**For everyone, everywhere: Blum at interzum 2025**

**Around the world in 80 minutes at our trade fair stand**

Hoechst, Austria, May 2025. **Inspired by Jules Verne, visitors to Blum’s stand at the interzum 2025 trade fair were taken on a trip around the world in just 80 minutes. Among the belongings packed by the Austrian manufacturer of fittings for this extraordinary journey were new products for all living spaces, useful services and international trends.**

Blum previously showcased different living environments for a range of living situations at interzum 2023 under the motto “FOR EVERYONE”. The objective was to present inspiring ideas for practical furniture for all requirements and any budget at the world’s leading trade fair for furniture manufacturing in Cologne. This year, the company expanded the concept of its stand, adding the aspect of “EVERYWHERE”. After all, at Blum, we make solutions for everyone, everywhere, in every corner of the globe and for every living area.

**Thinking outside the box**  
“As a global company, we are always thinking about different living habits and requirements. In some cases, this requires us to find tailored solutions or even to rethink our existing products for new applications. This means it is important to think outside the box and really listen to our customers,” explained Philipp Blum, Managing Director of the Blum Group, before elaborating further: “With this in mind, we drew inspiration for our trade fair stand from our customers around the world. Our aim was to inspire visitors to our stand in the same way and trigger some interesting discussions.”

**International inspiration**   
From a large American kitchen to a compact bathroom for big Asian cities to practical wardrobes for European fashionistas, interested attendees were given the chance to discover ideas and furniture, inspired by real-life applications from all around the world. The world tour at Blum’s stand took just 80 minutes and the stand was split into three different sections. Kitchens and bathrooms were divided into three focal areas: “Inspirational Design” for inspiring furniture, “Creative Design” for creative and practical applications and “Effective Design” for extra-efficient living solutions. Living rooms and bedrooms – with the new PLICOBOX box system – were presented in their own area. These living spaces were complemented by key topics in the box segment, as well as services and practical assembly devices from Blum. There was also space for concept studies on potential future innovations, and visitors were invited to give their feedback on these ideas too.

For more information and a “travel report” in due course, please go to [www.blum.com/explores](http://www.blum.com/explores)

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|  | (Image: Blum\_interzum2025)  For everyone, everywhere – Blum’s motto for interzum 2025 |
|  | (Image: Blum\_REVEGO0231)  Visitors were given the opportunity to discover different living environments and relevant furniture solutions from Blum – such as REVEGO, shown here as a walk-in wardrobe. |
|  | (Image: Blum\_Philipp\_Blum)  Managing Director and Owner Philipp Blum |

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| **JULIUS BLUM GMBH**  **Manufacturer and distributor of furniture fittings:**  Lift, hinge, pull-out, pocket systems and motion technologies supported by assembly devices and digital services  **Production sites:** 8 plants in Vorarlberg**,** additional sites in the USA, Brazil, Poland and China  **Employees:** 9,300 worldwide, 6,600 in Vorarlberg  **Turnover in the 2023/2024 financial year:** 2,297.16 million euros  **Share of foreign sales:** 98%  **Subsidiaries and representative offices:** 33  **Worldwide deliveries:** more than 120 markets around the globe  *As of 1 July 2024* |