



# KALDEWEI

**100**  
YEARS  
ICONIC  
BATHROOM  
SOLUTIONS

## FACTS & FIGURES

### KALDEWEI

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#### EMPLOYEES

700 employees worldwide

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#### KALDEWEI INTERNATIONAL

**Worldwide partner for iconic bathroom solutions made of KALDEWEI steel enamel**  
As a leading international manufacturer of high-quality shower surfaces, bathtubs and washbasins made of superior steel enamel, KALDEWEI is represented in more than 80 countries including 12 subsidiaries in Austria, China, Czech Republic, France, Italy, Poland, Russia, Spain, Southeast Asia, Spain, the UK and the USA. Project decision-makers and private builders throughout the world appreciate the many advantages offered by superior KALDEWEI steel enamel which is used in numerous top-class hotels. International sales account for over 50 % of total turnover.

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#### PRODUCTION

**100% "Made in Germany"**

All of KALDEWEI's bathroom solutions – shower surfaces, washbasins and bathtubs – are made of a single material and to the same exactly high standard. Production, from mixing the enamel and steel forming through to the finishing with KALDEWEI enamel, the fully integrated process is undertaken exclusively at the KALDEWEI headquarters in the Westphalian town of Ahlen in Germany. From here, the premium manufacturer exports its iconic bathroom solutions "Made in Germany" distributed throughout the world.

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#### FOUR GENERATIONS

1918 – 1952: Franz Kaldewei  
1928 – 1973: Heinrich Kaldewei  
1973 – 2008: Franz-Dieter Kaldewei  
Since 2008: Franz Kaldewei

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<b>MILESTONES OF CORPORATE HISTORY</b>	1918:	Company founded in Ahlen, Germany
	1932:	Start of own enamel production in Ahlen
	1934:	Production of the first freestanding steel bathtub made of several welded parts
	1956:	Alongside bathtubs, KALDEWEI produces the first shower trays
	1958:	Commissioning of the first bathtub press line to manufacture the first seamless bathtub made from a single sheet of steel
	1970:	KALDEWEI is Europe's Number 1 for bathtubs
	1989:	Commissioning of the world's largest U-type furnace
	1992:	Commissioning of the world's most efficient bathtub press line
	1994:	Production of the world's first floor-level shower surface made of KALDEWEI steel enamel: Superplan
	2008:	Start of production on state-of-the-art press line for shower surfaces and shower trays
	2010:	KALDEWEI receives "Brand of the Century" award
	2014:	Introduction of the KALDEWEI Meisterstücke, a range of freestanding fully-enamelled bathtubs
	2015:	Introduction of KALDEWEI washbasins made of KALDEWEI steel enamel
	2016:	KALDEWEI is named "Corporate Brand of the Year" and receives the gold German Brand Award 2016
	2017:	KALDEWEI opens its brand immersion centre, the KALDEWEI ICONIC WORLD in Ahlen and receives the Green Good Design Award, one of the most prestigious sustainability awards
	2018:	KALDEWEI celebrates its 100th anniversary

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**KALDEWEI MATERIAL EXPERTISE****KALDEWEI steel enamel: superior material for premium bathroom solutions**

Used for centuries, steel and glass are two entirely authentic and natural materials, each with its own unique 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 who has developed its own enamel formulation and produce the enamel in its own furnaces. KALDEWEI has steadily advanced, refined and optimised the special formula and its manufacturing process. Bathroom designers all around the world trust in the superior properties of this material.

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**KALDEWEI DESIGN EXPERTISE****More than 150 design awards worldwide**

With more than 150 design awards (incl. Red Dot design award, Plus X Award, Iconic Awards, Interior Innovation Award, iF Product Design Award), KALDEWEI is one of the most acclaimed bathroom manufacturers in the world. In addition to design development at the KALDEWEI Design Center, KALDEWEI chooses to work with renowned design firms such as Sottsass Associati, Phoenix Design, Studio Aisslinger and designers Arik Levy and Anke Salomon.

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**KALDEWEI SUSTAINABILITY****Consistent implementation of material philosophy**

Committed to environmentally friendly practices and procedures in manufacture, packaging, transport and disposal, KALDEWEI was the first bathroom manufacturer to be certified sustainable to ISO 14025 by the German Institute of Building and the Environment (Institut Bauen und Umwelt e.V.). All KALDEWEI products made of KALDEWEI steel enamel are produced from pure, natural resources and can be fully recycled at the end of their lives. KALDEWEI is a member of the U.S. Green Building Council LEED and its KALDEWEI steel enamel was recognised for its sustainability with the Green Good Design Award in 2017. In 2018, the company launched its partnership with WWF the Worldwide Fund for Nature. KALDEWEI is supporting the WWF's ocean conservation programme that aims to reduce plastic waste in oceans.

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**KALDEWEI QUALITY PROMISE****30-year warranty**

KALDEWEI shower surfaces, washbasins and bathtubs are firm favourites today not only in many homes but also for international projects, such as upmarket hotels. The superior material properties of KALDEWEI steel enamel are expressed in the quality promise of a 30-year warranty.\*

**KALDEWEI – THE BRAND****Consistent brand management**

The successful development of the company is inextricably linked with the KALDEWEI brand. From the outset, KALDEWEI understood the values of customer-orientation, consistent brand management and distinctive communication, and has invariably stood by them over the decades. Built on an integrated brand strategy, the brand rests on strong pillars, is uniquely positioned and distinct, and has been strategically advanced to become a prestigious premium brand. KALDEWEI sets standards for 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 and digital communication. KALDEWEI's brand management has been recognised with a gold German Brand Award, with the company being named "Corporate Brand of the Year".

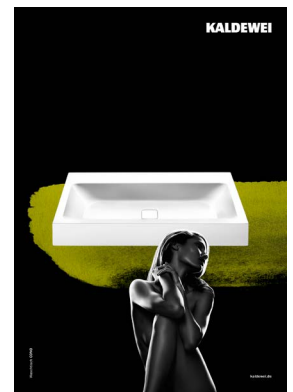


PHOTO: KALDEWEI/BECKER LACOUR – ISH 2017



PHOTO: KALDEWEI/CHRISTIAN BLANKE - ICONIC WORLD

**KALDEWEI PRODUCT WORLDS AND SERVICES****KALDEWEI showers**

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

**KALDEWEI bathtubs**

KALDEWEI bathtubs are true style icons created for unique bathrooms. Whether freestanding, as wall or corner solutions, they offer design perfection made of superior KALDEWEI steel enamel that satisfy the most demanding standards.

**KALDEWEI washbasins**

Made of KALDEWEI steel enamel, KALDEWEI washbasins combine exclusive design and superior material properties. Together with KALDEWEI shower surfaces and bathtubs they provide an integrated solution for the bathroom.

**KALDEWEI spa**

Sublime bathing pleasure with KALDEWEI spa solutions: from whirl bath to lighting effects, sound or beauty systems with cosmetic effect, these add-on features are the guarantee of pure relaxation in KALDEWEI bathtubs.

**KALDEWEI complete solutions**

KALDEWEI offers individual solutions for every bathroom: secure and easy-fit installation and sealing systems, many different colours and surfaces, perfect slip-resistance and accessories for sealing and sound-proofing.

**KALDEWEI digital solutions**

KALDEWEI supports its partners with a wide range of digital services such as its Product and Shower Configurator, delivery time information, installation videos and tutorials and digital BIM data for download.