* Blum unveils new brand promise of “moving ideas” at *interzum*
* Inspiring solutions at the 1,300 sq. metre (14,000 sq. ft.) trade show booth and in “Tiny Spaces” area
* Creative ideas for customers, wide range of products, diverse offering of suitable services

**Giving new inspiration and enabling customers’ ideas**

**Blum unveils new brand promise of “moving ideas”**

Hoechst, Austria - May 2019. **Blum’s new brand promise of “moving ideas” puts customers’ needs at the centre of its thinking. How are needs incorporated in product development? How can the Austrian manufacturer of fittings deliver solutions that move the market? And how will the company enable customers’ ideas? Blum will answer these questions and more and present new ideas and inspirations at this year’s *interzum*.**

Knowledge shared is knowledge multiplied! In line with this policy, Blum is keen to provide ideas and share its experiences and insights with customers from the furniture industry. To this end, the company offers a wide range of suitable fittings solutions - for conventional and extraordinary furniture concepts. In addition, the company supports manufacturers with services along the entire production process and value added chain, i.e. from selling, planning, designing, ordering, manufacturing and assembly to adjustment and setting.

**Ideas for living spaces of today and tomorrow**Blum carries out furniture surveys, identifies trends and shares insights with furniture manufacturers. For Blum, top quality products and services are based on ongoing dialogue with customers and partners. The manufacturer of fittings will make the most of its 1,300 sq. metre (14,000 sq. ft.) booth at *interzum* to present new product ideas and demonstrate how inspiring solutions can be translated into action. What is more, Blum will use the “Tiny Spaces” special exhibition to display innovative concepts in practical applications for different living areas, ranging from spacious to urban environments. This is how Blum wants to enable its customers to implement their own creative ideas.

**Shaping a new quality of living**  
One of the main objectives of the family-owned company is to work together with customers and partners to improve the quality of living of furniture buyers. Blum strives to enable beautiful, functional and long lasting products based on findings from its own requirement research.

Number of characters: 2.109 (incl. spaces), number of words: 323

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|  | (Photo: Blum\_IMG2617)  Blum will unveil its new brand promise of “moving ideas” at *interzum* 2019 |
|  | (Photo: Blum\_LBX0458)  Customers can implement inspiring solutions with ease - with Blum products |

**Reference number:** Blum\_Interzum 2019\_moving ideas

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| **JULIUS BLUM GMBH**  **Manufacturer and distributor of furniture fittings:**  Lift, hinge, pull-out and motion technologies supported by assembly devices and e-services  **Production sites:** 8 plants in Vorarlberg**,** additional sites in the USA, Brazil and Poland  **Employees:** 7,600 worldwide, 5,800 in Vorarlberg  **Turnover in the 2017/2018 financial year:** 1,839.42 mill. euros  **Share of foreign sales:** 97%  **Subsidiaries and representative offices:** 30  **Worldwide deliveries:** More than 120 markets around the globe  *As of: 1 July 2018* |