



## MEDIA INFORMATION

### Extending surface expertise

## Platinum from VAUTH-SAGEL conserves the environment!

Erkeln, 09/05/2023 – **The world of kitchens places special focus on surfaces. To continue the high-quality aesthetics in the inner workings of kitchen furniture, VAUTH-SAGEL have employed their legendary flair and design expertise to extend their colour palette with new colours and textures. This is the only way to have the interior harmonise perfectly with the exteriors of kitchen fronts. In the past years, the company have examined this theme in depth and relied on environmentally friendly processes that are in tune with the spirit of the time.**

“We are very happy about the new surfaces! They are visually appealing and pleasant to the touch,” said CEO Claus Sagel. “At interzum, we are showing that our new surfaces harmonise perfectly with the exteriors of modern kitchens. The colours, surface brilliance (matt/silk matt/glossy) and texture make our 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.

The company also rely 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.

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 advantages of powder coating as compared to galvanizing are impressive:



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- No solvents or heavy metals used in production
- Modern look with a durable, scratch-proof and rust-resistant surface
- 33 per cent lower power consumption
- High impact and scratch-resistance
- Extremely even finish due to the layer thickness
- Easier to clean
- Contemporary, high-quality finish

At the interzum trade fair booth, platinum will be presented based on the "Scalea" collection, which was designed for the American market.

At IWF in Atlanta, platinum was launched and introduced to the American market. The coating process switch from galvanizing and varnishing to environmentally friendly powder coating was realised by an investment amount of eight million euro at the VAUTH-SAGEL Korbach location.

With the new colour and environmentally friendly powder coating, VAUTH-SAGEL are positioned as a company that acts sustainably, making them stand out from other manufacturers. The company are sending a clear message that supports environmental protection and sustainability in the industry. Customers who have chrome in their portfolio will be switching to platinum.

### *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 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!*



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