

Press release

Minden, 1 December 2021

New Head of Marketing Communications at Follmann

On 1 December 2021, business economist Friederike Jösting takes on the position of Marketing Communications Head at Follmann in Minden. “Her remit includes responsibility for further developing and steering the company’s marketing communications strategy. As the interface between Follmann’s headquarters and its overseas affiliates and subsidiaries, she will also manage the global corporate communications strategy.

Friederike Jösting has more than 15 years of experience in the fields of marketing, sales and product management – including at international level. She began her career in the Gauselmann Group in product and sales management. In 2008, she switched to Kesseböhmer, a highly reputed furniture supplier, where, after two years in international sales, she spent the last ten years as Marketing Manager.



“We are delighted that Friederike Jösting has joined our company as new Head of Marketing Communications,” said Dr Jörg Seubert, Managing Director of Follmann. “Her proven marketing expertise and sales knowhow as well as her international experience make her the ideal person for this position. We wish her a good start and look forward to a pleasant and successful collaboration.”

Friederike Jösting is also looking forward to her new professional challenge: “Follmann is a very exciting, multifaceted company with a broad product portfolio targeting a wide variety of sectors. I am eager to contribute the experience I have gained so far to this innovative, family-run company, which attaches high importance to sustainability, and to pursue and further develop its successful marketing and communications strategy.”

About us

Follmann is a family-owned company operating in the international chemicals industry. As part of the Minden-based Follmann Chemie Group, the company, which has more than 170 employees, achieved a turnover of about 100 million euros in 2020. The Follmann product range comprises water-based printing inks and low-migration adhesives for the packaging industry, decorative coatings for the wallpaper and décor industries, high-performance adhesives for the wood and furniture industries and functional coatings and encapsulation technologies for a wide range of other industries. Renowned for its innovative products and customised solutions, Follmann has long been recognised as a leading market force for speciality chemicals in Europe.

Successfully represented worldwide by a number of affiliates, local distributors and sales offices, the Follmann Chemie Group, together with its subsidiaries, Follmann and Triflex, now has more than 800 employees and in 2020 achieved a turnover of more than 200 million euros.

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