



## BLACK AND WHITE - TO FULL EFFECT IN THE BATHROOM

### Powder Coating for an intensive color experience

*Mannheim/Frankfurt.* In addition to the new color scheme, which currently covers every area from fashion to home, high-contrast black and white combinations always remain. „As a manufacturer of fixtures and fittings, we also know that. That’s why, as of this year, as well as classic chrome and many other metal surfaces, we are also offering elegant black and white fittings as standard“, says Oliver Jörger, Executive Partner at Jörger Armaturen- und Accessoires-Fabrik. „The unmistakable design distinguishes each of our products, but the different surfaces make them unique“. The special color brilliance is achieved by a powder coating. This means that every RAL color is available for almost all fittings and accessories.

Especially in the bathroom, the new feel-good area, individual design is very important. Trends in the furnishing sector are increasingly being reflected in bathroom fittings. For this reason, Jörger has added the colors black matte and matte white to the surface of the fittings at the ISH 2019.

Black, the achromatic color, is equally fascinating and threatening. No color sets such strong accents as black. It reflects individuality, power and elegance. A room in black and white design without further color accents appears clear and structured. In the luxury segment, black develops a special effect: classic, extravagant and modern.

White is the classic in the bathroom and until today the decisive color. White stands for purity, innocence and security. It is universal, timeless and fits with all other shades. Its effect depends to a large extent on the color shades with which it is com-

JÖRGER  
 ARMATUREN- UND ACCESSOIRES-FABRIK GMBH  
 Seckenheimer Landstraße 270-280  
 68163 Mannheim / Germany

Telefon: +49 621 41097-01  
 Telefax: +49 621 41097-10  
 E-mail: [info@joerger.de](mailto:info@joerger.de)

[WWW.JOERGER.DE](http://WWW.JOERGER.DE)





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Armaturen- und Accessoires-Fabrik GmbH

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bined. In combination with black, gold and silver, white develops a luxurious look. 45 percent of buyers choose this basic tone, which survives long renovation cycles and can always be redesigned.

Customizing is one of Jörgers greatest advantages. This enables the creation of an individual, holistic experience in the bathroom. The refinement of the fittings can be found both in the accessories as well as the color adjustments of other brands. All metal parts can be adapted to the surface of the fittings to create a harmonious ambience.

Whether fittings, accessories or spare parts, all components are available in the new color. And in order to achieve a stylish and harmonious overall picture, on customer request, at Jörger even products from other producers can be provided in the new color.



JÖRGER, Product line Cronos, cross handle in matt black



JÖRGER, Product line Cronos, cross handle in white black

JÖRGER  
ARMATUREN- UND ACCESSOIRES-FABRIK GMBH  
Seckenheimer Landstraße 270-280  
68163 Mannheim / Germany

Telefon: +49 621 41097-01  
Telefax: +49 621 41097-10  
E-mail: [info@joerger.de](mailto:info@joerger.de)

[WWW.JOERGER.DE](http://WWW.JOERGER.DE)

