

LAUFEN



SWISS BATHROOM CULTURE

DESIGN LINES

The New Classic	02
Sonar	08
IlBagnoAlessi One	14
Ino	20
Val	24
Laufen Pro S	30
Laufen Pro A	36
Living SaphirKeramik	42

ABOUT LAUFEN

The Company	46
The Production	48
The Innovations	50
The History	52
The Designers	54

THE NEW CLASSIC

Design by Marcel Wanders





Tapware, flush button, mirror and furniture not available in New Zealand.

THE NEW CLASSIC

A collection of perfectly shaped innovations for the bathroom. The New Classic radiates the practicality of harmonious form combined with contemporary style. A clear formal expression of modern elegance celebrates the bathroom as a place of cleanliness and purity. The award-winning technological quantum leap of SaphirKeramik turns every piece into a confirmation of progress.



reddot design award
winner 2019

 SaphirKeramik



Tapware, flush button, mirror and furniture not available in New Zealand.



Tapware not available in New Zealand.

THE NEW CLASSIC



Above Counter Basin 550
0 Taphole, Available with Overflow,
Also available in Matte
White without Overflow
550 × 380 × 145 mm



Wall Counter Basin 600
1 Taphole, Overflow
600 × 480 × 165 mm



Wall Counter Basin 800
1 Taphole, Overflow
800 × 480 × 165 mm



Rimless Wall Hung Pan
WELS 4 Star, 3/4.5 ltr flush,
Average flush, 3.4 ltr flush
530 × 370 × 430 mm



Rimless Back to Wall Pan
WELS 4 Star, 3/4.5 ltr flush,
Average Flush 3.3 ltr
530 × 370 × 430 mm



Vanity Legs for Wall Counter
Basin 600
580 × 320 × 830 mm



Vanity Legs for Wall Counter
Basin 800
780 × 320 × 830 mm



Vanity Legs for Wall Counter
Basin 1200
1180 × 320 × 820 mm



Freestanding Bath 1900
Sentec, Use Capacity 230 ltrs
1900 × 900 × 580 mm



Ceramic Shelf
420 × 165 × 50 mm



Ceramic Toilet Brush & Holder
145 × 125 × 145 mm



Ceramic Tooth Brush Holder
95 × 105 × 125 mm



Ceramic Soap Dish
140 × 113 × 32 mm



Soap Dispenser
95 × 105 × 125 mm

Selected LAUFEN products are custom order.
Please visit reece.co.nz or contact your local Reece branch to confirm delivery timeline.

SONAR
Design by
Patricia Urquiola





Tapware, flush button and furniture not available in New Zealand.

SONAR SAPHIRKERAMIK

Patricia Urquiola exploits the fineness of LAUFEN's SaphirKeramik to achieve one of the biggest material evolutions seen in the bathroom. It is the spectacular elegance of the SONAR series. Accentuated geometric shapes and sensual textures draw on a new dimension inspired by water achieving momentum.





Tapware, flush button, furniture and accessories not available in New Zealand.



Tapware and furniture not available in New Zealand.



Wall Counter Basin 410
1 Taphole, Overflow

410 × 420 × 140 mm



Wall Counter Basin 600
1 Taphole, Overflow

600 × 420 × 145 mm



Wall Counter Basin 1000
2 Tapholes, Overflow

1000 × 420 × 145 mm



Counter Basin 340
0 Taphole, with or without texture

340 × 340 × 130 mm



Counter Basin 410
0 Taphole, With or without texture,
Also available in matte white without
texture

410 × 365 × 130 mm



Double Counter Basin 1000
0 Taphole, With or without texture

1000 × 370 × 130 mm



Rimless Wall Hung Pan
WELS 4 Star, 3/4.5 ltr flush,
Average flush, 3.4 ltr flush

530 × 370 × 340 (430) mm



Rimless Back to Wall Pan
WELS 4 Star, 3/4.5 ltr flush,
Average flush, 3.4 ltr flush

530 × 370 × 430 mm



Freestanding Bath 1600
With texture, Marbond, Use Capacity
240 ltrs, Overflow

1600 × 815 × 535 mm



Back to Wall Bath 1600
Sentec, Use Capacity 270 ltrs,
Overflow

1600 × 815 × 535 mm



Backrest
Light Grey

400 × 90 × 625 mm



Bath Tray

270 × 80 mm

IL BAGNO **ALESSI** One
Design by
Stefano Giovannoni





Tapware not available in New Zealand.

ILBAGNOALESSI ONE

Italian architect and designer Stefano Giovannoni breaks out from traditional forms and geometric shapes. He leaves worn stereotypes behind and combines the extraordinary with the popular. Well-known structural frameworks suddenly evoke irregular, subtle associations that dissolve the principles of perception and open new spatial worlds. The newly conceived contours of the Italian architect and designer are reflected in the first complete bathroom scenario for ILBAGNOALESSI ONE. Stefano Giovannoni's work is exhibited in the permanent collections of the Georges Pompidou Centre in Paris and the Museum of Modern Art in New York.



DESIGN **PLUS**





Tapware and furniture not available in New Zealand.



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



Tapware and furniture not available in New Zealand.

ILBAGNOALESSI ONE



Wall Basin 1600
0 or 1 Taphole, LAUFEN Clean Coat

1600 × 350/500 × 165 mm



Wall Pedestal Basin 520
0 or 1 Taphole, LAUFEN Clean Coat

520 × 530 × 850 mm



Counter Basin 450
0 Taphole, LAUFEN Clean Coat

450 × 450 × 400 mm



Counter Basin 750
1 Taphole, LAUFEN Clean Coat

750 × 520 × 120 mm



Counter Basin 800
LAUFEN Clean Coat, Flexible
installation for shelf on left or right

800 × 420 × 145 mm



Freestanding Bath 1830
Sentec, Use Capacity 240 ltrs

1830 × 870 × 460 mm



Freestanding Bath 2030
Sanitary Grade Acrylic,
Use Capacity 230 ltrs

2030 × 1020 × 460 mm



Vanity Unit
Soft close finger pull drawers, Walnut
timber veneer, Two drawers
Seamless integration with ILBAGNO-
ALLESSI One 1600 Wall Basin (can
also be bought separately)

1350 × 490 × 320 mm

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** HONOREE 2015 INTERIOR DESIGN

◆ 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



Wall Basin 900
0 Taphole, Overflow, Left hand shelf

900 × 450 × 120 mm



Counter Basin 350
0 Taphole, Overflow

350 × 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



Freestanding Bath 1700
Sentec, Use Capacity 230 ltrs,
Overflow

1700 × 750 × 455 mm



Freestanding Bath with
Integrated Shelf 1800
Sentec, Use Capacity 250 ltrs,
Overflow

1800 × 800 × 520 mm

VAL
Design by
Konstantin Grcic





Tapware, toilet, flush buttons, furniture 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 and furniture not available in New Zealand.



Tapware and accessories not available in New Zealand.



Semi Inset Basin 550
1 Taphole, Overflow

550 × 360 × 40 (145) mm



Counter Basin 530
1 Taphole, Overflow, Semi wet area

530 × 400 × 155 mm



Round Counter Basin 500
0 or 1 Taphole, Overflow

500 × 400 × 125 mm



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

550 × 360 × 125 mm



Counter Basin 600
1 Taphole, Overflow, Right Hand Shelf

600 × 310 × 155 mm



Wall Counter Basin 450
1 Taphole, Overflow

450 × 420 × 115 mm



Wall Counter Basin 550
1 Taphole, Overflow, Right/Left Shelf

550 × 315 × 155 mm



Wall Counter Basin 550
1 Taphole, Overflow

550 × 420 × 115 mm



Wall Counter Basin 650
1 Taphole, Overflow

650 × 420 × 115 mm



Wall Counter Basin 750
1 Taphole, Overflow

750 × 420 × 115 mm



Wall Counter Basin 950
2 Tapholes, Overflow

950 × 420 × 115 mm



Wall Counter Basin 1200
2 Tapholes, Overflow

1200 × 420 × 115 mm



Double Wall Counter Basin 1200
2 Taphole, 2 Overflows

1200 × 420 × 115 mm



Round Freestanding Bath 1300
Sentec, Use Capacity 460 ltrs, Overflow

1300 × 1300 × 505 (550) mm



Freestanding Bath 1600
Sentec, Use Capacity 275 ltrs,
Overflow

1600 × 750 × 450 (520) mm

LAUFEN PRO S Design by Peter Wirz





Shower, tapware, slim toilet seat, furniture and accessories not available in New Zealand.

LAUFEN PRO S

With lots of sensitivity Peter Wirz brought about a systematic, production-optimised evolution of the PRO concept: Thanks to its slim silhouette and clearly-defined radii, the washbasin has a light and elegant, appearance. The deep bowl means that it's also functionally appealing. The aesthetics of LAUFEN PRO S definitely take the range in the direction of LAUFEN's premium design lines – while remaining affordable by all.



reddot award 2014
winner



Tapware, furniture and accessories not available in New Zealand.



Vanity and mirror not available in New Zealand.



Small Wall Basin 360
1 Taphole, Overflow,
Right hand Tap Bank
360 × 250 × 50 mm



Small Wall Basin 480
1 Taphole, Overflow,
Right or Left Tap Bank
480 × 280 × 85 mm



Wall Counter Basin 450
1 Taphole, Overflow
450 × 340 × 115 mm



Wall Counter Basin 550
1 Taphole, Overflow
550 × 465 × 95 mm



Wall Counter Basin 650
1 Taphole, Overflow
650 × 465 × 95 mm



Wall Basin 700
1 Taphole, Overflow
700 × 465 × 95 mm



Wall Basin 850
1 Taphole, Overflow
850 × 460 × 95 mm



Wall Basin 1050
1 Taphole, Overflow
1050 × 460 × 95 mm



Wall Basin 1200
2 Tapholes, Overflow
1200 × 460 × 95 mm



Double Wall Basin 1200
2 Tapholes, 2 Overflows
1200 × 260 × 95 mm



Double Wall Basin 1300
2 Tapholes, 2 Overflows
1300 × 260 × 95 mm



Undercounter Basin 525
0 Taphole
525 × 400 × 170 mm



Undercounter Basin 595
0 Taphole
595 × 430 × 170 mm



Undercounter Basin 645
1 Taphole
645 × 450 × 170 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.



Tapware not available in New Zealand.



Tapware and accessories not available in New Zealand.

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 600
1 Taphole, Overflow

600 × 480 × 115 mm



Wall Basin 650
1 Taphole, Overflow

650 × 480 × 115 mm



Semi-Recessed Basin 560
1 Taphole, Overflow

560 × 440 × 185 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



Rimless Wall Hung Pan
with Slim Seat

530 × 360 × 340 mm

LAUFEN PRO A



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 Inset Basin 560
1 Taphole, Overflow

560 × 440 × 20 mm



Undercounter Basin
0 Taphole

595 × 430 × 170 mm



Rimless Back to Wall Pan
with Slim Seat

530 × 360 × 430 mm



Rimless Back to Wall Toilet Suite
with Slim Seat

WELS 4 Star, 3/4.5 ltr flush,
Average flush 3.4 ltr
700 × 360 × 430/835 mm



Freestanding Bath 1500
Marbond, Use Capacity 200 ltrs,
Overflow

1500 × 700 × 590 mm

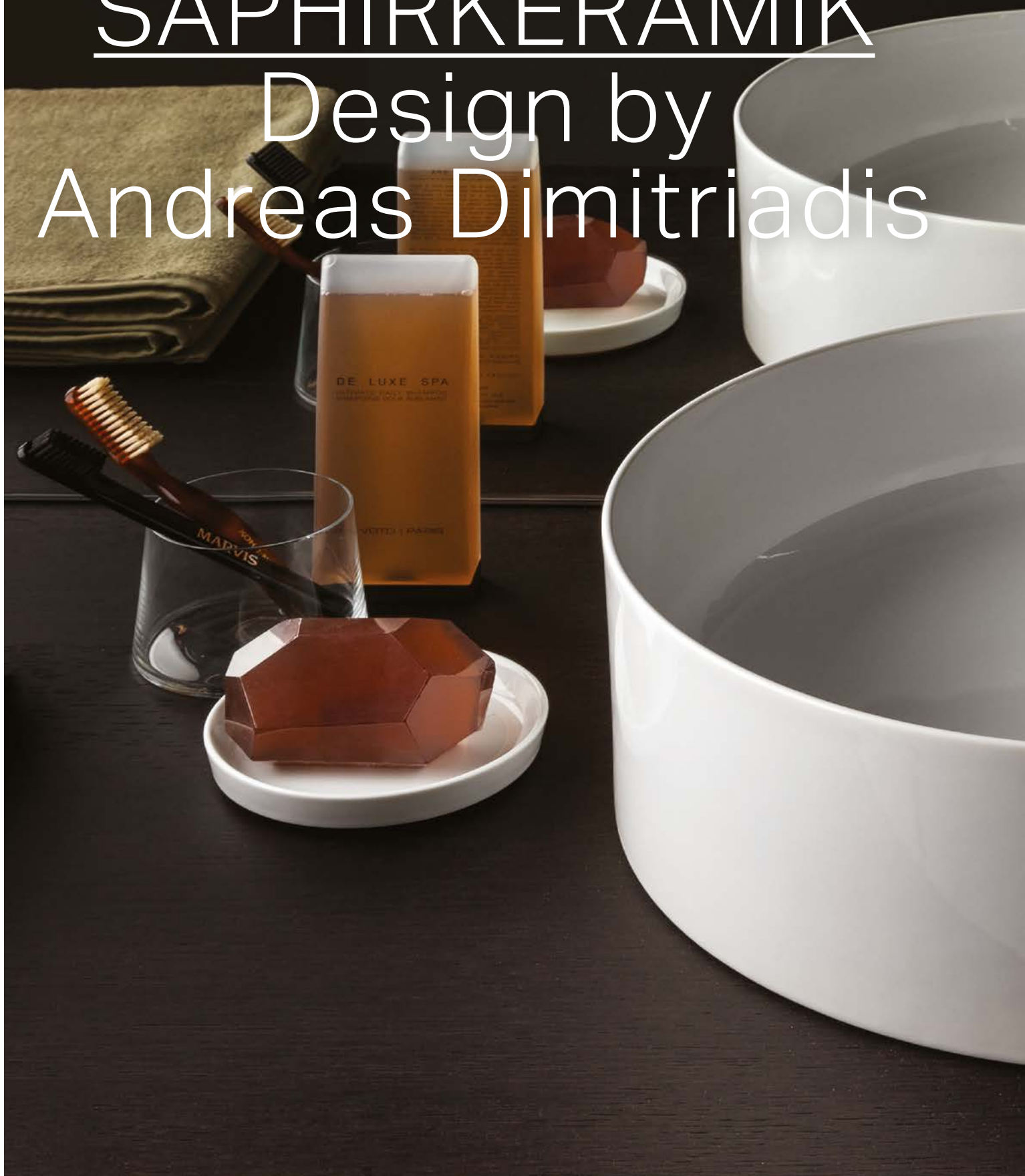


Freestanding Bath 1650
Marbond, Use Capacity 253 ltrs,
Overflow

1650 × 750 × 550 mm

LIVING SAPHIRKERAMIK

Design by
Andreas Dimitriadis





Tapware not available in New Zealand

LIVING SAPHIRKERAMIK

LAUFEN opens up new perspectives. It breaks up the traditional scope for bathroom design and, since the invention of SaphirKeramik, allows us to look deep into a new era of form design.

LIVING SAPHIRKERAMIK makes full use of the accurate characteristics of this revolutionary material and sets new standards with strict lines and tightly defined edge radii, which find their perfection in finely coordinated furniture combinations.

DESIGN PLUS

PIA'13 : The 2013 Architectural Products
Product Innovation Awards



 SaphirKeramik



Tapware and basin not available in New Zealand.



Under Counter Basin Round 400
0 Taphole, Overflow

400 x 400 x 155 mm



Counter Basin Round 380
0 Taphole

380 x 380 x 130 mm

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Please visit reece.com.au or contact your local Reece branch to confirm delivery timeline.

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 m².

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.

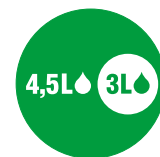
4 Bechyně is not only the home of the oldest vocational school of ceramics in the Czech Republic, it is also a modern factory where high quality ceramics have been produced for more than 50 years.

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.

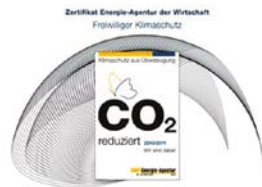




- LAUFEN branch
- Worldwide export



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.



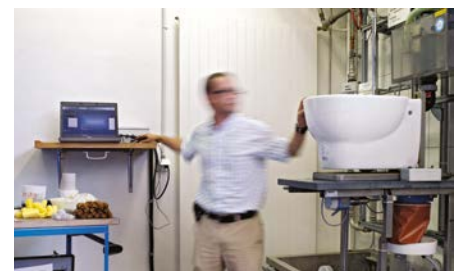
Certification

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.

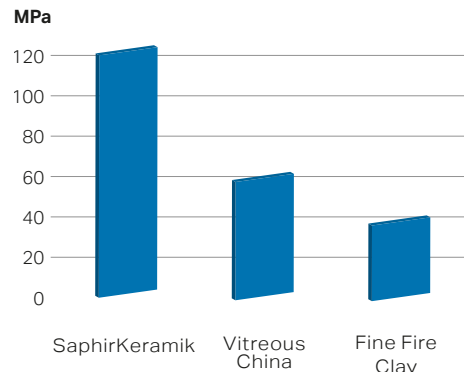
„Aspects such as ecology and sustainability may not have been the focus of attention in the development of SaphirKeramik, but they contribute significantly to the positive overall image of the material,” the jury commented. In doing so, it acknowledged the additional advantages of the material: Lower 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

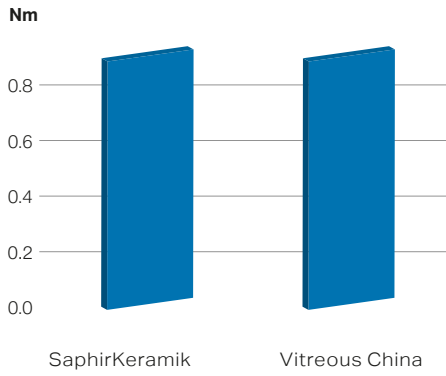
«New materials have always been one of the most important driving forces behind the development of design. With SaphirKeramik, the traditional Swiss brand LAUFEN has succeeded in creating an equally surprising and remarkable innovation whose effects on sanitary ceramics can only be estimated to a limited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

Konstantin Grcic



Konstantin Grcic was born in 1965 in Munich, Germany. After training as a cabinetmaker at the John Make-peace 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

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

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



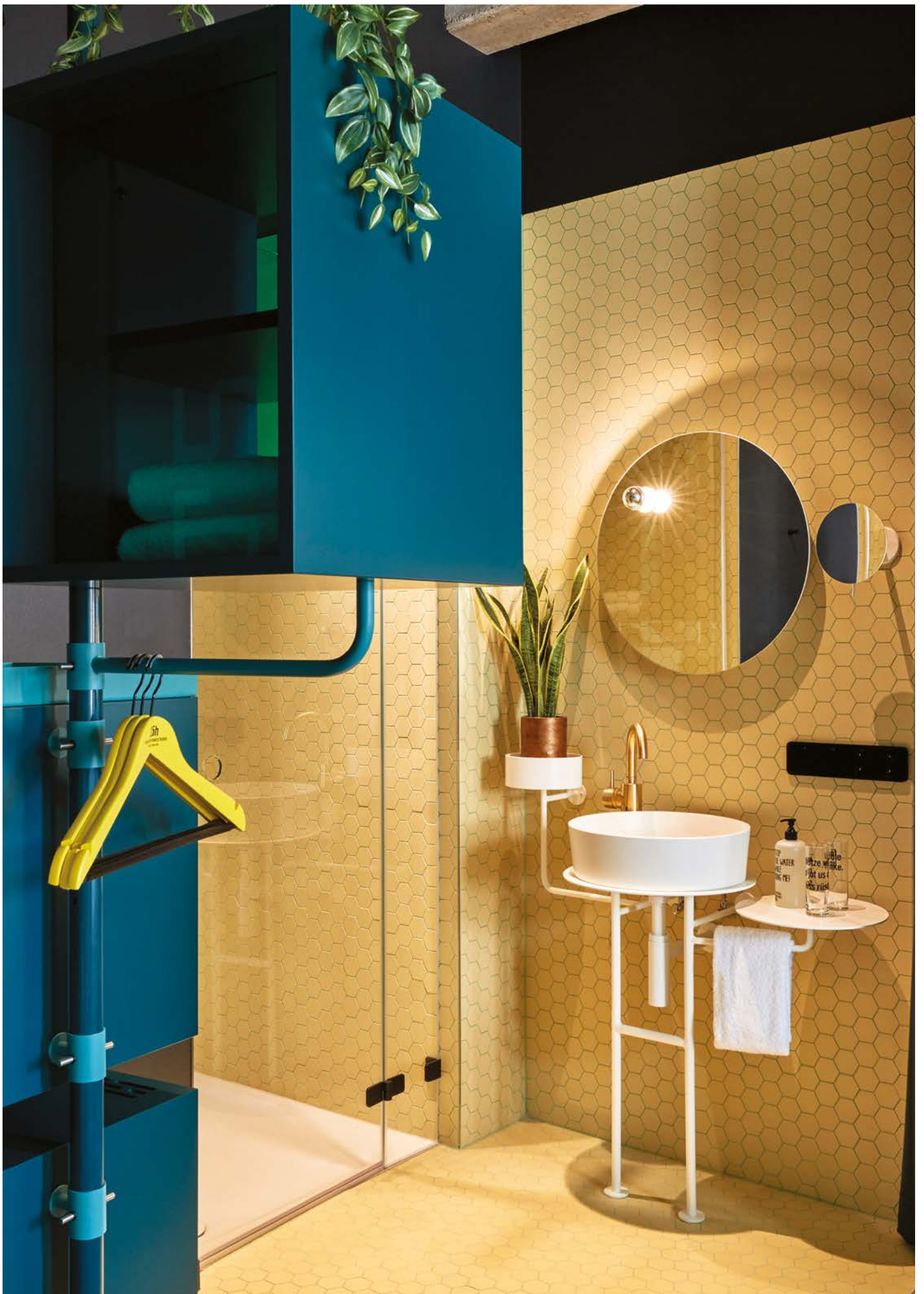
"Design of the human touch": This is the motto of the Vetica design workshop, which was founded in 1997 and has branches in Lucerne, Taipei, Hamburg, and Hong Kong.

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 **NZ:** visit www.reece.co.nz

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V10 [BROCHURE CODE 9504098]

LAUFEN

