VAUTH SAGEL

MEDIA INFORMATION

Experience the KBB trade fair in a whole new dimension

Next Stop: Birmingham. Next Level: Vauth-Sagel.

Birmingham, 06/03/2022 – **The KBB in Birmingham/UK is, after the SICAM last year, the second in-person trade fair for Vauth-Sagel since the beginning of the pandemic. Industry partners, specialist dealers, craftsmen, planners and designers can expect a mixture of digital and analogue. On the VS Live*!* platform, those who unfortunately cannot come to Birmingham can experience all the innovations digitally in a "playful" way. And on site at the fair, as always, not only to look at, but also to touch. At the core of the product innovations presented are the evolving living environments, needs and framework conditions of users. Vauth-Sagel's answer: more modularity in the transitions of living, more comfort in the accessibility of inaccessible space, more design for a consistent look, more service for the best possible digital connection and performance of all partners in the value chain.**

"With our digital trade fair concept 'Level Up', we have also set new standards for ourselves at interzum 2021. We want to stay at the forefront, and that is only possible if we consistently embrace change," says Managing Director Claus Sagel. "At KBB 2022, we are therefore focusing on digital and analogue – this is contemporary and we are looking forward to physical contact with our customers," Sagel continues. Due to its diversity of offerings, KBB is an ideal platform for the company to make new contacts and maintain existing business relationships.

Analogue + digital = modern!
Ergo, Vauth-Sagel will present its selected innovations at its trade fair stand in Birmingham, as well as on the award-winning digital platform VS Live*!*. It runs on the X5 Framework developed by SUPER CROWD, which was awarded the German Computer Game Prize in the category "Best Innovation and Technology" in the first half of the year 2021. So if you want to be at KBB, you have the choice between a virtual tour or an on-site tour at the Vauth-Sagel stand in UK.

Either way, the brand DNA and the innovative strength of the company will be noticeable.

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Innovations with heart and mind!

Product innovations across all living spaces are at the heart of the trade fair. A special focus here is on new surfaces, colours and structures. The high-quality powder-coated steel surfaces neroST, aluST and stoneST have a matte structure and a crystalline brilliance in the metal tones. These are presented as examples on the VS ADD® Board wall shelf and in the new Essentio design line. Here, Vauth Sagel's spirit of optimism is evident in modern living environments. In addition, the Planero® and Essentio storage designs make the kitchen a design-oriented part of the living environment. Speaking of the kitchen: anyone who no longer feels like "fishing" items out of the upper cupboards on tiptoe will find the solution in VS TOP® Down. This unique drop-down fitting sets standards for ergonomic storage space optimisation. The contents of the cupboard accommodate the users in the truest sense of the word.

In addition, a well thought-out housekeeping area has been set up on the stand to show how storage space organisation and household management work today. Included is the new VS WASH laundry system. Dirty laundry can finally be sorted, stored and transported neatly – and completely invisibly. But also the popular waste separation systems of the VS ENVI® series are part of the Vauth-Sagel product range exhibited at KBB.

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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