

MEISSEN MANUFACTORY IMPLEMENTS
STRATEGIC MEASURES



Meißen, 28 February 2020. In response to the challenging situation on the porcelain market, the Meissen manufactory announced a number of strategic adjustments on 14 November 2019.

As part of these adjustments, non-viable store locations have been closed and important steps towards the necessary consolidation have been taken.

As a result, the three most important locations – the stores at Meissen’s headquarters, at the Frauenkirche in Dresden, and at KaDeWe in Berlin – have received a makeover. In the future, the locations at Operpollinger in Munich, at Tritschler in Stuttgart and at Harrods in London as well as the new location in Frankfurt will no longer be run by Meissen, but rather by partner firms. The Meissen store in Weimar will also continue to be run by a partner firm.

In Berlin, the stores will be consolidated to a single location, which means that the Meissen Store at Unter den Linden will close at the end of March 2020. Following the closure of the Erfurt and Hamburg locations, the Meissen store in Cologne will also close at the end of March.

Personnel has also been reduced by around 200 employees across all areas of the company. Meissen worked together closely and engaged in constructive talks with the works council to ensure that this process was carried out in a socially sustainable, fair way that reconciled the interests of all parties. The German Federal Employment Agency was involved in the process from day one.

A total of around 100 positions were eliminated through retirement, agreements with employees nearing retirement age, partial retirement plans, and by allowing fixed-term contracts to expire. The necessary personnel adjustment measures included roughly 100 further dismissals, 36 of which were employees who are directly involved in production.

While implementing these strategic adjustment measures, Meissen has worked hard to guarantee that the manufactory will remain sustainable in the years to come and, in particular, to ensure that employees in all age groups remain employed in all areas of artisanal production. These measures will not impact the training of our younger employees. As in the past and as we have already demonstrated this year, we will continue to hire employees from our in-house training programme.

This will allow us to preserve our unique cultural heritage and ensure that the traditional art of porcelain production, including porcelain painting, will continue to be practised in Meissen.