



FÜR HANDWERK, DAS ÜBERZEUGT.

Blanke Systems restructures field sales
TWO REGIONS, MORE SPEED



The system provider Blanke Systems GmbH, based in Iserlohn, is realigning its field sales organization. Four new area managers are strengthening the on-site presence and contributing practical experience, market knowledge, and consulting expertise.

All photos: Blanke



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The mid-sized company from Iserlohn is moving away from historically grown sales boundaries. One regional sales manager now leads two regions, while four new managers are joining the team. There is a clear reason why Blanke is taking this step now.

Newly structured field sales organization

The system provider Blanke Systems GmbH is reorganizing its field sales team. The company is consolidating its previous three sales regions into North and South, thereby sharpening leadership, coordination, and speed in the market. The goal remains clear: shorter distances, clear responsibilities, and tangible benefits for contractors and retailers.

Structure follows market and practice

The new structure reflects real-world practice. Customers now operate more across regions, and projects are increasingly interconnected. Blanke is responding with bundled responsibility and more direct management. Philipp Steinschulte now leads both Central and Southern regions as regional sales manager. He knows both markets, connects the teams, and ensures clear strategic alignment. In the North, the established leadership remains unchanged. In this way, Blanke consolidates expertise, increases impact, and ensures consistently high service quality.

Four new area managers on site

At the same time, the field sales team is expanding. Four new area managers are strengthening the on-site presence and contributing practical experience, market knowledge, and consulting expertise:

- Paolo Coppola takes over the Frankfurt region and surrounding areas. A trained tiler with more than twelve years of on-site experience, he transitioned into sales and now advises with a clear focus on application and benefits.
- Alexander Narr is responsible for Austria. A passionate tiler, he knows the products from hands-on use and supports projects even when they become complex.
- Pascal Purnot is in charge of the Netherlands. He is expanding Blanke's position in the bathroom segment while also driving surface heating and cooling systems.
- Tobias Varga oversees Southeast Bavaria, from Regensburg through Munich to Passau and



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Rosenheim. Coming from the trade sector, he has known the brand for years and focuses on reliable partnerships and new contacts.

Clear responsibilities, faster decisions

With the new structure and expanded team, Blanke Systems is sharpening its field sales operations. Leadership is more focused, consulting gains depth, and decisions are made faster. For customers, this means: clear contacts, strong solutions, and reliable support – square meter by square meter.

Manu BLKVertrieb202601
2.467 Zeichen



BLKPaoloCopolla001

Paolo Coppola takes over the Frankfurt region and surrounding areas.



BLKAlexanderNarr001

Alexander Narr is responsible for Austria.



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BLKPascalPurnot001

Pascal Purnot is in charge of the Netherlands.



BLKTobiasVarga001

Tobias Varga oversees Southeast Bavaria.
All photos: Blanke'

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Blanke convinces. Blanke Systems GmbH & Co. KG is an internationally active manufacturer and system provider of tile accessory systems with high standards of quality and value. Customer proximity, as well as market-optimized sales structures and logistics, enable successful operations in more than 80 countries. By identifying market developments at an early stage, Blanke lays the foundation for new product developments and continuously expands its expertise. Blanke products help tradespeople, architects, and planners deliver outstanding results together.

Further information from:

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