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Roca launches Meridian, the new range to create unique bathroom solutions

- **Roca, the global leader in designing bathroom solutions and a benchmark in design, launches its Meridian collection with new washbasins that adapt to any style and area**

Barcelona, 17th July 2009.- Roca has unveiled its new Meridian collection, comprising a wide selection of washbasins, toilets and bidets that can be used to add a unique and personal touch to any bathroom solution. The items in this collection are showcased to perfection when combined with the M2 and Esmal taps.

The new Meridian collection consists of 36 items that offer a wide range of modern products with soft lines that adapt perfectly to any bathroom area. They can be combined in many ways to cover the needs of today's modern and functional homes.

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. Thanks to this work, Roca is proud to launch its new Meridian collection, which is perfect for any space.

About Roca

Roca is the world leader in defining bathroom solutions and a benchmark in design. It is currently present in over 135 markets and has 65 factories operating in 17 countries.

A company in constant evolution, Roca is committed to design excellence of its products in order to provide unique spaces for unique experiences for the five senses. As a global brand, Roca produces versatile products that adapts to the habits of the consumers of each country, by providing solutions for all current and future needs.

Roca is building the future through design and innovation, and works with internationally renowned architects, interior designers and designers. Moneo, Chipperfield, Herzog & de Meuron, Benedito, Giugiaro or Schmidt & Lackner, together with Roca Design Center, have developed collections for Roca, the global benchmark in designing bathroom solutions.

On the other hand, Roca also supports talented young designers and architects, with initiatives such as Jump the Gap, the International Design Competition aimed at fostering the new talent of the future and which provides an international showcase for the winning project and its author. On 24th September, John Pawson, the renowned architect and chairman of the Jury, will reveal the winning project at the 100% Design London trade fair.

www.roca.com/meridian
www.roca.com
www.jumpthegap.net