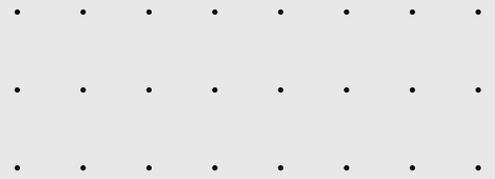


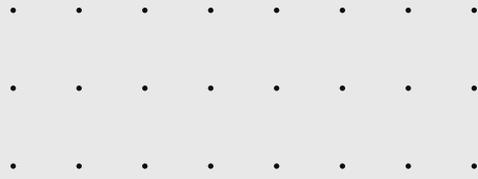


REMODELING WITH STRATEGY

**HOW HOTEL ZELLER
IS ACTIVELY SHAPING
ITS FUTURE.**



FUTURE IN THE MAKING



REMODELING IS MORE THAN JUST DESIGN

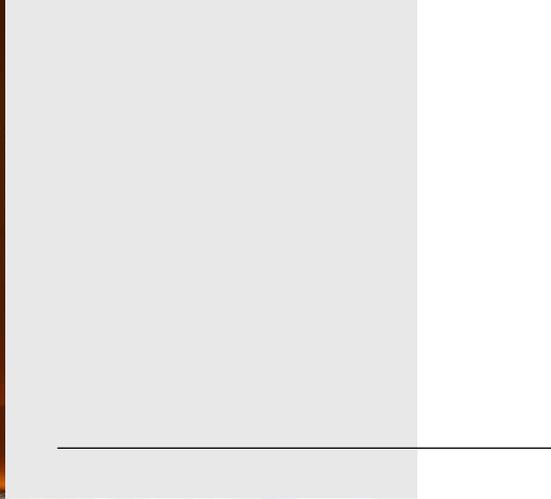
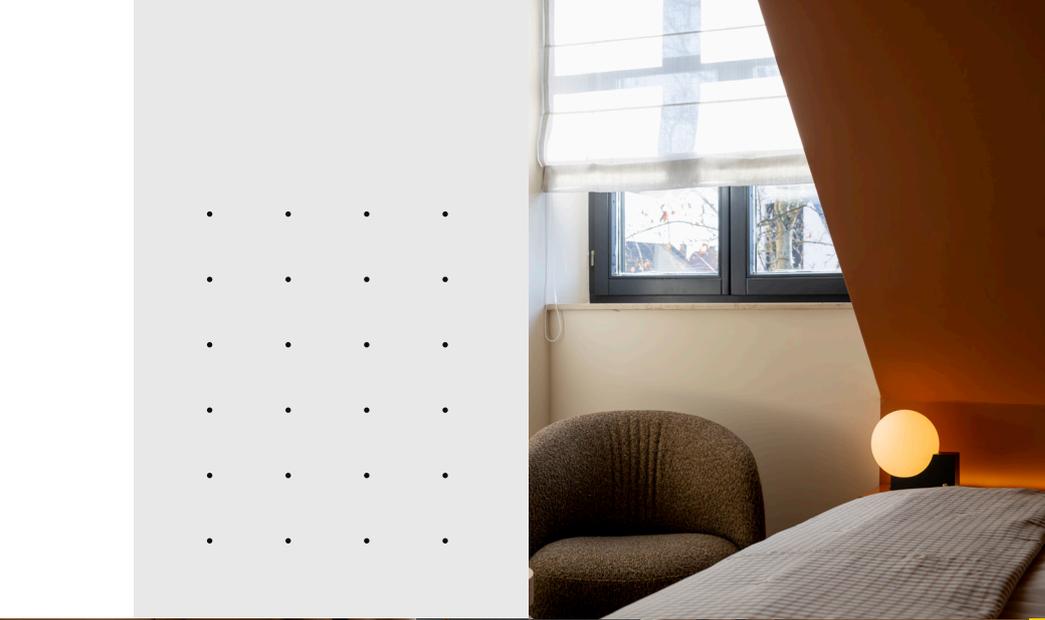
Remodeling an existing hotel today is far more than a design decision. It directly influences how a property is perceived, how it is positioned in the market, and how sustainably it performs over time. Guests no longer expect comfort alone. **They expect a consistent overall experience that combines atmosphere, quality, and functionality.** At the same time, requirements related to technology, operational processes, and standards continue to evolve.

When a hotel invests in remodeling, it is not simply upgrading rooms. **It is investing in long-term competitiveness.** It is about strengthening quality in a way that is visible, tangible, and aligned with future expectations.

When spaces are reimagined, the guest experience changes. And when the guest experience improves, the economic foundation of the business becomes stronger.

Hotel Zeller used its remodeling project to activate exactly this strategic lever.





TRADITION MEETS TODAY

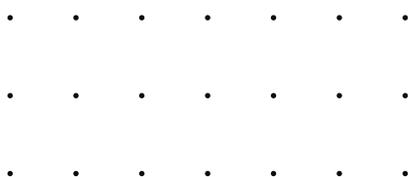
**A FOUR-STAR HOTEL
CONTINUES TO EVOLVE
WITH PURPOSE**



Hotel Zeller in Kahl am Main is a **family-run four-star hotel with a restaurant and spa** and has long been a well-established destination in the region. It combines hospitality, quality, and strong values that have grown over generations.

With its current remodeling project, the hotel is following a clear strategic approach. The goal is to further enhance guest comfort, strengthen the hotel's market positioning, and ensure long-term sustainability. This is not about short-term change. It is about meaningful development with long-lasting impact.

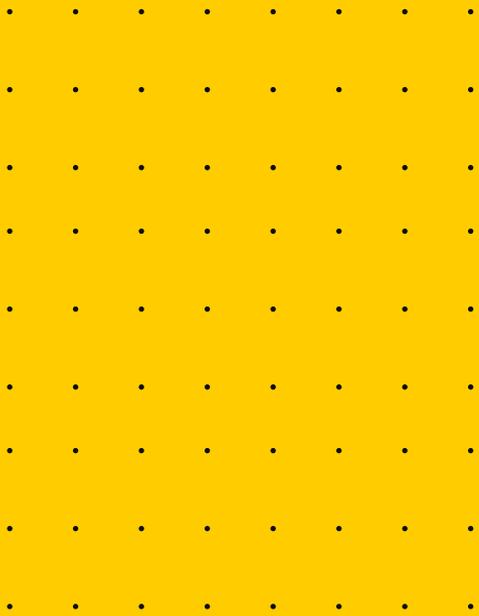
A key part of the redesign included **17 guest rooms across three floors**. The result is a high-end room concept defined by clean design, modern lines, and a tangible level of material quality. Details such as **leather weave elements, real wood veneer, solid wood components, and premium synthetic leather** create an atmosphere that feels refined, warm, and welcoming.



The guiding theme of the redesign is “**Tradition and Wine.**” It connects regional identity with contemporary design and creates an atmosphere that carries the hotel’s character forward in a visible and authentic way.

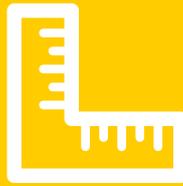
The remodeling is intentionally designed as an ongoing process. **Additional areas are planned to follow over the coming years.** This creates a sustainable development path that strengthens the hotel strategically and ensures continuous progress.





PROJECT

Zeller – Hotel + Restaurant
Aschaffener Strasse 2
D-63796 Kahl



KEY DATA

17 rooms on 3 floors



SERVICES RK

General Contracting
Joinery
Delivery
Assembly

STRUCTURE CREATES CONFIDENCE



EXPERIENCE, COORDINATION, AND EXECUTION EXCELLENCE

Remodeling existing hotel structures is complex. Historic elements, established operations, and new requirements must come together seamlessly. At the same time, daily business must continue reliably, **ensuring guests still enjoy a positive experience and operations remain stable.**

REINHOLD KELLER takes responsibility for the entire realization process. Especially when renovations take place during ongoing operations, experience becomes critical. This is one of our core strengths. For many years, REINHOLD KELLER has supported hotel projects across Europe, delivering remodelings,

renovations, and interior build-outs under demanding conditions. In-house production ensures consistent quality. Professional project management provides schedule and cost transparency. And clear interface coordination reduces complexity for the client.

At Hotel Zeller, the remodeling was **precisely planned, executed with high standards, and managed in close partnership with the operator.** Decisions were prepared transparently and processes were clearly structured. This creates confidence for the client, not only in the final result, but throughout every phase of execution.



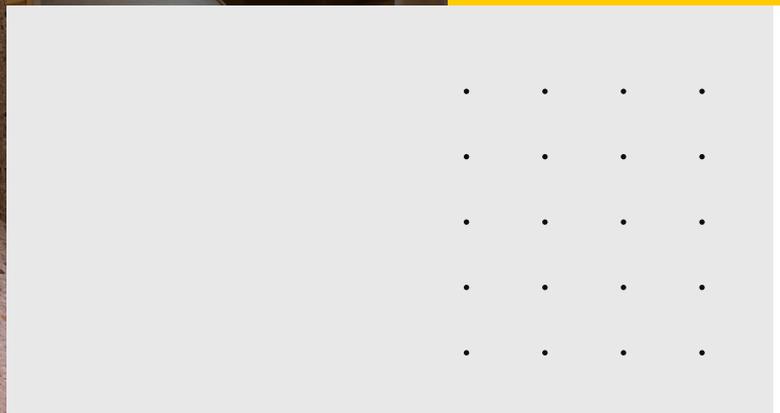
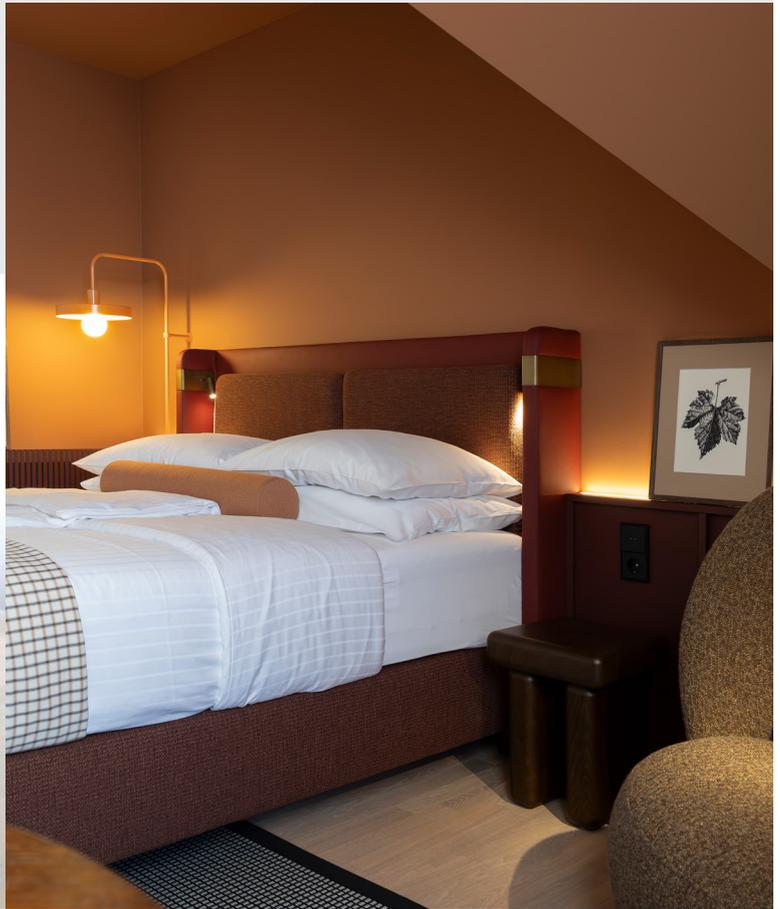


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Remodeling does not simply mean new for us, it means better. Through the guiding theme ‘Tradition and Wine,’ our identity has been developed in a way that feels tangible. REINHOLD KELLER impressed us not only with craftsmanship, but above all with clear processes, reliability, and a result that fits our hotel perfectly.

ALEXANDRA SCHLEUNUNG
Owner Hotel Zeller

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HEY!
HEY!
HEY!
HEY!

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