Dillenburg, 16/01/2017

**Bau 2017**

**From "Used Look" to "High-end 3D"**

**Signature ceramics and clinker:**

**The Ströher Group appears with three brands for the first time**

**In Dillenburg, the company broadened its approach even more in 2016 and became a strong ceramics group. This is now evident from its trade fair presence. The parent company, which specialises in extruded façades and outdoor ceramics, proudly presents itself together with its two subsidiaries Gepadi Fliesen and Ströher Living, which focus on ceramics in residential properties. With the slogan "Signature ceramics and clinker", the Ströher Group is presenting numerous new product series in Munich, and, with its progressively dynamic stand concept and new clinker brick slip image film, is adding more than just a ceramic touch at the world's leading trade fair for architecture, materials and systems.**

Gerhard Albert, CEO of the Ströher Group: "With its five-metre-high walls, which are completely clad with clinker brick slip innovations, the stand concept demonstrates the group's overall extrusion expertise even from a distance, and visitors are also able to see a real wealth of new products in the field of residential ceramics when they get close up. We have performed a bit of a metamorphosis in places and, with our innovations and our range of products, we are diverse enough as the Ströher Group to meet the evolutionary changes of the market."

With regard to clinker brick slips, Ströher is setting new standards at Bau 2017 with individual glazes, the Riegel 50 long format in a trendy used look, high-end 3D surfaces and the new "Kontur" series, a next generation brick slip which has been developed in six colours, three formats and as corner angles in a mixture of digital and traditional production and firing technology. With its "Brick-to-Click" small and medium-sized clinker brick slips for suspended façades, Ströher highlights one of its other strategic orientations and stakes a claim in this area of business.

In the area of floor ceramics, all three brands are presenting their new series at Bau 2017, in brand-specific ranges. Ströher has its new "Zoé" extruded Keraplatte, with a sophisticated screed look, matching stairway and finishing solutions in four colours and the formats 30 x 30 and 30 x 45 cm incl. a loft moulded component range for the new terracing season. The Gepadi brand presents "Gentle", an impressive new series featuring gracefully created cement optics with textile nuances in the surface structure. Gentle is displayed as a tile in three colours plus patterning in the formats 30 x 60 cm and 60 x 60 cm, including base and mosaic, as well as in the form of a 60 x 60 x 2 cm garden slab.

Ströher Living presents its new floor ceramics range, containing the three expressive floor series "Mood", "Vibes" and "Purist" - as well as "Bricks", which is being presented for the first time at Bau; the latter is coordinated with the look of Purist and can be used to create an expressive wall design in a trendy clinker look in indoor areas.

Patrick Schneider, Managing Director for Sales at the Ströher Group: "As with the Gravel Blend and Mood series, a coherent, cross-brand, coordinated pattern has been created for the new Zoé and Purist series, which optimally supplements the individual brands based on the specific area of use. The Ströher Group has clearly defined the use of the respective series, from outside through to inside. For example, the Ströher Keraplatte is used for outdoor fixed laying. In contrast, the Gepadi and Ströher Living stoneware garden slabs are recommended for loose laying outdoors."

Ströher is proud of the new façade image film it has produced in time for the start of the trade fair, which puts the clinker brick slips in a somewhat different and impressively contemporary light. This can be viewed not only at the stand, but also on the Ströher Group YouTube channel, the Ströher website and in the latest issue of the in-house façade magazine "Object Fact".

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