



## JÖRGER PRESENTS EMOTIONAL THEME WORLDS AT ISH 2017

*Mannheim/Frankfurt.* Where does preference in taste originate from? What is design oriented upon? Architecture has always played an enormous role in answering this question. Is it not the impressive modern or historic buildings which continually inspire us? The sub-conscious filters through a myriad of geometric forms, colours and elements to determine those, which finally form the individual style of each one of us. It is in this way that emotional product worlds are created.

### EXPERIENCE PRODUCT WORLDS

At ISH 2017 and on their new homepage, Jörger Armaturen- und Accessoiresfabrik presents four theme worlds: modern and minimalistic, classic and elegant, luxurious and avant-garde. This targeted message enables an emotional introduction to range of products. Design and form elements of the sophisticated products are matched throughout the series, fulfilling the wide range of tastes and preferences. Any visitor to the homepage should find themselves eager to explore their own theme world.

„Our 100 year company history has been moulded by the connection between tradition and zeitgeist“, according to Oliver Jörger, managing director. „Our added value to inspire bathroom designers and transport them to a theme world, where they can feel the experience at first hand. Rounding off their lifestyles in a harmonious way, we show them examples of how they can create their own individual ambience in the bathroom“. Which fixtures, accessories and wash untis can be combined? Which type of tile, which colours, materials and decorative articles highlight the overall impression?

### JÖRGER

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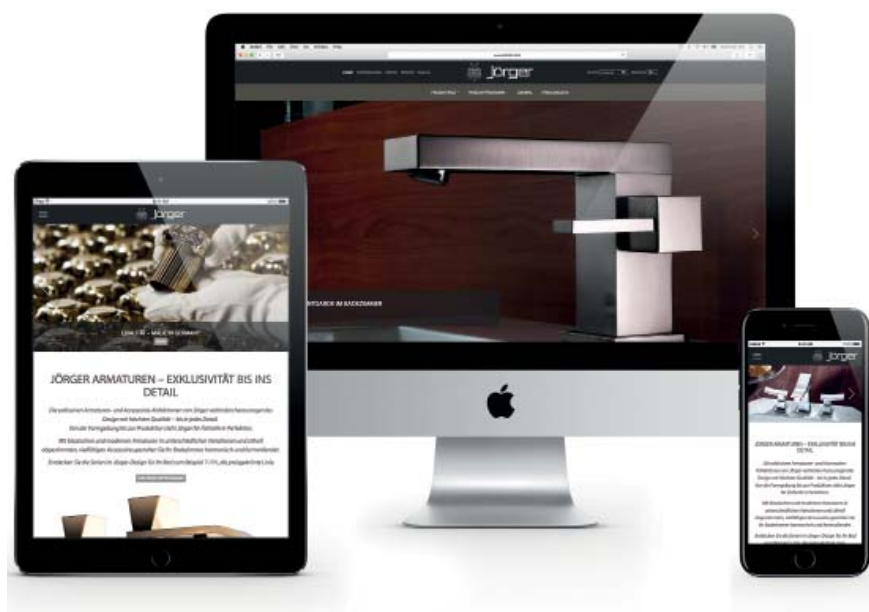
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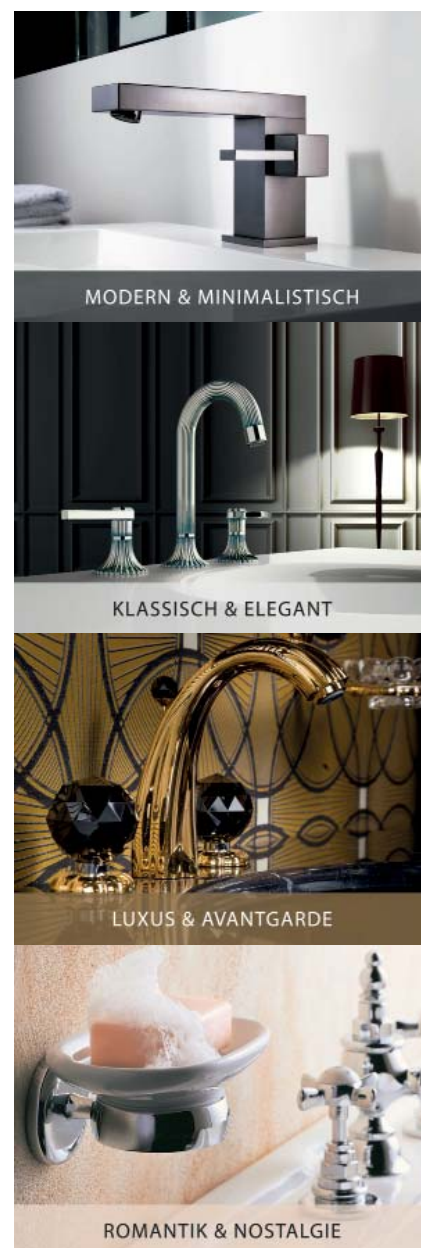


## INSPIRING WEBSITE IN A NEW DESIGN

Modern, informative and target group oriented – that is the idea behind the new Jörger website. The focus is on the presentation of the products in theme worlds. Jörger defines each design style on the website with sophisticated picture galleries, giving the customer clear guidance and advice, to transform their own personal wishes, in every detail, into reality.



Visitors to the website are guided clearly through the entire product range, informed about trends, events and much more. Jörger presents a 100 year long history, provides the press with updates and general information and offers interesting downloads such as brochures and technical data.



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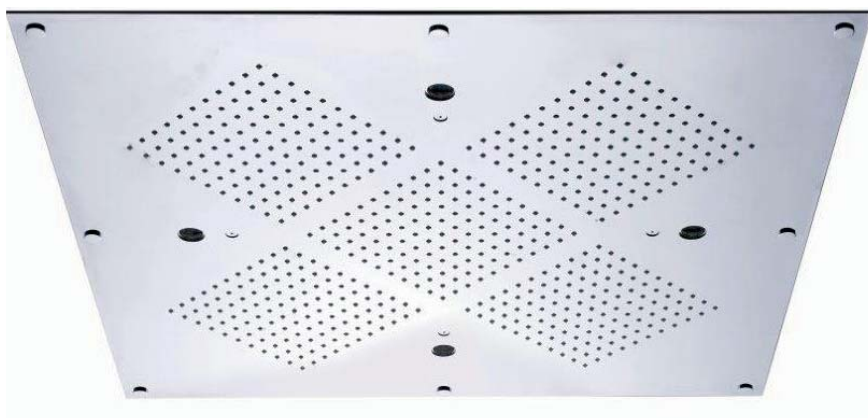
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## THE SHOWER AS A SPA EXPERIENCE

The new puristically designed head showers from the Jörger collection provide moments of sensuality and relaxation. Whether rainfall showerheads or rain-showers, the innovative characteristics of these sophisticated models are highly convincing. An ultra-flat form, a variety of surfaces, divided into separate, individually selectable segments, the optional LED lighting function for chromotherapy, the anti-calc system as well as simple mounting and maintenance.



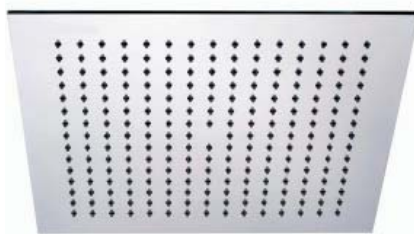
### RAINHEAVEN

2mm thin stainless steel with 5 separately selectable segments, optional atomizer, lighting functions for chromotherapy



### RAINFALL SHOWERHEAD - ROUND

3mm thin shower head for ceiling or wall mounting



### RAINFALL SHOWERHEAD - SQUARE

3mm thin shower head for ceiling or wall mounting

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## SAFETY AND COMFORT WITH CONCEALED INSTALLATIONS



High functionality of a fixture means complex technology in a small space. Jörger is offering a new complete concealed box system for all fixture ranges.

### INNOVATIVE CONCEALED BOX SYSTEM

*Based on the „Bluebox“ from Hansa*



MATCHING TRIM SETS IN EACH FIXTURE RANGE FROM JÖRGER  
*here for thermostats*

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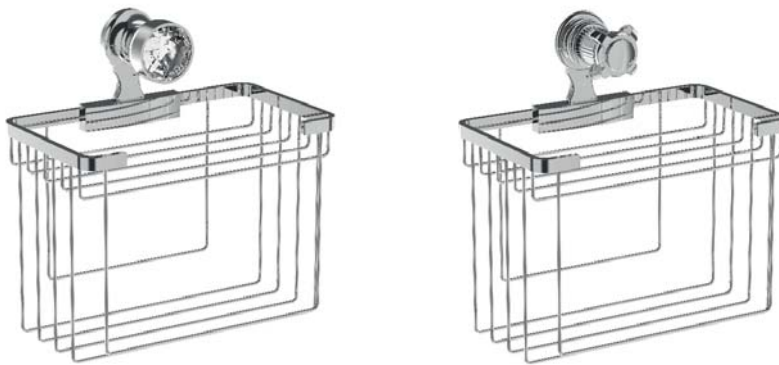






## MODERNISED ACCESSORY PROGRAM | BASKETS

Rounding off their fixtures Jörger offers accessories in matching designs for almost every part of the bathroom. Baskets with various functions are particularly popular. The appropriate guest, sponge and corner baskets have been technically modified and their sizes altered. They are still available with all surfaces, thereby supporting the design and creation of a harmonious all-round concept in the bathroom.



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