SCHOCK

Press Release

SCHOCK at area30:
Vibrant Kitchen Diversity in the Home of Colourful

The Godfather of Punk, Iggy Pop, invites you to the Home of Colourful. That's where kitchen sinks with green in their DNA are transformed into colourful designer objects. Kitchens become places to meet, places to celebrate diversity and enjoy spending time together. Sustainable premium quality meets life lived your way in the Home of Colourful. And this meeting of individuality and quality is expressed in a range of new products and colours being unveiled by SCHOCK at area30 (booth number: D10).

From Dusk till Ivy: four new colours for the CRISTADUR® Green Line

The CRISTADUR® Green Line premium material consists of ~99% natural, renewable or recycled raw materials and shines with a special intensity in pure white, black or taupe. SCHOCK is adding four colours to the CRISTADUR® Green Line collection for 2023: Dusk endows the current range of colours with an intense dark grey. An all-round talent, Dusk goes with a wide range of colour schemes and interior furnishing styles – and in combination with woods or metals it creates a cool look in Scandi or industrial style.

Three additional shades bring even more colour from the Home of Colourful into the kitchen: Lavender is a calm purple that sets exciting accents – and makes a stylish combination with light wood, stone and understated colours. Muscari, the refreshing shade of blue, is a real multitalent too, enhancing any style of kitchen, from farmhouse to maritime to modern. The fourth new Green Line colour is Ivy, an intense dark green reminiscent of rich forests and shrubbery. Just like in nature, it looks wonderful in the kitchen with berry shades, wood or white – and is the perfect complement to the urban jungle interior trend.

Kiruna joins the CRISTADUR® Green Line

At area30, SCHOCK will be unveiling not only new colours in the CRISTADUR® Green Line but also a new product family: The three new Kiruna range models in the sustainable premium material represent the first sink range from SCHOCK to be available in all seven Green Colours. Coupled with timeless design, the Kiruna models can upgrade kitchens large or small. They look modern and classy, particularly when fitted as an undermount sink, and the colour options allow the workspace to be accentuated individually.

The new addition also boasts great functionality: the large bowl featuring in all three models makes it easy to clean deep pans and bulky ovenware, such as woks and baking trays, while the integrated lip for hanging and laying accessories enables fresh food to be prepped at the sink. The three sizes of Kiruna offer a flexible choice of either inset or undermount installation –

suitable for a base cabinet measuring 50cm, 60cm or 80cm across, depending on the model.

Modern modular sink in Scandi style

The Kallio family has also grown by one new model: The new Kallio M-100 is green at heart and a modern interpretation of the classic farmhouse sink – particularly in the colour Day, a bright, pure white. Kallio M-100 serves the demand for contemporary Scandi style and is also the answer to the consumer's desire for a modern modular sink in quartz composite to fit a 60cm base cabinet. There is plenty of room for pots and pans in the spacious bowl, while the slightly slanted front edge of the basin has an ergonomic effect, facilitating the intensive cleaning of baking trays. The narrowly spaced grooves are functionally designed as a place to keep dishwashing utensils or let chopping boards drip dry. From 2023, the entire Kallio range will also be available in the new colour, Dusk.

Sustainable and multifunctional

Be it Scandi style with Kallio or the new Kiruna range – the world of the CRISTADUR® Green Line just keeps on growing. Starting in 2023, two more of the familiar models will also be exclusively available in the sustainable premium material: The CRISTADUR® sink range Horizont is a classic design for the modern, adaptable kitchen sink. Together with the multifunctional food prep assistant Prepstation, it is now joining the exclusive CRISTADUR® Green

Line of sinks. The unique versatility that makes kitchen chores even more convenient is now available with even greater sustainability.

New model of entry-level quartz composite sinks

Formhaus D-100LS is the name of the new model for anyone who wants to discover the world of quartz composite for themselves. The new D-100LS makes the popular CRISTALITE® entry-level range even more attractive. The latest Formhaus model boasts an extra-large bowl and a narrower draining board, making it the multifunctional little miracle for the smaller kitchen. For even more variety in a small space, Formhaus D-100LS is available in the colours Nero, Onyx, Asphalt, Croma as well as Sabbia, Moonstone, Alpina.

Even more new additions: Kitchen taps and accessories

SCHOCK is not only an innovative manufacturer of quartz composite kitchen sinks but also a supplier of premium mixer taps to match. Naturally, area30 delegates can expect some news in this respect too: The SCHOCK SC tap range is a byword for colourful. And from 2023 there will be even more choice, with all the new CRISTADUR® Green Line colours available for the mixer taps with patented sleeve technology. Sink and tap can thus form a perfect match in colour and material.

The Tanos designer tap will also be available in on-trend matt black. It can upgrade kitchens both modern and classic with the understated elegance of

its industrial style. And the Epos model will be available in full-colour finish in many CRISTADUR® colours to match sinks of the same colour. Last but not least, SCHOCK is making life in the Home of Colourful even nicer with a large number of new accessories: The new, narrow silicone drain mat is the perfect addition to all sink models with no drainer and protects the worktop at the same time. The two-piece designer drain rack is suitable for universal use as a place for sponges and dishes to drip dry. An additional chopping board in sustainable bamboo is a great complement to the Mono N-100S and N-100. New to the gang is a corner dish whose cut corner and tapered inside edges make it a fit for almost all SCHOCK sinks. Made of dishwasher proof and food safe plastic, it is an ideal place to keep dishwashing utensils or let them drip dry. So, nothing stands in the way of the next party with family & friends.

***

About SCHOCK

Founded in 1924, SCHOCK is the inventor of the quartz composite sink and has been setting new standards in technology and quality in the field for more than 40 years. The company's innovative strength is impressively underlined by its many patents. Customers in over 70 countries put their trust in SCHOCK products produced at the company's headquarters in the Bavarian Forest. Under their SINK GREEN strategy, SCHOCK developed a premium material in 2020 that consists of ~99% natural, renewable or recycled raw materials. For further information, see http://www.schock.de

SCHOCK

Press Release

Photos

SCHOCK_News-23_Sujet-Home-of-Colourful

SCHOCK

Press Release

SCHOCK_News-23_Colour-Dusk

SCHOCK_News-23_Colour-Ivy

SCHOCK_News-23_Colour-Lavender

SCHOCK_News-23_Colour-Muscari

SCHOCK GmbH | Hofbauerstrasse 1 | 94209 Regen | GERMANY
Tel. +49 9921 600-0 | info@schock.de | www.schock.de

SCHOCK

Press Release

SCHOCK_News-23_Kiruna

SCHOCK_News-23_Formhaus D-100LS

SCHOCK_News-23_KallioM-100

SCHOCK_News-23_mixer-taps

Image copyrights: SCHOCK

Press contacts

Please contact our PR agency, GOOS COMMUNICATION, for more information. Further information and downloads are also available online at www.schock.de.

SCHOCK GmbH

Hofbauerstrasse 1, 94209 Regen, Germany

Phone +49 (0) 9921-600-0, fax +49 (0) 9921-600-253

Mail: info@schock.de

Internet: www.schock.de

Facebook: www.facebook.com/SchockGermany

GOOS COMMUNICATION GmbH & Co.KG

Mrs. Julia Nikschick

Geibelstrasse 46a, 22303 Hamburg, Germany

Phone +49 (0) 40 284 17 87-25

Mail: schock@goos-communication.com

Internet: www.goos-communication.com