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Vauth-Sagel Announces Strategic Collaboration with Eric Marshall, NKBA Global Connect Advisor

Partnership strengthens brand awareness and positioning of premium storage solutions in the North American interior market

***Orlando, February 17, 2026* – Vauth-Sagel, a global leader in intelligent storage and organization solutions, announces a strategic collaboration with Eric Marshall, founder of the Closet Training Institute and NKBA Global Connect Advisor. The objective of the partnership is to deliberately expand Vauth-Sagel’s presence and brand awareness in the North American market.**

The collaboration combines Vauth-Sagel’s long-standing product and development expertise with Eric Marshall’s market knowledge, industry network, and consulting experience. The focus is on clearly positioning Vauth-Sagel as a provider of high-quality storage concepts that deliver greater organization, clarity, and everyday comfort.

“North America is a key growth market for Vauth-Sagel, particularly in the premium storage segment,” says Vladimir Wiebe, President of Vauth-Sagel USA. “Eric Marshall brings strong credibility within the industry and a deep understanding of North American market requirements. Together, we aim to further establish the Vauth-Sagel brand and intentionally incorporate his expertise into the market-driven development of our products.”

As part of the collaboration, Eric Marshall will support Vauth-Sagel in communicating the benefits of modern storage solutions in a clear, application-driven, and audience-specific way. The goal is to convey tangible value to decision-makers and designers—enhancing everyday usability, comfort, and space organization—while sustainably increasing the visibility of the Vauth-Sagel brand in North America.

“Organization and comfort are key factors in the quality of today’s living environments,” says Eric Marshall. “Vauth-Sagel’s storage solutions make a noticeable difference in everyday life. Together, we are working to clearly communicate these benefits and position the brand as a relevant partner for comfort-driven storage concepts in the North American market.”

The partnership will be presented for the first time at KBIS – Kitchen & Bath Industry Show, where Vauth-Sagel will demonstrate how intelligent storage solutions improve organization, clarity, and the comfortable handling of everyday routines.



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With this collaboration, Vauth-Sagel underscores its long-term commitment to the North American market and consistently positions itself as a brand manufacturer of future-oriented, comfort-focused storage concepts.



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VAUTH-SAGEL:

Contemporary and innovative storage solutions have defined Vauth-Sagel for more than 60 years. As an owner-managed family business, Vauth-Sagel consistently places people's desire for maximum comfort at the center of everything it does.

Across development, production, and sales, all expertise is aligned with this commitment—day after day. What began as core competence in the kitchen and furniture industry has long since evolved into advanced solutions for modern living environments.

Headquartered in Germany, Vauth-Sagel employs more than 850 people worldwide and manufactures over 85 million products annually, all meeting the highest standards of Made in Germany quality. Decades of experience across multiple materials and production technologies enable the company to deliver reliable, high-performance solutions to partners around the globe.

To better serve customers in North America, Vauth-Sagel supplies the market from its U.S. location in High Point, North Carolina, ensuring local availability, shorter delivery times, and direct market support.

Guided by its promise—Creating high-quality storage solutions for living spaces. And for all people.—the company delivers forward-thinking impulses in product design and interior functionality.

Because comfort makes the difference.

www.vauth-sagel.com

ERIC MARSHALL:

Eric Marshall is a respected industry educator, consultant, and strategic advisor specializing in closets, storage, and functional interior design. He is the founder of the Closet Training Institute, a leading professional education platform dedicated to advancing design standards, planning efficiency, and business performance within the closets and storage industry.

With decades of hands-on experience, Eric Marshall has worked closely with designers, manufacturers, fabricators, and installers across North America and international markets. His expertise spans closet design methodology, system-based planning, workflow optimization, pricing strategy, and market positioning, making him a trusted resource for both emerging professionals and established brands.

In addition to his educational work, Eric Marshall serves as an NKBA Global Connect Advisor, contributing strategic insight to the National Kitchen & Bath Association's international business development initiatives. In this role, he supports cross-border collaboration, market entry strategies, and the alignment of global manufacturers with North American design and trade standards.

Eric Marshall is widely recognized for his practical, results-driven approach to education—bridging the gap between design intent, engineered hardware solutions, and real-world implementation. His work emphasizes that modern closets and storage spaces are not commodities, but highly engineered environments that directly impact usability, client satisfaction, and profitability.



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Through training programs, consulting engagements, and industry partnerships, Eric Marshall continues to shape how professionals design, sell, and deliver high-performance storage solutions in today's evolving interiors market.

VAUTH-SAGEL MEDIA DEPARTMENT

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