**Press release**

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*For immediate press release*

**Coulisse celebrates its 25th anniversary**



Coulisse, international supplier of window coverings, celebrates its 25th anniversary this year. Since it was established by Christiaan Roetgering in 1992, the former trading company has quickly grown to become an innovative international player in the window coverings industry and inspires customers throughout the world with a complete range of advanced window covering collections and system solutions. In this anniversary year, Coulisse expects its turnover to exceed the 100 million euro mark.

**Past, present, future**Not only does this anniversary year focus on everything Coulisse has achieved to date, it also focusses on its plans for the future. The basis for these plans are a sustainable

growth strategy and activation of the contract market for Coulisse’s customers and partners.

Christiaan Roetgering: ‘We are known for our design approach. Continuous innovation has allowed us to keep inspiring our customers and to help them to be distinctive in the market. For us to stay leading in the future, we have to do more. The world is changing at a rapid pace. Sustainability and social responsibility are key terms in this respect and everyone – including our customers – has to face them at some point. Based on personal conviction and also in order to continue to provide added value for our customers, it is vital for Coulisse to take this step now. That is why ‘purpose’ is an important new pillar of our vision for the future. In addition, we see the contract market as the ideal platform for our sustainable growth strategy.’

As part of this new growth ambition, Coulisse appointed Rob Boogaard CEO earlier this year. Rob has a successful track-record in sustainability transformation for large companies and, in his role, is responsible for setting and leading the commercial and operational growth strategy for Coulisse.