



NKBA Global Connect Success Story: Ballerina-Küchen

How a Leading German Kitchen Furniture Manufacturer Successfully Entered the North American Market with the NKBA Global Connect Program



As an all-industry association, NKBA | KBIS is truly a unique voice for the kitchen and bath industry. The organization has traveled around the world for years, forging relationships with international businesses in an effort to create a more connected kitchen and bath community. The NKBA's Global Connect Program is dedicated to this pursuit. It takes a multi-pronged approach to informing, inspiring, and empowering the global community, reaching individuals and companies through a successful business development program.

Learn how Ballerina-Küchen, a prominent kitchen manufacturer from Rödinghausen, Germany, leveraged the NKBA Global Connect Program to successfully expand into North America.



Who is Ballerina-Küchen?

Ballerina-Küchen is a medium-sized kitchen furniture manufacturer based in Rödinghausen, Germany and produces 30,000 customized, high-quality kitchens annually all with trademark German craftsmanship. Belonging to the trendsetters among German kitchen manufacturers, Ballerina-Küchen employs 403 people, including 19 trainees, and has one of the most modern machine parks for customised production. With over 800 models, the product range offers a wide variety of design options to fulfil highly individual wishes. Ballerina sets market trends, and offers many innovations and unique selling points. We support markets worldwide via the traditional sales channel—with our dealers partners being the specialized kitchen trade.

How did Ballerina-Küchen hear about the NKBA Global Connect Program and why did you decide to join the NKBA?

Back in January 2019 we met with NKBA during their visit to IMM Cologne/Living Kitchen in Germany and attended their presentation of the NKBA Global Connect Program. We kept in touch and also had a very fruitful meeting with the NKBA team in our factory showroom in Germany later that year in November. In September 2020, Ballerina had the honor of winning the NKBA Global Connect subscription after attending the virtual NKBA Global Connect Business Summit. We have stayed in Global Connect ever since.

After becoming an NKBA Global Connect member, how did the NKBA assist Ballerina-Küchen with its plans to enter/expand in North America?

We took advantage of the numerous options to gain knowledge about the North American market place offered by Global Connect, such as webinars and advisors. We finally booked a stand in the Global Connect Pavilion for KBIS 2022 in Orlando. That was the boost we needed to gain ground in the U.S.





What challenges did Ballerina-Küchen face in the North American Market and how did NKBA membership help address these challenges?

The North American market is much more diverse than we expected. With the support of our agency, Jeremy Parcels — whom we met in person for the first time during KBIS 2022 and then decided to partner with — we learned how to address the design community and develop our logistics relationships in the U.S. Furthermore, networking through the NKBA channels is so unique. Only as an NKBA member can you get access to so much valuable information, in particular the industry market reports.

Would you recommend NKBA Global Connect membership to other companies thinking of entering/expanding in North America?

Ballerina wholeheartedly recommends the NKBA Global Connect membership! For any international brand in the K&B industry that wants to have a foot in the door in North America, the NKBA Global Connect Program is a mandatory requirement. The curated go-to-market strategies, market analysis, and possibilities for marketing that come with NKBA Global Connect membership are second to none.

Do you have any other thoughts/advice about the benefits of being an NKBA Global Connect member?

As a NKBA Global Connect member, you have to stay focused on bilateral communication between your company and the NKBA in terms of regular updates and promotion. It is not just about being part of the organization and paying the membership fee. In the end, it is the people who make the NKBA Global Connect Program a home for international brands to set sail for the North American marketplace.

Interested in NKBA Global Connect Membership?

Please reach out to Kevin Shea, Sales Specialist, Global Accounts, at kshea@nkba.org to learn more about the benefits of NKBA membership.