

## **pronorm Einbauküchen awarded the "Golden M"**

The company pronorm Einbauküchen from Vlotho was awarded the "Golden M" by the German Quality Association for Furniture (DGM). The RAL Quality Mark is the strictest proof of tested furniture quality in Europe. It is based on the quality and test regulations RAL-GZ 430, which all DGM member companies voluntarily undertake to comply with in order to make the high quality level of their products objectively and clearly visible to end consumers.

"We are pleased that the manufacturer pronorm Einbauküchen has decided to join our quality offensive and are very happy to certify it with the RAL quality mark 'Golden M'," says DGM Managing Director Jochen Winning at the personal presentation of the award on 15 June in Vlotho.

In addition to the requirements for the "Golden M", the DGM has now also monitored compliance with the criteria for the geographical indication of origin "Furniture Made in Germany" for pronorm Einbauküchen. According to RAL registration 0191, the design, assembly and quality inspection must take place in Germany. In addition, the manufacturing process relevant to the quality must take place predominantly in Germany.

The origin label was developed and introduced by the Association of the German Furniture Industry (VDM) together with RAL. The DGM monitors compliance with the requirements on behalf of the VDM. "The 'Golden M' and 'Furniture Made in Germany' are a solid foundation for a promising future of pronorm Einbauküchen, emphasize both pronorm managing directors, Thorsten Gösling and Roger Klinkenberg. Both certifications mark a sustainable and responsible company whose quality products stand out on the market," says Jochen Winning. In 2022, pronorm Einbauküchen celebrates its 50th company anniversary and is well positioned for this thanks to the new label.

### **Company Information:**

The traditional company pronorm is based in Vlotho / East Westphalia and is a manufacturer of individually planned, modern and design-oriented kitchens in the middle to upscale segment and employs around 300 people. In addition to Germany, pronorm is successful in the markets Benelux, Austria, Switzerland, France, United Kingdom as well as Eastern Europe and Asia. The export rate is 70 %.

---



RAL Quality Mark „Goldenes M“

Vlotho, 15.06.2021

**pronorm** Einbauküchen GmbH, Höferfeld 5-7, DE-32602 Vlotho

Tel.: +49 (0) 5733 – 979-0 Fax: +49 (0) 5733 - 80483

[info@pronorm.de](mailto:info@pronorm.de) [www.pronorm.de](http://www.pronorm.de)

