

Comprehensive and Affordable Shower Floors

Kaldewei now offers solutions for every project

St Ives, July 2015. – With the expansion of Scona, Kaldewei has grown its shower programme to include almost any size requirement, installation type and the lowest price point than ever before for modern, low level showering. Scona and Superplan, especially, offer outstanding designs and are stars of affordability within the Kaldewei portfolio. Combined with an ultra low Kaldewei waste fitting and installation aid, they are easy to fit and achieve a luxurious, contemporary look either at low level or completely flush with the floor.

Made from 3.5mm steel enamel, all Kaldewei shower surfaces are robust, extremely hygienic and available in a choice of anti-slip finishes. Guaranteed for 30 years, they are the ultimate solution for shower floors.

The Scona floor-level shower surface resembles a large flat tile. First launched in 2014 in 9 sizes, it is available in a further 35 sizes this year; it features a central circular waste, set within the perfectly square or rectangular surface. For the design conscious consumer on a budget it offers a contemporary walk-in design at an affordable price and is easy to install on the floor or flush for a wetroom finish.

Superplan is the great basic all-rounder available in 17 sizes. As a shower surface, it offers a hard-wearing universal solution at a practical price point. The design features a corner circular waste and is perfect for consumers wanting a wetroom look but prefer a little depth when showering. Superplan XXL combines super size with superior steel enamel strength and is the perfect product to replace a bath in 23 sizes up to 100 x 180cm. Both Superplan and Superplan XXL can be installed as a low profile tray or flush with the floor.

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Award-winning designs and easy installation

Kaldewei's trend-setting designs are available in alpine white and the 12 matt colours from the Coordinated Colours Collection. From woody browns and grey shades to deep lava black, these attractive matt colours are perfectly matched to tile, stone, slate, wood and other natural materials popular for the bathroom.

In addition to the shower surface itself, Kaldewei also lends a hand with the installation. Three ingenious systems cater for different floor structures and varying installation heights to ensure a professional, water-tight finish whether the surface is flush, low profile or raised. Kaldewei's new generation KA90 waste fittings complete the solution by guaranteeing adequate drainage capacity at an ultra low height.

Complete shower programme to replace tiled floors

Kaldewei has been setting the standard for achieving modern, floor level showering with the highest levels of design and reliable long-term performance. With the expansion of Scona, there are now well over 50,000 model versions across the programme. Award-winning designs like Xetis offer the ultimate in minimal floors with the drain discreetly hidden in the base of the wall, and Conoflat an elegant seamless design with matching flush waste cover made of steel enamel.

Whichever design you choose, unlike a tiled floor, a Kaldewei shower surface is easy to keep clean thanks to its smooth enamelled pore-free surface. The absence of grout lines ensures that dirt has nowhere to hide and the floor stays hygienic and looking as good as new for the life of the shower.

Shower Floors – We've got them covered

Kaldewei has produced a new 12 page brochure about its comprehensive shower solutions designed specifically for the UK market. It is available immediately and

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gives complete details of the sizes, colours and installation aids for the affordable Scona and Superplan models.

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About Kaldewei

Franz Kaldewei GmbH & Co. KG is a worldwide partner for high-quality bathroom solutions made of unique Kaldewei steel enamel. With a portfolio of over 500 shower surfaces, bathtubs and washbasins, the premium manufacturer provides perfectly coordinated solutions for project business and private clients – featuring a uniform material throughout and harmonious design Kaldewei steel enamel products have demonstrated their distinctive material advantages in the bathroom over decades. The company has been recognised as a “Brand of the Century” and, thanks to its collaboration with internationally renowned design companies, has received over 100 design awards. Founded in 1918, Kaldewei is now represented in more than 70 countries around the world, either by its own subsidiaries or by sales partners.

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Further information and illustrations are available from Kaldewei's virtual press office: www.kaldewei.com

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Captions:

1_Kaldewei_Shower_Floors



A new 12 page brochure about Kaldewei's comprehensive shower solutions has been designed specifically for the UK market. It gives complete details of the sizes, colours and installation aids for the affordable Scona and Superplan models.

2_Kaldewei_Scona



The Scona floor-level shower surface resembles a large flat tile. First launched in 2014 in 9 sizes, it is available in 35 new sizes for this year. It offers a contemporary walk-in design at an affordable price and is easy to install on the floor or flush for a wetroom finish.

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3_Kaldewei_Superplan



Superplan is the great basic all-rounder available in 17 sizes. Superplan XXL in 23 sizes. It is perfect for consumers wanting a wetroom look but prefer a little depth when showering, at a practical price.