

FOCUS2030: Hennecke GROUP enters next growth phase with a clear vision for the future

Following one of the most successful financial years in its history, the polyurethane machinery manufacturer is systematically advancing its growth strategy. With targeted investments in technology, processes, the global organization, and a strong commitment to ESG and sustainability, the company is reinforcing its leading position in selected PU markets.



Hennecke's strategy for sustainable growth and global excellence.

Sankt Augustin, June 2025 – The Hennecke GROUP is entering a new strategic phase with confidence and a clear direction. Following a record year in 2024 – with all-time highs in revenue and profit, as well as a further increase in order intake compared to 2023 – the company is now taking the next step. FOCUS2030 sets the course for targeted growth, technological excellence, sustainable operations, and a globally aligned organization. Central to the strategy are clearly defined market opportunities, a streamlined product offering, and targeted investments in innovation, operational excellence, and the development of a high-performing global workforce. The launch of this new phase comes as the industry faces growing geopolitical tensions, uncertain market conditions, and increasing trade barriers that demand adaptability and challenge the entire industry. However, the Hennecke GROUP demonstrates resilience, a result of the

structural and cultural progress driven by the successful implementation of Hennecke 2.0 transformation in recent years. "Since 2019, we have established a solid foundation to make the company more agile, efficient, and closely aligned with our customers," says CEO Thomas Wildt. "With FOCUS2030, we are taking the next logical step: proactively shaping transformation and aligning our business model with the demands of the future. "

Structural Clarity – Global Centers of Excellence

A key element of the FOCUS2030 strategy is the targeted refinement of the global setup. The Hennecke GROUP operates through four specialized Centers of Excellence – each with a clearly defined technological focus and distinct responsibility within the global network. In Sankt Augustin, home to the corporate group management and the Business Unit Germany (BU Germany), the company concentrates its development, manufacturing, application technology, and system solutions for slabstock applications, technical insulation, and high- and low-pressure metering machines. Key components such as mixheads and pumps are also developed and manufactured at this site. In Verano Brianza near Milan, BU Italy focuses on the development and construction of production lines for insulation sandwich panels, including complete turnkey solutions. BU North America, based in Pittsburgh, is globally responsible for blending solutions and tank farm systems as well as automation technologies surrounding metering equipment. BU China, operating from Jiaxing and Shanghai, specializes in the production of so-called "dry parts" for various applications and, as part of the new local-for-local strategy, will also manufacture high-pressure metering machines for the APAC refrigeration industry. This structure is complemented by a global network of service units offering retrofit solutions and customer value services – efficient, scalable, and close to the customer.

Strategic Focus and Structural Streamlining

As part of the new strategic direction, existing structures are being streamlined. The Roll-Forming operations in Kreuztal are being fully integrated into the Italian Center of Excellence. An external engineering office in Vicenza is being merged into BU Italy as well. These measures follow a clear principle: achieving efficiency by concentrating on our

strengths. „Wherever it is strategically appropriate, we merge structures, avoid redundancies, and establish seamless processes – with a strong commitment to responsibility and the long-term competitiveness of the Hennecke GROUP,” says Wildt.

FOCUS2030 – Agenda for Sustainable Growth

With FOCUS2030, the Hennecke GROUP is committed to sustainable value creation – technologically, ecologically, and economically. The strategic agenda includes the intensified development of existing markets with the current portfolio, the creation of new products and services with a strong focus on energy efficiency, circularity, and responsible resource use, the targeted expansion into high-growth markets and segments, and the withdrawal from business areas no longer aligned with our strategic direction. To implement this strategy, the corporate group is investing over 12 million euros by 2030 in new technologies, digital processes, and its global organization. Over 100 strategic initiatives are already in preparation, with initial rollouts beginning in 2025. The strategy is guided by core ESG priorities such as CO₂ reduction, circular resource flows, and a strong sense of social responsibility. “With this strong commitment, the Hennecke GROUP is taking responsibility and helping shape a sustainable and competitive future,” says Wildt.

Looking Ahead: K 2025 and the Corporate Brand “Hennecke GROUP”

In October 2025, the Hennecke GROUP will present the full details of its FOCUS2030 strategy at the K trade fair in Düsseldorf. The presentation will highlight both technological and organizational core elements, along with the first newly developed products and services from all centers of excellence. At the same time, a brand update will be rolled out, positioning 'Hennecke GROUP' as the unified corporate brand across all global locations and service offerings. It will be complemented by the internationally established technology brands 'Hennecke-OMS' and 'Hennecke Polyurethane Technology' both known for high-performance PU solutions.

Consistently advancing our path to sustainable success

"The Hennecke GROUP has evolved from a market player to a true shaper of the industry in recent years," says Thomas Wildt. "Following one of the

most successful years in our company's history, we are now taking the next step. „FOCUS2030 reflects our ambition to remain a technology leader – guided by strategic clarity, growing profitability, a strong willingness to invest, and a clear commitment to responsibility, sustainability, and actively shaping a sustainable future“, says Wildt. This is driven by a global team whose passion, expertise, and dedication are shaping the future of the Hennecke GROUP.

About Hennecke

For over 80 years, the Hennecke GROUP has been developing leading technologies for polyurethane processing. As a global market leader, the company sets industry standards in efficiency, quality, and sustainability with its tailored solutions and comprehensive service portfolio.

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