

Two reasons to celebrate

Fittings specialist Kludi launches kitchen campaign

Menden, Germany, 11 February 2021 Today, the kitchen is the social hub of modern living and casual hospitality. Now more than ever, cooking and eating together with family and good friends are real highlights for many people. In other words, it's perfect timing for fittings specialist Kludi (www.kludi.com) from Germany's Sauerland region to launch its kitchen campaign in spring. The Menden-based family-run company has completely overhauled its range of kitchen fittings. In the unique, new 'Kitchen Competence – Performance for Life' concept, Kludi is giving its range a clear structure that is easy to understand, both for industry experts and consumers. The long-established manufacturer is also introducing kitchen sink innovations that make the fittings easier for consumers to use and much easier for plumbers to install. Twice as nice for kitchen fans!

“We make life easier for kitchen pros”

“Kludi has specialised in fittings for almost a century and the knowledge and experience gleaned during this time form part of every product. We actually developed many of the features found in modern kitchen fittings – such as the mixer-tap and sensor-controlled hybrid fitting,” emphasises Arndt Papenfuß, the Kludi Group's Marketing Director, who is also responsible for product management. “The message of our campaign is: Kludi is back in the kitchen!” The premium brand has set itself the ambitious medium-term goal to become one of the top three kitchen fitting manufacturers on the German market by sales volume.

The medium-sized company from Germany's Sauerland region is laying the groundwork for this by strategically restructuring its range. The portfolio now has a clear and easy-to-understand structure and a focused, clear design, because sometimes less is more.

“That makes plumbers' and kitchen retailers' day-to-day work easier,” explains Arndt Papenfuß.

Prioritising functionality

Kludi's product range is structured based on the features the respective kitchen fittings offer. "After all, kitchen fittings are the most frequently used items in any household. As a result, performance, absolute reliability and convenience are what counts most for users when working in their kitchens," points out Arndt Papenfuß. Kludi has divided the range into three performance classes: 'Comfort' fittings offer all the basic features that are essential in kitchens, like a swivel spout to focus the water where it is needed in the kitchen sink. 'Comfort Plus' category mixers also have other practical features – for example, a pull-out spout, a pull-out spray tap or a multi-connector. Finally, 'Excellence' products offer multiple advanced features that make kitchen work easier and offer maximum convenience.

Kludi also structures its mixer range by the spout design: The 'M-Line' features mainstream fittings with a straight spout, and is most popular with customers. The 'L-Line' adds architectural elements such as a slimline, L-shaped spout, while the 'C-Line' kitchen fittings have a curved semicircular spout.

Less is more

Kludi is combining this restructuring with a gradual reduction in its product range for kitchen sinks. Currently selling 15 series and over 80 models, the fittings specialist from Menden will be consolidating its portfolio of kitchen mixers to just eight lines containing around 35 different models in future. "We are focusing our kitchen range on the fittings customers really want and that meet their needs, just like we have successfully done with our bathroom fittings," explains CMO Arndt Papenfuß. "In B2B sales channels, this means that our trade customers will spend less time managing their orders and warehouse, or finding the right product in the complex range. The clear structure also makes it easier for them to describe and explain the range to end consumers. In short: That gives our partners in kitchen studios and the plumbing trade more time to focus on their core business."

Captions



A clearly structured range and new, innovative concepts: Kludi is reorganising its range of kitchen mixers into three performance classes and three design lines. The Kludi MIX fitting, available from May 2021, is part of the 'M-Line' and available in the 'Comfort' and 'Comfort Plus' classes.

Photo: KLUDI GmbH & Co. KG

[\[210211_PI_KLUDI_Neues Küchensortiment_01.jpg\]](#)



The fitting that can do everything and has it all: Kludi MIX is available in glossy chrome or in stunningly sophisticated matt black. The 'Comfort Plus' model offers six additional features – from pull-out spray taps to fold-flat models for installation under windows.

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 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 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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