

YOUR  
PARTNER FOR  
QUALITY AND  
INNOVATION

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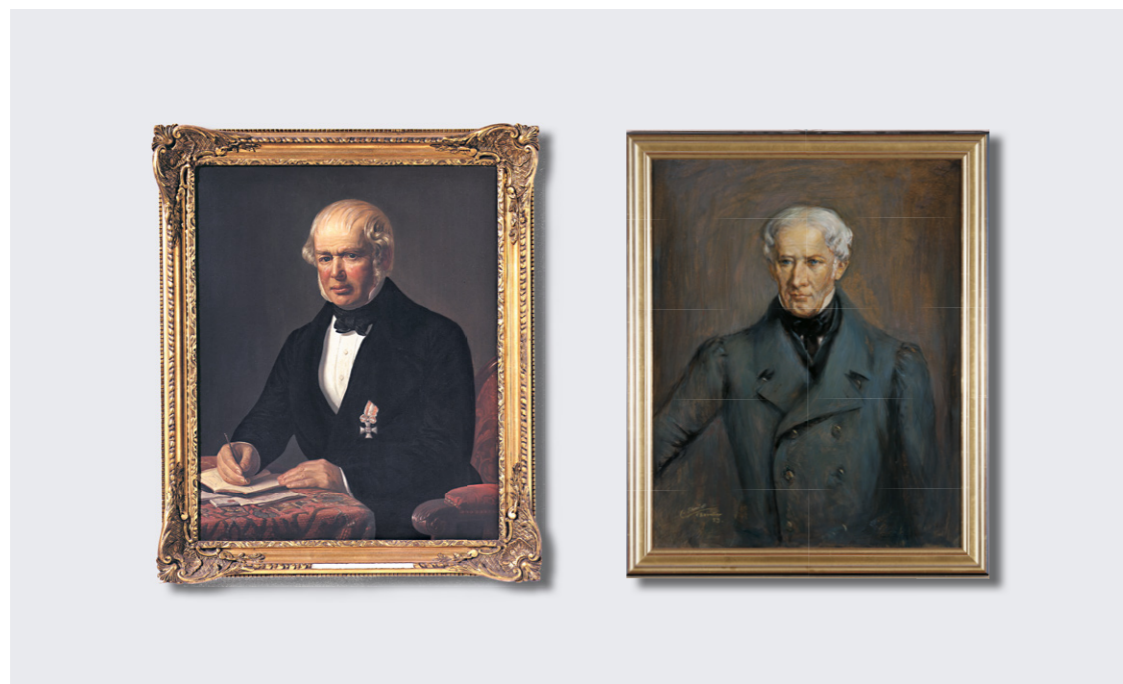
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# INSPIRING AND INVIGORATING

**Villeroy & Boch stands for good cooperation**

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

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



Jean-Francois Boch and Nicolas Villeroy



Mettlach tiles in Cologne cathedral

# DEVOTED TO INNOVATION

Our innovations consistently set new standards

Villeroy & Boch has always endeavoured to stay one step ahead of the market. In our research and development department at our headquarters in Mettlach, many employees are strongly committed to ensure that we keep continuing in this direction for the future. Villeroy & Boch cooperates with renowned institutes and universities to obtain high-level research input. In this way we develop innovative, pioneering yet attractive product solutions.

## 1899 HYGIENE FOR ALL

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

## 1996 2-VOLUME FLUSH

In cooperation with Geberit, Villeroy & Boch is the first European supplier of the two-volume flush. With the Duo-saving button a flushing volume of 3 or 6 liters can be selected. With that, Villeroy & Boch set a clear sign with regards to a responsible use of natural resources.

## 2000 BDI ENVIRONMENTAL PRIZE FOR 4.5-LITER WC

For the ecologically and economically convincing innovation of the 4.5-liter toilet, Villeroy & Boch was awarded the environmental prize of the Federation of German Industries (BDI).

## 1748 THE BEGINNINGS

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

## 1975 DESIGN ENTERS THE MIX

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

## 1998 DESIGN ENTERS THE MIX CERAMICPLUS

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

## AQUAREDUCT 4,5-LITER WC

With AquaReduct, Villeroy & Boch is one of the first suppliers to offer a 4.5-litre WC in its collection: An innovation that saves water and money – with unimpeded high rinsing performance. Today, Villeroy & Boch offers a comprehensive AquaReduct portfolio.

## 2003 SOFTCLOSING

Thanks to special dampers integrated into the hinges, WC seats with SoftClosing technology close gently and silently. This enhances comfort and prevents any noise caused by the cover slamming shut.

## QUICKRELEASE

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

## CONCEALED FASTENING

Thanks to an intelligent assembly technology, the fastenings for wall-mounted WCs and bidets are concealed within the ceramic. The result can be seen: seamless ceramic surfaces, which are easy to clean.

## 2007 SMARTFIX

Based on the principle of cable ties combined with a special guidance system, SmartFix enables secure fixing of the trap cover. It enables markedly quicker and more flexible installation of our trap covers, without tools and drilling. The system is visually perfect without visible attachment.

## 2009 3,5-LITER OMNIA ARCHITECTURA GREENGAIN

Again, it is possible to reduce water consumption in WCs. The GreenGain models from the Omnia range consume only 3.5 liters per rinse and set a further standard for environmentally-conscious living. With the Omnia Architectura GreenGain WC, a 4 person household can save up to 182 liters of water per week

## SUPRAFIX

Thanks to the new attachment system SupraFix, wall-hung WCs from the collections La Belle, Memento and Subway 2.0 can now be installed in a few simple steps by just one person. Clear advantages for the WC design are also the elimination of fixing holes and their plastic covers on the side of the toilet.

## 2008 0.8-LITER CONCEALED WASTE UNIT

Villeroy & Boch has redesigned the concealed waste unit for urinals, setting new standards in water-saving: with only 0.8 liters of water per rinse, the new urinals are significantly more economical and therefore more environmentally friendly than conventional suction devices with a rinse quantity of 2 to 3 Liters.

## 2013 VICHANGE

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

## 2015 ANTIBAC

The new glaze contains silver ions that have been proven to reduce the growth of bacteria on ceramic surfaces and WC seats by more than 99.9%! In combination with CeramicPlus and the rimless DirectFlush WCs, AntiBac ensures maximum cleanliness and hygiene – throughout the product lifetime!

## TITANCERAM

TitanCeram is an innovative new ceramic material from Villeroy & Boch for impressively delicate shapes. TitanCeram makes it possible to produce precise bathroom ceramics with extremely thin walls and clearly defined edges, and is also very stable and robust. Making it ideal for premium bathroom designs.

## 2012 DIRECTFLUSH

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

## 4,5-LITER SUBWAY 2.0

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

# TESTED QUALITY

Because: we are committed to reliability

We are committed to quality and to ensuring that all of our products satisfy customer needs in their entirety. Quality at Villeroy & Boch starts with the product idea and is an ongoing process that accompanies all of our activities. We consistently aim to outdo ourselves and therefore cooperate with renowned institutions such as the Fraunhofer Institute with a view to continuing to improve. All of our products are inspected and examined over 25 times from the initial raw material test to the loading of the finished products for transport.

## 1. PROFESSIONAL PRODUCT DEVELOPMENT

The overall objective of each product development at Villeroy & Boch is to maintain the high quality standards for which our company is known worldwide. In order to secure and constantly improve these quality standards, we have the strictly defined stage gate process, which is developed in house and used worldwide.

Experienced designers and product experts from all over the world accompany the development of our products and contribute their expertise to enable us to provide new experiences for our customers.



## 2. CAREFUL SELECTION OF RAW MATERIALS

Even with the choice of our raw materials, the basic building-block of our quality, we work with the utmost care. All of our main raw materials are obtained from at least two suppliers to ensure that they are available at all times. Like product development, our raw materials also undergo a variety of testing steps before they enter production, after central release. A globally standardized laboratory equipment guarantees a constant quality level of our products, even beyond the borders of Europe.



### 3. MONITORED PRODUCTION

In addition, we carry out sample testing on a statistical basis, such as measurement of the diameter of the mounting holes, tightness, stress test and control all surfaces of our products. A coordinated, globally valid sorting standard assures both our quality requirements as well as those of our customers.



During production, all our products are subject to constant control. Starting with our raw materials, which we check both before delivery, by testing samples from our supplier, as well as after receipt of the delivery in our factories. The already mixed slip is tested twice per shift.



### 4. PERMANENT CONTROL

Our flushing laboratory is one of many testing stations. Our flushing test stands are the same worldwide and all LGA approved. The standard in our laboratory in Mettlach is so high that we have been certified by TÜV Rheinland to conduct tests ourselves. The testing systems are calibrated, monitored and approved annually by the TÜV. That is why our WCs have a much better rinsing result than those of our competitors



Our products are subjected to constant tests, also urinals are tested for their load. For this reason, Villeroy & Boch repeatedly manages to surpass common standards. That is why we also create incentives for our employees to meet the expectations of our customers and therefore the quality requirements of our company in the production by means of a first-choice payment principle. A three-step validation process ensures the high quality standards that characterize our products.

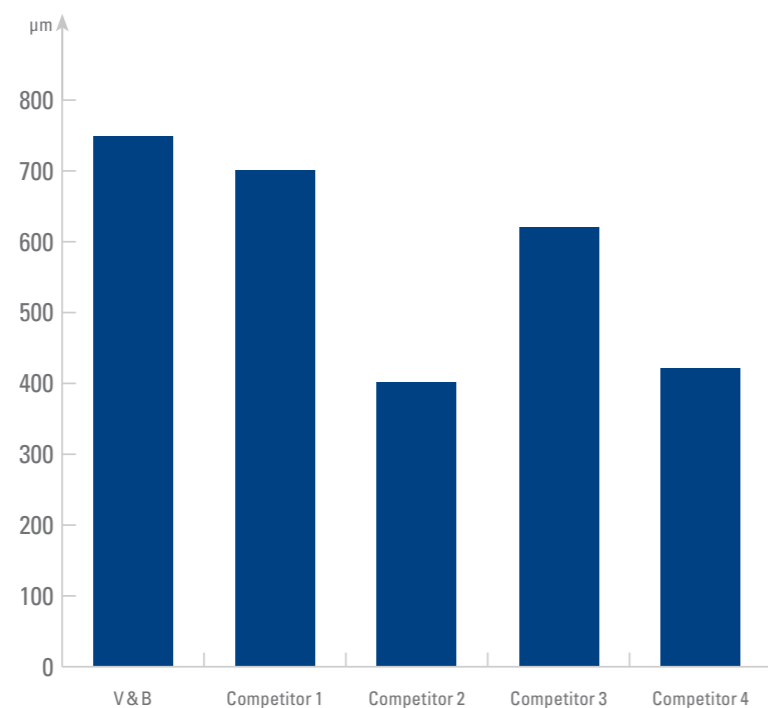


# PERFECT SHINE AND BRILLIANCE

Also leading in surface finishing.

In order to keep the color values of our glaze constant for our products, we rely on a central processing of all colored glazes for all European plants. All our products go through the glaze process twice, the intermediate drying takes place automatically. Not only the larger dimensions of our Venticello series are currently unique in the market, but also the fact that they are glazed from below. Last but not least, we achieve a better glaze strength compared to our competitors, as well as a much more brilliant surface for our products.

GLAZE STRENGTHS COMPARED





# DECOR AND COLOR COMPETENCE

**Modern colors and individual design in perfect quality.**

Villeroy & Boch is characterized by the highest color competences: 18 of the 19 standardized and shared colors in the ceramics industry, were developed in the Villeroy & Boch laboratories. The consistently high quality of the colors is guaranteed by:

- Development of colors in own laboratories
- Preparation of the colored glazes for all international plants in one central location
- Continuous production monitoring to detect deviations early
- High-quality, extra thick glaze

For a selected range of colors and ceramics, Villeroy & Boch guarantees a 10-year repurchase guarantee. In addition, Villeroy & Boch offers the possibility to individualize ceramic products with decors, colors and logos according to your specifications.



Individual ViPrint designs



reddot design award  
winner 2016



Individual designs



Matt colours

# ALL FROM ONE SOURCE

**Comprehensive solutions  
from Villeroy & Boch.**

Our range includes everything you can find in the bathroom, from installation systems behind the wall and sanitary ceramics to accessories, we offer all the products that are needed in a bathroom. The products from our product portfolio can be combined very well among each other. With the development of every Villeroy & Boch product, quality is the focus of our company.

## SANITARY CERAMICS

As a professional manufacturer, we provide free mounting sets or expansion sets for water supply and drainage, if necessary. With regard to the accuracy of the connection dimensions, we are far above the standard.

In order to achieve the exact dimensions of our washbasins, all built-in washbasins and Undercounter washbasins are ground to a precision of 0.5mm. In general, the production tolerance of +/-1% and a maximum of 8mm applies to all our products. Most of the competitors are using +/-2%. Sustainability is also gaining in importance, a responsibility that we have taken on since 2005 through the development of WCs with a flushing volume of just 3/4.5 liters.

We have the right toilet for every requirement. We offer these in various lengths. In the mainstream segment, we are well above the competition with a minimum projection of 560mm. At present, we have the largest bowl opening on our DirectFlush models, which increases the seat comfort of our WCs compared to those of our competitors.



Example fixing set



### WC SEATS

For each toilet, we offer a specially designed toilet seat, in order to be able to offer our customers the best possible benefits in both design and a range of functions. Here again we have a very high quality standard, such as a breaking load of 240kg for the seat ring and cover (DIN standard: 150kg and 175kg respectively) and a minimum life cycle of the SoftClosing dampers of 70,000 cycles.



Memento



Subway 2.0



O.novo

### Easier mounting



### High-quality materials



### Intelligent solutions



# IN THE SERVICE OF THE CUSTOMER

**Service is a priority for us**

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



## **CUSTOMISATION**

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



## **PROFESSIONALS WEBSITE**

With the PROJECTS website for architects, planners, installers and traders we offer you comprehensive up-to-date service solutions.



## **MOBILE WEBSITE**

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



## **GLOBAL ACADEMY**

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



## **HOTLINE FOR PLANNERS AND ARCHITECTS**

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



## **QR CODES TO ACCESS PRODUCT INFORMATION**

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

# TRADITIONALLY DEVOTED TO SUSTAINABILITY

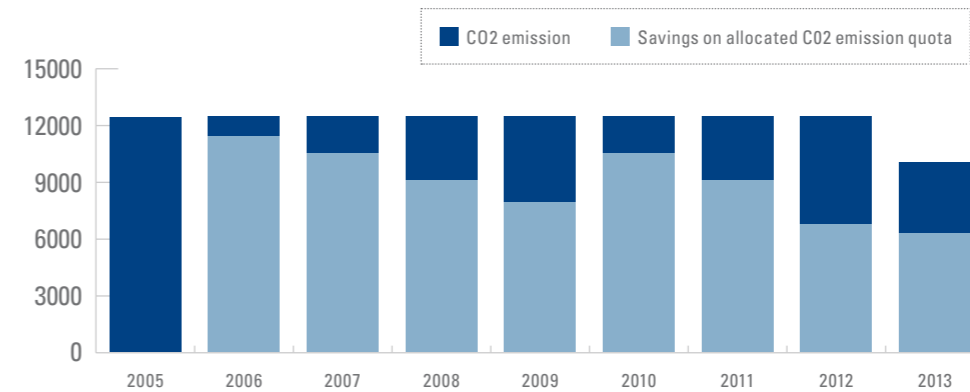
Environmentally sound solutions are a matter of course for us

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

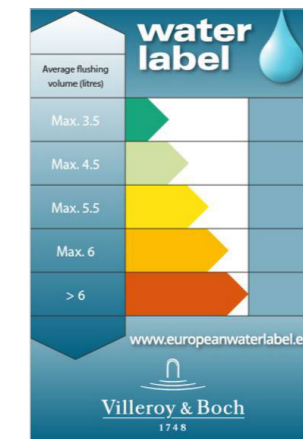
Environmental considerations are integrated in the production process. In some case it is not even necessary to make use of post-production strategies such as water treatment systems. Thanks to the integration of state-of-the-art technologies in glaze production we have managed to reduce the waste water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

As we have set ourselves the target of improving our energy efficiency, we have joined the Eco Management and Audit Scheme (EMAS), a voluntary instrument of the European Union. The success of our environmental policy has been confirmed by the validation of our works in Mettlach, Merzig, Torgau and Sweden according to EMAS.

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



We have also introduced an energy management system (EnMS) according to DIN EN ISO 50001 at all our German sites, which was officially confirmed in January 2014. This helps to further reduce greenhouse emissions and to increase energy efficiency.



# EFFICIENCY IN THE BATHROOM

## Our water-saving solutions set standards

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



### AQUAREDUCT

This innovation made us one of the first suppliers of a 4.5l WC – saving 1.5l with the same high flushing performance. Today Villeroy & Boch offers the most extensive AquaReduct portfolio on the market. <http://pro.villeroy-boch.com/aquareduct>



### GREENGAIN

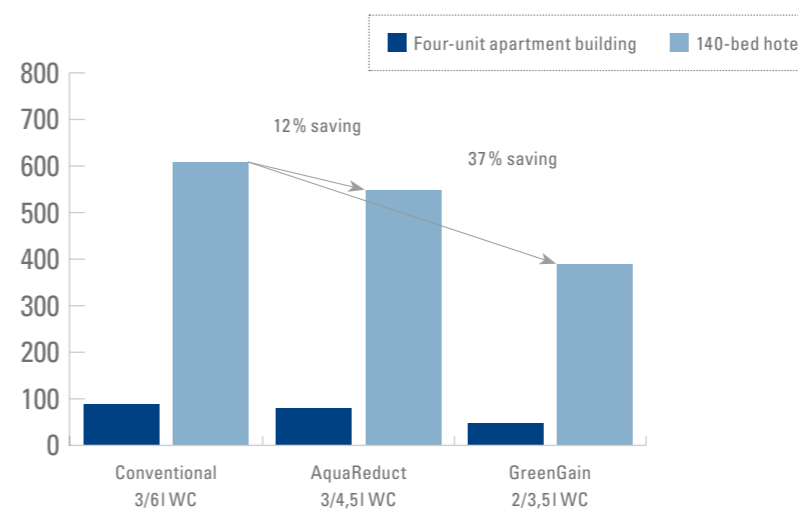
With a flushing volume of just 3.5 litres, our GreenGain WC sets new standards in ecology and economy – and still offers the same high performance without any need to change usage habits. With the Architectura GreenGain WC, a 4-person household can save up to 182 liters of water a week. <http://pro.villeroy-boch.com/greengain>



### VICHANGE SIPHON CARTRIDGE

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

WATER CONSUMPTION THROUGH WC FLUSHING PER YEAR IN M<sup>3</sup> – SAVINGS POTENTIAL WITH AQUAREDUCT AND GREENGAIN



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

\* Based on average water price in Germany.

# RETURN ON INVESTMENT

A profitable investment in project business

**10**  
years

## 10 YEAR AVAILABILITY GUARANTEE – A SAFE INVESTMENT

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

## VILLEROY & BOCH OFFERS YOU MORE

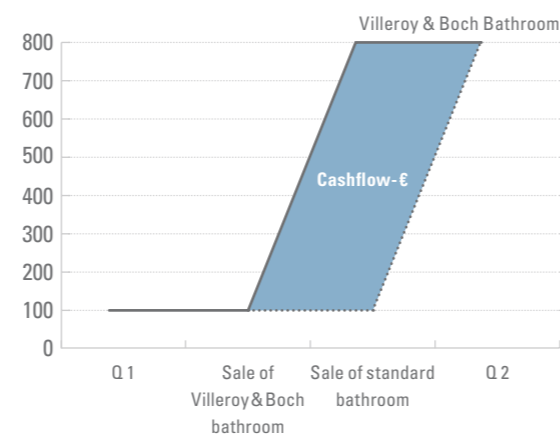
Products from Villeroy & Boch increase the attractiveness of your building and safeguard your return on investment (ROI).

## OUR BEST!

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



Villeroy & Boch bathrooms increase the value of your property.



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



**Conventional WC**  
with flushing rim | with ledge



**Rimless WC**  
without flushing rim | without ledge



**Rimless DirectFlush WC**  
without flushing rim | with ledge

# OUTSTANDING DESIGN

## International design prizes speak for themselves

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



Octagon with TitanCeram, 2015/16



Squaro Edge 12 bath, 2012



ViClean-U, 2013



Omnia Architectura DirectFlush, 2014



O.novo Vita, 2015/16





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