



JÖRGER – A TRADITIONAL COMPANY CELEBRATES ITS 110TH ANNIVERSARY

Exclusive „Jörger Design“ four generations of success as a niche brand / Greater focus on the German speaking market in future / Sales team restructured and expanded / Strong presence at the ISH 2019 with the new ranges „Belledor“ and „Valencia“ as well as sowie high quality surface finishes /

Mannheim/Frankfurt. 110 years of Armaturen- und Accessoires-Fabrik GmbH. „An anniversary we are extremely proud of“, according to Oliver Jörger, executive partner. „A sense of tradition coupled with the joy of innovation - that has been our motto for 4 generations now.“ But a corporat anniversary does not just mean looking back, it's more about how the company is adjusting to future changes.

Future Orientation

In the last few years Jörger's attention was directed largely at the international market, exporting especially to the Near East, Russia and the USA.

With the increased importance of the bathroom in Germany, consumer behaviour has also changed. The bathroom has become part of the living area and accordingly sophisticatedly fitted. The faucet is no longer simply a functional element. It is moving more and more into the focus of bathroom furnishings. Accordingly, the demand for luxury fittings and fixtures has grown steadily over the last few years.

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This has led the traditional company to focus increasingly on the German and German speaking markets. „We want to gain more momentum in the domestic market“, says Oliver Jörger. „For this reason we have restructured and expanded our sales organisation. We select our partners in Germany and Austria specifically from specialist wholesalers with consulting expertise. The consumer has become much more demanding in terms of bathroom design. He expects professional support in achieving his individual expectations.“

At the Mannheim location, Jörger develops and sells its range of fittings and accessories to the high demands of customers who love that extra special „something“. The family business attaches special importance to exclusive, timeless design, extraordinary details and high-quality materials, all combined by masterful workmanship. Products which outlive the fast pace of our times. „Our strong brand awareness, passed on from generation to generation, allows us to create lasting values, providing constant and lasting pleasure for the customer“, says Oliver Jörger. Everyone should be able to adapt their bathroom to their own, special, lifestyle and ambience. Jörger offers four emotional 'theme worlds' with expressive styles and colour orientations. The product ranges do not follow the general mainstream, but rather are shaped by the personal intuition of Oliver Jörger. This specific „Jörger Design“ has established itself successfully as a niche brand and will continue to influence the development strategy.

Innovations at the ISH 2019

With regard to popularity, the bathroom is in no way inferior to the living room or the kitchen. It is the space which everyone occupies individually. It is here, every day that the first and last encounter with oneself takes place.

This year at the ISH the family company will be presenting itself with an open booth concept, divided into the four Jörger style worlds -- modern and minimalist, classic and elegant, luxurious and avant-garde, romantic and nostalgic. Alongside serial highlights, they will be presenting the new ranges „Valencia“ and „Belledor“ as well as the surface finishes „Rosé Gold“ in glossy and matt, and „Black matt“.

The „Valencia“ series of fittings is characterized by the unique combination of three styles. The fascination of this collection lies in the interplay of classically objective elegance, its luxuriously sensual appearance and the modern. These timeless bathroom elements effortlessly outlast short-term design trends.

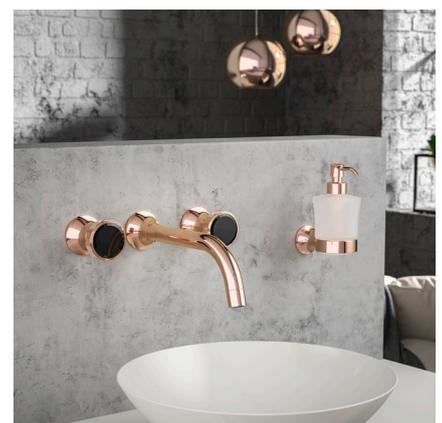
Porcelain flowers as decorative elements have been known for centuries in sophisticated table culture. The exclusive collection „Belledor“ demonstrates how they can also develop their special character in a series of fittings and accessories. With its clear, timeless design combined with elegant, floral-like porcelain clusters, the collection picks up contrasting stylistic devices and combines them into an innovative art object. The high-quality porcelain elements are manufactured in the traditional Porcelain Manufactory Fürstenberg, to ensure exceptional quality.



JÖRGER, Valencia, single lever washbasin mixer „chrome“



JÖRGER, Belledor, washbasin 3-hole mixer in sunshine (18 carat gold) with porcelain handles



JÖRGER, Valencia, 3-hole lever wall washbasin „Rosé Gold“

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In addition to the protective and hygienic function, the surface is of particular importance: it revives the design of the fitting. Jörger convinces with a variety of surfaces, which emphasize the individual style of the fittings and accessories and offer scope for every taste. This year, the long established company is introducing the new, trendy color of rose gold, also in matte, as well as black and white in a matte finish.



JÖRGER, EXAL, Single lever washbasin mixer „black mat“



JÖRGER, Valencia, Tub/shower mixer set „Rosé Gold“

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