

**VILLEROY & BOCH:**

YOUR PARTNER FOR QUALITY AND INNOVATION



## INSPIRING AND INVIGORATING

### VILLEROY & BOCH STANDS FOR GOOD COOPERATION

We have known the importance of good cooperation since 1836. In that year the former rivals Villeroy and Boch united to form the successful Villeroy & Boch company. Since our establishment in 1748, when Balthasar Neumann, the greatest European Baroque architect, was at his peak, renowned architects and designers have worked with us again and again, endowing our products with their distinctive styles and leaving their mark. Thus our famous Mettlach tiles still adorn Cologne Cathedral to this very day. A further impressive example is the Schinkel Fountain in front of our headquarters in

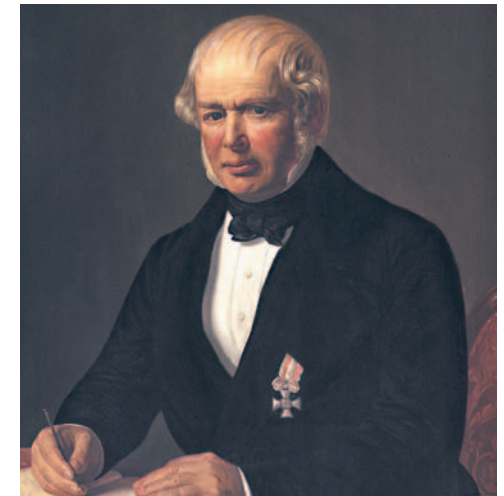
Mettlach – a gift from the Prussian Crown Prince Friedrich Wilhelm to Jean-François Boch. Henry van den Velde, Josef Maria Olbrich and Peter Berens have all contributed to our products and project business. In 1985 we launched the most spectacular advertising campaign of the 1980s with star photographer Helmut Newton. We have consistently drawn inspiration for our work from these relationships and hope in return to inspire those who work with us.



Mettlach tiles in Cologne cathedral



Historic Schinkel Fountain



Jean-Francois Boch

## HYGIENE FOR ALL 1899

With newly developed materials and manufacturing processes  
Villeroy & Boch starts making large-format sanitary ceramics.

### THE BEGINNINGS

François Boch has a revolutionary idea: ceramic articles for everyday use. He founds a small pottery in Audun-le-Tiche.

# 1748

### DESIGN ENTERS THE MIX

The complete bathroom furnishing concept by Luigi Colani is an inspiration for the entire sector.

# 1975

# DEVOTED TO INNOVATION

## OUR INNOVATIONS CONSISTENTLY SET NEW STANDARDS

Villeroy & Boch has always endeavoured to stay one step ahead of the market. There is a busy research and development department at our headquarters in Mettlach to ensure that we continue in this direction in future.

Villeroy & Boch cooperates with renowned institutes and universities to obtain high-level research input. In this way we develop innovative, pioneering yet attractive product solutions.

### Innovations in ceramics



As long ago as 1998, Villeroy & Boch succeeded in further improving the properties of ceramics by developing **CeramicPlus** a permanent, dirt-repellent surface finish. The advantage: **CeramicPlus** offers optimum hygiene, and is kind to both the environment and the wallet.

<http://pro.villeroy-boch.com/ceramicplus>

### Innovations in comfort



In 2001 Villeroy & Boch was the first to introduce the **SoftClosing** WC, inventing a function that has established itself today as a market standard. Thanks to the integrated dampers, our WC seats with the **SoftClosing** feature close softly and silently. This enhances comfort and prevents the cover suddenly slamming shut. <http://pro.villeroy-boch.com/softclosing>

### Innovations in operation



In 2013 Villeroy & Boch developed **DirectFlush** WCs, the rimless WC generation allowing simple and rapid cleaning. The innovative flushing technique flushes the entire bowl with minimal water consumption of just 3 to 4.5 l – without any splashing thanks to the ledge.

<http://pro.villeroy-boch.com/directflush>

## 2-VOLUME FLUSH 1996

In cooperation with Geberit, Villeroy & Boch is the first European supplier of the two-volume flush, with a choice of 3 or 6 l.

# 1993

### QUARYL®

The unique material – a combination of quartz and acrylic – permits excellent solutions of the utmost elegance and practicality.

## TESTED QUALITY

### BECAUSE: WE ARE COMMITTED TO RELIABILITY

We are committed to quality and to ensuring that all of our products satisfy customer needs in their entirety. Quality at Villeroy & Boch starts with the product idea and is an ongoing process that accompanies all of our activities. We consistently aim to outdo ourselves and therefore cooperate with renowned

institutions such as the Fraunhofer Institute with a view to continuing to improve. All of our products are inspected and examined **over 25 times** from the initial raw material test to the loading of the finished products for transport.



#### 1. Professional product development

Our product development is a precisely thought-out and standardised process with defined milestones. Experienced designers and product experts from all over the world accompany the development of our products and contribute their expertise to enable us to provide new experiences for our customers.



#### 2. Careful selection of raw materials

We leave nothing to chance in making the most reliable choices for you. All of our main raw materials are therefore obtained from at least two suppliers to ensure that they are available at all times. All materials used by us undergo several examinations before they are approved for production.



#### 3. Monitored production

All our products are monitored continuously in production. They are tested repeatedly for perfect functioning. In this way we monitor the quality of our products on a daily basis all over the world. Thanks to these high quality requirements, in 2008 we were the first ceramics manufacturer to be certified under DIN EN ISO 9001:2008.



#### 4. Permanent control

Our flushing laboratory is one of many testing stations in which we verify compliance with international standards. The standard in our laboratory in Mettlach is so high that we have been certified by TÜV Rheinland to conduct tests itself. The testing systems are calibrated, monitored and approved annually by the TÜV.

### AQUAREDUCT 4.5-LITRE WC

# 1998

With AquaReduct, Villeroy & Boch is one of the first suppliers to offer a 4.5-litre WC in its collection.

### CERAMICPLUS

With CeramicPlus, Villeroy & Boch offers a completely new type of surface finish that has already proven its worth a million times over to this day. Surfaces are much easier to clean and the reduction in the amount of water and cleaning agent required makes an important contribution to individual environmental protection.

## IN THE SERVICE OF THE CUSTOMER

### SERVICE IS A PRIORITY FOR US

We offer outstanding products and the highest quality and also exemplary service. We are available not only during installation but also before and afterwards to ensure rapid and efficient completion of your orders.



#### Mobile Website

On the building site, with customers or in the showroom – with our mobile website you can access all the product information you need in seconds. From the article number to the accessories required and assembly instructions.



#### QR codes to access product information

As each of our products now has a QR code label you can call up all the relevant product information anywhere and at any time – for example technical drawings or the available colours.



#### Global Academy

The Villeroy & Boch Global Academy offers outstanding training possibilities. The Global Academy seminars will enable you to satisfy the your customers' demands – be it improved consultancy and sales, planning and design, or training and development of potential.



#### Hotline for planners and architects

If you have questions on products, planning and assembly, just contact our experienced staff for competent and professional advice via the hotline number for your country.



#### Customisation

The diverse possibilities of customised design transform your projects into something even more unusual and open up a wealth of individual design options for you. Ranging from logo branding to the development of your own décors and ceramic colours, you can make unique statements for individual design concepts.

### SOFT CLOSING

Thanks to the integrated damper, WC seats close silently. This means more safety because the cover cannot fall down suddenly.

## 2003

### CONCEALED FASTENING

Thanks to an intelligent assembly technology, the fastenings for wall-mounted WCs and bidets are concealed within the ceramic.

### QUICK RELEASE

Villeroy & Boch WC seats with QuickRelease can be removed and replaced at any time for thorough and hygienic cleaning of the WC.

### CONCEALED OVERFLOW

The entire overflow system is integrated in the ceramic. This improves the design and reduces the amount of cleaning required.

# TRADITIONALLY DEVOTED TO SUSTAINABILITY

## ENVIRONMENTALLY SOUND SOLUTIONS ARE A MATTER OF COURSE FOR US

Our innovative ideas and responsible upkeep of traditions has inspired us for more than 260 years. It encourages our environment management to develop resource-sparing solutions.



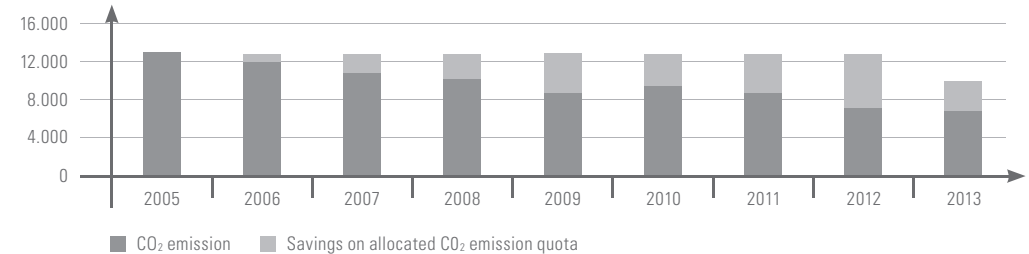
Bend in the Saar close to the headquarters of Villeroy & Boch AG in Mettlach

Environmental considerations are integrated in the production process. In some case it is not even necessary to consider post-production strategies such as water treatment systems. Thanks to the integration of state-of-the-art technologies in glaze production we have managed to reduce the waste water introduced into the Saar within one year from 407,000 m<sup>3</sup> to 230,000 m<sup>3</sup>. We are thus well below the statutory ceilings for all relevant parameters.

The ceramics industry is an energy-intensive production sector. We are aware of the responsibility this entails and are committed to applied research in this area. Most R&D projects concern reducing raw material consumption and CO<sub>2</sub> emissions.

As we have set ourselves the target of improving our energy efficiency, we have joined the Eco Management and Audit Scheme (EMAS), a voluntary instrument of the European Union. The success of our environmental policy has been confirmed by the validation of our works in Mettlach, Merzig, Torgau and Sweden according to EMAS. We have also introduced an energy management system (EnMS) according to DIN EN ISO 50001 at all our German sites, which was officially confirmed in January 2014. This helps to further reduce greenhouse emissions and to increase energy efficiency.

CO<sub>2</sub> emissions through heat generation (in tons) at the Mettlach sanitary factory



### ECONOMICAL URINALS 2005

Subway AquaZero 0-litre and AquaOne 1-litre: Innovative siphon technology for minimum water consumption.

### 2008 0.8-LITRE EXTRACTOR SECTION

The new urinals are much more economical than conventional ones using 2-3 l.

### SMARTFIX

This innovative, almost invisible fastening makes for the rapid, flexible installation of trap covers based on the cable-tie system.

### 2007

### INVISIBLE JETS

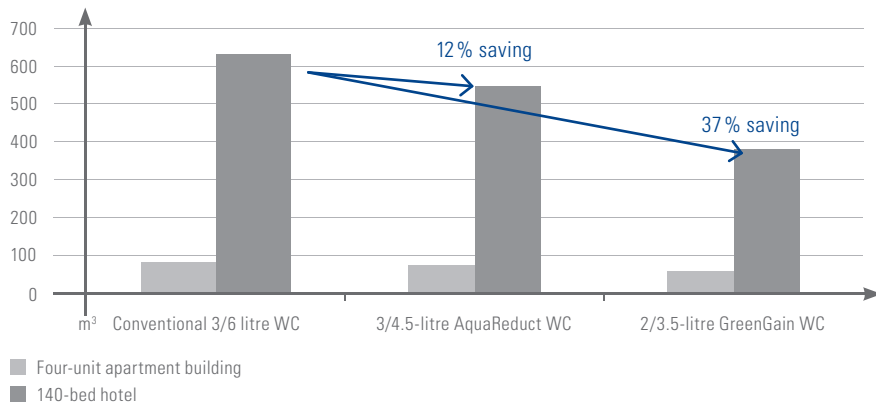
The invisible design innovation: Quarryl® made exclusively by Villeroy & Boch permits the integration of whirlpool nozzles that can only be seen when the system starts.

# EFFICIENCY IN THE BATHROOM

## OUR WATER-SAVING SOLUTIONS SET STANDARDS

Water-saving solutions are becoming increasingly important in the commercial sector, particularly in properties with a high volume of traffic. Villeroy & Boch offers you a wide selection of products with revolutionary economical technologies that significantly reduce water consumption. With them we set new standards and generate the maximum LEED points.

### Water consumption through WC flushing per year in m<sup>3</sup> – savings potential with AquaReduct and GreenGain



In the commercial sector, a 140-bed hotel allows an annual saving of €924\* with GreenGain and €260\* with AquaReduct compared with conventional 3/6 litre WCs.

\*Based on average water price in Germany.

### 3.5-LITRE OMNIA ARCHITECTURA GREENGAIN

GreenGain models set a new standard in environmentally sound living.

### AquaReduct

This innovation made us one of the first suppliers of a 4.5 l WC – saving 1.5 l with the same high flushing performance. <http://pro.villeroy-boch.com/aquareduct>



### GreenGain

With a flushing volume of just 3.5 litres, our GreenGain WC sets new standards in ecology and economy – and still offers the same high performance without any need to change usage habits. <http://pro.villeroy-boch.com/greengain>



### ViChange siphon cartridge

The Architectura urinal with the replaceable ViChange siphon cartridge has a whole array of merits. The patented siphon cartridge can be replaced without the use of any tools. The customary removal of the urinal from the wall for maintenance purposes is no longer necessary and the cartridge can be replaced in just 30 seconds – saving time and money. This makes the urinal ideal for use in heavily frequented public and semi-public sanitary areas, where siphons are replaced up to four times a year.

<http://pro.villeroy-boch.com/vichange>



## 2009

### SUPRAPHIX

Wall-mounted WCs can be simply installed by one person. Design is also improved because there are no attachment holes or plastic covers.

# RETURN ON INVESTMENT

## A PROFITABLE INVESTMENT IN PROJECT BUSINESS

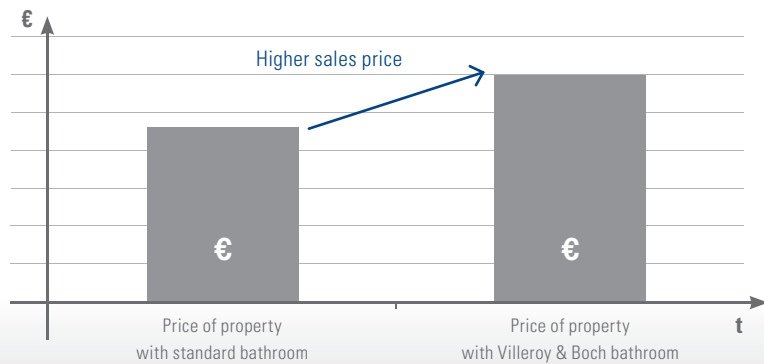
### 10 year availability guarantee - a safe investment

**10**  
years

With us, your project will always be on the safe side, because Villeroy & Boch offers an availability guarantee of 10 years for all the core products from the O.novo and Omnia Architectura collections for the commercial sector. Individual products can be replaced quickly and easily if need be. In this way you save the cost of a complete renovation of your bathroom.

### Villeroy & Boch offers you more

Products from Villeroy & Boch increase the attractiveness of your building and safeguard your ROI.

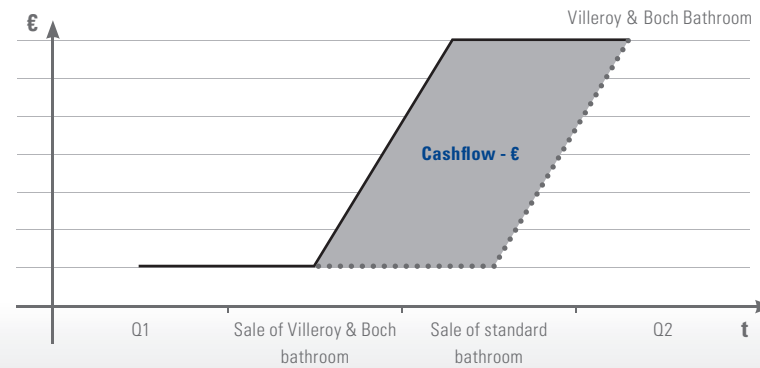


Villeroy & Boch bathrooms increase the value of your property.

### Our best!



The new DirectFlush rimless WC generation permits quick and easy cleaning in compliance with the highest hygiene standards, such as in hospitals, for example. The innovative flushing technology ensures particularly thorough rinsing of the fully glazed inner bowl – without oversplashing thanks to the ledge. A further convincing detail is the maximum flush with just 3 or 4.5 l volume – in both highly frequented buildings and private households.



The more rapid sale of properties with Villeroy & Boch bathrooms helps to generate cash flow more quickly.

**2012**

### DIRECTFLUSH

The new rimless WC generation can be cleaned more quickly and easily. Our DirectFlush WCs provide an optimum flush with 3 / 4.5 litres, without splashing.

### 4.5-LITRE SUBWAY 2.0

The new design permits wall-mounted Subway WCs with a full flush using just 4.5 l of water with AquaReduct. This innovation makes the Villeroy & Boch 4.5 l WC portfolio one of the largest on the market.



## OUTSTANDING DESIGN

### INTERNATIONAL DESIGN PRIZES SPEAK FOR THEMSELVES

The Villeroy & Boch families have always had a strong penchant for art. Villeroy & Boch attaches great importance not only to technical expertise but also to design. Artists and designers are therefore actively supported by the Mettlach art school, through cooperation with universities such as FH Coburg or Rosenheim, and through projects with young artists like Ebon Heath. Our renowned designers create distinctive products full of passion and creativity. This is demonstrated not only by our customers' enthusiasm, which we are able to arouse again and again, but also by the numerous design awards given to our products.



Squaro Edge 12 bath, 2012



Rich History tiles, 2011



ViClean-U, 2013



## 2013

### VICLEAN-U

The perfect combination of a toilet and bidet. With numerous intelligent functions. Highest aesthetic and hygiene demands are met.

### VICHANGE

Ideal for public buildings: easy to install and service.  
The siphon can be replaced in just 30 seconds.

## 2014

### VICLEAN-L

Highest quality and innovative technology in nature-inspired design. The perfect balance of aesthetics and function.

# VILLEROY & BOCH AG

## PROJECTS

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Variations in colour and dimensions comply with the customary tolerances. We reserve the right to make technical modifications to the range and alter colours.

[PRO.VILLEROY-BOCH.COM](http://PRO.VILLEROY-BOCH.COM)