



"Made in Germany" as a Competitive Advantage: LR Focuses on Quality from Germany

Ahlen, April 30, 2026 – While many companies are relocating production abroad for cost reasons, LR Health & Beauty is deliberately taking a different approach: The company is making a conscious commitment to Germany as a production location – and views "Made in Germany" as a strategic competitive advantage that is also internationally recognized as a mark of quality.

Global uncertainties, fragile supply chains, and rising quality demands have triggered a noticeable shift in thinking across the industry in recent years. Consumers are placing increasing importance on origin, transparency, and reliable standards. "For us, 'Made in Germany' is more than just a label – it is a quality promise of the LR brand," explains Jörg Körfer, CEO of the LR Group.

At its headquarters in Ahlen, LR unites development, quality assurance, production, and international management functions under one roof. Around 90% of its products are manufactured in Germany, primarily in-house at the company's Ahlen site. There, the company operates its own state-of-the-art Aloe Vera production facility for numerous LR Aloe Vera products, as well as a high-performance logistics infrastructure with a new logistics center to supply international markets. LR is also currently relocating the production of its 5in1 products entirely to its corporate headquarters in Ahlen. With short distances, strict process control, and consistent "Made in Germany" quality standards, LR thereby secures a decisive competitive advantage.

"Especially in sensitive areas such as health and skincare, consumers expect traceable quality and maximum reliability. We meet these expectations through our rigorous production and testing processes in Germany," Körfer continues.

With this strategy, LR is also responding to changing consumer behavior: Industry analyses* show rising demand for transparently produced products with a clear origin. At the same time, Europe is regaining significant relevance as a reliable production location**.



*)<https://www.euromonitor.com/article/voice-of-the-consumer-sustainability-2024-key-insights> / <https://www.pwc.com/gx/en/issues/c-suite-insights/voice-of-the-consumer-survey/2024.html>
**) <https://www.capgemini.com/insights/research-library/reindustrialization-of-europe-and-us-2025/>