

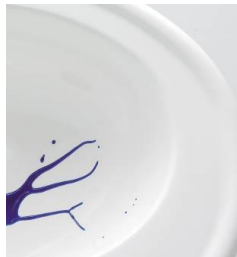
# CERAMICPLUS

Less cleaning – more time to enjoy life

CeramicPlus – the dirt-repellent finish for ceramics – ensures that surface water immediately forms droplets that simply flow off the surface, taking the dissolved dirt and limescale with them.



Flow properties of liquids on a conventional ceramic surface.



Liquids flow off more quickly from **CeramicPlus**; so the ceramics stay cleaner.



Dirt and limescale adhere more easily to conventional ceramics.



With **CeramicPlus**, dirt is hardly able to gain a hold. Easy cleaning, even with dried-on limescale.

CeramicPlus enhances the surface of the ceramics on a sustained basis:

- + Durability
- + Scratch-resistance
- + Brilliant gloss
- + Insensitive to acids and alkalis
- + Outstanding hygiene properties

Efficient cleaning thanks to CeramicPlus:

- + 80% less cleaning time\*
- + 90% less cleaning agent\*
- + 90% less water consumption\*\*



\*for the removal of limescale in comparison to standard Villeroy & Boch ceramics, wfk – Institut für Angewandte Forschung GmbH (wfk – Institut für Applied Research), WL 7478/15 dated 30 April 2015  
\*\*for the removal of slurry in comparison to standard Villeroy & Boch ceramics, wfk – Institut für Angewandte Forschung GmbH (wfk – Institut für Applied Research), WL 7478/15 dated 30 April 2015