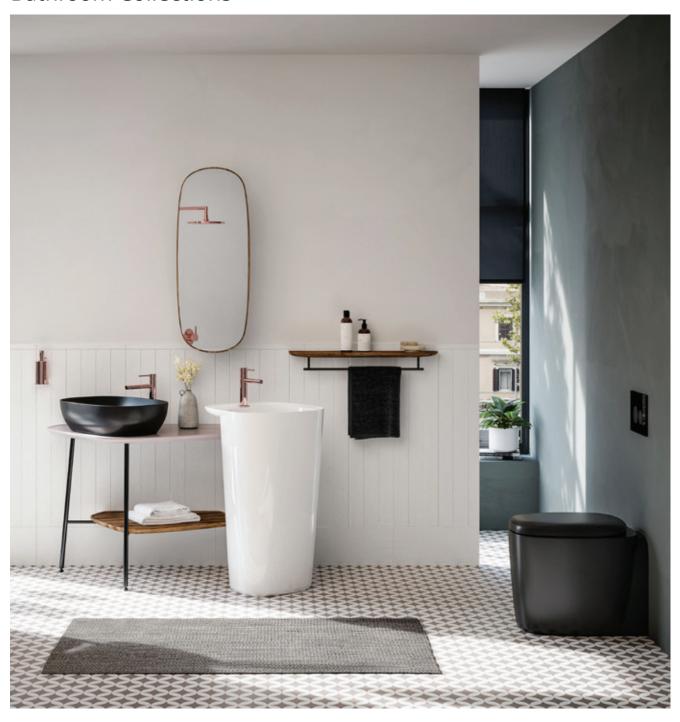
VitrA

Bathroom Collections





VitrA

We progressively invest in essentially human spaces - the bathrooms.



The complete bathroom

Exploring physical and emotional needs, VitrA invests in design to produce every essential element in the bathroom.



It's all about inspiration

It all begins with questions posed by the design discipline to understand needs, desires and choices. Designed by VitrA, an extraordinary wealth of attractive combinations help satisfy these needs and desires.



High powered perfection

Seven cutting-edge factories and plants in Turkey and Russia, create sophisticated designs and maintain extremely high standards, whilst progressively reducing VitrA's ecological footprint.



Collaboration with designers

VitrA works with acclaimed industrial designers from around the world. Not only does the collaboration with these top talents improve product functionality, but it also introduces an entirely original range.



VitrA across the world

Bathroom designs greet customers around the world through 2000 sales points in over 75 countries, including 150 exclusive VitrA showrooms in Istanbul, London, Cologne, Moscow, Dubai, Mumbai, Delhi, and other major cities.



Technology lights up the future

The VitrA Innovation Centre serves as the headquarters of the brand's R&D activities with a strong engineering team, leading the bathroom industry with new solutions and technologies.



Improved personal hygiene

VitrA's continuous research into human health introduces new technologies for improved hygiene in the bathroom. These solutions raise the personal hygiene experience to a new level.



A pledge to the future

VitrA embraces Blue Life, a set of guidelines devised to mitigate our impact on the environment, and is held as a production, design and management philosophy.

About VitrA

The bathroom is the most versatile space capable of meeting a number of human needs – physical or emotional. This is why we have dedicated ourselves to, and invest in, bathrooms. VitrA, the flagship of the Eczacibaşi Group, is one among the brands in the global markets offering every component of the bathroom.





Enduring values

A high-achieving competitor in foreign markets today VitrA is the leading global provider of a full range of bathroom components. Seventy per cent of production is sold abroad through a powerful distribution network.

This extraordinary accomplishment is anchored in the founder's unshakable vision. Dr. Nejat Eczacıbaşı always maintained that lasting success demanded hard work, risk taking and innovation: 'Success comes those who eschew the easy path, and boldly embrace innovation and advances.'

VitrA's logo chronology











1966 - 1979

1979 - 1990

1990 - 2002

002 20

2002 - 2006

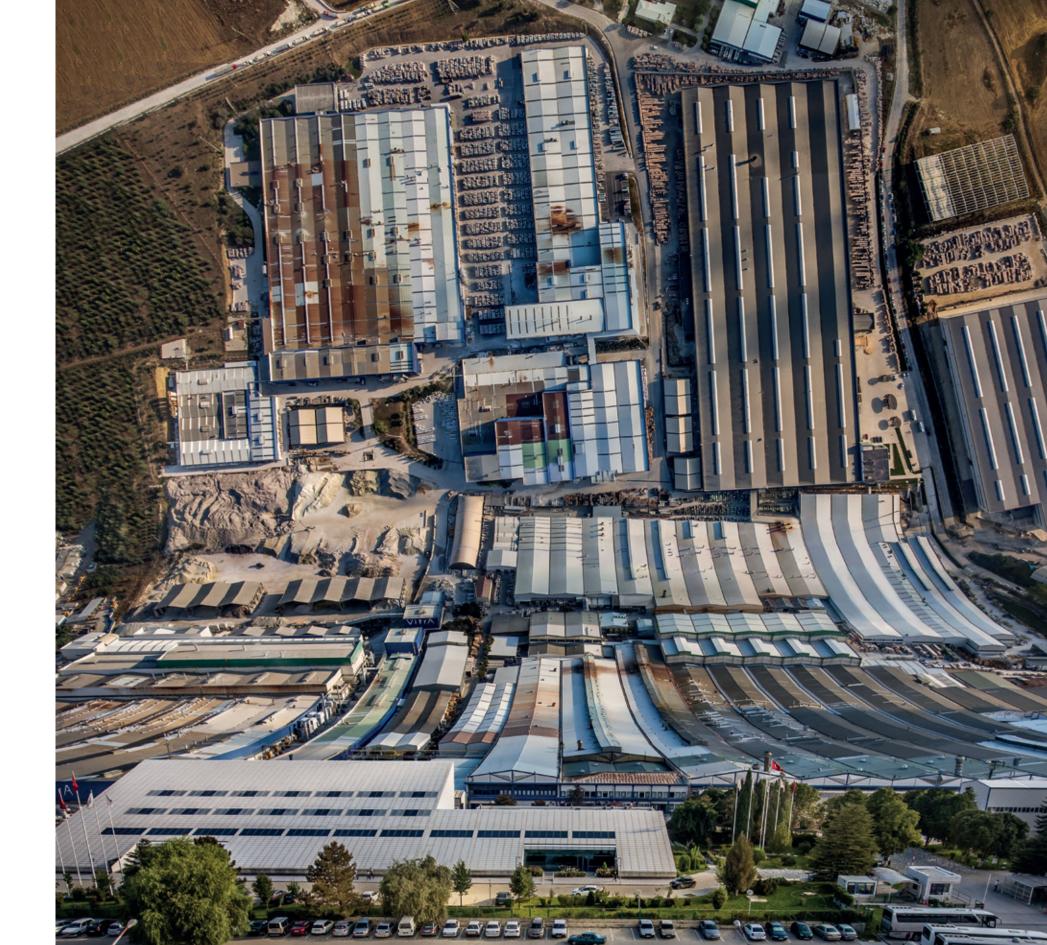
2006

High powered perfection

Designer and manufacturer of every essential element in the bathroom, the Eczacibaşi Building Products Division has an annual capacity of 6.9 million units of ceramic sanitaryware, 30 million square metres of ceramic and porcelain tiles, 2 million taps, 350,000 bathtubs and shower trays, 795,000 modules of bathroom furniture, 1 million concealed cistern and 1 million accessories.

Carefully calibrated for minimal resource consumption, these cutting-edge factories and plants create sophisticated designs and maintain extremely high standards whilst progressively reducing VitrA's ecological footprint.

- · Bozüyük, Bilecik, Turkey
- Tuzla, İstanbul, Turkey
- · Serpukhov, Moscow Oblast, Russia





Innovation lights up the future

Located in Bozüyük, Bilecik – Turkey, near the main production plant, the VitrA Innovation Centre is envisioned to serve as the headquarters of the brand's R&D activities with a strong team mainly involved in material and process development, product development and technology development. It also coordinates collaborative projects with universities and external consultants.

From elemental dynamics to nanotechnology and electronics, every branch of science and industry is a candidate for exploration at the VitrA Innovation Centre, generating new tools and skills for VitrA to redefine form and function for the contemporary bathroom.

Sustainability at VitrA

Sustainability is a term that has been commonly used since the global climate change became an issue. To minimise the environmental damage of the construction industry and to preserve natural resources, applications and solutions to prevent these issues have been suggested through various environmental approaches. Whether or not these applications are embraced and followed by the manufacturers is the most crucial issue.

Embracing sustainability as a business approach, VitrA develop practices and solutions that will prevent existing and potential problems through environmental approaches in order to minimize environmental damage and protect natural resources. Having turned its practices into a corporate mission by signing the Global Compact in 2006, Eczacıbaşı Building Products strives to improve its ongoing facilities in accordance with the UN Sustainable Development Goals.

People

VitrA is considered to be pioneers of the future on UN Global Compact and non-governmental volunteering platforms such as the Business Council for Sustainable Development in Turkey. They are board members of international platforms such as the European Federation of Ceramic Sanitaryware Manufacturers (FECS), the European Ceramic Industry Association (Cerameunie) and Bathroom Manufacturers (BMA). Eczacıbaşı Building Products retains its leading position also in sustainability as a member of the Turkish Ceramics Federation (SERFED) and the Association of Construction Material Producers (IMSAD).



Achieve diverse culture



Enhance collaboration



Create lasting impact

Products

Eczacibaşı Building Products' responsibility to preserve natural resources begins with the design of products offered for houses and common areas. VitrA's design approach is about decreasing the amount of water used in products developed, such as urinals, toilets, taps and mixers, therefore saving fresh water used per person, power consumption and cutting down on carbon emissions. The products designed with this approach have received world-renowned awards such as iF Design, Plus X Design and Good Design.

Production

With technological investments promoting more mindful use and recycling of raw materials, Eczacibaşı Building Products also pursues its responsibility to preserve natural resources at the production stage. The projects carried out with this approach achieve national and international success, receiving awards from the Istanbul Chamber of Industry (ISO), the Kocaeli Chamber of Industry (KSO) and the Turkish Green Building Council (CEDBIK) along with European Union Environment Awards and the European Business Award for the Environment.



Promote product stewardship



Aim for resource efficiency



Increase sustainability



Use less resources



Minimise waste & maximise circularity



Invest in renewable energy & reduce emissions



















#bathrooms for our planet



Design that inspires

It all begins with questions. Questions posed by the design discipline. Questions to understand needs, desires and choices. Questions to establish new requirements, to develop new tastes, and to create brand-new experiences.

Over time, trends and developments may alter life's challenges, as well as expectations and habits. VitrA is fully committed to investigating and improving these essentially human spaces: bathrooms. As a result, an extraordinary wealth of attractive combinations helps shape physical space in the midst of urban life, in domestic, commercial, or public bathrooms.

Tom Dixon

Tom Dixon is a British designer whose work is represented in the collections of New York's Museum of Modern Art, the Victoria and Albert Museum and the Centre Georges Pompidou. Forging his reputation with welded salvage furniture in the 1980s, he went on to establish the Tom Dixon brand in 2002 while working as creative director of Habitat. Specialising in furniture, lighting and accessories, the brand is now represented in 90 countries with hubs in world cities including London, New York, Los Angeles, Hong Kong, Tokyo and Beijing. Dixon designed the Liquid Collection for VitrA.

Christophe Pillet

A multi-disciplinarian involved in product- and furniture design through to interiors, architecture, scenography and artistic direction, Pillet's creations for leading brands include Cappellini, Daum, IC Decaux, Driade, Ecart International, Emu, L'Oréal, Lacoste, Moroso, Porro, Renault, Serralunga, Shiseido, Shu Uemura, Veuve Clicquot Ponsardin, Hôtel Sezz, and Whirlpool. Pillet, who seeks to express, 'simplicity, timeless design and a touch of distant elegance,' has designed the Memoria Collection for VitrA.

Ross Lovegrove

One of the most fascinating designers of the 21st century and recipient of numerous awards, Ross Lovegrove creates sculptural and organic shapes using sophisticated technology and materials. His design concept 'organic essentialism' is inspired by elements from the natural world which are then reshaped into futuristic forms. The exquisite Istanbul Collection is the product of Lovegrove's collaboration with VitrA.

Terri Pecora

Since qualifying in California and Milan's Domus Academy (1990), the versatile Los Angelena Terri Pecora has designed furniture, bathroom products, stands, retail interiors, eyewear, fashion accessories and children's products. Aesthetic functionality best describes her work, and she has often experimented with unexpected solutions which set her projects apart whilst responding to the needs of users and the market. Pecora is the designer behind VitrA's Plural Collection.

Claudio Bellini

Claudio Francesco Bellini lives and works in Milan, where he graduated in Architecture and Industrial design from the renowned Politecnico in 1990. Early in his career, Bellini focused on office furniture. Later, after winning a number of prestigious architectural competitions, he moved into designing large showroom interiors and developed products for prominent Italian and international companies. Bellini is the creator of VitrA's Equal collection.

Arik Levy

'Creation is an uncontrolled muscle,' says all-rounder Arik Levy. Artist, technician, photographer, designer, and video artist, Levy's work can be seen in prestigious galleries and museums across the world; he creates hi-tech clothing lines and accessories as he continues to contribute substantially to our interior and exterior milieux from his studio in Paris. Levy designed the Voyage Collection for VitrA.

Matteo Thun + Partners

The Milan-based Matteo Thun + Partners studio of architecture, design and communication refuses stylistic pigeon-holing, which explains its capacity to approach with boundless originality and vitality such a vast variety and scale of work, ranging from hotels to coffee cups. Thun has designed Water Jewels for VitrA, an exotic collection that puts a variety of materials to a highly imaginative use.

Sebastian Conran

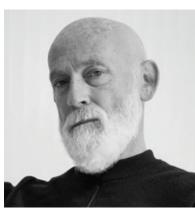
The acclaimed design explorer Sebastian Conran, whose product design and development studio focuses on creating charismatic retail merchandise and user experiences that are contemporary, innovative and satisfying, has created cleverly refined bathroom accessories for VitrA: the extraordinarily extensive Eternity range, with a vast array of colour and material options, is versatile enough to have something for every elegant bathroom.







Christophe Pillet



Ross Lovegrove



Terri Pecora



Claudio Bellini



Matteo Thun



Arik Levy



Sebastian Conran



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VitrA Hygiene

VitrA Hygiene, which coats all VitrA ceramicware, inhibits the growth of harmful bacteria by 99.9%. The VitrA Hygiene glaze coats all external and internal surfaces prior to firing in a process that ensures lifetime VitrA Hygiene protection for VitrA ceramic sanitaryware even under the most intense usage conditions.



Limescale is persistent in most bathrooms. Washbasins, WC pans and bidets are coated with VitrA Clean technology. No harsh chemical cleaning agents are needed to keep them beautifully stain-free for years.



VitrA Fresh

VitrA Fresh dispenses a pre-determined amount of cleaning fluid into the water every time the flush button is pressed. The dispenser can be filled with non-bleach cleaners, limescale reducers or fresheners. It gives a hygienic wash and freshens with each flush.



VitrA Rim-ex

The smoothly attractive rimless WC pan Rim-ex prevents germ proliferation and offers superior hygiene thanks to its innovative design. Tests show Rim-ex is 95% more hygienic as compared to standard WC pans.



VitrA Touch-free

Controlled by a built-in sensor, the VitrA Touch-free Basin Mixer improves hygiene in public toilets and reduces the risk of pathogen cross-contamination. The sensor detects the user and contributes to water saving by stopping the flow as soon as the user moves away from the detection area.



Comfort control

Direct water to the desired outlet with the button marked.



The active button bulges out slightly while taking shower. So, you can easily find the AquaControl's button diverter even when your eyes closed.



bidet function

Mechanical solution for bidet function

A mechanical solution offering the washing feature providing personal hygiene.

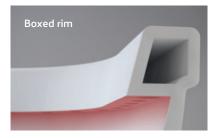


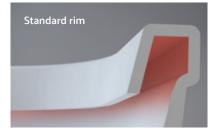
VitrA Rim-ex

Free of the channels and openings that can harbour harmful dirt and micro-organisms, the VitrA Rim-ex rimless pan design makes these WC pans 95% more hygienic* than standard pans, and easier to clean. Its patented technology ensures a thorough and 25% more hygienic flush each time.

*Tests undertaken by the Akdeniz University, Turkey show VitrA Rim-ex WC pans are easier to clean and 95% more hygienic compared to standard WC pans.

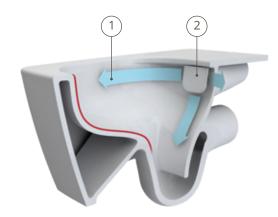
The redesigned bowl features a smooth, channel-free design to discourage germ reproduction, and provides superior hygiene.











- 1 Rimless bowl
 - Easy-to-clean with no rim or channel for
 - · Efficient flushing in specially designed bowl
- (2) Water Distribution Tool



VitrA Clean

Surface that repels dirt and dirty water

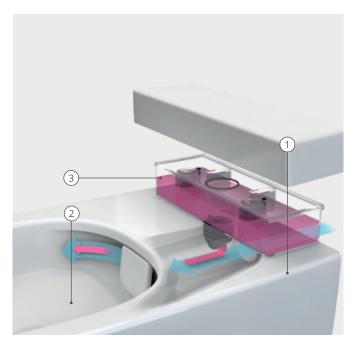


VitrA Clean has hydrophobic finish over the entire ceramic surface, which repels dirt and dirty water and simplifies cleaning without the need for aggressive agents. VitrA Clean causes water to form droplets that slide down the sloping ceramic surface. As they are pulled down by gravity, these globules carry away any clinging dirt, thereby cleaning the surface.

Developed by the VitrA innovation team and constituting of long chains of molecules, VitrA Clean is suitable for all ceramicware surfaces such as washbasins, WC bowls and bidets in any colour or specification. VitrA Clean's protection lasts for the lifetime of the ceramicware under even the most intense use conditions.



VitrA Fresh





Cleaning with detergent in every flush

WC bowls and urinals equipped with a VitrA Fresh detergent dispenser clean and prevent limescale and odours with each flush.

VitrA Fresh dispenses a pre-determined amount of cleaning fluid into the water every time the flush button pressed. The dispenser can be filled with non-bleach cleaners, limescale reducers or fresheners. It gives a hygienic wash and freshens with each flush. Installed independent of the cistern, the VitrA Fresh dispenser presents no risk to internal parts.

The patented dosage system adds 1 ml of cleaning fluid into the wash with no need for additional wiring or batteries. The dispenser has a maximum capacity of 800 flushes in a WC and 400 in a urinal.

Auto flush after every use

In public urinals with VitrA Touch-free technology, the bowl is washed automatically, reducing the risk of pathogen cross-contamination.

Once the VitrA sensor has detected the user and monitored the amount of time spent before the urinal, it washes the bowl with the appropriate volume of water in order to contribute to water saving.



Touch-free

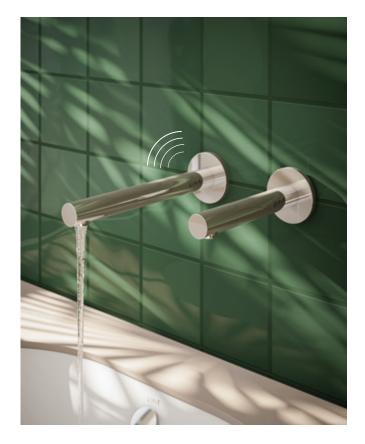
Touch-free hand wash technology

Controlled by a built-in sensor, the VitrA Touch-free Basin Mixer improves hygiene in public toilets and reduces the risk of pathogen cross-contamination.

The sensor detects the user and contributes to water saving by stopping the flow as soon as the user moves away from the detection area.

Double inlet Origin mixers allow management to set the ideal water temperature through a concealed adjustment system, thereby saving users from having to touch the controls to adjust water temperature. Thermostatic versions maintain temperature without the need for adjustment; in case of a cold water cut, the hot stream is also stopped to prevent scalding.

Powered by mains or batteries, these mixers are completely safe thanks to waterproof wiring conforming to IP68 standards.



Soap dispenser that reduces the risk of pathogen crosscontamination

VitrA's Touch-free Soap Dispenser improves hygiene in public toilets and reduces the risk of pathogen cross-contamination.

With built-in and countertop models, the dispensers are powered by mains or batteries and are perfectly safe thanks to waterproof wiring conforming to IP68 standards.

The one litre container offers 650 uses on average from one refill.





Bidet function



Effortless washing system

Water is the most efficient way to clean any body part. This innovative solution, developed using a bidet nozzle, helps you clean hard-to-reach areas effortlessly. The need for hygiene gets even more important during times of health problems, women's menstrual cycles and at older ages. Not only are these Bidets functional but also almost invisible keeping your bathroom chic.

Personal washing system

Designed for every bathroom

Concealed bidet connection

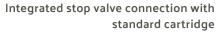
- Concealed connection parts
- Wall embedded stop valve connection





Integrated stop valve connection with thermostatic cartridge

- Thermostatic cartridge initially keeps the water temperature at 38° to prevent contact with hot water
- Stop valve connection is present on the WC



• Can adjust water temperature between 20° - 60° • Stop valve connection is present on the WC



Touch-free toilet experience



Approach

The V-Care Smart Panel drop shape lights on when the V-Care Smart Panel sensor has detected the user.

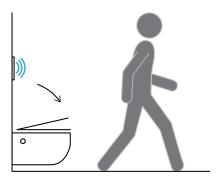
The WC is ready for use without the need to touch any surface.



How it works

The VitrA Touch-free Bidet starts the wash when the sensor detects the user's hand, and stops on when it detects the hand a second time.

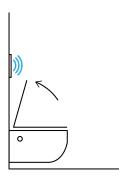
This means there is no need to worry about who may have used the WC before you.



Flushing

The VitrA Touch-free WC Seat closes automatically when the user stands up and moves away, and the toilet flushes only after the lid is shut.

This prevents the risk of bioaerosol contamination via inhalation or contact with surfaces. It also guarantees a clean WC pan.



After flushing

After the toilet is flushed, the toilet lid opens again and is ready for the next user.

Touch-free auto and periodic flush



An indispensable element in the VitrA smart bathroom products ecosystem, the V-Care Smart Panel undertakes a major role in creating a hygienic environment and protecting public health. With twenty-two patented technologies, the V-Care Smart Panel's auto flush feature prevents the need to touch the panel and reduces the risk of cross-contamination. Even when a manual flush is required, there is no need to touch the panel; it is enough to bring the hand to 10 mm away from the panel. In case a second flush is necessary to clear the bowl, the V-Care Smart Panel waits until the cistern is completely full to ensure a more effective flush.

A period of inactivity could lead to bacterial proliferation, backflow through the waste pipes and even a build-up of minerals and other deposits. The periodic flush mode regularly washes the bowl to minimise the risk of dirt, stains, odours and bacterial growth, thereby greeting users with a hygienically clean toilet every time. The default setting is ON, but it can be turned OFF via the mobile app.

The mobile app offers additional benefits such as comfort, usage data display, remote control and updating. Thanks to the network connection, the V-Care Smart Panel firmware always remains up to date. The dashboard enables remote monitoring of all installed plates, statistics viewing, and function control for commercial enterprises and institutions.



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VitrA Hygiene

Ion-rich technology that inhibits the growth of harmful bacteria

VitrA Hygiene, which coats all VitrA ceramicware, inhibits the growth of harmful bacteria by 99.9%. By disrupting the cellular structure of bacteria that cling to the surface during use, this proprietary glaze prevents them from proliferating into a colony.

Tests in accordance with the national and universal ISO 22196, JIS Z 2801, ASTM E 3031-15, and TSE 13420 protocols have verified the efficacy of VitrA Hygiene against gram negative (Escherichia coli) and gram positive (Staphylococcus aureus) strains.

The VitrA Hygiene glaze coats all external and internal surfaces prior to firing in a process that ensures lifetime VitrA Hygiene protection for VitrA ceramic sanitaryware even under the most intense usage conditions.



Fewer chemicals and better hygiene with VitrA Hygiene.

Bacteria growth	Equally dirty surfaces	12 hours later	24 hours later
VitrA Hygiene- coated surface	,·		, · ·
Surface with no VitrA Hygiene coating			





Designers

Liquid by

Liquid by Tom Dixon

Ceramics available in

Faucets available in











Matt black lacquer

Furniture available in





Tom Dixon

Expressive minimalism

Liquid is a unique collaboration between Tom Dixon and VitrA, bringing the British designer's philosophy of expressive minimalism to the bathroom.

The collection evokes a sense of permanence with soft and rounded forms in durable white porcelain. Contrast and definition is delivered via a supporting cast of solid taps, showering solutions and iconic accessories.

Expressive of function and instinctive in use, the comprehensive collection encompasses enduring ceramic silhouettes and shapely brassware and showers an integrated system offset by harmonious furniture and a range of wall tiles.







solution for bidet function



A monochrome aesthetic

The bones of this collection are the all-white ceramics, offset with signature chunky brassware in either gloss black or classic chrome finish – a quintessential and timeless core aesthetic for the bathroom.

However you choose to use it, Liquid is the foundation of a truly personal bathroom.

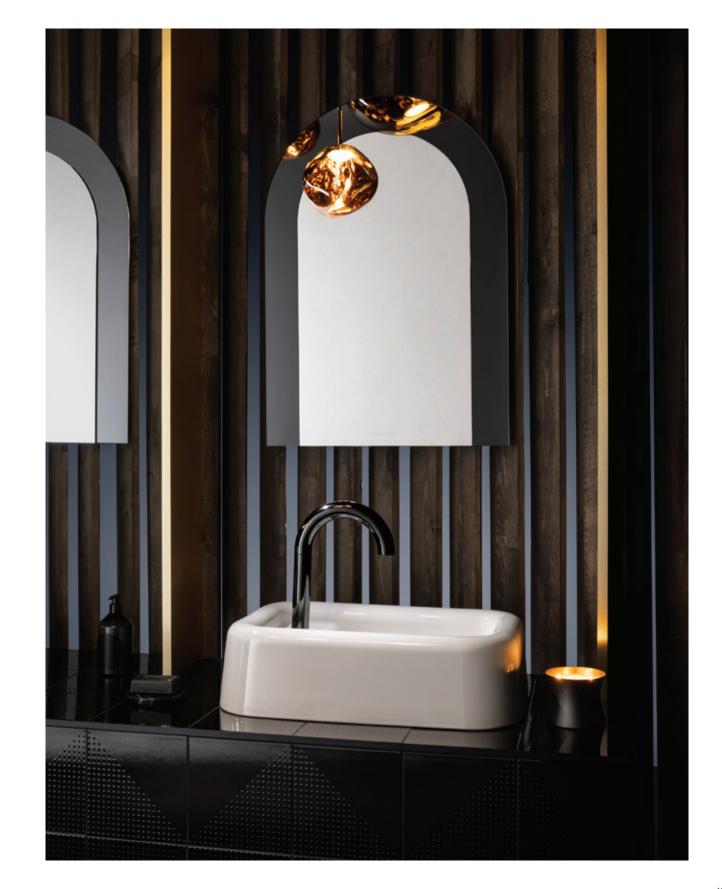


Creativity in ceramics

Extending sculptural ceramics beyond the traditional realms of basins and sanitaryware, the collection includes the unusual feature of a rotund moulded ceramic stool – for use in the shower or anywhere else in the home.

Practical and slab-like ceramic countertops and shelves are an integral part of the Liquid language, while the soft-edged aesthetic also forms an expressive frame for an obround-shaped mirror with inbuilt lighting.





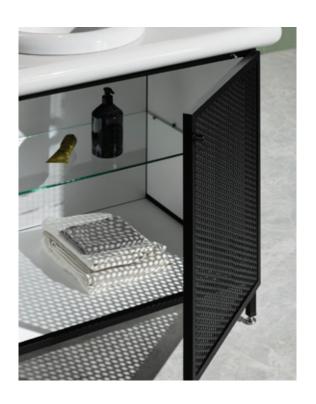


Trusted materiality

Liquid's washbasins span an expressive range from discrete inset solutions to wall-hung, countertop and freestanding options.

A butler sink, obround-shaped basin and cylindrical high bowl are part of the armoury along with a wall-mounted double basin. Countertop options are designed to rest on Liquid's ultra-practical ceramic slab, and wall-hung variants can be paired with a ceramic pedestal.

A statement monoblock basin moulded as a single piece of ceramic is designed for use with wall or floor-mounted taps. In contrast, a wall-mounted basin extends the horizontal plane in a seamless integration of bowl and counter.



Refined attraction

• —

Tom Dixon's signature conical theme is extended to expressive showerheads and controls – either wall or ceiling mounted. An integrated hand-held showering option makes use of an innovative, easy to use magnetic connection, while a floor-mounted outdoor shower provides solutions for poolside and garden use.





Memoria by

Memoria by Christophe Pillet

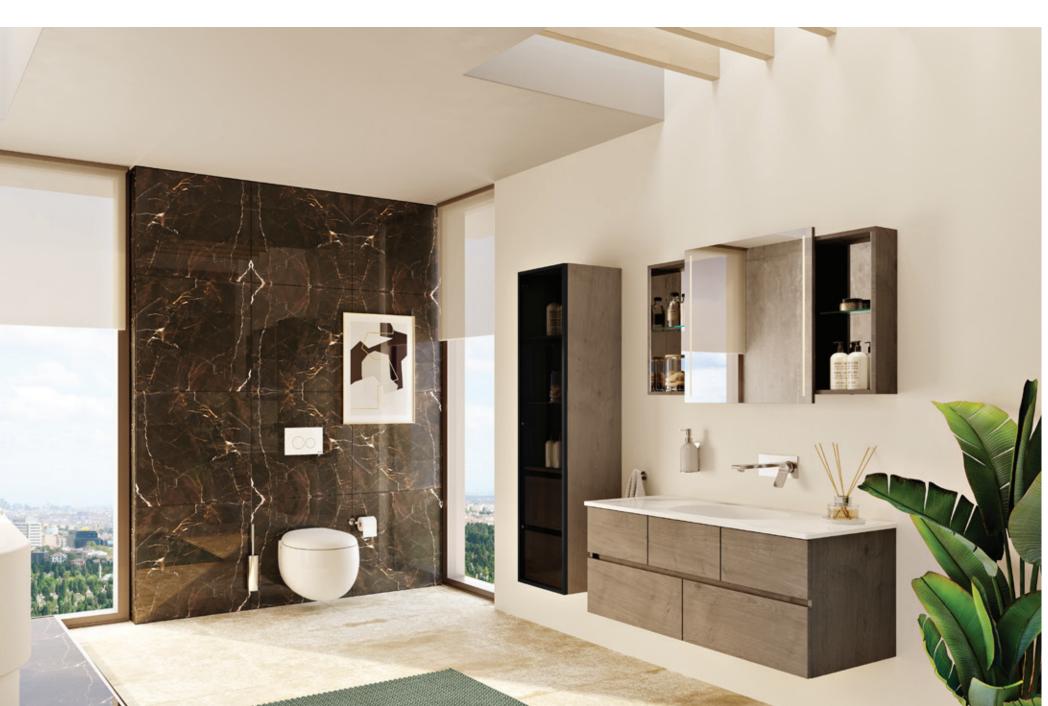
Ceramics available in













Christophe Pillet

Modern **luxury**

A talented French designer whose key design principle, to strive for simplicity and clarity of expression, has led to an international reputation for stylish, elegant design with a characteristic lightness of touch.

Delicate lines and curves lend Memoria an air of effortless sophistication with its ceramic washbasin and furniture. This beautiful range has it all including a bespoke range of brassware and mirror cabinets. All basins come with VitrA Clean as standard.

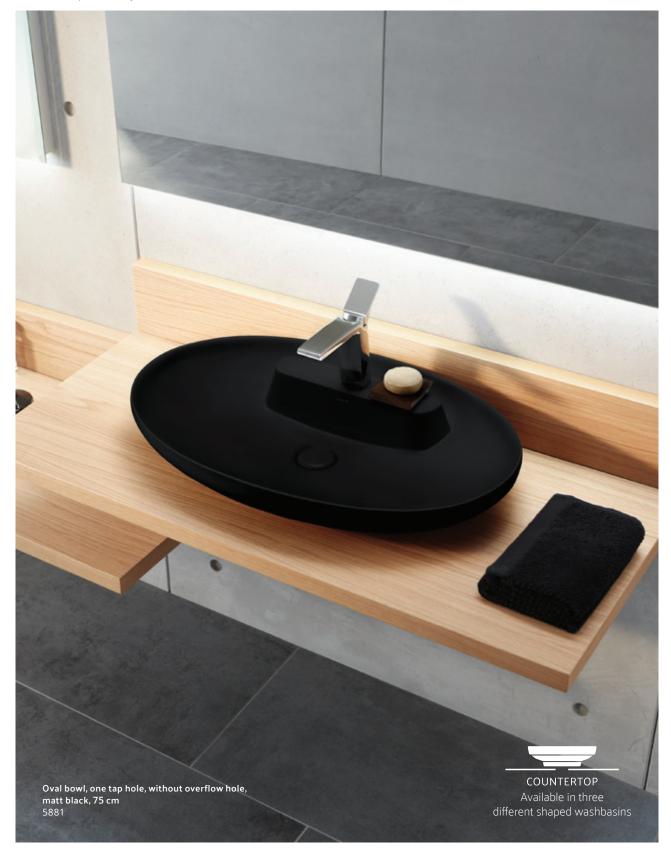


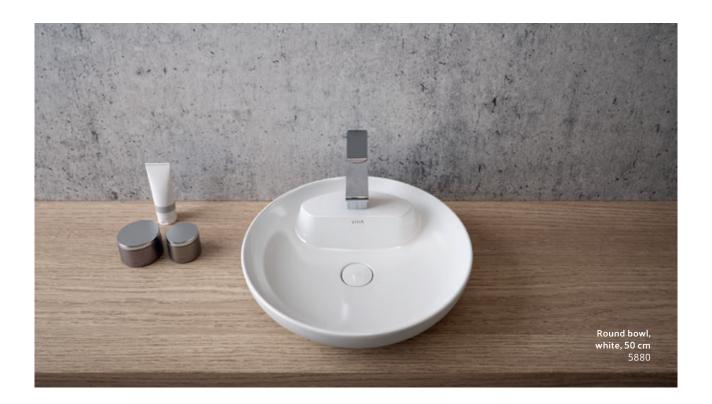




bidet function

Memoria by Christophe Pillet







Memoria by Christophe Pillet













Combining black with chrome. Elegant and modern Memoria faucets by the world-famous French designer Christophe Pillet feature a dash of black in the series' double-knob models – created for refined individuals who know how to make a profound statement with just a subtle touch.



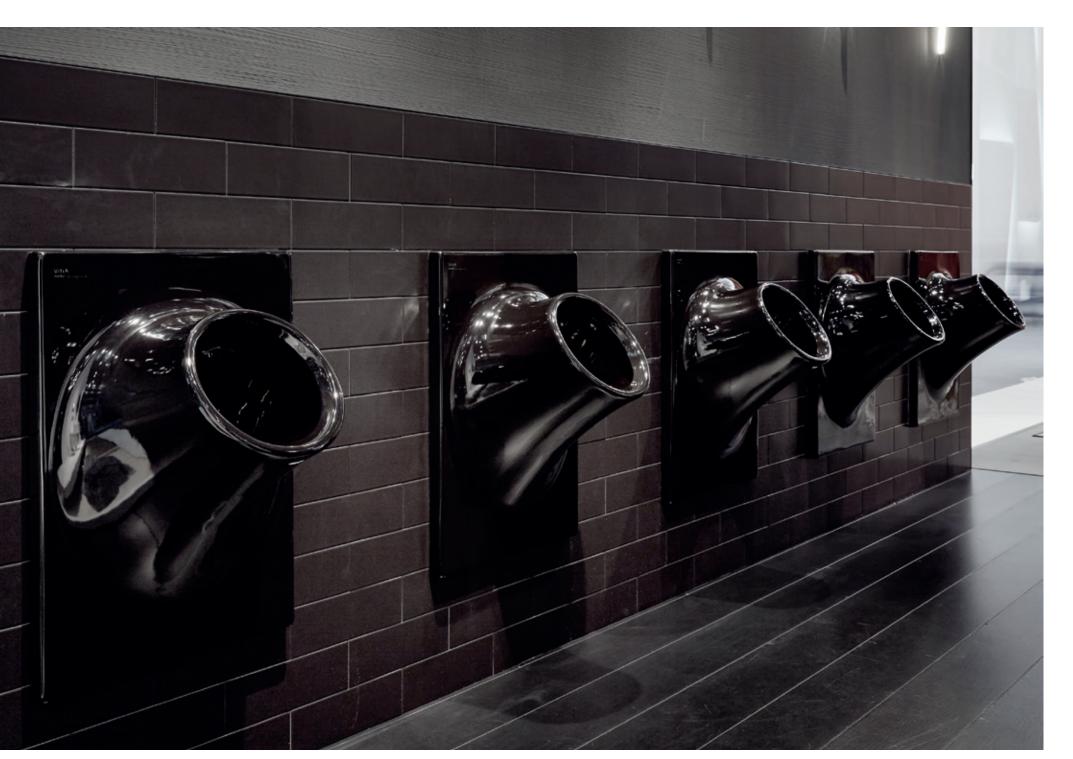
Istanbul by

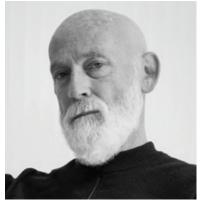
Istanbul by Ross Lovegrove

Ceramics available in









Ross Lovegrove

Where East meets West

The recipient of countless prestigious design awards, Ross Lovegrove is internationally renowned for his ability to create organic, sculptural shapes using sophisticated technology and materials.

Istanbul – a city of great contrasts and diversity, where East meets West, and where VitrA has its roots. Taking inspiration from a rich cultural and architectural heritage, Ross Lovegrove has created a stylish homage to this great city in the form of the most exquisite bathroom design, which like the city itself, has its very own unique identity.







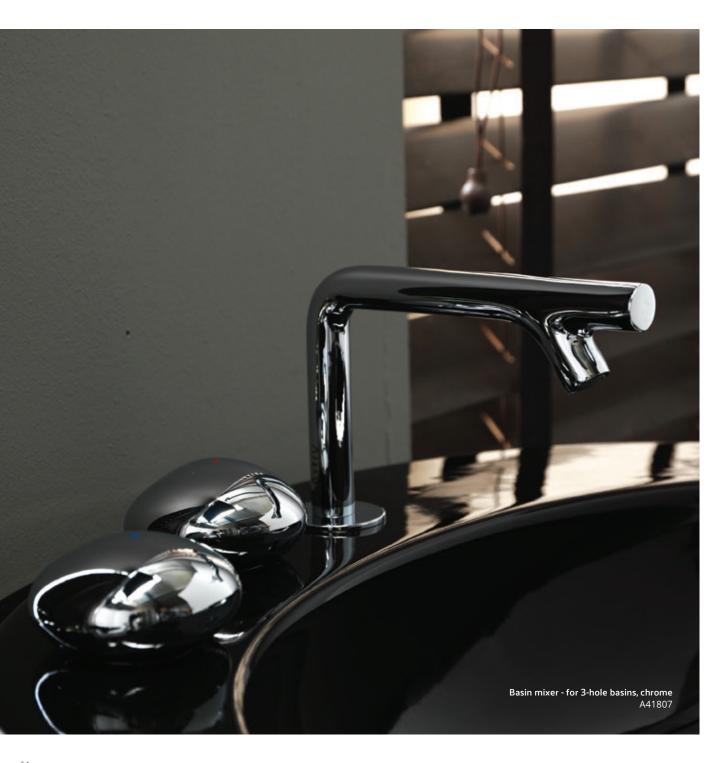
bidet function

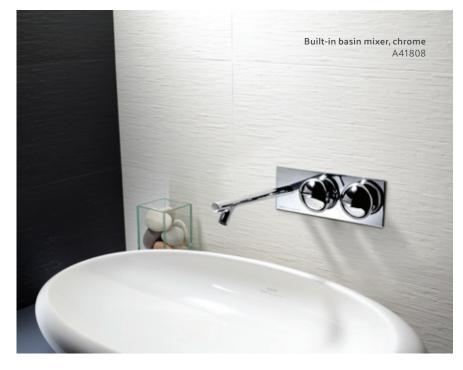




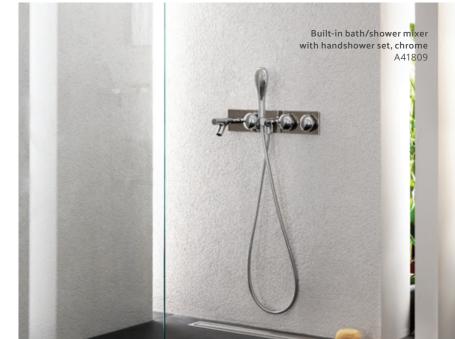








Inspiration from nature.
Inspired by the fluidity of water, Lovegrove brings a new perspective to his award-winning series with fresh new forms and features.



64





Soap dish A48004, chrome



Toothbrush holder A48017, chrome



Towel ring A48008, chrome



Towel holder-double A48010, chrome



Triple towel hook A48012, chrome



Towel hook A48003, chrome



Toilet roll holder A48001, chrome



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Double toilet roll holder A48016, chrome

Plural by Ten: Pecora

Plural by Terri Pecora

Ceramics available in



























Furniture available in



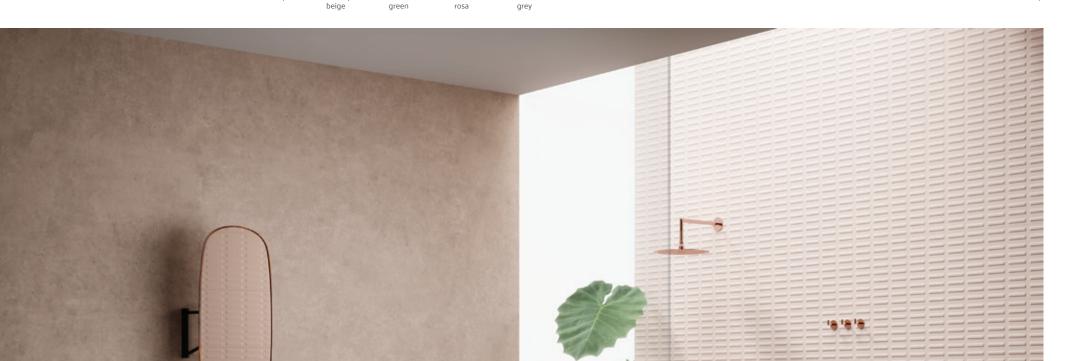














Terri Pecora

Shared intimacy

Designed by Terri Pecora in collaboration with the VitrA Design Team, Plural offers the feeling of a vintage living room, inspired by the iconic mid 20th century look. Light and airy furniture is creatively embedded into the bathroom environment, introducing a welcoming domestic space where users can share time with others.

harmonious forms and colour varieties in a sophisticated

Plural's refined design language creates an atmosphere of sensual luxury. With an aesthetic mix and match of forms, finishes and colours, it brings objects and people together in a delightfully harmonious bathroom environment.







This re-definition of the modern bathroom also presents new solutions for designed plumbing components. All interrelated items have a wide selection of size options, combination of solid wood and ceramic.







Plural Washbasin Unit, 100 cm, with matt white washbasin, dark oak 64045

Origin Basin Mixer, chrome A42556











Free-Standing washbasin unit, high, matt black, 70 cm 64056

Free-Standing washbasin unit, low, matt black, 70 cm 62562

Square low bowl, matt moss green, 45 cm 7810

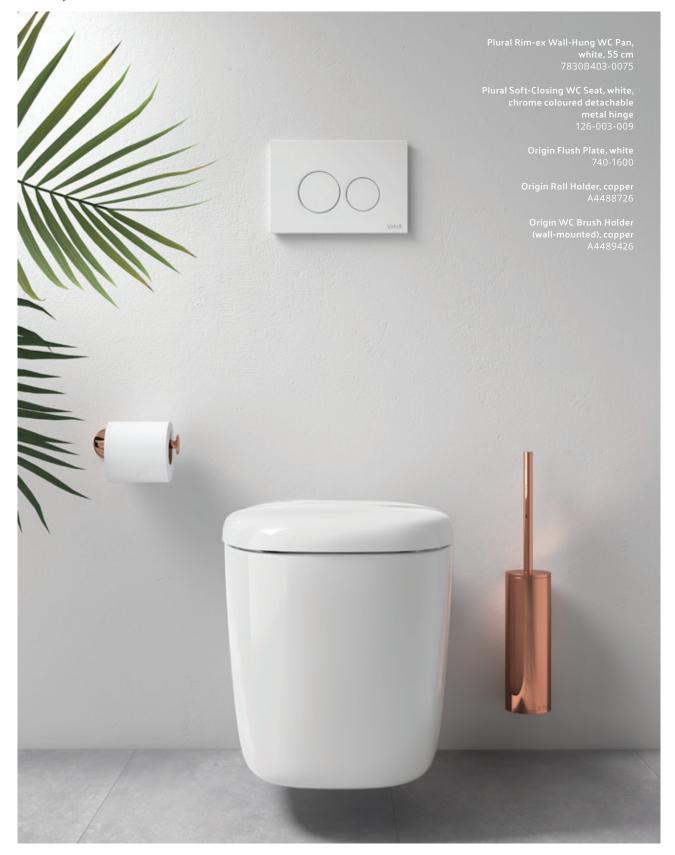
Square high bowl, matt terra rossa, 45 cm 7811

Monoblock washbasin, matt white, 50 cm 7814





Plural by Terri Pecora





Equal by

Equal by Claudio Bellini

Ceramics available in





Mat

Matt stone grey





Claudio Bellini

Brave simplicity

Designed by Claudio Bellini in collaboration with the VitrA design team, Equal truly offers a bathroom with character. The contemporary collection infuses the washroom with tranquility through its use of pure shapes and seamless joints. Equal maintains the illusion of fluidity – using the smooth edges to mimic the natural cavities found in lakes, alongside more structured lines to ground the aesthetic. Exploring the synthesis between man-made structures and natural shapes creates the perfect harmony throughout the collection.









Complementary illuminated mirrors available in 40 cm, 60 cm and 80 cm options.



Equal by Claudio Bellini





 $_{4}$

Water Jewels by Matteo Thun & Partners

Water Jewels by Matteo Thun & Partners

Ceramics available in













Traces of the past, modernism of the present

A world-renowned, Milan-based studio, headed by the multi-award-winning Matteo Thun, famous as much for outstanding architecture as innovative design.

It's his talent for visualisation of form and space, alongside a deep understanding of the latest materials and technologies available that makes Matteo Thun's bathroom design so original.

The Water Jewels collection offers something truly extra special to those with a taste for the exotic. Matteo Thun's pure forms balance the curved and the linear with an added dimension, thanks to VitrA's own innovative, advanced manufacturing technology. The result is a range that balances space, form and function to quite stunning effect.





solution for bidet function



Water Jewels Bowl, white, 40 cm 4334B003H1361



Water Jewels Bowl, white-black, 40 cm 4334B097H1747



Water Jewels Bowl, matt stone grey, 40 cm 4334B476H1361



Water Jewels Bowl, terrarosa-blue, 40 cm 4334B026H0016









Metropole by NOA

Metropole by NOA

Ceramics available in

















An urban lifestyle

A multi-award winning German design studio, NOA blends precise, cutting-edge engineering with ingenious creativity to meet contemporary needs - functionality, interaction, and aesthetic value.

With a minimal, natural aesthetic and smart, architectural styling, Metropole combines glass frontages with delicately framed units with a mineral cast basin.







solution for bidet function



VitrA Fresh

VitrA Fresh WC pan features an integral tank that dispenses detergent with every flush, helping to clean the pan thoroughly and protect against the build-up of bacteria. VitrA Fresh prevents the need to add cleaning agents to the cistern, which can corrode the flushing mechanism.

Fully loaded WC with integrated stop valve.



Perfect solutions to different needs

The Metropole Collection features a variety of washbasins along with two series of bathroom furniture. The simple design lines that fit different forms, colours and dimensions perfectly make it possible to create bathrooms for all needs.



Rim-ex wall-hung WC Pan, matt white, 56 cm 7672

Slim WC seat 122-001H209



Slim WC seat 122-083H209





Rim-ex wall-hung WC Pan, matt taupe, 56 cm 7672

Slim WC seat 122-020H209

Wall-Hung, Rim-ex pans are available in matt, white, matt taupe, matt black and black.

Metropole by NOA









Perfect washbasins with a holistic design

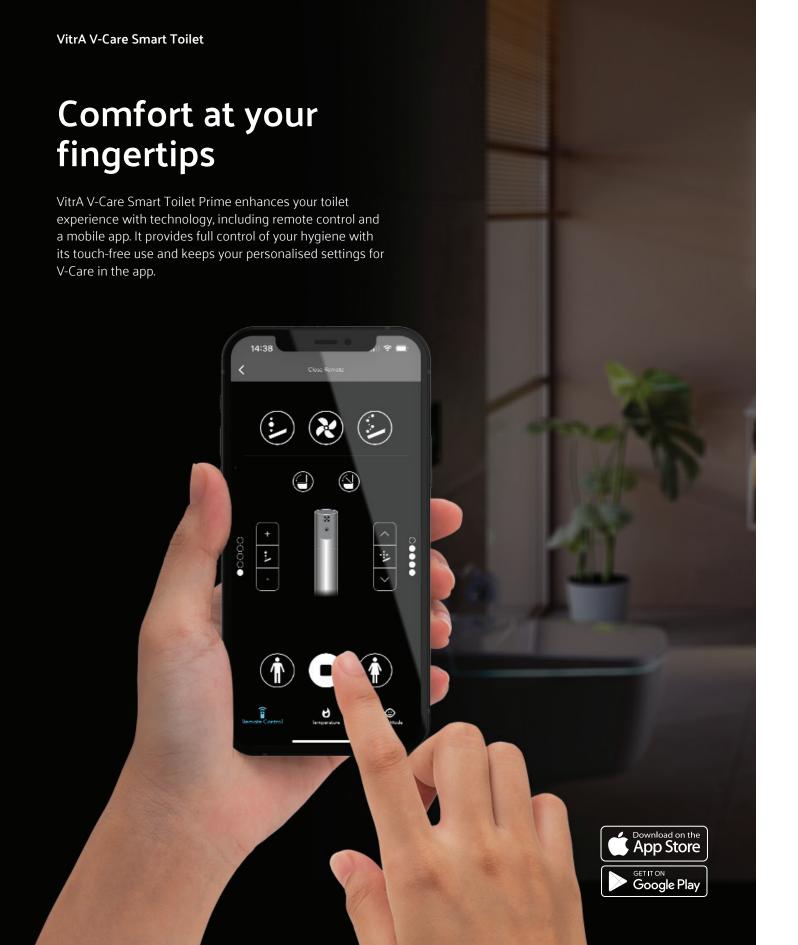
The washbasins combine eye-catching vertical lines with softly turned corners and feature a fluid design language with details ranging from overflow holes to siphon plugs. The various form, colour and size options in the collection offer many alternative solutions that make it easy to create your own unique style.

Essentials



VitrA V-Care Smart Toilet

The ultimate personal hygiene experience





V-Care **Smart Toilet Prime** Personal hygiene features

Every detail is designed for personal hygiene and well-being.







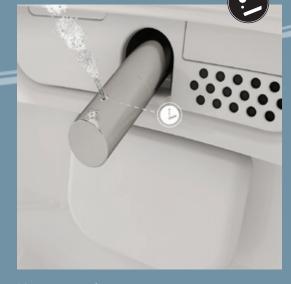
Adjustable water temperature





Adjustable nozzle position





Adjustable water pressure

Oscillating wash

Massage wash

V-Care Smart Toilet Prime Comfort features

Every detail is designed for comfort





Adjustable seat temperature

The seat has a choice of five temperature settings to complete your comfort.



Auto open/close lid

The motion sensor automatically raises the lid on detecting your approach, eliminating the need to touch it.



Open/close lid and seat

The lid and seat can also be opened and closed by remote control or mobile app, with no need to touch the seat.



Dryer and adjustable air temperature

After washing, the warm-air dryer provides fast and gentle drying. Also, free yourself from toilet roll. Five different levels of air temperature settings offer more comfortable drying.



Air purification

Thanks to powerful deodoriser filters, the air is freshened around the toilet.



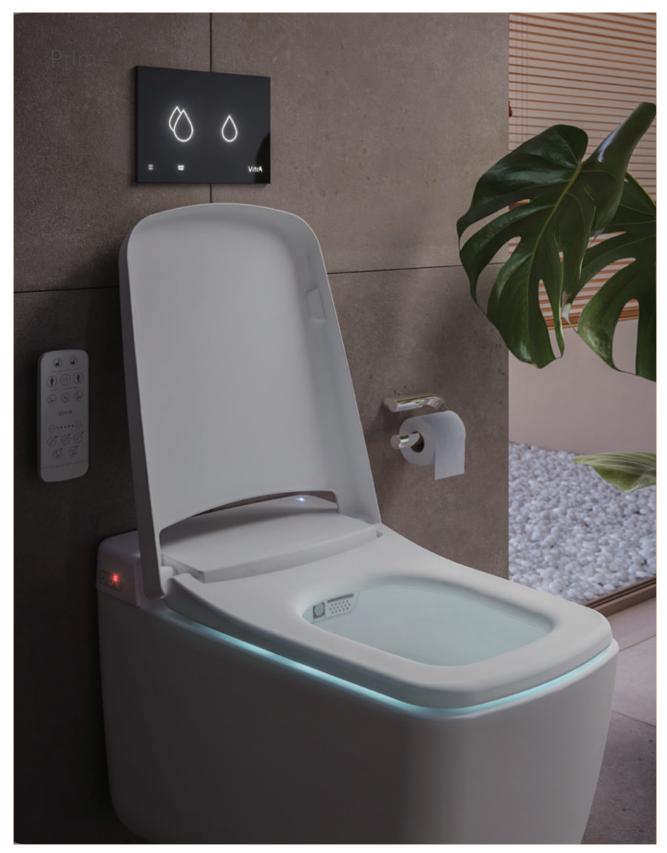
Night light

The LED night light is automatically activated when the ambient light levels fall

VitrA V-Care Smart Toilets offer the best options to answer your water-based cleansing needs.



VitrA V-Care Smart Panel





Touch-free auto and periodic flush

An indispensable element in the VitrA smart bathroom products ecosystem, the V-Care Smart Panel undertakes a major role in creating a hygienic environment and protecting public health. With twenty-two patented technologies, the V-Care Smart Panel's auto flush feature prevents the need to touch the panel and reduces the risk of cross-contamination.

Even when a manual flush is required, there is no need to touch the panel; it is enough to bring the hand to 10 mm away from the panel. In case a second flush is necessary to clear the bowl, the V-Care Smart Panel waits until the cistern is completely full to ensure a more effective flush.

A period of inactivity could lead to bacterial proliferation, backflow through the waste pipes and even a build-up of minerals and other deposits. The periodic flush mode regularly washes the bowl to minimise the risk of dirt, stains, odours and bacterial growth, thereby greeting users with a hygienically clean toilet every time. The default setting is ON, but it can be turned OFF via the mobile app.

The mobile app offers additional benefits such as comfort, usage data display, remote control and updating. Thanks to the network connection, the V-Care Smart Panel firmware always remains up to date. The dashboard enables remote monitoring of all installed plates, statistics viewing, and function control for commercial enterprises and institutions.

Valarte

Ceramics available in









VitrA Design Team

Timeless attraction

Modern and stylish reflections of classical style. Valarte stands out as a series that combines country style with simplicity. The washbasins also present convenient solutions for projecting your style on bathrooms of different sizes.







Outline

Ceramics available in























rosa





VitrA Design Team

Ceramic virtuosity

VitrA's team of in-house designers represent the backbone of our design philosophy and culture. These emerging stars are supported by multidisciplinary teams at the VitrA Innovation Centre. The hallmarks of VitrA's collections are innovative design based on sustainability, 'design for all' principles and superior concepts underpinned by sophisticated technology.

Bringing a fresh new look to basin design, the Outline range made from cerafine ceramic with the VitrA Clean glaze offers a choice of shapes and finishes. Unique to Outline, VitrA introduces the new pebble shape to this range of countertop basins. The four additional shapes available are TV, oval, square, and round.

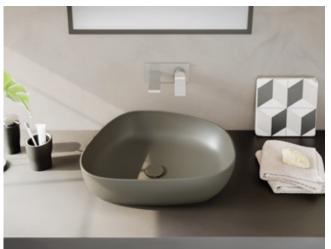








TV bowl washbasin, matt black, 63 cm



Pebble bowl washbasin matt stone grey, 56 cm 5991



Square bowl washbasin, matt taupe, 50 cm



Pebble bowl washbasin, matt white, 55 cm 5991

ArchiPlan

Ceramics available in









VitrA Design Team

Smart solutions for layouts

Every project is unique with different needs. To meet these needs, ArchiPlan Collection was carefully designed by Design Studio VitrA. An ideal solution for homes, hotels, restaurants, cafes and bars, especially those with smaller bathrooms. This collection of bathroom furniture, sanitaryware and accessories offers smart, durable solutions to enable seamless planning.







123

ArchiPlan







Compact basin, 120x38 cm 7410



Compact basin, 45x38 cm 7400

Sento

Ceramics available in















VitrA Design Team

Common sense uncommon bathroom

Bringing Scandinavian style into the bathroom, this furniture range is designed to complement the popular Sento WC pan. Three matte furniture finishes and five basin sizes are available, including a compact cloakroom option. With sensored LED lighting underneath the washbasin units and leg set option, this range provides a new modern take on bathroom furniture.







bidet function





Rim-ex wall-hung WC pan, taupe, 54 cm 7748

Slim WC seat, taupe 120-020H209



Rim-ex wall-hung WC pan, matt black, 54 cm 7748

Slim WC seat, matt black 120-083H209

Sento Kids Collection

Ceramics available in









VitrA Design Team

Specially designed ergonomic products

The VitrA Sento Kids Collection focuses on toilet usage at two main milestones in the personal development of children: three to five and five to six years. Specially designed ergonomic products for these periods aim to transform the toilet experience into safe, hygienic and a natural process.







bidet function





SmoothFlush close-coupled WC 7362

WC brush holder A4491667

Roll holder A4491467

Round kids mirror 65067

Washbasin, 45 cm 7350

Basin mixer, green-yellow A4266646IND

Liquid Soap Dispenser A4491567



Ergonomic design, perfect bathrooms for kids

SmoothFlush wall-hung WC, 47 cm 7360

Kids WC seat 133-100H009

Control panel 740-2001IND

Triple washbasin, triple layers, 125 cm 7352

Double washbasin, double layers, 85 cm 7351

Touch-freebasin mixers, for kids A47188IND

Faucets available in





















Bathroom furniture colours - Root Groove and Root Classic















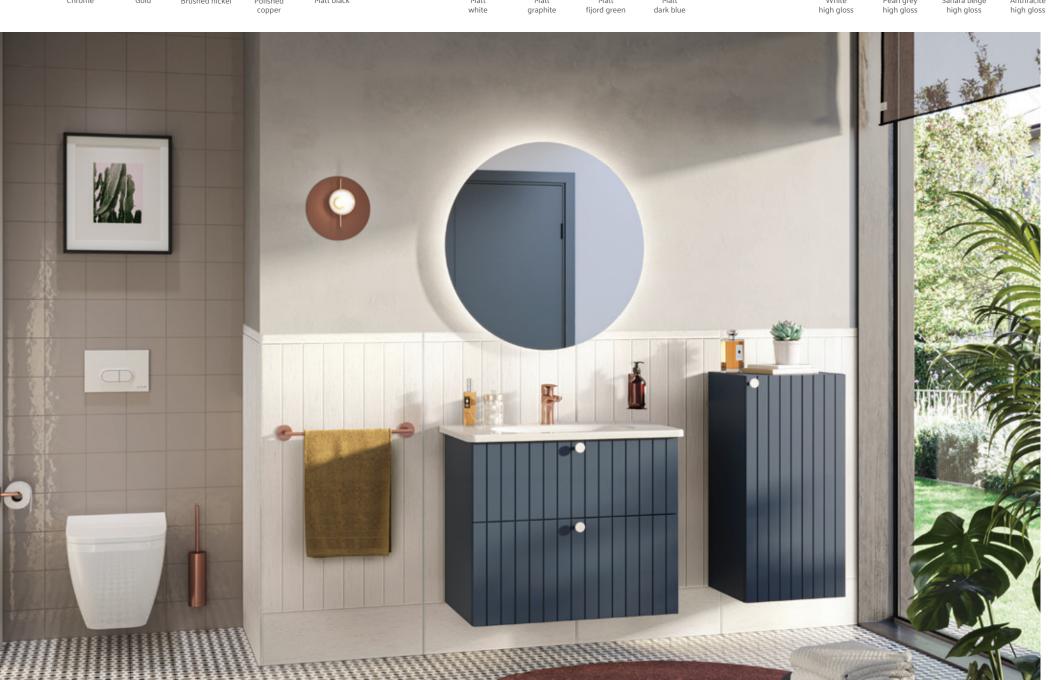












The perfect solution for a dream bathroom

The new Root Collection is based on a simple design idea that allows you to create your ideal bathroom.

The collection, created with every detail in mind, offers a variety of size and style options to fit any bathroom. With an array of colours to choose from you can personalise your furniture with additional handle and leg options.



Tidier bathrooms

Root Bathroom System has been designed to meet all kinds of needs. Cabinets and drawer units help to keep items organised. Partitions inside the drawers enable easy organisation of items such as hair dryers, brushes and bathroom essentials to maintain a tidy bathroom space.









Rich colours

Root Flat offers three different finishes: matt, high gloss and wood. Matt and high gloss colors are made from 100% recyclable material.

The high gloss white, pearl grey, anthracite and sahara beige colours add a shine to the bathroom with their smooth gloss finish.

The rock grey, storm grey and dark blue colours have a matt finish and work perfectly for creating a modern looking bathroom. Contrasted with natural wood on the inside of the drawers, these finishes create a warming balance.

Natural oak, walnut and Cordoba colour options are available for those who want the warm and calming effect of wood in their bathrooms. It provides a stylish and natural contrast to the anthracite colour wood inside the drawers of the washbasin units.

















A modern look

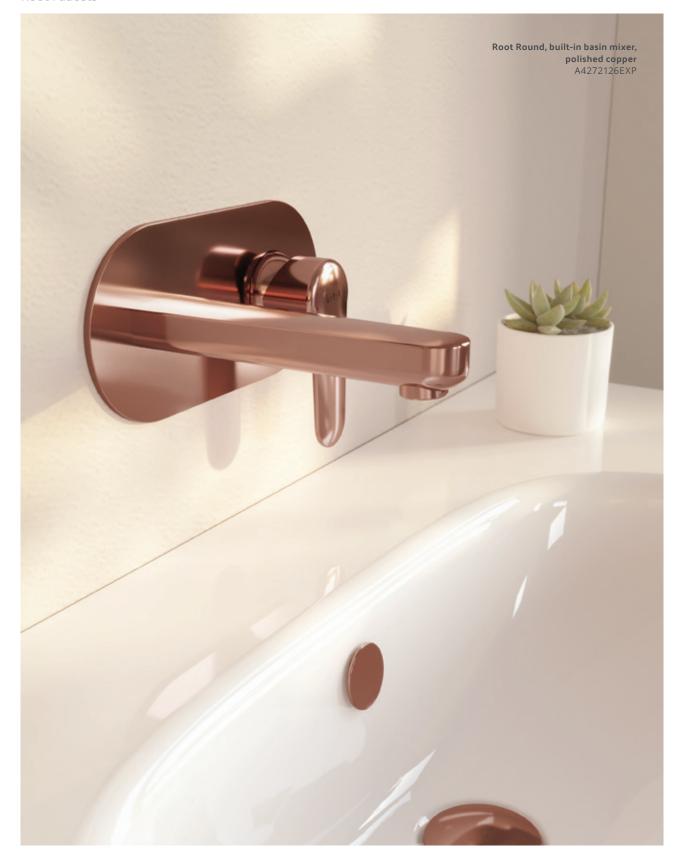
Root Groove offers a modern style with its matt colours and joint detail on the doors.

The collection, offers seven colour finishes in an array of warm and cool tones. This includes: white, light grey, grey, graphite, dark blue, retro green and fjord green.

The handles are available in black, white or chrome, to allow you to match your brassware and accessories seamlessly.













Root Square, basin mixer, matt black A4273236VUK



Root Round, basin mixer, gold A4270523IND



Root Round, basin mixer, brushed nickel A4270534IND



Root Round, basin mixer, polished copper A4270526IND



Impressive design Loft

Now you can express your style in your bathroom with the confidently bold and sharp lines of new Loft series.



Basin mixer - for bowls, chrome A42610



Built-in basin mixer, chrome A42394

Origin

Faucets available in

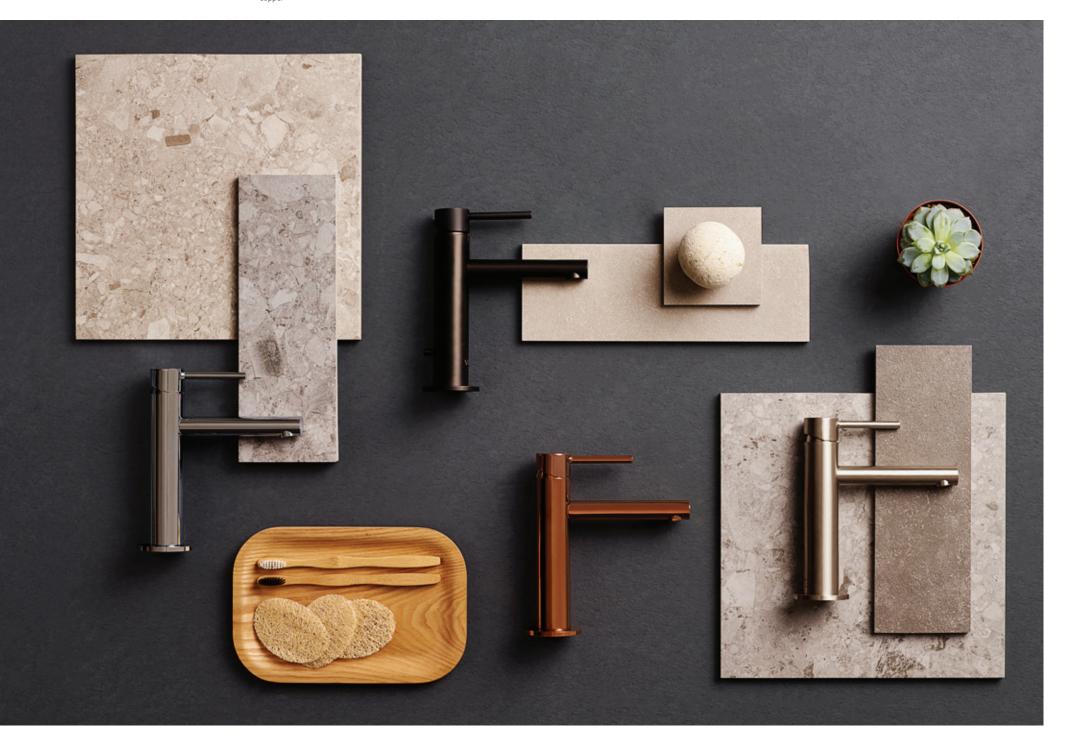












Silent gracefulness Origin

Origin portrays a delicate minimalism. The collection differentiates from the ordinary with its simple slenderness: Precise edges, fine details, and noble colours. By challenging the existing perception of faucets and accessories, Origin offers an integrated and charming final touch to the bathroom.



Basin mixer from ceiling, chrome A42680

Built-in shower mixer, chrome A42621

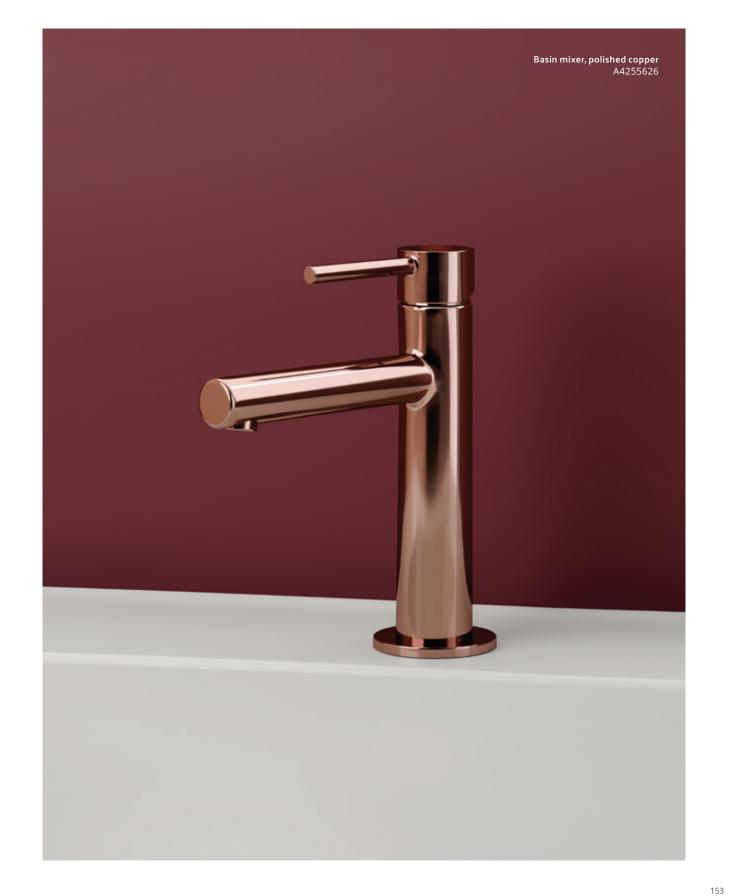


Handshower set, polished copper A4554326

Built-in handshower outlet, polished copper A4262526

Built-in 3-way diverter, polished copper A4262426

Built-in bath/shower mixer, polished copper A4226526



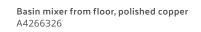
Origin



Basin mixer - for bowls, matt black A4255736



Basin mixer - for bowls large, chrome A42558







Basin mixer from floor, matt black A4266336



Toilet brush holder, wall-mounted A44894, chrome A4489426, copper A4489434, brushed nickel A4489436, matt black



Toilet brush holder A44893, chrome A4489326, copper A4489334, brushed nickel A4489336, matt black



Toilet roll holder A44887, chrome A4488726, copper A4488734, brushed nickel A4488736, matt black



Toothbrush holder, single, wall-mounted A44896, chrome A4489626, copper A4489634, brushed nickel A4489636, matt black



Liquid Soap Dispenser A44891, chrome A4489126, copper A4489134, brushed nickel A4489136, matt black



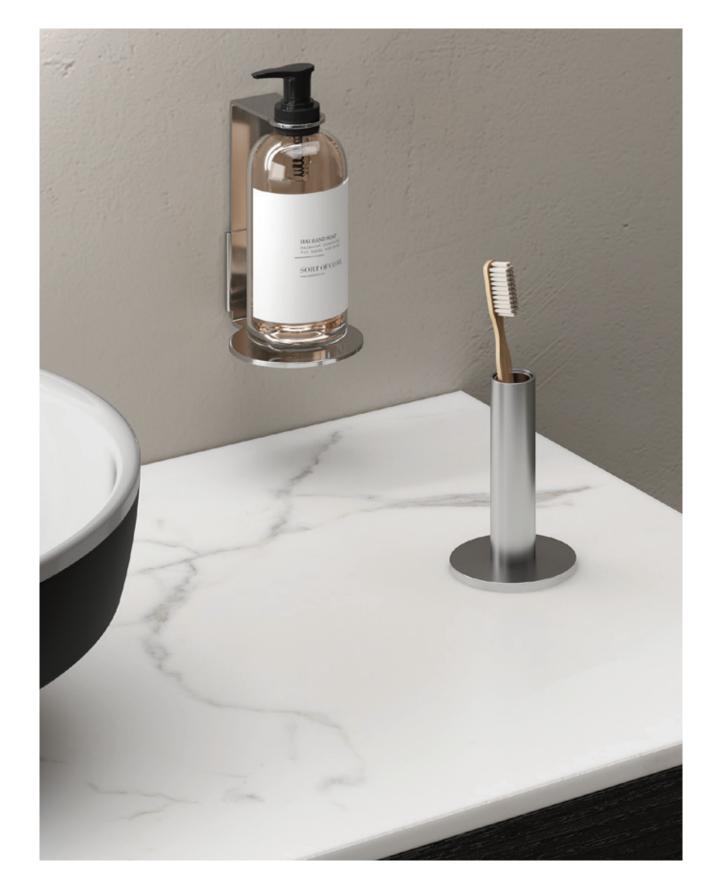
Liquid Soap Dispenser Holder A44892, chrome A4489226, copper A4489234, brushed nickel A4489236, matt black



Touch-free soap dispenser, countertop A44760, chrome A4476026, copper A4476034, brushed nickel A4476036, matt black



Touch-free soap dispenser, built-in A44700, chrome A4470026, copper A4470034, brushed nickel A4470036, matt black



Origin Classic

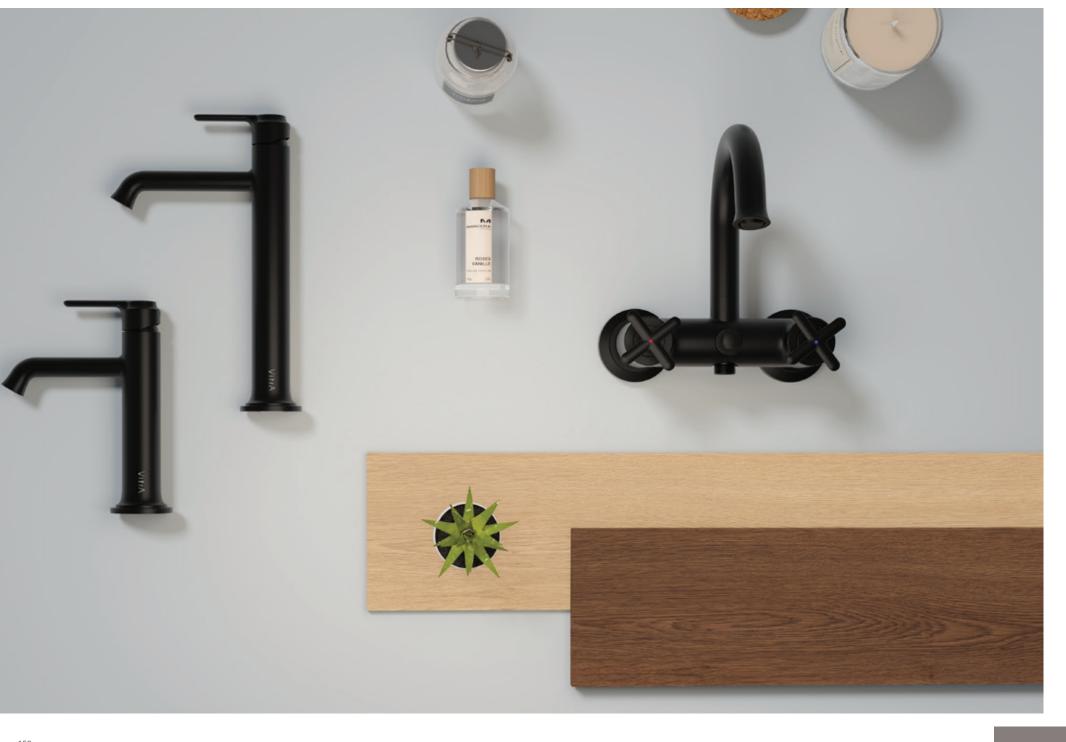
Faucets available in









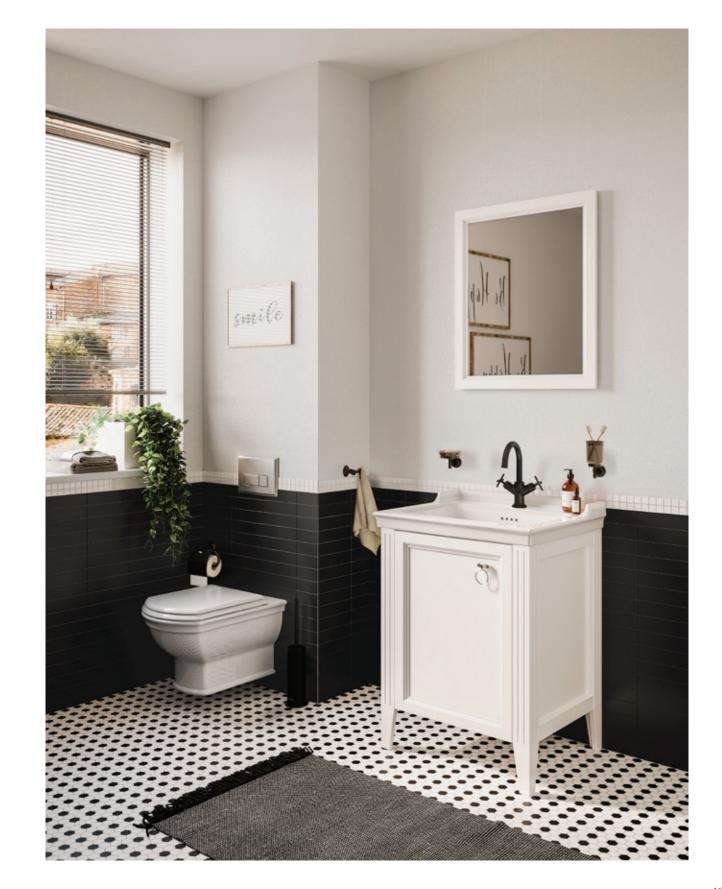


A harmonious blend of classic and contemporary Origin Classic

Origin Classic combines elements of the past and future, executed with a contemporary touch to highlight its graceful and elegant lines. The collections consists of complementary faucets, accessories and shower systems, and creates a unique ambiance in the bathroom, with the harmony of the classic and the contemporary. Different colour and usage options provide a lot of design freedom.

Classic design that unifies the bathroom

The design language of Origin Classic reflects the harmony of classic and contemporary style in every piece in the collection. The collection offers a wide range of products to accommodate different approaches and usage habits. Complementary faucets, shower systems and accessories provide flexible design alternatives in the bathroom.



Origin Classic







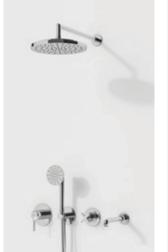






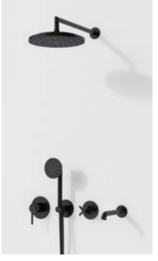












Colours that add diversity to design

Origin Classic creates a classic ambiance with the variety of colours it offers; in chrome, soft copper, brushed gold and matt black, to ensure durability for years to come.

Suit

Faucets available in









Soft copper

Glossy black



Shaping water by design Suit

The Suit Collection, designed by Design Studio VitrA, uses geometric shapes and transforms them into an elegant and original design.







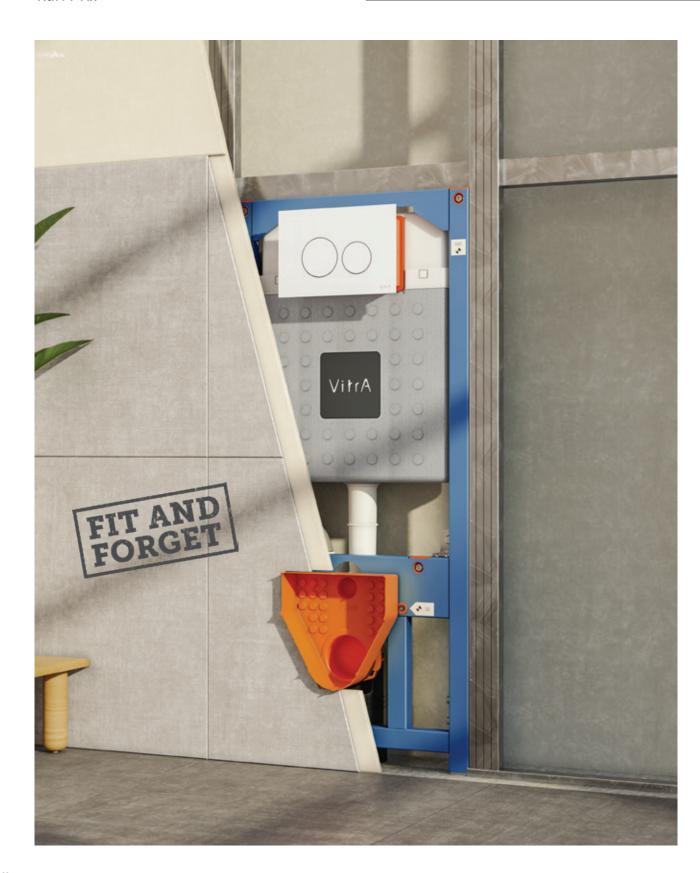


Colour alternatives

The Suit Collection perfectly complements the harmony in the bathroom with chrome, glossy black, soft copper and soft gold colour alternatives that will look new for years.







VitrA V-Fix.
Concealed Cisterns.
Faster, easier, fault-free.

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Experience the future of bathrooms

VitrA strives for an excellence that goes way beyond the surface of our products. In fact, from design to production and customer service we aim for nothing less than perfection at every stage.

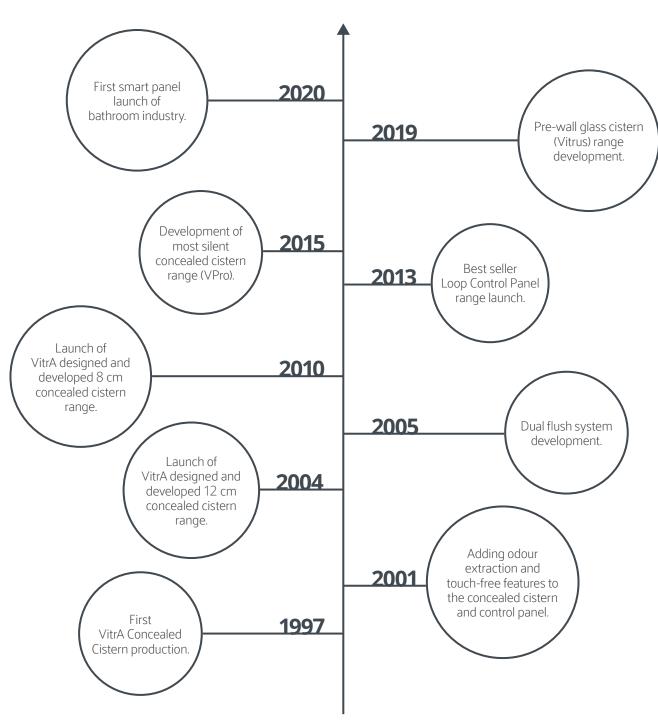
Thanks to our many continuous improvements, VitrA Concealed Cistern features provide added value to installations.

The solution hidden inside the wall changes and expands the perception of space, it still works accurately and quietly after decades as it did on installation. VitrA provides concealed cistern solutions for every wall and WC types with a strong flush and quick refilling – quiet, reliable and long term. Moreover, our history of many years engineering, rigorous internal tests and numerous external certification processes are what gives complete confidence in VitrA brand.

Also, VitrA V-Fix provide hygienic and reliable experiences for every bathroom thanks to their compatible assembly options. Benefit from our extended 10 year warranty for core products and retrofitting offer for conversion of up to 30-year-old concealed cisterns.



Highlights in VitrA V-Fix







By special filling system the cistern filling sound does not exceed 19 db and stays in the range of valve group I.

Thanks to the system that instantly cuts off the filled water, disturbing noises are prevented during the cutting process.

The styrofoam on the product provides extra insulation and so that provides a quiet use both in the bathroom and in the connected living quarters.





10 years guarantee and 30 years spare part availability

Qualified, durable, and sustainable VitrA products create highly functional and reliable solutions. The durableness of VitrA V-Fix is backed up by VitrA's high technology standards and engineering. In addition to the 10-year warranty, a 30-year spare part supply guarantee is also provided for each concealed cistern. VitrA always allows the purchase of spare parts to maintain the continued function of a VitrA Concealed Cistern for up to 30 years from the manufacturer's date of sale.

Perfect for bathroom design, ideal for quick and easy installation

With engineering behind, VitrA V-Fix are perfect products with their well-thought-out features that guarantee fault-free operation following many years of continuous improvement.



Highlights

- Statically self-supporting and durable up to 500 kg.
- · Assembly options to dry and brick wall.
- Available for wall-mounted, back-to-wall, single WCs and also for squatting pans.
- 2.5/4 L and 3/6 L flushing options.
- Complies with sound insulation standards.

Powder-coated assembly steel frames.

The styrofoam coating over the body prevents condensation.

Conduit pipe for electrical cable transmission to conceal wiring for electrical products.

Bore holes for accommodating additional wall attachments in barrier-free toilet systems.

Sturdy, wide area crossbeams with junction box and wall connection parts for holding the ceramics securely.

Practical foot brakes for adjusting the module height allows one person assembly.

Stamped-in 1 metre mark, permanently visible and also provided as a sticker.

The flexible PPRC body

Easy access to interior parts

during service opening.

resistant to variations in temperature, breaking and cracking.

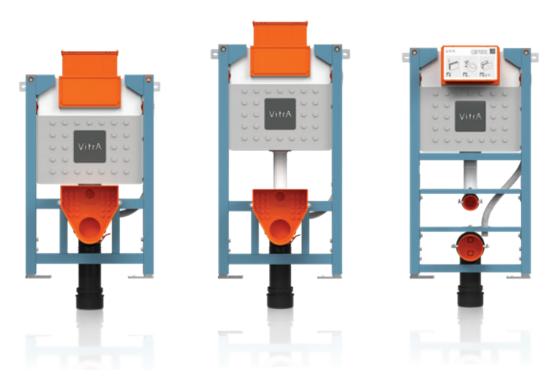
Conduit pipe for water supply connection in shower toilets

Integrated junction box for supplying power to electrical products.

Adjusted foot supports for floor projections of 0 cm to 20 cm attachments.



The flexible solution for a customized bathroom



Three installation heights

The newly developed VitrA VUni Concealed Cisterns which are one-piece body that is produced with blow-moulding technology can be installed at heights of 82 cm, 98 cm or 112cm which delivers outstanding flush performance every time. A watersaving dual flush conserves valuable resources and helps the cistern achieve maximum efficiency.

Child WC and back to wall WC pans, for our smallest users from kindergardens, primary schools or arcades we are offering VitrA VUni 98 cm height concealed cistern.

Top/front actuation

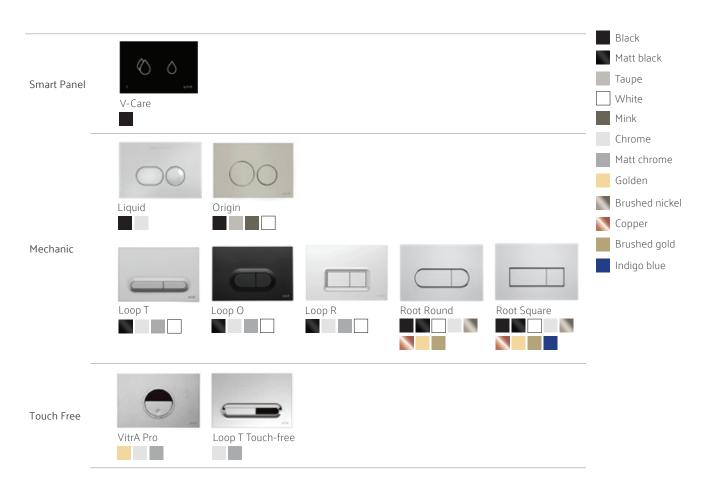
With a maximum depth of 21 cm and minimum depth of 15.5 cm, the VitrA VUni Concealed Cistern is compatible with all alcove situations. It can be connected to the water supply from either the back or the side and it's suitable with all VitrA mechanical control panels. Depending on the construction situation, the actuator plate that activates the flush can be installed to the top or front of the cistern. No special tools are required to install the cistern or install the actuator plate.

VitrA V-Fix



Aesthetic and functional

Wide control panel range for the best choice in bathrooms design.

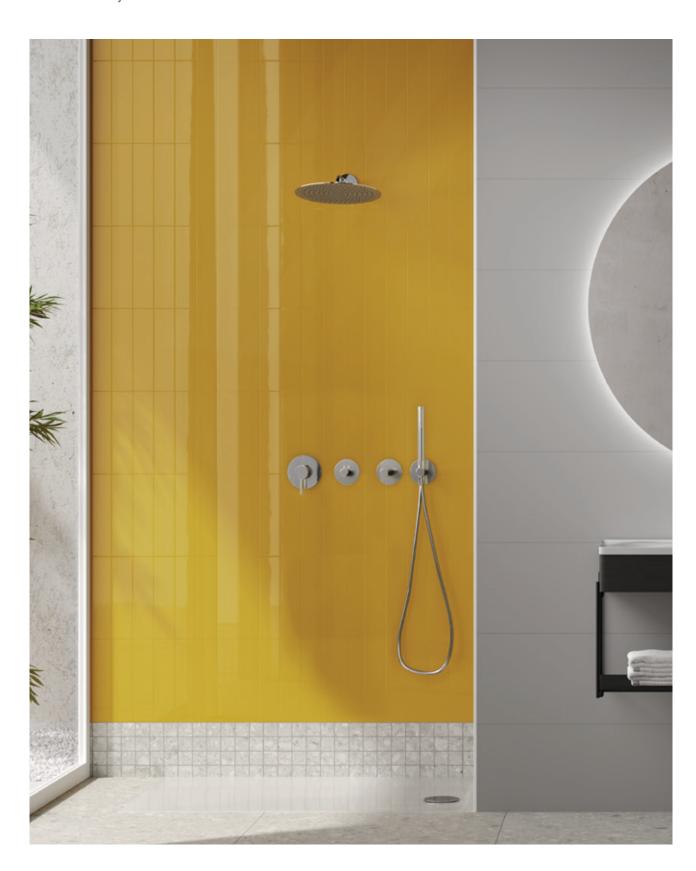




V-Care Smart Panel

The V-Care Smart Panel is equipped with smart sensors, functions and specialised algorithms, it cares about people, workplaces and the environment. The mobile app allows personalisation as well as offering the option of monitoring WC usage to improve efficiency and economy in the workplace.

Showering Areas



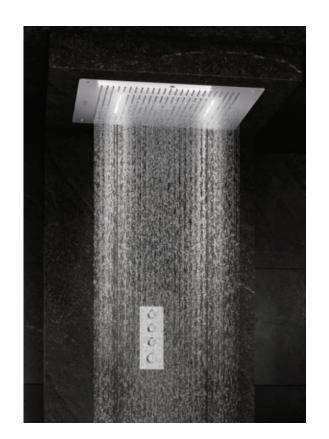
Completely different dimension to the shower experience VitrA Shower Systems

VitrA Shower Systems, being compatible with all bathroom mixers, add a completely different dimension to the shower experience with their rainfall feature. The Shower columns where the hand-held shower, the shower head and the router are brought together in a single body, complete the aesthetic line of the series.



The ultimate shower experience inspired by nature Hiera

Designed with inspiration from Hierapolis - Pamukkale, which is world famous for its natural springs. Hiera is named after this region. Hiera takes you on an inner journey with a shower experience that also rejuvenates an stimulates.

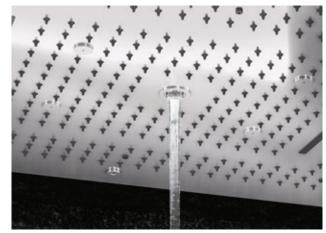




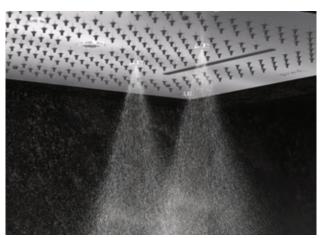
Aquarain



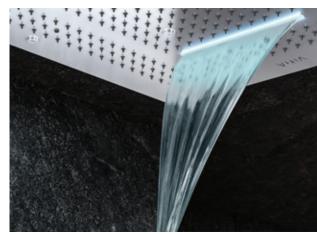
Aquarain - XL



Aquastream



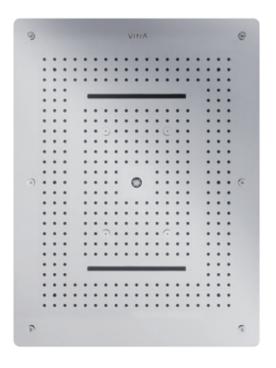
Aquamist



Waterfall



Chromotherapy



5F Showerhead, **60x80** cm A45735







The smart button that makes life easier AquaControl Thermostatic

The AquaControl concealed mixers make it easy to control your showering system, with a simple push of a button. It offers a comfortable and pleasurable shower experience with water that comes from both the hand shower and the showerhead, at the same time.



Effortless shower experience

You are always in control in the shower, even with your eyes closed, thanks to the indicator button that diverts the water to the shower head of your choosing.

When you push a function button, it will pop out, so you know which setting it is in. Therefore, even if your eyes are closed due to shampoo foam, you can easily find the AquaControl's diverter.











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The temperature you are looking for AquaHeat Thermostatic

We know how sensitive your bathing pleasure is.
With AquaHeat Thermostatic shower system,
we fix the temperature of the water to the ideal
temperature for the whole family. AquaHeat thermostats set
the water temperature at a predefined temperature and
a consistent flow. This eliminates the risk of scalding and
especially safeguards the elderly and children.



Origin Built-in Thermostatic Bath/Shower Mixer A42671

V-Box Concealed Part A42263



Square concealed thermostatic bath mixer A42671



Suit Built-in Thermostatic Bath/Shower Mixer A42674EXP

V-Box Concealed Part A42263



S2 Built-in Thermostatic Bath/Shower Mixer 3-Way Diverter Concealed Part Included A47164EXP

Thermostatic bath/shower mixers available with 2-way & 3-way diverter

AquaHeat





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An ultimate shower experience

With different spray modes offering physical, emotional and spiritual relaxation, VitrA shower systems transform the most natural form of water into a spa experience.



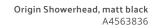






Origin Showerhead, copper A4563826

Built-in shower mixer, copper A4262126



Built-in shower mixer, matt black A4262136

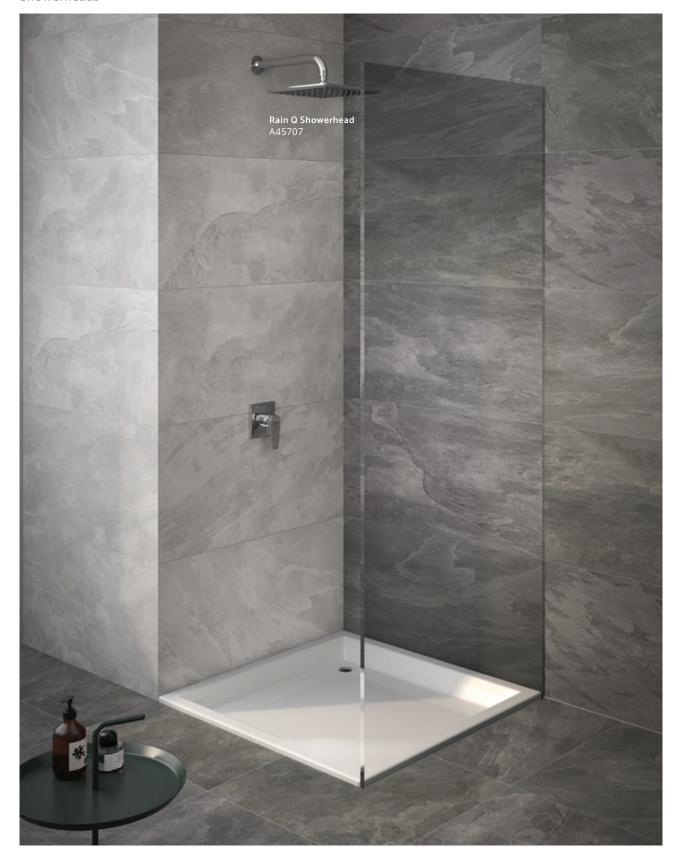


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Origin Showerhead, brushed nickel A4563834

Built-in shower mixer, brushed nickel A4262134







Bliss 2F Showerhead, chrome A45742EXP



Bliss 2F Showerhead, polished copper A4574226EXP



Bliss Round Handshower Set, copper A4579026EXP



Bliss Round Handshower Set, matt black A4579034EXP



Bliss 2F Showerhead, brushed nickel A4574234EXP



Bliss 2F Showerhead, matt black A4574236EXP



Bliss Round Handshower Set, brushed nickel A4579036EXP



Bliss Square Handshower Set, chrome A45791EXP



Bliss 2F Showerhead, gold A4574223EXP



Bliss Square Handshower Set, gold A4579123EXP



Bliss Square Handshower Set, copper A4579126EXP



Bliss Round Handshower Set, chrome A45790EXP



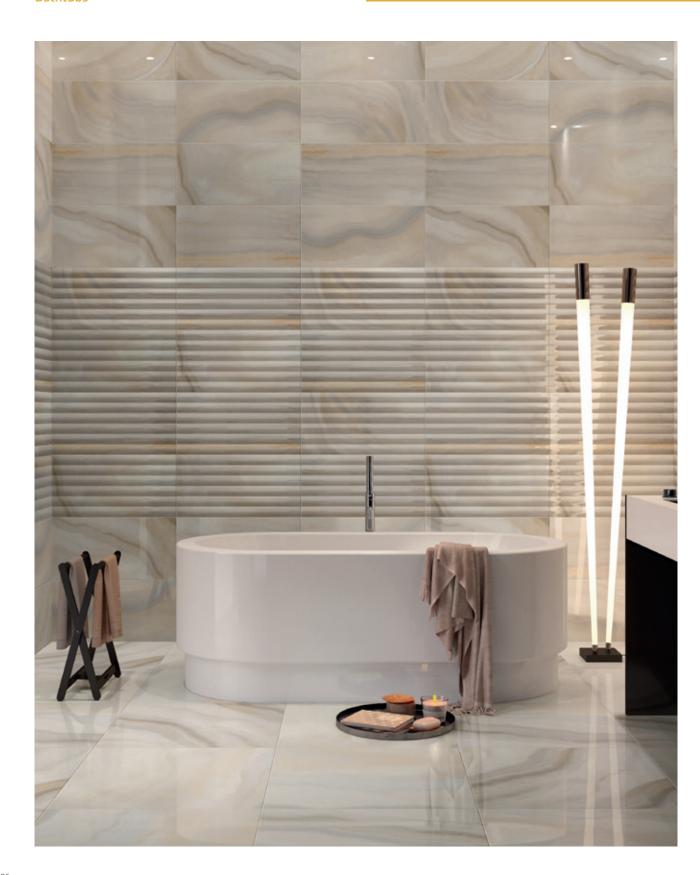
Bliss Round Handshower Set, gold A4579023EXP



Bliss Square Handshower Set, matt black A4579134EXP



Bliss Square Handshower Set, brushed nickel A4579136EXP



Transform your bathroom space to stunning effect

Bathing has always been associated with health, well-being and relaxation. VitrA's beautiful range of bathtubs continues to evoke, uphold and enhance these associations. Whatever your preference, be it free-standing or fitted, sweeping line or a calming curve, acrylic or mineral cast, our bathtubs make bathing a sensory pleasure. Our stylish range of free-standing bathtubs will not only relax the body and revitalize the spirit, but also transform your bathroom space to stunning effect.

VitrA bathtubs, made from high-grade acrylic, produce a superb finish. Each fitted bathtub features a minimum of five feet adjustable, a fully-encapsulated wooden baseboard and frame, and an advanced wall fixing kit to keep the bath tightly in place, ensuring stability with no creaking or bowing.

VitrA bathtubs & panels come with a 10-year guarantee.

Istanbul

Pure and natural organic forms inspired from Istanbul's mixed culture and traditions but a series of future.. Istanbul, Ross Lovegrove, almost defines beauty again. Completes the series with bathtub products.



Istanbul Round Bathtub, 160 cm 5299

A selection of beautifully designed free-standing bathtubs.

Neon

• —

Our spectacular range of baths consists of high end design and affordability coupled with space saving innovation and award winning designs.



DUO maxi 0000











Beautiful free-standing bathtubs with either wall or deck-mounted brassware.

GEO

• —

The Geo Tub stands out with its versatile options that cater to various usage habits while maintaining its elegant appeal. Its sleek design, featuring thin edges, perfectly complements its universal style.



Geo Freestanding, 160x75 cm 65360006000

Free-standing, wall-mounted and corner bathtub options that change the mood of bathrooms.

VitrA Whirpool



Functions

Water massage (continuous/interval)
Water massage level automatic/manual control
Air massage (continuous/interval)
Air massage level automatic/manual control
Light (continuous/optional)
Light (interval/optional)
Automatic disinfection programme
Light application: 2
Air jet: 10
Water jet: 18 micro



Functions

Air massage (continuous) Light (continuous/optional) Light application: 24 LED (Chromatherapy) Air jet: 24



Fui

Water massage (continuous)
Water massage (interval)
Air massage (continuous)
Air massage (interval)
Air massage level manual control
Light (continuous/optional)
Light (interval/optional)
Light application: 2
Air jet: 10
Water jet: 6



Functions

Water massage (continuous) Water massage (interval) Light (continuous/optional) Light (interval/optional) Light application: 1 Water jet: 18 micro



Functions

Water massage (continuous) Water massage (interval) Water jet: 6



Functions

Water massage (continuous) Water jet: 6W

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Production facilities produce yearly 3,500,000 units of VitraA bathtubs & shower systems with advanced technologies



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