VAUTH SAGEL

MEDIA INFORMATION

KBB experience with innovations at your fingertips

Vauth-Sagel reaches "Next Level" inside and out!

Erkeln, 06/03/2022 – **At the 6th edition of KBB in Birmingham/UK, Vauth-Sagel is placing a further focus on high-quality powdered steel surfaces in addition to the new products already presented at interzum 2021. The second in-person trade fair offers the chance to present all product innovations for you at your fingertips and to experience design with all of your senses right down to the surface. Vauth-Sagel thus is taking a decisive step away from cupboard interiors and directly into the expanding living environments. Vauth-Sagel becomes in doing so even more visible and positions itself into the current zeitgeist.**

"Matt and structured surfaces are a topic that is very much on the minds of the entire furniture world. This is the only way to satisfy the desire for a more refined feel and to experience design with all the senses. The direction is clear: design does not stop inside the furniture. On the contrary, it offers an important and possibly decisive differentiation for our customers and partners," says Georg Wittenbrink, Head of Design and Product Management at Vauth-Sagel about the basic considerations of this new development.

The high-quality powder-coated steel surfaces neroST, aluST and stoneST (ST stands for structure) have a matt structure and a crystalline brilliance in the metal tones. They differ fundamentally, depending on the customer's choice:

- neroST is black and strongly influenced by living. Black conveys calm and neutrality at a time when **cla**[illegible] living spaces are blending into one another. The slightly powdery surface feel underlines its timeless elegance.
- aluST surfaces offer an attractive building block in the functional overlays all the way to the home office, especially as a universal tone with modern brilliance. The special brilliance is captivating with a fine crystalline structure adding to the fundamental matte.
- stoneST is a real eye-catcher in addition to its haptic quality. The stone-like warm metal shade also has a matte, fine-crystalline brilliance and absolutely captures the zeitgeist with its warm radiance.

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All surface versions will be presented at KBB using the VS ADD® Board / Box and Separator wall shelf and the new Essentio design line as examples.

These new surface finishes are not only beautiful and a haptic experience - the powder coating process is still one of the most ecological processes in steel surface treatment, which is incredibly resource-saving and does not use solvents.

VAUTH-SAGEL:

Contemporary and innovative storage solutions. This is the essence of what Vauth-Sagel has stood for for 60 years. The owner-managed family company focuses on people's desire for the highest-possible level of comfort in all of its system components. The competence areas of development, production and sales are geared towards this - day after day. The core competencies in the kitchen and furniture industry have long since been transferred to modern living components. And that motivates the more than 1,000 employees to produce more than 85 million products with the quality mark "Made in Germany" every year. In addition to many years of cross-material expertise, there are other features that ensure that Vauth-Sagel's global customers are that decisive step ahead: "Creating high-quality system solutions for living spaces. And doing that for everyone" - this promise is based on forward-looking impulses in product design and equipment. That is what Vauth-Sagel is all about.

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