

ISSUE NO 01 , DATE 01/03/2023

# #SHAPEOFWATER

DIVING INTO NEW DIMENSIONS - INNOVATIONS 2023

KLUDI LOUVA | KLUDI DECUS | KLUDI NOVA FONTE | KLUDI DIVE | KLUDI PUSHTRONIC | KLUDI TOUCHTRONIC | KLUDI SLIM.BOXX | KLUDI E-GO





A new era begins for Kludi with the ISH 2023. The German brand presents its repositioning new strategy to play in the market as a modern, elegant and design oriented lifestyle brand, for sophisticated bathrooms and premium-quality kitchens. A brand that combines almost 100 years of experience as a fitting specialist with future oriented innovations and new business segments.

With this clear vision, we will be presenting some amazing new products and incredible innovations on the theme of 'Diving into New Dimensions' at the worlds leading trade fair for the sanitary equipment industry. We certainly have a lot lined up that will turn heads. One example is the shower with revolutionary new Body, Hair and Skin jets, ensuring an all-round perfect shower experience. This is joined by our ultra-flat PUSHTRONIC and TOUCHTRONIC digital shower controls – smart solutions that bring premium comfort to the shower. Then there is the KLUDI SLIM.BOXX – an enhancement of our proven FLEXX.BOXX, which has been optimised in many areas to now enable extra-flat trim sets. These products are testimony that KLUDI is setting new benchmarks in the market for in-wall fittings. In terms of kitchen fittings, KLUDI has developed the incredible E-GO Voice, which can also be vocally controlled and programmed to suit the user's specific needs. But that is by no means everything!

Why not take this opportunity to experience the new face of KLUDI at the ISH 2023? Find out more in this ISH magazine or at [www.kludi.com](http://www.kludi.com)!

## Dive into New Dimensions!

### GREAT TO WATCH!

Our new products from the ISH are also starring on film. Simply scan the QR code here with your smartphone or tablet, select the video you want to watch, and roll the film!



### KLUDI LOOK BOOK & MORE!

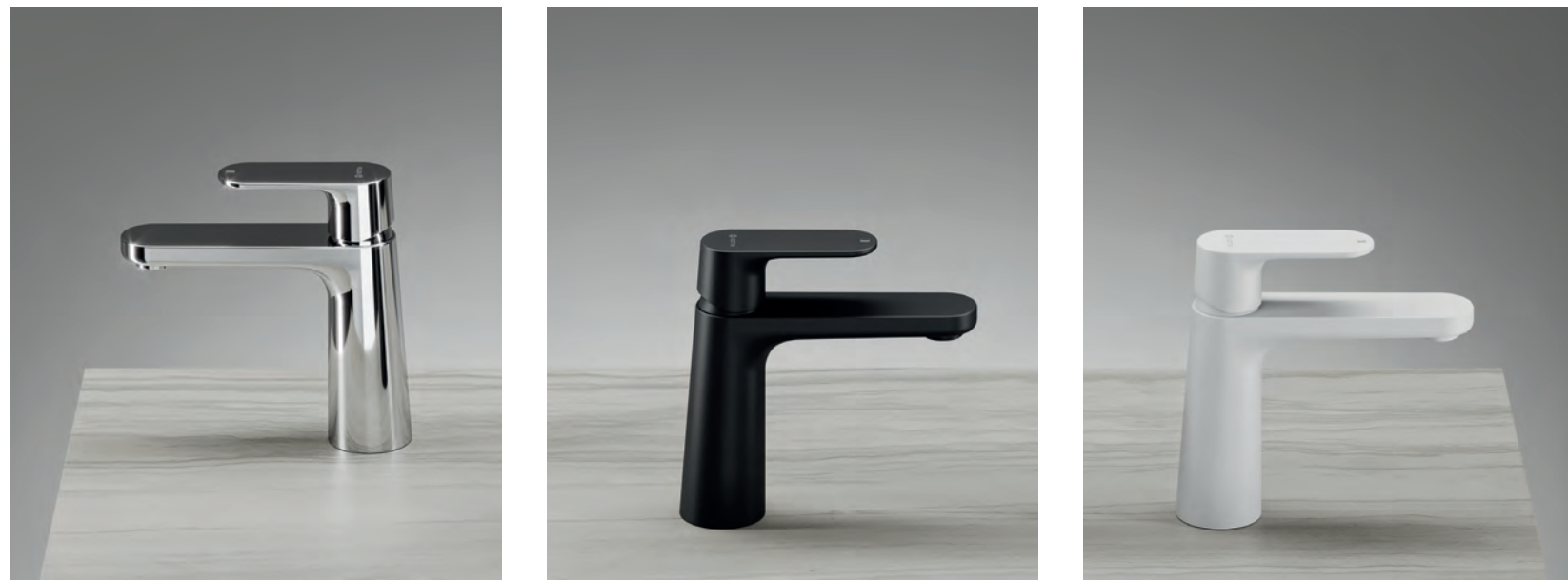
If you would like to learn more about our new products, the QR code on the right will help. Simply scan it with your smartphone or tablet and open or download the brochures from the list.



WELCOME TO KLUDI

# KLUDI LOUVA

With the conical body design, the KLUDI LOUVA harmonises with almost any modern washbasin shape. The exciting combination of a classic shape and filigree lightness gives it an appealing and unique look. The combination of flat and round lever and spout design gives it a new modern character.



*'The exciting combination of LOUVA's classic L-shape design and filigree lightness gives it a unique timeless elegance – unimposing with a very likeable appeal.'*  
Michael Stein, Designer

# Elegant, light, modern

The new LOUVA premium series rounds off the sophisticated Smart Luxury segment from fittings specialist KLUDI and adds more options for creating individual contemporary bathroom interiors.

## Top-Features

- The clear, rounded lines of the LOUVA and the conical shape of the base body condense into a pleasing aesthetic lightness.
- All the LOUVA washbasin fittings feature modern water-saving technologies as standard, which limits the flow to five litres per minute – without compromising comfort.
- The high-quality range of fittings is available with chrome, matt black and matt white finishes.
- The packaging is made solely from compostable or recyclable materials that are particularly environmentally friendly.
- Available from July 2023.







# KLUDI DECUS

## Angular, linear, uncompromising

KLUDI DECUS is a good choice when first-class functionality and solid reliability are top priority. The fresh design of the DECUS series from the Pure Function range looks outstanding, especially in newer bathrooms.

### Top-Features

- KLUDI DECUS is a masterful combination of uncompromising straight lines, minimalistic design and outstanding workmanship.
- The fresh, young look and modern elegance of DECUS harmonise perfectly with urban interiors.
- Modern water-saving technologies minimise water flow without sacrificing any comfort.
- The packaging is completely free of plastic.
- Available from June 2023.



# KLUDI NOVA FONTE

## A solution to suit every style

The successful KLUDI NOVA FONTE range is expanding. The series, which comprises the Classic, Puristic and Déco design lines to cater for every type of interior, now includes a free-standing bathtub fitting and a four-hole bath rim fitting – both with a single-jet wand hand shower. The range has also been expanded with a two-handle fitting for bidets. Each of the recent additions are available in chrome in all three design lines, as well as on-trend matt black in the Puristic line.





## As colourful as life itself

Bathrooms have long become an extension of our lifestyle. We see this reflected in the way that vivid colours have replaced the white and chrome that once dominated bathroom designs. Using colour like this opens up whole new design possibilities and lets decorators express their own style preferences. Both fine metal surfaces and warm, matt surfaces are popular today.

KLUDI is offering even more options for customised bathroom design with eight new colours for its NOVA FONTE Pura range of single-lever mixers. The fittings series is now available in the scratch-proof PVD colours brushed gold, brushed bronze and brushed black, as well as the powder-coated variants matt pigeon blue, matt turquoise, matt vermillion red plus matt light pigeon blue and matt light blue. These are available alongside the existing surface finishes chrome, matt black, matt white and gleaming real gold.

# KLUDI DIVE

## Dive into inspiring shower worlds

New types of jets, incredible design ideas, tangible added value – the innovative KLUDI DIVE shower range offers a one-of-a-kind, all-round wellness experience in the shower.

### Top-Features

- KLUDI DIVE hand showers redefine showering with the three new Body, Hair and Skin jets.
- The design incorporates a cleverly positioned chamfer that creates an impressively light and modern look.
- DIVE hand showers are available in two sizes: the sDIVE with a 107 millimetre shower head and the xDIVE with a 117 millimetre shower head – with either one or three jets.
- Stylish head showers in two designs and four new shower systems round off the range.
- Special water-saving options help to conserve water and energy – without sacrificing any comfort and showering pleasure.
- Available from July 2023.



sDIVE 107MM 1S

sDIVE 107MM 3S

xDIVE 117MM 1S

xDIVE 117MM 3S



### What makes the perfect hand shower?

This question was answered by celebrity hairdresser Chris Coenen himself, his team and 100 of his customers during the course of a dynamic test phase. The developers at KLUDI have created the three new types of DIVE jet based on their responses. Concentrically arranged on the spray head of the three-jet hand showers, they can be easily and conveniently switched over with a button.

#### Body

All over, voluminous, soft, relaxing – for a complete wellness experience in the shower.

#### Hair

A revolutionary new jet pattern – powerful, surface-focused, with more water and enough power to wash out shampoos and hair treatments thoroughly and quickly, even from long and thick hair.

#### Skin

Concentrated, gently tingling, massages the skin and invigorates.

*'Customers who tested the Hair jet are delighted to have finally found a solution that delivers both perfect results and saves time. KLUDI DIVE delivers what I've always wanted from a hand shower.'*  
**Chris Coenen, celebrity hairdresser**







# KLUDI DIVE

## Modern shower head styles complete the Dive range

Customers can choose between a round 255 millimetre wide model and a rectangular soft-edge design with a 200 x 300 millimetre spray surface. Moreover, these come with chrome, matt black or matt white finishes.



# KLUDI PUSHTRONIC



## Digital lifestyle for the modern bathroom

Digitalisation and smart connections are finding their way into more and more areas of our lives. KLUDI PushTronic and KLUDI TouchTronic now make the shower smart as well.

### Top-Features

- KLUDI PushTronic and KLUDI TouchTronic enable two or three elements in the shower to be controlled digitally – either with buttons and knobs that can be completely retracted into the fitting, or by means of a high-quality touch display. Regardless of which system is used, operation is now more intuitive and convenient than ever before.
- Integrating the system into the home wireless network additionally allows it to be controlled using the S-FLOW app, which also offers other useful functions, including heating, cleaning rinses and consumption statistics.
- Both ultra-flat fittings and their minimalistic design language result in products that are as discreet as they are stylish in interior design.
- Both shower control systems come with their own installation set, which includes a special concealed in-wall installation box with an electronic thermostat unit, WiFi module and connecting cables.
- Available from August 2023 (TouchTronic) and October 2023 (PushTronic).

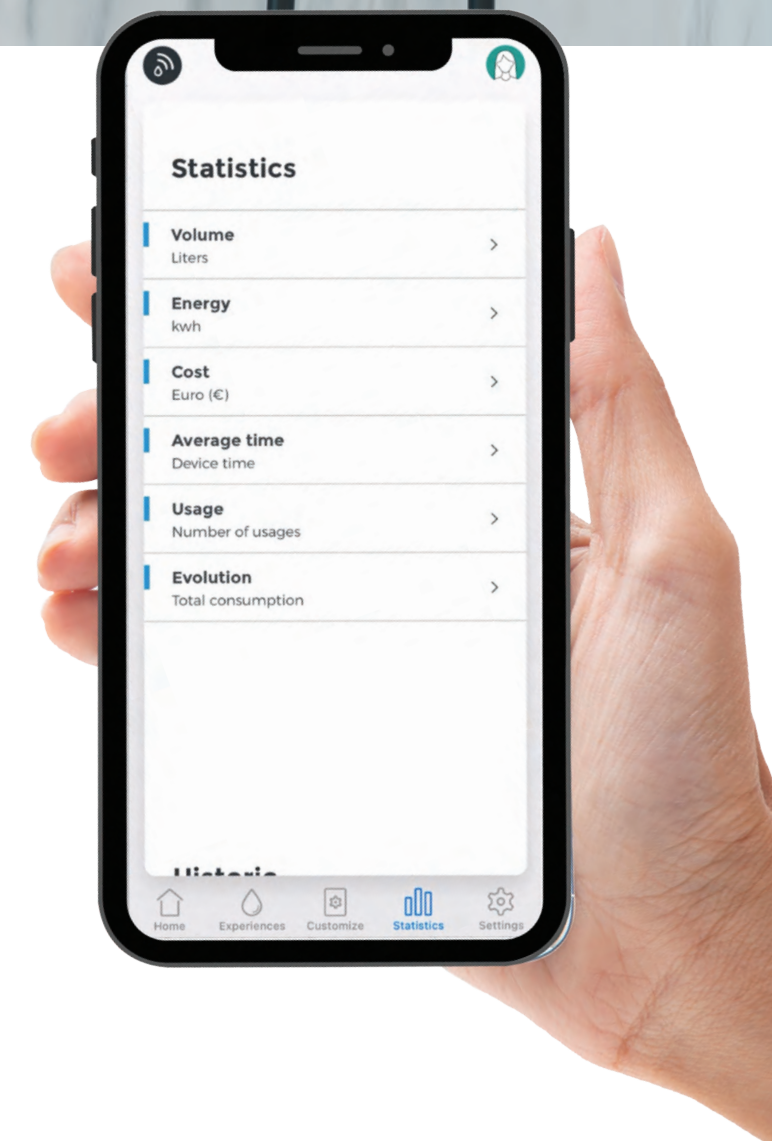
# KLUDI TOUCHTRONIC



### What the S-FLOW app can do

- Switch on and off
- Control the water quantity and temperature separately for each element
- Programme up to three individual showering parameters\*
- Pre-heat function
- Set the temperature lock
- Configure a child safety lock
- Maintenance functions (e.g. anti-legionella bacteria flushing, cleaning programme)
- Display various consumption values (water volume, energy consumption, etc.)
- Intuitive user interface
- Available free of charge for Android and iOS devices

\* Only for KLUDI Touchtronic



*"With its fully retractable control knobs, PUSHTRONIC is an extremely flat masterpiece that operates like a high-end luxury fitting. It offers all the advantages of a thermostat fitting and can be controlled via a smartphone or tablet. TOUCHTRONIC, on the other hand, with its ultra-flat, user-friendly display, is the ultimate in sophisticated Smart living."*  
Guido Wiesendahl, Director of Innovations, KLUDI





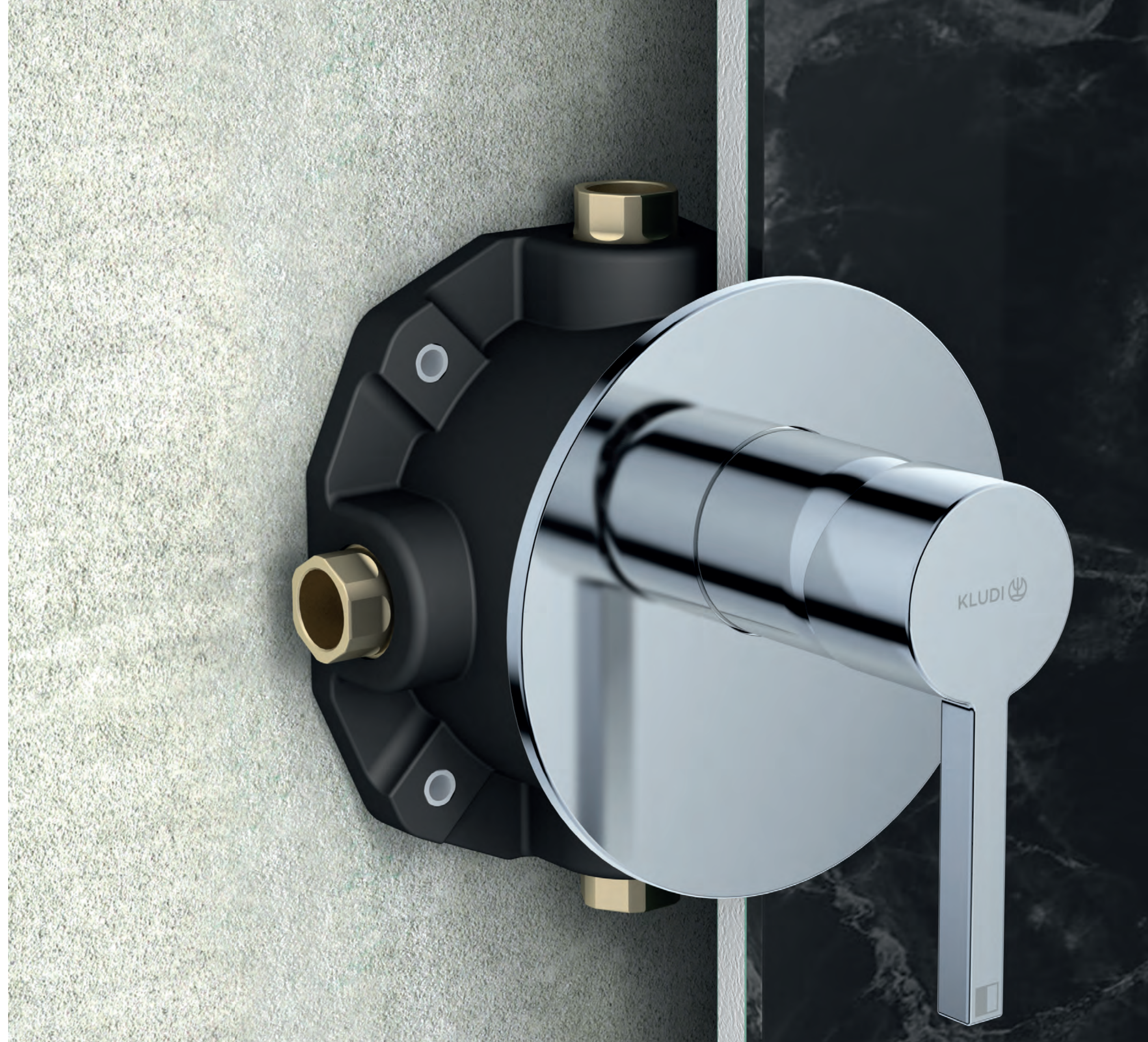
# KLUDI SLIM.BOXX

## Nothing gets flatter than this

Installing concealed solutions calls for true expertise, as there is a lot to bear in mind here. This is where the KLUDI SLIM.BOXX comes in, which sets various benchmarks for concealed installations.

### Top-Features

- SLIM by name, slim by nature: The ready-to-install sets for the KLUDI SLIM.BOXX have one of the flattest and smallest rosettes on the market.
- The slimmed down, particularly installation-friendly depth of just 75 millimetres also allows the box to be fitted in thin drywalls.
- The single-piece rubber housing can be cut to length without special tools and ensures a perfect seal.
- Another bonus: Unlike thermoset plastic, which is usually used to make concealed boxes, rubber is not prone to break.
- Up to seven degrees of rotational offset can be effortlessly compensated for during installation.
- Entirely bio-based, compostable alternatives to plastic are used for the packaging.
- Available from July 2023.



*"When we developed the SLIM.BOXX, our main aim was to make the work of sanitary professionals easier and reduce their overheads. We focussed on optimising the ease of assembly, reducing the installation depth to 75 millimetres, and using premium quality materials and reliable technologies, which minimises maintenance requirements and the risk of complaints."*  
Axel Stoiber, Sales Director for Germany, KLUDI



# KLUDI E-GO



*'The touch-free voice operation of the KLUDI E-GO VOICE is not only extremely convenient, but also offers valuable added hygiene where food is being processed.'*  
Alexandra Walter, Category Manager Kitchen Fittings, KLUDI



## Smart convenience for the kitchen

For greater convenience and hygiene: The KLUDI E-GO VOICE kitchen fitting combines voice control with digital and mechanical operation.

### Top-Features

- Integrated in the home wireless network, KLUDI E-GO VOICE can be operated by voice control in interaction with Amazon Alexa or Google Home. That's definitely a neat solution for when you don't have a free hand!
- The digital lever can also be custom-set with two preset water volumes, which can be selected at the push of a button.
- The user-friendly interface of the free app allows you to individually predefine the maximum flow rate on your smartphone or tablet – a practical function for everyone who wants to be careful with their resources.
- Another bonus with the app is that it provides information about the water and energy consumption.
- An aid when working in the kitchen is the pull-out hand spray.
- Available in classic chrome and in on-trend matt black or white finishes.
- Available from Spring 2024.

Publisher  
Kludi GmbH & Co. KG  
Am Vogelsang 31 - 33  
58706 Menden (Germany)  
Phone: +49 2373 904-0  
Fax: +49 2372 904-304  
presse@kludi.de

Editor-in-Chief  
Katrin Wiedemann

Editing & Text  
Dr. Carsten Tessmer  
www.kommunikationskonsortium.com

Design & Layout  
RAK Ceramics Group

Photos  
Michael Stein Design  
www.michaelsteindesign.de

Translation  
bmf text+  
www.bmftextplus.de

Printed by  
Kemna Druck GmbH  
www.kemna-druck.de



reddot winner 2022

KLUDI   
WATER IN PERFECTION



# NOVA FONTE Pura

The archetype of a new era