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Roca – thinking **BIG** at Ecobuild

Until recently, ‘green’ was either too ‘way out’ or too expensive. Choosing eco usually meant compromising on looks or experience, or both. But nowadays it’s about design AND sustainability, not one or the other.

With over 50 years’ experience developing water and energy saving products, Roca believes eco products are no longer niche: they are mainstream and must be better than their traditional counterparts in terms of quality, design and price.

Innovative and multi-award winning products like the iconic W+W and the new L20 tap range demonstrate how seriously Roca takes its environmental responsibilities. It aims to move beyond the throw-away culture towards one where re-use and longevity of use and design become the norm. Likewise, its “**Zero Waste**” initiative seeks to reduce waste in manufacturing, a target that has already been achieved in 10 factories worldwide.

Moving to a new dimension, in 2010 the business established the “**We Are Water Foundation**” with the aim of promoting awareness and stimulating debate on water culture and the sustainable management of resources. The Foundation works with NGOs, including Oxfam and Unicef, to distribute donations to cooperation projects across the globe. Roca UK will soon be unveiling exciting plans to bring discussions and activities focused on water awareness into the public domain.

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Meanwhile, the Roca London Gallery is currently hosting **“Water for Thought: Life-Changing Design”**. Curated by leading international designer Hector Serrano, the installation aims to generate awareness of global water problems through a mixture of design, technology and video. The exhibition features some of the world's most innovative product designs for accessing, transporting or purifying water in developing countries.

Sustainable exhibition design

In keeping with Roca's philosophy, the stand at Ecobuild has been created almost entirely from recycled materials and those from sustainable sources. The floor is made from reclaimed pallets, whilst the lighting consists of recycled pipe fittings. Printed literature will be kept to a minimum as the majority of information will be available electronically. As for the 'BIG' feature, it will have a life after the show - details will be revealed soon!

Cultural partnership

The macro trend “considered consumption” describes the world in which we live as being one of redefined values and where – as consumers or specifiers - every purchasing decision says something about us and has consequences for others. No surprise then that major businesses such as John Lewis and M&S now view water efficiency as part of their holistic strategy to lessen environmental impact. They see it as a way to enhance their organisation's reputation with customers, suppliers, business partners, employees and investors alike.

For businesses taking this more holistic view, sourcing water efficient products alone is not enough. They want to partner with suppliers who take a complementary approach to their own. Roca provides that partnership approach; its dedicated field-based team are on hand to support throughout the process, from initial design concepts through to post-installation, with help in creating specifications and advice on product suitability.

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Design visualisations can illustrate products in a “virtual” bathroom and product “mock-ups” can be assembled in the Roca London Gallery – a unique resource offering additional consultancy and specialist support.

Close collaboration with the nationwide stockist network aims to match product availability to project requirements. Meanwhile, the customer service team provides phone or email advice and support throughout the process.

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Roca's water and energy efficient products

Core to Roca's principles is the belief that eco products must be superior to their traditional counterparts. The Group's latest introductions illustrate how simple but effective design means the simplest user interfaces can deliver superior performance. This is the tipping point where sustainable products and behaviour can save money and resources, as well as driving user enhancement.

WCs

WCs usually account for the biggest water use in a bathroom or washroom and it is estimated that there are still 11 million older models in existence, flushing between 7.5 and a staggering 13 litres of fresh water each use. Most modern designs are dual-flush, working on 6 or 3 litres, already a significant saving. However the latest developments defy the simplicity of their design.

In-Tank Meridian

The In-Tank Meridian back-to-wall and wall-hung WCs are the first to have an innovative concealed cistern integrated within the pan. Perhaps the biggest surprise is their mid-market pricing.



The revolutionary integrated cistern removes the need for (often costly) installation systems incorporating a separate concealed cistern, frame and flush plate. The wall-hung option is supplied complete with either a straight or an L-shaped support, enabling it to be fitted to solid or cavity walls respectively with the support frame built-in.

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This innovation means that In-Tank Meridian – already compact at only 595mm projection - requires even less space than normal back-to-wall and wall-hung WCs, thereby offering greater flexibility of positioning as well as saving on installation complexity, time and materials.

The dual flush, operated via electronic buttons at the rear of the WC, uses 4.5 or 3 litres of water, giving a very economical 3.4 litre average flush. This is complemented by a soft close seat and cover.

The electronic flush buttons are mounted on a reversible panel which can be situated on either the left or the right of the WC. This adds to In-Tank Meridian's versatility as it can be adapted to suit the user and/or the space.

The flush mechanism uses revolutionary SoftAir technology developed in conjunction with FluidMaster. The flush buttons activate an air pump which emits a flow of air. The air pushes water up from the internal cistern to fill the rim of the pan and the downward flow clears the bowl. The cistern is then replenished.

In the event of a power cut, a reserve power supply will operate approximately 6 full- or 10 part-flushes. This supply will be recharged once power is restored.

Maintenance is simply via a removable panel at the rear of the pan, removing the need for a built-in access panel.



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In-Tank Meridian WCs appear simple but are in fact a feat of engineering and development. The technology is invisible to the user who sees only an intuitive interface. The ground-breaking In-Tank Meridian WCs combine eco credentials with performance and comfort at mainstream pricepoints.

CleanRim The Gap

CleanRim The Gap is a rimless close-coupled WC with a 4/2 litre dual flush. With an impressive average flush volume of only 2.5 litres, it uses a third less water than “normal” 6/3 litre WCs.



The rimless design makes it extremely hygienic and easy to clean, whilst the pan's moulded back-to-wall design makes for an attractive fit and finish.

The ultra-efficient CleanRim The Gap WC is a welcome addition to an already-popular collection. It complements the extensive and highly versatile The Gap range, which has the capability to meet the needs of almost any domestic or commercial project.

W+W

Also featuring at Ecobuild is the multi-award winning W+W which combines two essential elements of every bathroom. An all-in-one washbasin and WC in vitreous china, it is designed to maximise space and conserve water. This ground-breaking idea incorporates Roca's 'water-reuse' technology, using waste water from the basin to fill the WC cistern, thereby reducing water usage by up to 25%. Water from the washbasin is re-used to fill the WC cistern, thus moving beyond the throw-away culture towards one where re-use becomes the norm.

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Dama-N and Victoria Plus

Further evidence of Roca's **BIG** thinking in water efficiency comes in the form of two entirely new collections which offer immense design flexibility with their breadth of options.



At the lower-mid pricepoint, the extensive **Dama-N** range is an on-trend square design, offering both standard and compact WCs, washbasins and complementary furniture. The collection features 4.5 / 3 litre dual flush WCs, including a one-piece shell cistern with separate plastic inner lining which eliminates condensation on the outside.

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Victoria Plus with its “soft square” looks, epitomises smooth, organic design at an affordable price. This range also features a 4.5 / 3 litre dual flush WC and a choice of basin sizes. The Victoria family of products also has complementary furniture, taps, showers, baths, mirrors and accessories, making Victoria Plus one of the most extensive entry-level offerings.



Tap collections

The latest tap ranges are designed to help save both water and energy. The new **L20** and **L90** designs feature Roca’s innovative Cold Start system, as does **Singles-Pro** (shown on W+W). Progressive cartridges in the basin and bidet mixers mean the tap turns on with cold water first, drawing on the hot supply only as and when it’s required.

They also include an Eco-Disc cartridge which has a resistance point as 50% of water flow is reached. The user must consciously apply more pressure for a full flow. Temperature limiters are included as standard, thus eliminating the risk of scalding and latest-generation flow restrictors support reduced water consumption.



L90 – strong, architectural shapes
complemented by high functionality

The award-winning **L20** – stylish
looks at an affordable price point



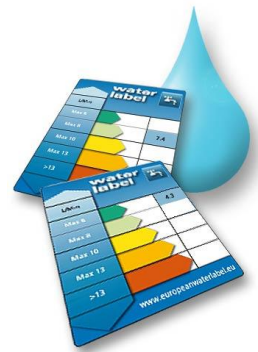
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Both ranges feature Roca's SofTurn technology, which gives the user precise control and ease of use in selecting water flow. Meanwhile the EverShine® chrome-plating system prolongs the finish life and facilitates cleaning.

The Water Label

Naturally, specifiers seek reassurance that products will perform in situ. Roca's water efficient products are registered under the Water Label, www.water-efficiencylabel.org.uk, meaning that they have been independently verified as being water efficient.



ENDS

About Roca

Roca is a company specialising in the design, production and marketing of products for bathroom spaces as well as ceramic floorings and wall coverings used in architecture, construction and interior design. The firm has 21,100 employees and 76 production plants and is present in more than 135 countries around the world. The wholly Spanish-owned group is market leader in Europe, Latin America, India and Russia. It is also a major market player in China and the rest of Asia, Africa and the Middle East. Roca is the worldwide leader in its business sector.

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www.roca.com