

## Press Release

Preview area30 2023

### The Naber trade fair stand: visitor magnet at the area30

The order trade fair area30 in Löhne from 16 to 21 September 2023 is the ideal place for Naber to surprise the trade visitors once again with exciting new products. First of all, the creative full-range kitchen accessories supplier from Nordhorn is unveiling the completely redesigned Naber website: fresh layout, many customer-friendly features and an impressive wealth of information about the world of kitchen accessories in the new "magazine".

But that's not all! Naber is presenting exciting new product highlights in the product groups ARMATE<sup>®</sup> faucets, ACCOMODA<sup>®</sup> niche equipment, SELECTAkit<sup>®</sup> waste collectors, LUMICA<sup>®</sup> lighting technology, CON-AKTIV<sup>®</sup> sockets and TABLON<sup>®</sup> interiors. The Naber trade fair **stand H21** is therefore sure to be an outstanding visitor magnet once again.

#### **New Internet presence with comprehensively optimised webshop**

The complete redesign of the website impresses with many interesting functions. From the clear menu navigation to the extensive, yet always well-structured information and download offer to the advantageous user-friendly details of the webshop, we have thought of everything that fits the motto "Create the perfect kitchen with Naber".

The attractive and clear layout is designed for easy orientation and short distances. The successful combination of texts and images stimulates creativity – quickly sparking ideas for the optimum composition of smart kitchen accessory solutions. Numerous filter functions simplify the product search and help to save time when selecting.

In the new webshop, detailed product presentations, order history, budget management for accounts and sub-accounts, creation of sales statistics and a whole lot more are available around the clock. The latest web technology ensures consistent data protection. Instant information on availability, delivery times and optional accessories complete the online purchasing process, which is simple and transparent at all stages.

#### **Namor – the new Naber stainless steel faucets**

With **Namor**, Naber now offers another series of its own faucets in the product group ARMATE<sup>®</sup> SERVIZIO. They are real beauties made of full stainless steel, equipped with laminar aerators, perfectly designed, un-obtrusively restrained and yet surprisingly present in every kitchen. The Naber logo indicates the high quality and guarantees excellent service and customer care. The 12 faucets are available in brushed stainless steel or in the elegant trend colour black matt.

#### **New shelf and rail system transFORM+**

In the product group ACCOMODA<sup>®</sup>, the new shelf and rail system **System transFORM+** presents itself with extremely flexible and versatile storage structures. The starting point is a clever idea: with an aluminium base profile and the plug-on trapezoidal cover profile, you can create systematically structured niche systems with racks and wall shelves. The matt black powder-coated surface assures a stylish look.

Numerous practical function elements can conveniently be hooked into the shelf, such as roll and glass holders, trays, spice and bottle racks, hook strips, kitchen roll holders, a power box with sockets and much more.

Solitary shelves and wall racks are further attractive eye-catchers. The backlighting of the profile strips with LED strips is especially striking. The self-adhesive LED strips that can be fitted in the basic profile can be integrated into the LUMICA<sup>®</sup> LIC LED system as well as into the smart home concept - including light colour change, dimming function and control by remote control or Bluetooth app.

### **Cox® Base Q further development**

There are still surprising options for equipping the kitchen with practical everyday aids! One of these is to have precisely the type of water you want simply flow out of the faucet. The Quooker multifunctional faucet delivers cold, hot, boiling as well as filtered chilled, sparkling or still water - just as you wish. And with the waste collector and storage system **Cox® Base Q**, Naber has created a perfectly fitting storage organisation system for the Quooker reservoirs. The new variant **Cox® Base Q+** even makes it possible to accommodate the Quooker models Combi and Combi+ with a 7-litre storage tank. The frame construction places particular emphasis on the stability of the front attachment.

At the same time, the device is easily accessible for water treatment. Ideally solved: the Quooker equipment is safely stowed right next to the waste collectors. And these are naturally supplied in proven Naber quality and with flexible equipment options.

### **New smart home components**

The benefits are simply unmistakable: smart home technology - the convenient networking of various devices that can then be centrally controlled via smartphone, tablet or voice assistant – is on the increase. Naber has new smart home components in its product range: the voice-controlled faucet **ARMATE® E-GO Voice** and the motor-controlled ejector for all waste collector pull-outs with front pull-out **LED foot kick Libero 3.0 with voice control**.

**E-GO Voice**, the single-lever mixer with swivelling pull-out hose with shower head (can be switched to stream or shower), laminar aerator and ceramic cartridge can be operated manually, with the S-FLOW smartphone app or by voice control. The app (available for both Apple and Android devices) includes a possible child safety lock and provides information on water and energy consumption. The voice control function makes it possible to set up programmable voice commands for touch-free operation. Two individually preset water quantities can also be selected using the “digital lever”. Voice control works via Wi-Fi with Amazon Alexa or Google Home. E-GO VOICE is available in chrome or matt black.

**LED foot kick Libero 3.0** is extremely practical and quickly becomes an indispensable everyday aid. The automatic ejector is convincingly simple to operate, either by voice control (compatible with Alexa voice control systems) or using the integrated foot sensor. The practical LED locating light for foot operation can be dimmed and switched off. The ejection strength and sensor sensitivity can also be adjusted. Thanks to a sliding clutch, the intelligent control recognises obstacles, thus ensuring safe operation.

### **New lights and sockets**

AstraLED SE, Kronos D-M and Unika add three extraordinary lamps to the LUMICA® range. The particularly slim aluminium lamp mounted from below, the **AstraLED SE**, is designed for installation under wall cabinets or shelves. It provides wide and diffuse light without visible LED points and is equipped with an integrated touch-free switch and dimmer (also available without switch). This allows the brightness to be continuously adjusted. All three versions in white, black or aluminium colour are available with the two different colour ranges warm white or neutral white (3000 K and 3900 K respectively).

The round, perfectly designed built-in spotlight **Kronos D-M** features infinitely variable adjustment of the light temperature from warm white (2700 K) to neutral white (4000 K), as well as of the light brightness. Kronos D-M is ideal for mounting from below in all types of cabinets or under shelves. The spotlight can be controlled with a touch switch integrated inside the light.

The novel substructure light **Unika** is a multitasking light with LED light rim which can integrate a 230-volt socket, a double USB charger and a dimmable, touch-free multi-function switch, as desired. The light rim has been fitted into a 15° inclined fixture – ideal for lighting the work surfaces below. With minimalist design and maximum functionality, it is a successful attractive solution for avoiding worktop space wastage due to sockets and cables!

The product line **EVOLINE® Circle80** is another new highlight in the CON-AKTIV® range of sockets. The professional charging station for mounting on the worktop (or also on desks!) is as versatile as it is flexible. The combination of electricity and USB chargers eliminates excess cables, while an integrated slider prevents the plugs from slipping through. The socket system also impresses with its simple and quick mounting, trouble-free flush installation and very low installation depth of only 48.5 mm.

The **Circle80 Hide**, the lid without a charging connection that elegantly conceals the connections, is a convenient addition. The Circle80 DisQ lid, on the other hand, has an integrated induction switch for charging smartphones that are equipped accordingly. It works both when open and when closed.

Just how well **EVOLINE® Circle 80** fits into the Naber range is reflected in the many awards it has already won for its design.

#### **New chairs, stools and table frames**

More table frames have been added to the interior product group **TABLON®** along with new colours and covers for some of the chairs and stools already in the range.

As a further highlight, there is a host of new chairs and stools with striking common features. Their no-frills Scandinavian design with a powder-coated black frame fits elegantly into all interior styles. The covers come in trendy muted colours, are water-repellent and particularly hard-wearing. And they are also extremely environmentally friendly: made from 100% recycled fabric on the basis of PET bottles.

[www.naber.com](http://www.naber.com)



#### **Naber GmbH**

A dynamically growing company within the kitchen accessories sector. More than 3,500 accessories items belong to the product range. Numerous internationally recognised design awards underline the innovative power of the family-owned business which is successful for decades.



#### **Management**

Hans-Joachim Naber is the tireless driving force behind the development and realisation of innovative products.

Ingrid Naber unerringly controls the areas human resources, organisation and finance.

Lasse Naber shapes the future direction of the company with drive and vitality.

**Press release and photos for standard use. For further information please contact:**

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