**BETTE 624**

**NEW H4 HOTEL IN PARIS CHOOSES BETTE AND INVISIBLE ANTI-SLIP FOR ITS BATHROOMS.**

After several years of renovation, the H4 Hotel Wyndham Paris Pleyel Resort in Saint-Denis, Paris, opened in July 2024. With its modern, design-oriented aesthetics, the hotel, part of the German H-Hotels Group, is between the Olympic Village and the Stade de France and positioned itself as a key project for the 2024 Olympic and Paralympic Games. Located in the 140-metre-high Tour Pleyel, which is considered an architectural landmark of the Paris suburb, the hotel has almost 700 air-conditioned rooms offering H4 hotel comfort and appeal to a broad audience.

Innovative Design Meets Comfort and Safety

The H4 Hotel Wyndham Paris Pleyel integrates modern design with high-quality, ensuring that both aesthetics and safety are uncompromised.

The bathrooms are equipped with showers, and some also with baths, all from Bette, and featuring the highly slip-resistant BetteAnti-Slip Sense surface, which enhances safety without compromising their glossy appearance

BetteUltra Shower Trays: An Integral Part of the Design

All rooms are equipped with BetteUltra shower trays in glossy white. The steel/enamel material and the precise industrial production of the shower trays fit seamlessly into the interior design concept. BetteUltra shower trays, have a timeless design that has been carefully refined in recent years, incorporating tight 10-mm corner radii and flush-fitting waste covers.

Safety Integrated into Design: Invisible Anti-Slip Protection

The safety of the shower trays has been enhanced, without compromising the glossy appearance, with the highly slip-resistant BetteAnti-Slip Sense surface. True luxury means not only aesthetics but also integrated function. The high slip resistance complies with the evaluation group C of DIN 16165 and is only noticeable to guests when they apply body weight to the wet surface. When the shower tray is dry there is no visible or tactile difference compared to a conventional glazed surface.

There is also no difference when it comes to the cleaning of the shower trays, compared to standard enamelled surfaces: BetteAnti-Slip Sense is extremely resistant to all types of wear, such as abrasion or the cleaning agents typically used in shower areas. Bette also provides a 30-year guarantee on bathroom products with BetteAnti-Slip Sense surface.

Self-Cleaning Waste Outlets

The self-cleaning BetteSolid waste outlets also contribute to the ease of cleaning the shower trays. They are designed in such a way that hair and dirt do not get caught but are simply washed away with the water.

Baths with Iconic Design and High Functionality

Not only are the shower trays in the H4 Hotel Wyndham Paris Pleyel Resort equipped with BetteAnti-Slip Sense, the glossy white BetteStarlet baths, which provide luxury in almost 40 rooms, also have this safety feature.

The BetteStarlet baths have clear and minimalist design language and provide a high level of functionality. The generous lying area has a central waste outlet, making it ideal for comfortable bathing for two. The wide rim of the bath serves as a convenient armrest and offers ample space for shampoos, soaps, and other accessories that should be within easy reach during a relaxing bath. The impact-resistant, scratch-resistant, and heat-resistant glazed titanium steel can withstand impact from glass bottles or other products, and even burning candles will not damage it.

A Central Hub for Travellers and Culture Enthusiasts

The H4 Hotel Wyndham Paris Pleyel Resort is close to the new Saint-Denis Pleyel metro station, making it a central hub for travellers and culture seekers who want to visit the Paris city centre and its attractions. Originally designed in the 1970s by architects Bernard Favatier, Pierre Hérault, and Marcel Freva, the 140-metre-high tower embodies the transformation of Saint-Denis from its industrial past to a vibrant centre of art and culture.

Behind the façade, which combines industrial elements and materials with contemporary design, there are 697 rooms in categories "Comfort", "Superior", "Premium", "Deluxe", and "Junior Suite". They range in size from 18 to 37 square metres. A spacious 129-square-metre presidential suite is located on the 37th floor. The hotel also features a 10,000-square-metre congress centre, several restaurants and bars, an executive lounge, and a fitness centre. Highlights include a bar on the 40th floor and France's highest swimming pool, offering an unparalleled view of the Seine metropolis.

The interior design of the new H4 Hotel was developed by the Parisian architecture firm Axel Schoenert Architectes (ASA) and continues the philosophy of the building’s architecture by combining industrial charm with classical and modern urban accents. The industrial style is reflected in black metal surfaces and textured walls in shades of grey, as well as in the use of materials such as steel and glass.

The classic elements are represented by the elegant wooden surfaces of the French herringbone parquet floors and the monochrome beds with structured headboards. Street-art-inspired furniture and mirrors with surrounding light bulbs evoke the look of artist dressing rooms, paying homage to the urban cultural heritage of Saint-Denis.

For further information on Bette: [www.my-bette.com/en](http://www.my-bette.com/en)

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**About Bette**

Bette specialises in bathroom products made from a unique material and manufacturing process: titanium steel plates are shaped under high pressure and refined with a thin, glass-like coating – hence the term "glazed titanium steel". This composite material is ideal for bathrooms, being skin-friendly, hygienic, and durable.

The family-owned company Bette was founded in 1952 in Delbrück (Germany) and has focused exclusively on this production process, which enables shaping of the products with the highest craftsmanship and precision. Around 380 employees work at the production and administrative headquarters. CEO Thilo C. Pahl represents the owning family.

The product range includes baths, shower trays, washbasins, and bathroom furniture "Made in Germany" – unique pieces that can be customised in colour and size, offering inspiring possibilities for bathroom interior design. Bette’s manufacturing combines high-tech production with hand craftsmanship where it benefits the customer. Today, more than half of the products are customised on request. Over 600 different bath, shower tray and washbasin models are offered in a wide selection of surface colours.

High-quality, fully recyclable products are created from natural raw materials: glass, water, and steel. They are verified according to the Environmental Product Declaration (EPD) in accordance with ISO 14025 and LEED (Leadership in Energy and Environmental Design).

**ENDS**

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