



**Press Release**

Litomyšl / Praha, Czech Republic

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## **Czech company STORY DESIGN is becoming the part of the multinational giant UMDASCH**

**Czech family-run company STORY DESIGN, one important European actor in the field of interior equipment with annual turnover more than half billion of Czech Crowns, is becoming part of the Austrian multinational UMDASCH Group from the beginning of November this year. Austrians are 100 per cent owner of the company now. Thanks to this transaction among others, sales of the group exceed CZK 30 billion. STORY DESIGN will be part of the division Umdasch Shopfitting Group. At the same time it will become one important production centre of the group, located in Central Europe.** “In today’s globalized and sometimes unstable Europe the multinational stability is the basic assumption of future achievements. Umdasch Group is the ideal partner in this meaning. I am sure this step ensures the continuing prosperity of the whole group and supports the growing of new jobs in the region. Well-made integration has a lot of synergic effects which strengthens our competitiveness”, says Jakub Brýdl, former Chief Executive Officer and today’s Chairman of the Board of STORY DESIGN.

The aim of the integration is to use both companies’ strengths. For STORY DESIGN the acquisition means widening of volume and a mid-term increase of employees in Litomyšl. Whole UMDASCH Group is going to be a strong actor in the field of automotive because it will supply the interiors to the European showrooms of car makers such as Škoda, Renault and Seat. STORY DESIGN keeps important autonomy meaning it will offer the original products and services including design and development. Also organization structure and business company name will be kept. In addition the brand will include “Member of the Umdasch Shopfitting Group” in its corporate design from now on. Founders of company Tomáš and Filip Brýdl will newly become members of the Supervisory Board.

### **ABOUT STORY DESIGN:**

STORY DESIGN was established in 1995 in Litomyšl, where administrative headquarters and production facilities are still located. From the beginning it has been owned and managed by the Brýdl’s family and dealt with design, production and installation of commercial interiors and shopfitting equipment. It provides a complex portfolio of services connected to its products. Long-term clients of STORY DESIGN are mostly multinational companies such as car producers, mobile phone operators, banks, breweries and other rollout retailers. Company ranks among the top producers on the European market and is with 220 employees one of the major employers in the region. Competitiveness of the company results from the optimal mix of prices, quality, flexibility and high level of original design. For more information about the company please visit [www.story-design.cz](http://www.story-design.cz).

### **ABOUT UMDASCH GROUP:**

UMDASCH is also family-run company which was founded in 1868 and is divided into two divisions. Crucial part of UMDASCH Group is company DOKA, producer of formwork technology with annual sales of CZK 25 billion. The other important part of the group is Umdasch Shopfitting with almost 150-year tradition of furniture production. Its headquarters is located in Amstetten, Austria. Sales of Umdasch Shopfitting Group including STORY DESIGN will reach the amount of about CZK 5.5 billion. For more information about the company please visit [www.umdach-shopfitting.com](http://www.umdach-shopfitting.com).



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