

**PRESS RELEASE** | 2 pages | Januar 2022

## **CHANGE IN THE PRESS RELATIONS DEPARTMENT OF DEUTSCHE STEINZEUG**

**Gabriele Busse (photo © Bettina Malik) has taken over the position of Senior PR Manager at Deutsche Steinzeug Cremer & Breuer AG on 1 January 2022. She succeeds Werner Ziegelmeier, who - after more than forty years with the company - retired as Head of Public Relations on 31 December 2021 and thus also from the company.**



Gabriele Busse has headed the press and public relations of various renowned internationally active architects for the past 10 years. Before that, she worked as press spokesperson and editor-in-chief at the VDW Association of the Housing and Real Estate Industry, after making a name for herself as a PR consultant with her own agency in architectural communication. After a brief stopover at the German Sustainability Award, the studied art historian and PR expert now communicates for one of the world's most renowned suppliers of architectural and home ceramics and its brands AGROB BUCHTAL, DRYTILE and JASBA.

*For Christoph Schulze, Head of Marketing and Brand Management, international architectural expertise, including facades and swimming pools, is elementary: "We are therefore delighted to have found in Gabriele Busse an experienced successor to our long-standing and valued PR Director Werner Ziegelmeier. She not only has the necessary expertise and understanding of our target groups, but also brings with her a very good knowledge of the media landscape relevant to us. "*

With Werner Ziegelmeier (photo below right), a veteran is leaving the company. He joined the former Buchtal GmbH in the summer of 1976, where he completed his training as an industrial clerk and then took on various tasks: First in the export office with a focus on Scandinavia, then as assistant to the board and finally as product manager for architectural ceramics. In 1999, Ziegelmeier left Deutsche Steinzeug for a few years to become Managing Director of the Association of

German Tile Manufacturers. After returning to the company and temporarily assuming central functions in sales and architectural services, he was then responsible for communication with all types of media and the public as Head of Public Relations until the end of last year.

*Board member Dieter Schäfer bid farewell to Werner Ziegelmeier with the words: "His professional competence and great passion for our ceramic topics is known not only in the media world, but far beyond the company. For me personally and for all of us, he has been a valuable advisor, employee, colleague all these years, on whom one could always rely."*



## **PRESS CONTACT**

Gabriele Busse  
Press Officer / Senior PR Manager  
Deutsche Steinzeug Cremer & Breuer AG  
T. +49 (0)228 391-1104  
M. +49 (0)151 14976931  
[gabriele.busse@deutsche-steinzeug.de](mailto:gabriele.busse@deutsche-steinzeug.de)