

PRESS OFFICE
Tel. 93 201 10 28

Mónica Perpiñá Robert
monica.perpina-robert@bm.com

Marta González
marta.gonzalez@bm.com

Roca spotlights innovation, design and sustainability at the ISH 50 Fair

- **Roca, a global leading company in defining bathroom solutions and a benchmark in design, is showcasing its most innovative and cutting-edge projects at the ISH Fair that opens today**

Barcelona, 10 March 2009.- ISH 50, the leading trade fair for the bathroom product sector, opens today in Frankfurt. Roca will be present at the fair with a breathtaking area to showcase its global vision focused on design, sustainability and the bathroom of the future.

Leader in marketing bathroom products, Roca has designed an avant-garde space to transmit the basic concepts of its philosophy: the well-being of people in their daily lives, innovation in the bathroom, where it offers new experiences, and commitment to the environment based on creativity and designing sustainable products. Roca, which operates in over 135 countries, continues to evolve as a global brand to adapt its products to the needs of all consumers. According to the company, "This is a key moment for Roca. Over many years, the product was the focal point of the company and we focused on fundamental aspects, such as design and quality. The outcome was the different partnerships with internationally renowned architects and designers. But we believe that we must go even further to confirm our position as global leaders".

The visitors to ISH who go to the Roca space will find three different areas: The **Feel Good** area reflects the emphasis that Roca places on well-being through the new products that the company has designed for 2009, including the Meridian collection, under the "Universal Solutions For All Needs" slogan. Next to the new products, the visitor will also be able to see BCN, an exclusive modular bathroom that is the result of the partnership with the famous architect, Carlos Ferrater. This area represents Roca's commitment to design and avant-garde, here the visitor will find the innovative Khroma collection. On the other hand, the **Roca Loves the Planet** space reflects the commitment to sustainability and water saving that can be found in all the brand's collections. Here you will be able to visit *Waterdrop*, the work of Héctor Serrano, an outstanding tribute to water without using a single drop of this element and where technology summarises Roca's engagement to design and sustainability. The third area, **What's Next?**, represents Roca's leadership as a global brand in 135 countries with a television ad that summarises Roca's development and its steady evolution.

PRESS OFFICE
Tel. 93 201 10 28

Mónica Perpiñá Robert
monica.perpina-robert@bm.com

Marta González
marta.gonzalez@bm.com

From the beginning, Roca has always been committed to design and innovation, by offering unique experiences for the bathroom spaces and being a trend-setter around the world. Roca's recognition 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 as a limited resource, and the experience of living in a global world where everything is connected.

About Roca

Roca is the world leader in marketing sanitaryware products and a benchmark in design and trend setting. Present in over 135 countries, Roca is firmly committed to technology, design and innovation. The result of this work are the partnerships with 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, 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.

www.roca.com
<http://ish.messefrankfurt.com>
www.jumpthegap.net