
BW
BESPOKE
WORKS
2026/2027
AI GENERATED
CRAFTED TO MAKE
THE MOMENT YOURS
70 Years BW Bielefelder Werkstätten





BW
BESPOKE WORKS

Seventy years ago, my father Heinz Anstoetz founded BW Bielefelder Werkstätten. The vision was to expand the portfolio of JAB ANSTOETZ, a textile publishing house founded in 1946, to include upholstered furniture and to offer our customers a holistic approach to home living.

Then as now, our actions are shaped by the awareness that home is not simply a place, but also a feeling. To mark the 70th anniversary of BW Bielefelder Werkstätten, we are giving this feeling a new context. Our commitment to quality remains absolutely unchanged. With our new brand claim, ‘Bespoke Works’, we are highlighting the craftsmanship and design individuality of our furniture more than ever before. ‘Bespoke’ is synonymous with uniqueness and sustainable luxury.

You can really feel this uniqueness! Every seam, crafted with years of experience; every backrest, masterfully upholstered using the finest materials; every fabric that truly brings our designs to life. You have to experience a piece of BW furniture to understand just how much specialist knowledge, time and passion goes into every single piece.

With the reshape, we are taking the BW Bielefelder Werkstätten brand in a new direction. Join us on this journey and discover upholstered furniture that embodies the conscious experience of the moment, through our new products and collections.

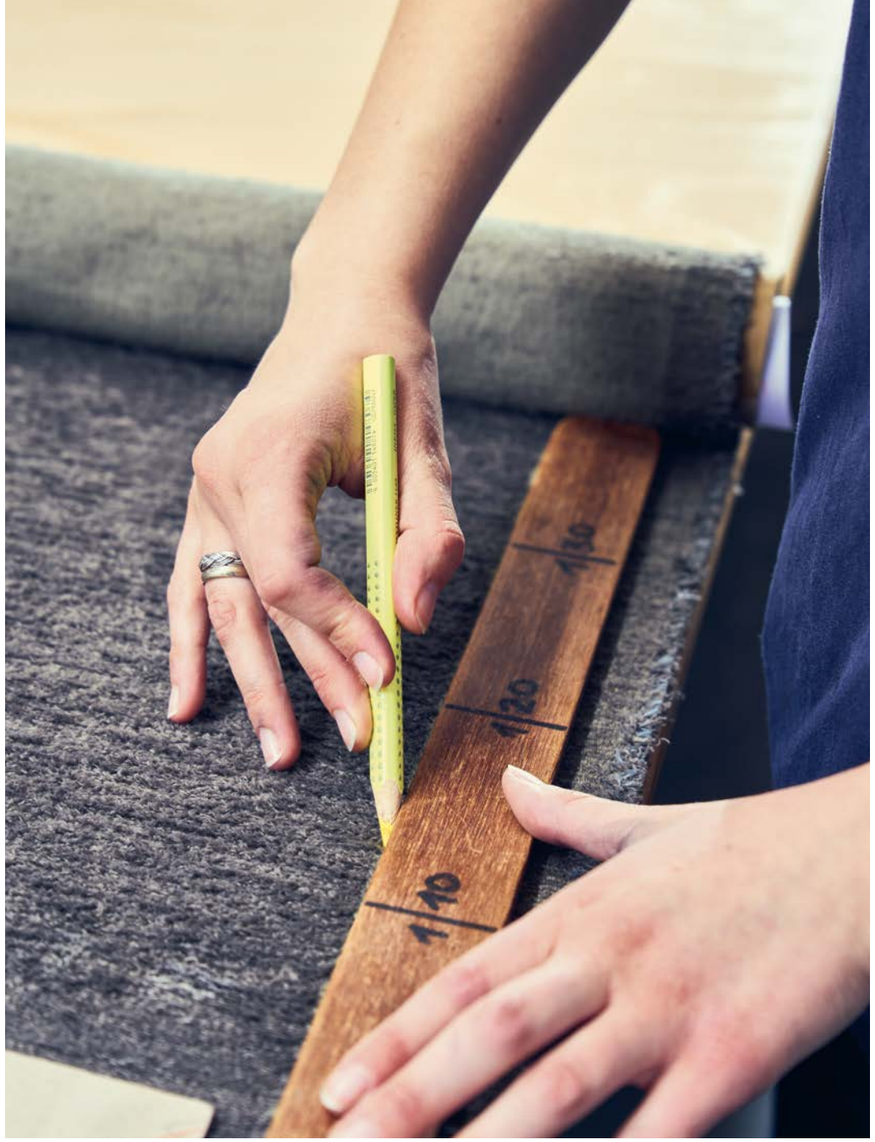
I am delighted to celebrate the past and look ahead to the future with this new issue of our BW magazine.

Enjoy reading it!

Yours sincerely,
Claus Anstoetz

ROOTED IN CRAFT

From an upholstered furniture manufacturer to a home furnishing brand: over the 70 years since their foundation, the BW Bielefeld Werkstätten have continued to evolve. As part of this, they are now placing greater emphasis on new markets.



Seeing a piece of furniture, feeling its materials, taking a seat—and immediately experiencing what true quality really means. At BW Bielefelder Werkstätten, this experience has been as integral to the brand for 70 years now as the backrest is to a sofa. Here, artisanal precision, comfort, and design form a seamless whole. Then and now.

BW's history is closely intertwined with the Anstoetz family. Together with his brother Stephan, who serves as managing partner, and Chris-Jacob Schminnes, Claus Anstoetz leads the JAB ANSTOETZ Group, which also includes BW Bielefelder Werkstätten. The brand was founded in 1956 by their father, Heinz Anstoetz. It didn't come out of nowhere: Heinz Anstoetz had launched it as a complement to the textile publishing house JAB ANSTOETZ, which he had taken over shortly before following the death of his uncle—at just 25 years old. "Back then, the company was still relatively small, with only 29 employees," says Claus Anstoetz.

"My father asked himself: How can I better showcase an upholstery fabric?" The answer: by building furniture. That's how BW Bielefelder Werkstätten came into being—in a sense, as a form of self-promotion—and went on to successfully make a name for itself in the upholstered furniture industry over the following decades.

Production is exclusively made-to-order and, to this day, takes place entirely in Bielefeld. The focus on craftsmanship is not a nostalgic throwback, but an integral part of BW's DNA. The individual parts of the furniture are screwed, doweled, and glued together—not stapled, as is often the case today. Production is carried out in-house from start to finish.



SOURCE OF WOOD
The wood used by BW comes from regional forests and is processed by hand in the woodshop.



This means: “The upholsterer who starts working on a piece of furniture is also the one who finishes it.” As a result, each piece takes on its own personal touch during the crafting process. In the end, it receives a certificate signed by the upholsterer who made it. The materials also come from the region. “That’s one of the principles we’ve followed since our founding.”

While the commitment to quality remains unchanged, BW has continuously refined its design language. After all, lifestyles and aesthetic sensibilities have changed—and BW Bielefelder Werkstätten has evolved with them. “But of course, without losing our DNA,” explains Claus Anstoetz. Today, the brand stands for a modern, more international design language.



BIELEFELD
Since 1956, the company headquarters and showroom have been located at Potsdamer Straße 180. The facility has undergone repeated expansions, such as the modern high-bay warehouse, which was completed in time for the anniversary.



Build by hands that care.



Comfort remains the ultimate priority. “Now with a very timeless look.” BW has long been present beyond the German-speaking world and the Netherlands. Now, the brand aims to open itself up even more to new markets. “We also want to grow internationally.” To that end, BW is not only refining its signature style but also expanding its product range. More contemporary and cosmopolitan, yet still firmly rooted in what defines the brand: quality, comfort, and artisanal craftsmanship in Bielefeld. “In recent years, we’ve evolved into a home furnishings brand that no longer encompasses just upholstered furniture, but also tables, beds, lighting, and accessories—the full range.” A successful newcomer at BW is NIMBO, a series of organic furniture with flowing lines, designed by Lucie Koldova and launched two years ago. The armchair was the first to hit the market; now there’s also a sofa and a dining chair. “NIMBO is in high demand. It could become our new classic.” Claus Anstoetz believes in it himself: he has just furnished his entire home with NIMBO.

70 YEARS BW

Happy Birthday!

BW Bielefelder Werkstätten is celebrating its 70th anniversary and is being honored by its designers.

70 Jahre BW !!!
Wie viele Leute seither täglich in ihren Wohnungen stehen müssten, wage ich mir gar nicht vorzustellen.

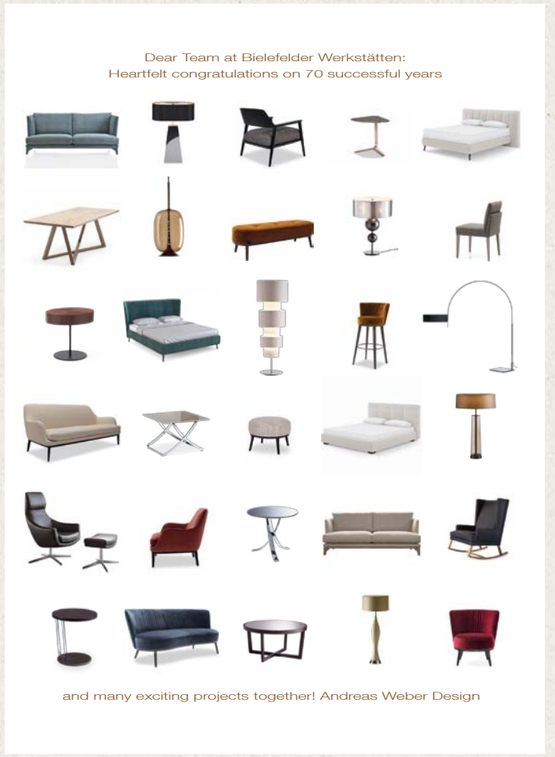
Viele Grüße
Georg Appeltshauser

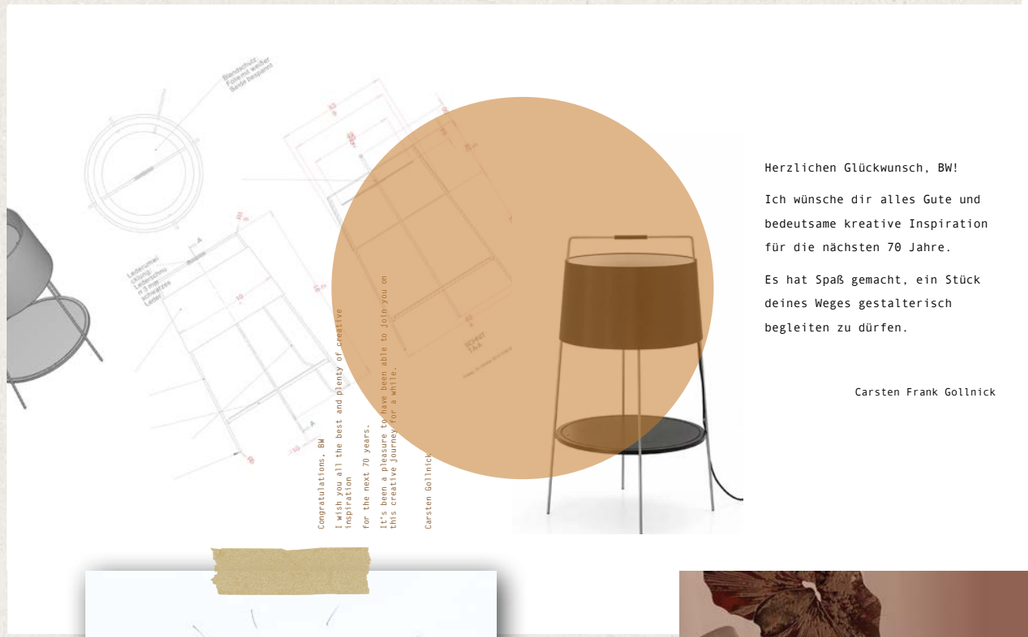






JOACHIM NEES





Herzlichen Glückwunsch, BW!

Ich wünsche dir alles Gute und bedeutsame kreative Inspiration für die nächsten 70 Jahre.

Es hat Spaß gemacht, ein Stück deines Weges gestalterisch begleiten zu dürfen.

Carsten Frank Gollnick



Werner Aisslinger





70 JAHRE BW

Pörtschach, Juni 2026

Liebes BW-Team,

als Designer denkt man oft über Linien nach – über Worte, Produkte, Formen, Proportionen, Materialien, Farben und Funktionen.

Wenn ich an BW denke, fallen mir jedoch zuerst die Menschen ein.

Sie sind für mich das größte Zeugnis von BW. Menschen, die zuhören. Menschen, die diskutieren. Menschen, die eine Idee Zeit geben. Menschen, die den Mut haben, Dinge zu hinterfragen und gemeinsam nach der besten Lösung zu suchen.

Wenn ich an die vielen Begegnungen über die Jahre denke, denke ich an Reinulf, Matthias, Claus, Vincenza, Frauke, Andreas, Fabienne, Austrete, Andreas und viele andere! Immer freundlich, offen, wertschätzend und herzlich willkommen. Dafür noch: Respekt, weil es nicht vor einem Perfektionsanspruch, der Unternehmenskultur Werkstätten. Ich habe voll. Den Ton fühlt jeden Tag. ist bei BW sowie ab- sondern schafft, stehen. Die Z Entwürfe beim Feld in Entwürfe Dinge nicht einfach ich fasse wie eines Besonderes Gänge, sondern die Zeitgeist bis in mit Vorfreude nach ist die Art und Qualität, für Dauer. Lagerplatz die Familie. Und los die Produkte gute Diskussionen, die für Details. Die der Ergonomie, richtige zu wollen. Wenn, Ideen, Die Leidenschaft das. Und schnell, sondern die Drehfeld.

In einer Welt, in der vieles immer schneller und kurzlebiger wird, steht BW für etwas, das Zeit braucht, an dem Qualität wichtiger ist als Geschwindigkeit, und Überzeugung wichtiger als Trends.

70 Jahre sind in der Branche eine Auszeichnung für sich! Sie stehen für kluges unternehmerisches Denken, für Beständigkeit und zugleich für die Fähigkeit, sich immer weiterzuentwickeln. Sie stehen für Handwerk, Präzision, Liebe zum Detail, den Produktionsstandort Deutschland und für die Wertschätzung der Menschen, die hinter den Produkten stehen.

70 Jahre sind deshalb nicht nur eine Zahl. 70 Jahre sind Ideen, die Form angenommen haben. Räume, die geschaffen wurden und zu Heimat sind. Möbel, die Menschen über viele Jahre begleiten und mit Erinnerungen verbunden sind.

Euch allen gilt mein herzlicher Glückwunsch. Und mein Dank!

Auf die nächsten 70 Jahre!



70 Jahre BW

Als Designer arbeiten wir oft viele Monate an einem Entwurf. Man zeichnet, verwirft, diskutiert und sucht nach der einen Idee, die Bestand haben kann.

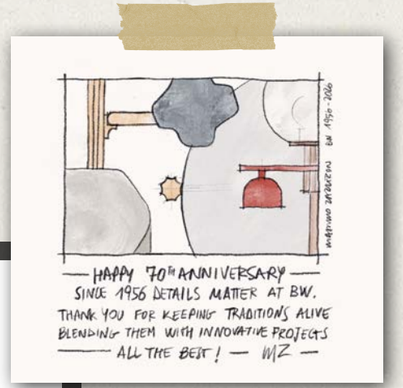
Für BW Bielefelder Werkstätten ging es dabei nie darum, etwas Lautes oder Kurzlebiges zu entwerfen, sondern Möbel zu schaffen, die Menschen über viele Jahre begleiten.

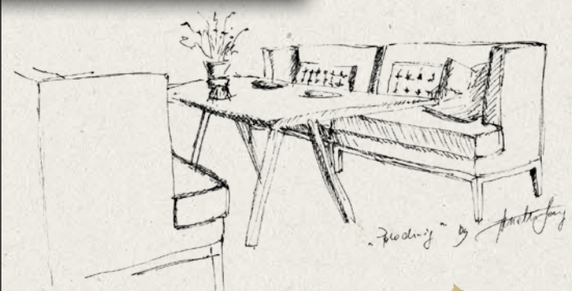
Der CARA Stuhl entstand aus genau diesem Gedanken: Komfort, Handwerk und eine klare Form zu einem Möbel zu verbinden, das selbstverständlich wirkt – als hätte es schon immer dazugehört.

Nach 70 Jahren steht BW noch immer für diese besondere Verbindung aus Qualität, Haltung und Beständigkeit – Eigenschaften, die heute vielleicht wertvoller sind denn je.

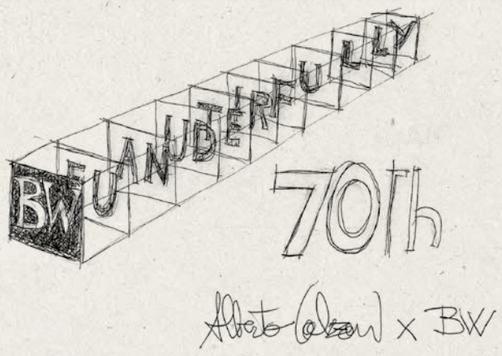
Herzlichen Glückwunsch zu 70 Jahren BW Bielefelder Werkstätten – und auf viele weitere Möbel, die bleiben.

Designschneider









NOVELTIES



DESIGNED TO CONNECT



Designer Werner Aisslinger

NOMADS LAND

This man is one of our country's most important internationally active designers: At Studio Aisslinger, Werner Aisslinger designs not only furniture but also interiors, entire buildings, and futuristic scenarios. His works, which combine lightness and foresight, are featured in the world's largest museum collections. In this interview, the Berlin-based designer talks about his current sofa project, which he is carrying out in collaboration with BW, describes what defines a typical Aisslinger piece, and explains how to design the ideal sofa.

What are you currently working on?
We're essentially running two offices at the same time. We have a small team for our product design and a larger team dedicated to interior design projects. In this area, we're bringing hotels and residential projects to life and are currently working in twelve countries around the world. It's a tough business—internationally, the deadlines are tight. That means a lot of stress for everyone in the office and for me, too. Last week we handed over a hotel in Copenhagen; this week, one in Berlin. We're always working on about 20 projects at the same time. So it's not unusual for me to be working late into the evening. That's actually how it's always been for me.

Were you in Hamburg today for a photo shoot of the new BW sofa?



Yes, it's always exciting to see the finished prototype for the first time. The new sofa consists of a slim frame onto which the cushions are placed and leaned against. In the pictures, you can see the beautiful taper of the shell and the waffle-like texture of the cushions. The shell principle dates back to the 1960s. Back then, plastic shells were used as frames. I wanted a fabric-upholstered substructure featuring high-quality craftsmanship and manufacturing. The sofa can be assembled from different modules, even forming a circular arrangement. With modular designs, there's always the challenge that you don't want to sit where two modules meet. Our sofa creates a seamless surface. You can barely tell where one module begins or ends. It was important to us to be able to create many variations and configurations using just a few modules.

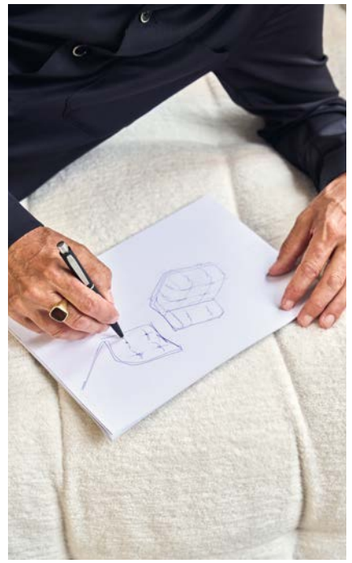
And what exactly does this sofa feel like?
We've chosen a very beautiful fabric, it's cozy and plush. That's exactly what's popular right now. The seat depth is very generous, which creates a cozy atmosphere. The shallower the seat depth, the more—to put it bluntly—you feel like you're sitting on a waiting room bench at a government office. And the greater the seating depth of the sofa is, the more likely you are to stretch out your legs, sit cross-legged, and make yourself comfortable. In the '70s, sofas were pieces of furniture designed for socializing. When I was a child, we'd invite guests over and eat canapés on the sofa. Today, you cook for your guests and sit with them at the dining table. The sofa has become a piece of private furniture, a place of retreat.

"The sofa has become a personal piece of furniture, a place of retreat."

It's less of a place to entertain guests at home. Our new BW sofa is designed for this private retreat, but also for offices, hotels, lobbies, or even a spacious home.

What generally makes an object "typically Aisslinger"?
I try to design archetypes. For me, an archetype is a minimized, stripped-down object that still possesses a soul, a life of its own, and a personality. I don't create anything purely decorative—that's just not who I am. I make things that go back to the essence of the object, whether it's a chair, a clock, or a sofa. In other words, I try to bring out what's essential. That kind of typology you have in mind when you think of a sofa—one where nothing is excessive, yet the object's soul hasn't been lost. Applied to a sofa, that would be a platform where you feel comfortable, that exudes a certain coziness, and that works for different generations.

And how did the collaboration between you and BW come about?
Over the past few years, I've worked with the JAB ANSTOETZ Group to develop carpets, fabrics, an acoustic system, and even



a sofa. Now BW has reached out again and asked if I'd be interested in a new joint project. And I was. There are few collaborations like this one that just keep working so smoothly time and time again. I get along very well with the whole team, and the owner, Claus Anstoetz, is a great guy, too.





SOFA
NOMAD
A distinctive feature is the slim, contoured, and upholstered backrest that encases the individual sofa modules. This allows the seat and back cushions to rest against it casually.

“The sofa can be assembled from various modules to form a circular arrangement.”





DESK
SUPREME
Back to work! This elegant desk is now also available with an ash wood finish.

DINING TABLE
NIMBO
Lucie Koldova's successful collection is expanding to include an inviting centerpiece for the dining area. Available in oak or walnut.





DINING CHAIR
NIMBO
Completes the look: the dining chair, available with various fabric and base options.



COFFEE TABLE
HEXA
Whether in Beluga Gray, Platinum, Marsala, or gold leaf, HEXA's ceramic surface creates an iridescent play of colors in two heights.



COFFEE TABLE
OCTO
The terrazzo inlay in the shape of a horizontal figure-eight breaks up the clean surface of the OCTO side table and gives it an unmistakable identity.

ARCH LAMP
LEVANTO
A delicate linen shade in beige or black bathes the room in warm, diffused light—supported by LEVANTO's elegant matte bronze arch.



Sense and Sensibility

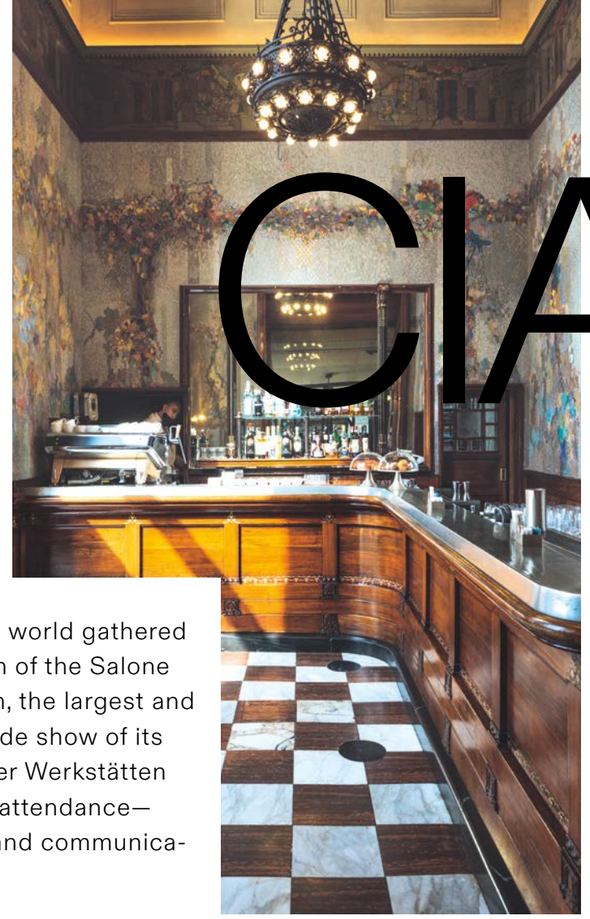
As our daily lives become increasingly digitized, the need for materials that can be experienced through the senses is growing. In interior design, this quality emerges above all through interaction: Only when furniture, fabrics, and rugs are coordinated—when different surfaces, textures, and tactile qualities enter into dialogue with one another—does a space develop its unique atmosphere. As part of the JAB ANSTOETZ Group—The Design Company, BW Bielefelder Werkstätten can draw on textile expertise and take a holistic approach to interior design. This is evident in the new “Fluffy Fellows” carpet collection from JAB Anstoetz Flooring. Four faux fur styles bring a wide variety of textures into play—from fine and fluffy to long-fringed, thickly curled, or two-tone patterned. Fifteen color options range from natural shades to burgundy, olive green, and rust brown. The trend toward distinctive textures is more than just a matter of comfort. It represents a newfound focus on materials, surfaces, and their impact on a space.



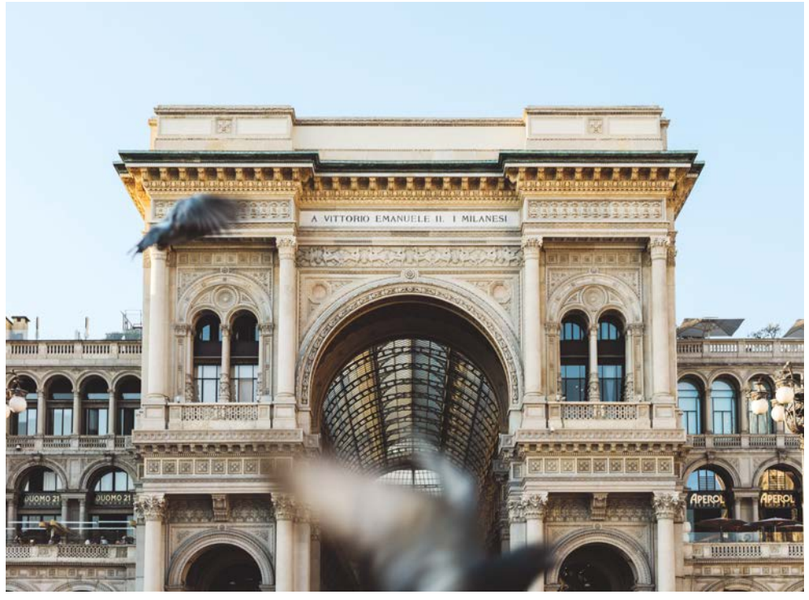


FAIR NEWS

CIAO MILANO



In April, the design world gathered for the 64th edition of the Salone del Mobile in Milan, the largest and most important trade show of its kind. BW Bielefelder Werkstätten was once again in attendance—with a new booth and communication concept.







Tradition Meets Innovation: Since 2011, BW Bielefelder Werkstätten has been exhibiting at the Salone del Mobile in Hall 11—surrounded by the world's most renowned furniture brands. This year, approximately 316,000 visitors gathered at the Rho Fiera exhibition grounds. Once again, the BW booth served as a vibrant meeting place for industry professionals, retailers, and long-standing partners. At the same time, the 2026 trade show appearance marked an important milestone: With a new logo, the claim "Bespoke Works," and a revamped booth concept, the brand is sharpening its profile. Modernization and repositioning are the focus of this rebranding. With its "Bespoke Works" claim, the new logo anchors the brand in the international premium segment. "Bespoke" stands for custom-made, one-of-a-kind pieces—the opposite of mass-produced goods—and at the same time literally showcases the commitment to excellent craftsmanship at BW Bielefelder Werkstätten.

BW
BESPOKE
WORKS





The secret star of the booth was NIMBO, which was showcased in a spacious sofa version, among other pieces. Rugs, tables, and lighting rounded out the interior concept. Designers Lucie Koldova and Claus Anstoetz at the Salone del Mobile.

A matter of Salone.

LIVING

LIVING IN STYLE



SOFA
CUBE LOUNGE
Clean-lined and versatile—CUBE LOUNGE can be transformed at will into a cozy lounging area, a social lounge, or a spacious movie theater.



SOFA
NIMBO
What's it like to sit on clouds? We don't know. But we believe that the NIMBO sofa, with its soft upholstery and flowing form, comes very close.

ARMCHAIR
NIMBO
Matching the sofa (left): the NIMBO armchair, optionally available with an innovative swing mechanism.

SIDE TABLE
TOFFEE
The back-painted glass top in ivory or black and the color-coordinated MDF base give the TOFFEE side table its calm, elegant presence.

LAMP
SOHO
The chintz-upholstered shades in black/dark brown or cream white/ white give the SOHO lamp its distinctive touch.







SOFA
LONG ISLAND
A cozy reading nook or a social lounge? Thanks to its various elements, the LONG ISLAND sofa—which is clear-to-floor—can be anything you want it to be.

SOFA
SOULMATE
A distinctive frame, voluminous cushions, and countless combinations: The SOULMATE sofa from the architectural label GRAFT combines striking design with urban casualness.





ARMCHAIR
POLO COCKTAIL
Looks great on its own, but also pairs well with others of its kind. A 360° swivel function is available as an option for the POLO COCKTAIL armchair.

SOFA
INSPIRATION
Various seat depths and widths, along with different armrests and legs, ensure maximum design flexibility with the INSPIRATION sofa.





SOFA
SPIRIT
Thanks to its delicate frame, the large cushions of the SOFA SPIRIT seem to almost float.

ARMCHAIR
DARON
Not only does it look good, but the DARON armchair also impresses with its inner qualities, such as a clever reclining mechanism.

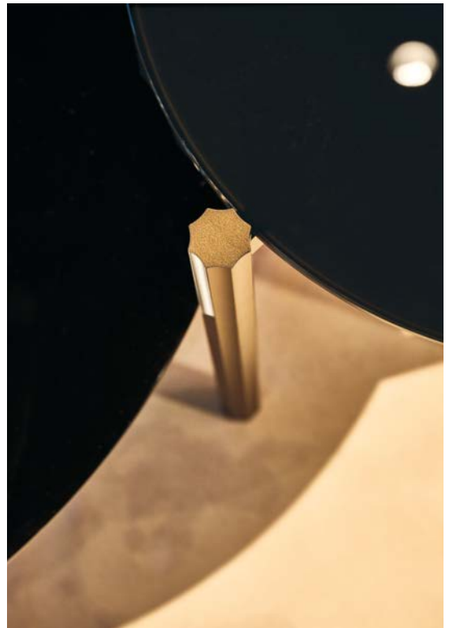


HOTSPOT IN HAMBURG

When furnishing a space with high-quality upholstered furniture, fabrics, and rugs, inspiration and expert advice are essential. Both are available to business and private customers of the JAB ANSTOETZ Group in the company's exclusive flagship showrooms. One opened this year in Hamburg's Springer Quartier. The entire brand portfolio is showcased there across a space of just over 550 square meters. Semi-transparent curtains artfully divide the high-ceilinged space into cozy living areas. Sofas, beds, and dining sets invite visitors to sit down, try out the furniture, and touch the materials. A highlight is the hand-tufted ICONS carpet collection, displayed in elegant gray compartments and drawers. A staircase leads up to the gallery—or rather, the "fabric paradise," where scarves and swatch books await to suit every taste.







DINING



SPECIAL MENU

DINING CHAIR
SOULMATE
Opposites attract:
The striking legs of the
SOULMATE DINING
chair harmonize with
its soft seat cushions.





DINING CHAIR
HEAVEN
The ergonomic backrest
of the HEAVEN DINING
chair ensures heavenly
seating comfort.

LAMP
YAKIMA
With its pleated structure,
YAKIMA is both a light fix-
ture and a design object.



SHELF
JUNO
The perfect showcase for books and decorative items: the JUNO shelf.







CHAIR
POLO COCKTAIL
It reinterprets the mid-century style: the POLO COCKTAIL looks great as both a dining chair and a bar stool.

TABLE
ROXY
Monochrome or a mix of materials? Subtle colors or bold hues? With ROXY, the choice is yours!

LET'S TALK DESIGN

His talent for textile design was discovered as early as elementary school; today, Pascal Walter is Head of Design at JAB ANSTOETZ Fabrics. During an interview at the new showroom in Hamburg's Springer Quartier, he talks about the development of upholstery fabrics, current trends, and why mohair velour is so popular right now.



Textile designer Pascal Walter

Mr. Walter, what's wonderful about your job?
What's wonderful is that we develop a product that people consciously choose. That we make something customers bring into their homes—something they can really connect with. Upholstery fabrics, in particular, give me an incredible sense of comfort. Feeling safe and secure at home is more important now than ever.

BW Bielefelder Werkstätten is celebrating its 70th anniversary this year. What is it like to help shape the future of such a long-standing family business?
It's great to be able to shape the future and play an active role. What's particularly exciting about the JAB ANSTOETZ Group is the connection between the various companies. Josef Anstoetz started out with fabrics 80 years ago. Ten years later, his nephew Heinz Anstoetz founded the furniture workshops. This created a wonderful synergy bet-ween JAB ANSTOETZ's expertise in fabric sourcing and BW's craftsmanship in upholstered furniture.

DOUBLE ANNIVERSARY
This year, the textile publisher JAB ANSTOETZ is celebrating its 80th anniversary, and BW Bielefelder Werkstätten is turning 70.

BW offers a wide variety of models, such as the curvy NIMBO collection by Lucie Koldova or the brand-new, more cubic NOMAD sofa by Werner Aisslinger. How do you find the right upholstery fabrics for these different styles?
Of course, there are fabrics that work better on rounded furniture, and others that are better suited for boxy pieces. But our manufacturing process makes it possible to use almost any fabric on any piece of furniture. Last year, for example, we upholstered a NIMBO sofa with a new fabric from JAB ANSTOETZ Fabrics, which is slightly more elastic than the standard fabric. That's why it had to be sewn a bit tighter. In cases like this, we simply adjust the pattern so that everything fits perfectly in the end.

The company has high quality standards. Are the fabrics tested for suitability?
Before fabrics are included in the JAB collection, BW often conducts a processing test. We just ordered two test swatches of an upholstery fabric for spring 2028.

And what happens to it then?
First, we check whether the fabric sews well and whether it retains its shape. This is followed by a padding test, which also assesses what's known as seam slip resistance along the seat edge. It's important that the weave structure—composed of warp and weft threads—doesn't come apart due to the high stress at this point. Once our colleagues give the green light, we can move forward with development.

What about patterns?
Well, generally speaking, I'm the kind of person who says: Be bold

"A patterned fabric really makes a statement."



with patterns. In our latest issue of "Textile Love Stories," we feature a sofa covered in a striking tapestry. But it's true that there's been a trend toward solid-color items for some time now. I can understand that, because solids go with everything and are therefore often used for longer.

Ultimately, good advice is important…
Exactly, and that's what we offer at our specialty retailers and in our showrooms. We always recommend ordering a larger piece of fabric so you can drape it over the model you're interested in.

What would you absolutely advise customers against?
It's always important to define the intended use. For example, I would never use silk velour in a household with children or pets. But the great thing is that we actually have something to offer for every lifestyle. For upholstered furniture that sees heavy use, it's important to prioritize stain resistance, washability, and particularly durable materials like wool or synthetics.

What trends do you currently see in upholstery fabrics?
I think, first and foremost—regardless of color and pattern—the texture is very important. No one wants to sit on something that doesn't feel good, that might be scratchy or doesn't provide a comfortable seating experience—which brings me back to the feel of the fabric. For many years now, we've seen the megatrend of bouclé in various forms. That was then replaced to some extent by chenille. Right now, however, we're also having great success with our mohair velour.

Why is that?
Because of its velvety surface and unique material properties. Mohair wool retains its shape and



"The feel is very important."

is antistatic. It absorbs and releases heat and moisture. High durability and longevity are additional benefits.

You just mentioned the Gobelins. What else can we look forward to at JAB ANSTOETZ in the coming season?
The Gobelins are true treasures. The collection includes both authentic Gobelin fabrics and modern interpretations. In addition to other luxurious fabrics like the fine synthetic velour EMPIRE VELVET, there will be another indoor and outdoor collection, featuring elements inspired by nature as well as the country house look.

Do you actually have all your fabrics manufactured in advance?
Yes, because that allows us to ship over 95 percent of orders within 24 hours. On average, we have 3.5 million meters of fabric in stock. BW benefits from this as well, of course, since a large portion of BW's fabrics come from the JAB collection.

What happens to the scraps?
We have a great partnership with Nicasconcept in Berlin. There, our scraps are turned into unique bags. We also support master's students by providing materials for their exam projects.

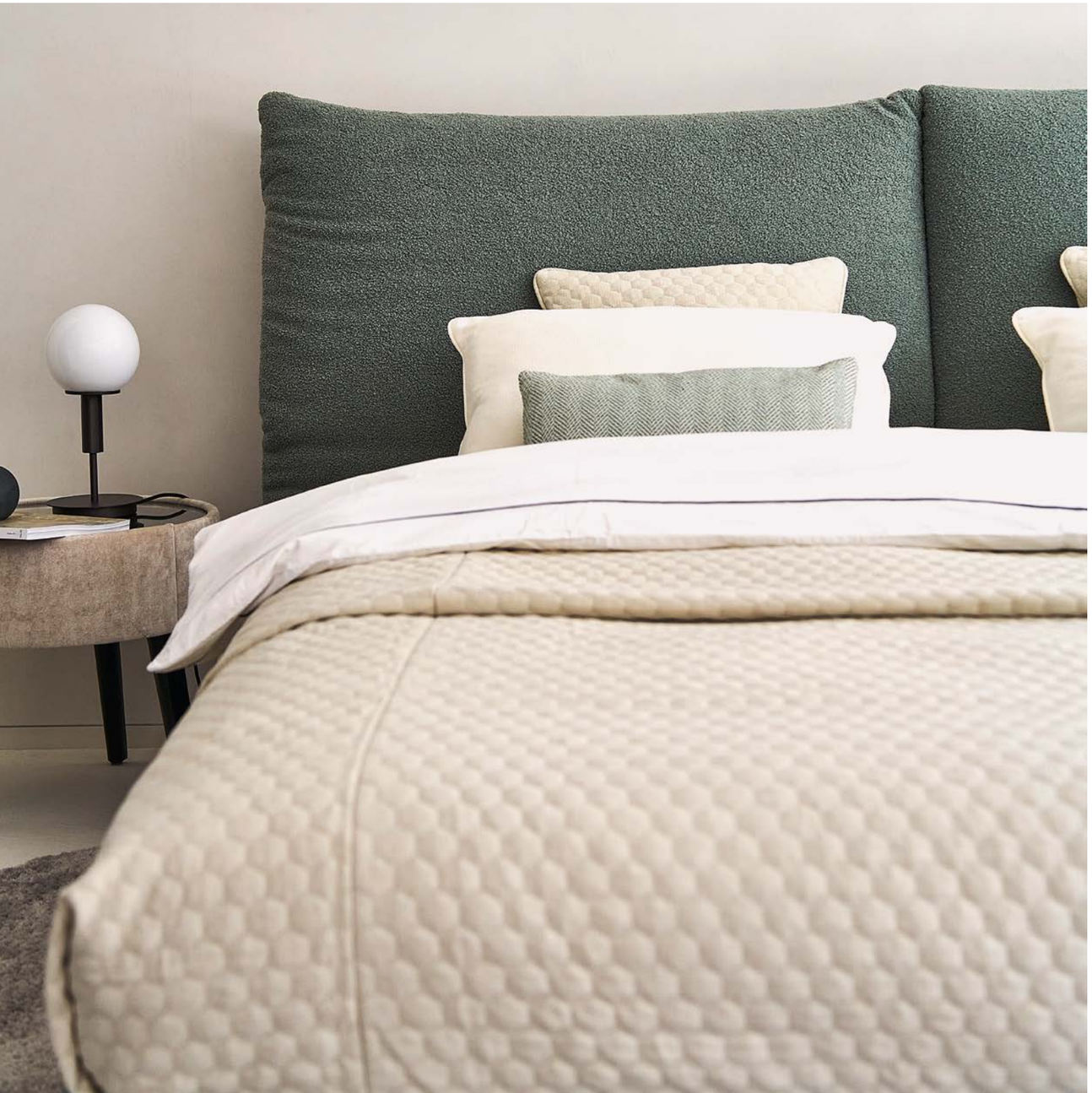
Why did you become a textile designer? Was there a key experience?
I can't recall a single key experience, but one of my elementary school report cards said I had a great talent for textile design. And in my family, craftsmanship has always been highly valued.

Did you ever consider becoming a furniture designer?
I think I was so happy and satisfied with textiles from such an early age that the question of going in a different direction never even came up.



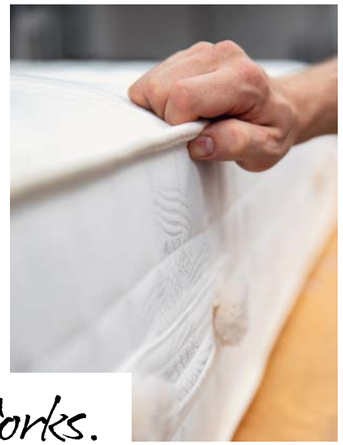
SILENT LUXURY

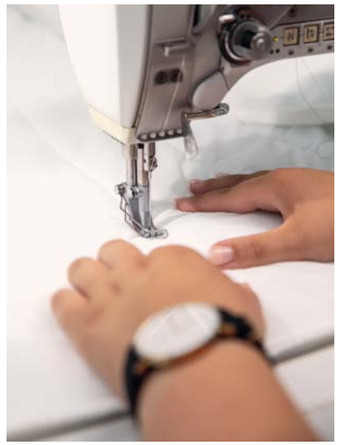
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NIGHTSTAND
POLO
The combination of a soft exterior and storage space makes POLO the ideal piece for the bedroom.





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NIGHTSTAND
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Showroom Bielefeld
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Telephone: +49 (0)521 924270
E-Mail: bw-kontakt@jab.de



Showroom Berlin
Knesebeckstraße 61
10719 Berlin
Telephone: +49 (0)30 88677264
E-Mail: jabberlin@jab.de



Showroom Munich
Unterer Anger 3
80331 Munich
Telephone: +49 (0)89 5488360
E-Mail: jabmuenchen@jab.de



Showroom Hamburg
Fuhlentwiete 3
20355 Hamburg
Telephone: +49 (0)40 36006426
E-Mail: jabhamburg@jab.de

BW BIELEFELDER WERKSTÄTTEN

Heinz Anstoetz Polstermöbelfabrik KG_Potsdamer Straße 180_33719 Bielefeld
Telephone: +49 (0)521 92427-0_E-Mail: bw-kontakt@jab.de
www.bielefelder-werkstaetten.de

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