

# EXPRESS BROCHURE

DESIGN FREEDOM

# VILLEROY & BOCH - A COMPANY WITH STORIES

Villeroy & Boch has collected many interesting stories over the years since 1748 - one of them bringing together a few things from a company history stretching back over 270 years.



*The Company*

## A PREMIUM BRAND WITH INTERNATIONAL STANDING

As one of the oldest and best-known European brands, Villeroy & Boch had already established a presence extending beyond Europe into Russia, China and America as early as the mid-19th century and made an essential contribution towards bringing tableware and bathroom culture to the wider market. But this brand's significance does not lie solely in its tradition. From the very beginning, Villeroy & Boch has been a pioneer with regard to innovative materials, production techniques and, above all, design - one of the most important brand attributes.

For Villeroy & Boch, the interplay between tradition and modernity is a key driver in its constant quest to create new and interesting products.

Many of the company's innovations have even set international trends and have repeatedly proven their originality and authenticity over more than 270 years. This same authenticity is reflected in the typical brand "signature" which sets Villeroy & Boch apart from its global competition. There is no asset more valuable to the group's strategy than the brand. This plays a key role in both established markets and growth markets in Asia, the Middle East, Russia, Eastern Europe and America.

# CLASSIC AND RELEVANT - INNOVATIVE AND STYLISH

Villeroy & Boch: We are an innovative company with a long tradition - and one of the most important brands in Germany, Europe and the world.



*The Company*



Since its foundation in 1748, the ceramic producer has developed into an international lifestyle brand. Like very few other premium brands, Villeroy & Boch is deeply rooted in European culture. And, in the way that only a great brand can do, it has understood how to preserve its identity while still moving with the times.

Villeroy & Boch produces innovative and stylish products to enhance people's lives, provide continuous inspiration and open up new horizons for truly personalised interior design.



AVENTO  
— Collection —

COLLECTION  
AVENTO

The bathroom is now more than simply a functional room, it is a haven that reflects our personality and modern lifestyles. Avento is the perfect solution for anyone looking not just for a bathroom, but a complete lifestyle concept - with a surprisingly fresh, delicate design, practical functionality and a convincing price.



*Modern, light design*

DISCOVER OUR  
AVENTO RANGE

Everything a modern bathroom needs to offer - and more. From furniture with fronts in trendy colours and lots of storage space to graceful-looking ceramic and a rimless toilet. All in a wide selection of sizes including solutions even for small spaces or guest bathrooms. With Avento, you can transform your bathroom into your own personal living space.



The washbasin impresses with its delicate appearance and smooth inner contours. The deep basin gives Avento a very spacious design despite the slender rim.



*spacious, yet slender*

## PRESENT YOUR BATHROOM IN STYLE

**DELICATE COMPACT DESIGN  
YOUR LIFESTYLE. YOUR BATHROOM. YOUR COLLECTION!**

Delicate aesthetics, smooth contours. And despite the slender rim, very spacious and exceptionally practical. Design your bathroom according to your personal style. Every detail of the Avento collection is designed to transform your bathroom into a haven of well-being.

With no compromises in functionality. Find inspiration.



**ARCHITECTURA**  
Collection

# WOOD IN THE ROOM, WARMTH IN THE BATHROOM

## A NATURAL LOOK FOR A WELCOMING ATMOSPHERE

The trained eye instantly recognises the design possibilities offered by a room. An expressive colour concept is always an option. Instead of colour, materials can also be used to create different effects: wood brings a sense of warmth and a high-quality look in the bathroom. A few key pieces are all it takes.

With the Architectura bathroom furniture in Nordic Oak and Kansas Oak, it is very easy to add harmonious highlights – perfectly coordinating with a back to nature bathroom, a rustic look or northern minimalism.



Wallmounted toilets convey an impression of lightness – an effect that is particularly useful in small bathrooms.

For greater design scope, the selection includes two shapes (square and round) and three seat options.



### MORE VARIETY FOR MORE POSSIBILITIES

The perfect space is something you very rarely come across. It is therefore even more important to work with a bathroom collection that offers both flexibility and high quality. This will make it possible to design impressive bathrooms for large projects or small spaces.

## WASHBASIN



Different sizes of washbasin, optionally with units, open up a wide range of design possibilities. Round, oval and square wash basins are available in three installation versions.

## TAPS



Architectura and Architectura Square bring geometric design into the bathroom: two perfectly coordinating tap collections provide lots of scope for different looks.

## FURNITURE



For the first time, the collection also includes furniture in five colours. The base units can be supplied in versions with drawers, doors or open surfaces.

## WELLNESS



As well as the built-in baths and six new back-to-wall baths, there are shower trays in a wide range of models and colours.

## TOILET & BIDET



New wall-mounted toilets with the innovative TwistFlush[e3] vortex flush and with different seats meet individual requirements for design and efficiency.

## TWISTFLUSH[e<sup>3</sup>]



Maximum flushing power, reduced water consumption. TwistFlush[e3] is the sustainable and cost-efficient vortex flux technology at an attractive price.

# LIGHTHEARTED JOY WITH DARK ELEGANCE

## DEEP SHADES GIVE ROOMS EXCLUSIVITY AND CHARACTER

An elegant dark colour concept is a particularly timeless option for hotels and restaurants: colours such as forest green, night blue or black create a mysterious and sophisticated atmosphere. And thanks to flexible installation options, Architectura washbasins create inviting washing areas for every space scenario. High-quality sanitary fittings such as toilets with advanced vortex flush systems and motioncontrol flush plates ensure maximum hygiene and cuttingedge technical standards. An aspect that contributes just as much to the exclusive atmosphere as colours and materials.



Matt black shows dark wood to best effect and creates visual balance in combination with light shades.



# FROM SPACE TO BATHROOM

## THE MOST IMPORTANT QUESTIONS ARE NOT ABOUT STYLE

The first consideration is: should the bathroom have a bath or just a shower? Does it need a compact washbasin for washing hands or a large washbasin with a vanity unit and lots of storage space? The next step is to consider the size of the space: are there clear specifications or room for creative scope? Once all wishes and possibilities have been clarified, the process of designing the bathroom with Architectura can begin.



“Slimline” bathroom ceramics can offer great advantages for planning. The Architectura handwashbasins are a perfect example with their low spatial depth and different widths.



## CLEVER USE OF SPACE IN THE BATHROOM

IN A PREFABRICATED HOUSE, ARCHITECTURA MEETS A WIDE RANGE OF FUNCTIONS AND WISHES

Are you planning a family bathroom with lots of storage space, a wellness haven with a bath or an accessible bathroom with a large shower? Architectura can do all this. The sampling of the collection allows a wide range of combinations for personalised bathroom design with a complete bathroom from the Villeroy & Boch brand.



Vanity units in a wide range of sizes and colours provide storage space for towels and toiletries and add a personal note to bathroom design.



*Vanity units in different versions*

## THE SMALLEST OF BATHROOMS

SPECIAL PRODUCTS FOR GUEST TOILETS

From small to very small: guest toilets often pose a particular challenge - ensuring freedom of movement in a restricted space. The Architectura range naturally also includes small washbasins and compact wallmounted toilets.

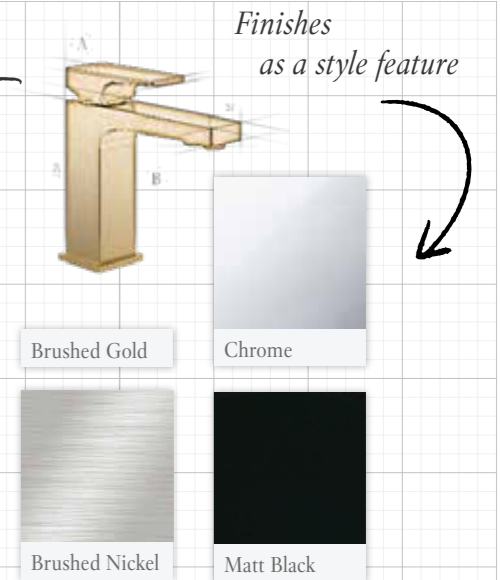


maximum vortex power



From an opulent look with Brushed Gold to urban coolness with Chrome: Architectura taps set the tone.

Finishes as a style feature



## THE BATHROOM AS A BUSINESS CARD

### FUNCTIONALITY THAT SHINES THROUGH

Easy to clean ceramics and excellent hygiene are prerequisites for attractive washrooms. The collection's novel features and durable products make Architectura an ideal choice for bathrooms: the innovative TwistFlush[e3] vortex flush technology saves water and reduces cleaning time.

Conventional toilets have a U-shaped rim that is difficult to access. Cleaning products and brushes can't reach every corner.

## STYLE IN THE BATHROOM

### BATHROOM DESIGN PLAYS A KEY ROLE IN SHAPING YOUR PERSONAL SPACE

A home's interior design style should ideally consider trends, general criteria such as price and durability, as well as an individual design language. Bathrooms make a major contribution to creating a premium and differentiating image for personal space. With its puristic urban design, trendy finishes and decors, Architectura supports a wide range of styles.





Architectura taps set the tone with an urban coolness of Matt Black colour.



# TWISTFLUSH[e<sup>3</sup>]

## MAXIMUM VORTEX POWER AT AN ATTRACTIVE PRICE

Villeroy & Boch's TwistFlush[e3] technology is a pioneering new flushing system - construction projects. This advanced flushing technology is setting new standards for efficiency and water saving. Thanks to the combination of a powerful vortex flush and an intelligently designed bowl architecture, TwistFlush[e3] provides thorough and splashfree flushing of the entire surface: an innovation that pays dividends in every project.

Good arguments for TwistFlush[e3]:

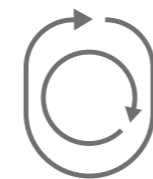
- A company with 1,000 employees can save up to 675,000 litres of water per year
- Twice as fast to clean as a toilet with a rim
- Exceeds the requirements of the European standard EN 997 by a factor of ten for flushing of plastic balls



**evolutionary**  
revolutionary price



**economic**  
minimum water consumption



**efficient**  
powerful flushing performance



\*Confirmed by the wfk Institut für angewandte Forschung GmbH. / WL 4093A/23

## THE KEY PIECE IN THE BATHROOM

### WASHBASINS THAT MAKE A STATEMENT FOR FLEXIBILITY

Architectura washbasins offer endless scope for creative minds. From builtin models to undercounter, surfacemounted or wallmounted washbasins – different installation methods and sizes create individual looks. In combination with the Architectura vanity units, the style options are even wider.



AntiBac

Villeroy &amp; Boch

Ceramic  
Plus

Villeroy &amp; Boch

## HANDLE ON STYLE

### TAPS AS A DEFINING DESIGN FEATURE

A tap plays an important role in setting the tone of a room. To ensure a harmonious look for taps and bathroom ceramic, the design and functionality of the Architectura and Architectura Square tap collections coordinate perfectly with all other elements in the collection. We call this Top Together.

Air  
Plus

Villeroy &amp; Boch

Aqua  
Smart

Villeroy &amp; Boch

Comfort  
Plus

Villeroy &amp; Boch

Easy  
Clean

Villeroy &amp; Boch

Smart  
Pressure

Villeroy &amp; Boch

### FEATURE HIGHLIGHTS

- AirPlus provides a pleasant flow of water by adding air.
- AquaSmart limits the water flow to a maximum of 5 litres/minute
- ComfortPlus for a convenient tap height on surfacemounted washbasins
- EasyClean for easy cleaning and removal of limescale
- SmartPressure for a consistent flow of water even in the event of variations in pressure

## LOTS OF SPACE FOR ORGANISATION

### BATHROOM FURNITURE THAT BRINGS COLOUR AND STRUCTURE TO EVERY BATHROOM

From a unit with drawers to open shelves – Architectura furniture impresses with its flexibility. As well as creating storage space, it also adds highlights: with different decors and surfaces supporting both challenging and pragmatic interior design concepts.



### FLEXIBILITY FACTS

- Units for vanity washbasins in different versions with doors, drawers or open shelves – optionally with SoftClosing.
- Can be combined with coordinating tall cabinets.
- Available in the surface finishes of Glossy White, White Matt, Nordic Oak, Kansas Oak and Glossy Grey.
- Practical drawer interior with an antislip base to keep everything in place.

## COMFORT IN ALL SIZES

### BATHS FOR EVERY SPACE CONFIGURATION

Baths are an important comfort feature. For this reason, great efforts are made in plans to make space for a bath even in small bathrooms. Variety helps here: as well as a wide selection of builtin baths, for the first time the Architectura collection also includes backt wall baths in two sizes, each available in three versions.





O.NOVO  
— Collection —

COLLECTION  
O.NOVO

All products in the O.novo series impress with their clarity and understated elegance combined with surprisingly attractive value for money. O.novo provides scope for creativity – coordinating with any bathroom design and adding a fresh note to your personal haven. Awaken your senses every day with authenticity and timeless beauty!



*Unexpectedly different*

DISCOVER OUR  
O.NOVO RANGE

O.novo invites you to express your creativity in the bathroom with a collection covering the full spectrum of modern bathroom design. The selection ranges from beautiful oval and square washbasins and handwashbasins to water-saving toilets and bidets, all the way to classic baths and showers. Discover all the possibilities for your personal bathing experience now.



Available in oval or straight-lined design, with a deep basin for enhanced comfort and convenience.



*Make a statement with cool silvery chrome – no finish offers greater radiance!*



The easy-care acrylic bath features non-porous surfaces for particularly easy cleaning.



*Complete the look with the O.Novo Tap Collection*



## CLASSIC. RECTANGULAR. COMFORTABLE.

### SAFE AND STYLISH RELAXATION

With its traditional rectangular shape, the O.novo bath offers lots of space to stretch out. A high-quality anti-slip finish ensures safe grip while smooth backrests enhance the comfort factor and add the finishing touches to the clear design. After all, a relaxing bath is the best way to combat stress.

COLLECTION  
**THEANO**

Wellness you can feel and see: the freestanding Theano bath is a design highlight. Its delicate minimalist shape will create a modern and timeless atmosphere in your bathroom in both the standard version and the asymmetric Curved Edition. Available in a monochrome look, Theano meets every possible wish for comfort.

*Distinctly  
 elegant*

**THEANO**  
 — Collection —



COLLECTION

# MIRRORS AND MIRROR CABINETS

Our mirrors and mirror cabinets always offer the appropriate light to create the right atmosphere: Daylight in the waking hour, direct light for applying make-up or warm light to relax in. Mirror cabinets are also miracle space-savers. With useful features such as integrated power sockets and sophisticated, durable lighting they are the highlight in the bathroom. The mirror on the wall just has it all!



Mirror  
Mirror

COLLECTION

# MORE TO SEE LITE

REFLECT YOUR PERSONALITY

Modern bathroom mirrors impress with innovative LED technology, dimmable lighting and colour change options. They offer customised lighting and create an atmospheric ambience in the bathroom.



*Ambient lighting*



Combine your ceiling lights with one of our collection More to See Lite mirrors to achieve flawless lighting in your bathroom.

CREATE THE RIGHT AMBIENT LIGHTING

With four clear shapes and different sizes, the mirrors in the More To See Lite collection coordinate with almost every bathroom design - including your O.Novo bathroom. An illuminated LED border will make your mirror a highlight in the room.

COLLECTION  
MORE TO SEE ONE

LIGHTING UP INDIVIDUAL AREAS IN THE BATHROOM

Zone lighting is the perfect complement to ambient lighting. This kind of bathroom lighting uses LEDs to deliver precise lighting where you need it most. For example, an illuminated mirror at the washbasin or carefully positioned spotlights over the shower or bath.



*Select the type of lighting according to its intended function.*



COLLECTION  
REFLECTION



COLLECTION  
MY VIEW LITE



VICONNECT AND PROACTIVE +

FEATURES SET TO IMPRESS

ViConnect is a robust frame system in which the flushing, waste water and installation elements are discreetly integrated.



*Flush plates in white glass or stainless steel look as well in other colours. Water-saving flushing volume selector for large or small flush*



COLLECTION  
**ELEMENTS**

DESIGN AND FUNCTIONALITY ALL THE WAY:

It is the little, fine details that truly make your bathroom complete – such as towel hooks and soap dispensers. Elements Striking and Elements Tender offer a choice of two elegant styles that coordinate perfectly with our taps and ceramics. The attractive design of the two lines makes the final decision purely a question of style.

**ELEMENTS STRIKING**  
DESIGN FACTS

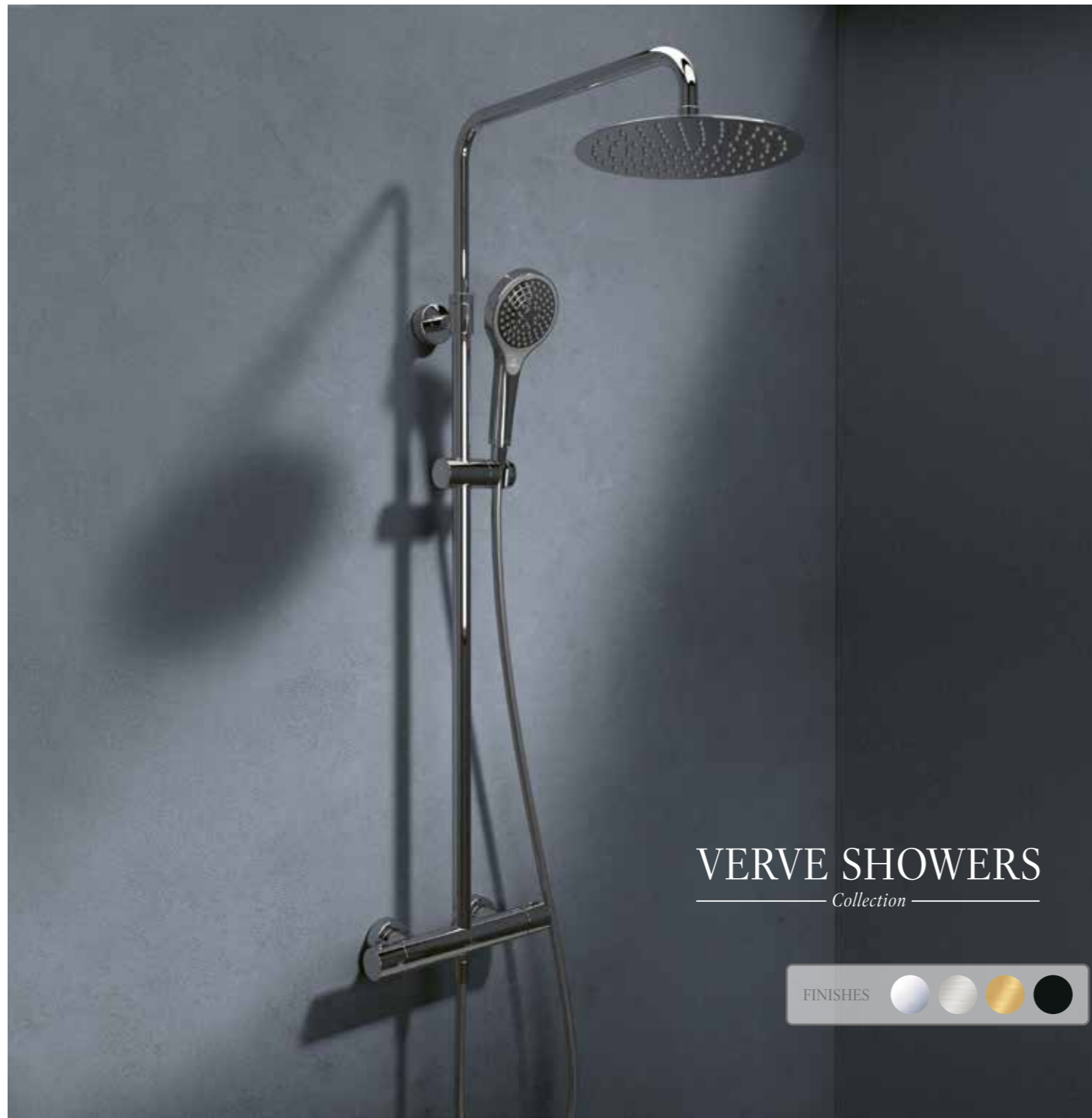
- Elements Striking coordinates ideally with square taps
- Elements Striking available in Chrome, Brushed Nickel, Brushed Gold and Matt Black
- 13 products covering all areas of the bathroom



**ELEMENTS TENDER**  
DESIGN FACTS

- Elements Tender harmonises perfectly with round taps
- Elements Tender available in Chrome and Black
- 17 products covering all areas of the bathroom





VERVE SHOWERS  
Collection



FOR EVERYONE LOOKING FOR A HOME SPA  
IN THEIR BATHROOM

ENJOY FEEL-GOOD MOMENTS:

The Verve Showers and Universal Showers collections harmonise beautifully in your bathroom design. They meet every wish in terms of ease of use, aesthetics and sustainability. That's a promise!

COLLECTION  
UNIVERSAL SHOWERS

Timeless and durable - that's the Universal Showers shower collection. The universal design coordinates perfectly with all Villeroy & Boch tap collections and bathroom styles. Choose from surface-mounted or built-in solutions, round or square shower heads. With their easy cleaning and water-saving design, the showers will bring pleasure for many years to come.



Design facts

Verve Showers

- Clear geometric shapes
- Available in the finishes of Chrome, Brushed Nickel, Brushed Gold and Matt Black
- Wide range of square and round shower heads
- Winner of the IF Product Design Award and Red Dot Design Award



reddot design award  
winner 2018



product  
design  
award



Universal Showers

- In a completely timeless design
- Available in Chrome
- Intuitive operation and easy installation
- Easy-care surfaces and durable products
- Available as built-in or surface-mounted versions
- Different flow modes for a feel-good shower experience



Features to rely on



AirPlus for a pleasant flow of water by adding air - even with sparing use of water



EasyClean for easy cleaning and removal of limescale with a finger



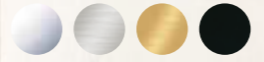
EasySwitch allows easy switching of the spray head at the touch of a button



## THERMOSTATS

Collection

FINISHES



## FOR EVERYONE WHO INSISTS ON UNIVERSAL THERMOSTAT SOLUTIONS

### ENJOY FEEL-GOOD MOMENTS WITH COMPLETE PEACE OF MIND:

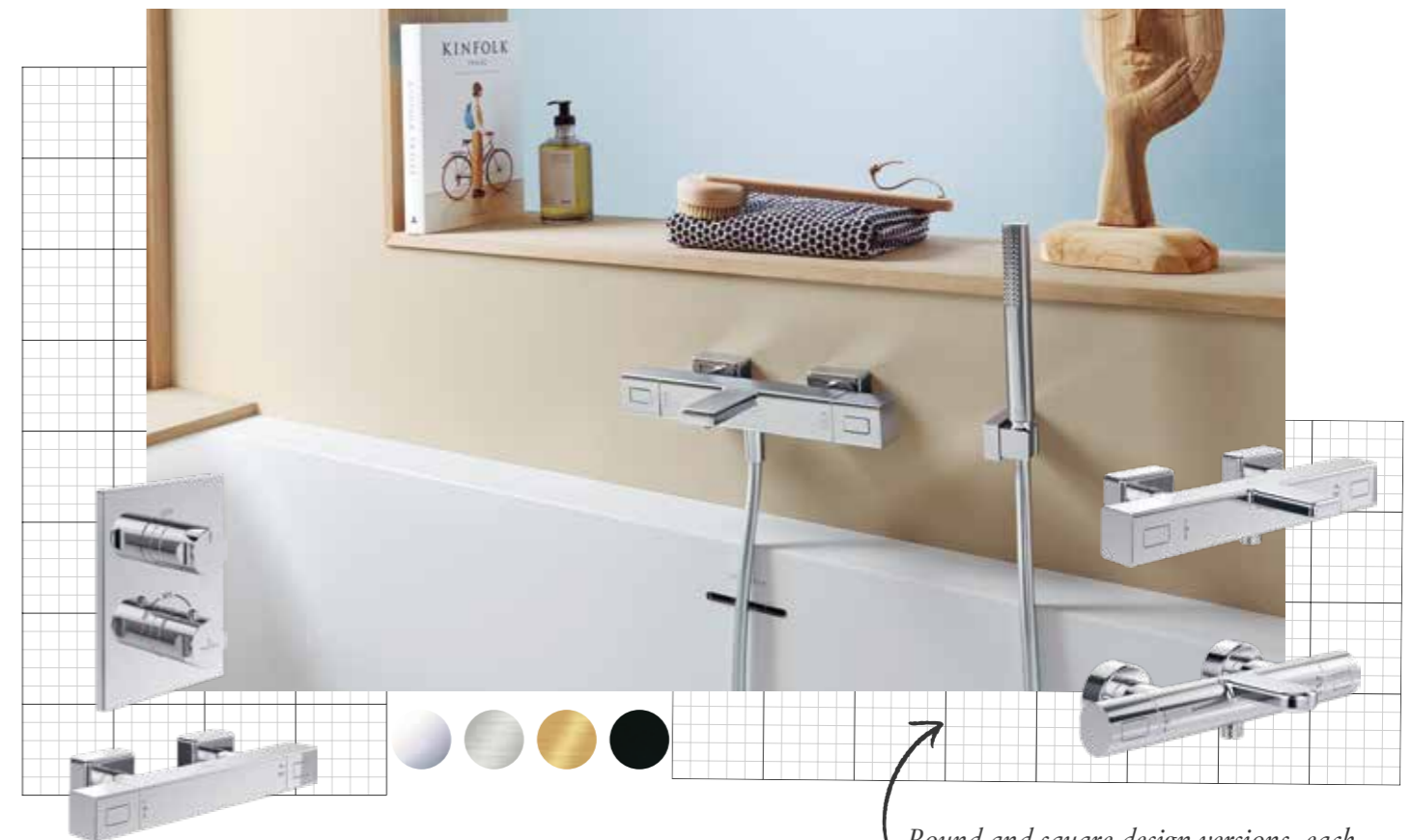
Universal Taps offers universal thermostat solutions that are guaranteed to coordinate with all Villeroy & Boch bathroom collections. Available in round or square designs and with a wide range of features, they ensure perfect showering and bathing comfort. Universal Taps offers you maximum confidence for planning orders and advising customers - along with proven brand quality.

## COLLECTION UNIVERSAL TAPS AND FITTINGS

### PERFECT COMBINATION OF DESIGN AND FUNCTIONALITY

The perfect fix Universal Taps and Fittings offer the finishing touch to the bathroom.

From the Vi-Box for easy installation to a shower for your bidet. Every product is designed to match all Villeroy & Boch taps collections, each with an individual touch.



Round and square design versions, each available as a shower thermostat or shower and bath thermostat

- High-quality and durable components from European market leaders
- Confident recommendations thanks to the universal design
- Available in surface-mounted and built-in versions
- Precise and constant temperature regulation
- Top design and functionality for every relevant price segment

## comfort and sustainability

Adjustable Plus

AdjustablePlus to direct the water flow to wash hands more comfortably

Cool Tap

CoolTap for reliable protection from scalding on the thermostat

Easy Clean

EasyClean for easy cleaning and removal of limescale with a finger

Smart Pressure

SmartPressure for a consistent water flow even in the event of variations in pressure

Whisper Flow

WhisperFlow very quiet water flow - noise class rating of 1 for the lowest level

## WHAT FINISH IS RIGHT FOR YOUR BATHROOM?



### Chrome

#### CHROME

The cool silvery Chrome finish exercises unique appeal. This metallic highlight coordinates ideally with matt surfaces. Its sheen combines beautifully with natural materials such as light wood, natural stone and tiles in a slate or concrete look. In terms of colours, Chrome harmonises ideally with green shades which also reflect the natural theme of the textures.



### Brushed Nickel

#### BRUSHED NICKEL

A more modern and puristic look is hard to find: Brushed Nickel expresses the softer side of the metallic look. In contrast to Chrome, this finish creates a warm effect. It brings a feeling of peace and a soft shimmer into the bathroom. Brushed Nickel coordinates particularly well with shades in a watery theme – from light turquoise to anthracite green.



### Brushed Gold

#### BRUSHED GOLD

Brushed Gold is the ultimate eye-catcher in the bathroom. Gold doesn't necessarily need to look opulent. It can act as a warm contrast for a feeling of cosiness and homeliness in a room. Brushed Gold combines well with delicate pastel shades. Or with dark hues such as anthracite, emerald green or cobalt blue, which emphasise its radiance and create a romantic and intimate atmosphere.



### Matt Black

#### MATT BLACK

Matt Black is a trend that is set to continue thanks to its impressive effect: black highlights in the bathroom create a mystical, minimalist and modern atmosphere. The strong contrast creates an impression of balance in light bathrooms and adds a masculine note. At the same time, black taps make wood really stand out.





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