

Subtle charm and restrained elegance

Kludi fittings in sophisticated matt black or stylish matt white go perfectly with purist interiors

Menden/Nuremberg, April 2022. Silk matt finishes are very much in vogue at the moment. The subtle charm of restrained finishes exudes a modern elegance that is proving popular today, whether this be the fine powdery effect of paint on a car, or matt elements in a kitchen or bathroom. Matt finishes on technical appliances and furniture also go hand-in-hand with the trend towards naturalness and a tangible warmth within interior designs. The fittings specialist Kludi (www.kludi.com) has taken heed of this trend with its fashion-forward matt black finish, which is available in its *Smart Luxury* series (Nova Fonte *Puristic*, Nova Fonte *Pura*, *Bozz* and *Balance*), as well as the *Pure Function* collection (*Pure&Style*). In spring 2023, selected bathroom series from the premium Sauerland-based brand will also be expanded with products such as the new single-lever mixer Nova Fonte *Pura* in stylish matt white.

Personal style in the bathroom

“While on-trend matt black can already be seen in many modern bathrooms and cloakrooms – including those of designer hotels and exclusive hip venues – matt white creates greater creative scope in terms of interior design and allows you to express your personal style,” explains Arndt Papenfuß, Marketing Director at the long-established Menden-based firm. The style of your home and its furnishings determines the perfect choice of fitting from Kludi’s range, all of which correspond to the highest standards in terms of finish.

Matt white is remarkably pure, and its restrained elegance harmonises admirably with white bathroom ceramics. Matt white fittings also go perfectly with sophisticated solid-surface washbowls with a satin matt finish. On a natural stone washbasin, matt white mixers blend beautifully with the muted natural ambience. Sophisticated matt black fittings, however, are the ideal choice for customers who want to express their own unique style in their home in a low-key way, making deliberate use of contrasts.

The perfect choice for modern architecture

What the two matt-coloured finishes have in common is that their soft appearance, which is due to reduced light reflection, emphasises the shape of their design more than their chrome counterparts do. Design and aesthetics are brought to the fore and attract greater focus. “With this in mind, matt black and matt white are the perfect choice for contemporary minimalist interiors as these finishes bring out the true beauty of modern purism,” explains Marketing Director Papenfuß.

An additional benefit is that matt finishes are easy to clean because water stains are less apparent. No fingerprints are left behind either, which many end customers already recognise as a great advantage of matt cupboard doors in the kitchen. These qualities are also due to the fact that the Sauerland-based fittings specialist insists on a high-quality powder coating to produce its matt fittings. “That not only makes the finish more durable and easy to clean, it also accentuates the matt colour even better than other processes: You will struggle to find a more elegant matt black or matt white,” says Arndt Papenfuß, confidently.

Captions



The perfect choice for a puristic interior. Fittings in stylish matt white, such as the Kludi Nova Fonte Pura single-lever mixer, complement the timeless minimalism of modern bathrooms perfectly.

Photo: KLUDI GmbH & Co. KG

[\[2022_PI_KLUDI_Black & White_Nova Fonte Pura_Mattweiß_01a.png\]](#)



Reduced to the essentials: The precise geometries and minimalist lines of the wing handle and base of Kludi Nova Fonte *Puristic* exude timeless elegance and modern grace, and the matt black really highlights these attributes.

Photo: KLUDI GmbH & Co. KG

[\[2022_PI_KLUDI_Black & White_Nova Fonte_Mattschwarz_02.jpg\]](#)



Tone on tone: the Kludi Nova Fonte *Puristic* two-handle fitting in matt white displays a remarkably restrained elegance and combines harmoniously with white bathroom ceramics.

Photo: KLUDI GmbH & Co. KG

[\[2022_PI_KLUDI_Black & White_Nova Fonte Pura_Mattweiß_03.jpg\]](#)



A personal touch: Kludi Bozz expresses a personal home style confidently yet unobtrusively in a fashion-forward matt black finish.

Photo: KLUDI GmbH & Co. KG

[\[2022_PI_KLUDI_Black & White_Bozz_Mattschwarz_04a.jpg und 2022_PI_KLUDI_Black & White_Bozz_Mattschwarz_04b.jpg\]](#)



Sophisticated statements: The premium matt black creates a striking contrast with the glossy white of the ceramics, letting the Kludi Balance fittings truly come into their own.

Photo: KLUDI GmbH & Co. KG

[\[2022_PI_KLUDI_Black & White_Balance_Mattschwarz_05.jpg\]](#)



A fashion-forward design statement: the Hotel Indigo luxury resort on Yangchen Lake in eastern China has chosen matt black elements from the Kludi Pure&Style range to fit out the bathrooms of its 123 rooms and suites.

Photo: KLUDI GmbH & Co. KG

[\[2022_PI_KLUDI_Black & White_Pure&Style_Mattschwarz_Hotel Indigo Suzhou Yangcheng Lake_06.jpg\]](#)

Kludi – The fittings specialist

Kludi GmbH & Co. KG, based in the Westphalian town of Menden, is a German specialist in the field of bathroom and kitchen fittings and shower systems. The company is reputed as a high-quality manufacturer and key innovator within the industry, both in the German and international markets, and across multiple sectors. Kludi has received numerous awards to testify this, as well as the recent nomination as one of the 'Top 100 Innovators' in Germany in 2022. The bathroom fitting range is based on two key elements. It offers clearly defined styles under the heading 'Smart Luxury', while 'Pure Function' offers solid quality with great practicality in functional fittings. The 'Shower Dreams' concept includes shower heads to match both bathroom ranges. In the field of kitchen fittings, Kludi presents a wide, clearly defined range of products in the 'Kitchen Competence – Performance for Life' series.

For almost 100 years, the internationally active SME has been influencing the use of water in the household with groundbreaking fitting concepts and innovative solutions for kitchens and bathrooms. Around 900 staff members in the Kludi group develop, produce and market products for specialist trade and craft companies in numerous countries around the world. From its headquarters in Menden, the Kludi Group manages eleven national and international sales organisations. The products are manufactured in three European production facilities. In addition, a joint venture in the United Arab Emirates operates an independent production facility.

Learn more about Kludi online at www.kludi.com

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