



## MEDIA INFORMATION

### Sustainable surface

## Platinum from VAUTH-SAGEL conserves the environment!

*Las Vegas, February 27, 2024.* **VAUTH-SAGEL, as part of its comprehensive sustainability strategy spanning across all business sectors, prioritizes environmentally friendly materials and technologies in product development. In alignment with this commitment, the company has actively sought an alternative to environmentally harmful chrome plating, leading to the introduction of a groundbreaking color surface named Platinum.**

One of VAUTH-SAGEL's sustainable actions has been the reduction of surfaces that are harmful to the environment. As an alternative to environmentally harmful chrome, the powder-coated surface Platinum – which strongly resembles the look of chrome – has been added to the portfolio. The advantages of powder coating as compared to galvanizing are impressive:

- No solvents or heavy metals used in production
- Modern look with a durable, scratch-proof and rust-resistant surface
- 33 per cent lower power consumption
- High impact and scratch-resistance
- Extremely even finish due to the layer thickness
- Easier to clean
- Contemporary, high-quality finish

At the KBIS 2024 trade fair booth, Platinum will be presented based on the “Scalea” collection. This timeless shelf version “Scalea” upgrades any cabinet interior with a solid wood shelf with an elegant wire guard rail.

The coating process switch from galvanizing and varnishing to environmentally friendly powder coating was realised by an investment amount of eight million euro at the VAUTH-SAGEL Korbach location in Germany.

With the new color and environmentally friendly powder coating, VAUTH-SAGEL is positioned as a company that acts sustainably, making them stand out from other manufacturers. The company is sending a clear message that supports environmental protection and sustainability in the industry.



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### VAUTH-SAGEL:

*Contemporary, innovative storage solutions. This has been the core business of Vauth-Sagel for over 60 years. When it comes to all of its system components, the owner-operated family company focuses on people's desire for as much convenience as possible. The development, production and sales divisions are guided by this desire – every day. The company transferred its core expertise in the kitchen and furniture industry to modern living components long ago. And this motivates its 1,000 employees to manufacture over 85 million products with the “Made in Germany” quality hallmark every year. Alongside many years of expertise in a wide range of materials, other characteristics ensure that Vauth-Sagel customers worldwide are a decisive step ahead: “Creating high-quality system solutions for living spaces. For all people” – this promise is based on pioneering ideas for product design and features. This is Vauth-Sagel!*

[www.vauth-sagel.com](http://www.vauth-sagel.com)

### VAUTH-SAGEL MEDIA DEPARTMENT

Angelika Weidling  
Email: [media@vauth-sagel.de](mailto:media@vauth-sagel.de)