

ISH 50 Fair at Frankfurt: Roca spotlights its commitment to the future

- **Roca, the world leader in designing bathroom solutions, showcases its global vision focused on design, sustainability and the bathroom of the future.**

Barcelona, 12th February- ISH 50, the world's leading trade fair for the bathroom sector, will open its doors in Frankfurt on 10 March, where Roca, the leading brand in sanitaryware products, will be present with a unique and cutting-edge stand.

Roca's proven experience in creating products for bathroom solutions and in the field of innovation endorses its position as the best-known brand on the international market. In keeping with the fair's slogan, "Water for People", Roca will showcase its latest contributions in design and sustainability as part of a breathtaking and innovative space designed for the occasion. Divided into three different areas (*Feel Good, Waterdrop and What's Next?*), the space reflects the three main pillars underpinning Roca's philosophy: comfort, sustainability and constant innovation.

The *Feel Good* area reflects the emphasis that Roca places on well-being through the new products that the company has designed for 2009, which seek to offer unique and global sensations in the bathroom. Next to the new products, the visitor will also be able to see *BCN Collection*, an exclusive modular bathroom that is the result of the partnership with the famous architect, Carlos Ferrater. The *What's Next?* area, where the visitor will find solutions as innovative as the colourful *Khroma Collection*, highlights Roca's constant eagerness to outdo itself and its willingness to set itself new challenges every day. The *Roca Loves the Planet* area reflects the commitment to sustainability and water saving that can be found in all the brand's collections. You will here be able to visit *Waterdrop*, the work of Héctor Serrano, an avant-garde tribute to water without using a single drop of this element and where technology summarises Roca's commitment to design and sustainability.

Right from its earliest days, Roca has been committed to design and innovation, by offering unique experiences for the bathroom spaces and being a trend-setter around the world. Roca's position as a global brand is the result of its ongoing work in three specific areas: marketing cutting-edge and innovative products that help each person to create their own bathroom space filled with sensations; ongoing research to provide the best solutions to all requirements and achieve environmentally-friendly products that help to reduce water and energy consumption; and the constant evolution of Roca to take on new challenges that will define the bathroom of the future

Roca's presence at ISH 2009 focuses on the main themes that will define the bathroom space of the future: combining experiences and solutions aimed at well-being, water as an integrated element in our lives and as a limited resource, and the experience of living in a global world where everything is connected.

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ISH is the world's leading trade fair for the bathroom experience. Some 2,400 companies will be represented including all market leaders and technology pioneers.

About Roca

Roca is world leader in the bathroom business, with a strong focus in design and trend setting. It is present in over 135 countries around the world. As part of its ongoing growth process, Roca is firmly committed to technology, design and innovation. The result of this work are the partnerships of the most outstanding architects (Moneo, Chipperfield, Herzog & de Meuron), and interior designers and design studios (Benedito Design, Giugiaro, Schmidt & Lackner). Protecting the environment is a constant concern for Roca, proof of which is the design and constant evolution of sustainable products that include energy and water-saving devices to protect the environment.

On the other hand, and as part of its desire to improve and innovate, Roca has implemented initiatives aimed at supporting young talent, such as the Jump the Gap International Design Competition, which fosters the new talent of the future and offers the possibility for the winning project and its designer to be known internationally. The jury's decision will be announced in September of this year at the next 100% Design fair in London.

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<http://ish.messefrankfurt.com>
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