

# LAUFEN



2020/21

SWISS BATHROOM CULTURE



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INO  
Design by  
Toan Nguyen





Tapware, bath and furniture not available in New Zealand.

# INO

Toan Nguyen does not allow himself to be locked up. He loves expansiveness. Both mental and physical. This is reflected in the new bathroom collection, which the French designer has designed for LAUFEN. Immaculate objects with simple lines and delicate yet extremely stable walls conjure up an elegant, inviting and almost weightless look. A new interpretation of classic forms which even touches the hearts of hard-line purists.

DESIGN PLUS **AZ** 2016 AWARDS AWARD OF MERIT **BEST of year** INTERIOR DESIGN HONOREE 2015

 SaphirKeramik



Tapware not available in New Zealand.



Wall Counter Basin 450  
1 Taphole, Overflow

450 × 410 × 120 mm



Wall Counter Basin 560  
1 Taphole, Overflow

560 × 450 × 120 mm



Wall Basin 900  
0 or 1 Taphole, Overflow,  
Right hand shelf

900 × 450 × 120 mm



Counter Basin 350  
0 Taphole, Overflow

350 × 360 × 130 mm



Counter Basin 500  
0 Taphole, Overflow

500 × 360 × 130 mm



Semi-Inset Basin 350  
0 Taphole, Overflow

350 × 365 × 40 (150) mm



Semi-Inset Basin 500  
0 Taphole, Overflow

500 × 365 × 40 (150) mm

VAL  
Design by  
Konstantin Grcic







Furniture, toilet, bidet, bath, tapware and accessories not available in New Zealand.

# VAL

A material that offers new possibilities, a Designer who pursues new methods and a connection that creates new worlds and a bathing experience that awakens unknown emotions. With his evolutionary designs, Konstantin Grcic architecturally stages the revolutionary SaphirKeramik from LAUFEN, thereby completing the bathroom collection VAL. Clear geometric lines, extremely narrow edges and finely textured surfaces united in harmony, open up a unique category of bathroom culture.



**INNOVATIONSPREIS  
ARCHITEKTUR +  
TECHNIK**



reddot design award  
winner 2017



SaphirKeramik



Tapware not available in New Zealand.



Tapware, bath, furniture and accessories not available in New Zealand.



Counter Basin 550  
0 Taphole, Overflow, Fine Surface  
Structure Detailing

550 × 360 × 125 mm



Wall Counter Basin 450  
1 Taphole, Overflow

450 × 420 × 115 mm



Wall Counter Basin 550  
1 Taphole, Overflow

550 × 420 × 115 mm



Wall Counter Basin 750  
1 Taphole, Overflow

750 × 420 × 115 mm

# LAUFEN PRO A





Bidet, tapware and accessories not available in New Zealand.

## LAUFEN PRO A

A Classic design integrates unobtrusively into the living space and sets timeless benchmarks. This forms the vision of the LAUFEN PRO A series, which adapts to every room situation with the most modern design and inspires with numerous variations of imaginable ceramic art. Designer Peter Wirz has designed a bathroom programme that has been intelligently optimised for the ceramic production process. Democratic design thus finds its place even in bathrooms suitable for generations.





# LAUFEN PRO A



Wall Basin 360  
1 Taphole, Overflow

360 × 250 × 165 mm



Wall Basin 550  
1 Taphole, Overflow

550 × 480 × 170 mm



Wall Basin 850  
1 Taphole, Overflow,  
Chrome frame available

850 × 480 × 170 mm



Wall Basin 1050  
1 Taphole, Overflow,  
Chrome frame available

1050 × 480 × 170 mm



Semi-Recessed Basin 560  
1 Taphole, Overflow

560 × 440 × 185 mm



Wall Basin Frame  
Chrome Frame Suitable for Wall Basin  
850 or Wall Basin 1050

850/1050 × 470 × 790 mm



Rimless Wall Hung Pan  
WELS 4 star, 3/4.5 ltr flush,  
Average flush, 3.3 ltr flush

530 × 360 × 340 mm



Rimless Back to Wall Pan  
WELS 4 star, 3/4.5 ltr flush,  
Average flush, 3.3 ltr flush

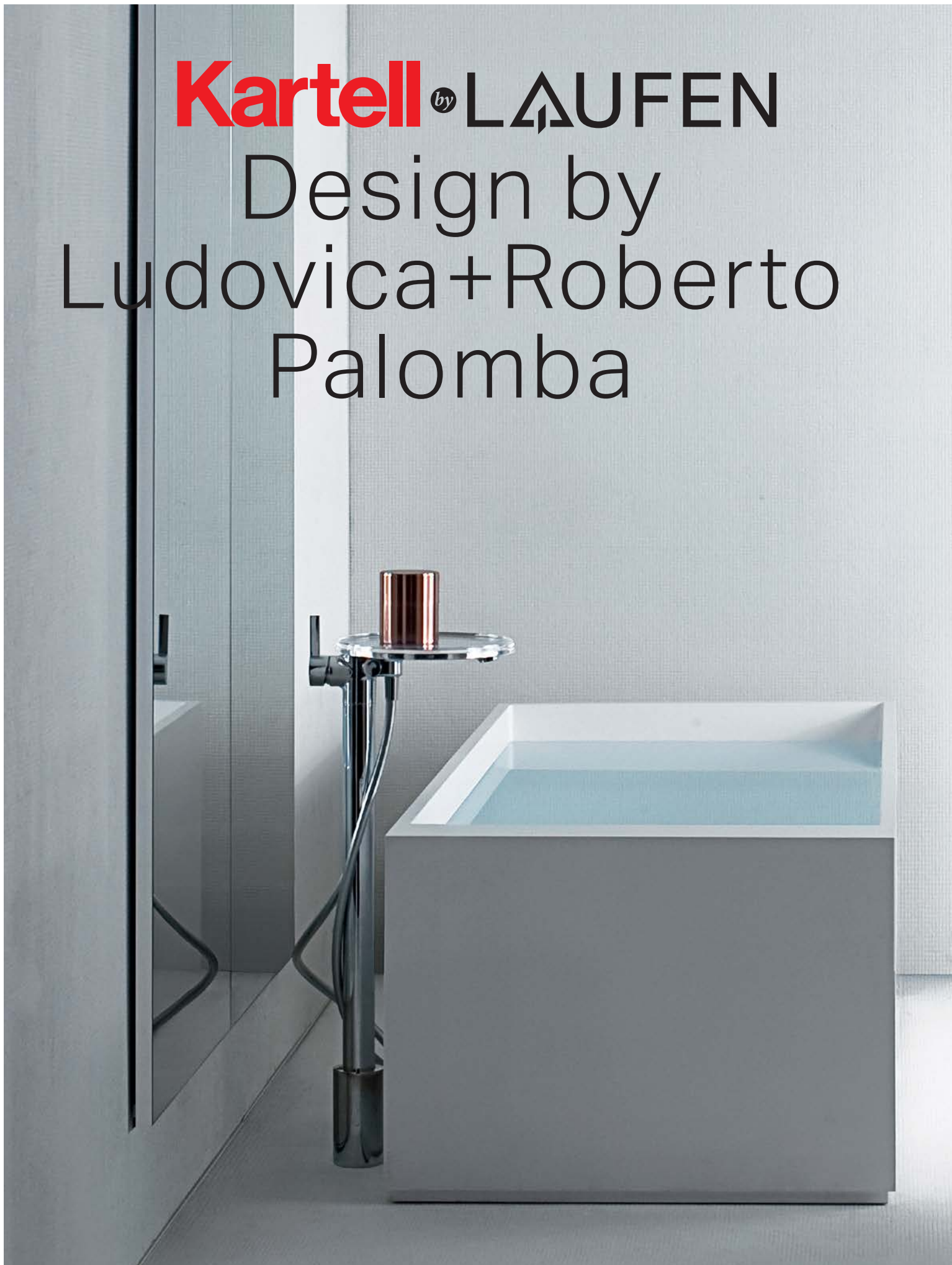
530 × 360 × 430 mm



Back To Wall Toilet Suite  
WELS 4 star, 3/4.5 ltr flush,  
Average flush, 3.3 ltr flush,  
Back or bottom inlet available  
650 × 360 × 440/835 mm

**Kartell** by LAUFEN

Design by  
Ludovica+Roberto  
Palomba





## KARTELL BY LAUFEN

A complete bathroom project inspired by the iconic design of Kartell together with the quality of LAUFEN. Created by the award-winning Italian designers Ludovica and Roberto Palomba, this collection brought together the iconic culture of Kartell's design and the innovation and quality from LAUFEN. An integrated research project that redefines the principles, shapes, and uses of what is an ever more important space in life today: the bathroom.



# KARTELL BY LAUFEN



Counter Basin 420  
Ø Taphole, No Overflow, LCC

Ø 420 mm



Rimless Wall Hung Pan  
WELS 4 star, 3/4.5 ltr flush,  
Average flush 3.3 ltr

545 × 370 × 430 mm



Back To Wall Pan  
S or P trap WELS 4 star, 3/4.5 ltr flush,  
Average flush 3.3 ltr

560 × 370 × 430 mm

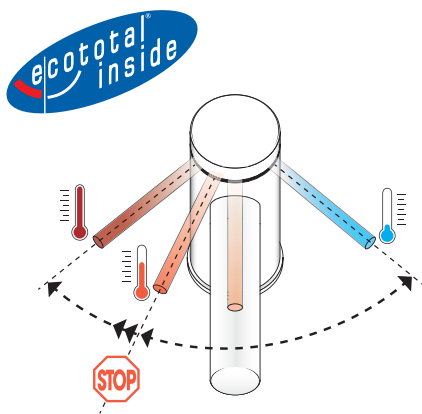
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# LAUFEN TAPWARE

Sophisticated design and Swiss engineering come together to create the LAUFEN tapware range. Three premier tapware collections, Kartell by Laufen, cityplus and twinplus, each celebrating LAUFEN's signature approach to beauty and craftsmanship in the bathroom.

## Ecototal water saving

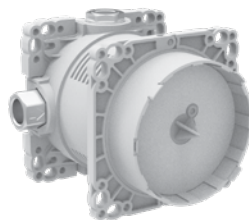
LAUFEN technology has long been committed to saving water and electricity. Ecototal is a revolutionary technical solution fitted in the cartridge to reduce water and energy consumption, providing a clever water saving solution.



## An ingenious solution

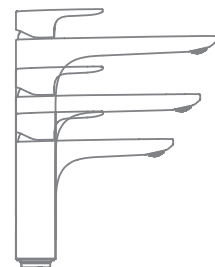
Simibox is an architectural solution that allows you to conceal your modern tapware technology behind the wall, giving you easy access while also freeing up much needed space in your bathroom.

It also takes care of all the behind-the-scenes mechanics meaning you can update your tapware quickly and efficiently.



## Designed to fit any space

Three height options allows you to choose your LAUFEN tapware to suit your counter space and bathroom style. Extended basin mixer – perfect for counter basins. Mid basin mixer – a subtle statement with a little extra height. Basin mixer – designed for basins with a taphole.

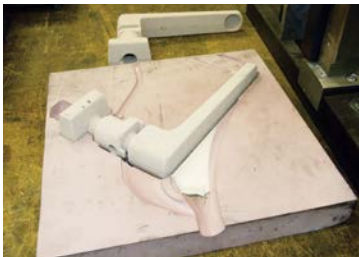


# LAUFEN stands for Quality & Design



DESIGN AND DEVELOPMENT

The company provides complete solutions for bathrooms right around the world.



TOOL-MAKING SHOP

## Expertise in tapware – since 1854

Very aware of the power and significance of water as an element, LAUFEN is committed to true aesthetic beauty: We give water a shape to enable it to pamper body and soul.



CASTING SHOP

In 2007, ROCA acquired the oldest tapware factory in Switzerland – Similor AG – and since then has been a subsidiary of LAUFEN. This has enabled the company to complete its product range as a complete bathroom provider. For the last 160 years, the employees have drawn their inspiration from the element of water, and their endless stream of innovations turn bathroom tapware into an artwork form.



MACHINING (CHIP-CUTTING) SHOP

## From hot ideas to cool tapware

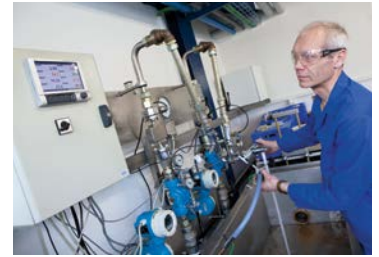


GRINDING SHOP AND POLISHING SHOP

What takes place during the concept and planning phases, and what often heats heads to steaming point, gains its ultimate expression at temperatures approaching 1000 degrees Celsius. Production is now in progress, launching the history of new tapware. Beholding beauty at all times, we accompany it from station to station, until it achieves its ultimate form.



SURFACE TREATMENT SHOP



FUNCTION TESTS

And at the place where ultra-modern machines reach the limits of their capabilities, that's where we encounter art once again: in the tapware finishing shop. Because pure craftsmanship is what people want.



FINAL ASSEMBLY AND PACKAGING

**Kartell** by LAUFEN

Design by  
Ludovica+Roberto  
Palomba







# INNOVATIVE AND RICH IN EMOTIONS

An architectural project that speaks a new language. Kartell by LAUFEN is the synthesis of the work which Ludovica + Roberto Palomba have created in recent years in the world of bathrooms and represents an important progress in this area.



Basin, furniture and accessories not available in New Zealand.





Accessory not available in New Zealand.



**Disc Basin Mixer**  
 Chrome/transparent crystal disc,  
 WELS 4 star, 7.5 ltrs/min, Clearance  
 105 mm, Reach 110 mm



**Disc Extended Height Basin Mixer**  
 Chrome/transparent crystal disc,  
 WELS 4 star, 7.5 ltrs/min, Clearance  
 224 mm, Reach 110 mm



**Disc Bath Column with Handshower**  
 Chrome/transparent crystal disc,  
 WELS 3 star, 9 ltrs/min, Clearance 783  
 mm, Reach 202 mm



**Basin Mixer**  
 Chrome, WELS 5 Star, 5.1 ltrs/min  
 Clearance 197mm, Reach 115mm



**Wall Basin Mixer Set**  
 Chrome, WELS 5 star, 5.5ltrs/min,  
 Reach 175 mm




**Wall Outlet**  
 Chrome, Reach 175 mm



**Shower/Bath Mixer with Diverter**  
 Chrome, Backplate 139 mm



**Shower/Bath Mixer**  
 Chrome, Backplate 139 mm



CITYPLUS  
Design by  
Andreas Dimitriadis



Furniture not available in Australia and New Zealand.

# A STATEMENT FOR URBAN LIVING

Generous surfaces and a fascinating design are the characteristics of the CITYPLUS series.



German  
Design Award  
SPECIAL  
MENTION 2015



reddot design award  
winner 2013





Basin Mixer

Chrome, WELS 4 star, 7.5 ltrs/min,  
Clearance 103 mm, Reach 115 mm,  
Also available with zero handle kit



Mid Basin Mixer

Chrome, WELS 4 star, 7.5 ltrs/min,  
Clearance 119 mm, Reach 140 mm,  
Also available with zero handle kit



Extended Basin Mixer

Chrome, WELS 4 star, 7.5 ltrs/min,  
Clearance 239 mm, Reach 191 mm,  
Also available with zero handle kit



Shower/Bath Mixer with Diverter  
Chrome, Backplate 139 × 143 mm









Shower/Bath Mixer  
Chrome, Backplate 139 × 143 mm



Wall Outlet  
Chrome, Reach 185 mm

Zero handles come with 6 coloured inserts for handle customisation.

-  Chrome
-  Night Black
-  Glacier White
-  Pure Orange
-  Matte Chrome
-  Swiss Cross

# LAUFEN – THE COMPANY

LAUFEN stands for swissness, quality and design, offering complete bathroom solutions around the world.



## Making the bathroom a living environment

The personality of this highly traditional Swiss brand reflects a symbiosis of design, quality and functionality. LAUFEN is one of the world's leading manufacturers with a global distribution network. The company's core competence is its knowledge in the area of sanitary ware manufacturing. For over 125 years, the LAUFEN brand has been using the oldest malleable material known to man to make innovative sanitary products in state-of-the-art plants with legendary Swiss precision. Knowledge of the bathroom as a whole is developed from the competence of LAUFEN in ceramics manufacturing, and sophisticated design.



BATHROOM CULTURE FOR 125 YEARS

What makes LAUFEN products unique at first glance is that their Swiss design unites two major design trends: emotional Italian design from the south and the northern tradition of design precision

and clarity. For LAUFEN, quality has two aspects: manufacturing knowledge and high degree of practical benefit that the finished bathroom affords the customer – which is often not immediately apparent. LAUFEN, a Swiss company manufacturing products that allow water, a precious resource, to be used sparingly, demonstrates in this manner a commitment to preserving natural resources and environmentally-friendly production.



THE CANTON OF BASELSTADT BETWEEN THE RIVERS DOUBS AND RHINE

## From humble beginnings to today's global player

When LAUFEN was founded in Switzerland in 1892, sanitation was still a far cry from the standards and comforts offered today; standards, which were particularly influenced by LAUFEN, the only sanitary ceramics producer that manufactures exclusively in Europe.

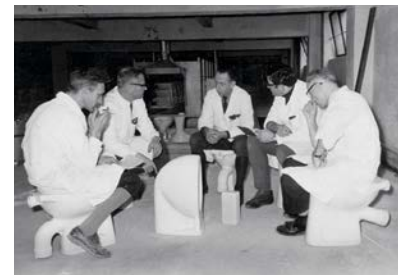


FIRST MECHANICAL FACTORY FOR SANITARY WARE ON THE EUROPEAN CONTINENT, ZNOJMO

Some of the production facilities that belong to the company today can be traced back even further into history.

In 1878 for example, the pioneer in the mechanical manufacture of sanitary ceramics was a production site belonging to the Austrian monarchy. It is not just tradition, but also the strong anchor which various European manufacturing sites maintain in their domestic markets, Switzerland, Austria and Czech Republic, that underpin the quality of LAUFEN as a company. LAUFEN's goal then was the same as today's: to lead on technology, service and design.

Back in the 1980s, LAUFEN engineers invented the most efficient high-pressure casting technology for ceramic production and therefore ensured a sustainable breakthrough in industrial production.



DEVELOPMENT OF THE WALL HUNG TOILET BY LAUFEN ENGINEER XAVER JERMANN, 1964

Just as important at LAUFEN are the constant developments in design: wall-mounted WCs and floor-standing washbasins have enabled a new sense of aesthetics. In 2013 LAUFEN's worldwide material innovation SaphirKeramik succeeded in revolutionising the design language of ceramic.

The innovative and valuable patented SaphirKeramik formulation gives the starting material unprecedented possibilities and scopes. SaphirKeramik is used when a design includes thin walled shapes and tight radii.



THE NEW CLASSIC DESIGNED BY MARCEL WANDERS



## A building of great symbolic value



**THE LAUFEN FORUM IS A 6,500 CUBIC METER ARCHITECTURAL STATEMENT, A VISITOR AND PRESENTATION CENTRE DESIGNED BY BASEL BASED ARCHITECTS NISSEN & WENTZLAFF, PHOTOGRAPHED BY MAURIZIO MERCATO.**

LAUFEN is synonymous with perfection in terms of form and craftsmanship and for advanced technology with an unobtrusive face. LAUFEN's headquarters in the canton of Baselland reflect this identity.

Ludovica + Roberto Palomba designed "bowl/08", a washbasin for the Palomba Collection. Architects Nissen & Wentzlaff then created a larger version of this object in the form of the building which stands out with its impressive exposed concrete and elegant statics.

An inventive spirit and desire for technical innovation are also part of the building's concept and require efficient resource usage and an acceptable ecological footprint. As a result, the multi-award-winning building is an outstanding feature in the Basel area, an area which is rich in superb architecture.

With the Forum, LAUFEN has created a new architectural setting for its products: it is a comprehensive architectural statement in concrete with the bathroom at its centre and acknowledges Switzerland unequivocally as the company's headquarters and production site.

A space for the bathroom with the power to inspire clients, architects, retailers and tradesmen alike as well as providing a source of information. This is also the home of the training centre of LAUFEN Bathrooms AG.

A wide range of seminars is held here to train groups and communicate product knowledge.

## Live and in person - LAUFEN Showrooms



**IN FOUR EUROPEAN CITIES AND IN MIAMI, YOU CAN EXPERIENCE LAUFEN LIVE**

LAUFEN is pursuing a new type of presentation and encounter with the LAUFEN showroom concept, which has so far been implemented in Berlin, Vienna, Prague, Madrid and Miami. Each location has its own identity, with its own individual interior design. In Madrid, interior designer Patricia Urquiola styled the rooms of a historic villa. Prague also hosts temporary exhibitions on an area over 600 m<sup>2</sup>.

EOOS Design drafted the exhibition in Vienna and used analogies to the firing process of ceramics. In Berlin, Konstantin Grcic pursued a clear, industrial, visual and material language with his interior design, which is based on the production in the factory, whilst the showroom in Miami is part of the Miami Ironside, a complex in old industrial halls with offices and restaurants.

## Individual solutions

The individual planning and design of bathrooms is a growing segment of the sanitary market. Architects and planners of high-quality private residences in particular, but also public and semi-public buildings, such as hotels, often require individual solutions that can be fitted precisely into the floor plans of sanitary rooms and bathrooms, in order to meet the special requirements of the client. LAUFEN is adapting to these requirements with numerous solutions from its range of products and creating bathrooms made to measure:

These include, for example, washbasins, ceramic shelves, mirrors and bathroom furniture manufactured to the millimetre, but also colour or customisation options. Even tapware can be individualised, and special handles, logos, colours, and surfaces can be provided as required.



**TAILOR-MADE SOLUTIONS CAN BE REALISED TO MEET CUSTOMER REQUIREMENTS**

In the meantime, modern solid surface materials are also available that can be used to realise individual customer requirements in the shortest possible time in small quantities. When it comes to washbasins, worktops, accessories, furniture, shower trays, bathtubs, sinks, and even wall coverings, there are almost no limits to creative drive.

This enables architects and designers to create their own designs that harmonise perfectly with the room and decor. LAUFEN also offers a complete service package, which includes feasibility checks, assistance with technical drawings, the manufacture of models and prototypes, the adaptation of accessories, direct shipping, and after-sales service.



**VARIETY OF SHAPES THANKS TO MINERAL MATERIALS**



**REECE PRODUCT QUALITY GUARANTEE**

# LAUFEN – THE PRODUCTION

## LAUFEN IN FIGURES

LAUFEN BATHROOMS AG IS A SWISS COMPANY SPECIALISING IN PREMIUM SEGMENT SOLUTIONS FOR BATHROOMS. THE HEADQUARTERS ARE LOCATED IN LAUFEN NEAR BASEL. MANAGED BY THE FAMILY-OWNED ROCA GROUP SINCE 1999 LAUFEN RUNS 6 MANUFACTURING SITES IN CENTRAL EUROPE, WITH 2500 EMPLOYEES AND SALES OFFICES IN 44 COUNTRIES.



### Global network with local service



PRODUCTION SITES IN CENTRAL EUROPE

**1** The company is named after the town of LAUFEN near Basel in Switzerland where it has produced washbasins, bidets and toilets in sanitary ceramic for 125 years. The management of LAUFEN Bathrooms AG, tapware production, training centre and the LAUFEN Forum are also located here.

**2** The production facility in Gmunden specialises in the manufacture of highly sophisticated bathroom sanitary ware. The Gmunden facility has acquired this expertise through a long tradition in ceramics production.

**3** The state-of-the art factory in Znojmo, in the Czech Republic, produces high quality bathroom ceramics. This factory has a long tradition which goes back more than 135 years.

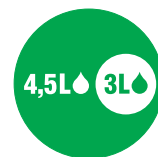
**4** Bechyně is not only the home of the oldest vocational school of ceramics in the Czech Republic, it is also a modern factory where high quality ceramics have been produced for more than 50 years.

**5** LAUFEN ceramics products are produced in accordance with strict LAUFEN quality standards (LQS) at the state-of-the-art Roca Group factory in Gliwice.

**6** In addition, LAUFEN bathtubs are made of acrylic and mineral cast materials in Gryfice, Poland.

### Sustainable quality

Globally, environmental impacts are caused primarily by the overuse or incorrect use of materials, followed by fossil fuel energy. LAUFEN addresses these challenges by promoting a zero waste policy in all production sites, with a view to continuously improve production processes, optimise raw material usage and eliminate waste. To increase energy efficiency, LAUFEN is investing in the transition towards clean energy, as well as deploying heat recovery infrastructure in the factories.





- LAUFEN branch
- Worldwide export



The continuous drive for innovation, a sophisticated understanding of responsible product design, and a deeply embedded culture of collaboration are at the heart of every new product development. As such, LAUFEN is able to offer complete bathroom solutions that ensure comfort, a long-lasting lifecycle, a reduction in water and energy consumption, and easy maintenance.



### Certification

The first two LAUFEN production facilities were successfully ISO 14001 certified and EMAS registered in 1997. Both of these factories were awarded the European Environment Prize 2007 for exemplary environmental management. All the LAUFEN production facilities are now certified with the Environmental and Quality Management Systems ISO 9001 and ISO 14001.



### Swiss Quality

Products with the Q-Plus certification meet both the European standard and the established more stringent Swiss suissetec/VSA standard. LAUFEN sanitary ware products meet these Swiss quality standards and have been recommended for approval accordingly.



# LAUFEN – THE INNOVATIONS

 SaphirKeramik

## Freedom to Reshape



SAPHIRKERAMIK VERSUS FINE FIRECLAY

SaphirKeramik available on the market is the latest, globally significant innovation from LAUFEN.

This revolutionary, ceramic material reaches its exceptional hardness blended with corundum, a colourless mineral, which is a component of sapphires. This gives SaphirKeramik a flexural strength equal to that of steel. Yet it has the potential to be wafer-thin, giving designers almost infinite freedom to experiment – and tear up the rulebook of bathroom design.

After some years of experience of producing SaphirKeramik pieces on an industrial scale, LAUFEN is now stretching the patented material's limits by exploiting its super-fine forms not only to create exquisitely detailed textures and patterns but also by engineering the innovative material to increase its maximum size – a 120 cm-long washbasin in SaphirKeramik is the largest to date. LAUFEN has also applied its impressively efficient, high-pressure casting technology to, high-volume pieces in SaphirKeramik.



Design Preis Schweiz  
Prix Design Suisse  
Design Prize Switzerland

**design  
preis  
SCHWEIZ**



THE THIN-WALLED SAPHIRKERAMIK WAS TESTED FOR IMPACT RESISTANCE AT THE KERAMIK INSTITUT MEISSEN

Simultaneously hard and malleable, SaphirKeramik enables pieces to be made with very thin, yet very strong walls of only 3–5 mm, as well as with narrowly defined radii of only 1–2 mm. The slim profile of SaphirKeramik means that it saves space, is light and environmentally friendly. The new design characteristics of this innovative material are rooted in its exceptional hardness and strength.



SAPHIRKERAMIK HAS A TWO TO THREE TIMES HIGHER BENDING RESISTANCE THAN TRADITIONAL CERAMICS

When the mechanical properties of the two traditional sanitary ceramic masses – namely vitreous china and fine fire clay – are compared, the performance of SaphirKeramik is unique even in international comparison.

The comparative values measured by the Federal Institute for Materials Research and Testing in Berlin (BAM) for SaphirKeramik are, at an average of over 120 MPa;

Production of SaphirKeramik with the casting technology invented by LAUFEN

Comparable with carbon steel and twice as high as for vitreous china. LAUFEN was awarded the Swiss Design Prize 2017/18 for the development of SaphirKeramik.

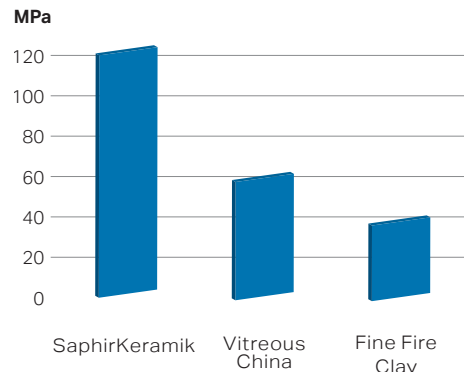
„Aspects such as ecology and sustainability may not have been the focus of attention in the development of SaphirKeramik, but they contribute significantly to the positive overall image of the material,” the jury commented. In doing so, it acknowledged the additional advantages of the material: Lower material costs, for example, which are also due to a simplified structure of the ceramic parts, as well as the advantages in terms of environmental protection and sustainability, since fewer raw materials and less energy are used in the firing, production, and transport of SaphirKeramik.



PRODUCTION OF SAPHIRKERAMIK WITH THE CASTING TECHNOLOGY INVENTED BY LAUFEN

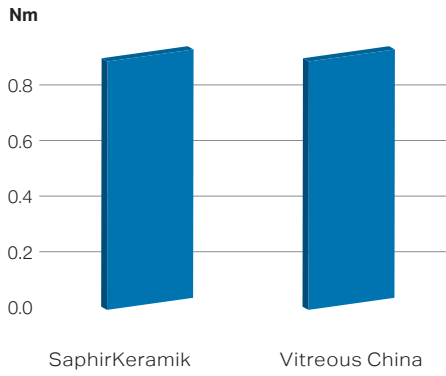
«New materials have always been one of the most important driving forces behind the development of design. With SaphirKeramik, the traditional Swiss brand LAUFEN has succeeded in creating an equally surprising and remarkable innovation whose effects on sanitary ceramics can only be estimated to a limited extent today.»

### BENDING STRENGTH



Source: Bundesanstalt für Materialforschung- und Prüfung, Berlin, 2011

## IMPACT ENERGY



Source: Keramik-Institut GmbH, Meissen, 2011

«The composite material, which does not require chemical additives, wows with its specific properties - hardness, bending strength - and offers the enormous economic advantage of being suitable for processing using traditional production processes.» These were the words the jury used to elaborate on their decision to award SaphirKeramik the Swiss Design Prize.

# LAUFEN – THE HISTORY



1892

It was on 4th July 1892 when the success story of the „Tonwarenfabrik LAUFEN“ started with the production of bricks and clinkers. The company was founded by three men: Albert Borer, Johann Spillmann & Joseph Gerster-Roth.



1898

Demand for earthenware increases to a volume that makes the construction of a second factory in LAUFEN necessary. The factory, which started production in 1898 was mainly used for the production of roof tiles and bricks as well as drainage pipes.



1905

A canteen is installed on the premises, where quality meals are offered for the workers at 40 cents.

1924

The acquisition of the Aktienziegelei Allschwil, the chimney production Allschwil and the brick factory Tranzer had a „positive impact on all brickyards in the LAUFEN valley“.

As a result, a third kiln is inaugurated. In the same year, the share capital of the „Tonwarenfabrik LAUFEN“ is increased to 1 Mio Swiss Francs.



1925

Under the directive of Guido Gerster, CEO and member of the supervisory board of the Tonwarenfabrik LAUFEN, the „Aktiengesellschaft für keramische Industrie LAUFEN“ is established on 26th November. Fire clay is introduced, which enables the company to produce washbasins and sinks.



1931–1933

An innovative porcelain-like material is launched under the brand name KILVIT. KILVIT is much stronger than fire clay and the pieces come out completely white and dense.



1934

A factory is built to produce wall tiles from stone ware. Thus turning the „AG für keramische Industrie“ into the first manufacturer of wall tiles in Switzerland and serving the national construction industry during the war years.



1938

The production of wall tiles is followed by that of floor tiles. Another factory is built in LAUFEN to produce these floor tiles from stone ware. In a difficult business environment new jobs are created.

1949

After World War II, the Swiss Federal Railways, SBB, turns its attention to the electrification of the vast national railroad network. LAUFEN responds with the production of electro-technical porcelain – mainly insulators – and becomes a strong supplier of SBB.

1952

Within a short period of time, a new factory is constructed in Campo Largo, in the greater Curitiba region, by „AG für



keramische Industrie LAUFEN“ to also manufacture wall and floor tiles in Brazil. The company is registered under the name of INCEPA S.A.

## 1967

LAUFEN acquires the Vienna-based OESPAG (Österreichische Sanitär-Keramik und Porzellanindustrie AG) with its two Austrian production sites in Gmunden and Wilhelmsburg.

## 1970

The „Keramik Holding AG LAUFEN“ is founded in response to the organisational structure needed to successfully guide the 4'000 employees at various locations in Switzerland, Austria, Germany, Spain and Brazil.



## 1971

The progressive development of the company necessitates new headquarters. The appointed architect is Giuseppe Gerster, a grandson of Joseph Gerster, who once founded the company.



## 1973

„On Saturday 3rd August shortly before 3:00 p.m. a fire had broken out in the floor tile factory belonging to the Tonwarenfabrik LAUFEN AG.

It emanated from the oil burner at kiln I. Despite the quick reaction with fire extinguishers, the fire was able to spread out, thus destroying the plant to a great extent.“ [Extract from the media]



## 1982

Ceramic pressure casting, developed by Keramik LAUFEN over years, is unveiled to the public for the first time in October 1982. A process which sets new standards for the sanitary industry, it enabled LAUFEN first to significantly boost its capacities, its efficiency as well as its range.

## 1986

Issue of 140 000 share certificates at 650 SFr each.



## 1990

LAUFEN focuses increasingly on design. Porsche Design is the first internationally renowned name to be consulted.

## 1997

From 1992 to 1997, the company went into debt through acquisitions and embarked on the restructuring of the group which had been due for years.

## 1999

LAUFEN becomes part of the ROCA group, and thus belongs to one of the largest and most influential enterprises in the bathroom and sanitary ware industry.



## 2002

In 2002 LAUFEN launched 'Tam Tam', the world's first standing washbasin, cast in one piece.

The washbasin belongs to the design line ILBAGNOALESSI One by Stefano Giovannoni.



## 2009

The LAUFEN Forum opens its doors. In addition, the Similar headquarters and production facilities are relocated to LAUFEN. This was the last step in the creation of the Swiss competence centre for bathroom culture in LAUFEN.



## 2013

With the innovation of „SaphirKeramik“ LAUFEN presents a groundbreaking world novelty and sets a new standard for bathroom design.



Keramik LAUFEN celebrates its 125th anniversary.

# LAUFEN – THE DESIGNERS

## Andreas Dimitriadis



Andreas Dimitriadis launched platinum-design in 2007. In the heart of Stuttgart, his team of product designers, CAD specialists, and model makers works for international brand manufacturers. platinumdesign stands for premium quality as well as commercially successful and multi-award-winning design.



**LIVING SQUARE // LIVING SAPHIRKERAMIK**  
 iF Product Design Award 2012  
 German Design Award 2013 - Nominee  
 German Design Award - Special Mention 2013  
 Design Plus powered by ISH 2013  
 AiT/Innovationspreis Architektur + Technik  
 Architectural Products Award (PIA)  
 IDEA International Design Excellence  
 GOLD Award 2015

**PALACE**  
 Red Dot Product Design Award 2011  
 German Design Award 2013 - Nominee

**FLORAKIDS**  
 iF Product Design Award 2011

## Stefano Giovannoni



Stefano Giovannoni was born in 1954 in La Spezia, Italy. He studied architecture in Florence. From 1989 onwards, he designed the successful Girotondo accessories collection for Alessi. Today, he lives and works at Studio Giovannoni, on restored former factory premises in the centre of Milan. As well as industrial products, he also designs interiors and architecture.



**IL BAGNO ALESSI ONE**  
 Design Plus 2003  
 Manufacturer Design Awards 2003  
 Manufacturer Design Awards 2006  
 Green Good Design Award 2010  
 Good Design Award 2011  
 Design Awards 2011  
 Best of Year (BOY) Awards 2014  
 ADEX Awards - Platinum Award 2015

## Konstantin Grcic



Konstantin Grcic was born in 1965 in Munich, Germany. After training as a cabinetmaker at the John Makepeace School (Dorset, England), he studied industrial design at the Royal College of Art in London. In 1991, Grcic established his studio, Konstantin Grcic Industrial Design (KGID), in Berlin and is now one of the leading industrial designers of the modern era.



**VAL**  
 AiT/Innovationspreis Architektur + Technik 2015  
 iF Design Gold Award 2016  
 The Architect's Newspaper Best of Product  
 Awards 2016  
 Best of Year Awards 2016  
 Red Dot Award: Product Design 2017  
 Red Dot Award: Product Design 2018



## Toan Nguyen



Toan Nguyen was born in Paris in 1969 and graduated from ENSI-Les Ateliers in Paris as an industrial designer. Nguyen gained experience by working in various design offices in Paris, Barcelona, and Madrid before working with Antonio Citterio as a design director and design partner. Toan Nguyen set up his own design studio in Milan in 2008. The Toan Nguyen Studio is multidisciplinary, specialising in design development in various product areas.



**INO**  
 Design Plus powered by ISH 2015  
 Designpreis Rheinland-Pfalz  
 Best of Year Awards 2015  
 AZ Awards 2016 - Award of Merit

**ANTERO**  
 Red Dot Product Design Award 2012  
 German Design Award 2014

## Ludovica+Roberto Palomba



Ludovica Serafini and Roberto Palomba studied architecture at Rome University. In 1994, they founded their Milan-based company together. They have made a name for themselves with their unconventional interior designs for bathrooms, kitchens, and living spaces. Their concepts unite their intuitive grasp of architecture, lifestyle, and industrial objects to create exceptional designs.



**PALOMBA COLLECTION**  
 Design Plus • Manufacturer Design Awards 2005  
 Red Dot Product Design Award 2005/2007  
 ADI Design Index 2006 • iF Product Design  
 Award 2007/2013 • Green Good Design Award  
 2012 • Best of Year Awards- Honoree  
 Interior Innovation Award 2013  
 Good Design Award 2013

**KARTELL BY LAUFEN**  
 Wallpaper\* 2014 • Casa Vogue, Brazil 2014 •  
 Elle Deco International Design Award 2014 •  
 ADEX Awards 2014 Platinum Award  
 Best of Year Awards Winner 2017

## Patricia Urquiola



Patricia Urquiola was born in Oviedo, Spain, and now lives and works in Milan. She studied architecture at the Polytechnic University of Madrid and Milan Polytechnic, where she earned her degree in 1989 under the tutorship of Achille Castiglioni. In 2001, Patricia Urquiola opened her own studio, where she concentrates on product design, architecture and interior design.



**SONAR**  
 iF Design Award 2018  
 Best of Year Winner 2018

# LAUFEN – THE DESIGNERS

## Marcel Wanders



Marcel Wanders has a leading product and interior design studio located in the creative capital of Amsterdam, with over 1,900 iconic product and interior design experiences all around the globe for private clients and premium brands. Marcel Wanders' 27 years of design are celebrated in some of the most renowned art and design museums around the world.



**THE NEW CLASSIC**  
Red Dot Award: Product Design 2019  
iF Product Design Award 2019

## Peter Wirz



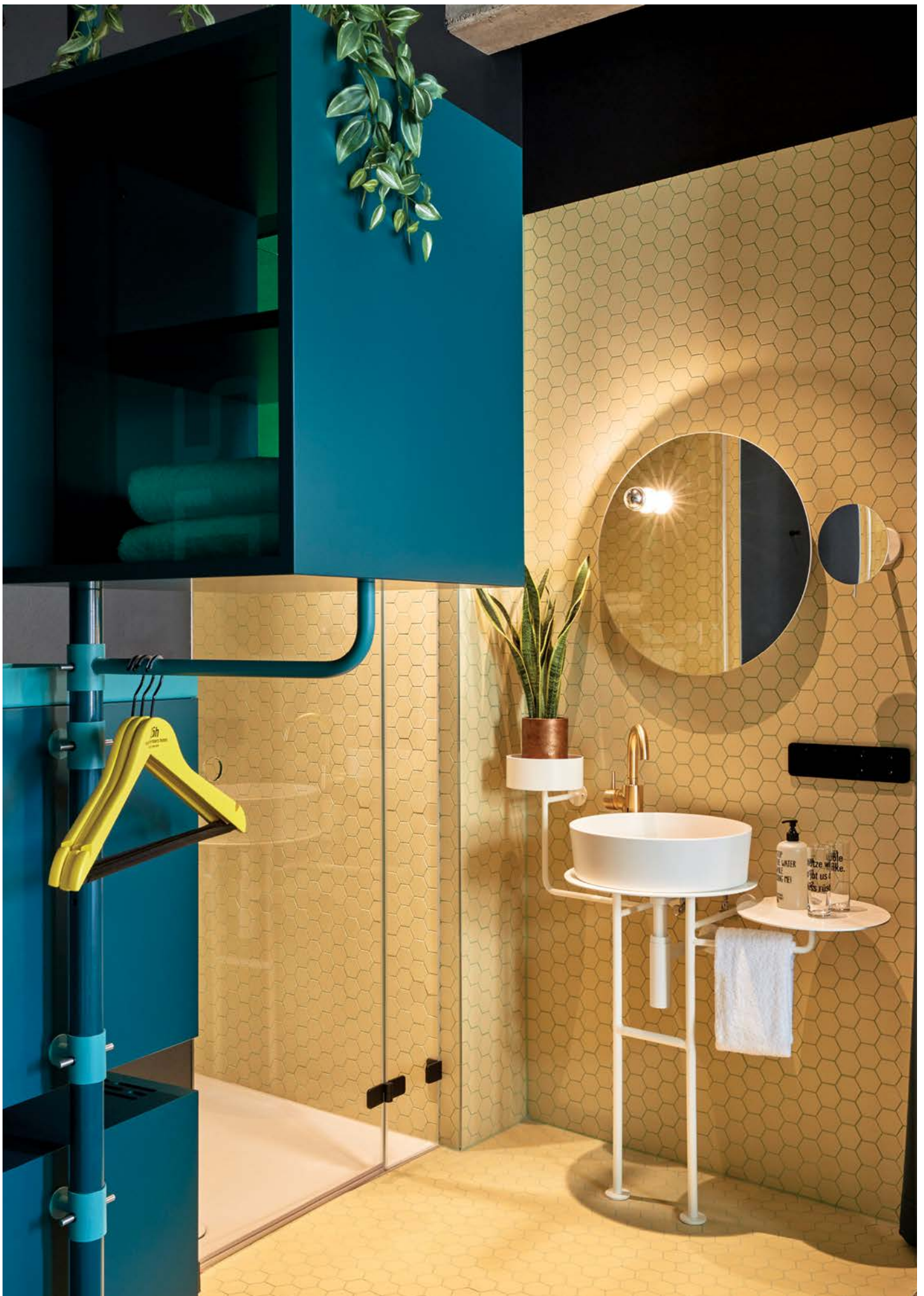
"Design of the human touch": This is the motto of the Vetica design workshop, which was founded in 1997 and has branches in Lucerne, Taipei, Hamburg, and Hong Kong.

The international team around Swiss designer Peter Wirz, who was born in Brienz in 1960, supports the development processes of industrial products with regard to both form and function, acting as a generator of ideas - going above and beyond pure design, which it sees as an interdisciplinary process in a wider context.



**LAUFEN PRO**  
Manufacturer Design Awards 2004  
Universal Design Award 2011  
Universal Design Consumers Favorite 2011  
Red Dot Product Design Award 2014

**CLEANET RIVA**  
Red Dot Award: Product Design 2016  
Design Plus powered by ISH 2017  
iF Product Design Award 2017  
Home & Trend Award 2017



25 Hours Hotel The Circle Kartell by Laufen — Ludovica & Roberto Palomba SaphirKeramik  
Cologne / Germany Interior architect: Studio Aisslinger









## **Bathroom Happiness**

Visit any one of our showrooms in Australia or New Zealand for all the latest products, concepts and inspiration to make your bathroom whatever you want it to be. And for the ultimate bathroom experience, go to one of our bathroom life™ stores where you will find the biggest range of leading international brands. For our nearest bathroom showroom:

**AUS:** visit [www.reece.com.au](http://www.reece.com.au) **NZ:** visit [www.reece.co.nz](http://www.reece.co.nz)

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LAUFEN

