

6. March 2018

# “Best Trade Profession Brand of the Year 2018”

**Kludi was recognised with the Plus X Award – the world’s largest innovation award for technology, sports and lifestyle. It was not a jury, but German trade specialists who voted the fittings specialist the best brand in the plumbing industry.**

Kludi products feature modern design, top quality and innovative functions. This has now been confirmed by trade specialists, who chose the fittings specialist as “Trade Profession Brand of the Year 2018” in the plumbing product group. The initiators of the Plus X Award organised the vote. Germany’s specialist trade and craft companies were asked to rate the brands they consider particularly fair, commercially attractive and thus award-worthy.

“We are particularly delighted that this award was not decided by a jury but by our target group,” emphasises Christoph Reiß, Head of Marketing at Kludi. “That is extremely important for us and confirms our chosen path. We want to offer the end customer maximum comfort and trade specialists innovative technical features that make their day-to-day work easier.”

Kludi has been developing and designing modern fittings and showers that are also very popular internationally in Menden for decades. For example, in the previous year, the family company launched a new series of fittings, Kludi Ameo, which impresses both design experts and end customers equally with its gentle curves and geometric lines. Or the new head shower in the elegant Kludi A-QA design, which offers a special shower experience as an impressive “rain shower”. Kludi is also setting standards and strengthening the brand with the new brand strategy and a fresh look.

With the special award “Trade Profession Brand of the Year 2018”, the Plus X Award recognises brands that have made a special contribution to their industry. Over a four week period, Germany’s specialist trade and craft companies were called upon to vote for their preferred brand. A total of 2,137 industry representatives voted in the online survey organised by the Plus X Award in cooperation with the German Institute for Product and Market Evaluation. A total of 50 brands from a wide range of industries received special recognition via the Plus X Award, the world’s largest innovation award for technology, sport and lifestyle.

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The new Kludi Ameo fittings series impresses both designers and end customers.  
Photo: Kludi GmbH & Co. KG



The new flush-mounted Kludi A-QA head shower makes showering a real experience.  
Photo: Kludi GmbH & Co. KG



Germany's specialist trade and craft companies voted Kludi the "Trade Profession Brand of the Year 2018".  
Photo: Plus X Award

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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 tap and shower fittings. The product ranges are subdivided under the "Water in Perfection" brand claim. In the field of bathroom fittings, Kludi offers widely-admired designs using the term "Smart Luxury" and the basic portfolio "Pure Function". Matching "Shower Dreams" concepts are available for 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 ground-breaking 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 more than 100 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.

Further information

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