

## **Design triumph with global appeal: Wasserwerk wins the German Design Award 2026 and makes a splash at KBIS in Orlando**

**WALLENHORST** – March 2026. The Schütte Group is celebrating a double success for its premium brand Wasserwerk. By being named a “Winner” at the German Design Award 2026, the brand is cementing its position as a pioneer of excellent design “Manufactured in Germany”. At the same time, its successful appearance at the Kitchen & Bath Industry Show (KBIS) in Orlando (USA) confirmed the international appeal of the new design language, particularly in the field of high-quality kitchen faucets.

### **German Design Award: “Humanity” as a key to success**

The award in the “Excellent Communications Design” category recognises the fundamental reorientation of Wasserwerk’s brand identity. Working closely with the Hamburg-based agency The Studios, a brand identity was created that makes technical precision visually accessible and emotionally engaging. The jury particularly highlighted the “fusion of clarity and humanity” – a design that sets new standards for trust and guidance within the industry.

**Björn Schütte**, owner and managing director of the Schütte Group, emphasises the strategic significance of the award:

“The German Design Award is a testament to our courage in fundamentally rethinking Wasserwerk. Our aim was to translate the quality of our products, manufactured in northern Germany, into a design that combines technological excellence with a human touch. The fact that we have now officially received this award underscores our commitment to defining premium quality holistically – from the product to our communications.”

### **International expansion: Kitchen highlights at KBIS**

Wasserwerk demonstrated the international relevance of this design approach at KBIS in Orlando. As a key industry barometer for the North American market, the trade fair provided the ideal stage to present the brand to a discerning specialist audience. With a clear focus on the kitchen segment, the brand presented exclusive range extensions to the North American trade visitors.

The focus was on new colour schemes, such as Polished Nickel, and PVD-coated finishes, which add fresh visual and tactile accents to modern kitchen design. The expansion of the portfolio to include new formats makes it possible to cater to individual customer requirements with even greater precision. Through its collaboration with the long-established French brand Chambord, which is also an integral part of the Schütte Group, Wasserwerk is positioning itself as a comprehensive system provider for the kitchen. The combination of handcrafted sinks and award-winning faucets creates cohesive, upmarket lifestyle concepts from a single source.

## **Appreciated by specialist retailers, recognised for its design**

For the Schütte Group, the double success in Frankfurt and Orlando is a clear signal for the 2026 financial year. The Wasserwerk brand demonstrates that authentic craftsmanship, a clear heritage and an award-winning design language form the basis for sustainable growth in Germany and on international markets.

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**About the Schütte Group:** The Schütte Group GmbH brings together the renowned brands Schütte, Kirchhoff, Eisl, Wasserwerk, Luisina, Chambord and Adell. These brands specialise in the manufacture and distribution of high-quality faucets, shower heads, sinks and sanitaryware, all designed specifically for end customers. Trust and satisfaction form the basis of our partnerships with retail customers, through whom Schütte Group products are available in more than 37,000 outlets worldwide.

Since the founding of Franz Joseph Schütte GmbH in 1976, the company now employs around 500 people at sites in Wallenhorst (DE), Salzburg (AT), Servon-sur-Vilaine (FR), Istanbul (TR), Hong Kong (CN) and Atlanta (USA). Further information is available at [www.fjschuette.com](http://www.fjschuette.com).

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