

# STEINBERG

finest faucets and accessories



## PRESS PRESS RELEASE

### PRESS CONTACT

**Gesine Friede**

Schiess-Straße 30  
40549 Düsseldorf

Phone +49 (0)173 888 10 18

gesine.friede@steinberg-armaturen.de  
www.steinberg-armaturen.de

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Steintec: Product line extension in 2017

## Plumber's armoury

**Steintec is Steinberg's line of innovative concealed solutions for assorted mixers and matching tools and accessories. Now Steinberg have extended their catalogue so as to further facilitate craftspeople's daily working routines.**

The launch of the new Steintec line in Autumn 2016 was accompanied by the Thoroughbred Craftsman campaign, promoting the new products and at the same time conveying the image of a proficient and passionate specialist. The campaign was aimed at improving craftspeople's self-image as well as their reputation among customers and within the trade. Another goal was to consolidate Steinberg's name as the sanitary trade's reliable and innovative technology partner.

The new products are well in line with this strategy, handing the professionals further armoury that is compatible with many product solutions from Steinberg:

- The new 010 4140 universal concealed body for thermostats with 2-way diverter for controlling two outlets is compatible with five new cross-series Steinberg designs: 250 4133, 230 4133, 160 4133, 10 4133 1, 100 4133.

- The 010 1800 concealed body has been modified so as to be compatible also with the new 160 2260 finish set. The finish set comes with a shower handset with integrated wall elbow and is compatible with Series 135, 160 and 240 single lever mixers.

The other benefits of the new 010 4140 and 010 1800 concealed bodies are also compelling, making it easy for sanitary professionals to decide in favour of the complete Steintec system:

- Sturdy high-quality plastic box with stainless steel back and ABS end cap for protection
- Concealed body from 100% brass
- Pre-assembled and factory acceptance tested for instant installation

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- 100% waterproof
- Easy and safe installation thanks to multiple fixing points for wet and dry wall installation
- Easy to align thanks to large support surfaces for spirit level
- Pre-installed high-quality cartridge
- Noise decoupled by soundproofing mat
- Compatible with many pre-wall systems, uniform 1/2" standard connections
- All essential specifications are cast-in with the box

The complete Steintec series comprises various concealed bodies for basin and bath/shower mixers as well as mounting frames and concealed bodies for freestanding bathtub mixers. For further information on Steintec and on our other product lines please contact our press department or visit our website.

### **Steinberg GmbH**

The Steinberg factory belongs to Steinberg GmbH. The business develops and manufactures faucets and mixers for bathroom and kitchen, as well as accessories and equipment, and meanwhile markets 17 different product lines. Steinberg faucets unite perfect form and timeless design with functionality, innovation and high-grade materials. This won Steinberg already a number of design awards. 'We don't pursue the latest trends. We produce quality *made in Germany*, and might so come up with the next design classic', says founder and CEO Marcus

Löhnert. Steinberg GmbH has been in operation since 2002, has a staff of currently 57 and achieves an annual sales volume of € 20m.