Long and intensive expert talks: Schwinn satisfied with Interzum presentation. Plans for Sicam trade fair

The fact that so many visitors were surprised by the portfolio and services that KSB GmbH Klügel Schwinn Beschläge provides with its production facility in Poland showed how important it was to present the Schwinn brand professionally at Interzum in Cologne. The number of visitors and the many good personal discussions exactly met the exhibitor's expectations.

It was the length-independent bar handle „33758" which, according to Sven Schwinn, co-owner of the company responsible for sales, „almost every visitor to the stand held in his hand and which triggered the most sample orders". The minimalist, oval-shaped profile celebrates the art of omission and convinces with its simplicity. „Rounded shapes" are found in both the bar and the bases and ensure a pleasant grip feeling.

In addition to shape and length independence, KSB GmbH was able to demonstrate its competence in surface design at Interzum. In principle, any decorative fitting in any colour is possible, explains Schwinn: „Especially in the area of customised solutions, we were able to show the industry what we can do. Long and intensive discussions were held with the decision-makers of the most important furniture and kitchen manufacturers, especially from Germany.

The visitors from the wholesale and retail trade particularly liked the updated „Creativ" collection. It allows quick access to moderate quantities of stock items without the usual breakage costs and minimum quantity surcharges.

Schwinn was surprised by the high proportion of international visitors, whereby guests from France, Italy, Spain and Scandinavia came rather rarely, but interested parties from India, China, the USA, Australia, Mexico and North Africa were strongly represented. Schwinn therefore hopes to reach more of the target groups in the Mediterranean countries at Sicam in Pordenone, Italy, in October.



Caption 1: At Interzum, KSB GmbH Klügel Schwinn Beschläge presented the Schwinn brand on a very tidy, clearly structured stand. Photo: KSB



Caption 2: At Interzum, Schwinn held long and intensive discussions with decision-makers from the most important furniture and kitchen manufacturers, especially from Germany. Photo: KSB



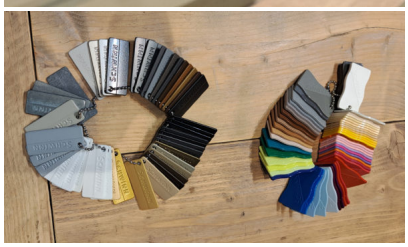
Caption 3: At the Interzum stand, Schwinn showed the potential that opens up for furniture handles, knobs, feet, hooks, other furniture accessories or even complete product families made of metal or plastic thanks to the modern production facility in Poland. Photo: KSB



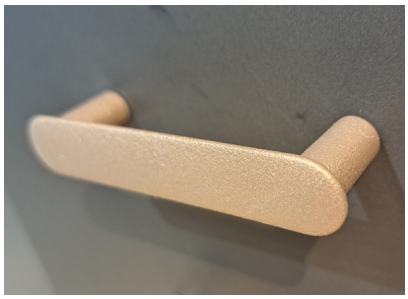
Caption 4: Well received by Interzum visitors: The length-independent bar handle "33758". The minimalist, oval-shaped profile celebrates the art of omission and convinces with its simplicity. The bar handle also completes a new product family of hooks, coat racks and knobs. Photo: KSB







Caption 5a - e: At Interzum, KSB GmbH Klügel Schwinn Beschläge was able to demonstrate its expertise in surface design. Basically, any decorative fitting in any colour is possible. Photos: KSB









Caption 6: At Interzum 2023, the "2Z324" bar handle was of particular importance. It also made a contribution to the topic of circular product design in the "Function & Components" special show. The slanted matt black Zamak bases, which support a simple and harmoniously designed bar made of real oak, are modelled on a Japanese pagoda. Schwinn also designed a furniture knob and a hook in the same design. Photo: KSB



Caption 7: Satisfied with their company's appearance at Interzum 2023: owners Jens Klügel (right) and Sven Schwinn. Photo: KSB