



Bette stands for high-quality bathroom elements made of glazed titanium steel, characterised by impressive design and craftsmanship precision.

## HOW BETTE BENEFITS FROM BATHROOM PLANNING DATA

Bette GmbH & Co. KG is a family-owned company based in Delbrück, Germany. Since 1952, it has been developing and manufacturing high-quality bathroom elements made of glazed titanium steel. With bathtubs, shower trays, and washbasins "Made in Germany," Bette combines architectural precision, durable material quality, and a clear commitment to sustainability. To showcase these premium products effectively throughout the design and implementation process, Bette increasingly relies on digital bathroom planning data. This forms the foundation for efficient collaboration between manufacturers, planners, and the trade – and opens up decisive competitive advantages in an increasingly digitalised industry.

### ■ Relevance

#### Bathroom planning data with added value for planners, trade, and customers

Manufacturers like Bette face the challenge of making their high-quality products not only visible in showrooms or catalogues but also tangible in digital planning processes. Standardised 3D objects are the key: digital bathroom planning data represents much more than pure 3D geometry. They allow products to be planned in various configurations, ensure a compelling presentation through photorealistic visuals, and enable international reach through multilingual catalogues.

At the same time, established 3D standards ensure high compatibility across different systems, while targeted catalogue distribution allows flexible market control. It is clear: digital bathroom planning data delivers more than just technical competitive advantages. It is strategic – as Bette's example demonstrates.



The freestanding BetteLux Oval Couture washbasin brings together the unique advantages of glazed titanium steel with a refined textile feel.

## ■ Data creation

# How digital bathroom planning data is created at Bette

The creation of standardised bathroom planning data follows a clearly defined process that makes optimal use of existing product data and leads step by step to planning-ready 3D objects. For Bette, this means maximum efficiency, data security, and seamless integration into digital planning processes.

## 1. Using existing design data

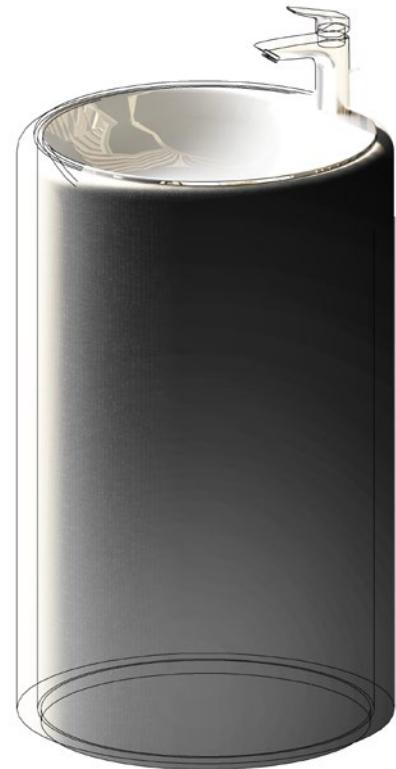
As a starting point, Bette provides Palette CAD's object development department with an Excel file containing relevant product information as well as existing STEP files (STEP files – Standard for the Exchange of Product model data, or .stp files – are a standardised format for exchanging 3D CAD data and product details across systems). In doing so, Bette reuses its existing 3D design models originally created for product development. This highlights the advantage of consistent digitalisation: existing data serves as a foundation and does not need to be recreated.

## 2. Creation of 3D bathroom planning data

Based on this material, Palette CAD creates the standardised 3D bathroom planning data. All information relevant for planning is integrated – but only to the extent required by planners. This ensures that unnecessary detail or confidential design information is not disclosed externally.

## 3. Quality assurance and approval

After the data has been created, Bette receives an overview for review and approval. The dataset is also verified and approved by ARGE Neue Medien (a German industry association for standardised product data in the sanitary sector) to ensure compliance with all standards for bathroom planning data. This guarantees the highest level of reliability and quality.



Based on existing design data, the Palette CAD team creates standardised 3D bathroom planning data.

Image: Palette CAD

## 4. Distribution across all relevant channels

- Once approved, the data is made widely available: directly in Palette CAD via a catalogue update for all users.
- Through ARGE Neue Medien, the data can be used in nearly any sanitary software. This allows HVAC businesses and bathroom planners to access reliable planning data for Bette products, integrate them into their designs, and present them to customers.
- Targeted distribution to wholesalers and partners enables strategic control of sales and market presence.

**“Thanks to the ARGE standard format, we know our products are correctly and consistently available across all common planning systems. That gives us confidence and opens up great market reach.”**

**Sven Rensinghoff**

Head of Marketing & Product Management at Bette

## 5. Continuous updates

Even after the initial release, the process remains dynamic: Updates and new product information are passed from Bette to Palette CAD's object development team. This ensures that the data is always up to date, allowing planners to work with accurate information at all times.

**“For Bette and other manufacturers, we see ourselves not just as a service provider but as a long-term partner for reliable data creation and sustainable digitalisation solutions.”**

**Andreas Rupp**

Andreas Rupp, Head of Object Development at Palette CAD.



**“Working with Palette CAD makes the entire process very straightforward for us. We provide our existing design data – and within a short time, planning-ready 3D objects are created that are precisely tailored to our needs.”**

**Sven Rensinghoff**  
Head of Marketing &  
Product Management at Bette

## Result

### Benefits across several levels

The introduction of standardised digital bathroom planning data brings Bette numerous measurable benefits – both externally (sales, customer engagement, market positioning) and internally (efficiency gains and process reliability).

### New sales opportunities

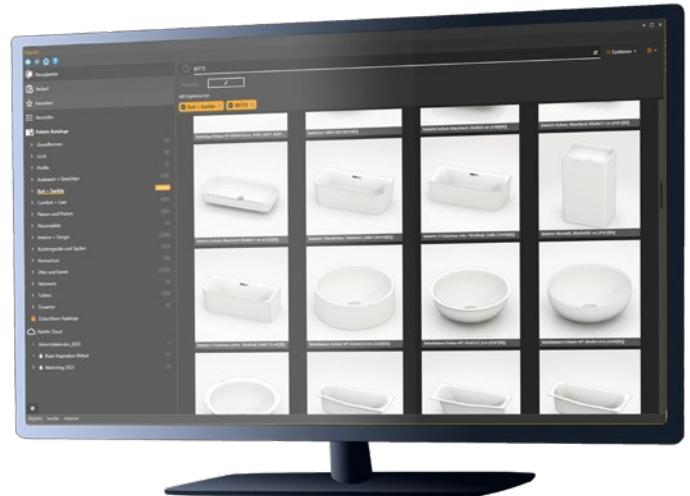
With the digital availability of product data, new sales channels open up – from online retail to wholesale and skilled trade businesses. Bette products are represented in all major 3D planning software solutions and can be directly integrated into consultations and quotations.

### Higher customer satisfaction and a stronger brand image

For end customers, professional integration into the planning process creates a realistic experience – thanks to brilliant high-end photorealistic rendering. Products can be visualised directly in their own bathrooms and inspire customers to move forward with the project. This increases customer satisfaction while strengthening Bette's image as an innovative premium brand.

**"When end customers see their future Bette bathtub photorealistically in the planning, it creates real excitement. That makes our brand tangible and helps our partners inspire enthusiasm among customers."**

**Sven Rensinghoff**  
Head of Marketing & Product Management at Bette



Once approved, the 3D bathroom planning data is made available to all Palette CAD users via a catalogue update.

**From 3D to AR:  
Experience instead  
of just seeing**

From digital 3D bathroom planning data, Augmented Reality (AR) objects can easily be generated. With a simple QR code, customers can experience products directly in their own space – realistically, interactively, and in the right size. This opens new marketing and sales opportunities for manufacturers: from showroom to smartphone, and even into the customer's bathroom.



With Palette CAD, planners and trade professionals always work with the most up-to-date original data and showcase it effectively in their designs.

## Efficiency and reach through internationalisation

With multilingual catalogues and standardised data formats, internationalisation becomes significantly more efficient. Manufacturers and partners can work worldwide with the same data foundation, without redundant adjustments or translations.

## Maximum flexibility for additional target groups

Data from Palette CAD can be exported into numerous formats such as DXF or DWG, making them easily usable for architects and other planning disciplines – another multiplier for reach and product visibility.

## Master data integration for maximum competitive advantage

A particular benefit arises from linking bathroom planning data with the ZVSHK Open Data Pool and the direct master data connection in Palette CAD.

### ■ Comprehensive product information:

Planners can access original article numbers, installation guides, images, and product details directly from Palette CAD – without media discontinuity.

### ■ All variants available:

Especially for the wide range of Bette products, master data integration ensures precise identification of each variant. This provides the perfect foundation for creating accurate quotations.

### ■ Seamless ERP integration:

Interfaces allow direct transfer of data into the trade company's ERP system. Quotes can thus be calculated with actual prices, and orders triggered directly.



Image: Palette CAD

**“** The greatest advantage of the master data integration is that planners can access comprehensive and constantly up-to-date product information at any time. This ensures that every design is not only visually effective but also completely reliable in terms of content. As a result, bathroom planning becomes not only an emotional sales experience but also an efficient, seamless business process.

**Andreas Rupp**  
Head of Object Development  
at Palette CAD

## Conclusion

## Digital strength, real impact

By providing digital bathroom planning data, Bette makes the quality and precision of its products tangible in the digital space – and demonstrates how sanitary manufacturers can benefit in multiple ways: gaining flexibility in planning, increasing product visibility, and strategically managing market approaches. In an increasingly digital industry, this secures a clear competitive edge.



**BETTE**

### ABOUT THE COMPANY:

Bette GmbH & Co. KG | 33129 Delbrück | Germany  
[www.bette.de](http://www.bette.de)

Bette is a family-owned company from Delbrück in Germany that has been manufacturing premium bathroom elements made of glazed titanium steel since 1952. At its site, bathtubs, washbasins, and shower trays are created with precise shaping – made for long-lasting quality, functional design, and inspiring bathroom architecture.



## LIVE DEMO

### GET TO KNOW PALETTE CAD: ONLINE, LIVE, IN PERSON

During a live demo, you will receive a **free introductory session** on the CAD software Palette CAD. You will get an overview and have the opportunity to ask all your questions about CAD planning and CAM handover. **In just 30 minutes**, the key features and solutions for presentation, planning and production will be presented to you.

[Get in touch now.](#)

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