

## Schreinerei Hochuli MuttENZ introduces CEO Adrian Gogel, new board member Olga Wüschner and new brand identity

**Building on 36 years of Swiss craftsmanship, Schreinerei Hochuli MuttENZ is expanding its offering under the leadership of new CEO Adrian Gogel and new board member Olga Wüschner. Alongside its established bespoke carpentry and service business, a new segment for high-quality products made completely in-house is being introduced. A new brand identity connects the company's heritage with contemporary architecture and design.**

**MuttENZ, Switzerland – 24 September 2026** – Schreinerei Hochuli MuttENZ AG formally introduces its new leadership and, with the launch of its new brand identity, presents its growth objectives. The company remains committed to production at its own workshop in Switzerland.

Priorities include a new premium segment for exclusive interior fittings, including kitchens with high-quality natural stone surfaces as well as cabinets and wardrobes in precious woods. This complements the company's existing bespoke carpentry and service offering. From concept and development through project management to manufacturing and installation, projects are delivered entirely in-house; only raw materials are sourced externally. In parallel, the company is expanding its collaboration with architects and designers as well as its maintenance, renovation and repair services for private clients. Existing partnerships with property managers and housing cooperatives are to be strengthened, and new long-term business relationships developed.

Founded in 1990, Schreinerei Hochuli MuttENZ has built its reputation on craftsmanship, technical expertise and long-standing client relationships. Adrian Gogel, a Switzerland-trained carpenter, brings craft expertise as well as experience in the wood and construction industries, including senior roles at Lamello AG and Würth AG Schweiz. Under his leadership, the company will build on this foundation, combining traditional skills with modern planning and manufacturing technology to realise individual client requirements and demanding architectural concepts. Olga Wüschner brings strategic expertise and more than 20 years of experience across industry, finance and technology.

**Adrian Gogel, CEO,** says: "It is an honour to lead Schreinerei Hochuli MuttENZ forward. This is a place of genuine craftsmanship — and of client trust built over many years. That is what we will build on. Our aim is clear: not to preserve Swiss carpentry as it is, but to develop it further. With contemporary design and solutions that meet today's needs."

**René Hochuli, founder of Schreinerei Hochuli MuttENZ,** says: “ For 36 years, we have worked to earn our clients’ trust and to build a company that our team can be proud of, and that delighted clients are happy to return to time and again. I am pleased to hand over responsibility to Adrian Gogel, who has already shown that he can take the carpentry forward with fresh ideas while preserving the craftsmanship, values and relationships on which the company was built.”

**Danny-John Wanner, owner and managing director of Wannerpartner Architekten GmbH,** says: “ Ambitious architecture takes shape where strong design ideas meet precise craftsmanship and partners who find solutions. In our collaboration, Schreinerei Hochuli MuttENZ has impressed us with creative solutions, high execution quality and the flexibility needed to meet individual requirements reliably. We look forward to continuing this partnership under Adrian Gogel’s stewardship.”

At the heart of the new brand identity is the guiding idea “**Wood has a soul. We create space for it**”. It expresses an appreciation of wood’s individual character and the mastery of the craft that gives it form and function within a space. The name Schreinerei Hochuli MuttENZ and signature burgundy colours have been retained, bringing the company’s heritage into a contemporary visual identity inspired by architecture. The identity is being introduced across the company’s website, [www.schreinerei-hochuli.ch](http://www.schreinerei-hochuli.ch), premises, vehicles and communications.

## **About Schreinerei Hochuli MuttENZ AG**

Founded in 1990, Schreinerei Hochuli MuttENZ AG offers bespoke carpentry, high-quality interior fittings, and maintenance, renovation and repair services. The offering includes premium kitchens with natural stone surfaces as well as exclusive cabinets and wardrobes in fine woods. The company delivers every project stage in-house, from concept and development through project management to manufacturing and installation. It works with private clients, architects, designers, property managers and housing cooperatives.