



ROCA SANITARIO
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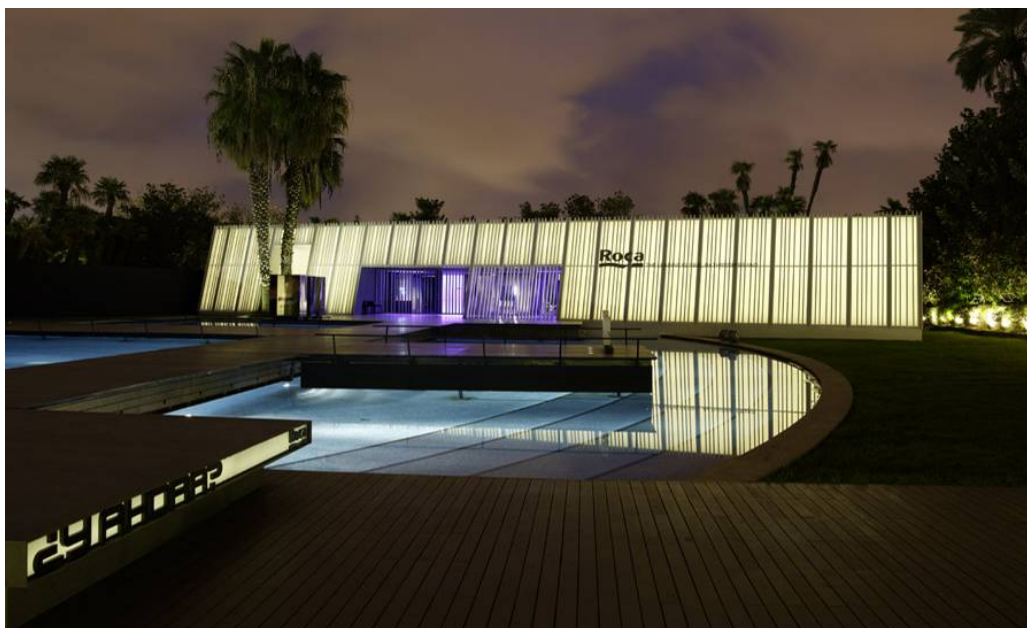
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Innovation and design showcased in the 2009 Roca Collection

- Roca unveils new solutions that adapt to each life style and make bath time a whole new experience
- The trend-setting MERIDIAN series and the ONE and ESSENCE collections stand out thanks to their cutting-edge design

Barcelona, 26 November 2008. - Roca has just unveiled its new products that will be the trendsetters in sanitaryware in 2009. The unique setting was the Roca pavilion, located in the gardens of the Hotel Juan Carlos I in Barcelona. Based on innovation, technology and design, Roca proposes new solutions that closely reflect each life style and make bath time a whole new experience.



The new designs for the coming year are grouped into six different categories: Bath collections, Washbasin-furniture-mirror-bathroom fittings solutions, Tap solutions, Wellness Solutions, Shower Solutions and Kitchen Solutions. They all reflect Roca's innovative and trend-setting spirit. Apart from being practical and with an emphasis on design, these products set trends, are cutting edge and feature technological innovations that are environmentally friendly and committed to sustainability.

The following are the highlights of the 2009 collection:

Bath Solutions

The new MERIDIAN bath collection features a new concept in washbasins: Unik. A global and integral innovative solution of 36 parts designed to cover all the needs of the different markets where Roca is present. With maximum storage capacity and a module available in various colours, the series consists of 20 washbasins, a column module, 6 toilets, 4 bidets, bathroom fittings and 3 stands. It is the perfect the solution that adapts to the aspirations of any bathroom.



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Washbasin-furniture-mirror-bathroom fittings solutions

The new **ONE** and **ESSENCE** bathroom furniture collections enables you to personalise your bathroom and add a touch of design and functionality.

ONE Collection



A solution that combines contemporary design, sophistication and functionality, aimed at those individuals that wish to add distinction and design in their lives. It is a premium range consisting of 6 items of furniture and 4 mirrors with lighting.

ESSENCE Collection



Selection of washbasin and wall furniture, together with mirrors with lighting. These are solutions with built-in drawers for maximum storage capacity and the optimum distribution of the interior space.

About Roca

Consolidating its global leadership in the sanitaryware sector, Roca comes up with innovative and revolutionary products each year, that help to create new experiences in the bathroom. Thanks to its cutting-edge design, people around the world can add their own personal touch to one of the main room in the home, where unique sensations are experienced. In keeping with its philosophy, Roca manages to harmonise innovation, technology, design and sustainable development.

The Jump the Gap International Design Competition, promoted by Roca and aimed at young architects, interior designers and designers under 35 years old is further proof of its commitment to design. Entries close on 31 December of this year and the winning project, selected by a jury consisting of leading architects and designers, will be unveiled at the next 100% Design in London.

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