

PRESS INFORMATION

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KEUCO – the brand for the bathroom

Complete premium bathroom furnishing concepts

Leading innovations, first-class design, long-lasting quality – the leading international market position of the German brand name manufacturer based in Hemer rests on these three pillars. KEUCO has been established worldwide for many years now as European market leader for fittings, bathroom accessories, aluminum mirror cabinets and bathroom furniture. As a design-oriented full provider of bathroom furnishings, KEUCO has made a name for itself around the world. This is reflected in the international list of references which includes renowned four and five-star hotels and cruise ships as well as a presence which is maintained in high-end decorated sanitary showrooms. Numerous KEUCO products have been distinguished with renowned design prizes; among others with the coveted “red dot: best of the best“.

Edition Atelier: Bathroom visions become reality

Room concepts evolve along with people’s habits. Time spent in the bathroom has become increasingly important and the bathroom has become a room of vitality and living. In the development of Edition Atelier, KEUCO has taken this view seriously. Bathroom nuances are virtually “re-invented”: Innovative wash area designs and extraordinary bathroom elements open up completely new avenues for a distinctive interior design.

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Thus the bathroom can be either subdivided into specific areas or directly attached to the living area. A “fountain” on a worktop “grows” out of a mirror wall inviting to refresh and tarry a while. At first unnoticed, clever functionality is concealed behind the large format mirror wall with a height of 2.15 and width of 1.40 m, perfectly arranged storage space with sockets and an innovative radio with a glass surface that allows operation through touch sensors.

Designer Dominik Tesseraux: “Edition Atelier is simultaneously emotional, exclusive and effective. It is intended for lovers of modern architecture who know how to appreciate a fresh blend of aesthetics and functionality. The principle idea behind Edition Atelier is the smooth transition and merge of functionality between architecture and furniture.”

KEUCO “COLORBOARDS”: Add colour in the bathroom

The bathroom more than just somewhere to wash. It is now a living space in its own right, a retreat in which to take care of oneself and a place for feeling relaxed and comfortable. As such, it’s becoming more important to create ambience and atmosphere in our bathrooms, to personalise them and make them as individual as any other room in the house. One of the best ways of doing this is through the use of colour. KEUCO’s new glass COLORBOARDS, provide the freedom to bring colour and style into the bathroom. The COLORBOARDS are available in various contemporary colours including anthracite, red, green, violet and white. Any other RAL colour can also be custom made. The glass, lacquered on the back has a remarkably deep brilliance.

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There is an increasing demand in bathroom planning for personalised solutions and custom finishes and KEUCO's new COLORBOARDS, provide the ideal solution.

The round washbasin top of Edition 300 and the oval washbasin top in the ELEGANCE collection work beautifully with the new KEUCO COLORBOARDS. What is more, these COLORBOARDS come with various cut-outs to allow for fittings and accessories like towel rails or dispensers.

ELEGANCE – Timeless design

The new KEUCO collection, ELEGANCE, sets new standards in bathroom design: Although thoroughly modern, it goes beyond the transitory whims of fashion to boast all the hallmarks of classical design. Everything from the washbasin, through to fittings and accessories, right to mirror cabinet, light mirror and bathroom furniture has been designed with elegance in mind. A classic yet modern design, that marries premium quality and intelligent functionality.

The ELEGANCE collection is a comprehensive range that provides various design possibilities; cosy warm spaces can be created with natural materials including wood while modern high tech designs can be achieved with high-gloss white surfaces. Underpinning the range is an emphasis on subtle joins, rounded corners and curved fronts. And as always with KEUCO, every item in the range promises great quality, craftsmanship and innovative design as well as functionality and an astounding attention to detail.

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Edition 300: The beauty of pure forms

Through the interaction of circular and rectangular forms, Edition 300 from KEUCO demonstrates how varied the interpretation of timeless design can be.

An Edition 300 bathroom captures the attention and imagination like no other – particularly the beautifully designed **washing area**. All elements, from the mirror to the fittings to the washbasin, form one visual unit. The alternation between circles and rectangles offering many exciting variations. Whether you choose a circular or rectangular mirror – combined with a circular or rectangular washbasin and various fittings' arrangements – Edition 300 stands for variety and individuality in bathroom design.

Edition Palais: Stylish elegance

With a touch of opulence Edition Palais allures and establishes an elegant flair reminiscent of the glamour of past epochs. It carries on the tradition of exclusive bathroom furnishing concepts from KEUCO coupled with modern technology. Its appearance is marked by precious materials like porcelain and wood, elegant surfaces with a platinum appearance for the fittings and accessories, and master craftsmanship in the workmanship of the furniture. Beauty combined with passion: Soft arches and gentle curves interact in an infatuating play of form. As a prominent design element the lengthwise contour establishes accents in the linear flow and generates magical echoes.

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ROYAL INTEGRAL: KEUCO takes bathroom sophistication one step further with a mirror cabinet that is fully recessed into the wall.

KEUCO once again takes bathroom design to a new level with the ROYAL INTEGRAL mirror cabinet, which, sitting almost flat with the wall, offers countless possibilities for bathroom architecture. A perfect fusion of design and functionality; on the outside a mirror surface flush with the wall, on the inside generous storage space. High quality materials and the utmost precision in workmanship demonstrate the quality standard of market leader, KEUCO.

Absolute attention to detail. Its outstanding design quality has earned ROYAL INTEGRAL 2009 the coveted "red dot" from an internationally renowned jury of experts.

PLAN INTEGRAL: Architecturally integrated accessories for the washbasin and WC area

With around 450 products, the successful PLAN range from KEUCO is the most comprehensive bathroom concept on the market.

Now the range is being expanded with PLAN INTEGRAL modular accessories providing even more design possibilities for public and semi-public areas such as hotels, office and administrative buildings as well as the home.

Its outstanding design quality has earned PLAN INTEGRAL 2009 the coveted "red dot" from an internationally renowned jury of experts. The new modules are designed to recess into the wall next to the

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washbasin and WC areas, with the surface fitting unobtrusively flush with the wall. Thus with PLAN INTEGRAL, architecture and functionality fuse into one.

Further information:

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Press releases and photos can be found at www.keuco.de in the press section.
Prints free of charge. Voucher copies requested.

Edition Atelier



Edition Atelier_1.jpg



Edition Atelier_2.jpg



Edition Atelier_3.jpg



Edition Atelier_4.jpg

Colorboards



Colorboards_1.jpg



Colorboards_2.jpg

Elegance



Elegance_1.jpg



Elegance_2.jpg



Elegance_3.jpg



Elegance_4.jpg



Elegance_5.jpg



Elegance_6.jpg



Elegance_7.jpg

Edition 300



Edition 300_1.jpg



Edition 300_2.jpg



Edition 300_3.jpg



Edition 300_4.jpg

Edition Palais



Edition Palais_1.jpg



Edition Palais_2.jpg



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Edition Palais_4.jpg



Edition Palais_5.jpg



Edition Palais_6.jpg



Edition Palais_7.jpg

Royal Integral



Royal Integral_1.jpg



Royal Integral_2.jpg

Plan Integral



Plan Integral_1.jpg



Plan Integral_2.jpg