

Innovation always means added value for users

Kludi honoured as the 'Most Innovative Brand of the Year'

Bonn/Menden, Germany, 12 July 2019. 'At Kludi, we measure the quality of an innovation by the added value that this innovation brings to users', explains Sebastian Biener, Sales Director for Germany at Kludi GmbH & Co. KG (www.kludi.com). 'So we only really call something an innovation when a new product truly helps make life a bit easier, more comfortable or safer for people. Accordingly, when it comes to developing new fittings and showers, we always place the focus on usability.' Acknowledging its consistent implementation of this approach to innovation, the Sauerland-based fittings specialist was honoured as the 'Most Innovative Brand of the Year' in the 'Sanitary and Air Conditioning' category in Bonn last Wednesday. This hallmark is awarded every year as part of the 'Plus X Awards'. Past winners include renowned brands such as Dyson, Panasonic, Opel, Vodafone and Volkswagen, amongst others. Kludi had also received the 'German Innovation Award 2019' at the end of May.

"Innovation is all about simplicity"

Founded in 1926, this medium-sized company based in Menden can look back on decades of innovation history. Since the fittings manufacturer has started to keep records, some 170 inventions, nearly 100 patents and more than 1,000 designs have been produced by the in-house Research and Development Department. Kludi's inventions include the 's-pointer', an aerator for washbasin fittings with an adjustable angle that allows you to point the water jet in the right direction, a multi-tap, which makes it possible to connect washing machines and dishwashers to the kitchen mixer as well, and the world's first hybrid tap for kitchen sinks. In 2019, Kludi has caused a stir both nationally and internationally with the Kludi Cockpit Discovery

shower system and its unique operating concept. ‘By reducing operation to the essentials and moving it within users’ vision and reach, we have succeeded in improving the comfort of use for all, regardless of age and physical ability’, explains Sebastian Biener. ‘After all, innovation is all about simplicity as well.’

Captions



‘Most Innovative Brand of the Year’: as part of the ‘Plus X Awards 2019’, Kludi GmbH & Co. KG received this exclusive hallmark for its consistent implementation of a definition of innovation aimed at increasing usability. Sebastian Biener, Sales Director for Germany at Kludi, accepted the award for the medium-sized family business.

Photo: Kludi GmbH & Co. KG

[\[190712_PI_KLUDI_Innovativste Marke 2019_01.jpg\]](#)



Quality innovations: Christopher Strobel (r.), publisher from Arnsberg and member of the ‘Plus X Awards’ jury, presented the trophy for the ‘Most Innovative Brand of the Year’ to Sebastian Biener, Sales Director for Germany at Kludi, in Bonn last Wednesday.

Photo: Plus X Awards

[\[190712_PI_KLUDI_Innovativste Marke 2019_02.jpg\]](#)

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 tap and shower systems. The brand's claim of 'Water in Perfection' defines its ambition to create top quality. 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. 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 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 destined for specialist retail and trade companies and distributed 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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