

We're ready to keep growing – and our new brand proves it. BORN TO BE HOT!

Kornfeil, a family-owned Czech manufacturer of baking technologies, is starting a new chapter of its story. After more than thirty years on the market, the company is introducing a new visual and communication identity that reflects its ambition to become a global leader in the baking industry.

In 2024, Kornfeil achieved its highest year-on-year growth in company history, with revenues surpassing **CZK 480 million**. The company now employs **123 people**, exports to more than **30 countries worldwide**, and continues to expand its presence beyond its strong base in the Czech Republic and Slovakia — into the **DACH region, Poland, Romania**, and most recently, **the Arabian Peninsula**.

“We’re growing. And as our customers and their brands evolve, we must evolve as well – even though we’re an engineering company. Our new brand helps us express who we are today and supports our future growth,” says **Martina Kornfeilová**, CEO of the company.

This is not just a new logo or tag line — **the rebranding is part of a more complex strategic shift** focused on being closer with their customers. At the center of this strategy is the newly established test bakery, **The Lab by Kornfeil**, located at the company’s headquarters in Čejč. This space has been created for live demonstrations and international workshops. In January 2025, it hosted its pilot session led by **Alejandro Luna** and **Jonny Pisanelli**, star bakers from Australia. A follow-up series in October will welcome back both of them and introduce published author **Bernardo Flores** from Mexico. Thanks to this new project, Čejč is on its way to becoming a destination where top bakers from around the world come to share knowledge, experience Kornfeil’s technology firsthand, and **shape the future of the industry**.

The rebranding was developed in partnership with the creative agency **B tým**, known for building brands with a strong technical and industrial backbone. The result is a bold communication concept — **Born to be hot** — capturing the energy, performance, and ambition of the company.

“Our goal was to take the brand out of the silent, stainless-steel world of engineering and bring it into a space where we can speak openly about emotion, pride, and purpose,” says **Radoslav Cichý**, Art Director at B tým and author of the new brand. “Visually, we leaned into what’s true for the company — heat, energy, and craftsmanship. It wasn’t a redesign for its own sake. It was a natural step forward in line with Kornfeil’s evolution.”

What remains unchanged is the company’s most valuable heritage: **the legacy of founder Karel Kornfeil**, reflected in the updated logo that still proudly features its iconic wheat ear. Everything else reflects a brand ready to stand alongside the very best in the world.

The new brand identity can be explored at www.kornfeil.com or directly at The Lab by Kornfeil in Čejč.

Kornfeil. Made in Czechia.

Born to be hot. Helping bakers stay cool all around the world.

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