**Cersaie Comeback:  
Ströher Group returns to Bologna to present its expressive tile and clinker innovations**

**After a three year absence, the Ströher Group is returning to Bologna to demonstrate the expertise it has accumulated in the field of ceramic products and applications, with the brands Ströher, Gepadi and Ströher Living, at the world's largest trade fair for ceramics, tiles and bathroom furnishings. The decision to participate in the fair comes as no surprise, but is rather the logical next step in the company's development.**

Patrick Schneider, Managing Director of the Ströher Group:

"Along with Bau in Munich, Cersaie will once again have a firm place on our trade fair calendar in future. In recent years, the Ströher Group has grown from a niche supplier into a strong, international ceramics group and has established itself with a variety of brands, product segments and sales concepts. This entitles us to be represented at the world's largest trade fair. What's more, our multi-channel distribution model means that, alongside our industrial customer business focusing on facades, we rely primarily on specialist retailers for the sale of our residential and outdoor ceramics and clinkers. Cersaie is and remains the leading trade fair for specialist retailers in Germany and worldwide. Also the fact that the fair is attracting more interest from architects and designers and the large international audience make Cersaie the all-round ideal presentation and discussion platform for us to demonstrate the full range of our expertise in the field of ceramic products and applications. So Bologna offers us some attractive prospects again."

**New position in "old" surroundings**

With a new stand concept, the Ströher Group will be exhibiting its brand and application-specific product ranges with the usual distinctive signature for the first time in Hall 26, Stand A182–B183. Under the slogan "Performed to nuance", the new products on show at the fair will demonstrate how the nuances of ceramics, a natural product, can be used to differentiate floors, walls and facades, giving them a subtle difference in effect. Alongside presenting its innovations, the company will be focusing on talking to and networking with business partners, customers and prospective customers.

**Residential and outdoor ceramics – outlook for 2020**

The residential ceramics brands Gepadi and Ströher Living are presenting their residential ceramics trends for 2020. The focus here is on new ranges, new surfaces and product upgrades, from XX Thin to XX Strong to XX Large. The Ströher brand is demonstrating its outdoor expertise in the field of patios and balconies with a new heavy ceramic flooring range.

**Clinker brick trends – expressive in Bologna too**

With its three new clinker brick slip ranges, Brickwerk, Brick 60 and Wasserbrand, Ströher is also presenting a performance-packed dynamic display of products in Bologna, in intense colour tones, old-style design details and aesthetic formats – from the traditional to the new – including what is currently the longest clinker brick slip format available on the market, measuring 60 centimetres.

**Signature ceramics and clinker**

The Ströher Group is a German ceramics company that operates worldwide and specialises at its Dillenburg site in the production and sale of signature ceramics and clinker, i.e. ceramic tiles and clinker brick slips with a distinctive character. The parent company Ströher has been one of Germany's leading manufacturers of extruded clinker brick slips for facades and frost-resistant outdoor ceramics for patios and balconies since 1884. The subsidiaries Gepadi and Ströher Living market fine stoneware lifestyle tiles for floors and walls in the residential ceramics business segment.

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