

Unterkulm, August 2020

Press release

The new KWC site is a modern office building with a large exhibition and training centre in the old foundry



The new KWC site in Unterkulm, Aargau



The old foundry: This is the beating heart of KWC

Since August 2020, KWC has been given a fresh new look. The KWC site in Unterkulm, in the Swiss canton of Aargau, has been completely renovated over the past few years. The result is a modern, attractive quarter. The new KWC tower stands right in the middle.

The seven-storey high-rise building in KWC Gasse 1 is one of the highest buildings in the region. The landmark at the huge entrance is an impressive 11 m-high fountain sculpture, a large reproduction of the iconic KWC ZOE faucet. With the noise of the water, accompanied by light in the evening, this massive statue gives this urban space personality, atmosphere and status. On the other side of the freshly naturalised Wyna river is the former production building for all KWC faucet collections „Made in Switzerland“.

New KWC world directly opposite

In September 2020, the entire administration department of KWC moved into the new premises opposite. The KWC tower has much more to offer than just office space: Here, an extensive KWC world spanning an area of 450 square metres comes to life.

The bottom four floors are home to the KWC faucet competency centre with a large exhibition, the museum and the staff restaurant „Wynagarten“ on the ground floor. The next three floors contain the new offices, designed according to the open office concept, which aims to promote exchange and communication alongside uninterrupted, focused working. The top floors are home to modern apartments.



AQUAKULM showroom

Behind the reception area, meeting rooms and a café-bar, the ground floor is dominated by the extensive AQUAKULM showroom, which is a core part of the business. Products and skills derived from 150 years of manufacturing features in the showroom. They illustrate the long tradition and innovative spirit which defines KWC.

In this generous space, visitors are taken from the water source to how water is used in kitchens and bathrooms, from the source to modern water stations in the home. They are immersed in the history of the Swiss brand in a multimedia, interactive and exciting presentation, get to know the individual production steps and can see the current faucet collections in harmonious installation situations. Here we can see the innovative expertise that has formed the basis for the company's successful development over several decades. A faucet library also provides background knowledge. The showroom is open to sanitary specialists, installers, architects and builders, as well as private individuals by arrangement.

Training centre in the old foundry – tradition with a new look

Innovative skills meet history and tradition in the old brick building. With a great deal of effort, the old foundry was moved by half a metre, lovingly restored in line with the specifications of the preservation order and integrated into the complex of new buildings as the only building left from the founding years. With its original exterior intact, it now houses the modern training centre where expertise and skills are passed on in interesting courses and presentations using multimedia support. With a practical orientation, this knowledge transfer takes place on workbenches in this space.

KWC Group Ltd.

KWC Group Ltd. is an international premium manufacturer of taps and comprehensive sanitary solutions. In 2022, the brands belonging to the corporate Group, which are KWC, Franke Water Systems, DEKO and DVS, began operating under the name KWC Group Ltd. The Group manufactures high-quality products for domestic consumers, (semi-)public institutions and the medical sector at eleven locations throughout Europe and Asia. KWC Group Ltd. combines more than 150 years of tradition and innovation with advanced expertise in technology and materials coupled with superior design. Sustainability, hygiene, safety and enthusiasm are among the values that best describe the Group. The headquarters of KWC Group Ltd. are in Unterkulm, Switzerland. The Group employs more than 1,000 staff worldwide.

Further information

KWC Group Ltd
KWC-Gasse 1
5726 Unterkulm
Switzerland

Phone +41 62 768 68 68
info@kwc.com
www.kwc.com

Contacts

KWC
Ramon Hendriks
ramon.hendriks@kwc.com
Phone +41 79 835 24 58

derks
brand management consultants
Klaudia Meinert
klaudia.meinert@derks-bmc.de
Phone +49 (0) 89 75 99905 - 11