

extremis®



Extremis announces new CEO to guide the company in international growth

Extremis has appointed Valentine Batjoens as the company's new Chief Executive Officer. Bringing a strong dose of competence and good cheer to the table, the management team is confident that Valentine will continue the successful course set by departing CEO Yff Vandendriessche.

“We are more than excited to welcome Valentine as captain of our ship. She is the ideal person to navigate our family business toward new shores building on the trajectory of Yff Vandendriessche,” says Dirk Wynants, owner and head designer of Extremis. With over 20 years of leadership experience in the outdoor leisure industry, Valentine has a strong affiliation with the sector. Most recently, she served as Head of Market Strategy and Chief Commercial Officer at Renson, where she drove the brand toward market leadership, created effective marketing and business strategies, and funded successful growth plans.

“Valentine’s outstanding track record of building strong business strategies in a fast-growing industry will ensure a strong future for Extremis. Beyond that, she is passionate about innovation and aims to create a culture that boosts productivity and allows people to thrive,” continues Wynants.

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‘A new captain to navigate our ship to future shores.’



Founded in 1994, the Extremis collection offers design furniture that is both necessary and useful. These ‘Tools for Togetherness’ are designed to enhance human interactions, using inventive design and sustainable materials. “Extremis’ vision is one to applaud; I feel honored to guide the brand in its continuing mission to bring people together around quality furniture,” proceeds Valentine Batjoens.

Extremis builds timeless design pieces known for their strength and quality worldwide. With its headquarters in Poperinge, Belgium, the company is a strong market player in Europe, North America, and Asia. Valentine continues: “Yff has left me a healthy company to work with. I am excited to strengthen the existing brand and propel it toward new growth in terms of products, turnover, and working regions. With the Extremis family, I believe we can spread the love for innovation, togetherness, and headstrong Belgian quality.”

After 7 years of service, Yff Vandendriessche steps down after ensuring a smooth transition. With a strong desire for outstanding design, Yff is trading the world of furniture and pursuing his equine passion with his company “Mares of Macha”. “On behalf of the entire company, I want to sincerely thank Yff for his commitment during his dedicated years at Extremis. Thanks to his leadership, Extremis has continued to grow, even in turbulent times. He has paved the way for a new chapter that we very much look forward to,” acknowledges Wynants.





About Extremis

Extremis was founded in 1994 by Dirk Wynants. The Extremis furniture design collection represents products that are both necessary and useful. Their "tools for togetherness" focus on human interaction, intelligent problem-solving and sustainability with the ambition to improve lives. Extremis has its headquarters in Poperinge, Belgium, the design furniture is very popular in all corners of the world.

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