

# German machine company sets the course for the future

In the previous business year, the family-run food technology manufacturer Kronen recorded revenue of EUR 19.8 million and thus remained stable at a consistently high level.



The company, which was taken over by Rudolf Hans Zillgith 25 years ago, is active and successful with sales in 120 countries worldwide. Its Customer Day 2023, an in-house exhibition held in Kehl-Goldscheuer, Germany, welcomed around 180 interested visitors from locations all over the globe. Kronen is also continuing to invest in innovation, research and a staff-oriented corporate culture, as well as honoring its long-standing employees and focusing on providing vocational training in-house. Last year, its apprentice Tim Kehret was even awarded the title of Best Metal Engineering Apprentice in the German state of Baden-Wuerttemberg.

The global framework conditions that have led to strong increases in costs since 2022 and made developments uncertain in several regions continue to pose a challenge to all companies in the present day. Nonetheless, the company Kronen, based in Kehl-Goldscheuer, Germany, has been able to achieve stable revenue at the same high level as the previous year.

"We benefit from a strong sales network in around 80 countries and from our excellent global reputation thanks to the high quality of our machines and systems and the fact that we offer our customers made-to-measure solutions for their applications. To achieve this, we invest intensively in research and innovation," states Stephan Zillgith, Managing Director of Kronen. "Our team-oriented corporate culture, which always focuses on our employees, plays a key role in our success. Our order balance is continuing to develop extremely positively, thus allowing us to also look forward to this business year with an optimistic mindset."

### **International projects: washing lettuce in France, drying pineapple in Uganda or processing vegetables in Belgium**

International exports make up a significant amount of the company's revenue, with Kronen GmbH supplying its solutions for processing lettuce, fruit, vegetables and other foods to 120 countries. International trade shows therefore play an important role, above all Kronen's own Customer Day, which took place again in 2023. 180 participants from all over the globe visited the company's in-house exhibition in Kehl am Rhein on September 28 and 29 last year.

"In addition to strengthening our production facilities in Goldscheuer and Achern and our supply chains, we are also consistently focusing on driving digitalization within our company. We are already performing at a very high level, which allows us to immediately achieve competitive advantages in the present day. In the future, this approach will play a decisive role in determining our success," declares Zillgith.



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