

PRESS OFFICE
Tel. +34 93 201 10 28

Elena Elorriaga
elena.elorriaga@bm.com

Roca, the benchmark reference in design, is present in the most emblematic buildings in the world

- **Roca, the world leader in the creation of bathroom spaces, fits the bathrooms in some of the most prestigious buildings in the world**

Barcelona, 2010.- Roca, the global brand in bathroom space definition, assigns a large part of its resources to creating outstanding, innovative products in their individual categories. The work of the Roca Design Center and the Innovation Lab is central to this theme, generating unique collections and concepts which have inspired products such as the W+W, a combination of wash-basin and toilet in one unit which reduces water consumption by 25%.

Roca have managed to take their products to everybody and at all levels. Not only does the Roca brand form part of the household environment and large public spaces, it also has a significant presence in museums, airports and luxury hotels .

In Dubai, Roca was responsible for fitting the bathrooms in the “21st Century Tower”, a residential building considered to be one of the tallest in the world. Roca was also chosen to supply the residential complex which accommodated the athletes at the Beijing 2008 Olympic Games. This space won the LEED Gold Award for its ecological design and efficient energy management system. The new Moscow Airport terminal, which will be fully operational in March 2010, also features Roca products.

Hotels in the “Leading Hotels of the World” chain, including the Hotel Arcadia in Bratislava, Slovakia, Le Meridien and Pearl Beach Resort & Spa in Bora Bora also boast the value-added attributes of Roca products,

About Roca

Roca is the world leader in the definition of bathroom space and a benchmark reference in the world of design. Currently, they are active in more than 135 markets and have 65 plants spread across 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 all five senses encounter unique experiences. Roca’s status as world brand leader is reflected in their creation of highly versatile products, easily adaptable to the habits of consumers all over the world and which offer tailored solutions to all requirements.

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Through its ongoing research programmes, Roca's constructs a future where design and innovation work to achieve the well-being of every individual. Roca also works closely with prestigious designers, architects and interior designers such as Moneo, Chipperfield, Herzog & de Meuron, Benedito, Giugiaro or Schmidt & Lackner among others. All this has led to make the Roca brand the ultimate, worldwide benchmark reference in the creation of bathroom spaces.

www.roca.com