Delbrück, September 2025

**Bette Unveils New Brandbook: A Clear Guide to Brand Identity**

Bette has released a new Brandbook that captures the brand’s identity, values, capabilities, and product portfolio. An enclosed poster provides a quick visual overview of the entire product range at a glance.

Designed for architects, bathroom planners, and professional partners, the compact brochure presents Bette as a leading manufacturer of architectural bathroom products made of glazed titanium steel. It emphasises key themes such as quality, sustainability, system solutions, and design standards.

Rich imagery and concise messaging illustrate how Bette approaches bathroom design - as a balance of technical precision and aesthetic inspiration.

“With the Brandbook, we are giving our partners a practical tool that makes our philosophy of bathroom design tangible,” explains Sven Rensinghoff, Head of Marketing and Product Management at Bette. “It's about much more than just products. It’s about quality, trust, and a shared vision for contemporary architecture.”

The included poster offers a quick visual reference to Bette’s product portfolio – from washbasins and shower surfaces to baths – making it a useful resource for consulting, planning, and presentations.

The Brandbook is available free of charge via the Bette website: [Download](https://www.my-bette.com/en/service/downloads/image-material/brochures/lookbook)

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Captions

Please note the source reference: Bette

**2025\_Brandbook\_EN\_02\_web.jpg**Sven Rensinghoff, Head of Marketing and Product Management at Bette, presents the new Brandbook. “It showcases how design, quality, sustainability, and partnership come together at Bette.”

**Free A4 A5 Magazine Mockup\_EN.jpg**The new Bette Brandbook highlights the brand’s identity, core values, and complete product portfolio – with an enclosed poster offering a full range overview.

**Cover\_EN.jpg**The cover of Bette’s new Brandbook. With the title “Bathrooms that Inspire,” the brochure emphasises the emotional impact of modern bathroom architecture and features inspirational designs in glazed titanium steel.

About Bette

Bette is a German, family-owned company, specialising in high-quality bathroom products made from glazed titanium steel — a unique material created by shaping titanium steel sheets under high pressure and finishing them with a thin, glass-like coating. This innovative composite material is ideal for bathrooms: it's skin-friendly, hygienic, durable, and robust.

Founded in 1952 in Delbrück, North Rhine-Westphalia, Bette has dedicated itself exclusively to this specialist manufacturing process, combining state-of-the-art technology with expert craftsmanship to produce products of exceptional precision and design.

Today, around 372 employees work at the company’s production and administrative headquarters. The managing director, Thilo C. Pahl, is a member of the founding family and continues to lead the company with a strong focus on quality and innovation.

Bette’s product range includes baths, shower trays, washbasins, and bathroom furniture – all proudly "Made in Germany". Each piece is customisable in terms of colour and dimensions, allowing for tailored bathroom designs that inspire creativity. With over 600 different models and a wide selection of colours, more than half of Bette’s products are now made to order based on customer requirements.

The high-quality products are made using natural raw materials - glass, water and steel – all of which are fully recyclable. The manufacturing process and materials are verified according to LEED (Leadership in Energy and Environmental Design) standards, supporting sustainable building certification.