

PRESS INFORMATION

A glimpse behind the scenes: The production of KEUCO EDITION 90 fittings

Best quality and beautiful design „MADE IN GERMANY“

KEUCO develops and produces high quality bathroom furnishings at three locations in Germany and successfully sells its products both in Germany and abroad.

KEUCO fittings and accessories are produced at the main location in the Westphalian town Hemer – from the design right through to the finished product.

More than 93% of all KEUCO products are produced in Germany. The basis for the continuous and quality-orientated production is the expertise of the KEUCO domestic plants with their highly-qualified employees. Approximately 5% of our products are produced in the EU and about 2% are produced in non-European countries. In order to be persistent on the long term, all KEUCO products are produced in accordance with high quality standards and are subject to strict quality assurance measures and checks.

Using the example of a fitting, our EDITION 90 superbly shows just how important the KEUCO brand quality **“MADE IN GERMANY”** is, where product development and the production is concerned.

Design is always the first point. KEUCO successfully collaborates with external design agencies when it comes to design. The design of EDITION 90 was developed together with the design agency Tesseraux + Partner, Potsdam. A clear form language embedded in a 90 degree angle is reflected throughout the complete EDITION 90 bathroom furnishings range. A continuous design element of the chrome plated fittings is the square on the round elements. Dominik Tesseraux describes the development of new KEUCO Products as “a process between the designer, the Management, Head of Development, the Construction and the Production”.

P R E S S I N F O R M A T I O N

The secret of the best quality and beautiful designs? Dirk Hagedorn, Head of Marketing and Product Development at KEUCO, reveals what is behind this: “The design idea is always the main focus of the development process where KEUCO products are concerned. It is a case of exhausting the limits of production technology for the design idea. Our aim is not only to make it possible from the technical point of view, but to make the design technically possible. Only thus does this result in products which are unique and enchant”. This is one of the reasons why we also develop new technologies at KEUCO.

Circle meets square: That is the visible, continuous design statement throughout the EDITION 90 fittings which are characterized by linear contours and shiny chrome surfaces. This is a real challenge for the production because a precisely processed fitting body is inevitable for the production steps where electroplating is concerned. Even the smallest unevenness would be visible. Therefore it is crucial for the surface of the fitting bodies to be 100% flat after the grinding and polishing process. Innovative technology using fully automatic robots is used for this process, as well as a manual fine-grinding step.

Surface processing is one of KEUCOs core competencies: The brass fitting bodies are carefully chrome plated with a high quality chrome coating in a special electroplating process after the grinding and polishing process. KEUCO has one of the most modern electroplating plants used in the sanitary industry, where we achieve excellent chrome surfaces by means of a special, three-stage process. The conventional method of producing a chrome surface normally involves two stages: first of the all, the brass body is nickel-plated and then chrome plated in a second step. KEUCO has also integrated a semi-gloss nickel stage in the process – for a particularly deep shine and corrosion protection for many years.

The final point is perfection in design and function: Not only does every piece undergo a visible quality inspection or is tested for functionality, or technical material tests are carried out between the individual production steps, but each piece is also inspected for quality during the final assembly stage.

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These are quality assurance measures which guarantee the long lifetime of KEUCO fittings. Immaculate surfaces with a maximum lifetime and perfect functionality make KEUCO fittings convincing.

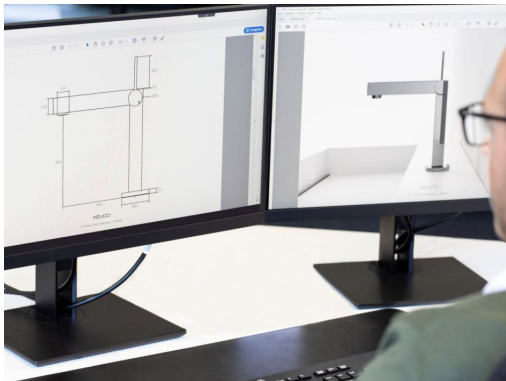
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KEUCO_Standort_Hemer.jpg

KEUCO high quality fittings and accessories are produced at the main location in the Westphalian town Hemer

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KEUCO_Fertigung_EDITION_90_1.jpg

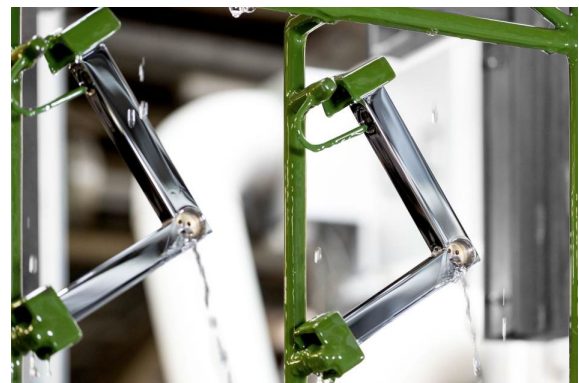


KEUCO_Fertigung_EDITION_90_2.jpg

The production development is the basis for a successful range of fittings. A right angle was the force behind the design of EDITION 90.



KEUCO_Fertigung_EDITION_90_3.jpg



KEUCO_Fertigung_EDITION_90_4.jpg

An important prerequisite for the KEUCO High quality is the pre-processing of brass parts by means of precise grinding and polishing. The final chrome plating process in the state of the art electroplating plant at KEUCO gives the fittings a deep shine and an immaculate beauty which is evident for many years.

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KEUCO_Fertigung_EDITION_90_5.jpg



KEUCO_Fertigung_EDITION_90_6.jpg

KEUCO fittings underlie strict quality checks. Only 100% perfect products leave the company – KEUCO products for extraordinary bathroom concepts.



Dominik_Tesseraux.jpg

Designer EDITION 90: Dominik Tesseraux.

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About KEUCO

KEUCO GmbH & Co. KG is an internationally active, full provider of premium bathroom furnishings. KEUCO offers a wide range of fittings, accessories, mirror cabinets, lights and mirrors, washbasins and bathroom furniture “made in Germany”. Design and function play a decisive role at KEUCO. The aim of perfectly crafted products is to combine aesthetic forms with sensible functionalities - a claim that is consistently taken into account right from the idea through to the implementation. KEUCO has a long tradition of working together with designers. The company has been family-owned since it was founded in 1953 and has its headquarters in Hemer, Westphalia.

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