



THE LEADING GLOBAL
BATHROOM BRAND
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Roca presents Transtube, the first global shower solution

- **Design and technology combine to offer an innovative solution which for the first time opens the shower door on the bathroom space: 360° of translucent freedom**
- **Roca, world leader in the creation of bathroom spaces and the benchmark reference in design, launches the cutting-edge global shower solution, Transtube**

Barcelona, 15th October 2009.- Transtube has arrived. The first global shower solution created by Roca which adapts perfectly to any bathroom space thanks to its 360° transparent surround. With its cutting-edge design based along minimalist lines, Transtube is the fruit of Roca's firm commitment to combining design, innovation and technology to provide the finest bathroom solutions which adapt to the needs of all users.

Transtube offers the unique opportunity to enjoy a global shower solution which affords all-round visual reality without obstacles, thanks to its exclusive design which eliminates the edges and supports of the traditional shower screen by building them into the base of the shower. Transtube features the latest generation of materials and hi-tech functions such as automatic door with movement sensor, shower base with non-slip Styltech flooring material and the stainless steel thermostatic column which all contribute to water and energy savings.

Roca has managed to bring together its basic principles in line with its traditional philosophy: leadership, by offering a global shower solution for the first time; innovation, combining design and the latest technologies; well-being, allowing us to enjoy the new concept of a 360° shower and sustainability, combining progress with water and energy-saving systems.

About Roca

Roca is the world leader in the definition of bathroom spaces and a benchmark reference for design. They are currently active in more than 135 markets and have 65 factories spread over 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 their clients 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 offer tailored solutions to all requirements, both in the present and for the future.

Roca transforms a vision of the future into reality through advanced design and innovation techniques and by working closely with highly acclaimed international architects, interior designers and designers. Moneo, Chipperfield, Herzog & de Meuron, Benedito, Giugiaro or

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Schmidt & Lackner, in collaboration with the Roca Design Center, have developed collections for Roca, which has become a truly global benchmark reference in the creation of bathroom spaces.

Roca also promotes and supports young talent through events like the International Jump the Gap Design Contest which encourages new talent for the future and offers the winning project and its creator the opportunity to achieve international recognition. The London 100% Design exhibition which was held recently awarded first prize to the winner of the 3rd edition of the competition, the young Chinese designer Li Xi, which was presented by the President of the jury, the distinguished architect, John Pawson.

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