

WOLF PVG

Wolf PVG is a highly specialized systems supplier for all aspects of vacuum cleaning, industrial filter technology, and medical protective equipment. Its products include vacuum cleaner bags, vacuum cleaner nozzles, filters, and attachment flanges for vacuum cleaner bags. These products are developed and produced for both industrial clients and the operating division's own end-user business. Under its core brands Swirl® and Worwo®, Wolf PVG markets vacuum cleaner bags, vacuum cleaner accessories, and cleaning products for private households in Europe. In addition, the company produces high-quality meltblown and composite materials, for example for medical face masks and respirators.



KEY FIGURES

Sales in € thous.

2023		41,130
2022		45,765

Employees, full-time employees, annual average

2023		222
2022		236

HEADQUARTERS Minden, Germany
MANAGING DIRECTOR Peter Aufdemkamp
WEBSITES www.wolf-pvg.de / www.swirl.de / www.worwo.com

BRANDS



OUR POSITIONING

Wolf PVG develops and manufactures products of the highest brand quality and boasts a high level of innovation and a wide spectrum of expertise and services. The extraordinary variety of products and vertical integration of the division provides a one-stop solution for its customers. From design to engineering, as well as tool and machine construction, to serial manufacturing, Wolf PVG offers a full range of services. The operating division is renowned for its high quality standards and its strict alignment with client and consumer needs.

MARKET AND BUSINESS TRENDS IN 2023

The fiscal year 2023 proved to be challenging for Wolf PVG. The turbulence in business with European retailers – triggered by price increases due to the sharp rise in raw material, energy and labor costs – led to empty shelves and thus impacted product availability for consumers. This resulted in noticeable migration to other sales channels, including online business. The structural changes resulting from takeover activities in the B2B vacuum cleaner bag business presented an additional challenge. Reduced capacity utilization in production resulted in temporary short-time working measures.

OUR STRATEGY

In its core business of vacuum cleaner bags, Wolf PVG plans to maintain its leading position in the European core markets over the long term and to expand it in certain regions. The topics of brand management, digitalization, and sustainability all play an important role in these efforts. In order to counter the creeping decline in demand in this segment, new areas of expertise are to be developed and the business model placed on a broader footing.

OUTLOOK 2024

In 2024, Wolf PVG will focus on consolidating and expanding its core business with vacuum cleaner bags. The operating division will systematically press ahead with the sustainability strategy it has been pursuing for several years and continue to drive the market penetration of its Swirl® EcoPor® quality. This initiative will be supported by a new Swirl® online presence and e-commerce activities. The company's Eastern European business will be strengthened by a relaunch of the Worwo® brand. In its B2B business, the focus will be on acquiring new customers. The operating division's strong expertise in research and development and high degree of vertical integration in production and technology at its locations will support these efforts.