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Preview ambiente 2026

## WESCO<sup>®</sup> presents iconic design and numerous new products at the Ambiente 2026

With its iconic style, durable materials and unmistakable colour schemes, WESCO<sup>®</sup> has built itself a loyal fan base over the decades. Whether iconic free-standing waste containers, bread bins or kitchen accessories – the products of this traditional brand combine form and function in a way that adds a touch of joy to everyday life. At the Ambiente 2026, from 6 to 10 February in Frankfurt am Main, WESCO<sup>®</sup> will be showing how this distinctive brand style is continuing to evolve: with a modernised range, exciting new products and an emotional trade fair presentation in the style of an American diner.

### To-go products in WESCO<sup>®</sup> style

For the first time, WESCO<sup>®</sup> is building bridges to the mobile world: with a newly developed to-go range, the brand is transferring its characteristic design language to the modern on-the-go lifestyle. Clear shapes, high-quality materials and the familiar WESCO<sup>®</sup> colour schemes define this new product category, which offers stylish companions for everyday life on the go – durable, functional and aesthetically to the point.

### New products for four-legged friends

The world of pets is now also taking its place in the WESCO<sup>®</sup> universe: with the “Buddy Bin”, a 30-litre storage container for dry food, and two sizes of the “Buddy Bowls”, the brand’s iconic design is making its way into the pet sector. Robust materials, ingenious details and the cha-

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racteristic colour schemes ensure that the new series fits seamlessly into the existing range – while also opening a new chapter.

### **Smart storage with “Dotty Bold” and “Dotty View”**

Another focus of the trade fair presentation is on intelligent solutions for food storage. The new “Dotty Bold” and “Dotty View” series bring fresh inspiration to everyday kitchen life. Both lines are available in the sizes mini, medium and maxi and are tailored to the standard packaging sizes – from flour to spaghetti. That not only makes the organisation easier but also creates visual harmony on the kitchen shelf. “Dotty View” also features a practical viewing window, while the stackable design of both series provides for order and clarity.

### **New features for the outdoor area**

WESCO® is also setting new trends in the outdoor area at the Ambiente trade fair in Frankfurt. The “Ashboy” series of floor-standing ashtrays combines robust material quality with visual clarity and is available in three versions: the basic version, with a flat cover or with a protective hood. In this way, businesses and public institutions, as well as private households, can find the right model for their outdoor space.

### **“Cubeboy” – clean lines in four sizes**

With the “Cubeboy”, WESCO® is also presenting an entirely new series of free-standing waste collectors. Its cubic shape, clear design and variants ranging from 5 to 20 litres – including a dual 20-litre version – make it a versatile everyday helper. The “Cubeboy” is set to replace the well-known “Big Doubleboy” in future and fits seamlessly into the updated product range in terms of both style and functionality.

### **Reorganised and systematically enhanced**

WESCO® has revised and restructured its entire product range to accompany the numerous new products. New names, clearly defined categories and a

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uniform brand identity mean that retailers and consumers can now recognise a product's place in the overall range even more quickly. The newly defined "Bathboy" is just one of many good examples of this consistent, on-brand product range logic for high-quality metal household goods.

### **A trade fair appearance with iconic character**

The WESCO® stand 9.3 D39 at the Ambiente 2026 is designed in the style of a retro-futuristic American diner – a place where the brand's colour schemes, materials and design language create an atmospheric overall picture. The trade fair presentation is thus a vibrant expression of the pioneering spirit that has always shaped WESCO®, vividly showcasing both iconic classics and all the latest newcomers.

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#### **Naber GmbH**

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