



MEDIA INFORMATION

Vauth-Sagel: Sustainable, optimistic, strong!

Living the motto: “You grow with every decision.”

Erkeln, 09.05.2023 – **Vauth-Sagel is sending strong positive signals from interzum 2023 to the trade, customers, suppliers and partners: with a new communicative message, the company consciously relies on optimism and strength as a basis for mutual growth. Vauth-Sagel is also presenting a real statement on sustainability. The core is its exhibition stand spanning 832 square metres, which was designed as a polygonal garden landscape. Smart product innovations, a new packaging design and further developed surfaces show what Vauth-Sagel has decided on: “You grow with every decision”. This also means sustainable growth along the lines of #KEEPPONGROWING.**

The new campaign clearly indicates the direction in which Vauth-Sagel is heading: “We have grown because we have made lots of good decisions – and we can continue this tradition by making lots of good decisions for the future”, claims CEO Claus Sagel.

Stand design pushed to its limits

At interzum 2023, Vauth-Sagel will once again be making a uniquely strong statement on the subject of the trade fair concept. As with earlier stand designs, the company is relying on maximum reusability. But at its current 832-square-metre stand, the company is going one step further: people are the focus, and therefore the entire concept was created on an anthropological foundation in the form of a unique polygonal garden landscape. Vauth-Sagel is setting itself the challenge of devising a sustainable stand concept. The focus is on people and their desire for sustainable management, action and growth as partners, customers and users. In terms of production, handling, transport and logistics, local partners were selected in addition to a high level of in-house production in order to shorten travel distances and save emissions. The same goes for passenger transport, which is largely organised via public transport or car-pooling. Even the hotel was booked within walking distance, thereby contributing to a positive eco-balance. Catering is self-organised and only freshly-



MEDIA INFORMATION

prepared seasonal and regional organic products are served. With tableware and fabric napkins or biodegradable bowls and napkins that are supplied to recycling via the proven Vauth-Sagel waste separation systems.

Products reinterpreted

At interzum 2023, Vauth-Sagel will be presenting real innovations and smartly developed, well-known product lines. The focus is always on people – whether it's modular solutions, modern surfaces, sustainable concepts, or comfort paired with tidiness – Vauth-Sagel is always developing not only itself, but the industry, too! The idea behind the system is presented on the stand in the form of collections, underpinning the drive for more modularity and building block principles for sustainable applications and market segments.

The collections are either hardware and design families, or collections for a specific market and its various areas of application. The presentation is rounded off by a retail and service area.

Vauth-Sagel is extending its **decades of surface competence**. In recent years, the company has examined this theme in depth, made extensive investments, and relied on environmentally-friendly processes that are in tune with the spirit of the time. At interzum, it will be shown that the new surfaces harmonise perfectly with the exteriors of modern kitchens: the colours, surface brilliance (matt/silk matt/glossy) and texture make Vauth-Sagel surfaces a perfect addition to the inner workings. The new, textured trend surfaces alu ST, stone ST and nero ST complete the existing palette of colour variants.

One of Vauth-Sagel's sustainable actions has been the reduction of surfaces that are harmful to the environment. As an alternative to environmentally-harmful chrome, the powder-coated surface platinum – which strongly resembles the look of chrome – has been added to the portfolio. The company also relies on anti-bacterial surfaces as a means of taking hygiene and health factors into consideration. With the help of silver ions, 99.9 per cent anti-bacterial protection is achieved for the plastic boxes and lids in the VS ADD® Box series.



MEDIA INFORMATION

With its VS ADD® Box, Vauth-Sagel has revolutionised storage in all areas of life! These everyday helpers use shelves optimally, to store smaller objects or tall ones safe from slipping and tilting, and at the same time, sort them. New for this product line: the plastic surfaces of the boxes and lids are permeated with silver ions, ensuring 99.9 per cent anti-bacterial protection.

Interaction is perfected in the form of the **VS ADD® Board**. Its design language is perfectly harmonised with the dimensions of VS ADD® Boxes. The length of the wall shelf is based on the box geometry in fixed modular increments. And it is available in three width variants, as a no. 3, no. 5 and no. 7 wall shelf. The result of this idea: up to 100% utilisation of the existing space.

The VS ADD® Separator from Vauth-Sagel is a small yet pioneering solution for organising wall and base units and establishing order. Unlike conventional “junk drawers”, the VS ADD® Separator enables custom division of the objects in the Essentio and Planero® design compartments. Thanks to its infinite adjustability, it offers unlimited possibilities in kitchens and housekeeping areas.

Modular systems have always been one of Vauth-Sagel’s core competencies. Perfect coordination is achieved when the best individual components interlock, interact and the environment of the components used – whether next to the refrigerator, the washing machine or the cooker – is taken into consideration. **The new VS SUB® Larder and VS Larder Flex Modules**, in combination with the tried-and-tested VS TAL® Larder tall cabinet pull-out, thus form a modular system for more individuality and customised solutions in tall and base units. The result: more overview, comfort, flexibility and order with style in kitchen and utility areas.

Creating more than 1000 new possibilities with only a few components: this is achieved by extending the existing VS TAL® Gate assembly to include the VS Gate Rack and VS Gate Rack Plus. The new elements now offer more scope for individual solutions – inside cabinets and beyond. A brand-new addition to the range is the maxi shelf in 750 width, which works on the basis of the tried-and-tested 600 frame. And it takes into account the current trend towards wider door fronts. As with the modular VS Larder system, the modular VS Gate system can also be supplemented with the VS ADD® boxes and VS ADD® separator for individualised storage space solutions.



MEDIA INFORMATION

VS TOP® Down represents a real highlight – the drop-down fitting for wall units has meanwhile received the Golden Award – Best of the Best in the kitchen furniture and equipment category from the Kitchen Innovation Award. This award honours the outstanding functionality, innovation, product benefits, design and ergonomics of the exceptional fitting, thanks to which wall units can be made optimally accessible.

Design is more than just a trend

At interzum, Vauth-Sagel presents this self-image as an example using the Planero, Essentio, Ligano and Scalea design lines on display.

The premium line Planero presents itself in trendy black, called nero ST. The latest purist design line Essentio has been extended to 14 modules in the portfolio and is now available in the colour variants “white”, “silver”, “lava” and the new texture colour “stone ST”.

As an alternative to environmentally-harmful chrome, the powder-coated surface platinum is presented – which strongly resembles chrome in appearance. At the interzum trade fair stand, platinum is presented based on the “Scalea” collection, which was designed for the American market.

“Ligano” was developed specially for the vast North American market. The new design line impresses with a classic wood look in conjunction with unobtrusive metal highlights for an extra design upgrade and a modern touch.

The company demonstrates that Vauth-Sagel is capable of more than just kitchens with its exhibited portfolio for home economics as well as with smart solutions for caravanning. Those who have taken to the road in a caravan know that space and order are two key parameters for having a sense of well-being on board. Weight and weather resistance are two additional factors that cannot be underestimated. As a specialist for smart storage space solutions, Vauth-Sagel is also the right partner for the caravanning sector. A selection of products in the new “alu ST” surface developed with the mobile sector in mind will be on show.

Vauth-Sagel demonstrates its expertise in home economics with traditional wire solutions and with the help of the new Essentio design line. The portfolio is



MEDIA INFORMATION

complemented by the new VS WASH® laundry pull-out, which is based on the technology of the tried-and-tested VS ENVI® Space waste separation systems. Making organising laundry child's play. The components of the VS WASH® series extend the portfolio and are the elegant solution for tidy sorting, storing and transporting of dirty laundry – entirely out of sight.

In addition, Vauth-Sagel presents its classics and bestsellers in the field of solutions for corner cabinets (VS COR®), waste separation systems (VS ENVI®), and cabinet suspension brackets (VS TOP®). VS ENVI® Water is completely new in the portfolio and the VS ENVI® Flex and VS ENVI® Free systems have been upgraded. The bins of all VS ENVI® systems are now manufactured from 100% recycled materials and are also completely recyclable themselves. With the largest portfolio of integrated solutions in the market, this product line offers the right solutions for all household sizes. International units of measurement, for the British and American markets, for example, are also taken into account.

Real service, not lip service

Vauth-Sagel optimises cooperation with all partners and focuses on service. An understanding of the needs of the other side and innovative service offers – the company has always attached special emphasis to these aspects of partnership. This topic will have its own area at the interzum stand, where the company will be presenting and explaining extended services for all partners in the production and supply chain. With a comprehensive pool of images and an innovative filter logic in the digital catalogue, the company is setting new standards in customer orientation.

Packaging: safe, efficient and sustainable.

At their core, the innovative ground rules for a new packaging design emphasise transport safety, sustainability and easy handling. At the same time, the safety measures must be effective and sustainable in order to avoid rubbish and support recyclability. Here, the motto is: "Only as much as necessary and as little as possible".



MEDIA INFORMATION

The storage principle has also been improved with the aim of storing individual components securely inside the carton. Further, all packaging is dimensioned for the required pallet sizes to the greatest extent possible in order to optimise transport. The new packaging is easy to open, intuitively read, and avoids cutter knife openings that can possibly damage the product inside. Clear category classification and a unique product reference thanks to the product name and an illustration ensure excellent orientation and order with regard to individual component storage. To reduce transport costs and optimise space utilisation, Vauth-Sagel relies on modular packaging solutions plus recyclable basic materials made from cardboard and paper. Plastic fillers are replaced by cardboard segments whenever possible. Additionally, reusable and deposit-based systems have been further expanded in order to create sustainable packaging and 3D storage concepts. Together with the supply chain partners, they are constantly developed further.

The packaging from Vauth-Sagel is a special feature and reflects the brand identity of the company as well. The high-quality, CI-compatible appearance with product illustrations and markings ensures an appealing look and clear labelling. Accompanying information supports optimal product installation.

Perceptible everywhere: helping the environment

Vauth-Sagel's commitment to the Plant for the Planet global initiative is unwavering. For each trade fair visitor, Vauth-Sagel plants a tree, making its clear commitment to sustainability visible. The initiative started in 2021 has already planted more than 10,000 trees.

VAUTH-SAGEL:

CONTEMPORARY AND INNOVATIVE STORAGE SOLUTIONS. THIS IS WHAT VAUTH-SAGEL HAS STOOD FOR IN ESSENCE FOR MORE THAN 60 YEARS. IN ALL ITS STORAGE SOLUTIONS, THE OWNER-MANAGED FAMILY BUSINESS FOCUSES ON PEOPLE'S DESIRE FOR THE GREATEST POSSIBLE COMFORT. THIS IS WHAT THE COMPETENCE AREAS OF DEVELOPMENT, PRODUCTION AND SALES ARE GEARED TOWARDS - DAY IN, DAY OUT. THE CORE COMPETENCE IN THE KITCHEN AND FURNITURE INDUSTRY HAS LONG SINCE BEEN



MEDIA INFORMATION

TRANSFERRED TO MODERN LIVING ROOM COMPONENTS. AND THIS MOTIVATES THE MORE THAN 850 EMPLOYEES TO MANUFACTURE MORE THAN 85 MILLION PRODUCTS WITH THE QUALITY FEATURE "MADE IN GERMANY" EVERY YEAR. IN ADDITION TO THE MANY YEARS OF CROSS-MATERIAL EXPERTISE, THERE ARE OTHER FEATURES THAT ENSURE THAT VAUTH-SAGEL'S GLOBAL CUSTOMERS ARE THAT DECISIVE STEP AHEAD: "CREATING HIGH-QUALITY SYSTEM SOLUTIONS FOR LIVING SPACES. AND FOR ALL PEOPLE" - THIS PROMISE IS BASED ON FORWARD-LOOKING IMPULSES IN PRODUCT DESIGN AND FURNISHING. ALL THIS IS VAUTH-SAGEL!

VAUTH-SAGEL MEDIA DEPARTMENT

Angelika Weidling
E-mail: media@vauth-sagel.de