

All good things come in fours

Fittings line Kludi Bozz honoured in the categories Innovation, Quality, Ease of Operation and Functionality

Menden, Germany, 11 November 2021

The “Plus X Award, which – according to its organisers – is the “world’s biggest innovation prize for technology, sport and lifestyle”, is presented based on seven criteria, evaluated by an independent, international panel of experts. This year over 700 brands went before the specialist jurors, who came from more than 80 industries. The Sauerland-based fittings specialist Kludi (www.kludi.com) entered its fittings line “Bozz” into the esteemed competition. The line was launched in Spring 2020 with a comprehensively reworked design. The company’s entry was a resounding success as the timelessly elegant fittings line with its 36 individual products for washbasins, bathtubs and showers convinced the jury in more ways than one: The line won four “Plus X Awards” for its innovative quality, ease of use, functionality and high-quality design. With its minimalistic simplicity “Bozz” embodies purism in its most essential form like no other. “This quadruple haul of awards is fantastic confirmation of our approach to developing solutions for bathrooms and kitchens that put users and their needs front and centre”, says Arndt Papenfuß, Marketing Director for the Kludi Group and also responsible for Product Management.

A world’s first with tangible added value

The jury would have been particularly impressed by a world’s first. In its “Kludi Bozz” line, the fittings specialist from Menden has dispensed with the awkward, conventional and frequently stiff pull-up diverter that is used on the bathtub to switch between the fitting and the shower head. Instead, the premium brand uses a simple button on its concealed, single-lever fitting that allows the water outlet to be changed with a single touch; this feature is called “Kludi Push & Switch”. “This is a genuine innovation as it makes people’s lives significantly easier and more pleasant”, says Arndt Papenfuß. This feature is due to innovative “Made in Germany” valve technology that works in a purely mechanical and hydraulic manner and – unlike the pull-up diverter – does not rely on water pressure. “Furthermore, the ‘Kludi Push & Switch’ prevents the water outlet accidentally

jumping back to its previous setting and wearing out the diverter after years of use, as is the case in conventional solutions”, explains Papenfuß. “It’s all about maximum reliability and ease of use.” It’s no surprise then that the “Push & Switch” solution is now available in all Kludi lines in the “*Smart Luxury*” and “*Pure Function*” ranges.

Captions



Quadruple Award Winner: The purist fittings line “Kludi Bozz” from the sophisticated Smart Luxury range of the Sauerland-based fittings specialist Kludi was awarded four “Plus X Awards” for its innovative quality, ease of use, functionality and high-quality design.

Photo: Kludi GmbH & Co. KG

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A world’s first with genuine added value: The concealed, single-lever bathtub fitting from the “Kludi Bozz” line does away with the conventional, awkward pull-up diverter. Instead you can change the water outlet at the touch of a button. “It’s all about maximum ease of use”, says Arndt Papenfuß, Kludi’s Head of Marketing.

Photo: Kludi GmbH & Co. KG

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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 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 – Water in Perfection* online at www.kludi.com

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