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International recognition for Roca's W+W, a sustainable solution (washbasin and water-closet)

- **Roca has launched an innovatory model which will revolutionize the bathroom space, a washbasin and a water-closet in one which allows the re-use of water and a 25% saving**
- **W+W has received the prestigious *Design Plus* (ISH 2009 Fair, Frankfurt) and *Designpreis Deutschland 2010* awards**
- **W+W has been selected for the exhibition which ICEX is organizing at the Spanish Embassy in Tokyo for the *Tokyo Design Week***

Barcelona, 9th October 2009. - Roca has launched the W+W (washbasin + water-closet), an innovative and creative concept which brings together two essential elements in any bathroom space in a single unit: the washbasin and the water-closet. This combination manages to add space to smaller bathrooms, though not at the expense of design, and at the same time, makes it easy to install in existing bathrooms as well as in new ones. It is ideal for both public and private and household or office bathroom spaces.

As well as the obvious advantage in terms of comfort and functionality, the combination of washbasin and water-closet in a single unit allows the application of Roca's new sustainable "Water re-usage" technology, a way of saving water by reducing consumption by 25%, thus contributing to environmental protection. W+W reuses used water from the washbasin to fill the water-closet cistern and features an automatic cleaning system which eliminates unpleasant smells and bacteria in the water thus guaranteeing excellent quality.

This unique concept, created by the Innovation Lab, a research and development subsidiary of the Roca Design Center, was designed by Gabriele and Oscar Buratti (Battiston Architects) and is the logical choice if priorities are innovation, design and sustainability.

Thanks to these significant benefits and its creativity, W+W has been widely recognized recently and has been awarded several important prizes at trade fairs and exhibitions at international level.

W+W was awarded the Design Plus prize at the ISH 2009 Fair in Frankfurt, a competition which is held every two years and is organized by the Design Council and the German Association of Chambers of Industry and Commerce. An international jury made up of personalities from the world of design is responsible for awarding the

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prizes for the most innovative designs which are, at the same time, environmentally friendly.

W+W has also recently received the prestigious Designpreis Deutschland 2010 award, the supreme German accolade in the field of design.

The level of interest which has been generated has meant that W+W will feature at the "Sueños de un grifo / Tap Dreams" exhibition at the Círculo de Bellas Artes in Madrid whose objective is to think about different ways of interpreting the relationship between water and design. The project has also been chosen for the exhibition which ICEX is organizing at the Spanish Embassy in Tokyo for the Tokyo Design Week.

All these facts confirm the importance of design, innovation and sustainability of W+W and clearly demonstrate the world leadership of the Roca brand in sustainable solutions for the bathroom space.

About Roca

Roca is the world leader in the definition of bathroom spaces and a benchmark reference in design. Currently, Roca is active in 135 markets and has 65 factories in 17 countries.

In a process of continuous evolution, Roca is deeply committed to the excellence of the design of its products with the objective of offering spaces in which the five senses can encounter unique experiences. Roca's status as the leading worldwide brand is reflected in its creation of highly versatile products, which are easily adaptable to the habits of consumers all over the world and which offer tailored solutions to all requirements, both in the present and for the future.

Through the permanent research program at Roca, a future is being designed where design and innovation work hand in hand to achieve an ultimate sense of well-being. Roca also works in conjunction with distinguished designers, architects and interior designers such as Moneo, Chipperfield, Herzog & de Meuron, Benedito, Giugiaro or Schmidt & Lackner among others.

All this has made what Roca is today, a global benchmark reference in the creation of bathroom spaces.

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