

## **bulthaup sets a new milestone with the new bulthaup b1 kitchen system**

Aich, January 2008 - The time is right: Clear lines, functional design and selected materials turn the kitchen living space into an unforgettable sensual experience. bulthaup b1 – the latest product in the bulthaup range has a fresh look, offers fresh new advantages and has a fresh and appealing price.

The new product line was developed for the ever-growing international group of people who care about form and quality and who will accept no compromise when it comes to design. bulthaup b1 is geared towards people who appreciate the bulthaup design, share the brand's values and want to bring this philosophy into their own personal living spaces. Not all of these individuals have been able or willing to afford a bulthaup kitchen until now, which is why bulthaup has developed the independent b1 concept. The result speaks for itself: A purist, minimalist kitchen that features muted clarity and whose principle is the careful design of details and focus on the essentials.

### **The product: bulthaup b1**

At bulthaup, focusing on the essentials means purist basic elements that integrate harmoniously into the living space's architectural setting, as well as concentration on selected materials: Stainless steel, glass, laminate and veneer wood in walnut and ash, as well as lacquer in Alpine white, sand gray and graphite, are examples of this. bulthaup's typical features are what make the difference: b1 is harmonious and aesthetically perfect, its design and function are precision-engineered, and its structure is clear and simple. bulthaup b1 offers a timelessly beautiful form, high-quality materials and master craftsmanship. bulthaup b1 is quite simply the essential kitchen. True to the motto: As little as possible, and as much as is needed.

"With bulthaup b1, we are offering a design alternative to b3," says Gerald Stenzenberger, chairman of the management board of Bulthaup GmbH & Co KG. "The aim of this supplementary product line is to offer other people who love this bulthaup architecture a faster transition to the world of bulthaup."

bulthaup b1 will be on display at selected bulthaup partner stores across the world **beginning in spring of 2008.**