

## FACTS & FIGURES

### KALDEWEI

Franz Kaldewei GmbH & Co. KG  
Beckumer Straße 33-35  
59229 Ahlen  
kaldewei.com

Employees	700 employees worldwide
KALDEWEI international	<p><b>Global partner for premium bathroom solutions made of KALDEWEI steel enamel</b></p> <p>Project decision-makers and private builders across the world appreciate the many advantages of unique KALDEWEI steel enamel, which is used in many upmarket hotels. As a leading international manufacturer of high-quality shower surfaces, baths and washbasins made of steel enamel, KALDEWEI today is present in more than 70 countries, including twelve subsidiaries in China, England, France, Italy, Austria, Poland, Russia, Switzerland, Spain, Southeast Asia, the Czech Republic, and the USA. Its export accounts for over 50% of sales.</p>
Production	<p><b>100% “made in Germany”</b></p> <p>Be it shower surfaces, baths or washbasins – KALDEWEI offers bathrooms made completely of the same material with consistently high quality standards. Production at KALDEWEI along the entire value chain is based exclusively at the corporate headquarters in the Westphalian town of Ahlen in Germany – from mixing the enamel and steel forming through to the finishing with KALDEWEI enamel. From Ahlen, the premium manufacturer exports its high-quality bathroom solutions “made in Germany” into the whole world.</p>
Four generations	<p>1918 – 1952: Franz Kaldewei</p> <p>1928 – 1973: Heinrich Kaldewei</p> <p>1973 – 2008: Franz-Dieter Kaldewei</p> <p>Since 2008: Franz Kaldewei</p>

<b>Company history and milestones</b>	<p>1918: Foundation</p> <p>1932: Start of enamel production in Ahlen</p> <p>1934: Production of the first free-standing steel bath made of several welded parts</p> <p>1956: KALDEWEI produces the first shower trays</p> <p>1957/58: Production of the first seamless bath made from a single sheet of steel and commissioning of the first bath press line</p> <p>1970: KALDEWEI is Europe's no. 1 for baths</p> <p>1974: First engagement of external designers</p> <p>1989: Commissioning of the world's largest U-type furnace</p> <p>1992: Commissioning of the world's most efficient press line for baths</p> <p>1994: Production of the world's first floor-level shower surface made of KALDEWEI steel enamel: Superplan</p> <p>2008: Start of production on state-of-the-art press line for shower surfaces and shower trays</p> <p>2010: KALDEWEI receives "Brand of the Century" award</p> <p>2013: Introduction of the world's first enamelled shower surface with integrated wall outlet: XETIS Top Employer: KALDEWEI once again wins TOP JOB award in 2013</p> <p>2014: Introduction of new KALDEWEI MEISTERSTÜCKE range with more than 100 design awards, KALDEWEI is one of the most acclaimed bathroom manufacturers in the world</p> <p>2015: Introduction of KALDEWEI washbasins made of KALDEWEI steel enamel</p>
<b>KALDEWEI material expertise</b>	<p><b>KALDEWEI steel enamel: unique material for premium bathroom solutions</b></p> <p>Steel and glass – two entirely authentic and natural materials, used for centuries, and each with its own inherent material properties. Steel signifies strength, toughness, robustness and optimum ductility. Glass is highly resistant to chemical or thermal stress and has an excellent appearance. KALDEWEI steel enamel combines robust steel and tough glass to form an inseparable bond harnessing the strengths of each material in perfect symbiosis. KALDEWEI is the only bathroom manufacturer to develop a special enamel produced to a proprietary formula in its own melting furnaces. KALDEWEI steel enamel is unique. KALDEWEI has steadily advanced, refined and optimised the special formula and manufacturing processes of KALDEWEI steel enamel. Bathroom designers all around the world trust in the superior properties of this material.</p>
<b>KALDEWEI design expertise</b>	<p><b>More than 100 design awards worldwide</b></p> <p>With more than 100 design awards (incl. red dot design award, plus X Award, Iconic Awards, Interior Innovation Award, IF product design award), KALDEWEI today is one of the most acclaimed bathroom manufacturers in the world. Next to design development at the KALDEWEI Design Center, KALDEWEI intentionally works with renowned design offices such as Sottsass Associati, Phoenix Design, Arik Levy, and Anke Salomon.</p>
<b>KALDEWEI sustainability</b>	<p><b>Consistent implementation of material philosophy</b></p> <p>Thanks to the environmentally compatible procedures used in manufacture, packaging, transport and disposal, KALDEWEI was the first bathroom manufacturer to be certified sustainable to ISO 14025 by the Institut Bauen und Umwelt e.V., the Institute of Building and the Environment. All KALDEWEI products made of KALDEWEI steel enamel are produced from pure, natural raw materials and can be fully recycled at the end of their lives. KALDEWEI is a member of the U.S. Green Building Council LEED.</p>

**KALDEWEI product areas****KALDEWEI showers**

KALDEWEI showers offer countless ways to a perfectly designed bathroom. Complete, optimally matched solutions comprising enamelled shower surface, installation and waste system are easy, flat and quick to install, fusing maximum comfort with exquisite aesthetics.

**KALDEWEI baths**

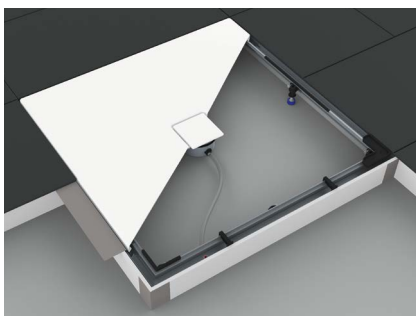
KALDEWEI baths are true style icons created for unique bathrooms. Be it free-standing, as a wall or corner solution – each promises perfect design made of superior KALDEWEI steel enamel for the highest standards.

**KALDEWEI washbasins**

Made of KALDEWEI steel enamel, the KALDEWEI washbasins combine perfect design and superior material properties to produce the perfect symbiosis. Together with KALDEWEI shower surfaces and baths, they offer an integrated solution for the whole bathroom.

**KALDEWEI spa**

KALDEWEI whirl systems are the ideal solution for an individual bathing experience. Featuring innovative technology, their impressive high quality and reliability offers optimum comfort and pure relaxation.

**KALDEWEI complete solutions**

Secure and easy-fit installation systems, different colours and surface finishes, and comfort-enhancing accessories: KALDEWEI offers individual solutions for any bathroom.

**KALDEWEI quality guarantee****30-year guarantee**

KALDEWEI shower surfaces, baths and washbasins today are firmly established in private homes, with equal appeal in international project business, such as in luxury hotels. The superior material properties of KALDEWEI steel enamel find their expression in the quality promise of a 30-year guarantee.

**KALDEWEI – the brand****Consistent branding**

The successful development of the company is inextricably linked with the KALDEWEI brand. From the start, KALDEWEI understood the value of strict customer orientation, consistent branding and distinctive communication, which it steadily put into practice over the decades.

Based on an integrated brand strategy, the brand rests on strong brand pillars, is uniquely positioned and distinct, and was systematically advanced to become a prestigious premium brand. The KALDEWEI brand sets standards in unique and effective communication and customer-focused sales strategies. Today, KALDEWEI is also forging new paths in digital space, taking full advantage of the possibilities offered by mobile und digital communication. As “Brand of the Century” KALDEWEI has joined the ranks of Germany’s strongest brands and makes the Top 50 list of German luxury brands.

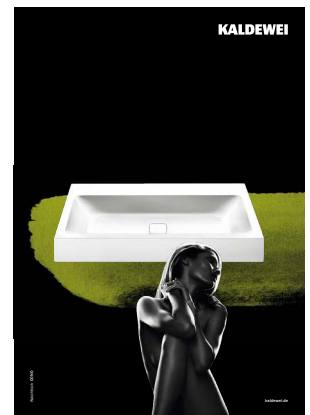
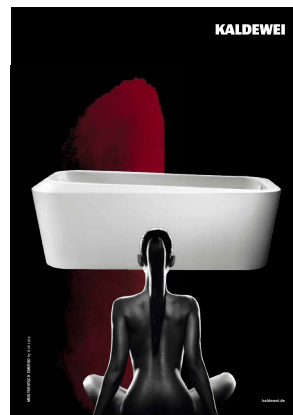


PHOTO: KALDEWEI/BECKER LACOUR – ISH 2015



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Further information about the company, the KALDEWEI bathroom solutions and terms of guarantee can be found at [www.kaldewei.com](http://www.kaldewei.com).

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