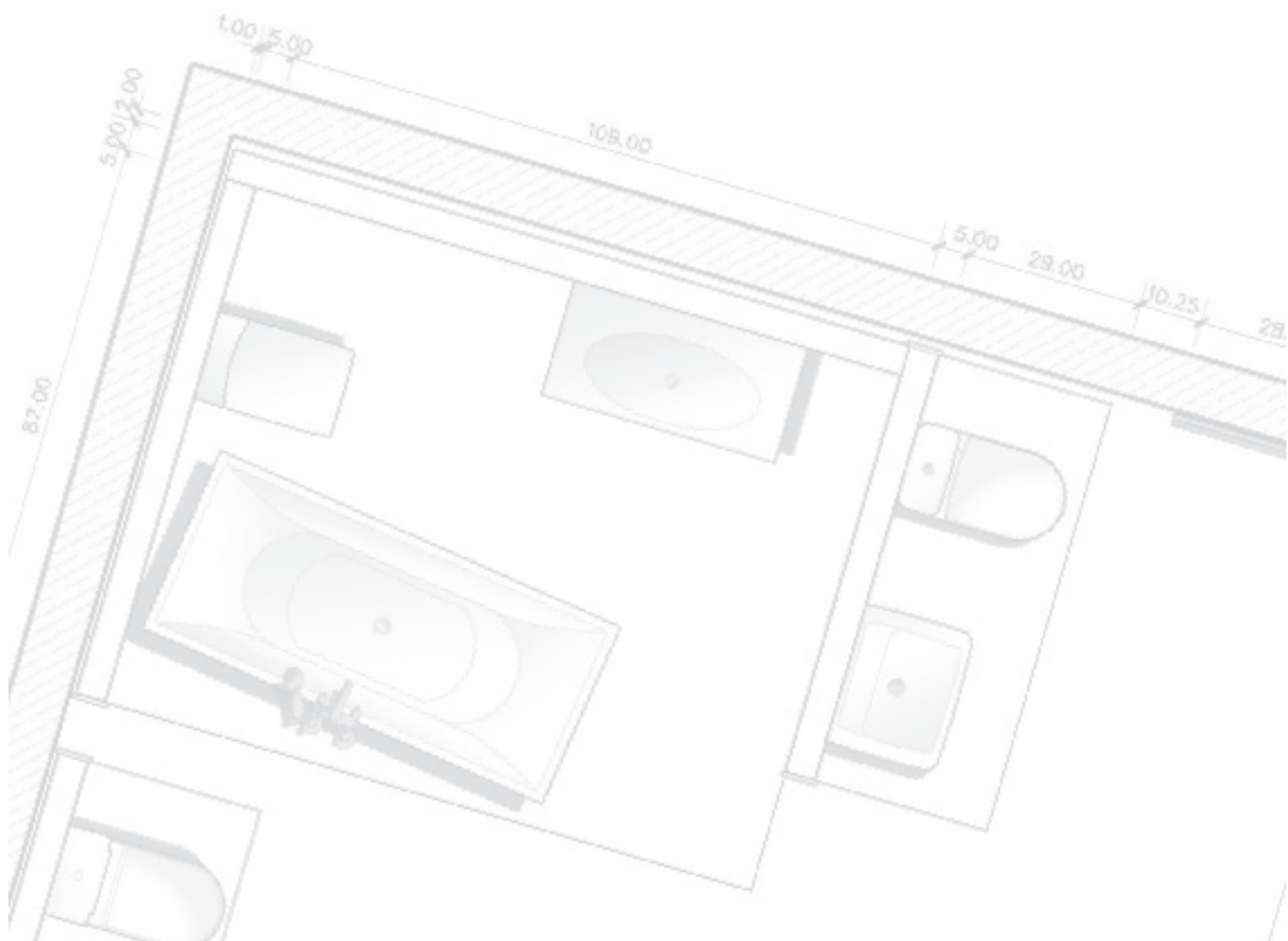


# Showrooms



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28.50

61.20

# Contents



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## Chapter 7: SERVICES

# FOREWORD

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# History and philosophy

For 265 years now, Villeroy & Boch has stood for innovations which make life easier and richer. For culture - in the bathroom and on the table. For quality, passion and high-class design.

Villeroy & Boch is deeply rooted in European culture like virtually no other premium brand. And its standing as a great brand is underscored by the manner in which it has managed to retain its identity while moving with the times.

Discover the world of the Villeroy & Boch brand.

1748



Foundation

1852



Mettlach tiles

1899



Hygiene for all

1975



Colani



1998



CeramicPlus

2007



Invisible Jets

2011



My Nature

2015



Venticello



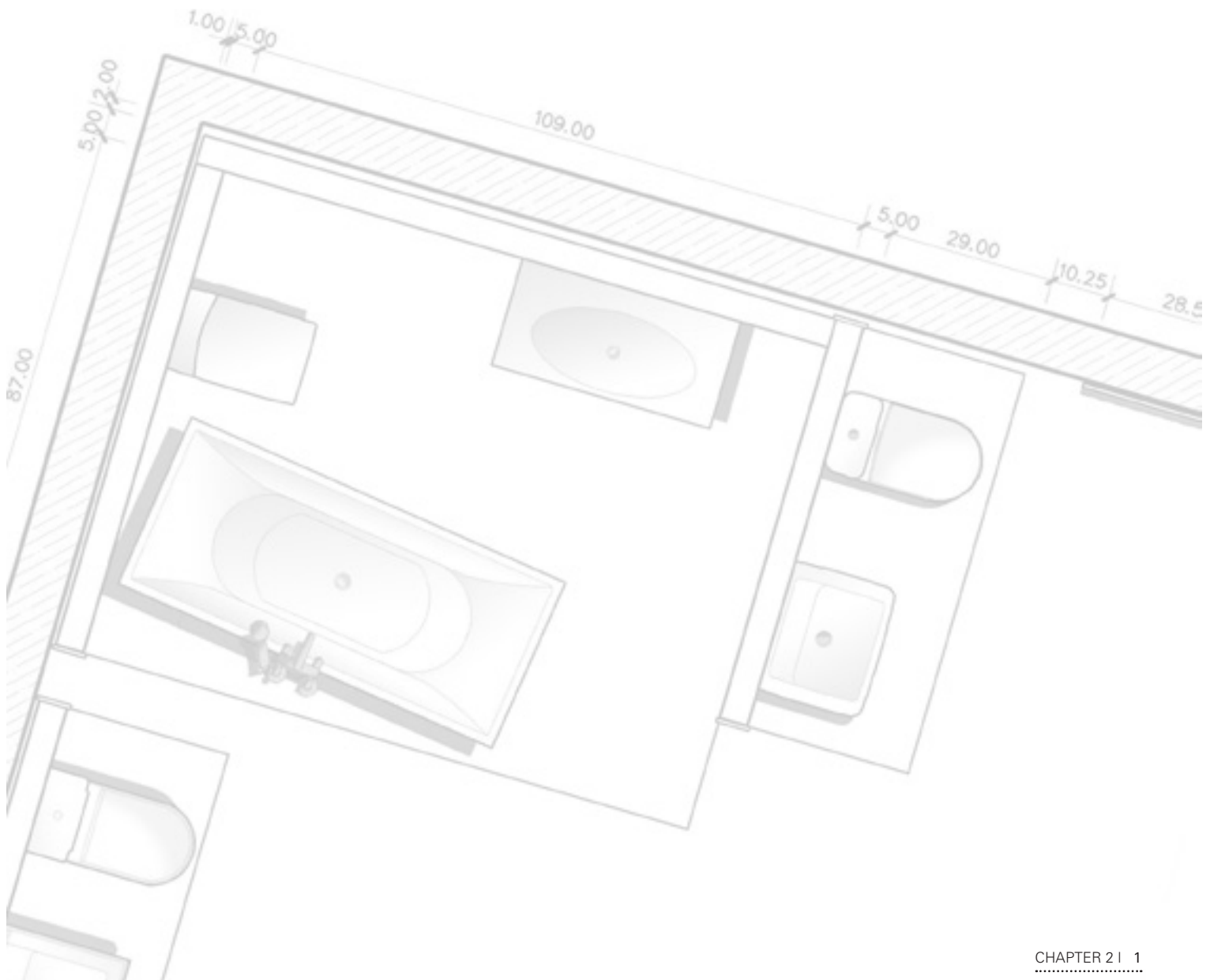


## The showroom concept at a glance

We are delighted that you have decided to design your showroom together with Villeroy & Boch. This brochure is intended to assist you with room scenarios, materials and POS elements. These have been created for you by our architects and designers in keeping with the defining attributes of our brand design. From the small display stand to the fully fledged Mono Brand Shop, the overall concept communicates the premium quality, modern design and innovative strength of Villeroy & Boch.

When designing your showroom, you can rely on Villeroy & Boch's efficient and competent service. We will offer suggestions and assistance to help you make effective use of your showroom and boost sales. Detailed plans and elaborations provide a simple and transparent process culminating in the finished showroom.

# SHOWROOM AREAS





Mixed Box



Brand Box

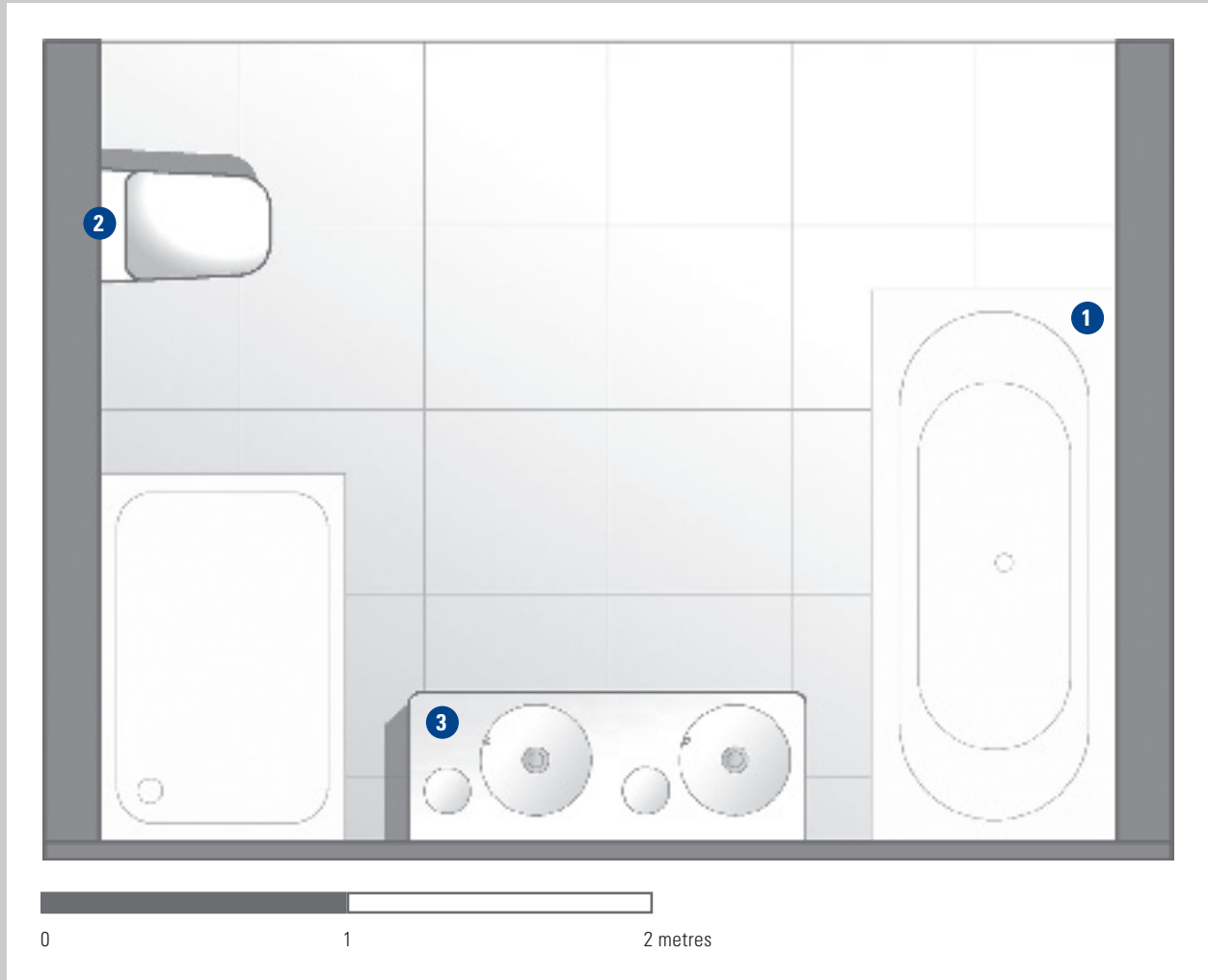


Brand Space



Mono Brand Shop

# Mixed Box



**1** Bath with acrylic counter-stand – DIN A5  
(Art. no. 8791 56 A3)



**2** WC with embossed sticker  
(Art. no. 8791 14 A3)



**3** Washbasin with acrylic logo-stand,  
free-standing (Art. no. 8791 44 A2)

# Brand Box



1: Acrylic counter-stand – DIN A4 (Art. no. 8791 57 A3) 4: Brand Panel (Art. no. 8794 V2 A3) 5: Poster



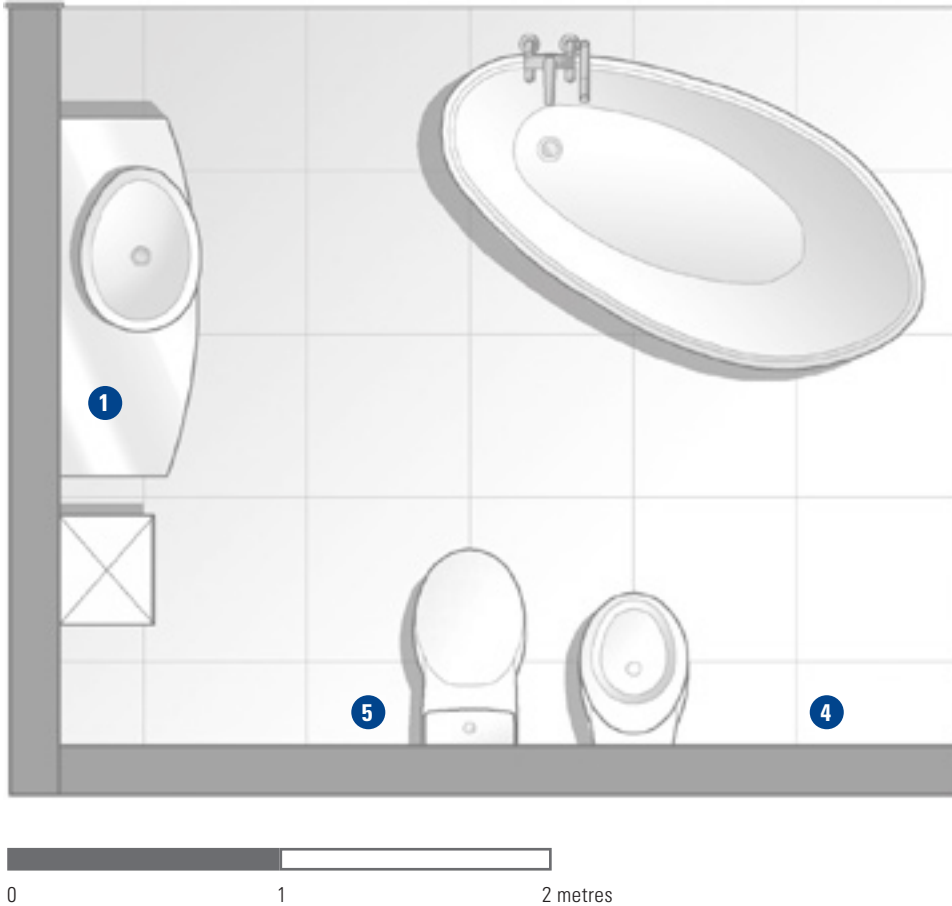
Brand Panel in display stand



Counter-stand on washbasin

# Brand Box

## Floor plan with POS elements



## Set-up of Brand Box

- 1** Acrylic counter-stand    DIN A4 or DIN A5
- 4** Brand Panel    29.7 x 115 cm or 29.7 x 42 cm, optionally with tile display
- 5** Poster    Atmospheric image

# Brand Space



4: Brand Panel (Art. no. 8794 V2 A3) 5: Atmospheric image 6: Brand Wall (Special order only)



4: Brand Panel (Art. no. 8794 V2 A3) 6: Brand Wall (Special order only)

# Brand Space

## Floor plan size M with Brand Wall



0 1 2 metres

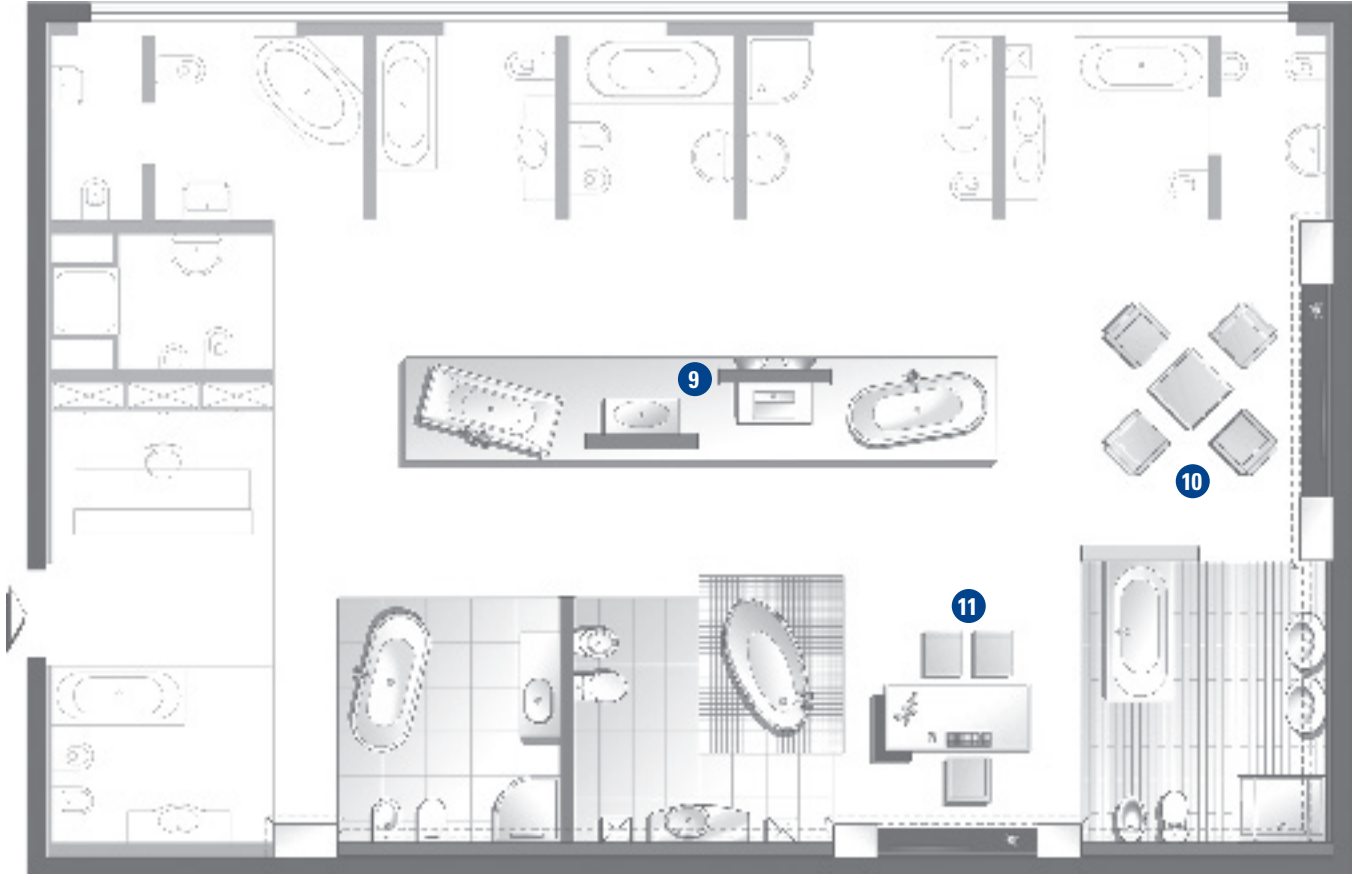
### Set-up of Brand Space

- 6** Brand Wall
- 7** Product Overview



# Brand Space

## Floor plan size L with Catwalk



0 1 2 metres

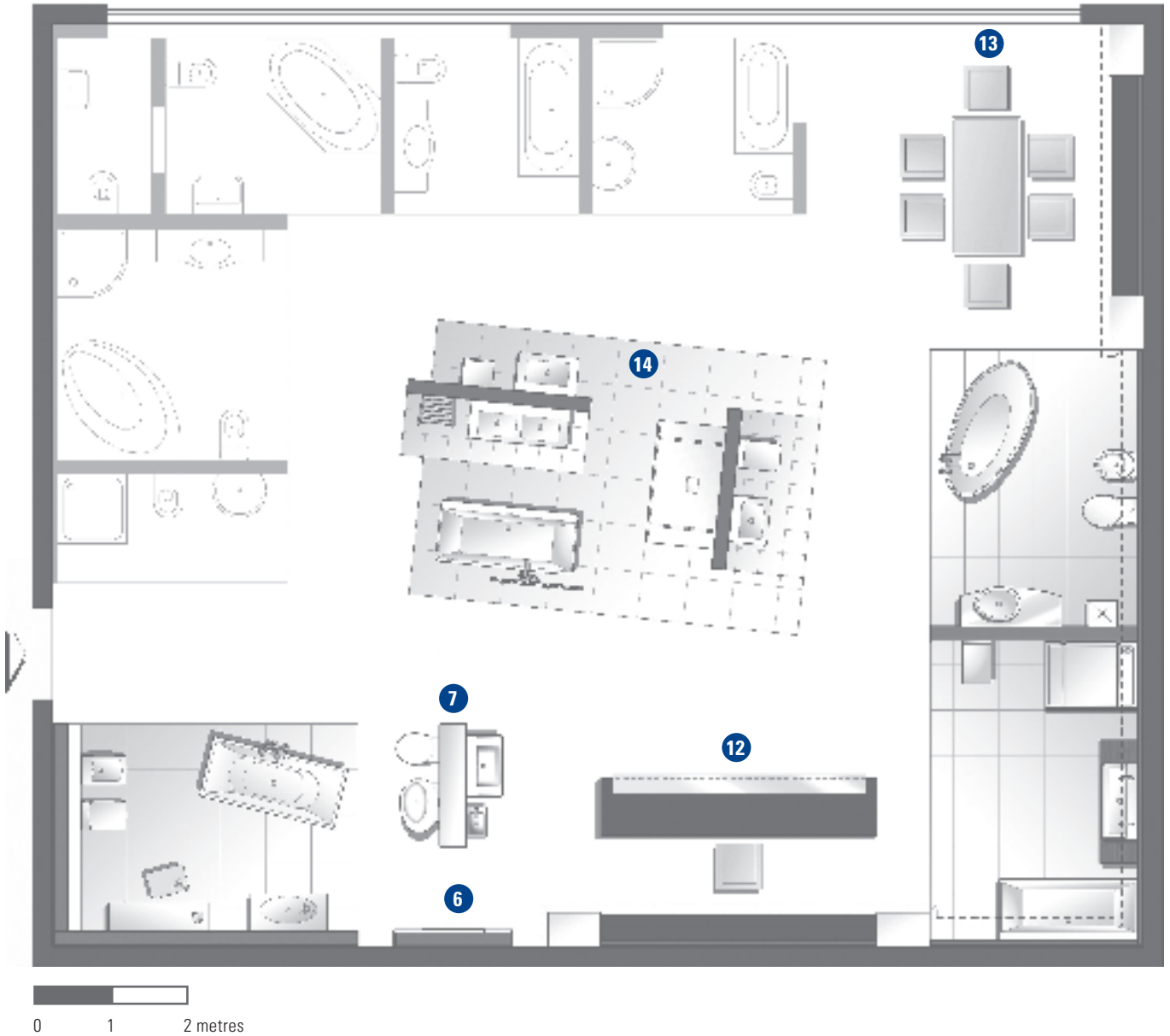
## Set-up of Brand Space

- 9** Catwalk
- 10** Lounge
- 11** Workstation



# Brand Space

## Floor plan size XL with Trend Box



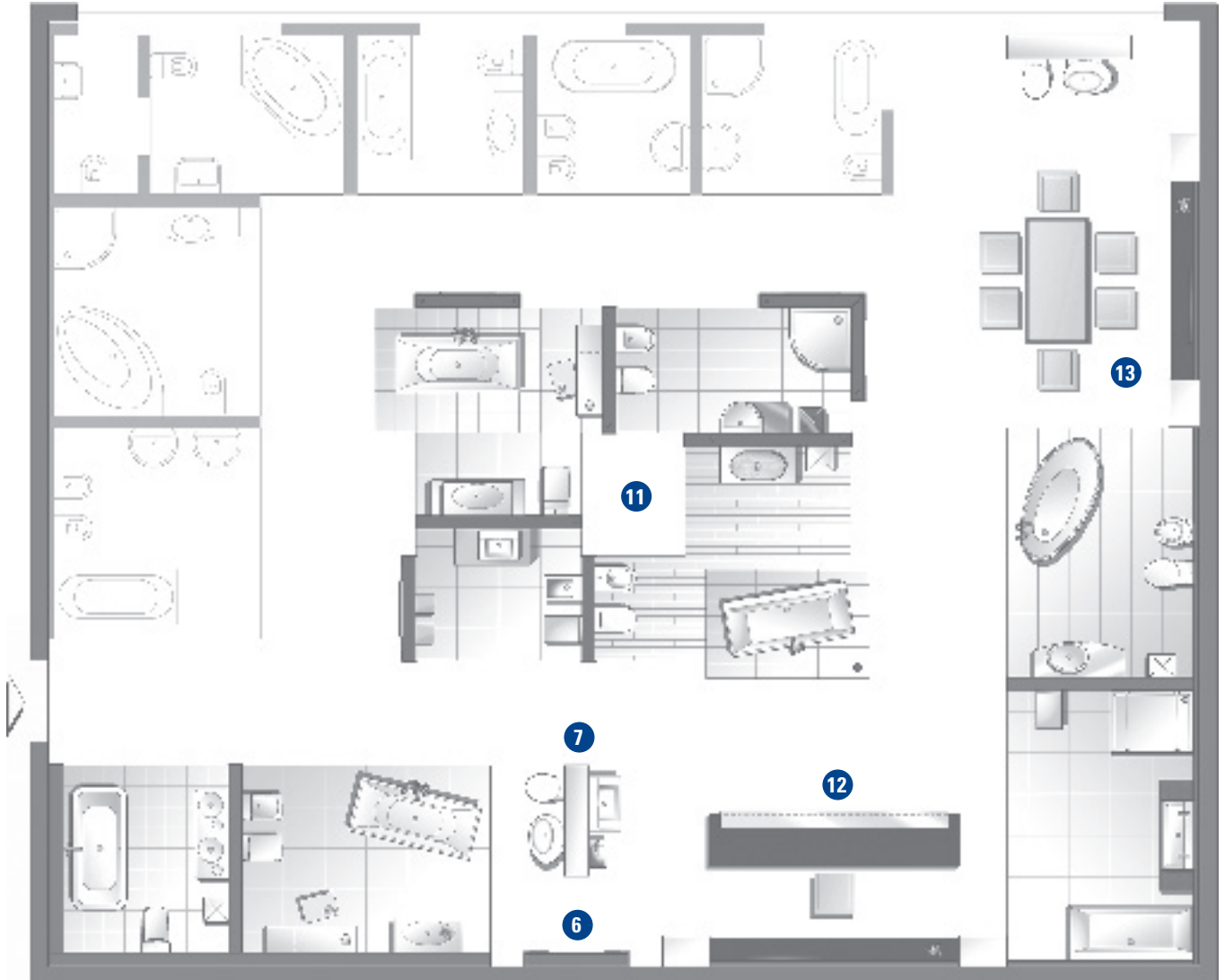
### Set-up of Brand Space

- 6** Brand Wall
- 7** Product Overview
- 12** Reception
- 13** Consultation
- 14** Trend Box



# Brand Space

## Floor plan size XL with The House of Villeroy & Boch



0 1 2 metres

### Set-up of Brand Space

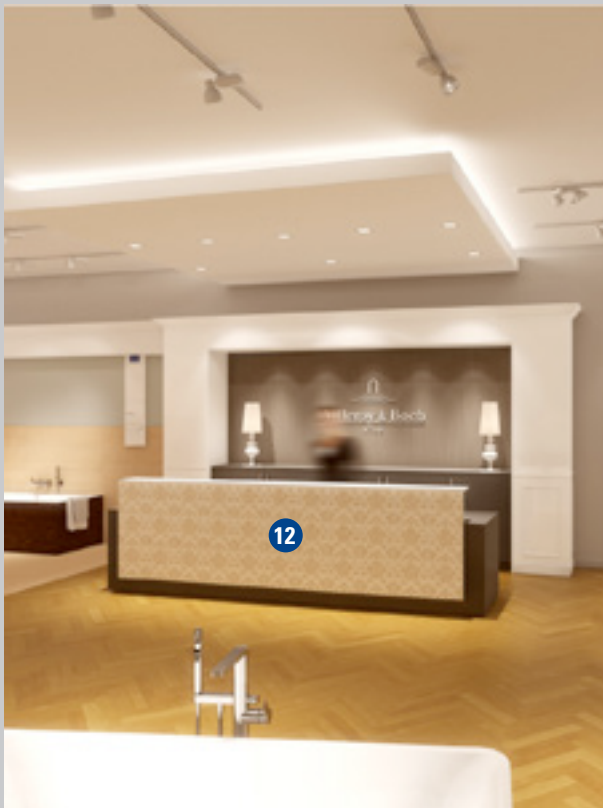
- 6** Brand Wall
- 7** Product Overview
- 11** The House of Villeroy & Boch
- 12** Reception
- 13** Consultation



# Mono Brand Shop



4: Brand Panel (Art. no. 8794 V2 A3) 9: Lounge 10: Workstation



12: Reception



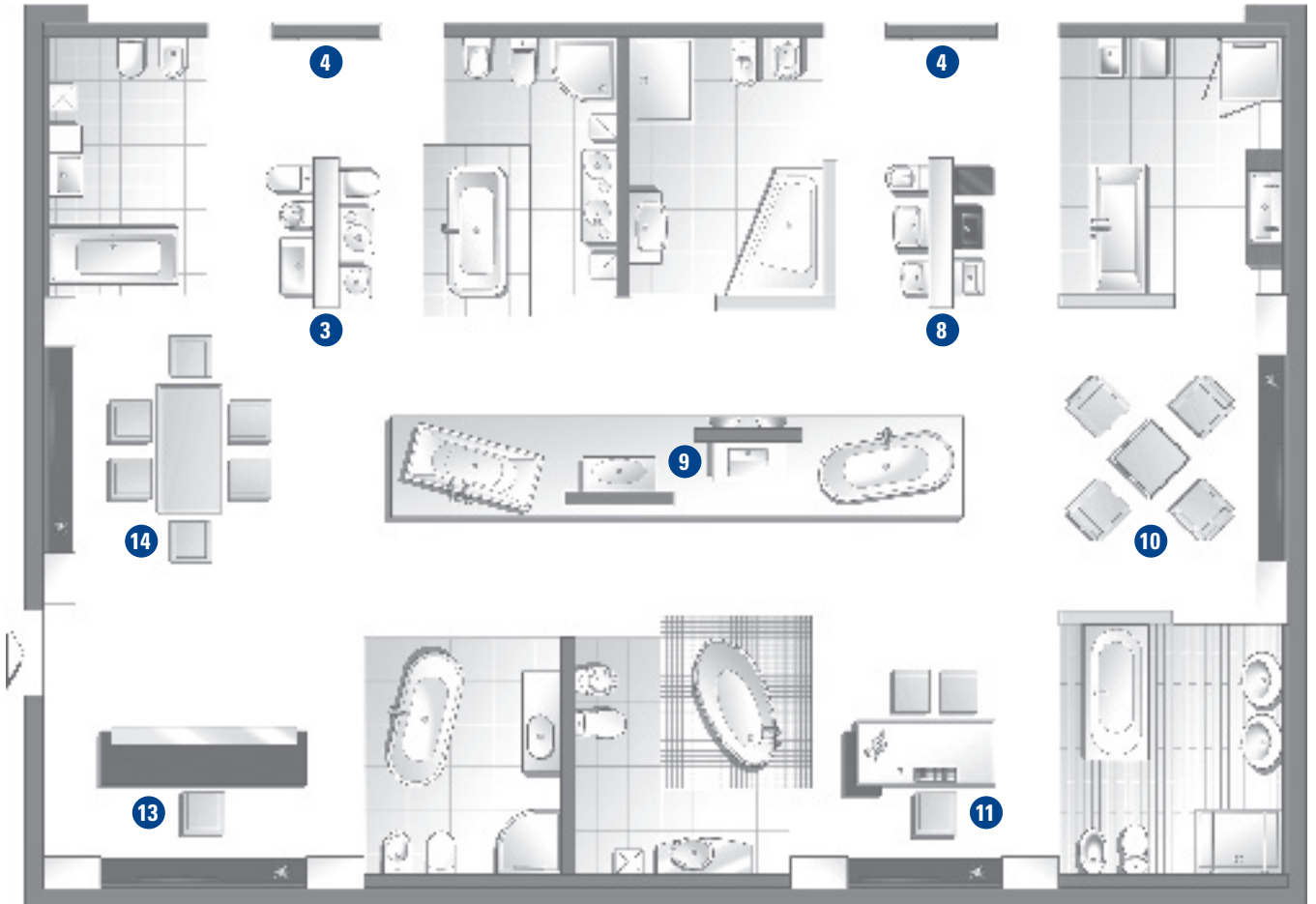
4: Brand Panel (Art. no. 8794 V2 A3) 6: Brand Wall (Special order only)



5: Atmospheric image 13: Consultation

# Mono Brand Shop

## Floor plan with Catwalk



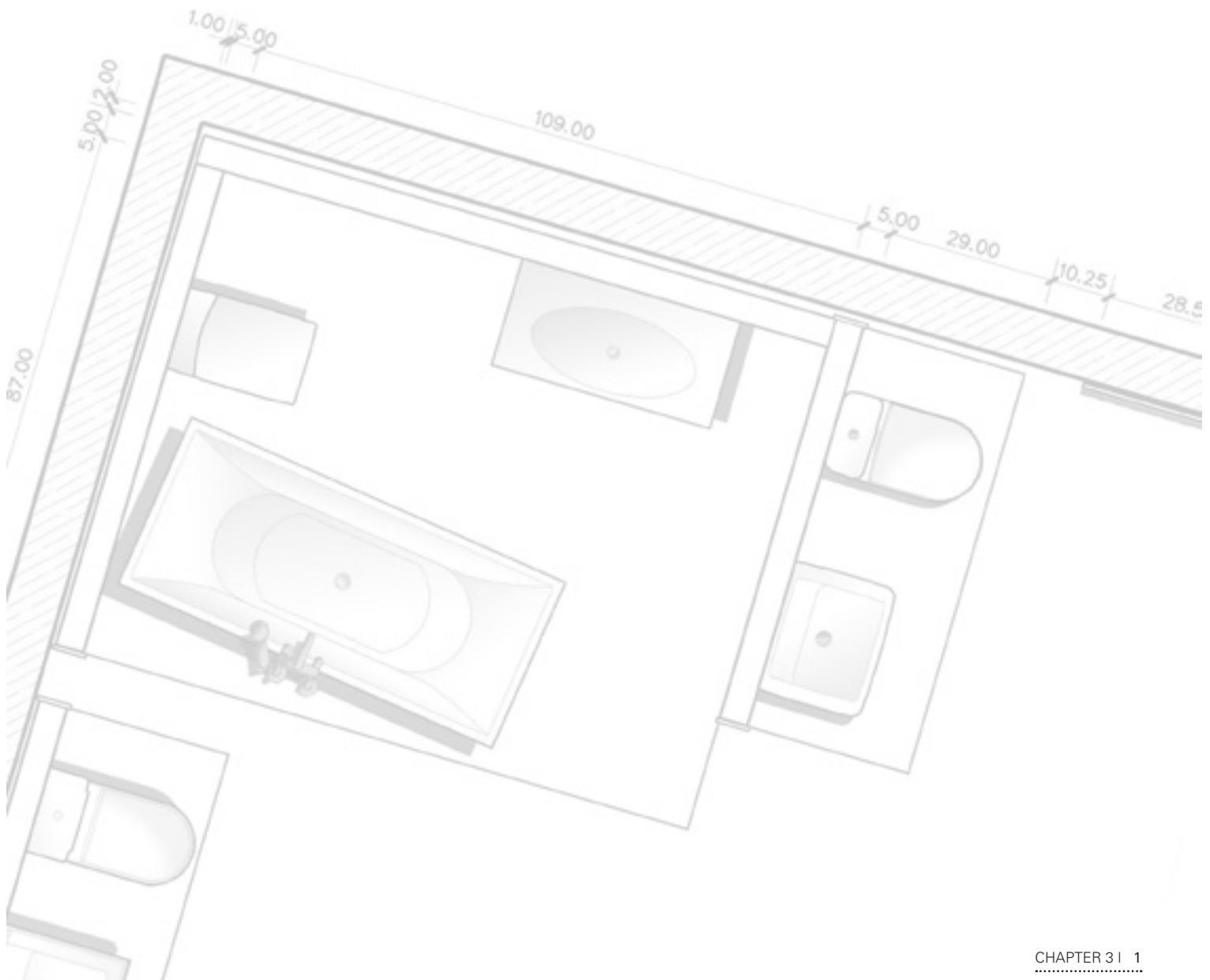
## Set-up of Mono Brand Shop

- 4 Brand Wall
- 8 Product Overview
- 9 Catwalk
- 10 Lounge
- 11 Workstation
- 13 Reception
- 14 Consultation

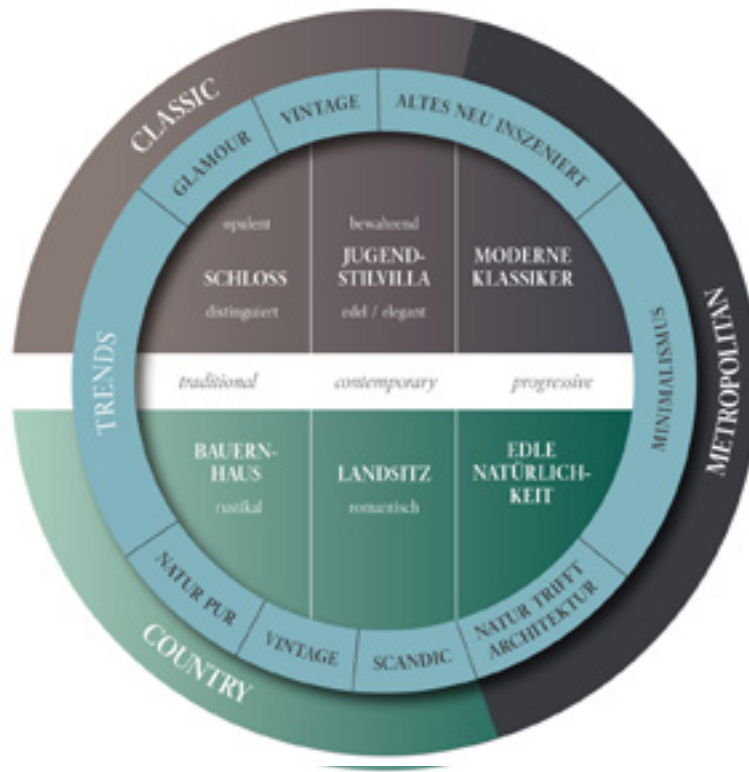


# CONCEPT FOR DISPLAY DESIGN

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# The Trend Concept



On trend:

The perfect bathroom to suit your style.

Do you prefer classic, elegant forms in the bathroom or do you attach more importance to natural materials? Would you go for something luxurious or do you love the minimalist style?

With Villeroy & Boch's design trends you can find the dream bathroom to suit any style.

Which is yours?

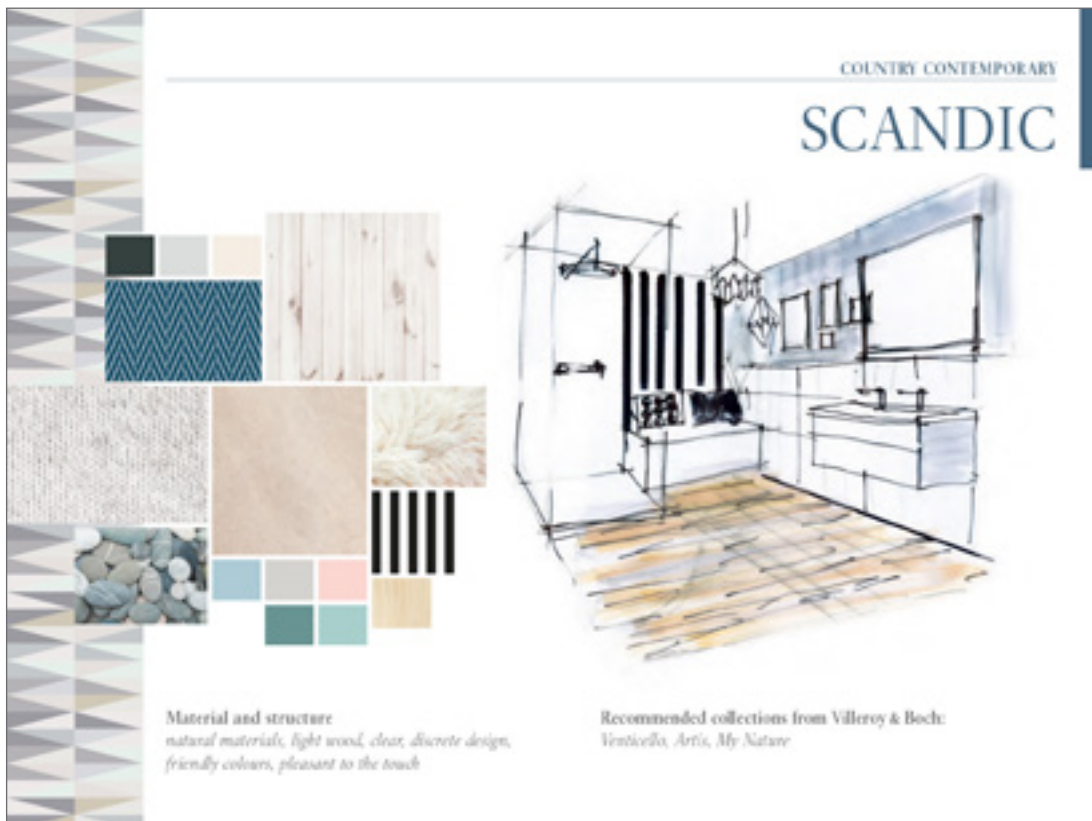
# Classic Traditional



# Classic Progressive



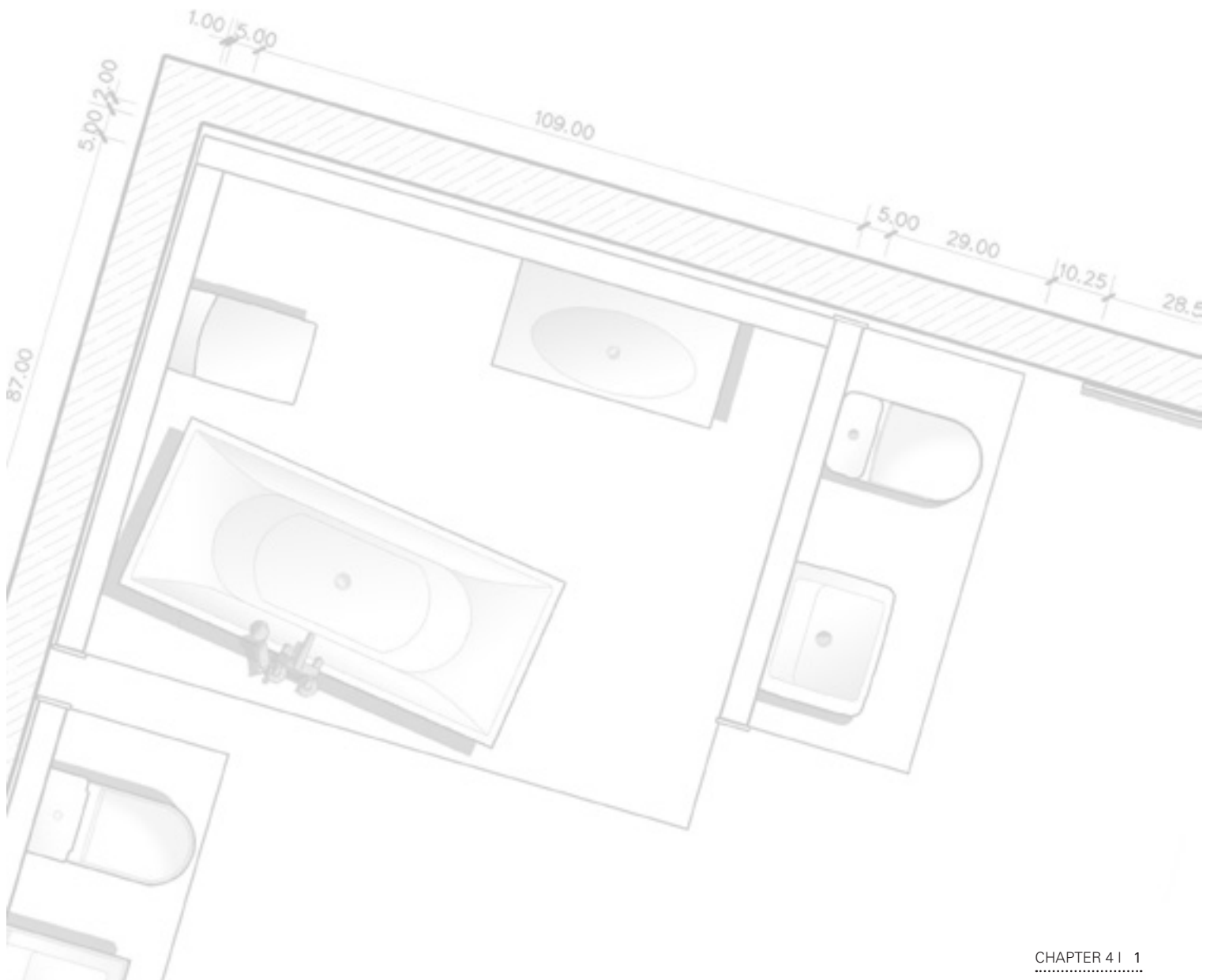
# Country Contemporary



# Trend Book

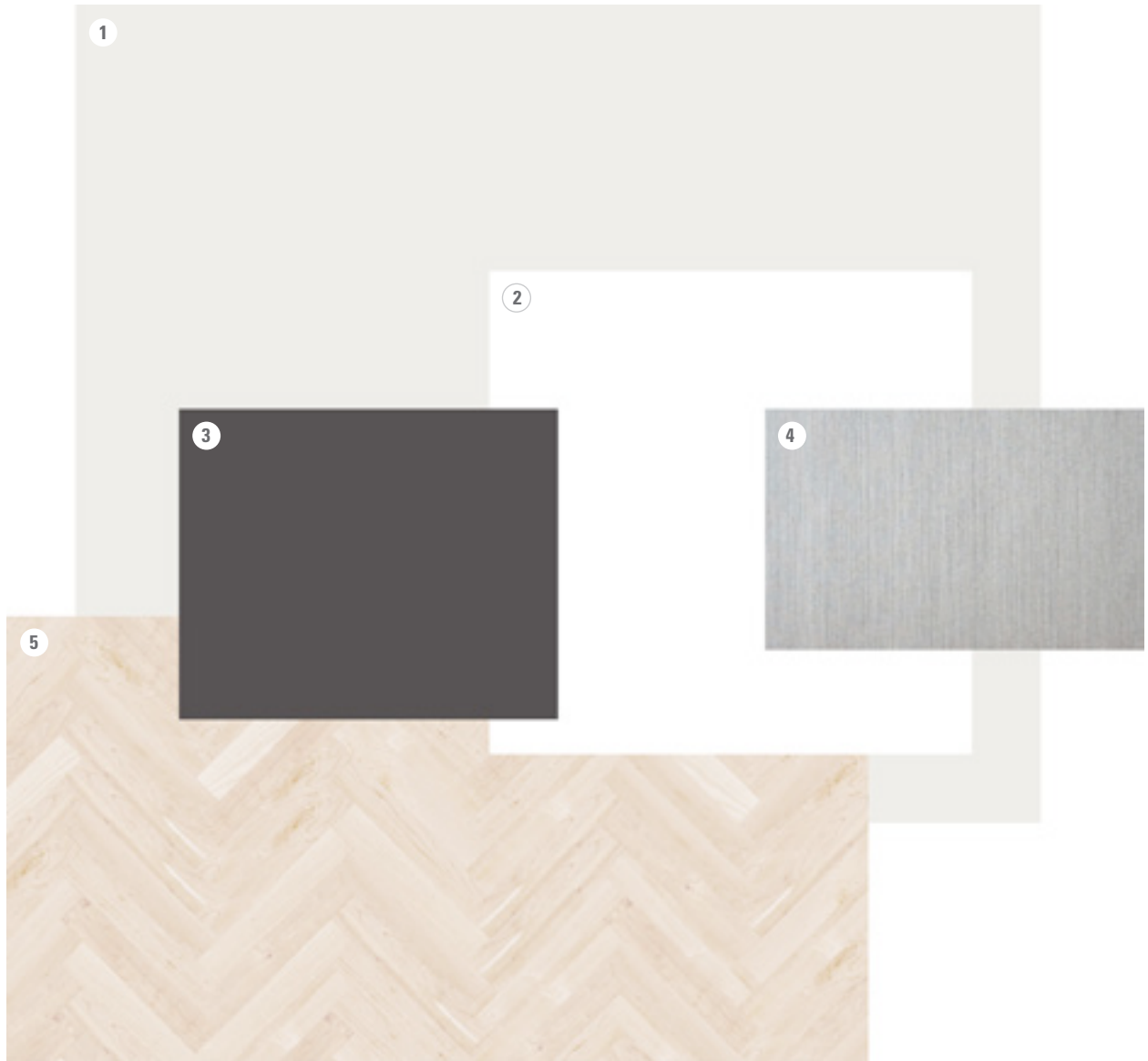


# DESIGN GUIDELINES



# Materials and surface finishes

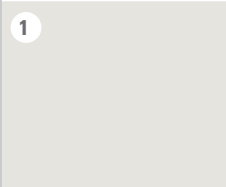
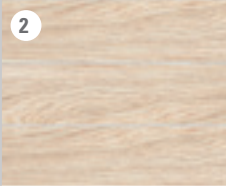
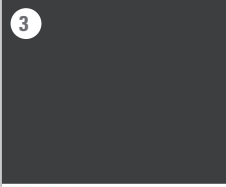
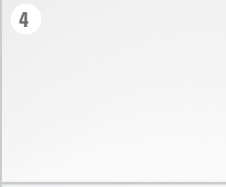
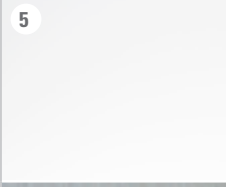
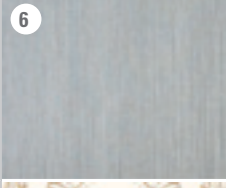


## Colour collage



- ① Wall
- ② Enclosure for rear panelling, decorative and cover mouldings
- ③ Furniture body
- ④ Rear panelling
- ⑤ Floor covering

# Materials and surface finishes

## Material definition

Material sample	Component	Colour	Alternative
	Wall	NCS S 1500 N	Egger laminate U - 775 or RAL7035
	Floor covering	Villeroy & Boch tile Nature Side, grey Laying variant: Single herringbone Dimensions (w x h x d) 11.25 x 90 x 0.9 cm Art. no.: 2147CW70  Colour of the joints: PCI no.23 (light grey)	Parquet Oak range Laying variant: Single herringbone
	Furniture body	NCS S 8000-N silk matt lacquered finish	Thermopal laminate U1233MP
	Rear panel enclosure Furniture body	RAL 9016 Traffic white High-gloss paint finish	Formica laminate F 3091 AR+ Polar white or NC S0502-Y
	Cover mouldings	Formica laminate F 3091 AR+ Polar white	RAL 9016 Traffic white High-gloss paint finish
	Rear panel	Wall paper Desima Residenz 21 C	–
	Counter front	Villeroy & Boch tile La Diva pearl Dimensions (w x h x d) 29.7 x 89.7 x 1 cm Art. no. 1309ET12 For round counters: Villeroy & Boch tile Moonlight Mosaik beige Dimensions (w x h x d) 29.7 x 29.7 x 1 cm Art. no. 1042KD16	Villeroy & Boch tile Flowmotion white Dimensions (w x h x d) 24.7 x 69.7 x 0.9 cm Art.-No. 1371GR05 or: Villeroy & Boch tile La Diva tulpe noire-gold Dimensions (w x h x d) 29.7 x 29.7 x 1 cm Art.-No. 1860ET39
	Counter shelf	ESG painted on rear RAL 9016 1 cm	Formica laminate F 3091 AR+ Polarwhite or NC S0502-Y

# Floor design

## Tile

Tile Nature Side  
Laying variant: Single herringbone  
11.25 x 90 cm, grey  
Art. no. 2147CW70



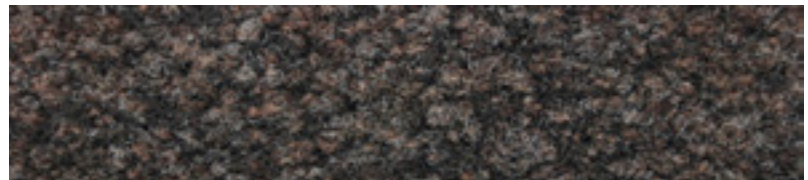
## Alternative: Parquet

Oak  
Laying variant:  
Single herringbone



## Alternative: Carpet

Kugelgarn® Fabromont Gaffiti  
Col. 356 Cocoa



# Design elements

## Reception



**Reception counter**, consisting of furniture unit with dark brown body and tiled front and glass shelf painted white.

**Rear panel** unit with dark brown body and modern classic-style surround with decorative profiled mouldings. Rear panel covered with high-quality wallpaper and featuring Villeroy & Boch logo made from special acrylic.

**Swivel chair** with chrome frame and upholstered in light beige. Available with castors or glides (Make: COR, Range QUANT).

# Design elements

## Reception



**Reception counter**, consisting of furniture unit with dark brown body and tiled front and glass shelf painted white.

**Rear panel unit** with dark brown body and modern classic-style surround with decorative profiled mouldings. Rear panel covered with high-quality wallpaper and featuring Villeroy & Boch logo made from special acrylic.

**Swivel chair** with chrome frame and upholstered in light beige. Available with castors or glides (Make: COR, Range QUANT).

# Design elements

## Consultation



**Table for meetings** in modern classic style featuring white painted finish with light beige artificial leather inlays.

**Rear panel unit** with dark brown body and modern classic-style surround with decorative profiled mouldings. Rear panel covered with high-quality wallpaper and featuring Villeroy & Boch logo made from special acrylic.

**Armchairs** with dark brown wooden legs, with light beige upholstery (Make: Flamant, model: Club Chair Falco).

# Design elements

## Workstation



**Desk** in modern style, white-painted table unit supported by brown furniture unit.

**Rear panel unit** with dark brown body and modern classic-style surround with decorative profiled mouldings. Rear panel covered with high-quality wallpaper and featuring Villeroy & Boch logo made from special acrylic.

**Swivel chair** with chrome frame and upholstered in light beige. Available with castors or glides (Make: COR, Range QUANT).

**Armchairs** with dark brown wooden legs, with light beige upholstery (Make: Flamant, model: Club Chair Falco).

# Design elements

## Reception with Workstation



**Reception counter** with table for meetings, consisting of furniture unit with dark brown body and tiled front and glass shelf painted white extending to the side to form a table for meetings.

**Rear panel unit** with dark brown body and modern classic-style surround with decorative profiled mouldings. Rear panel covered with high-quality wallpaper and featuring Villeroy & Boch logo made from special acrylic.

**Swivel chair** with chrome frame and upholstered in light beige. Available with castors or glides (Make: COR, Range QUANT)

**Armchairs** with dark brown wooden legs, with light beige upholstery (Make: Flamant, model: Club Chair Falco).

# Design elements

## Lounge



**Table for meetings** in modern classic style featuring white painted finish with light beige artificial leather inlay.

**Rear panel unit** with dark brown body and modern classic-style surround with decorative profiled mouldings. Rear panel covered with high-quality wallpaper and featuring Villeroy & Boch logo made from special acrylic.

**Armchair** with chrome frame and upholstered in light beige (Make: COR, Range QUANT).

# Design elements

## Catwalk, design example 1



**Setting for alternating presentations** consisting of matt white basic components such as platform, wall panels and ceiling.

**Platform** as base for presentation items and for other display components. All-round decorative LED lighting in the base area with facility for altering the light colour.

**Wall panels** for attaching exhibits and/or product graphics and logo stickers, and as base for mirror tiles.

**Ceiling** to demarcate the upper limit of the presentation setting and for installation of spotlights.

# Design elements

## Catwalk, design example 2



**Setting for alternating presentations** consisting of matt white basic components such as platform, wall panels and ceiling.

**Platform** as base for presentation items and for other display components. All-round decorative LED lighting in the base area with facility for altering the light colour.

**Wall panels** for attaching exhibits and/or product graphics and logo stickers, and as base for mirror tiles.

**Ceiling** to demarcate the upper limit of the presentation setting and for installation of spotlights.

# Design elements

## Product Overview



**Product Overview** to present products that do not belong to the Premium collections.

# Design elements

## Lighting – Rail system

### Construction

System lamps  
3P-HOLI-V3-70-0 Silver

Busbar  
3P-SS-200HV-E 3-phase busbar

Illuminant  
Osram LED-Engine 33 W/3.600  
Beam angle: 12°  
Light colour: 3.000°K



## Lighting – Installation

### Construction

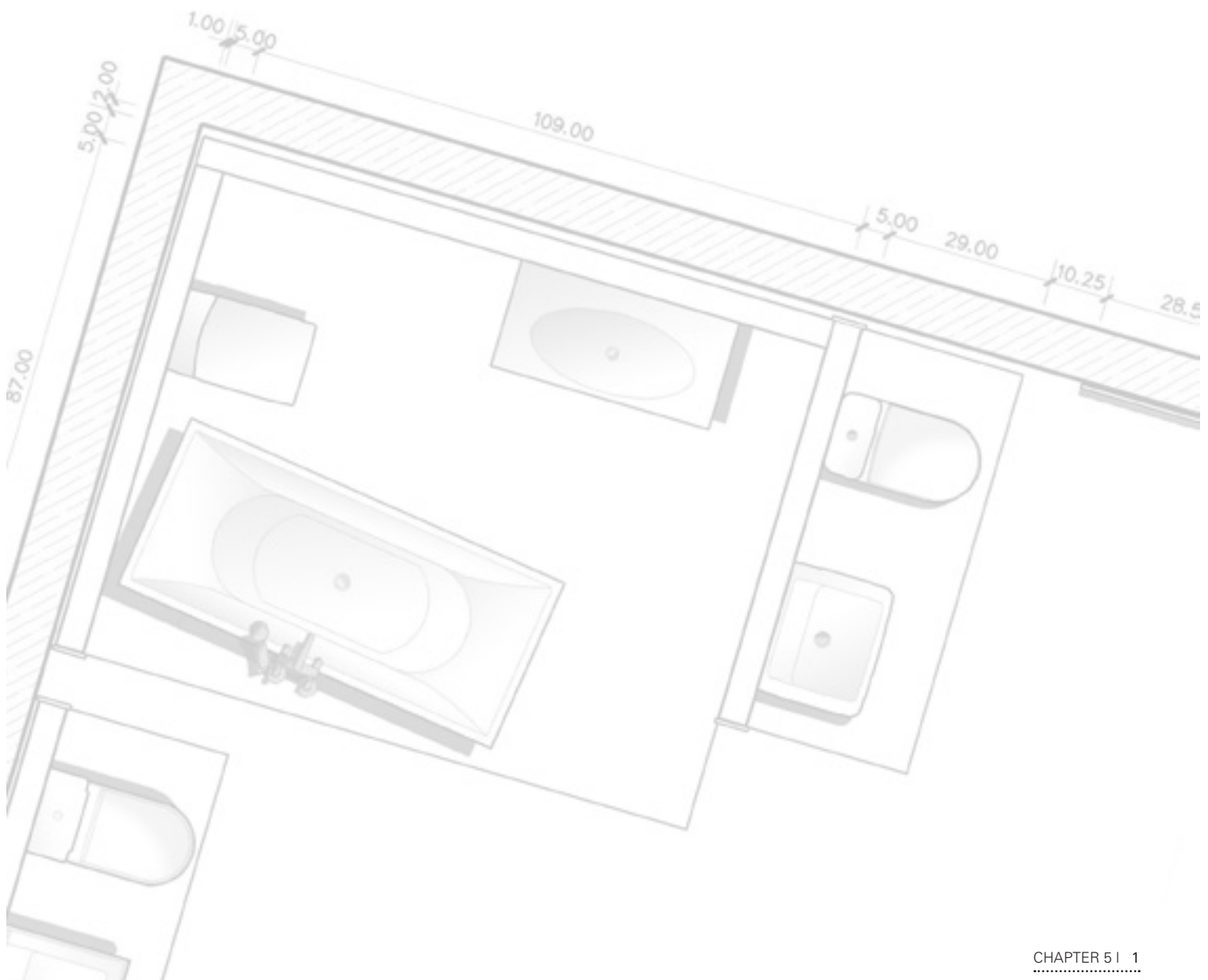
Recessed ceiling light with cardan-gear mechanism  
HOLI-KMONO-EL square (1 lamp)

Powder-coated sheet steel  
Light insert can be swivelled separately along two axes  
Attachment ring with bayonet mount

Illuminant  
Osram LED-Engine 33 W/3.600  
Beam angle: 12°  
Light colour: 3.000°K



# POS ELEMENTS



# Ordering POS elements

The well-conceived POS range gives your showroom the typical Villeroy & Boch brand look and helps you achieve a uniform brand image. We do not stock all of the POS articles – some are only produced on request.

## **Special order only**

These articles are produced only after receiving and entering an order. No stocks are kept of these articles. Should you require such articles, please contact the Marketing Communication department or your national marketing team in good time.

## **Custom production**

No stocks are kept of these articles. Should you require these articles, please contact the Showrooms and Trade Fairs department.

Please take note of the relevant information in the description of the POS article involved.



If you should have questions on products, larger quantities or how to order, please send an e-mail to [showroomdesign@villeroy-boch.com](mailto:showroomdesign@villeroy-boch.com)

# Flags

## Flag, portrait format

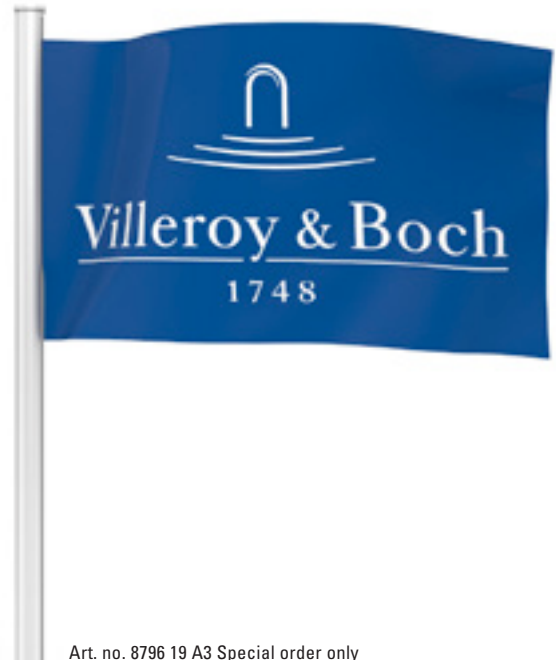
Flag fabric with loops, blue with white logo  
Dimensions (w x h) 150 x 400 cm



Art. no. 8700 47 A3 Special order only

## Flag, landscape format

Flag fabric, blue with white logo  
Dimensions (w x h) 150 x 100 cm



Art. no. 8796 19 A3 Special order only

More information: local marketing team

# Façade design

## Logo for façades, version 1\*

Logo-box with wordmark on a blue background, custom-made



## Logo for façade, version 2\*

Logo-box with wordmark without blue background, custom-made



\* Before ordering logos for outdoor use, please contact your local building authority to find out if specific authorisation is required first. This is particularly important in the case of orders for special formats.

### Distance between wordmark and logo-box

The logo on a shop façade consists of two elements: the wordmark and to the left the logo-box. There are two ways of dealing with the logo on a shop façade.

**Version 1:** The wordmark on a blue background and the logo-box are displayed in two showcases. The distance between the logo and the wordmark box is usually 20 % of a grid point. In exceptional circumstances, such as in the case of shop façades, the distance can be 40 %. The grid point size depends on the format size. If the distance is too small for installation, the smallest possible distance should be used.

**Version 2:** Here the wordmark is attached directly to the façade. The logo-box is positioned to the left. The distance between the logo-box and the Villeroy & Boch logo is od point.



Example application, version 1



Example application, version 2

More information: local marketing team

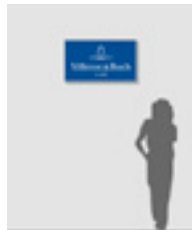
# Logo with lighting

## Logo for outdoor use (custom-made on request)\*

Light box, one-sided  
for wall-mounting  
Dimensions (w x h x d) 94 x 52.2 x 13 cm



Art. no. 8700 43 A3  
Special order only



Light box, two-sided,  
for wall mounting  
Dimensions (w x h x s) 94 x 52.2 x 15 cm



Art. no. 8700 44 A3  
Special order only



Light box, two-sided,  
for suspended or floor-standing installation  
Dimensions (w x h x s) 94 x 52.2 x 15 cm



Art. no. 8700 45 A3  
Special order only



\* Before ordering logos for outdoor use, please contact your local building authority to find out if specific authorisation is required first. This is particularly important in the case of orders for special formats.

## Logo for indoor use

Logo with LED lighting, one-sided,  
for wall mounting  
Dimensions (w x h x d) 50 x 27.8 x 1.1 cm



Art. no. 8700 37 A2  
Special order only

Logo with LED lighting, one-sided,  
for wall mounting  
Dimensions (w x h x d) 110 x 61.1 x 4 cm



Art. no. 8700 48 A3  
Special order only

Logo with LED lighting, two-sided,  
for suspended or floor-standing installation  
Dimensions (w x h x d) 110 x 61.1 x 8 cm



Art. no. 8700 46 A3  
Special order only

More information: local marketing team

# Logo without lighting

## Logo one-sided, Plexiglas

Dimensions (w x h x d)  
25 x 13.9 x 0.3 cm  
Including adhesive mirror tape



Art. no. 8794 V9 A3  
Special order only

Dimensions (w x h x d)  
110 x 61.1 x 0.6 cm  
Including adhesive  
mirror tape



Art. no. 8794 W1 A3  
Special order only

## Logo two-sided, Plexiglas

Dimensions (w x h x d)  
110 x 61.1 x 1.3 cm  
including ceiling hanger



Art. no. 8794 W2 A3  
Special order only



## Corner logo, Plexiglas

Dimensions (w x h x d)  
25 x 45.1 x 25 cm



Art. no. 8794 60 D6  
Special order only

More information: local marketing team

# Logo without lighting

## Logo, sticker

Logo sticker, opaque, printed blue/white, adhesive on reverse, available in 3 sizes (w x h)

25 x 13.9 cm



Art. no. 8791 53 A3  
Special order only

44 x 24.4 cm



Art. no. 8791 54 A3  
Special order only

60 x 33.3 cm



Art. no. 8791 55 A3  
Special order only

## Logo, sticker

Sticker, embossed  
Dimensions (w x h) 11.9 x 6.4 cm



Art. no. 8791 14 A3  
Special order only

## Logo, behind glass

Film section, adhesive front side, semi-opaque white, available in 2 sizes



50 x 25 cm: Art. no. 8791 34 A9  
Special order only

80 x 40 cm: Art. no. 8791 16 A5  
Special order only

## 3-D logo made from special acrylic

3-D logo made from special acrylic incl. spacer and drill template  
Dimensions (W x H) 130 x 66 cm

### Note:

Only for use on the walls behind reception desks, advisory services, lounge and workstation areas



Art. no. 8794 Y9 A4  
Special order only

More information: local marketing team

# Lettering

## Collection names, acrylic

Self-adhesive capitals (11 cm high),  
white Plexiglass (5 mm thick)

Collection names	Art. no.
Architectura	8794 61 C6
Artis	8794 62 C6
Avento	8794 63 C6
Aveo	8794 64 C6
Finion	93010003
Hommage	8794 65 C6
La Belle	8794 66 C6
Legato	8794 67 C6
Loop & Friends	8794 68 C6
Memento	8794 69 C6
My Nature	8794 70 C6
Subway 2.0	8794 71 C6
O.Novo Vita	9301000
Venticello	8794 72 C6
ViClean	93010002
Vivia	8794 73 C6



Other collection names available to order

## Lettering web address

Self-adhesive logo lettering in silver grey,  
small letters (14 cm high)



Art. no. 8794 74 C6

# Acrylic counter-stands and stands

## Acrylic counter-stand

For DIN A5

Dimensions (w x h x d) 14.8 x 21.5 x 8 cm



Art. no. 8791 56 A3  
Special order only

For DIN A4

Dimensions (w x h x d) 21 x 30.5 x 9 cm



Art. no. 8791 57 A3  
Special order only



Suggestion for use

## Acrylic counter-stand

Logo-stand, free-standing

Dimensions (w x h x d)  
11.4 x 6.7 x 2 cm



Art. no. 8791 44 A2  
Special order only

## Acrylic stand

For posters and information sheets

Dimensions (w x h)

**portrait format**

21 x 29,7 cm (DIN A4)

14,8 x 21 cm (DIN A5)



**portrait format**

DIN A4: Art. no. 8794 17 A4

DIN A5: Art. no. 8794 19 A5

Dimensions (w x h)

**landscape format**

29,7 x 21 cm (DIN A4)

21 x 14,8 cm (DIN A5)



**landscape format**

DIN A4: Art. no. 8794 18 A4

DIN A5: Art. no. 8794 20 A5

## Literature holder

For brochures

Dimensions (w x h x d)  
12 x 30 x 24.5 cm



Art. no. 8793 2A A8  
Special order only

More information: local marketing team

# Brand Panel

## Brand Panel for graphics

Panel in high-gloss white painted finish with Plexiglas cover.  
For graphics in DIN A3 portrait format.  
Dimensions (w x h x d) 29.7 x 115 x 2 cm



Art. no. 8794 V2 A3  
Special order only

The Plexiglas cover is secured with four mini-magnets, enabling swift insertion or changing of graphics.

Panel in high-gloss white painted finish with Plexiglas cover and tile display for assembly and filling with sample tiles on site.  
For graphics in DIN A3 portrait format.  
Dimensions (w x h x d) 29.7 x 115 x 2 cm



Art. no. 8794 V8 A3  
Sonderanfertigung

The Plexiglas cover is secured with four mini-magnets, enabling swift insertion or changing of graphics.

Insert set  
Art. no. 8795 V8 A3

More information: local marketing team

# Digital Information Panel

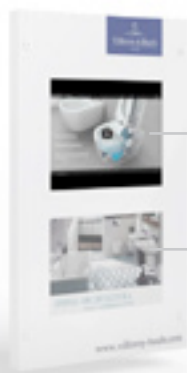
## Digital Information Panel

High-gloss white panel with acrylic cover and remote-controlled 8" monitor for showing photos and videos. Also for use with graphics in 15.6 x 11.0 cm (visible area) format.

The panel can be attached to the wall or, thanks to the base supplied, used as a table stand.

Dimensions (w x h x d)  
without base = 24.4 x 3.2 x 39.5 cm

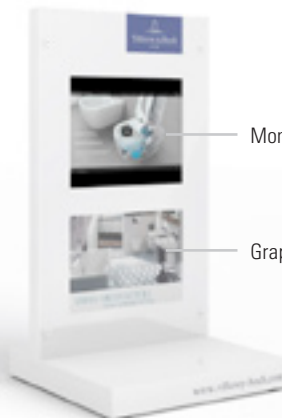
with base attached = 24.4 x 22.5 x 42.0 cm



Monitor

Graphic

Art. no. 8794 Z1 A4  
Special order only



Monitor

Graphic

# Brand Wall

## Brand Wall



Brand Wall Special order only

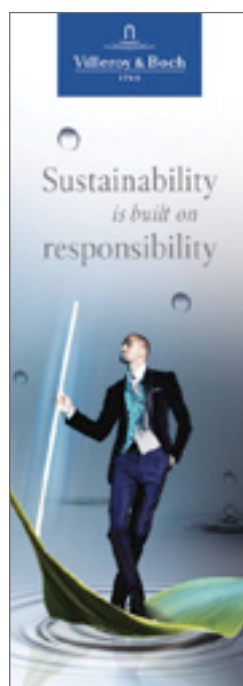
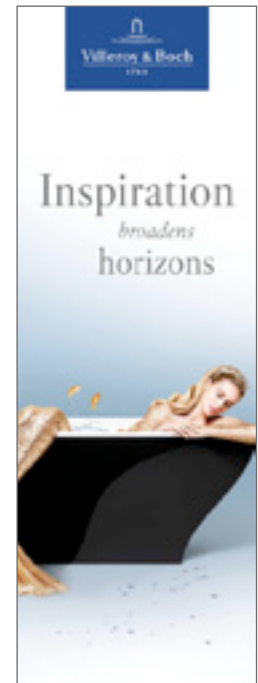
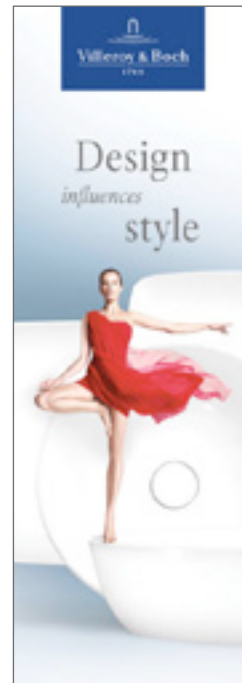
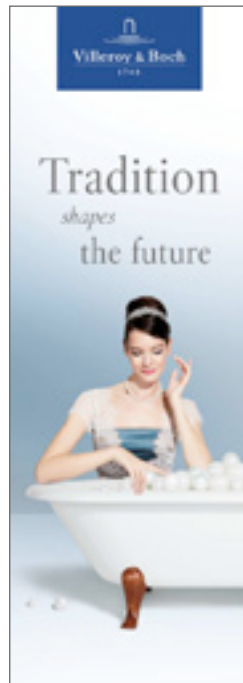
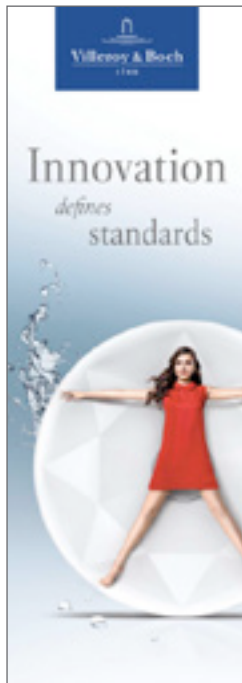


Schematic view of assembly of the Brand Wall

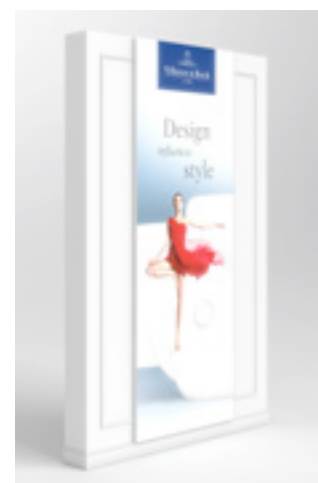
**Wall unit** with modern classic-style body in high-gloss white paint finish, featuring decorative profiled mouldings.

Light box fitted on one or two sides with state-of-the-art LED technology, with surrounding aluminium profile frame for virtually borderless fitting of textile digital prints.

# Graphics for use on the Brand Wall

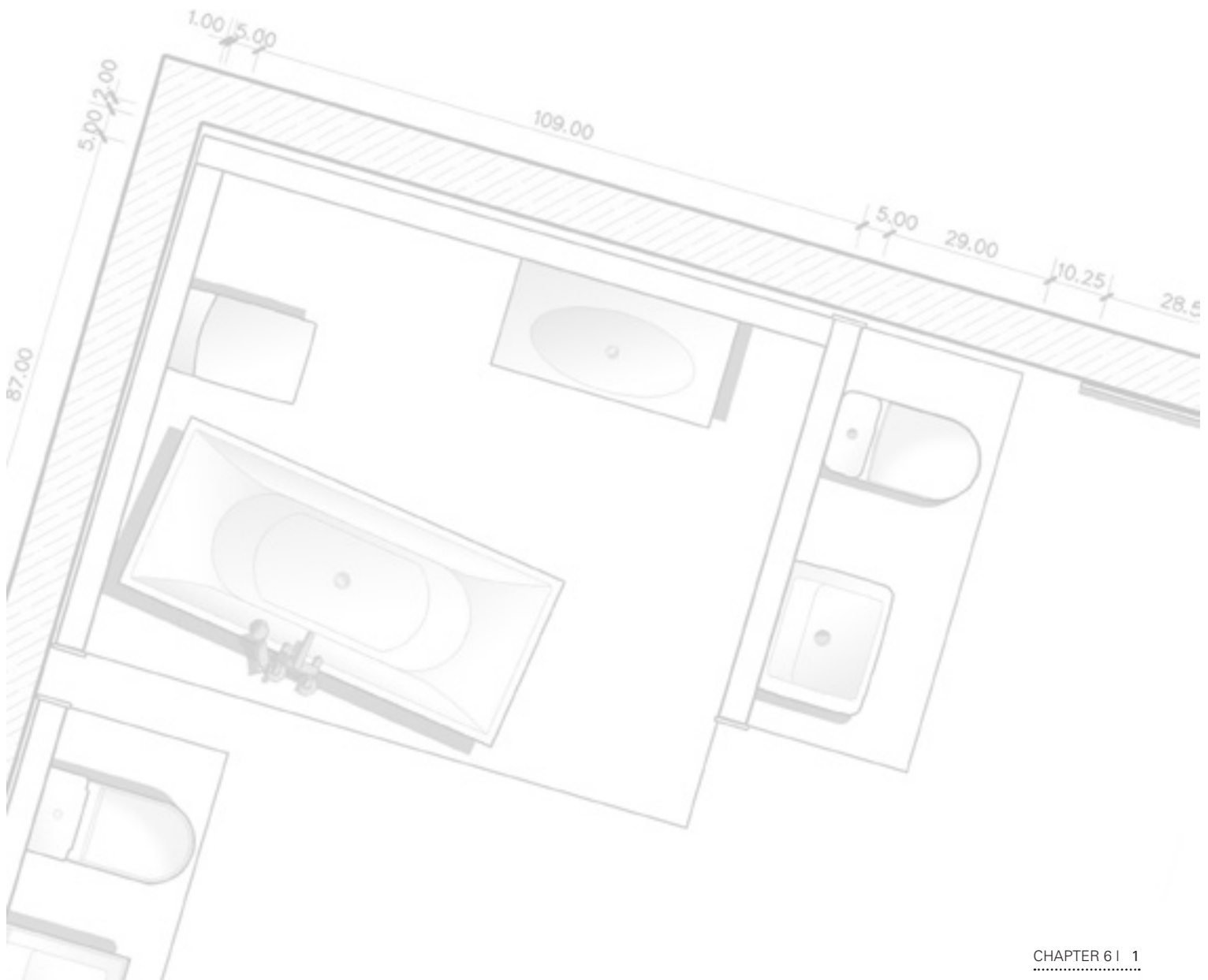


The graphics can for example be used for the Brand Wall.



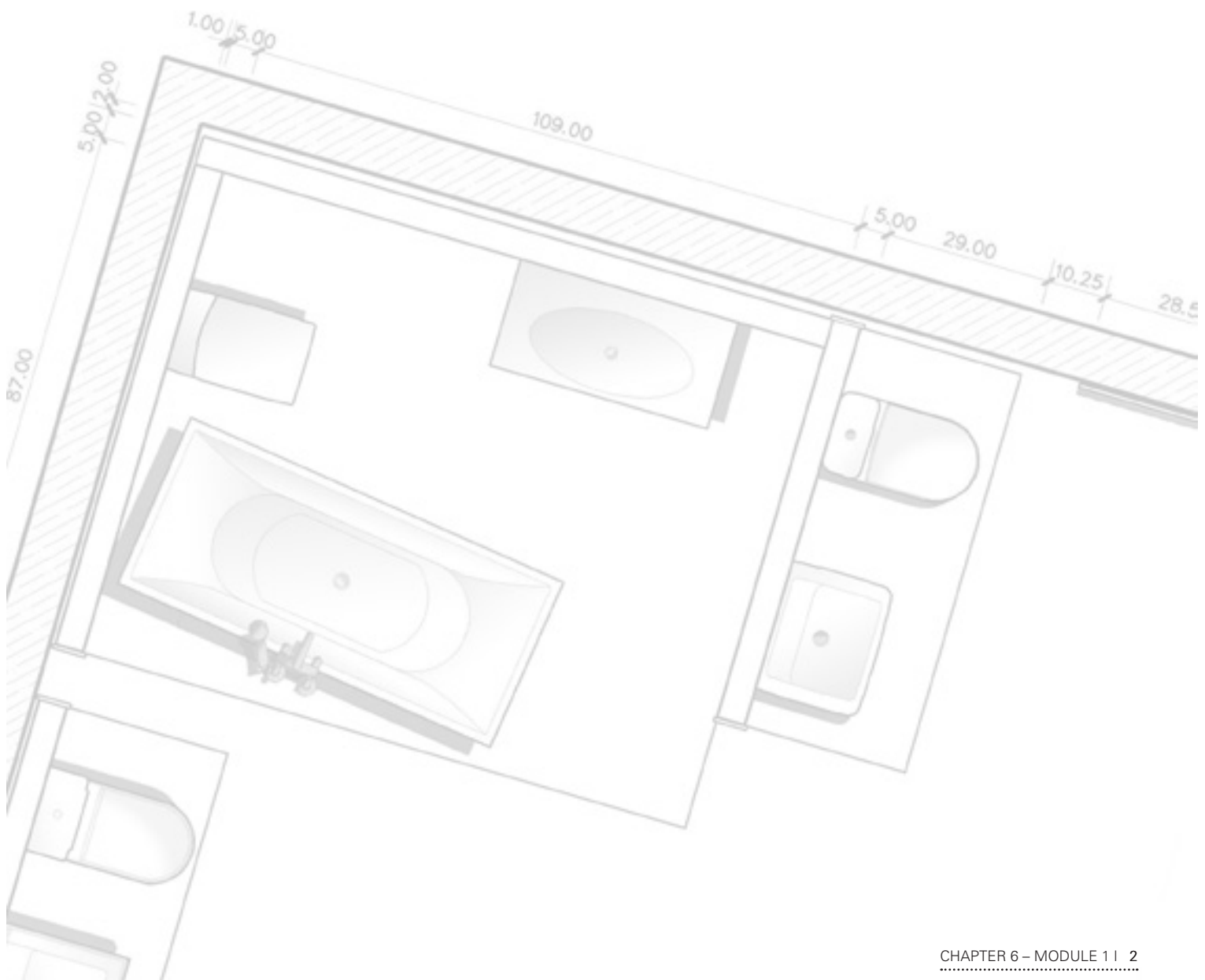
These and other up-to-date graphics are available in the Media Data Pool

# SPECIAL MODULES



# SPECIAL MODULES

## Module 1 - Trend Box



# Trend Box



1: Lettering villeroy-boch.com (Art. no. 8794 74 C6) 2: Corner logo (Art. no. 8794 60 D6) 3: Grid element (Art. no. 8794 50 D6)  
4: Lettering collection name (Art. no. 8794 72 C6)

# The Trend Box

## The concept

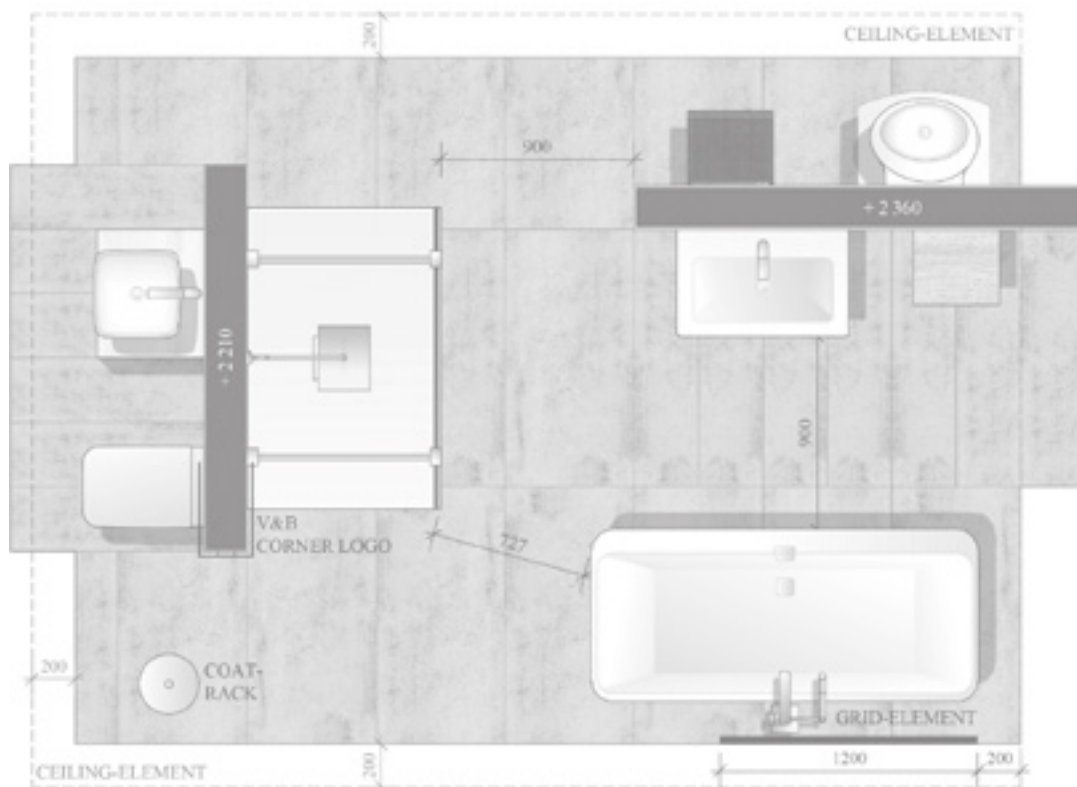
The display stand comprises wall panels with a ceiling module. It requires an area of approx. 15 m<sup>2</sup> and can be easily tailored to the space available.

The Trend Box exudes openness and transparency, inviting visitors to enter and explore. Furthermore, its open appearance allows the area to be used very effectively for multiple applications: a primary application with a large washing area, bathtub and shower, and a guest bathroom solution with a handrinse basin and toilet. The overall impression of the Trend Box should be structured; it should never appear cluttered.

There are no special requirements regarding the product selection. The staging of the products is defined by the components of the trend concept. Suitable decorations and lighting bring the products to life and ensure the characteristic ambience.

## Floor plan 1: Stand-alone solution

Free-standing Trend Box



# The Trend Box

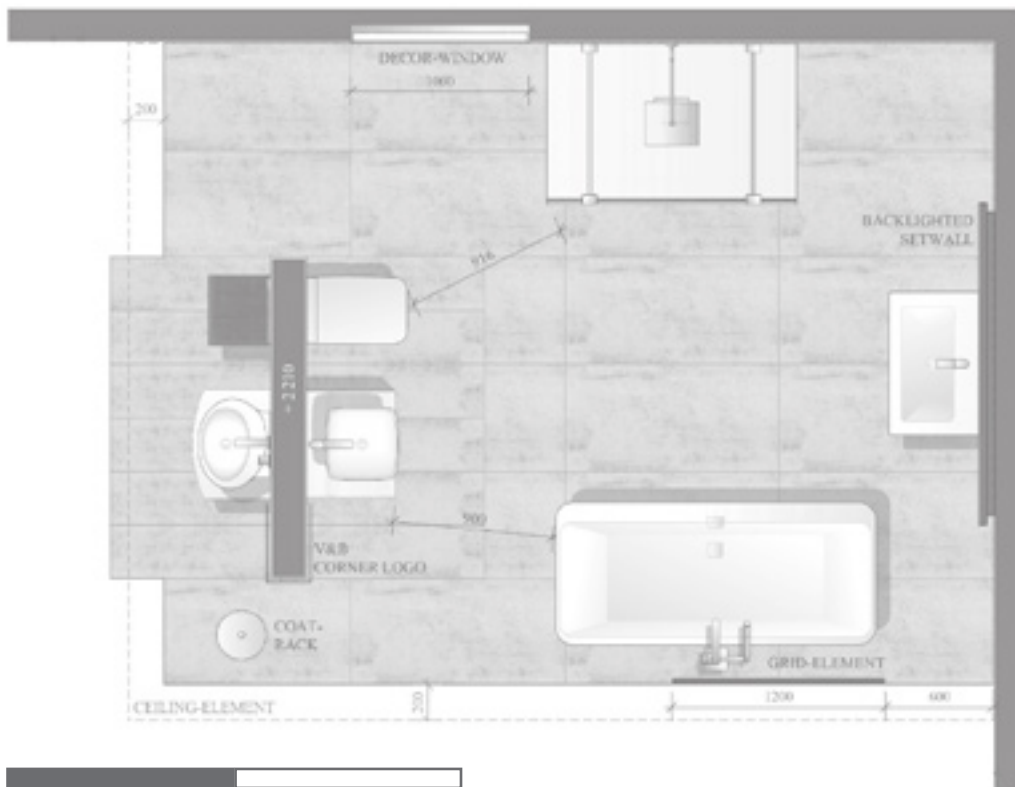
## Floor plan 2: Back-to-wall solution

Trend Box installed in front of an existing wall



## Floor plan 3: Corner solution

Trend Box installed in a corner



0 1 2 metres

# Trend Box – Branding

## Ceiling edge labelling villeroy-boch.com

Self-adhesive logo lettering in silver grey  
Small letters (14 cm high)  
Distance from outer corner of ceiling: 20 cm  
Vertical positioning: to be centred



Art. no. 8794 74 C6

## Corner logo, Plexiglass

Dimensions (w x h x d)  
25 x 45,1 x 25 cm



Art. no. 8794 60 D6  
Special order only

## Collection names, acrylic

Self-adhesive capitals (11 cm high),  
white Plexiglass (5 mm thick)  
Distance from ceiling: 20 cm  
Lateral distance from outer edge of wall: 10 cm

Collection name	Art. no.
Architectura	8794 61 C6
Artis	8794 62 C6
Avento	8794 63 C6
Aveo	8794 64 C6
Finion	93010003
Hommage	8794 65 C6
La Belle	8794 66 C6
Legato	8794 67 C6
Loop & Friends	8794 68 C6
Memento	8794 69 C6
My Nature	8794 70 C6
Subway 2.0	8794 71 C6
O.Novo Vita	9301000
Venticello	8794 72 C6
ViClean	93010002
Vivia	8794 73 C6



## Acrylic stand with logo

For information sheets

Dimensions (w x h)  
21 x 14.8 cm (DIN A5, portrait format)



Art. no. 8794 19 A5

# Trend Box

## Grid elements

Dimensions (w x h) 120 x 220 cm



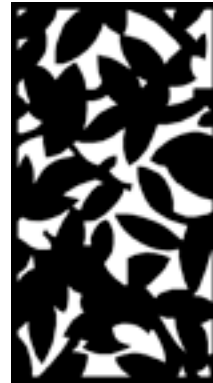
Art. no. 8794 53 D6



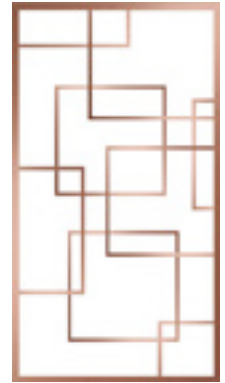
Art. no. 8794 54 D6



Art. no. 8794 55 D6



Art. no. 8794 56 D6



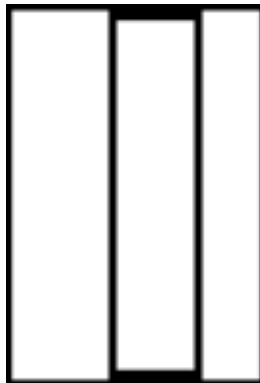
Art. no. 8794 57 D6

Dimensions (w x h)  
140 x 220 cm



Art. no. 8794 58 D6

150 x 220 cm



Art. no. 8794 59 D6

# Trend Box

## Grid elements

Dimensions (w x h) 120 x 270 cm



Art. no. 8794 46 D6



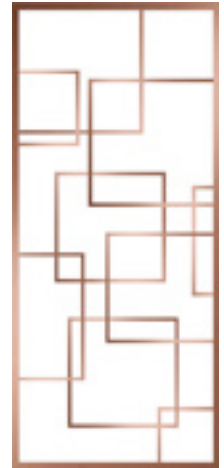
Art. no. 8794 47 D6



Art. no. 8794 48 D6



Art. no. 8794 49 D6



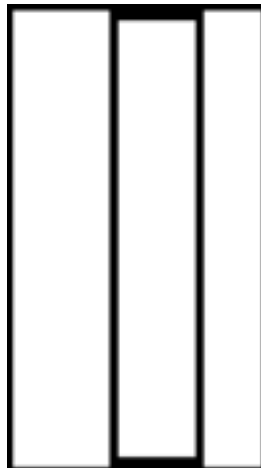
Art. no. 8794 50 D6

Dimensions (w x h)  
140 x 270 cm



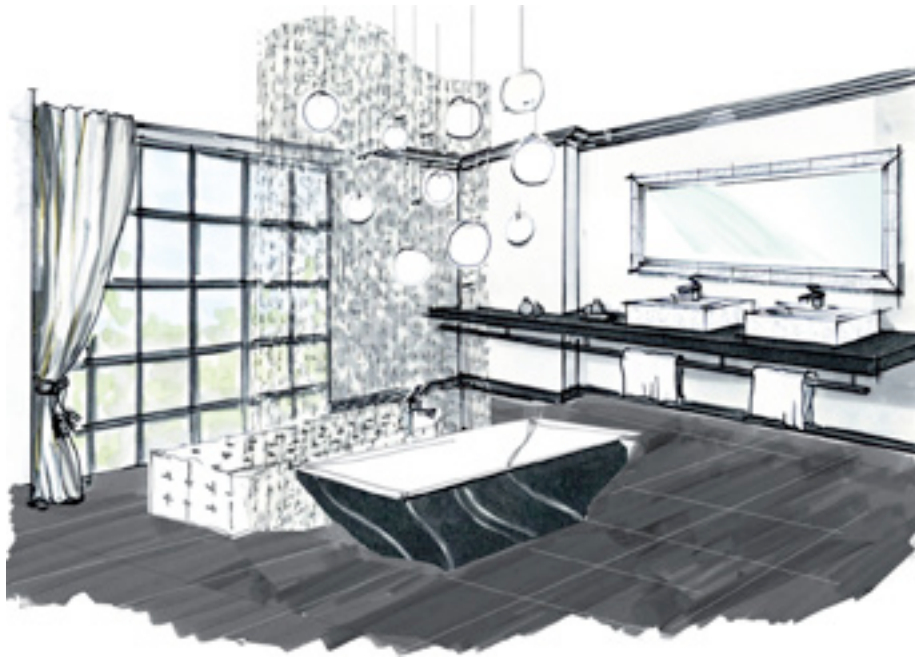
Art. no. 8794 51 D6

150 x 270 cm



Art. no. 8794 52 D6

# Trend Box - Impressions of the trends

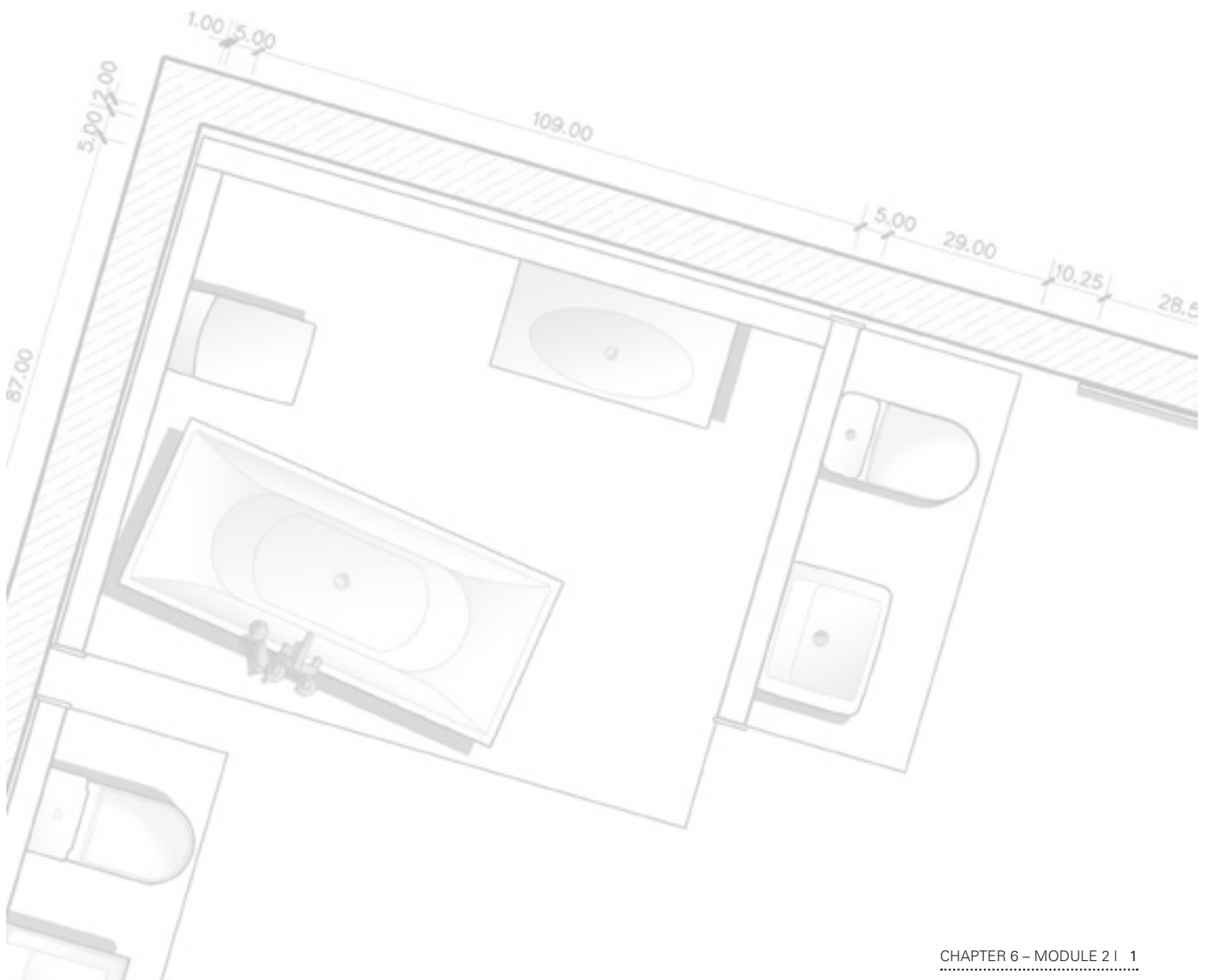


# Trend Box - Impressions of the trends



# SPECIAL MODULES

## Modul 2 - The House of Villeroy & Boch



# The House of Villeroy & Boch



1: Brand Wall (Special order only) 2: Brand Panel (Art. no. 8794 V2 A3)

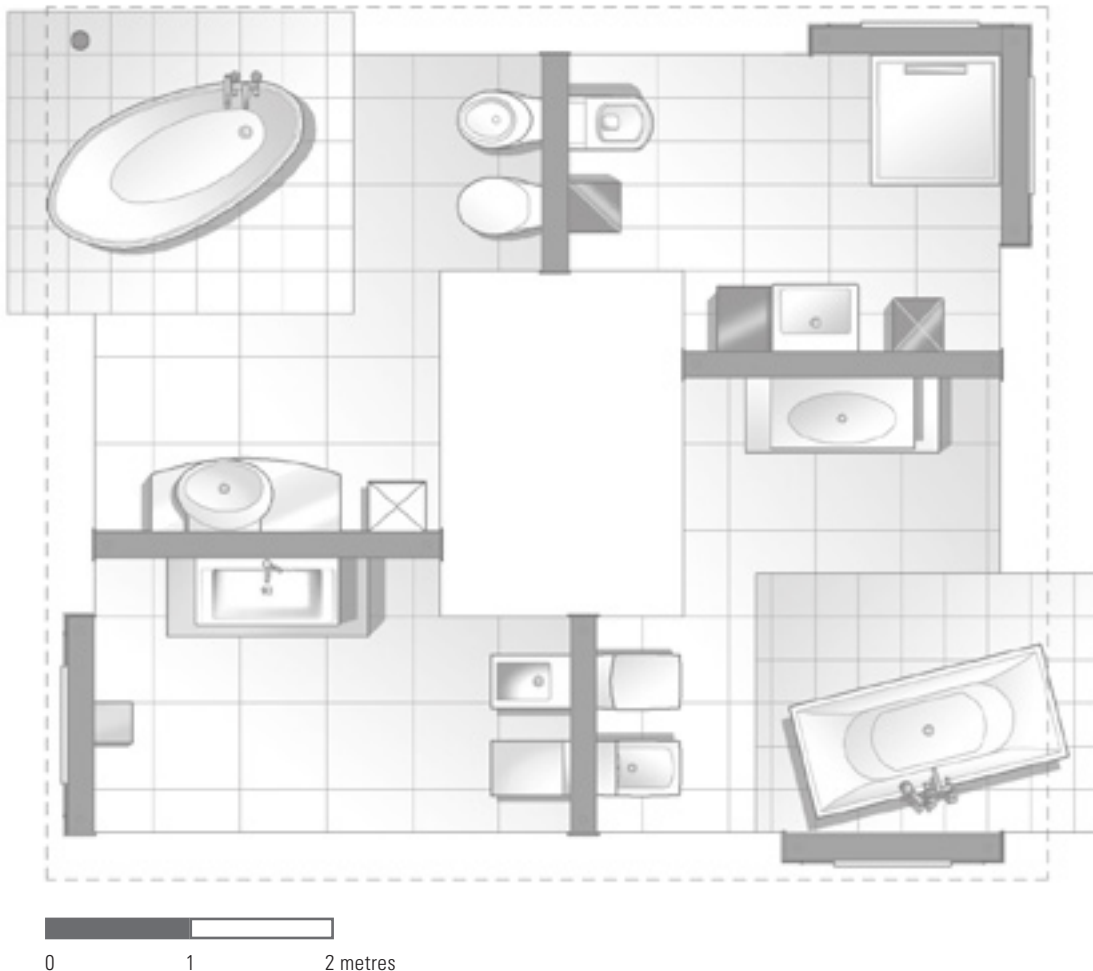
# The House of Villeroy & Boch

## The concept

Villeroy & Boch established a marketing concept: "The House of Villeroy & Boch". This room concept for presenting complete bathrooms from Villeroy & Boch serves customers as a source of inspiration on how to design their bathrooms and living areas. Segmenting the "House of Villeroy & Boch" into different lifestyles is conducive to effective consultation and selling. With its various living environments, "The House of Villeroy & Boch" becomes a platform for complete, true-to-life furnishing proposals.

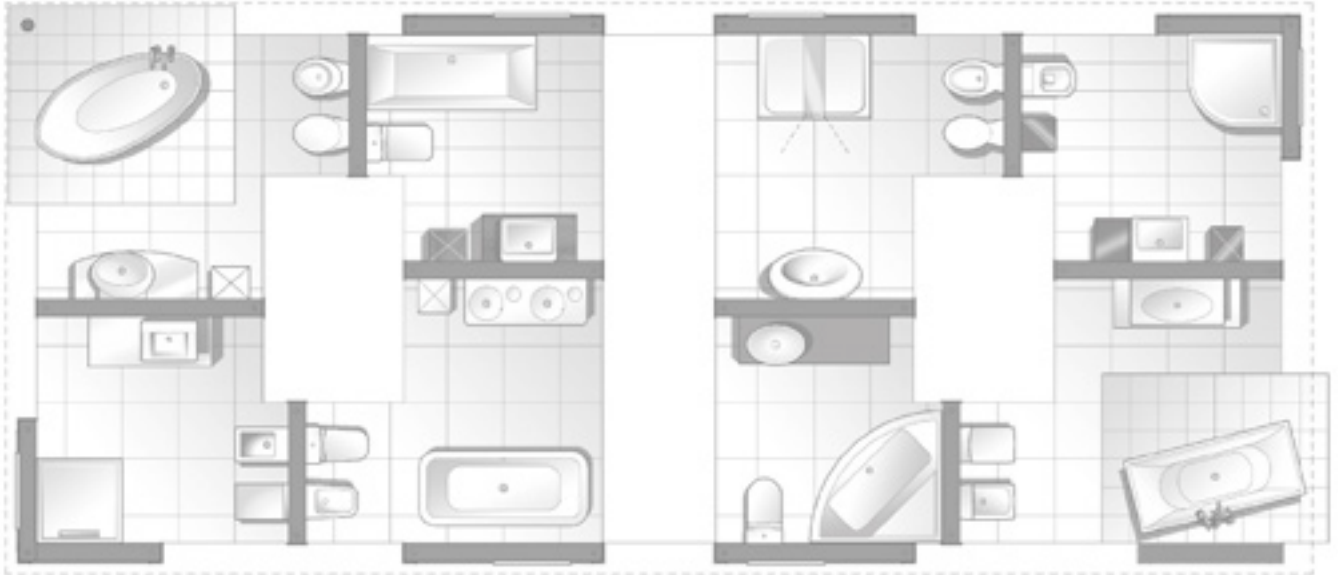
The defining elements in "The House of Villeroy & Boch" concept are the high-class wall panels, which shape the character of the showroom and encourage customers to discover what is on offer. The wall panels also serve as bearings for the ceiling elements and their integrated lighting systems. The end result: realistic rooms which bring the bathroom experience home to the customer.

## Floor plan 1

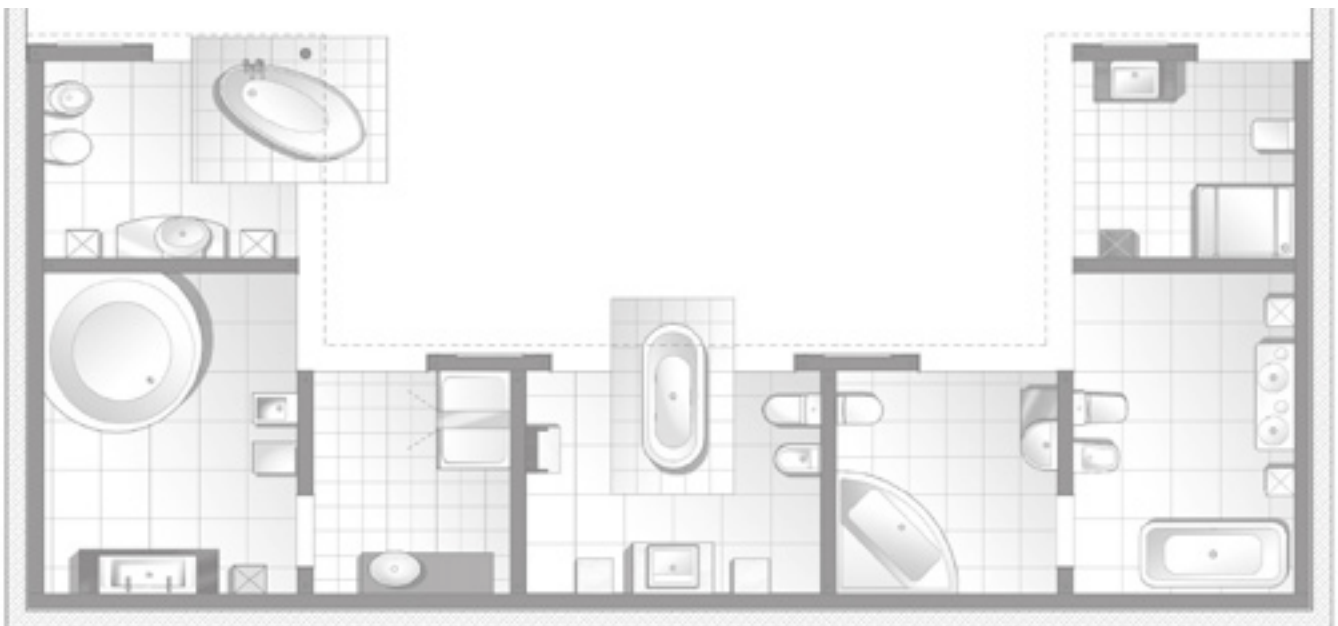


# The House of Villeroy & Boch

## Floor plan 2

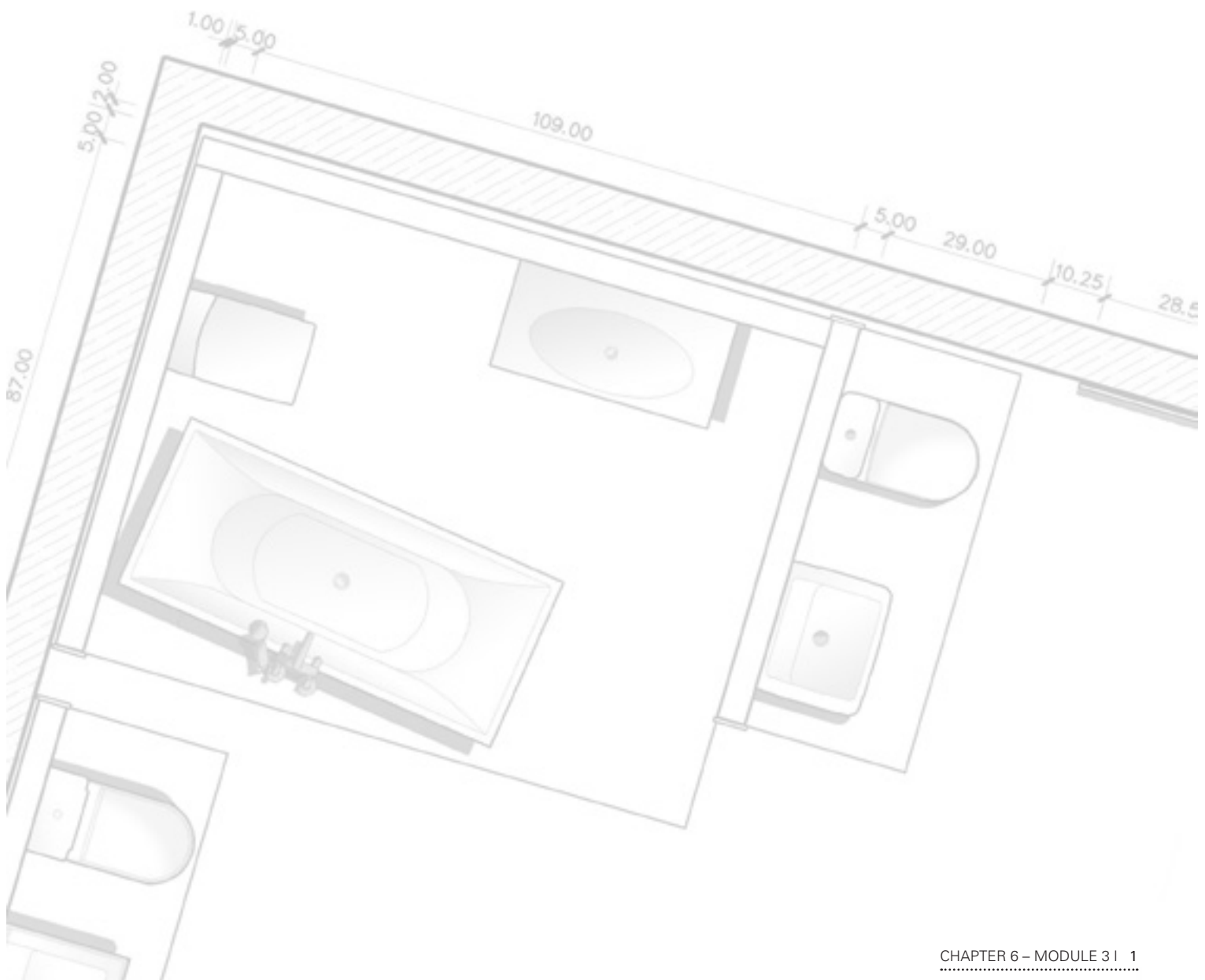


## Floor plan 3



# SPECIAL MODULES

## Module 3 - Wellness at Home



# Wellness at Home



1: Digital Information Panel with atmospheric image and iPad 2: Brand Panel with overview graphic of JetPak II 3: 3-D logo made from special acrylic 4: Brand Panel with fold-out samples flap showing sauna surface finishes 5: Atmospheric images 6: Brand Wall (1 – 5 are customised variants)

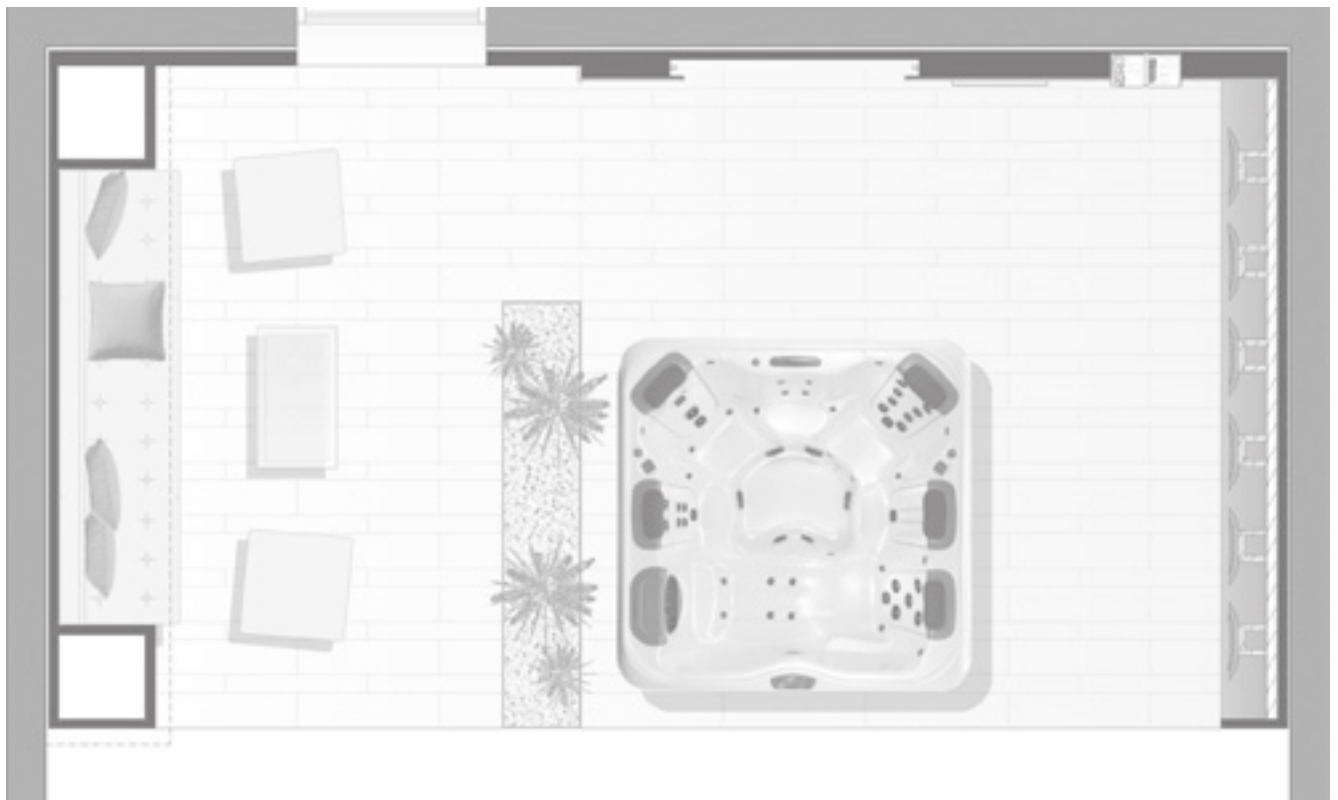
# Wellness at Home

## The concept

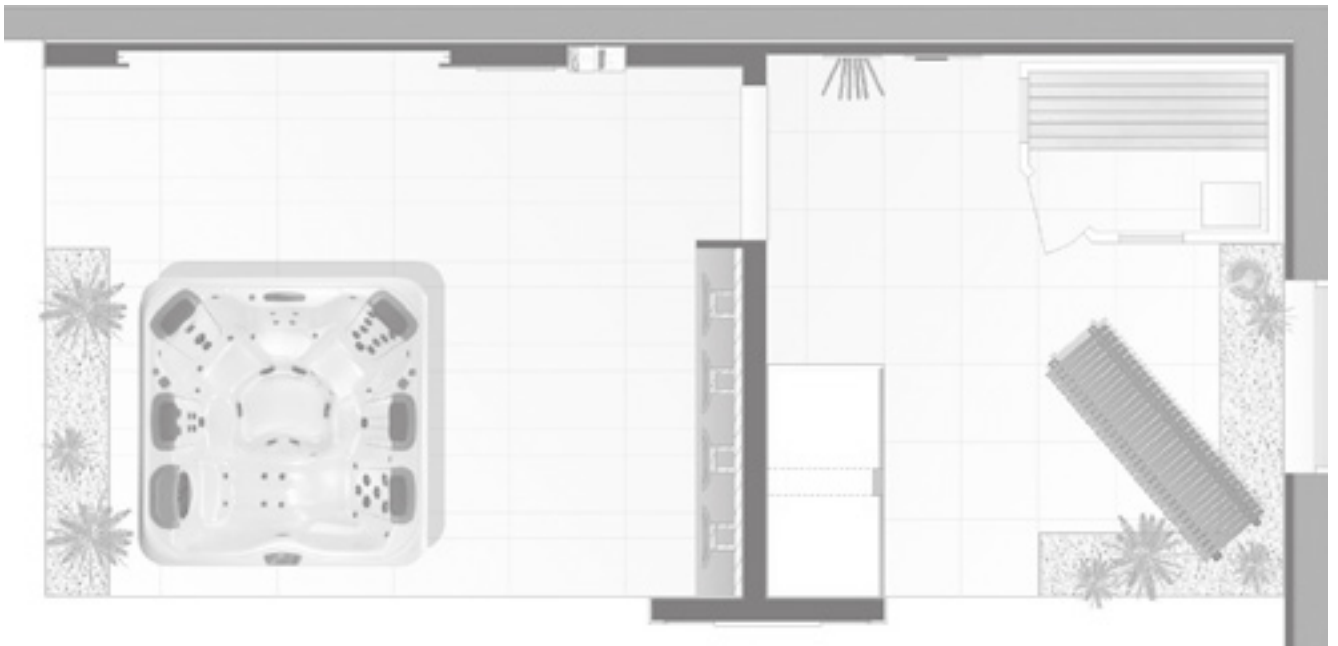
Based on the current POS concept, Villeroy & Boch has developed a special sales area concept for the “Wellness at Home” product sector. Here, Villeroy & Boch saunas and hot tubs are integrated into the overall concept in accordance with corporate identity. Special Brand Panels and a Wellness Lounge provide support in sales talks and consultations.

The modular arrangement of the three areas Sauna, Hot Tub and Lounge, provides the option of dividing the sales area up into sections of various sizes, creating “rooms” in which the customer can get a feeling for “Wellness at Home” with Villeroy & Boch and that will positively influence the decision to buy.

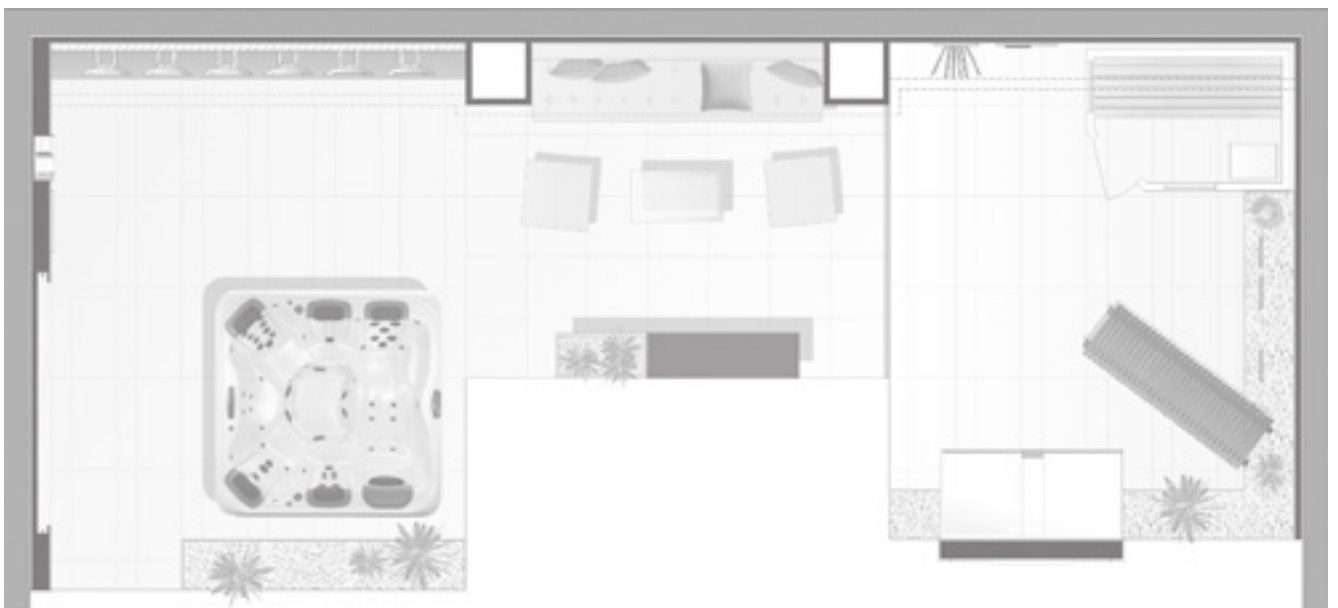
## Floor plan 1



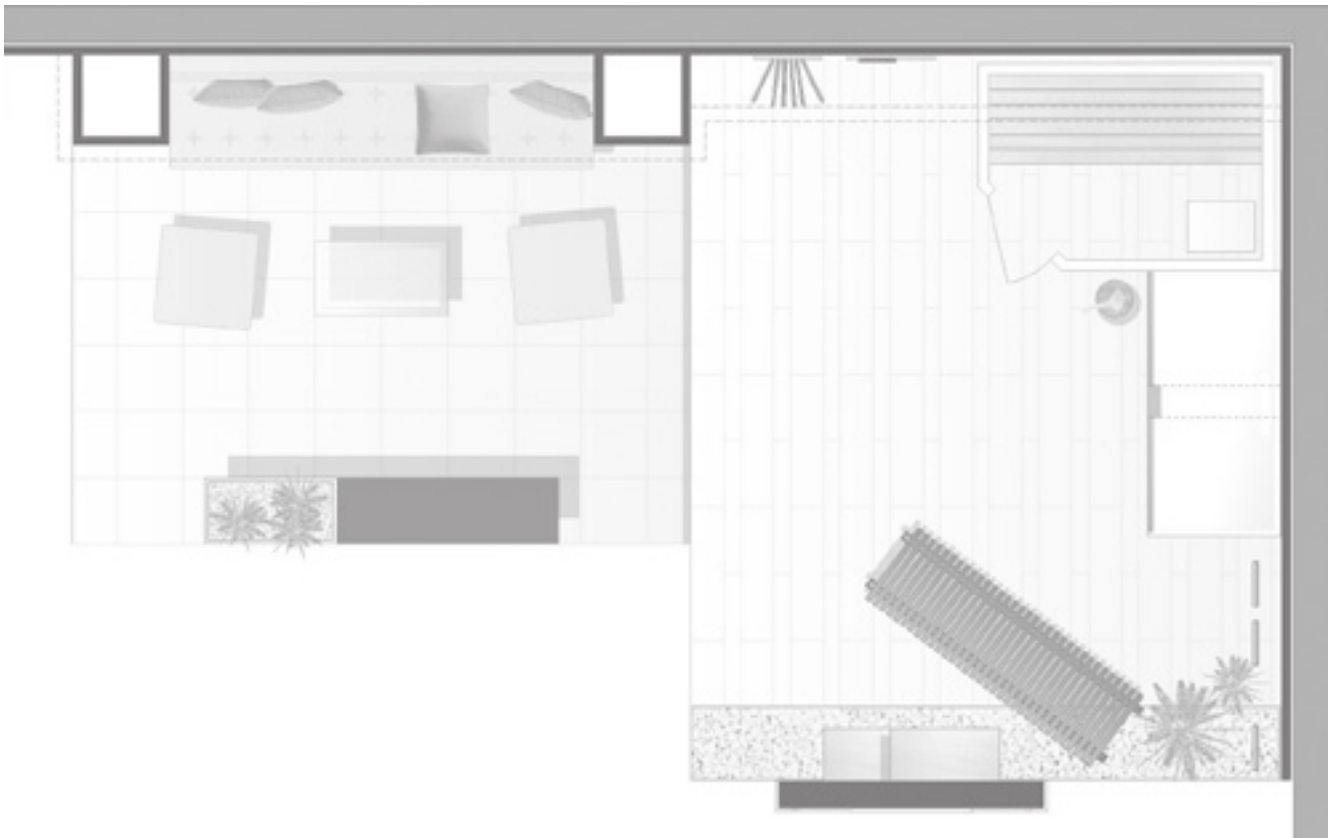
### Floor plan 2



### Floor plan 3



### Floor plan 4





# Displays

## Tap fittings displays



Wall-mounted displays  
Dimensions (w x h) 70 x 220 cm



Wall Panel 1

Art.-No. 8793 0900



Wall Panel 2

Art.-No. 8793 0300

Cube, 3-hole version, pre-drilled  
(w x h) 85 x 46 cm



Art.-No. 8793 0601

Cube, 3-hole version, pre-drilled  
(w x h) 85 x 46 cm



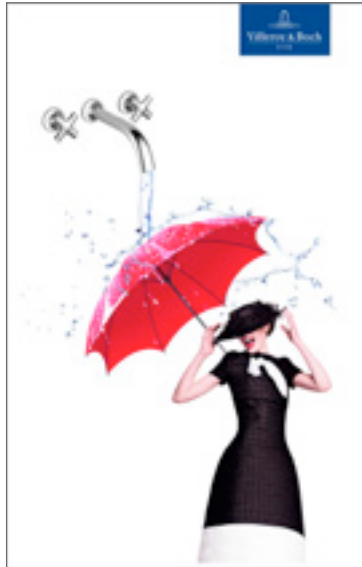
Art.-No. 8793 0602

Displays may differ from illustrations shown

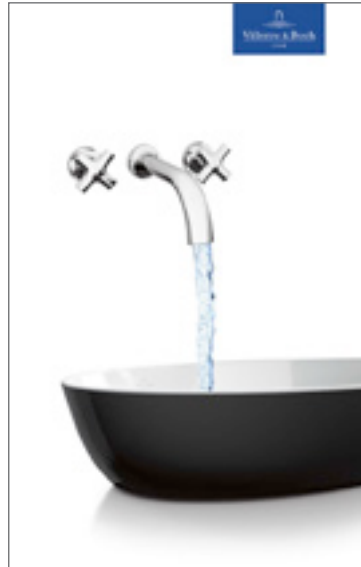
# Displays

## Armaturen-Displays

Brand panel, large, for wall-mounting  
Dimensions (w x h) 140 x 220 cm



Art.-No. 8793 0400



Art.-No. 8793 0401

Brand panel, small, for wall-mounting  
Dimensions (w x h) 70 x 220 cm

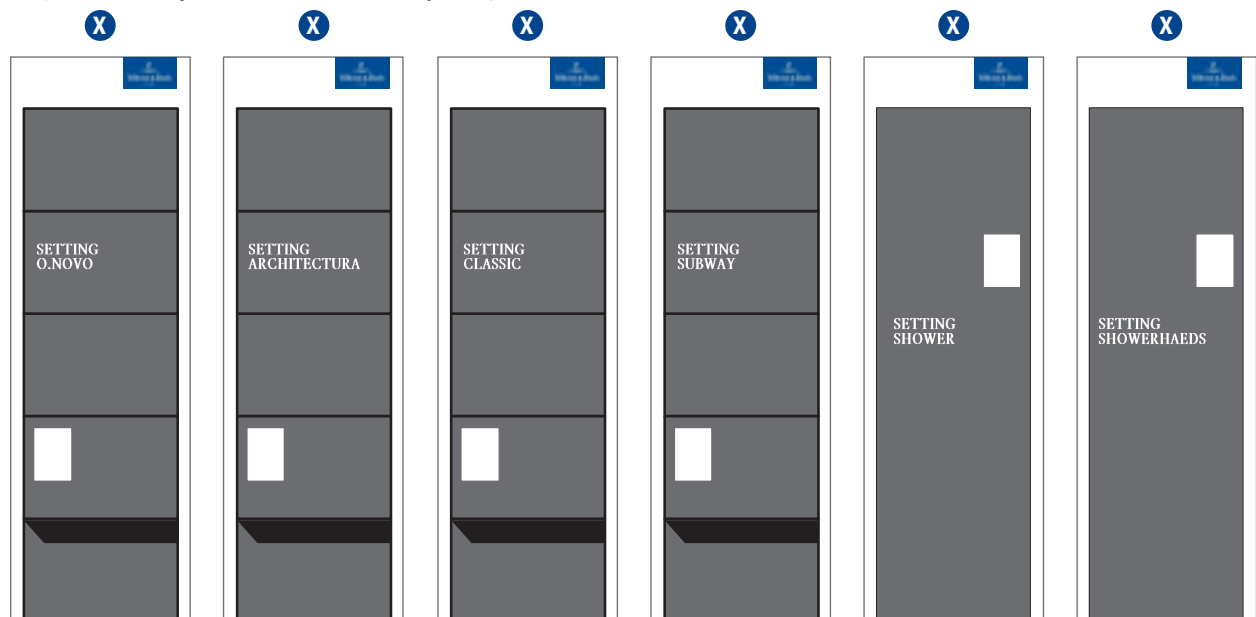


Art.-No. 8793 0500



Art.-No. 8793 0501

Only available in specified countries! (incl. tap fittings)



Wall Panel 1.1  
Version Wall Panel 1  
O. NOVO

Art.-No. 8793 0901

Wall Panel 1.2  
Version Wall Panel 1  
ARCHITECTURA

Art.-No. 8793 0902

Wall Panel 1.3  
Version Wall Panel 1  
CLASSIC

Art.-No. 8793 0903

Wall Panel 1.4  
Version Wall Panel 1  
SUBWAY

Art.-No. 8793 0904

Wall Panel 2.1  
Version Wall Panel 2  
SHOWER

Art.-No. 8730 301

Wall Panel 2.2  
Version Wall Panel 2  
SHOWERHAEDS

Art.-No. 8730 302

Displays may differ from illustrations shown

# Displays

## Cplus-Display NEW

Cplus display, for wall-mounting

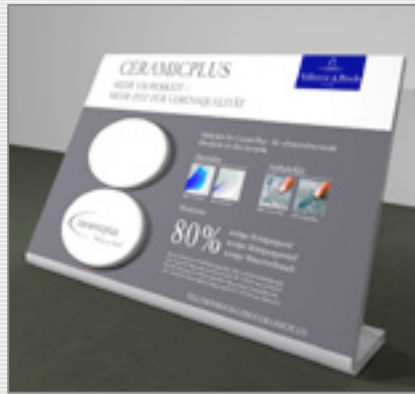
Dimensions (w x h) 21 x 14,8 cm



## DISPLAY CERAMICPLUS



ISOMETRIC



PERSPECTIVE

Art.-No.	Country
<b>8794 44 D6</b>	Germany
<b>8794 44 E6</b>	Spain
<b>8794 44 F6</b>	France
<b>8794 44 G6</b>	United Kingdom
<b>8794 44 I6</b>	Italy
<b>8794 44 N6</b>	Netherlands
<b>8794 44 P6</b>	Poland

Displays may differ from illustrations shown

## DigiPos display

Display unit with touch screen, column and base plate

Dimensions (w x h x d) 86 x 125 x 55 cm



Art.-No. 8794 78 A6

**Order process varies according to country**

**For Germany: via Service Centre**

Displays may differ from illustrations shown

## DirectFlush Display NEW

Display unit with fold-down stand

Dimensions (w x h x d) 29,7 x 42 x 1,9 cm



Art.-Nr.	Country
<b>8794 77 D6</b>	Germany
<b>8794 77 W6</b>	China
<b>8794 77 F6</b>	France
<b>8794 77 G6</b>	United Kingdom
<b>8794 77 I6</b>	Italy
<b>8794 77 N6</b>	Netherlands
<b>8794 77 P6</b>	Poland

# Displays

## Kitchen tap displays

### 2-hole tap fittings display, pre-drilled

Dimensions (w x h x d) 50 x 75 x 25 cm



Art.-No. 8794 32 G6

### 3-hole tap fittings display, pre-drilled

Dimensions (w x h x d) 75 x 75 x 25 cm



Art.-No. 8794 33 G6

### 4-hole tap fittings display, pre-drilled

Dimensions (w x h x d) 100 x 95 x 25 cm



Art.-No. 8794 34 G6

Free choice of tap fittings. Tap fittings must be ordered separately

# Displays

## ViClean light display

Laminated board with integrated screen and EU-plug

The functions and features of the shower toilet are presented in a film shown on the screen

Dimensions (w x h x d) 85 x 220 x 2 cm



Art.-No. 8794 35 G6

# Displays

## ViConnect WC Frame

### ViConnect WC Frame EN

Floor-standing display

Dimensions (w x h x d) 85 x 150 x 84 cm



ViConnect WC frame EN  
ViConnect inst. system for dry-wall construction  
ViConnect E200 flush plate, dual flush

Art.-No.  
8794 Z7 G5  
9224 61 00  
9224 90 68

Displays may differ from illustrations shown

### ViConnect WC Frame FR

Floor-standing display, open at the back

Dimensions (w x h x d) 85 x 150 x 84 cm



ViConnect WC frame FR  
ViConnect inst. system for dry-wall construction  
ViConnect E200 flush plate, dual flush

Art.-No.  
8794 Z7 F5  
9224 65 00  
9224 90 68

Displays may differ from illustrations shown

## ViConnect Flush Plate

Updated display with dummies  
M300 & E300 (Novelties 2017)

Dimensions (w x h) 85 x 129 cm



Art.-No. 8794 Z8 G5 Version EN

Space for 6 flush plates plus relevant information panels  
(suitable for scenarios, product properties or colour ranges)

Flush plates and information panels can be replaced




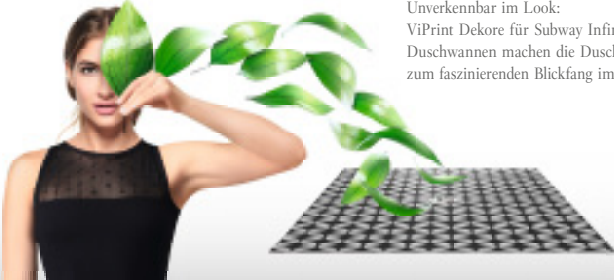
## ViPrint display panel

Dimensions (w x h) 96,8 x 140 cm

# VIPRINT

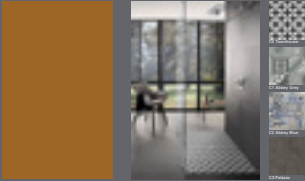
MEINE DUSCHE. MEIN LOOK.






Unverkennbar im Look:  
ViPrint Dekore für Subway Infinity  
Duschwannen machen die Dusche  
zum faszinierenden Blickfang im Bad.

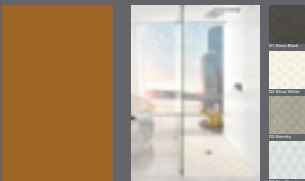
*Inspired by Heritage*



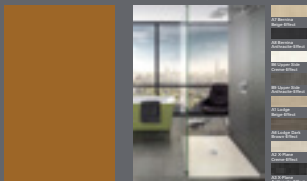
*Inspired by Nature*




*Inspired by Geometry*



*Inspired by Tiles*





Jetzt Augmented Reality App  
laden und ViPrint virtuell erleben:  
[villeroyboch.com/ar](http://villeroyboch.com/ar)

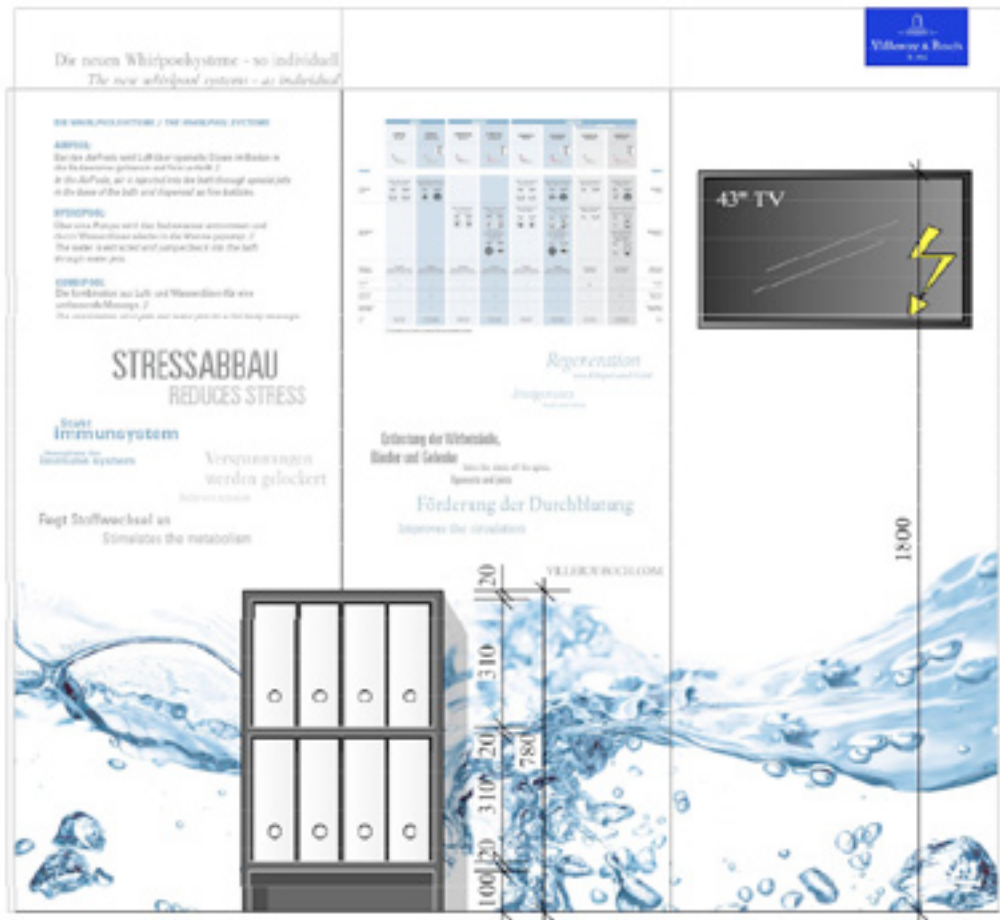
VILLEROYBOCH.COM/VIPRINT

# Displays

## Whirlpool display

Premium display, free-standing  
comprising 3 panels, cabinet and TFT monitor

Dimensions (w x h x d) 160 x 220 x 76 cm

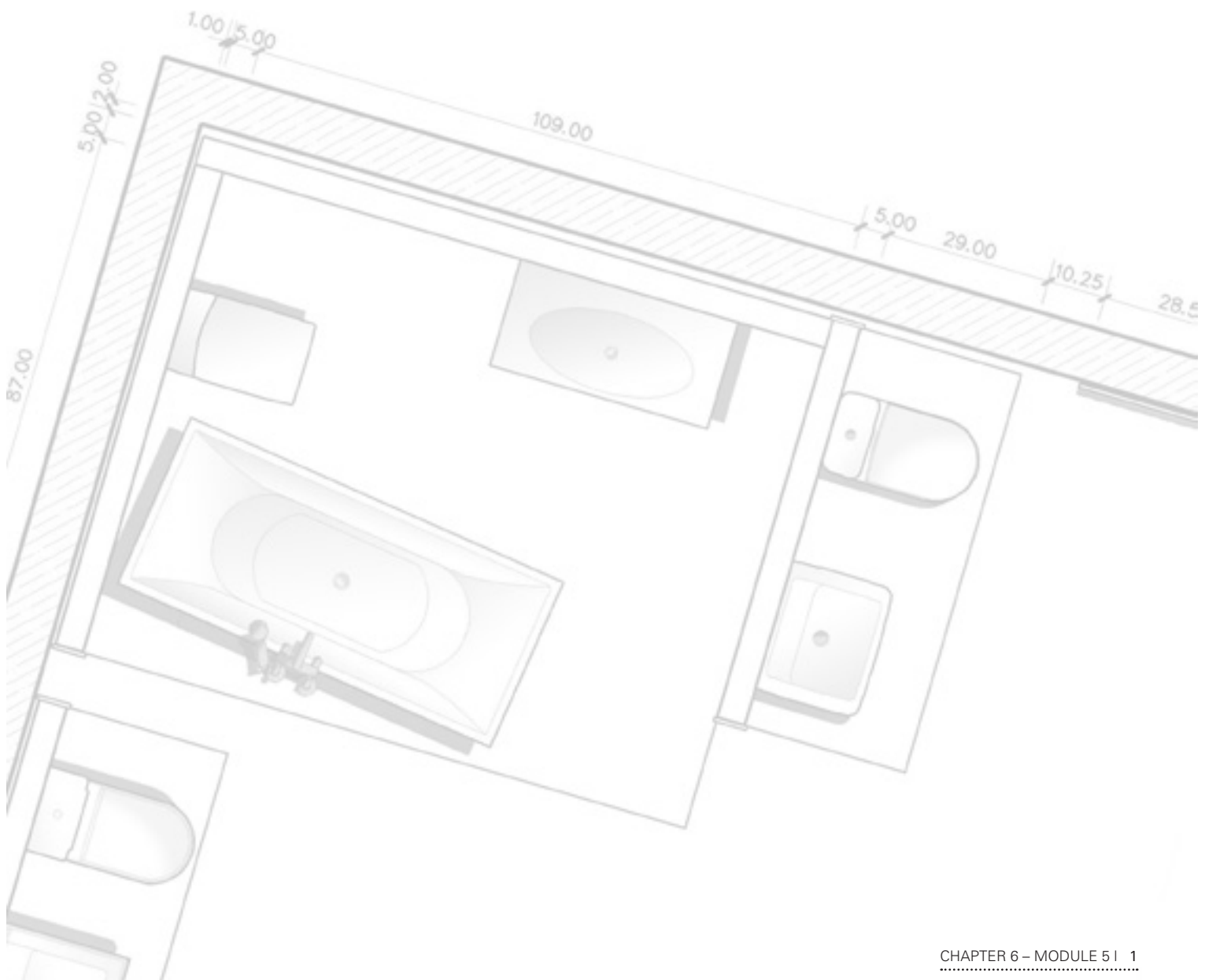


JetPlates for whirlpool systems  
Art.-No. 8793 9Z M5

Cabinet for JetPlates  
Art.-No 8794 25 D5

# SPECIAL MODULES

## Module 5 – Kitchen Sinks Studio



# Kitchen Sinks Studio



1: Brand Wall (custom-made)

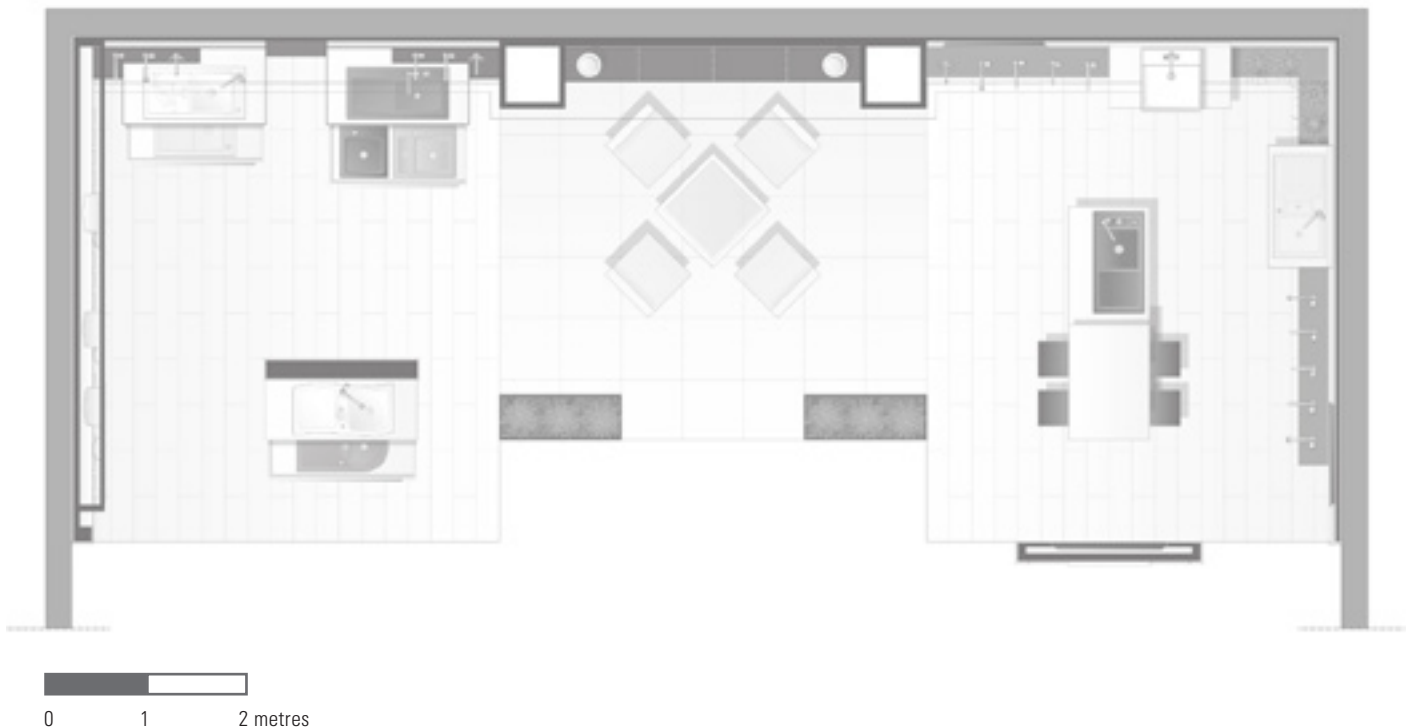
# Kitchen Sinks Studio

## The concept

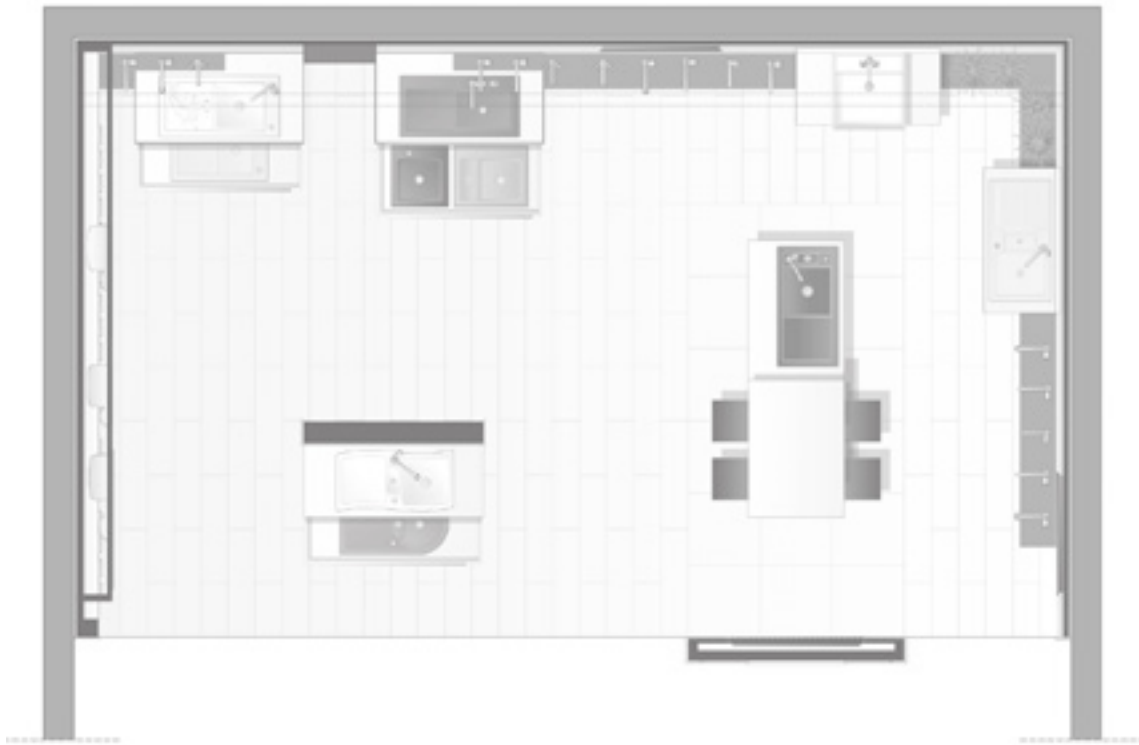
Based on current POS practice, Villeroy & Boch has developed a need-oriented sales area concept for the "Kitchen" product sector, thanks to which, kitchen sinks and tap fittings from Villeroy & Boch can be integrated into the overall presentation in full accordance with corporate identity. A lounge area, plus the use of POS elements and digital media provide support in sales talks and consultations.

The modular structure of the sinks studio makes it possible to design and present individual sales areas of totally different sizes and types yet still based on and in line with the POS concept, creating "rooms" in which the customer can get a feeling for "cooking" with Villeroy & Boch. And that will positively influence the decision to buy!

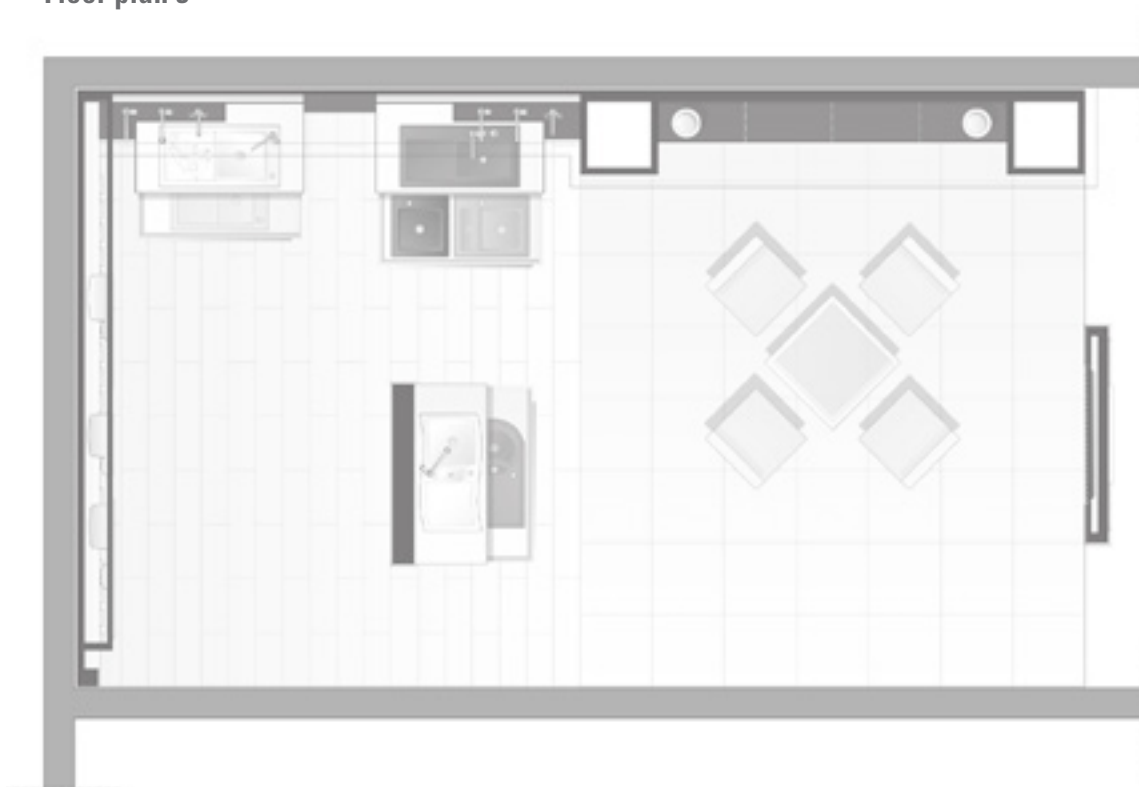
## Floor plan 1



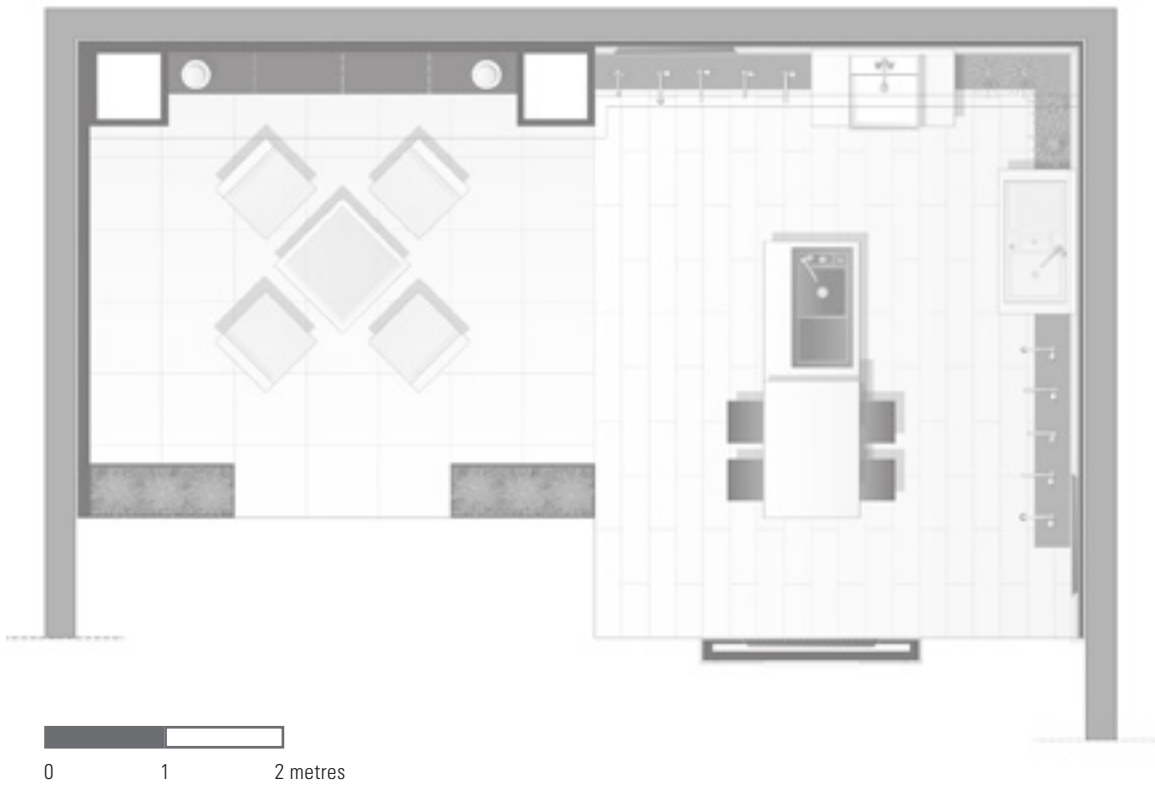
### Floor plan 2



### Floor plan 3



### Floor plan 4



# Kitchen Sinks Studio

## Kitchen tap displays

### 2-hole module for 2 kitchen taps

Carcass made of MDF boards (19 mm) with white high gloss finish, photo motif on both sides

Box for holding taps with 2 holes drilled, dark grey

Dimensions (w x h x d) 50 x 75 x 25 cm



Art. no. 8794 32 G6  
Special order only

### 3-hole module for 3 kitchen taps

Carcass made of MDF boards (19 mm) with white high gloss finish, photo motif on both sides

Box for holding taps with 3 holes drilled, dark grey

Dimensions (w x h x d) 75 x 75 x 25 cm



Art. no. 8794 33 G6  
Special order only

### 4-hole module for 4 kitchen taps

Carcass made of MDF boards (19 mm) with white high gloss finish, photo motif on both sides

Box for holding taps with 4 holes drilled, dark grey

Dimensions (w x h x d) 100 x 95 x 25 cm

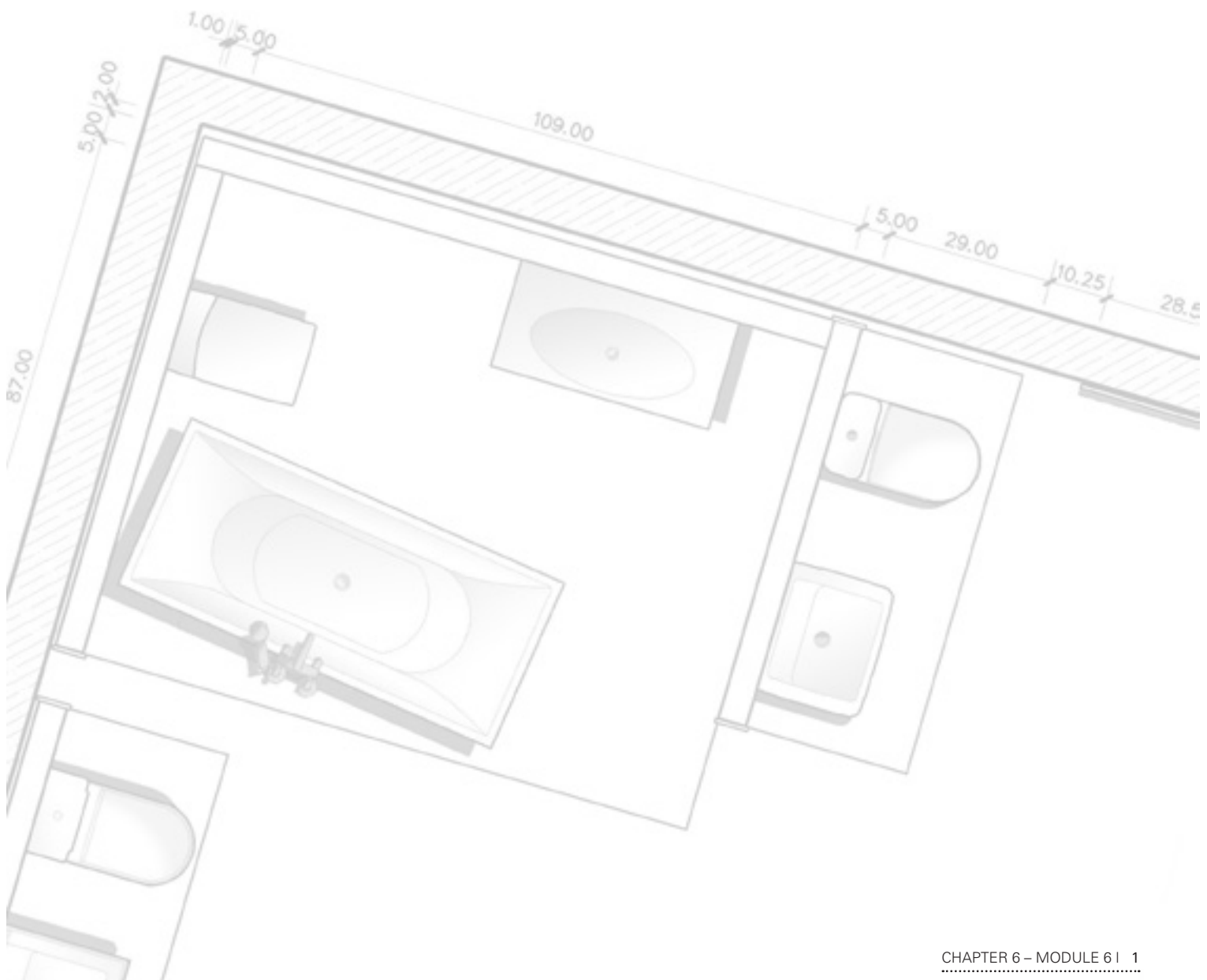


Art. no. 8794 34 G6  
Special order only

Display may differ from illustration shown

# SPECIAL MODULES

## Module 6 - Händlerkonzept USA





## Villeroy & Boch adds value to your showroom

Villeroy & Boch is a brand with a rich tradition and a 265-year history of quality manufacturing and excellence in ceramics. Villeroy & Boch's longevity and successful business record are a testament to the company's ability to anticipate trends and stay relevant – and “modern” – with changing consumer needs. Equally key to Villeroy & Boch's success is an unwavering insistence on rigorous German manufacturing ethics and quality standards.

- Preeminent European brand for bathroom products and tableware ceramics
- Beautifully designed European bathroom products
- Variety of transitional and contemporary styles
- Extensive product offerings, including vanities, furniture, and mirrors
- High-quality products for the mid-level to premium market
- Comprehensive testing and certification information for all products available
- Selective distribution strategy in the U.S. and Canadian market



Showroom of Excellence



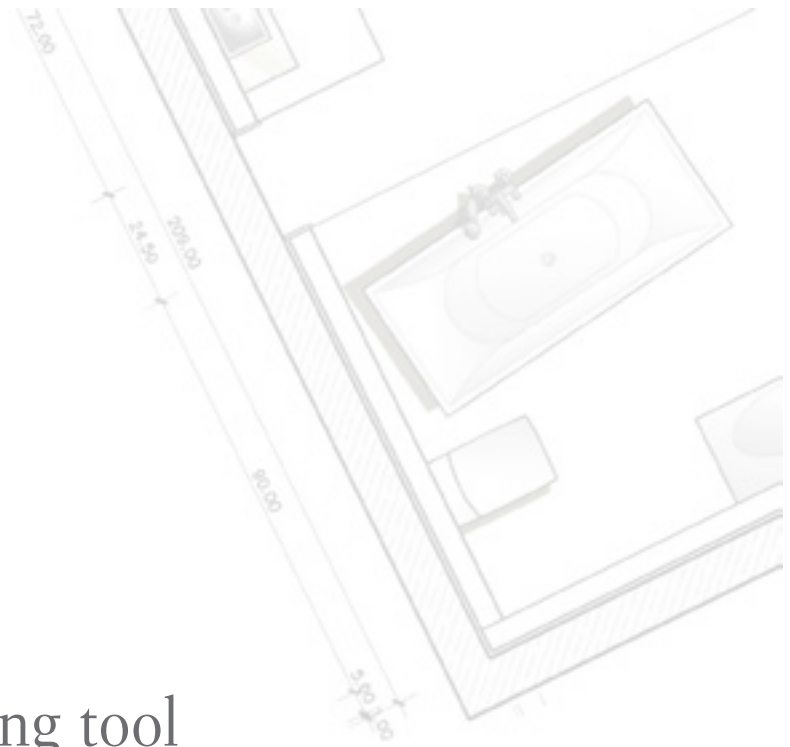
Platinum Showroom



Gold Showroom



Silver Showroom



# The showroom is your no.1 selling tool

With Villeroy & Boch's four showroom program levels, you'll find the perfect upgrade to enhance sales and drive your business.

## Showroom of Excellence

Create a spacious, aspirational bathroom experience that emotionally connects with your customers. Immersing your customers in a well-designed, well-integrated Villeroy & Boch environment will inspire their imagination and help you close sales.

## Platinum Showroom

Attract customers to a dedicated Villeroy & Boch space in your showroom with a premium brand experience. Or select a combination of premium display elements to add excitement and elegance throughout your showroom.

## Gold Showroom

Take advantage of our high-design modular showroom display concepts by opting for the Gold Showroom package, which combines visually stunning brand and product displays to create a lasting impression.

## Silver Showroom

For a product-oriented showroom, the Silver Showroom package will turn heads with an economic solution featuring space-saving display elements.

# Showroom of Excellence



# Showroom of Excellence

Be one of our state-of-the-art flagship showrooms and inspire your customers' imagination with a well-designed, well-integrated immersive Villeroy & Boch experience.

## Showroom Benefits

- Custom-designed Villeroy & Boch display environment
- Aspirational, real-world bathroom solutions to help upsell your customers
- A variety of configurations possible, including island and corner solutions
- Priority lead referrals from the Villeroy & Boch website
- Showroom of Excellence launch package in a co-op scheme

## Estimated time & investment

Planning and specification	2 – 4 weeks
Realization	4 – 8 weeks*
Total shared investment for design, build-out and products	approx. \$ 20,000

## REQUIREMENTS Showroom of Excellence

Dedicated V&B area	Logo signage	Full suites	Half suites	Tall brand message and product elements
yes	illuminated	2	2	5



Freestanding version

\*This is dependent on the delivery time of made-to-order products, if included in the display order.

# Platinum Showroom



# Platinum Showroom

Create a valuable brand experience in your showroom and close sales with a well-integrated Villeroy & Boch environment or high-quality modular display fixtures.

## Showroom Benefits

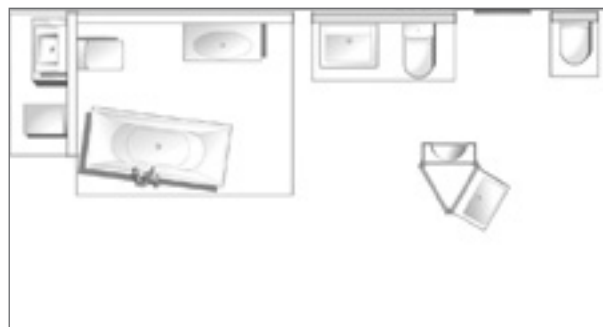
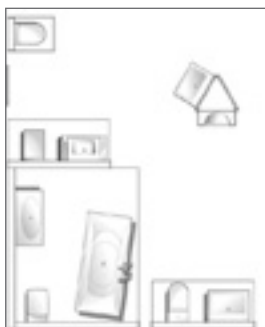
- Custom-designed designated Villeroy & Boch area possible
- Alternatively, integration of high-quality modular display fixtures
- Real-world bathroom solutions to help upsell your customers
- A variety of configurations possible
- Priority lead referrals from the Villeroy & Boch website
- Platinum launch package in a co-op scheme

## Estimated time & investment

Planning and specification	2 – 4 weeks
Realization	4 – 8 weeks*
Total shared investment for design, build-out and products	approx. \$ 14,000

## REQUIREMENTS Platinum Showroom

Dedicated V&B area	Logo signage	Full suites	Half suites	Tall brand message and product elements
optional	illuminated or non-illuminated	1	2	3



\*This is dependent on the delivery time of made-to-order products, if included in the display order.

# Gold Showroom



# Gold Showroom

Take advantage of Villeroy & Boch's flexible display concept and enhance your showroom while making the most of limited space.

## Showroom Benefits

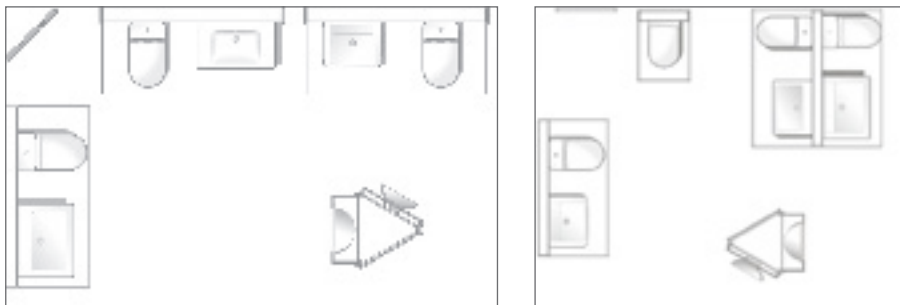
- Effective customer consultation while complementing your showroom layout
- Space-saving, modular display fixtures conveying the emotional appeal of the brand
- Product displays to help upsell your customers
- Single elements may be shown together or installed in separate areas
- Lead referrals from the Villeroy & Boch website
- Gold launch package in a co-op scheme

## Estimated time & investment

Planning, specification, and realization	2 – 4 weeks*
Total shared investment for design, build-out and products	approx. \$ 8,000

## REQUIREMENTS GOLD Showroom

Dedicated V&B area	Logo signage	Full suites	Half suites	Tall brand message and product elements
no	non-illuminated	–	3	2



\*This is dependent on the delivery time of made-to-order products, if included in the display order.

# Silver Showroom



# Silver Showroom

If your showroom is product-oriented, ramp up sales with this economic, space-efficient solution from Villeroy & Boch.

## Showroom Benefits

- Product-oriented, space-efficient display set
- Space-saving, modular display fixtures conveying the emotional appeal of the brand
- Product displays to help upsell your customers
- Single elements may be shown together or installed in separate areas
- Lead referrals from the Villeroy & Boch website

## Estimated time & investment

Planning, specification, and realization	2–4 weeks*
Total shared investment for design, build-out and products	approx. \$ 3,000

## REQUIREMENTS Silver Showroom

Dedicated V&B area	Logo	Full suites	Half suites	Tall brand message and product elements
no	no	–	2	1



\*This is dependent on the delivery time of made-to-order products, if included in the display order.

# Benefits of Participation and Requirements

All of our displays are easy to install and come with an installation manual and all necessary hardware. Please contact your sales agent for costs and conditions.

Villeroy & Boch Display Programs	Showroom of Excellence	Platinum Showroom	Gold Showroom	Silver Showroom
<b>BENEFITS OF PARTICIPATION</b>				
<b>Showroom design by Villeroy &amp; Boch</b>	yes	for a dedicated Villeroy & Boch area	no	no
<b>Launch package in a co-op scheme</b>	yes	yes	yes	no
<b>Lead referral from website</b>	priority lead referral	priority lead referral	lead referral	lead referral

<b>REQUIREMENTS</b>				
Dedicated Villeroy & Boch area	yes	optional	no	no
<b>Logo signage</b>	illuminated	illuminated or non-illuminated	non-illuminated	optional
<b>Villeroy &amp; Boch collections</b>	4	3	3	2
Full suites (toilet, washbasin with vanity unit, mirror & bathtub or shower tray)	2	1	0	0
Half suites (toilet & washbasin with pedestal or vanity unit)	2	2	3	2
<b>Display elements</b> (wall or tower installation)	5	3	2	1
Brand message graphic elements	2	1	1	
Product elements	3	2	1	1
<b>Min. # of products on display</b>	18	13	9	5
Toilets (total)	5	4	3	2
of which wall-mounted	1	1	1	0
Washbasins	8	6	4	2
Vanity units	3	2	2	1
Bathtubs or shower trays	2	1	0	0
<b>New products</b>	<b>always show latest</b>			

Estimated time frame	6–12	6–12	2–4*	2–4*
Weeks for planning	2–4	2–4		
Weeks for realization	4–8*	4–8*		

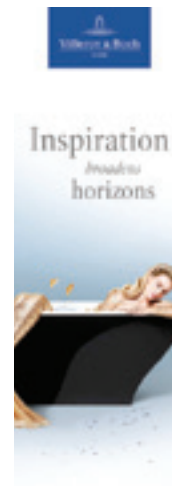
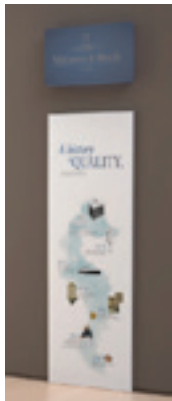
\*This is dependent on the delivery time of made-to-order products, if included in the display order.

# Villeroy & Boch Brand Elements

## Lifestyle graphics for combination with Villeroy & Boch signage

Choice of stunning lifestyle images for an emotional brand experience  
Dimensions 28,5" W x 81,5" H

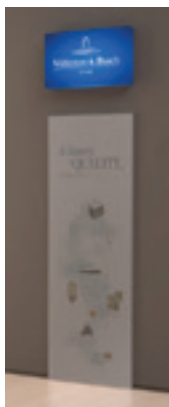
- Space-efficient display fixture
- Mounts to the wall



## Villeroy & Boch signage for combination with lifestyle graphics

Illuminated logo,  
non-illuminated logo

Dimensions  
28,5" W x 16,5" H



Article no. 8791 49 G2



Article no. 8791 50 G2

# Villeroy & Boch Brand Elements

## Lifestyle graphics, landscape format

Choice of stunning lifestyle images for an emotional brand experience

Dimensions 64,5" W x 27,5" H

- Space-efficient display fixture
- Mounts to the wall



Article no. 8794 S7 G2



Article no. 8794 T1 G2



Article no. 8794 S8 G2  
Extended lead time



Article no. 8794 S9 G2  
Extended lead time

## Acrylic holder for lifestyle pictures and information sheets

Accommodates letter-size information sheets or lifestyle pictures.

Dimensions 11" W x 8,5" H

- High-quality acrylic glass
- Attached with adhesives



Article no. 8794 T2 G2

# Villeroy & Boch Brand Elements

## Half suite display, full height

Accommodates two half suites, including a mirror or medicine cabinet, with a total width up to 63".

Dimensions 64,5" W x 90" H x 61" D

- Interchangeable panel design allows for easy product update without leaving visible drill marks or holes
- Freestanding, double-sided, display fixture



Article no. 8794 R3 G2  
Extended lead time

## Half suite display, half height

Accommodates a half suite with a total width up to 63".

Dimensions 64,5" W x 54" H x 33" D

- Interchangeable panel design allows for easy product update without leaving visible drill marks or holes
- Space-efficient display fixture
- Freestanding display that can be placed against a wall



Article no. 8794 R4 G2

Products must be ordered separately. Please take note of the panel dimensions when choosing products for each of the displays. Please contact your sales agent for costs and conditions. Villeroy & Boch reserves the right to change the design and size of all graphic components.

# Villeroy & Boch Display Elements

## T-display, half height

Accommodates two half suites, each with a total width of up to 60". Dimensions 83,5" W x 54" H x 61" D

- The front part of the display accommodates a washbasin with furniture up to 55,5"
- Interchangeable panel design allows for easy product update without leaving visible drill marks or holes
- Freestanding, space-efficient display fixture



Article no. 8794 R1 G2

## L-Display, single product, half height

Accommodates a wall-hung toilet or a washbasin with furniture up to 23".

Dimensions 24,5" W x 54" H x 33" D

- Interchangeable panel design allows for easy product update without leaving visible drill marks or holes
- Space-efficient display fixture
- Freestanding display that can be placed against a wall



Article no. 8794 R2 G2

# Villeroy & Boch Display Elements

## Framed vessel sink display element

Showcase the beauty and variety of Villeroy & Boch's bestselling Loop & Friends vessel sink designs.

Dimensions 28,5" W x 90" H

- Space-efficient display fixture
- Mounts to the wall
- Optional tower installation with 2 or 3 additional framed elements



Article no. 8794 R5 G2

## Framed undermount sink display element

Features Villeroy & Boch's bestselling undermount washbasins from Loop & Friends, Evana and Omnia Architectura.

Dimensions 28,5" W x 90" H

- The front of the display opens to show customers the differences in shape, glazing and overflow offered in different price segments
- Enables customers to make better-informed purchasing decisions
- Space-efficient display fixture
- Mounts to the wall
- Optional tower installation with 2 or 3 additional framed elements
- Please order the following washbasins: Loop 6163 U1 01, Evana 6147 U1 01 and Omnia Architectura 5A19 17 01



Article no. 8794 R6 G2

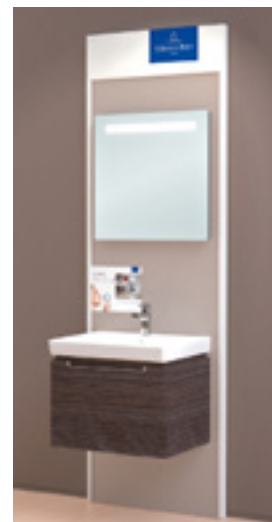
## Framed mini-suite display element

Dimensions 28,5" W x 90" H

- Accommodates a mirror with a complete vanity and sink unit up to 27"
- Accommodates three Memento sinks of 20" in different finishes
- Interchangeable panel design allows for easy product update without leaving visible drill marks or holes
- Space-efficient display fixture
- Mounts to the wall
- Optional tower installation with 2 or 3 additional framed elements
- This display fixture is not intended for wall-mounted toilets



Article no. 8794 R7 G2



Products must be ordered separately. Please take note of the panel dimensions when choosing products for each of the displays. Please contact your sales agent for costs and conditions. Villeroy & Boch reserves the right to change the design and size of all graphic components.

# Villeroy & Boch Display Elements

All of the framed display elements presented on these pages may be mounted to the wall or combined with 2 or 3 additional elements in a tower installation.

## Framed brand message graphic elements

Choice of stunning lifestyle images for an emotional brand experience.

Dimensions 28,5" W x 81,5" H

- Interchangeable panel design allows for easy update of the graphic message element
- Space-efficient display fixture
- Mounts to the wall
- Optional tower installation with 2 or 3 additional framed elements

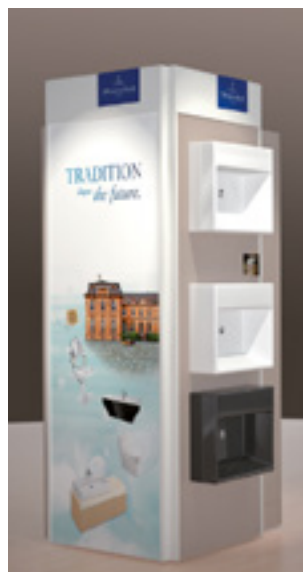


## Tower installation hardware

Combines any three or four framed elements shown on these pages.

Dimensions 41" W x 90" H x 43,5" D  
(final dimensions depend on display items selected)

- Freestanding space-efficient display tower

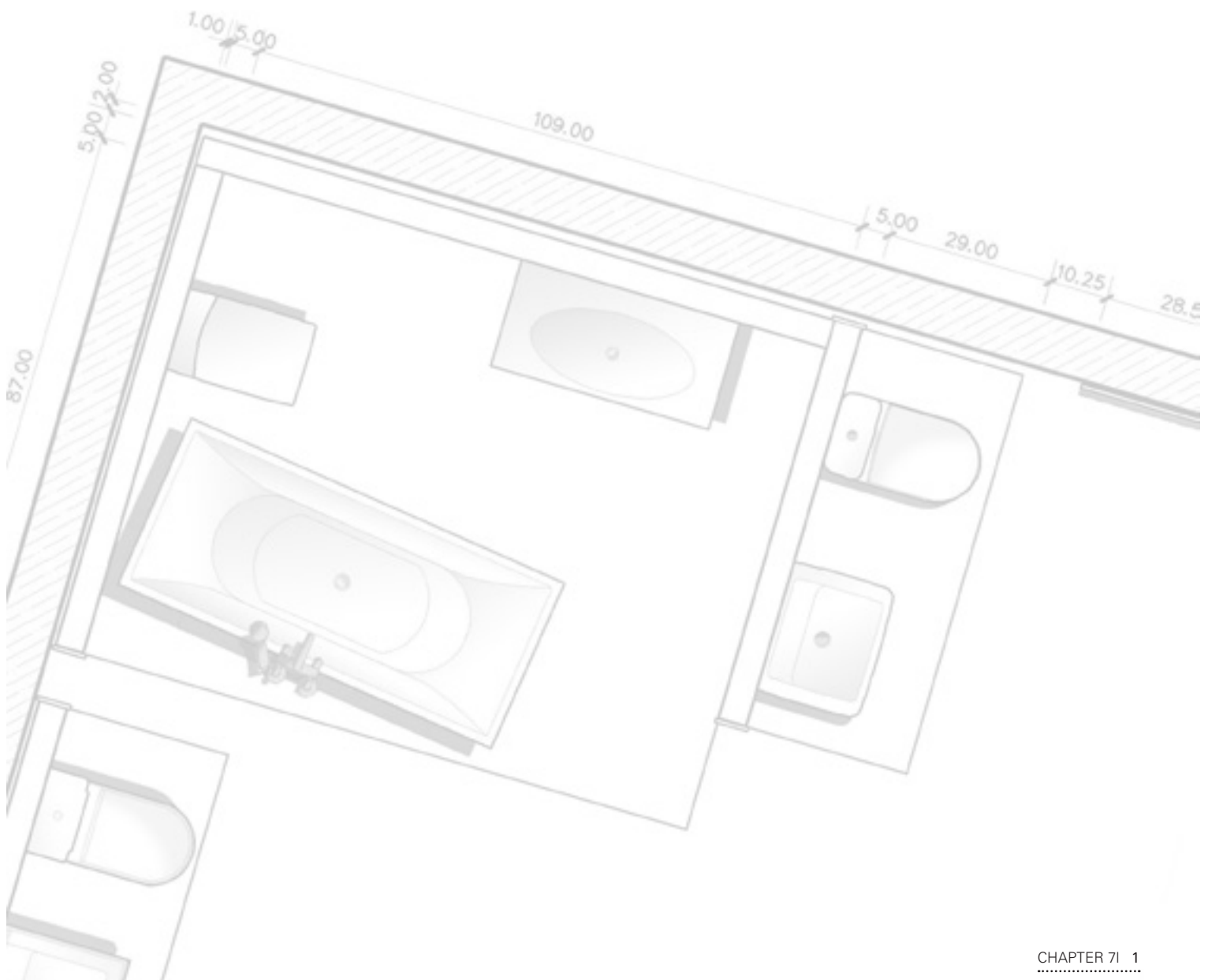


Article no. 8794 T8 G2



Article no. 8794 T9 G2

# SERVICES



# Service and contact



Take advantage of the planning expertise available from the Showrooms & Trade Fairs department at Villeroy & Boch AG.

Draw on our international know-how and extensive experience.

Our architects and designers have created hundreds of exhibitions and showrooms and thousands of bathrooms at the point of sale, all over the world.

Our modular service offering covers:

- **Space allocation plans**  
Proposals on structuring your showroom premises according to areas of use, with due regard to sales-promotion and ergonomic aspects
- **Showroom concepts**  
Layout plans showing display bathrooms and presenting the functional areas
- **Perspective views**  
Visualisation of key areas
- **Ceiling and lighting plans**  
Plans based on the showroom concept for sales-promoting and economical illumination of your showroom
- **Working drawings and detailed plans**  
Elaborations containing all the information required for production
- **Bathroom design**  
Detailed wall solutions for the individual presentations to realise the design concept

Our sales staff will be pleased to inform you about the scope of planning services we are able to offer for your showroom.

# VILLEROY & BOCH

## GERMANY

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2017 · Variations in colour and dimensions comply with the customary tolerances. We reserve the right to make technical modifications to the range and alter colours.

