

BLANCO appoints new COO

Markus Laub completes the Management Board of the BLANCO Group

Oberderdingen, March 17, 2026 – The BLANCO Group is appointing a new Chief Operating Officer (COO). Markus Laub (48) will assume the role on July 1, 2026, and will be responsible worldwide for production, procurement, quality management, logistics, and supply chain management at the kitchen water place system specialist.

With this step, the restructuring of BLANCO's top management team is complete. CEO Frank Gfrörer moved to the top of the BLANC & FISCHER Family Holding on May 1, 2025, and will in future chair BLANCO's Supervisory Board. As his successor at the helm of BLANCO, the company has appointed long-standing CFO Rüdiger Böhle, who will take office on May 1, 2026. In addition, Melanie Aselmann will also assume the newly created role of Chief Commercial Officer on May 1, 2026, in which she will further integrate and internationally align sales, marketing, product portfolio, and service.

Extensive international industry and management expertise

Markus Laub has many years of international leadership experience in operations, supply chain, and procurement in both industrial and consumer goods environments. Most recently, as COO of mymuesli AG, he was responsible for the Operations division on the executive board and drove transformation and efficiency programs. Previously, he held senior management positions in the automotive supply industry as well as in logistics and consulting environments.

Frank Gfrörer: "Markus Laub brings valuable industry and management experience to the team. With this addition, the executive team of the BLANCO Group is well positioned to pursue its targeted growth objectives."

Image



Markus Laub will assume the role of Chief Operating Officer at BLANCO on July 1, 2026.

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ABOUT BLANCO

BLANCO stands for the kitchen water place in private households. As an internationally established premium supplier with German roots, the company develops and manufactures products that impress with their award-winning design, high-quality materials and customized design options. At the heart of the portfolio is the modular BLANCO UNIT, which seamlessly combines bowls, mixer taps and water finishing as well as organization systems for the base cabinet as system components in form and function. BLANCO's drive: more convenience, flexibility and enjoyment in the daily use of the private kitchen water area. With an annual turnover of more than 380 million euros (2024), more than 1,400 employees worldwide are committed to this - at the headquarters in Oberderdingen, Baden-Württemberg, as well as in the national companies in Europe, Asia, Australia and North America.

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