

KALDEWEI

PRESS INFORMATION

The Show(er) must go on: Invisible Grip in new colour shades

Kaldewei ensures perfect poise in your individual dream bathroom

KALDEWEI, Ahlen, March 2025 – One thing is for sure: the increased stability of the invisible surface finish Invisible Grip from Kaldewei. Invisible Grip is the perfect solution for anyone who wants carefree safety in the shower, but does not want to forego an elegant bathroom design.

Safe standing in any colour

Now safe standing in the bathroom has taken on a whole new look. Kaldewei is now offering the revolution in surface design in all colours of the Coordinated Colours Collection: from warm beige or grey tones to cool grey nuances and elegant black with a matt look.

The latest Kaldewei surface treatment for showers, Invisible Grip, only unfolds its full power when used with water. When stepping on the wet surface, an invisible micro-structure ensures particularly strong grip and optimises barefoot standing safety – even with soap foam or shampoo. At the same time, Invisible Grip offers an impeccable look and feel, and nothing stands in the way of lightning-fast cleaning of the elegant bathroom objects.

Safely in style

Shower surfaces can now also be integrated into well thought-out design concepts and harmonious colour compositions with increased safety. This is how bathroom dreams can become reality – with maximum comfort and aesthetics.

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Images and captions:

6.1_Kaldewei_InvisibleGrip_CCC



Photo: KALDEWEI

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6.2_Kaldewei_InvisibleGrip



Photo: KALDEWEI

When stepping on the wet surface, an invisible micro-structure ensures particularly strong grip and optimises barefoot standing safety.

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About KALDEWEI

When it comes to the bathroom, many people immediately think of KALDEWEI - and for good reason: The premium brand stands for excellent solutions for the personal dream bathroom as well as for recyclable materials and products. Around 600 of them carry the Cradle to Cradle® Certified certificate and underline the company's consistently sustainable orientation. KALDEWEI is one of the first German bathroom manufacturers with the Cradle to Cradle® Certified certification by an independent body. Bathtubs, washbasins, shower solutions – all KALDEWEI products made of steel and glass are plastic-free and promise individual sensual luxury. This is defined by sophisticated aesthetics, responsible longevity and lasting joy in use. And this can be even increased: exclusive spa facilities pamper all the senses and transform the bathroom into a true experience space. Under the term LUXSTAINABILITY® Kaldewei combines innovative design that evokes a special attitude to life and a deeply rooted sustainability that characterises all KALDEWEI products. The LUXSTAINABILITY® philosophy of the company enables individual luxury for the senses and for every budget – for the first-class top hotels as well as for comfortable private bathrooms.

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