



Hettich America appoints Matthias Bertl as new CEO

Hettich America, a global leader in premium functional fittings and precision-engineered hardware, is pleased to announce the appointment of Matthias Bertl as its new Chief Executive Officer.

With nearly two decades of experience, Bertl brings a unique blend of strategic vision, operational excellence, and deep product knowledge to the role. Following positions in Brand Management at Blum Southeast Asia and as Head of Procurement Asia at ING Bank N.V., Bertl joined the Hettich Group in 2018. Since then, he has held global leadership roles across Asia, most recently serving as Managing Director of Hettich Singapore, Hettich Indonesia, and Hettich Vietnam. In his new role, he will be based at Hettich America's headquarters in Buford, Georgia, where he will oversee the company's U.S. operations with a focus on expanding brand visibility, growing market share, and driving innovation in the North American market. His appointment follows the recent merger between Hettich and FGV Group, positioning the company for accelerated growth and deeper market integration.

"Hettich Group is internationally renowned for our unparalleled innovation and trademark German engineering," said Bertl. "As CEO of Hettich America, my goal is to expand our presence in the United States with a hands-on sales approach, engaging loyal trade partners and reaching new consumer audiences with our exceptional solutions offering. Hettich America has untapped potential that I look forward to unleashing with our dedicated colleagues."

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Bertl's appointment comes at a pivotal time as Hettich America seeks to evolve from a high-end functional hardware manufacturer into a lifestyle brand recognized for both form and function. He brings international experience and a fresh perspective to his new role, where he will lead the company's mission to bring intelligent solutions to every living space. His strategic priorities include opening showrooms across the U.S. to deliver the Hettich experience directly to customers, expanding the hospitality sector, and strengthening local partnerships through immersive, market-specific engagement. "Our product is unmatched, and our engineers are the best in the industry," Bertl added. "I look forward to immersing myself in American culture as we make Hettich a household name in the U.S. – not just for quality hardware, but for shaping how people experience their living spaces."

The following picture material is available for downloading from **www.hettich.com**, Menu: **Press**.



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Matthias Bertl, new Chief Executive Officer of Hettich America.

Photo: Hettich

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Hettich America Buford, GA

Photo: Hettich

About Hettich

Founded in 1888, Hettich is one of today's largest and most successful manufacturers of furniture fittings on the international stage. The family-owned company is based at Kirchleugern in the furniture making cluster of Germany's East Westphalia region. Some 8,400 members of staff work together to provide our future proof solutions in over 100 countries. Promising "It's all in Hettich", the Hettich brand provides a comprehensive portfolio of services that is consistently and resolutely geared towards the needs of customers across the globe. By tradition, top priority has always been at the focus of everything we do to ensure sustainability at social, societal and ecological levels.

www.hettich.com

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