

TELEFUNKEN

FACT SHEET

- **Company name:** TELEFUNKEN Licenses GmbH
- **Head office:** Frankfurt am Main, Germany
- **Board of directors:** Christian Mayer, Philippe Maugeais

The company

Established in 1903, the TELEFUNKEN brand has stood for the basic principles of German engineering, namely high quality and innovation. Today, the trademark rights are held by TELEFUNKEN Licenses GmbH, Frankfurt am Main. Companies belonging to the TELEFUNKEN Partner Alliance, a worldwide network of independent enterprises/licensing partners, develop and distribute a wide range of products reflecting the traditional brand values in the fields of television, video, audio, household appliances and other product segments.

In these business segments, TELEFUNKEN provides its partners with the right to leverage the brand along with multiple support services to ensure swift market entry and profitable growth, substantially setting them apart from their competitors. At the same time, TELEFUNKEN monitors quality adherence to the traditional values created by the TELEFUNKEN brand.

“Our aim is to continue expanding the licensing business with the TELEFUNKEN brand on a global scale, while systematically building upon the traditional brand values. At the same time, we are invariably committed to opening up new product segments and regions. In terms of licensing partners, TELEFUNKEN is focusing its portfolio on strong retail partners, major manufacturers and financially sound distributors. Our licensees benefit not only from the rights to a strong TELEFUNKEN brand, but also from the network created by the TELEFUNKEN Partner Alliance,” says TELEFUNKEN Managing Director Christian Mayer.

Company contact

TELEFUNKEN Licenses GmbH
Bockenheimer Landstrasse 101
60325 Frankfurt am Main
Phone: +49 (0) 69 600 0
Fax: +49 (0) 69 600 1040
E-Mail: info@telefunken.de
www.telefunken.com

Press contact

Hartmut Schultz Kommunikation GmbH
Hartmut Schultz
Phone: +49 (0) 89 99 249 620
presse@telefunken.de