

System competence at the kitchen water place

BLANCO sets striking design accents in its anniversary year

In the year of the company's one hundredth anniversary, BLANCO is making its performance more visible than ever. With its modular product portfolio that combines user experience, quality and aesthetics and can be applied to any kitchen situation, BLANCO presents itself as the future-oriented system provider for kitchen water place. In addition, the striking new brand identity ensures that BLANCO is unmistakably positioned in the highly competitive kitchen and furniture industry and conveys clear added value.

As a seamless combination of bowl and mixer tap, combinable with water and organisation systems and a wide range of accessories, the BLANCO UNIT expressively reflects the transformation from accessory supplier and individual component manufacturer to system provider.

"Our company has developed markedly in all areas in recent years and its range of services has significantly expanded. With the BLANCO UNIT, we offer a consistently well-thought-out system that not only facilitates kitchen planning, but also fully defines and enhances the kitchen water place," emphasises BLANCO Group CEO Frank Gfrörer. "Whether for the new kitchen, for the targeted upgrade with high-quality components or for the replacement of existing modules: Together with retailers, we make consumers an offer that allows them to configure their individual kitchen water places and optimise it with a view to saving space, ergonomics, functionality and aesthetics."

BLANCO Design Identity: How the kitchen water place stands out in terms of design

As a pioneer in system solutions for the kitchen water place, BLANCO relies on its own design philosophy. The BLANCO Design Identity stands for an independent, unmistakable and recognisable design grid that combines the design and product quality of all components. Independence through a high level of self-competence is particularly important to Gfrörer: "We retain complete control over the design of our products and can therefore stand out from the crowd. Our design team brings together specialists from the areas of creation, material and colour, with the aim of combining form and function at the highest level in the final product. In doing so, we are not afraid to consciously break with convention and take new paths.

The unparalleled design versatility at the kitchen water place is more evident than ever in this anniversary year – exemplified by a truly remarkable BLANCO UNIT. It will celebrate its premiere at the German Kitchen Mile in the autumn – as an impressive statement that stands for a hundred years of design competence and entrepreneurial adaptability.

Iconic statement at the kitchen water place

With the BLANCO OOOVALON/LUNEOO UNIT, the company sets an exceptional accent in its anniversary year. The oval is a defining design element of the sink. The combination with the mixer tap or premium water system, which resembles a filigree lamp, creates an impressive balance in the overall appearance: At once timeless and modern, this outstanding BLANCO UNIT creates a calm, flowing dynamic.

BLANCO Head of Global Design & Innovation Marcel Moritz: "With the LUNEEO mixer tap, we are consciously departing from the framework of classic kitchen design. We were more inspired by living spaces in which objects such as lamps create an exclusive and cosy atmosphere. The result is an iconic statement with powerful, balanced proportions and enhances the kitchen as an architectural highlight. The geometric precision that the BLANCO Design Identity stands for can of course also be found here. But with the oval shape of the sink OOVALON, we are adding a new, soft dimension to our design language, which fits perfectly into open, interlocking living and kitchen architectures. This UNIT is therefore not a departure from the BLANCO design idiom, but its consistent further development."

Premiere of the new material

Furthermore the OOVALON/LUNEEO UNIT underlines the expertise that BLANCO has developed over decades in the processing of stainless steel and innovative composites. The fact that design and material developments always go hand in hand at BLANCO is also proven by the premiere of a new composite material, which gives the OOVALON bowl its distinctive aesthetics: VELGRANIT impresses with two warm, neutral colours, a velvety-smooth texture and represents an evolution of the BLANCO Design Identity, which is also reflected in the delicately designed sink rim. The interplay of form and material makes this exceptional BLANCO UNIT a functional design piece with uncompromising comfort, serving as a striking focal point that sets entirely new accents and becomes an iconic statement in the kitchen.

Image captions:

Image 1:



In the anniversary year, the extensive design diversity at the water place will be more visible than ever – with an extraordinary BLANCO UNIT. It will celebrate its premiere at the German Kitchen Mile in the autumn – as an impressive statement that stands for a hundred years of design competence and entrepreneurial adaptability. With the world premiere of the OOVALON/LUNEEO UNIT, BLANCO has achieved an extraordinary balance between a creative, downright extravagant product idea and practical use in a design language that is elegantly characterised by the oval shape.

Image 2:



In the year of the company's hundredth anniversary, BLANCO is making its performance more visible than ever. "Our company has developed markedly in all areas in recent years and its range of services has significantly expanded. With the BLANCO UNIT, we offer a consistently well-thought-out system that not only facilitates kitchen planning, but also fully defines and enhances the kitchen water place," emphasises BLANCO Group CEO Frank Gfrörer. "Whether for the new kitchen, for the targeted upgrade with high-quality components or for the replacement of existing modules: Together with retailers, we make consumers an offer that allows them to configure their individual kitchen water places and optimise it with a view to saving space, ergonomics, functionality and aesthetics."

Image 3:



The BLANCO OOVALON/LUNEOO UNIT sets an exceptional accent in the anniversary year. Marcel Moritz, BLANCO Head of Global Design & Innovation: "With the LUNEOO mixer tap, we are consciously departing from the framework of classic kitchen design. We were more inspired by living spaces in which objects such as lamps create an exclusive and cosy atmosphere. The result is an iconic statement with powerful, balanced proportions. The geometric precision that the BLANCO Design Identity stands for can of course also be found here. But with the oval shape of the sink OOVALON, we are adding a new, soft dimension to our design language, which fits perfectly into open, interlocking living and kitchen architectures."

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About BLANCO

BLANCO stands for the kitchen water place in private households. As an internationally established premium provider with German roots, the company develops and manufactures products that convince through award-winning design, high-quality materials, and individual design possibilities. The centerpiece of the portfolio is the modular BLANCO UNIT, which seamlessly combines sinks, faucets, water treatment, and organizational systems for the base cabinet as system components in form and function. BLANCO's motivation: more comfort, flexibility, and joy in the daily use of the private kitchen water place. With an annual turnover of more than 380 million euros (2024), a total of around 1,400 employees worldwide are committed to this – at the headquarters in Oberderdingen, Baden-Württemberg, as well as in the subsidiaries in Europe, Asia, Australia, and North America.

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