Delbrück, March 2025

**New Key Colour ‘Salvia’ from Bette: The sage green shade for harmonious bathroom design**

**Bette, the specialist for baths, shower trays and basins made of glazed titanium steel, is expanding its colour range with a new Key Colour: ‘Salvia’. The elegant sage green colour complements the existing selection of 30 Key Colours and offers architects, planners and end customers a contemporary option for designing calming and harmonious bathrooms.**

‘Salvia’ is a versatile, delicate, natural shade of green. The colour is an ideal match for current interior design trends that focus on naturalness and tranquillity. Whether in combination with light tones for a clear, modern line or with warm wood and earthy colours for a cosy ambience - ‘Salvia’ creates new creative freedom in bathroom design.

The new glossy Key Colour is available for the entire Bette enamelled-steel range. This includes baths, shower trays and washbasins, which can be designed in a consistent colour concept with ‘Salvia’. In addition, individual bathroom elements can also be elegantly accentuated with the colour.

‘With ‘Salvia’, we are focussing on a shade that combines timeless elegance with the need for calm and well-being in the bathroom,’ explains Sven Rensinghoff, Head of Marketing at Bette. ‘This gives our customers another option for creating a harmonious retreat in their bathroom.’

With the introduction of ‘Salvia’, Bette underlines its expertise in design and colour, which is reflected in the successful Key Colours and Bespoke Colours colour ranges.

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**Picture lines**

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**Bette\_Key Colour\_Salvia\_01.jpg**

**Bette\_Key Colour\_Salvia\_02.jpg**

**Bette\_Key Colour\_Salvia\_03.jpg**

The new ‘Salvia’ colour from Bette creates a calming and natural atmosphere in the bathroom.

**Bette\_Key Colour\_Salvia\_04.jpg**

The Key Colour ‘Salvia’ enables harmonious colour concepts for baths, shower traysand washbasins made of glazed titanium steel.

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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).