

## Top-quality motion at better value: The new Blum CLIP top BLUMOTION 105° for Furniture Doors

The Indian furniture market is at a bit of a crossroads. If you are a manufacturer or a B2B partner, you know the drill. Clients want that high-end, international finish, but the commercial reality of large-scale projects is demanding a more practical approach to costs. We have seen this bottleneck firsthand. The industry has been waiting for a compact hinge that delivers that signature Blum feel at a price point that actually makes sense for high-volume residential work without ever compromising on the standard.

The CLIP top BLUMOTION 105° is our direct response. This is a strategic move to make world-class hardware accessible for projects where every square inch of the home needs to perform at its peak. It is about providing a high-grade solution that fits the financial logic of a modern development.

### **Durability that actually survives the Indian site**

In India, furniture is a major investment. People do not expect to change their kitchens or wardrobes every five years. That is why we refused to cut corners on the engineering here. This compact hinge uses the exact same soft-closing hinges technology we are known for globally. It has been pushed through 1,20,000 opening and closing cycles and carries the DIN 15570 Level 3 certification. You stop getting those annoying service calls because the hinge stays silent. It's built to work just as smoothly on day one thousand as it did the moment it was installed.

### **International standards for every project**

There is a constant hunt for different types of hinges that can offer a premium experience while staying competitive. By launching the CLIP top BLUMOTION 105°, we are making top-tier hinge quality available to a much wider audience. Whether you are a large-scale factory looking for high-quality hinges for cabinets or a premium furniture maker needing specialised kitchen cabinet hinges, this allows you to provide international standards to your clients while keeping your project margins healthy.

### **Ending the site-level headache**

Labour and time are the biggest variables on a busy Indian project site. We have used our tried-and-tested CLIP mechanism here so your crew can just snap the door hinges onto the plate. No tools, no redrilling, and no struggling with screws to get the alignment right. This saves the timber from getting chewed up during assembly, which is a common frustration. If a door looks slightly off, the three-dimensional adjustment lets the team fix the gap in seconds. It is about getting that perfectly aligned look even when the site is at its most chaotic.

### **One reliable solution for the whole home**

Designers often struggle to find a single, reliable solution that works across different rooms. The slim profile and clean nickel-plated finish of this 105° version solve that. It handles hinges for kitchen cabinets up to 24 mm thick and works for full overlay, dual, or inset applications. It is a massive relief to finally have one reliable hinge of a door for the whole project. You can just use the same high-quality hardware for everything—heavy kitchen cabinet hinges, bedroom wardrobes, or even sleek home office units. It simplifies your inventory while ensuring every door in the house has that premium Blum feel.

The industry has wanted a hinge that balances design and value for a long time. By making this compact 105° version available in the market, we are making sure our signature CLIP top



BLUMOTION technology is finally within reach for every organised woodworker and manufacturer across India.

**Website** - <https://www.blum.com/in/en>

**Blum India Pvt. Ltd.**

The World's Leading Manufacturer 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 & China

**Subsidiaries and representative offices:** 33

**Worldwide deliveries:** more than 120 markets around the globe

Note: Blum products are available through registered dealers and distributors or by contacting their customer service line on 022 6933 0000.