Delbrück, January 2025

**ISH 2025 - Innovations and design highlights from Bette**

**Bette is setting new standards at ISH 2025 - with clever solutions, innovative designs and an inspiring stand concept.**

**From 17 to 21 March 2025, trade visitors can experience the highlights in Hall 3.1, Stand B92.**

Bathroom specialist Bette presents inspiring new products and practical solutions for bathroom installers, planners, architects and interior designers.

The innovative exhibition stand, designed by the architecture firm atelier 522, features clear geometric shapes and small houses, and invites visitors to discover and talk. Individually designed bathrooms for a wide range of applications will be on display.

Bette is launching clever problem solvers for the shower area, which make the work of installers easier and at the same time fulfil customer wishes. There are also new options for designing with colours - including a new, inspiring colour that provides fresh accents.

The stand will feature a spacious technology area for installation professionals. Here, Bette specialists from product management and application technology will be on hand to exchange ideas, give practical tips and present new solutions.

Whether inspiration for ambitious projects or technical expertise for implementation is required - Bette is making ISH 2025 a must-attend event. Visit Bette in hall 3.1, stand B92.

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Image Captions

Please note the source: Bette

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About Bette

Bette is a specialist in bathroom products that are made of a special metal in a unique manufacturing process: titanium steel sheets are shaped under high pressure and then finished with a thin coating that is related to glass – hence the name "glazed titanium steel". This composite material is perfect for the bathroom (it is skin-friendly, hygienic, durable and robust), and Bette uses it to make its baths, shower areas, shower trays and washbasins.

The Bette family company was founded in Delbrück in North-Rhine Westphalia in 1952, and specialises exclusively in this manufacturing process because it allows the products to be shaped smoothly with the maximum skilled precision. The manufacturing and administrative headquarters employs around 372 people. The CEO, Thilo C. Pahl, is a member of the owner family.

The range includes baths, shower areas, shower trays, washbasins and bathroom furniture "Made in Germany". Unique items that can be made in various colours and dimensions, and open up inspiring spaces in interior design for the bathroom. Bette's assembly processes combine high-tech industrial production techniques with tailor-made manufacturing where it benefits the customer. More than half its products are customised to customer preferences. The company offers over 600 different baths, shower trays and washbasin models in a tremendous range of colours.

The natural raw materials glass, water and steel are used to manufacture high-quality products that are completely recyclable. They are verified to LEED (Leadership in Energy and Environmental Design).