

Interzum Cologne, May 9 - 12, 2023

## **One pitch, infinite possibilities: Schwinn plays with shapes, materials, colours and surfaces.**

**32 mm. Each hole at a fixed distance. Visitors to the Schwinn trade fair stand at Interzum 2023 will experience that the standard dimension for furniture handles by no means restricts creative thinking. Here, the company will demonstrate the flexibility in shapes, colours, materials and surfaces that can be realised „made in Europe“ on modern bow, groin and bar handle families. It increases the range of furniture handles based on the 32 mm drilling grid many times over.**

Intermediate shades, such as matt black or anthracite, rosé or brushed golden bronze, with differentiated structure, contrasting black and white as well as material combinations are in focus at Schwinn at Interzum. The handle families – groin handles, for example – are presented in this spectrum, with a reduced design and well thought-out feel. Made of oak, they lend the furniture a natural exclusivity.

At Interzum, Schwinn will be presenting a wide range of bow handles. For the selection, the company used criteria such as timelessness or flexibility of use on as many types of furniture as possible, but also the weight or the frequency with which a handle design is copied on the market.

Filigree designs alternate with flat designs. Many bow handles pick up on the trend towards „rounded shapes“ and come across as rounded, delicate and feminine; others refer to cubic geometries and create tension with asymmetries.

Schwinn boldly relaunches long-forgotten handle shapes and thus creates a new bow handle culture. The material from which the decorative fittings are made plays less of a role. Black drummed plastic handles, for example, can certainly create the impression of antique pewter handles.

### **Circular product aesthetic**

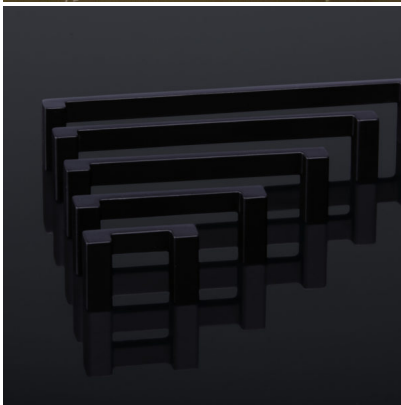
At Interzum 2023, the „2Z324“ bar handle will have a special status. The slanted matt black Zamak base, which supports a simple and harmoniously designed bar made of real oak, is modelled on a Japanese pagoda. Schwinn also designed a furniture knob and a hook in the same design.

Visitors will find the handle not only on the Schwinn stand but also in the special show „Function & Components“ in Hall 10.2, where it forms a contribution to the theme of circular product design. The sensible choice of materials, the avoidance of substances that are harmful to people and the environment, the design strategy of separating and dismantling materials by type so that material of the same quality can be recovered – Schwinn has taken all this into consideration for the „2Z324“ bar handle so that in the end there is no waste and the materials can be recycled and reused.

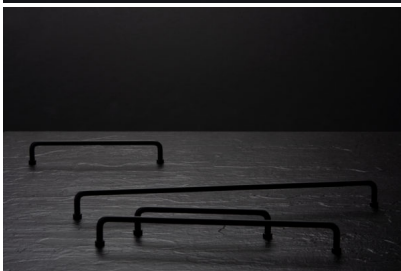
The Trend Forum in Hall 10.2 outlines the topics and questions the fittings industry is currently dealing with and how it is preparing for the future with innovations. The contributions on innovative product aesthetics are intended to stimulate an inspiring and future-oriented exchange of ideas.



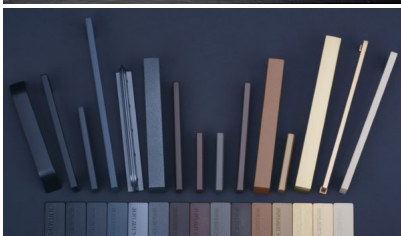
*Caption 1: With its reduced design, the "22891" ledge handle is considered a classic in the furniture industry. The sophisticated feel gives a good grip. There is a choice of seven drill hole spacings in a 32 mm grid. Photo: Schwinn*



*Caption 2: The "2Z306" bow handle refers to a cubic design and creates tension with its asymmetries. It is available in four hole-spacings. Photo: Schwinn*



*Caption 3: The "34034" bow handle is presented in matt black. Schwinn produces it manually from bent steel in five hole-spacings. Its characteristics are the filigree design and the separate foot plates. Photo: Schwinn*



*Caption 4: Colour variety is the trump card at Schwinn and, thanks to modern equipment exclusively for wet painting and powder coating, can be implemented individually according to customer requirements. Photo: Schwinn*