

The Brand for Fire and Light, Grilling and Outdoor Cooking, Bushcraft and Survival

Petromax is one of the leading German manufacturers of equipment for outdoor cooking and living. All Petromax products stand out by highest quality, extreme durability and clever details. The coordinated product world uniquely combines tradition and innovation. The focus lies in the experience of originality in nature with traditional and yet well-designed equipment. Apart from cast-iron products, grills and fireplaces as well as accessories, Petromax offers optimum equipment for flavourful adventures under the open sky. To make the feeling of originality and freedom once more perceptible the brand continuously broadens its portfolio with innovative products. Since 2019, passive Cool Boxes and outdoor clothing complement the product world. Therefore, Petromax is the ideal companion for outdoor cooking and outdoor living, bushcraft and survival and for all those who feel at home in nature by the fire under the open sky.

Timeline

- 2000** - On a trip to Africa Jonas Taureck discovered a Petromax lamp in a village in Niger
- 2005** - Establishment of a company for used Petromax lamps and spare parts
- 2006** - Acquisition of the worldwide Petromax trademark rights
 - Establishment of manufacture in Magdeburg
- 2007** - International market entry in Japan
 - Establishment of in-house warehouse space
- 2010** - A total of ten employees work at Petromax
- 2012** - Inclusion of cast-iron products for the outdoor kitchen into the portfolio
- 2013** - Market expansion in Great Britain
- 2014** - Acquisition of the brand Feuerhand
Dr. Pia Christin Taureck enters company's management
- 2018** - International market entry in Canada
 - Opening of the Petromax Product World on location in Magdeburg
 - Extensive office expansion
- 2019** - Market entry USA
 - Inclusion of "Cooling" (passive Cool Boxes) into the portfolio
 - Acquisition of brand Roughstuff and inclusion of "Outdoor Clothing" into the product world
 - Awarded with the "Deutschlandtest Siegel" "Greatest Trust" by FOCUS MONEY: ranks 3rd place in category "Grills & Grill Products"

Key figures

Founding of the Petromax brand

1910 (Company Ehrich & Graetz) in Berlin

Year of acquisition

2006

Managing directors

Dipl.-Kfm. Jonas Taureck Dr.
Pia Christin Taureck

Headquarters

Magdeburg, Saxony-Anhalt

Retail space

over 11,000 m²

Number of employees

approx. 60

Sales

online www.petromax-shop.de
network of 3,000 professional
retailers with shops in Germany
Europe, Asia and North America

Tradition. Passion. Petromax.

www.petromax.de

Press contact

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