

Press release

RUF | BETTEN PRESENTS NEW CATALOG LESS IS MORE FOR THE ENVIRONMENT



Rastatt, 04.04.2023

RUF | Betten, the renowned manufacturer of upholstered and box-spring beds „Made in Germany“, proudly presents its new catalog with the „COLLECTION 2023/24“. This is available now and contains the product novelties, proven best-sellers and timeless classics.

RUF | Betten focuses on sustainability and environmental protection.

In the course of the brand relaunch, the catalog has been deliberately kept slimmer and clearer. This has reduced paper consumption and thus made a contribution to climate protection. The catalog has been conceptually restructured, with graphics and content tailored to the target group. Thus, savings have been made in terms of volume without, however, sacrificing large-scale motifs, important information and clearly presented technical details.

„We want to fulfill our responsibility for the environment and help customers make sustainable decisions,“ says Heiner Goossens, Managing Director of RUF | Betten. „Our passion is to offer high-quality products that not only look good and provide the best sleeping comfort, but are also produced in the most environmentally friendly way possible. That’s why we confidently stand by Germany as a business location.“

Alle Fotos: RUF | Betten
Textmenge: 2.332 Zeichen
Abdruck honorarfrei
Belegexemplar erbeten

Bilddaten-Anforderung

KRAFTJUNGS GmbH
Eberhard Wild
Medienplatz 2
76571 Gaggenau
Tel. +49 7225 50951-0
rufbetten@kraftjungs.de

Herausgeber

RUF | Betten GmbH
Im Wöhr 1
D-76437 Rastatt
Tel.: +49 7222 507-0
Fax: +49 7222 507-207
info@ruf-betten.de
www.ruf-betten.de

Inspiration for the end customer and support for the trade.

The new catalog features upholstered and box-spring beds in timeless design and first-class quality. The new products include innovative solutions for even better sleeping comfort as well as proven classics with the highest degree of customization. RUF | Betten works closely with renowned designers and experts.

The new catalog supports not only the inquisitive customer, but also the salesperson on the shop floor with a wealth of technical details and additional information. Interested customers can [request](#) the catalog directly from RUF | Betten or [download](#) it. The new catalog is flanked by numerous attractive online marketing measures that promote it and support dealers in sales.

The new catalog will be sent to retailers at the beginning of April to serve as a support for sales staff.

Alle Fotos: RUF | Betten
Textmenge: 2.149 Zeichen
Abdruck honorarfrei
Belegexemplar erbeten

Bilddaten-Anforderung

KRAFTJUNGS GmbH
Eberhard Wild
Medienplatz 2
76571 Gaggenau
Tel. +49 7225 50951-0
rufbetten@kraftjungs.de

About RUF | Betten

RUF | Betten stands for quality from Germany. With modern technology, creativity and a craftsman's understanding of quality, the company manufactures sought-after upholstered and box-spring beds at its Rastatt site in Baden-Württemberg. The idea of quality has a long tradition here and has been a trademark since 1926. Today, RUF | Betten is a national and international symbol for unique sleeping solutions and best comfort.

Herausgeber

RUF | Betten GmbH
Im Wöhr 1
D-76437 Rastatt
Tel.: +49 7222 507-0
Fax: +49 7222 507-207
info@ruf-betten.de
www.ruf-betten.de