

A strong brand with added value where it counts

The Sauerland-based fittings specialist Kludi is once again one of the “major German brands” for 2022

Menden, Germany, 20 October 2021. On 7 October 2021, the ninth edition of the publication series “The Major German Brands 2022” entitled “Design. Brand. Innovation.” was published under the patronage of the Federal Minister of Economics, Peter Altmaier. The Sauerland-based fittings specialist Kludi (www.kludi.com) is represented for the second time in a row in this compendium of “outstanding German brand companies”. The book has been published by the German Design Council since 2013 and – according to the publisher – all the companies featured in it “tell success stories” in terms of design, innovation and brand management. “We are living in fast-paced times, which are characterised by much change, so a strong brand provides the necessary security to remain on the path to success”, said Arndt Papenfuß, Marketing Director of the Kludi Group at the presentation of the book in Berlin. “By focussing on our core competence of developing and manufacturing high-quality fittings for exclusive bathrooms and kitchens, we have clearly and distinctly positioned the Kludi brand against the widespread industry trend to become a full-range provider. Being honoured once again as a ‘major German brand’ shows that we are doing well in this respect.”

Setting a course for growth

This is also confirmed by the successful development that Kludi has enjoyed since the Menden-based, family-run company realigned its brand profile to synergise closely with its product range and production strategy. “In 2021, we are once again growing stronger than the market”, states Marketing Director Papenfuß. This is related to the fact that by returning to their own strengths as a fittings specialist, the company has provided trade customers with relevant added value from the very beginning. “We are now setting standards with our clearly structured, easy-to-understand range as well as when it comes to installation work”, says Arndt Papenfuß. “Both reduce the workload for plumbers and help them save time.”

On top of this, the industrial company has linked its brand positioning with an unequivocal commitment to the professional distribution channel. “Our partners in the specialist HVAC retail and trade sectors know exactly what Kludi is all about and what to expect from the company – namely fittings of extremely high quality that are connected to the ‘Made in Germany’ seal known all over the world, and a service that will make your work noticeably easier”, says Arndt Papenfuß.

“Design. Brand. Innovation.”

The ninth edition of the series “The Major German Brands” is entitled “Design. Brand. Innovation.”. According to the publisher, the German Design Council, this triad is crucial for “enduring the current transformation in the high-speed universe”. Faced with these conditions, a strong brand needs “an unmistakable design and a concrete value proposition”. The ninth volume of the publication series, which is distributed worldwide in collaboration with the German Foreign Office, also strives to cover the entire spectrum of German industry.

Captions



“Major German Brands 2022”: For the second time in a row, the German Design Council has included the Sauerland-based fittings specialist Kludi in its overview of German companies that “tell success stories” in terms of design, innovation and brand management. Kludi Marketing Director Arndt Papenfuß sees this as confirmation of the new strategic positioning of the brand. Photo: Franziska Finsterer – Grand Visions
[\[211020_PI_KLUDI_Große Deutsche Marken_01.jpg\]](#)



Committed to specialising: Kludi has specifically decided to focus on what the company has been synonymous with for almost 100 years – developing, manufacturing and selling high-quality fittings for exclusive bathrooms and kitchens. This includes offering relevant added value for trade customers who benefit from the noticeably improved ease of installation thanks to innovative ‘Easy-Fit’ features, for example on the latest version of the classic Kludi Mix fitting.

Photo: Kludi GmbH & Co. KG

[\[211020_PI_KLUDI_Große Deutsche Marken_02.jpg\]](#)



“Excellent performance in the areas of design, innovation and brand management”: The German Design Council has once again named the Menden-based fittings specialist Kludi as one of the “major German brands” for 2022.

Logo: German Design Council

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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 brand’s claim of ‘Water in Perfection’ defines its ambition to create top quality products. 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 range of products in the ‘Kitchen Competence’ series.

For almost 100 years, the internationally active family company has been influencing the use of water in the household with groundbreaking fitting concepts and innovative solutions for kitchens and bathrooms. More

than 1,000 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 company group manages 13 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 – Water in Perfection* online at www.kludi.com

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