

SICAM Pordenone, Italy, October 15-18, 2019

Schwinn changes things up in the kitchen. Grabbing attention with textured railing pulls.

Subtle, delicate, or expressive like a torsion pipe in a power plant – the new Schwinn railing pulls cover a wide range of textures and all of them are available in any length. With this new collection Schwinn, known mostly for their pulls used in living room and bathroom applications, is making a strong push into the kitchen market. The new products are shown at SICAM in Pordenone, Italy, October 15-18, 2019.

As kitchens are integrated into an open plan, they become less of a workspace. Transitions are seamless and relaxed accent pieces are showing up in places where everybody is coming together to cook, bake, eat, and celebrate. Decorative hardware is part of this development.

There is no doubt that railing pulls are an important part of many kitchens. With this new collection Schwinn is using an on trend and varied design language. The designs range from very slim but sturdy to substantial with solid material.

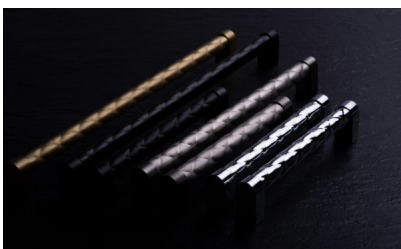
Precise craftsmanship demonstrates its strengths in industrial style

Embossed steel tubes with diagonal lines are reminiscent of cooling pipes used in power plants. The faceting is created by triangles forming diamond shapes. Knurled aluminum bars are referencing nutmeg graters without the sharp edges. The “Torx” screw heads on the sides of the pull recall imagery of machines and engines. The bark-like texture is appropriated from anchors used in the construction industry.

The overarching theme for all new Schwinn railing pulls is an industrial style reaching back to professional and commercial kitchens. Surfaces and textures are finely detailed and realized using special techniques. These handles feel great to the touch and look stunning on any kitchen front.

Multiple different bases and bars are the key elements for endless combinations. Schwinn supplies railing handles in any length covering all possible center to center dimensions. Metallic finishes are dominant and range from titanium to bronze, gold, and matte black.

Detlef Wachendorf will be at the Schwinn booth in Pordenone. As a specialist in the kitchen space he has been supporting the Schwinn team with his sales agency since early 2019.



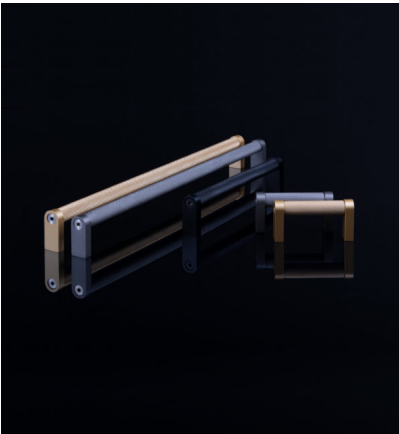
Caption 1: Expressive like a torsion pipe in a power plant. The new Schwinn railing pulls cover a wide range of textures and all of them are available in any length. Photo: Schwinn



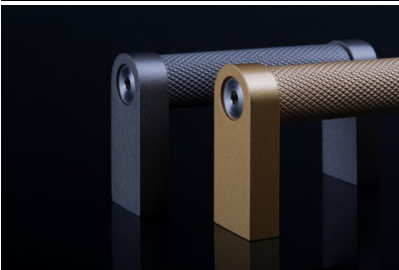
Caption 2: The faceting handlebar is created by triangles forming diamond shapes. Photo: Schwinn



Caption 3: The bark-like texture is appropriated from anchors used in the construction industry. Photo: Schwinn



Caption 4a: Knurled aluminium bars are referencing nutmeg graters without the sharp edges. Photo: Schwinn



Caption 4b: The “Torx” screw heads on the sides of the pull recall imagery of machines and engines. Photo: Schwinn



Caption 5: The overarching theme for all new Schwinn railing pulls is an industrial style. Photo: Schwinn