the company. The reason for this is that the working atmosphere is very human and familiar, but also absolutely professional. The way colleagues treat each other is open and fair. The work at WARIMEX is very dynamic and always provides interesting challenges. It never gets boring. The diversity of project types also ensures variety. I meet partners and external service providers from all over the world every day.”

**Ayoub Benchlih, Web Marketer at WARIMEX, from Mutzig / France**



“I have been working at WARIMEX for 17 years. Since my first day, I have appreciated the collegial and friendly interaction in the company, the pleasant working atmosphere and the lovely colleagues. A highly modern workplace offers plenty of room for my ideas and creativity. My field of work as a graphic designer is varied and versatile. Changing requirements always offer me new challenges. I also love seeing the finished products on the sales shelves later. In our department, we are all different and have different talents, but we have one goal: it has to look beautiful. That’s what makes every day exciting.”

**Christian Thau, Graphics and Design at WARIMEX, from Ichenheim**

## OUR HEART AND SOUL IS IN EVERY WORKPLACE!





“When I acquired my former client WARIMEX over 17 years ago, I didn't realise what journey I was about to embark on. I actually wanted to sell office furniture and not get a new job. I guess the universe wanted me to get a new job. Looking back, sometimes you don't get what you want, you get what you need. A highly dynamic family business where decisions are not always made based on what is good, but on what is right. These are based on cordiality, decency and fairness. WARIMEX is not about having a big idea, it is about how to make a small idea big. Working in this company does not always mean that there are warning signs saying „the deer is crossing the road“, but starts to understand that it is the road that crosses the forest. It is exactly this personal responsibility which is required, which makes each day never the same as the other. And this is what I like.”

**Patrick Ernst, sales veteran  
at WARIMEX, from Ottersweier**



“I have been working in Germany since 1981. I like the discipline and straight-forwardness in Germany - that's how I am. At WARIMEX I work in customer service. I like the variety and the direct contact with the customers. I have found my happiness here.”

**Yasmina Herzog, Customer Service  
STONELINE®, from Lipsheim / France**

**IT IS VERY IMPORTANT FOR US,  
THAT OUR EMPLOYEES LIKE TO  
WORK AND ARE PROUD OF WHAT  
THEY DO TOGETHER. WE ARE OF  
COURSE VERY PLEASED THAT WE  
ARE DOING SO WELL HERE. BUT  
IT IS ALSO AN INCENTIVE AND A  
REASON FOR US NOT TO SIT BACK  
AND DO NOTHING.**

# CONGRATULATIONS FROM ALL OVER THE WORLD

「40周年おめでとうございます。イノベーションを感じさせる素晴らしい商品を手がける貴社の今後ますますのご発展を祈念しております」

Congratulations and our best wishes on your 40 th anniversary.  
We wish you continued success in the future with your wonderful range of innovative products.

## **QVC, Japan**



*QVC Italy congratulates WARIMEX GmbH on this important milestone and wishes one of the most important brands in its industry many more years of success and satisfaction.*

*Best wishes for your future from the entire QVC Italy team.*

## **QVC, Italien**



WARIMEX GmbHが2022年に設立40周年を迎えられたことを心よりお祝い申し上げます。  
クリエイト・トレーディングは、WARIMEX GmbHのビジネスパートナーであることを嬉しく思っています。  
今後も両者が共に発展していけることを願っております。  
改めて、WARIMEX GmbH, 40周年おめでとうございます。  
本年が皆様にとって成功の年でありますよう、お祈り申し上げます。

We congratulate WARIMEX GmbH on its 40th anniversary in 2022.

Create Trading is pleased to be a business partner of WARIMEX GmbH. We hope that both parties can continue to develop together in the future. Congratulations again to WARIMEX GmbH on its „40 th anniversary“. We wish you a year full of success - enjoy it!

## **Create Trading, Japan**





*We are proud to be part of your team - We STONELINE® Malaysia Team thank you for the good cooperation in the past year and best wishes for continued success. May you continue to inspire us for many years to come! And may you always remember how much are needed, respected and valued! Happy 40th Anniversary.*

Wir sind stolz darauf, Teil Ihres Teams zu sein - Wir, das STONELINE® Malaysia Team, danken Ihnen für die gute Zusammenarbeit im vergangenen Jahr und wünschen Ihnen weiterhin viel Erfolg. Mögen Sie uns auch in den kommenden Jahren inspirieren! Und mögen Sie sich immer daran erinnern, wie sehr Sie gebraucht, respektiert und geschätzt werden! Alles Gute zum 40-jährigen Jubiläum.

### **Kitchen Club, Malaysia**



*STONELINE® – user-friendly, unmatched, safe and affordable. Wish you a great anniversary and hope we grow together. Sapu WARIMEX !*

STONELINE® – benutzerfreundlich, unübertroffen, sicher und erschwinglich. Wir wünschen Ihnen ein tolles Jubiläum und hoffen, dass wir gemeinsam wachsen. Hut ab, WARIMEX!

### **MasterDeals, Mauritius**



Being at home in other people's kitchens and bathrooms for 40 years - that's something you have to be able to afford. This is certainly due to the many good ideas of the Schmiederer families and their team. Together with my two radio stations, we have always launched great campaigns in the past. We don't want to change that in the future either. After all, I may look much better with a CHIARA AMBRA mask on my face than without, but my STONELINE® pan still gets really hot. All the best!

### **Markus Knoll, Funkhaus Ortenau**



안녕하세요. 40주년 창립을 축하드립니다. 앞으로도 무한한 발전과 번영이 함께 하시길 진심으로 기원합니다.  
또한, 우리도 한국에서 WARIMEX의 명성이 더욱 더 커져나갈 수 있도록 앞으로도 지속적으로 노력하겠습니다.  
다시한번, 이토록 기쁜 날 좋은 시간 보내시길 기원합니다.

Congratulations on your 40th anniversary. We sincerely hope that you will continue to be blessed with development and prosperity in the future. We will also continue to work hard so that WARIMEX's reputation in Korea can continue to grow.  
We hope you will have a wonderful time on this wonderful day.

### **Sunwoo, Süd Korea**



*Los aniversarios, siempre nos permiten reflexionar los inicios de un sueño u objetivo, las bondades y carencias que se tuvieron en aquel entonces, reconocer a los personajes que se hicieron compañeros de viaje en cada una de las épocas, afianzando las relaciones con las experiencias vividas para lograr crecer de manera conjunta.*

*En nombre del equipo de STONELINE® México*

*Agradecemos mucho la disposición a ayudar y la confianza que recibimos.*

*¡¡¡¡¡Feliz 40 aniversario WARIMEX!!!!*

Anniversaries always give us the opportunity to reflect on the beginnings of a dream or a goal, the advantages and gaps we had during those times, to appreciate the people who became companions in each of the eras, and to strengthen relationships through the experiences we had in order to grow together.

On behalf of the STONELINE® Mexico team: we greatly appreciate the helpfulness and trust we have received. All the best for your 40th anniversary WARIMEX!!!!

### **Marcas y Regalos, Mexiko**



# A GLANCE AT THE FUTURE

Our passion, creativity and know-how can be found in more than 30 brands. We want to inspire our customers, win their trust and become part of their everyday lives in the long-term.

At the same time, we do not only aspire to always offer people the best. The mission of our entrepreneurial activities is above all to take responsibility for people, nature and the environment and to shape them in a sustainable way. We have already succeeded in this with many climate projects, environmentally friendly product lines and social commitment. In the future, we not only want to continue this, but intensify it. With awave® we have succeeded in taking a big step in the right direction and we hope that with our attitude we can persuade as many people as possible to rethink.

## TOGETHER! FOR A COMMON FUTURE!







# WARIMEX

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