

# news N° 19



## Trade fair innovations

The Bette innovations **BETTEART**, **BETTELUX** and **BETTEBICOLOUR** are among those presented in this issue

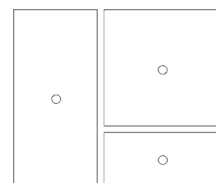
## Bette Online

The new website has many service functions and lots of inspiration at [www.bette.co.uk](http://www.bette.co.uk)

## A clear conscience

Bette demonstrates ecological quality – the product range now has EPD certification

**BETTE**





Sven Rensinghoff

Is it possible to reinvent the bath?

Dear Readers,

We would not dare to claim that we had re-invented the bath. But our two new bathroom concepts show that our passion for the steel and enamel material has continued to push back the boundaries of what is feasible and allowed us to implement new forms and functions. With **BETTEART** and **BETTELUX**, we are setting some rather special emphases in the elite of freestanding baths and built-in solutions.

(Another) impressive ISH is now behind us, which had a chilly start, but benefited from the welcome confirmation by many customers that our message is being heard. Bette enjoys a position as a specialist provider of high-grade steel and enamel bathroom objects – and provides added aesthetic value – from the bath, to the shower area to the washbasin.

The new exhibition stand with its presentation cubes is an accurate reflection of this claim. Not just as far as the corporate image is concerned, but also with regard to the culture of the company. We want to engage in open dialogue with you, our customers, and the open stand concept and our new website fit in very well with this aim. So, should you have missed ISH, you can simply visit us on the Internet. A brand-new welcome awaits you at [www.bette.co.uk](http://www.bette.co.uk)

Enjoy your read!

Sven Rensinghoff  
Head of Marketing



„With **BETTEART**, we have re-defined the boundaries of high-grade steel and enamel production.“

*Thilo Pahl*



## BETTEART

# Sculptures in the bathroom

**BETTEART** is a special ensemble for the bathroom – comprising a free-standing bath and washbasin solution in matching shapes. Their seamless unity and delicately designed edge make these bathroom objects special.

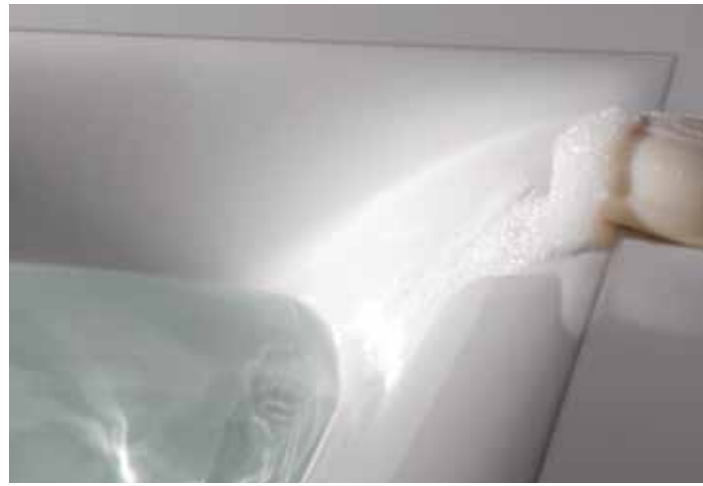
The narrow edge of the bath is only 30 mm and makes special demands on overflow technology. We got together with Viega to develop a special fitting, that is a perfect match for the new styling. The push-valve fitting can also be fitted with a filler function, if required.



**BETTEART** washbasin  
Dimensions (l x w x h):  
30 x 40 x 9 cm  
60 x 40 x 11 cm  
80 x 40 x 11 cm

**BETTEART** bath  
Dimensions (l x w x d /  
lying dimension):  
180 x 75 x 42 cm / 1564 mm  
Apron height: 56 cm

Design:  
produktdesign  
tesseraux + partner



**BETTELUX washbasin**  
 Dimensions  
 (l x w x trough depth x h):  
 60 x 47,5 x 12 x 1/6 / 14 cm  
 80 x 47,5 x 12 x 1/6 / 14 cm  
 100 x 47,5 x 12 x 1/6 / 14 cm

**BETTELUX bath**  
 Dimensions  
 (l x w x d / lying dimension):  
 170 x 75 x 45 cm / 1270 mm  
 180 x 80 x 45 cm / 1345 mm  
 190 x 90 x 45 cm / 1420 mm

Design:  
 produktdesign  
 tesseraux + partner

## BETTEART

# Everything flows

Their are some products whose shape tells their own story. The bath and washbasin product line **BETTELUX** belongs to this category of products and the story they have to tell is about how they came into being: how the material flows into shape from a rectangular steel panel. "Almost like a spanned surface that changes its shape as it fills with water," says Dominik Tesseraux of the Potsdam design studios tesseraux+partner, who designed the elegant bathroom objects for Bette.

The bath with its narrow 8mm edge fits elegantly into the bathroom architecture and becomes a discreet element of design. The narrow edge of the bath is also ideal for flush installation into natural stone materials.

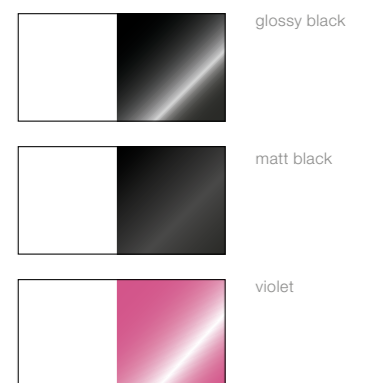


**BETTEHOME OVAL SILHOUETTE**  
 Design: schmidem design

## BETTEBICOLOUR

# The two-colour marvel

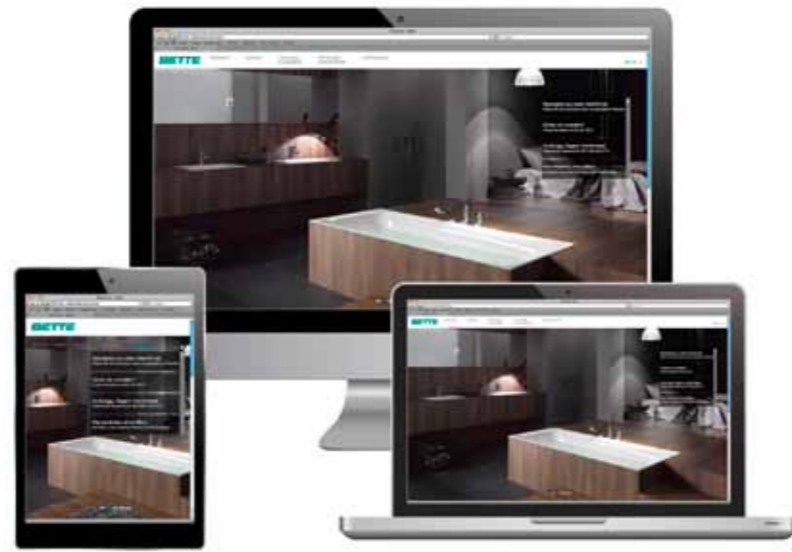
The eye-catching **SILHOUETTE** baths have a two-colour look. There is no seam to these gems, which are now even more expressive, because **BETTEBICOLOUR** is classic white on the inside and black or violet on the outside. Rich in contrast, brightly coloured and freestanding, it becomes the sole highlight in the bathroom. The change in colour of the enamelling produces a visual seam, where the perceptibly silky smoothness ensures a seamless and hygienic transition.



# With a new look

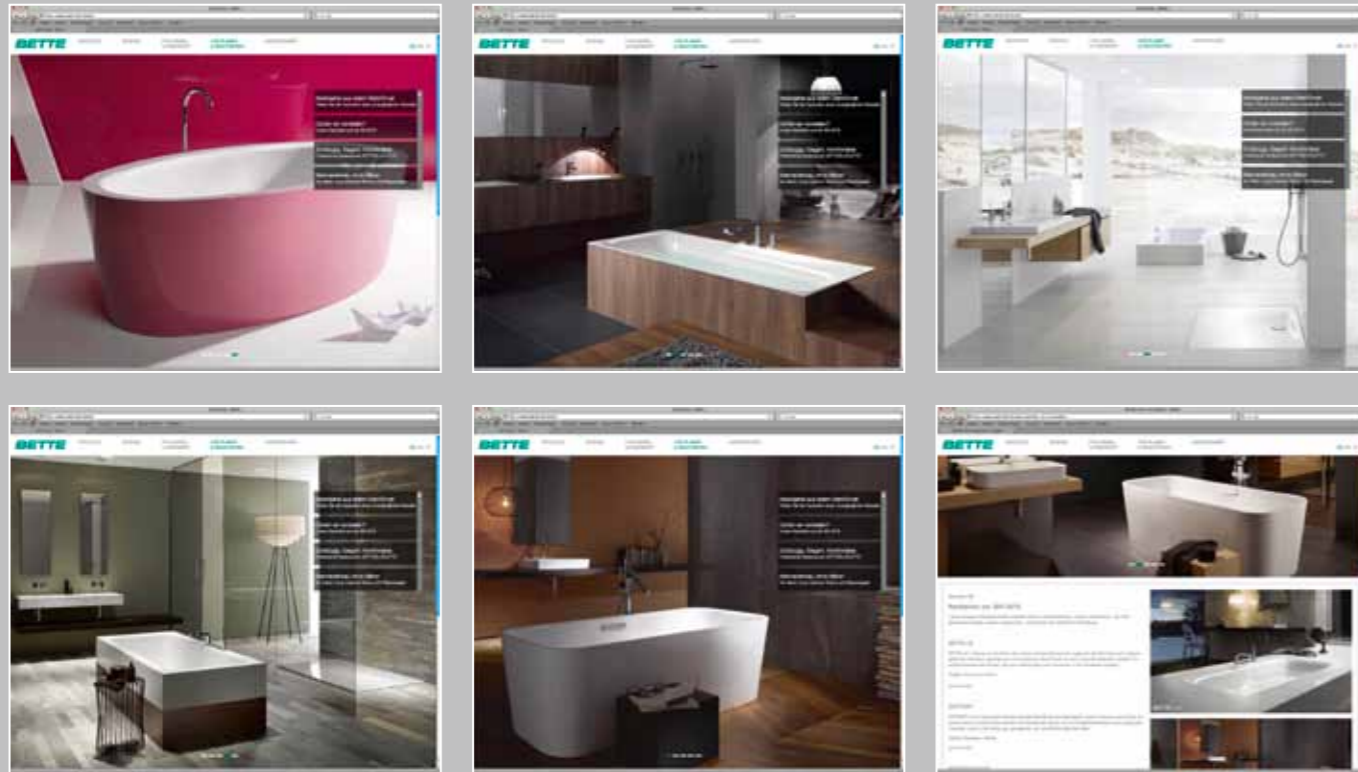
The new Bette website is heavily geared to the needs of the user and provides (attractively presented) practical information for retail, the trade, architecture and consumers.

Large-format photos and clear menu navigation guide visitors directly and easily through the entire world of Bette. All the important documents can be downloaded and there are additional services for the retail and trade target groups, as well as for planners and architects, to ensure plenty of added value. Take a look for yourself and be inspired!



Also optimised for tablet and smartphone

Inspiration is provided by spacious and atmospheric milieus.



Clear and fast navigation ensures maximum user convenience.



Up-to-date and additional information helps and supports retail and trade.



Environmental Product Declaration

## Ecological quality

Bette scores with certified sustainability. The entire range confirms its ecological quality with an EPD (Environmental Product Declaration). The certificate is issued by the Institut Bauen und Umwelt e.V. (IBU), is acknowledged worldwide and complies with ISO standard 14025.

For an EPD, quantified, environmentally-relevant information from the entire product lifecycle is collected and made transparent. Everything is recorded, from the procurement of raw materials to delivery at the works gate. The EPD contains every item of information that is of environmental relevance. Architects and planners can objectively compare different product solutions on the basis of this information.

You can request an Environmental Product Declaration at [architecture@bette.co.uk](mailto:architecture@bette.co.uk)



BETTEONE RELAX HIGHLINE

# Distinguished

A striking design language, straight lines, a high edge to the bath, a new type of back profile, outstanding elegance – for these unmistakable characteristics, **BETTEONE RELAX HIGHLINE** has now received the "Design Plus powered by ISH" award. This mark of quality is given to future-oriented products that combine innovative design and energy-efficient technology. Taking into account such criteria as climate protection, sustainability and choice of materials, a jury of specialists assessed the 194 products submitted and justified their verdict as follows: "The jury's choice focused on the overall concept and quality of the design, the level of innovation and technical and ecological aspects."



**BETTEONE RELAX HIGHLINE**  
Design: produktdesign tesseraux + partner  
Dimensions (l x w x d / lying dimension):  
180 x 80 x 45 cm / 1080 mm  
190 x 90 x 45 cm / 1165 mm  
Bath edge: 28 cm

## DESIGN PLUS



# BETTE

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