Delbrück, January 2020

**BetteForm redesigned:**

**More bathing comfort at an attractive price**

**Summary**

Timeless lines, a wide range of formats, ideal for everyday use, long-lasting quality and an affordable price – this made the built-in bath BetteForm the classic in the basic segment of the bathroom. Bette demonstrates how to update such a box office hit in form and function with a thoughtful redesign of the popular bath.

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The evolution of the BetteForm is characterised above all by a more contemporary design of the interior, because the sides now run parallel to each other instead of tapering towards the foot end. This gives the bath a fresh, modern look and a volume that offers tangible advantages for the user. Thanks to the redesign, the back is now wider and slopes downwards ergonomically, which provides a special level of relaxation when reclining. It also increases the standing area at the foot end, which makes showering more comfortable.

The strength of the Bette glazed titanium-steel also means that the bath is able to feature a very slim, stylish rim, while still being extremely strong, and the metal construction enables almost right-angled corners, so the bath fits into a tiling pattern. The transitions to other materials can also be prepared even more aesthetically and elegantly.

Thanks to Bette's tremendous colour palette, the classic body-shaped bath can be planned to match various environments and finishes as well as current colour trends. With its durable material and beautiful timeless shape, it is also ideal for large construction projects. Twelve formats ranging from 1400 × 700 mm to 1900 × 800 mm and a bath depth of 420 mm bring relaxed bathing comfort and quality of life into compact bathrooms as well as spacious family bathrooms.

The redesigned BetteForm will be available from February 2020. Extras and accessories for the bath remain available in the range, as before.

About Bette

Bette specialises in bathroom products made of glazed titanium steel: baths, shower areas, shower trays and washbasins. The German family-owned business was founded in Delbrück, Westphalia, in 1952, and has specialised exclusively in steel-shaping and enamelling processes. The company is directed by CEO Thilo C. Pahl. Today, the manufacturing and administrative headquarters in Delbrück employs 370 people. This German site is the company's exclusive manufacturing facility for more than 600 bath and washbasin designs in a wide range of different colours.

Bette's assembly processes combine high-tech industrial production techniques with tailor-made manufacturing. More than half of the products are customised in line with customer preferences. Bette uses natural raw materials – glass, water and steel – to produce high-quality products in a wide range of different shapes, sizes and colours. The complete Bette range is verified ISO 14025 according to the Environmental Product Declaration (EPD) relating to materials and products.

Image captions

Please acknowledge source information: Bette

**BetteForm\_Redesign\_01**

Affordable bathing comfort: the form and function of the BetteForm bath have been adapted to suit current needs.

**BetteForm\_Redesign\_02**

Successful redesign: the new look of the BetteForm is fresh and modern and, thanks to the smaller corner radii, looks most precise.

**Alternatively**

**BetteForm\_Redesign\_01**

Design that serves us: the back of the newly designed BetteForm is more ergonomic, the standing area in the foot section bigger.