

## Bathroom series full of character



"Developing a new bathroom series requires teamwork. Setting the project parameters around product types, market requirements and price positioning are key initial steps. Especially as the design language has to be appropriate and coherent across the range."

Simon Hopps, Head of Design & Innovation at Geberit



"Citterio combines puristic and natural elements to create a unique climate that reflects the spirit of ambitious Italian design."



"With Xeno<sup>2</sup>, a clear shape emphasises the pure power of nature. It almost appears as though the inner bowl has been naturally carved out by water over centuries."



"iCon is without doubt a market leading series that is proving to be a contemporary classic."



"Renova Plan is a genuinely contemporary series, combining a soft geometric style with an extensive range of product types."



"With Glow, subtle ceramic surfaces blend harmoniously with precise outer shapes and pure furniture elements."



"The simple elegance of the Mattis bathtub provides ample opportunity to combine with other series to create a personalised touch in any bathroom."



"Triple A is a stylish range of state-of-the-art shower enclosures with many special features, including the innovative magnet-guided door system."