



Markus Häfner is the new managing director of tana-Chemie GmbH

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Predecessor Werner Schulze looks forward to retirement

The tana-Chemie GmbH headquartered in Mainz has a new managing director. The 40-year-old MBA graduate Markus Häfner follows Werner Schulz and, effective immediately, assumes responsibility for the business of the Professional Division at Werner & Mertz in Germany and Switzerland. In keeping with the company's long-term succession planning, Schulze will support Häfner in his new position until the end of February and will then go into his well-deserved retirement.



Markus Häfner (right) is the successor to Werner Schulze as managing director of tana-Chemie. Copyright Photo: Werner & Mertz

In-house successor

The two industry experts have already worked together for several years. Since 2002 Häfner has served in a number of functions at tana-Chemie, including as head of Product Management



and Marketing. In the past six years he has been responsible for the growing export activities of the provider of integrally sustainable hygiene solutions for the professional cleaning industry in Northern Europe and outside of Europe.

Schulze took over management of tana-Chemie in 2014. Earlier he worked as sales manager for health care at Igefa Handelsgesellschaft and brought to his job many years of experience in sales of cleaning products for professional users.

"Under my management we pushed the expansion of the green care Professional range and showed that cleaning performance and sustainability are not mutually exclusive. We also reinforced our corporate philosophy of integral sustainability in the B2B area. I am delighted that our long-term, respected colleague Markus Häfner will continue on this way," said Schulze.

"It is obvious that sustainability is becoming increasingly more important throughout society. With our Frosch brand we have achieved a significant lead in consumer trust and enjoy a reputation as the leading pioneer for sustainable cleaning products. My goal is to continue to strengthen our pioneer role in the professional market too in order to generate significant growth," said Häfner.

Häfner also new department chair at IHO

The Mainz native also follows Schulze in the most important industrial association IHO (German Industrial Association for Hygiene and Surface Protection). In November 2018 he was elected to serve as the chair of the Building Cleaning department for a two-year term. Schulze had held the position at IHO without interruption since 2013.

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