Schwinn at the Interzum 2023: Showing what is possible „made in Europe“

At the international trade fair for suppliers to the furniture industry and interior design from 9 to 12 May 2023 in Cologne, KSB GmbH Klügel Schwinn Beschläge, Heppenheim/Germany, wants to convey two messages in particular: Decorative fittings of the Schwinn brand, which has grown over more than 90 years, are still made in the company’s own production facility in the middle of Europe. The transport routes are short, numerous tools are available for tried and tested articles. In addition, the kitchen, bathroom and home furniture industry finds in the traditional company a reliable partner for the development of individual and increasingly sustainable hardware solutions.

„Made in Europe – made by Schwinn“ is the motto at stand E030 in hall 7.1, where the manufacturer will be giving visitors an insight into the modern production process in Krakow/Poland. Development, toolmaking, production, environmentally friendly surface finishing and assembly: Schwinn offers everything from a single source and is thus increasingly independent of Asia. The team around the owners Jens Klügel and Sven Schwinn wants to use this potential as an opportunity at Interzum to talk about the possibilities open to customers for furniture handles, knobs, feet, hooks, other furniture accessories or even complete product families in a consistent design.

Moving away from galvanic surfaces

Dark black and anthracite tones, as well as contrasting matt white and brushed gold bronze are the focus of Schwinn’s current trend colours at Interzum. Nevertheless: colour diversity is the trump card and can be implemented individually according to customer requirements thanks to modern equipment exclusively for wet painting and powder coating.

Several new handle families are presented in the colour spectrum. The zamak and aluminium handles cover a wide range of drilling dimensions for broad use on furniture.

Re-design and family thinking for bar handles

Schwinn is pursuing an approach to resource conservation with its length-independent bar handles. For this purpose, the manufacturer has redesigned profiles and bases, whose shape is currently experiencing a renaissance. One of the bar handles also completes a new product family of hooks, wardrobe and knobs.

In an ongoing process, Schwinn is updating catalogues and sales documents. With a view to the company’s important Interzum presentation, a large part of the product group-related brochures will be available at the trade fair and will make it clear to customers in black and white what advantages are associated for them with the slogan „Made in Europe – made by Schwinn“.



Caption: Parallel to black, the trend towards gold continues. Many furnishing styles - elegant black, clean white or natural wood - can be combined with it. The tone "golden bronze" is currently experiencing a revival, also in combination with finely brushed surfaces. Photo: Schwinn

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