THE NEW CLASSIC
Design by Marcel Wanders
Bidet, tapware and furniture not available in Australia and 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.
Tapware vanity, mirror and flush button not available in Australia and New Zealand.
Tapware and mirror not available in Australia and New Zealand.
Above Counter Basin 550
0 Taphole, Available with Overflow.
Also available in Matte White without overflow
550 × 380 × 145 mm

Wall Counter Basin 500
1 Taphole, Overflow
500 × 450 × 170 mm

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

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

Wall Counter Basin 1200
2 Tapholes, Overflow
1200 × 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

Frame for Wall Counter Basin 600
575 × 315 × 830 mm

Frame for Wall Counter Basin 800
775 × 315 × 830 mm

Frame for Wall Counter Basin 1200
1770 × 315 × 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

Selected LAUFEN products are custom order with a 17-19 week lead time.
Please visit reece.com.au or contact your local Reece branch to confirm delivery timeline.
SONAR
Design by Patricia Urquiola
Tapware, furniture and accessories not available in Australia and New Zealand. No hob mount on bath.
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, furniture and accessories not available in Australia and New Zealand.
Tapware and furniture not available in Australia and New Zealand.
<table>
<thead>
<tr>
<th>Product</th>
<th>Dimensions</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wall Counter Basin 410</td>
<td>410 x 420 x 140 mm</td>
<td>1 Taphole, Overflow, Available in matte white without texture</td>
</tr>
<tr>
<td>Wall Counter Basin 600</td>
<td>600 x 420 x 145 mm</td>
<td>1 Taphole, Overflow</td>
</tr>
<tr>
<td>Wall Counter Basin 1000</td>
<td>1000 x 420 x 145 mm</td>
<td>2 Tapholes, Overflow</td>
</tr>
<tr>
<td>Counter Basin 340</td>
<td>340 x 340 x 130 mm</td>
<td>0 Taphole, With or without texture, Also available in matte white without texture</td>
</tr>
<tr>
<td>Counter Basin 410</td>
<td>410 x 365 x 130 mm</td>
<td>0 Taphole, With or without texture</td>
</tr>
<tr>
<td>Double Counter Basin 1000</td>
<td>1000 x 370 x 130 mm</td>
<td>2 Tapholes, Overflow</td>
</tr>
<tr>
<td>Rimless Wall Hung Pan</td>
<td>530 x 370 x 340 (430) mm</td>
<td>WELS 4 Star, 3/4.5 ltr flush, Average flush, 3.4 ltr flush</td>
</tr>
<tr>
<td>Rimless Back to Wall Pan</td>
<td>530 x 370 x 430 mm</td>
<td>WELS 4 Star, 3/4.5 ltr flush, Average flush, 3.4 ltr flush</td>
</tr>
<tr>
<td>Freestanding Bath 1600</td>
<td>1600 x 815 x 535 mm</td>
<td>With texture, Marbond, Use Capacity 240 ltrs, Overflow</td>
</tr>
<tr>
<td>Back to Bath 1600</td>
<td>1600 x 815 x 535 mm</td>
<td>Sentec, Use Capacity 270 ltrs, Overflow</td>
</tr>
</tbody>
</table>

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ILBAGNO

ALESSI One

Design by

Stefano Giovannoni
Tapware not available in Australia and 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.
Tapware and furniture not available in Australia and New Zealand.
Tapware, toilet, furniture and accessories not available in Australia and New Zealand.
**ILBAGNOALESSI ONE**

<table>
<thead>
<tr>
<th>Product</th>
<th>Dimensions</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding Basin 530</td>
<td>530 x 530 x 900 mm</td>
<td>0 or 1 Taphole, LAUFEN Clean Coat</td>
</tr>
<tr>
<td>Freestanding Basin 520</td>
<td>520 x 530 x 850 mm</td>
<td>0 or 1 Taphole, LAUFEN Clean Coat</td>
</tr>
<tr>
<td>Wall Basin 900</td>
<td>900 x 350/500 x 165 mm</td>
<td>0 or 1 Taphole, LAUFEN Clean Coat</td>
</tr>
<tr>
<td>Wall Basin 1200</td>
<td>1200 x 350/500 x 165 mm</td>
<td>0 or 1 Taphole, LAUFEN Clean Coat</td>
</tr>
<tr>
<td>Wall Basin 1600</td>
<td>1600 x 350/500 x 165 mm</td>
<td>0 or 1 Taphole, LAUFEN Clean Coat</td>
</tr>
<tr>
<td>Wall Pedestal Basin 520</td>
<td>520 x 530 x 850 mm</td>
<td>0 or 1 Taphole, LAUFEN Clean Coat</td>
</tr>
<tr>
<td>Counter Basin 450</td>
<td>450 x 450 x 400 mm</td>
<td>0 Taphole, LAUFEN Clean Coat</td>
</tr>
<tr>
<td>Counter Basin 750</td>
<td>750 x 520 x 120 mm</td>
<td>1 Taphole, LAUFEN Clean Coat</td>
</tr>
<tr>
<td>Counter Basin 800</td>
<td>800 x 420 x 145 mm</td>
<td>LAUFEN Clean Coat, Flexible installation for shelf on left or right</td>
</tr>
<tr>
<td>Freestanding Bath 1830</td>
<td>1830 x 870 x 460 mm</td>
<td>Sentec, Use Capacity 240 ltrs</td>
</tr>
<tr>
<td>Freestanding Bath 2030</td>
<td>2030 x 1020 x 460 mm</td>
<td>Sanitary Grade Acrylic, Use Capacity 230 ltrs</td>
</tr>
<tr>
<td>Vanity Unit</td>
<td>730 x 475 x 320 mm</td>
<td>Soft close finger pull drawers, Walnut timber veneer, Two drawers</td>
</tr>
<tr>
<td>Vanity Unit</td>
<td>995 x 485 x 320 mm</td>
<td>Seamless integration with ILBAGNO-ALLESSI One 900 Wall Basin (can also be bought separately)</td>
</tr>
<tr>
<td>Vanity Unit</td>
<td>1350 x 490 x 320 mm</td>
<td>Seamless integration with ILBAGNO-ALLESSI One 1200 Wall Basin (can also be bought separately)</td>
</tr>
</tbody>
</table>

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PALOMBA COLLECTION
Design by Ludovica+Roberto Palomba
Furniture and accessories not available in Australia and New Zealand.
PALOMBA COLLECTION

Water, as a source of life, represents the source of inspiration for Ludovica and Roberto Palomba when designing the PALOMBA COLLECTION. The intensive connection with the fluid and sparkling element finds its definition in the formal language, which the famous Italian designer duo describe with the expression “fingerprint of nature”. The tension between strict geometry and organic form characterises the entire collection and ensures that all pieces come closer together. In the extension of the PALOMBA COLLECTION, soft, organic lines present themselves as harmonious elements that enable the most demanding bathroom designs.
Tapware, accessories, furniture and bidet not available in Australia and New Zealand.
Furniture and tapware not available in Australia and New Zealand.
Selected LAUFEN products are custom order with a 17-19 week lead time. Please visit reece.com.au or contact your local Reece branch to confirm delivery timeline.
LIVING
SAPHIRKERAMIK
Design by
Andreas Dimitriadis
Tapware not available in Australia and New Zealand
LIVING SAPHRKERAMIK

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 SAPHRKERAMIK 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.
Selected LAUFEN products are custom order with a 17-19 week lead time.
Please visit reece.com.au or contact your local Reece branch to confirm delivery timeline.

Tapware not available in Australia and New Zealand.
INO
Design by
Toan Nguyen
Tapware and furniture not available in Australia and 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.

Tapware not available in Australia and New Zealand.
Counter Basin 350 0 Taphole, Overflow
350 × 360 × 130 mm

Counter Basin 500 0 Taphole, Overflow
500 × 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

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 or 1 Taphole, Overflow, Left hand shelf
900 × 450 × 120 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

Selected LAUFEN products are custom order with a 17-19 week lead time. Please visit reece.com.au or contact your local Reece branch to confirm delivery timeline.
VAL
Design by
Konstantin Grcic
Furniture, toilet, bidet, tapware and accessories not available in Australia and 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.
Tapware not available in Australia and New Zealand.
Tapware, furniture and accessories not available in Australia and New Zealand.
<table>
<thead>
<tr>
<th>Basin Type</th>
<th>Dimensions (mm)</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semi Inset Basin 550</td>
<td>550 × 360 × 40</td>
<td>1 Taphole, Overflow</td>
</tr>
<tr>
<td>Counter Basin 530</td>
<td>530 × 400 × 155</td>
<td>1 Taphole, Overflow, Semi wet area</td>
</tr>
<tr>
<td>Round Counter Basin 500</td>
<td>500 × 400 × 125</td>
<td>0 or 1 Taphole, Overflow</td>
</tr>
<tr>
<td>Counter Basin 550</td>
<td>550 × 360 × 125</td>
<td>0 Taphole, Overflow, Fine Surface</td>
</tr>
<tr>
<td>Structure Detailing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Counter Basin 600</td>
<td>600 × 310 × 155</td>
<td>1 Taphole, Overflow, Right Hand</td>
</tr>
<tr>
<td>Wall Counter Basin 400</td>
<td>400 × 425 × 110</td>
<td>1 Taphole, Overflow</td>
</tr>
<tr>
<td>Wall Counter Basin 450</td>
<td>450 × 420 × 115</td>
<td>1 Taphole, Overflow</td>
</tr>
<tr>
<td>Wall Counter Basin 550</td>
<td>550 × 315 × 155</td>
<td>1 Taphole, Overflow, Right/Left</td>
</tr>
<tr>
<td>Wall Counter Basin 550</td>
<td>550 × 420 × 115</td>
<td>1 Taphole, Overflow</td>
</tr>
<tr>
<td>Wall Counter Basin 650</td>
<td>650 × 420 × 115</td>
<td>1 Taphole, Overflow</td>
</tr>
<tr>
<td>Wall Counter Basin 750</td>
<td>750 × 420 × 115</td>
<td>1 Taphole, Overflow</td>
</tr>
<tr>
<td>Wall Counter Basin 950</td>
<td>950 × 420 × 115</td>
<td>2 Tapholes, Overflow</td>
</tr>
<tr>
<td>Wall Counter Basin 1200</td>
<td>1200 × 420 × 115</td>
<td>2 Tapholes, Overflow</td>
</tr>
<tr>
<td>Double Wall Counter Basin 1200</td>
<td>1200 × 420 × 115</td>
<td>2 Taphole, 2 Overflows</td>
</tr>
<tr>
<td>Round Freestanding Bath 1300</td>
<td>1300 × 1300 × 505 (550)</td>
<td>Sentec, Use Capacity 460 ltrs, Overflow</td>
</tr>
<tr>
<td>Freestanding Bath 1600</td>
<td>1600 × 750 × 450 (520)</td>
<td>Sentec, Use Capacity 275 ltrs, Overflow</td>
</tr>
</tbody>
</table>

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Tapware, furniture and accessories not available in Australia and New Zealand.
Design is not an end in itself. It is here to serve. Andreas Dimitriadis provides PALACE with humanity and authenticity. He gives each form a clear function, generates a strong emotional attraction in addition to clearly visible benefits. As a timeless classic, designed for the future, PALACE demonstrates its unique strength. Dimitriadis’ homage to ceramic as a material thus enables a tailor-made room design that previously seemed impossible.
Selected LAUFEN products are custom order with a 17-19 week lead time. Please visit reece.com.au or contact your local Reece branch to confirm delivery timeline.
LAUFEN PRO S
Design by Peter Wirz
Shower, tapware, slim toilet seat, furniture and accessories not available in Australia and 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.
Tapware, furniture and accessories not available in Australia and New Zealand.
Vanity and mirror not available in Australia and New Zealand.
Selected LAUFEN products are custom order with a 17-19 week lead time.
Please visit reece.com.au or contact your local Reece branch to confirm delivery timeline.
Bidet, tapware and accessories not available in Australia and 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 and accessories not available in Australia and New Zealand.
Back to Wall Bidet
1 Taphole, Overflow
waste sold separately
Flex Hose and Mini Stop installed with this product must be exposed and accessible as per Australian Standards.

530 x 360 x 430 mm

Rimless Wall Hung Pan
WELS 4 star, 3/4.5 ltr flush, Average flush, 3.3 ltr flush

530 x 360 x 340 mm

Selected LAUFEN products are custom order with a 17-19 week lead time. Please visit reece.com.au or contact your local Reece branch to confirm delivery timeline.
LAUFEN PRO A

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LAUFEN TAPWARE

Sophisticated design and Swiss engineering come together to create the LAUFEN tapware range. Three premier tapware collections, Kartell by Laufen, cityplus and twinplus, each celebrating LAUFEN’s signature approach to beauty and craftsmanship in the bathroom.

Ecototal water saving

LAUFEN technology has long been committed to saving water and electricity. Ecototal is a revolutionary technical solution fitted in the cartridge to reduce water and energy consumption, providing a clever water saving solution.

An ingenious solution

Simibox is an architectural solution that allows you to conceal your modern tapware technology behind the wall, giving you easy access while also freeing up much needed space in your bathroom. It also takes care of all the behind-the-scenes mechanics meaning you can update your tapware quickly and efficiently.

Designed to fit any space

Three height options allows you to choose your LAUFEN tapware to suit your counter space and bathroom style. Extended basin mixer – perfect for counter basins. Mid basin mixer – a subtle statement with a little extra height. Basin mixer – designed for basins with a taphole.
FUNCTION TESTS

And at the place where ultra-modern machines reach the limits of their capabilities, that’s where we encounter art once again: in the tapware finishing shop. Because pure craftsmanship is what people want.

LAUFEN stands for Quality & Design

The company provides complete solutions for bathrooms right around the world.

In 2007, ROCA acquired the oldest tapware factory in Switzerland – Similor AG – and since then has been a subsidiary of LAUFEN. This has enabled the company to complete its product range as a complete bathroom provider. For the last 160 years, the employees have drawn their inspiration from the element of water, and their endless stream of innovations turn bathroom tapware into an artwork form.

Expertise in tapware – since 1854

Very aware of the power and significance of water as an element, LAUFEN is committed to true aesthetic beauty: We give water a shape to enable it to pamper body and soul.

From hot ideas to cool tapware

What takes place during the concept and planning phases, and what often heats heads to steaming point, gains its ultimate expression at temperatures approaching 1000 degrees Celsius. Production is now in progress, launching the history of new tapware. Beholding beauty at all times, we accompany it from station to station, until it achieves its ultimate form.
Kartell by LAUFEN
Design by Ludovica+Roberto Palomba
INNOVATIVE AND RICH IN EMOTIONS

An architectural project that speaks a new language. Kartell by LAUFEN is the synthesis of the work which Ludovica + Roberto Palomba have created in recent years in the world of bathrooms and represents an important progress in this area.
Shower/Bath Mixer with Diverter
Chrome, Backplate 139 mm

Shower/Bath Mixer
Chrome, Backplate 139 mm

Wall Outlet
Chrome, Reach 175 mm

Disc Basin Mixer
Chrome/transparent crystal disc, WELS 4 star, 7.5 ltrs/min, Clearance 105 mm, Reach 110 mm

Disc Extended Height Basin Mixer
Chrome/transparent crystal disc, WELS 4 star, 7.5 ltrs/min, Clearance 224 mm, Reach 110 mm

Disc Bath Column with Handshower
Chrome/transparent crystal disc, WELS 3 star, 9 ltrs/min, Clearance 783 mm, Reach 202 mm

Wall Basin Mixer Set
Chrome, WELS 5 star, 5.5ltrs/min, Reach 175 mm

Wall Outlet
Chrome, Reach 175 mm

Shower/Bath Mixer with Diverter
Chrome, Backplate 139 mm

Shower/Bath Mixer
Chrome, Backplate 139 mm

Selected LAUFEN products are custom order with a 17-19 week lead time. Please visit reece.com.au or contact your local Reece branch to confirm delivery timeline.
TWINPLUS
Design by
Andreas Dimitriadis
ROOM FOR EXPANSION

Strong and expressive, those are the characteristics of TWINPLUS. The design-oriented complete solution is an indispensable design element in any modern bathroom.
Selected LAUFEN products are custom order with a 17-19 week lead time. Please visit reece.com.au or contact your local Reece branch to confirm delivery timeline.
CITYPLUS
Design by
Andreas Dimitriadis
Furniture not available in Australia and New Zealand.
A STATEMENT FOR URBAN LIVING

Generous surfaces and a fascinating design are the characteristics of the CITYPLUS series.
Selected LAUFEN products are custom order with a 17-19 week lead time. Please visit reece.com.au or contact your local Reece branch to confirm delivery timeline.
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.

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.

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.
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.

VARIETY OF SHAPES THANKS TO MINERAL MATERIALS

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.

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.
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.
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.

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.
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.

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.

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.

«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
Marbond

Marbond is a unique material developed by LAUFEN, consisting of two layers, which are firmly bonded to one another. The basis is provided by a mineral cast whose surface is refined with high quality gel coat finish. Thanks to the material composition, LAUFEN Marbond products are durable and stable, chemical and thermal shock resistant according to DIN EN 14527 and can be easily repaired with LAUFEN repair kit.

«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.
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 Spellmann & Joseph Gerster-Roth.

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 Similor 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.

2017
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. platinum-design stands for premium quality as well as commercially successful and multi-award-winning design.

Stefano Giovannoni

Stefano Giovannoni was born in 1954 in La Spezia, Italy. He studied architecture in Florence. From 1989 onwards, he designed the successful Girotondo accessories collection for Alessi. Today, he lives and works at Studio Giovannoni, on restored former factory premises in the centre of Milan. As well as industrial products, he also designs interiors and architecture.

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.

LIVING SQUARE // LIVING SAPHIRKERAMIKA
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

IL BAGNO ALESSI ONE
Design Plus 2003
Manufacturer Design Awards 2003
Manufacturer Design Awards 2006
Green Good Design Award 2010
Good Design Award 2011
Design Awards 2011
Best of Year (BOY) Awards 2014
ADEX Awards - Platinum Award 2015

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 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.

Ludovica Serafini and Roberto Palomba studied architecture at Rome University. In 1994, they founded their Milan-based company together. They have made a name for themselves with their unconventional interior designs for bathrooms, kitchens, and living spaces. Their concepts unite their intuitive grasp of architecture, lifestyle, and industrial objects to create exceptional designs.

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.
LAUFEN – THE DESIGNERS

Marcel Wanders

Marcel Wanders is 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.

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.
25 Hours Hotel The Circle  Kartell by Laufen — Ludovica & Roberto Palomba  SaphirKeramik
Cologne / Germany  Interior architect: Studio Aisslinger
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](http://www.reece.com.au)

**NZ:** visit [www.reece.co.nz](http://www.reece.co.nz)

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