

Company

Deutsche Steinzeug completes generational change: long-standing CEO Dieter Schäfer moves into advisory role

With Dieter Schäfer's transition to an advisory role, Deutsche Steinzeug is concluding a formative era in its history. As early as 2025, the company positioned itself for the future with a multi-member management team and a strengthened capital base. The generational change stands for continuity, stability, and new strategic impetus.

Alfter-Witterschlick, February 2026 – After more than five decades of influential work, including almost 40 years at the helm of Deutsche Steinzeug, Dieter Schäfer will now only be working in an advisory capacity for the company following its relaunch and restructuring by Meta Wolf AG. This step has been taken in close agreement with the new investor and marks the end of a successful restructuring phase. Under Dieter Schäfer's leadership, Deutsche Steinzeug focused on the tile business and developed the AGROB BUCHTAL brand into a global benchmark for architectural ceramics. Despite the challenges posed by the construction crisis and international competitive pressure, he succeeded in preserving the core of the company and securing a financially strong basis for the future with the new owner.

"I believe the time has come to prepare the ground for the next generation," says Dieter Schäfer. The new owner and shareholder of Meta Wolf AG, Tom Wolf, emphasizes: "We bow our heads in respect for an extraordinary entrepreneurial lifetime achievement. We are very pleased that Dieter Schäfer will continue to support us with his expertise. With a stronger capital base and a clear brand strategy, the company is now looking optimistically to the future."

As part of the generational change, the operational management of Deutsche Steinzeug Solar Ceramics GmbH will in future be handled by a management team consisting of several members. Part of this management team is Norbert Schäfer, son of Dieter Schäfer, who, together with his colleagues, stands for continuity in corporate management and the consistent further development of the strategic orientation. The management team combines many years of experience in the ceramics industry with a clear focus on brand strength, innovation, and sustainable growth.

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