

STEINBERG

finest faucets and accessories



PRESS PRESS RELEASE

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Steinberg's heart beats for Thoroughbred Craftsmen

Steinberg's 'Thoroughbred Craftsman' campaign aims at revamping craftspeople's reputation and at strengthening their self-image. At the same time, Steinberg want to further establish themselves as craftspeople's and the whole trade's reliable technology partner. The promotion and image campaign accompanies the launch of the new Steintec line with, among other products, concealed solutions for assorted mixers.

Winning craftspeople more public attention, better reputation and strengthening their expertise – this is what the campaign is all about. Yet is the reputation really that bad? According to our experience, yes. Often a plumber or craftsman would be regarded, or pictured, as a nobody in boiler suit. His work and expertise are not acknowledged adequately. The campaign is to picture him as the strong, decisive and motivated expert who he is: just a thoroughbred craftsman', explains Marcus Löhnert.

The focus of the mission are the experts' standards in respect of their work, as well as good customer service and equipment. This is mirrored by catchlines such as 'Your ambition: perfection', 'Your work: indestructible' and 'You decide on what becomes part of your equipment'. This also corresponds to the 'new' visual image the Thoroughbred Craftsman is given: the protagonists – pictured on large-sized stand-up displays at the POS, in brochures, product flyers etc. – come in black overalls, strikingly attractive with trendy beards, and are on top of things.

Apart from this self-image, Steinberg also equips the Thoroughbred Craftsman with tangible new products: The Steintec series comprises concealed sets for basin and bath/shower as well as mounting frames and concealed bodies for free-standing bath mixers. 'It's more and more the craftspeople who decide on which products are used. We want therefore provide them, by way of Steintec, with the best equipment and be

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their – as well as the entire trade’s – strong and reliable partner’, explains Marcus Löhnert.

Thoroughbred Craftsman website:
www.vollbluthandwerker.de

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 philosophy has secured the business a safe position in the sanitary trade, and won Steinberg already a number of design awards. Steinberg GmbH has been in operation since 2002, has a staff of currently 57 and achieves an annual sales volume of €20m.