

CORPORATE PROFILE

Villeroy & Boch Bathroom and Wellness

A high level of innovation, strong customer-orientation and strategic thinking – these are the attributes which make the Villeroy & Boch company a continued success. Established for 260 years, Villeroy & Boch is the oldest German industrial enterprise and currently operates in 125 countries, including Australia.



Villeroy & Boch is divided into three Divisions: ‘Bathroom and Wellness’, ‘Tableware’ and ‘Tiles’, and is controlled from the company's head office in Mettlach/Saarland, Germany.

A major strategic reorientation took place in 1998 – the year of the company's 250th anniversary. A change in corporate direction marked the conversion of Villeroy & Boch's status from a purely production-oriented ceramics group, to a lifestyle supplier of worldwide renown. Villeroy & Boch is now one of Europe’s leading bathroom outfitting specialists and lifestyle experts with a host of creative bathroom designs and innovative product ideas.

The role of the modern bathroom as an integral part of the home and a haven in which to relax extends far beyond its core function as a place to wash, shower and take a bath. This trend towards a more expansive role has been driven by technical innovations, such as ceramicplus – the dirt-repellent ceramic finish, PurAir – the first WC from Villeroy & Boch with a built-in odour removal system, and innovative whirlpool systems. Design plays a very special part in accentuating the bathroom for the modern-day consumer, who seeks refuge from the hustle and bustle of everyday life. In the wellness area, the high-quality and versatile Quaryl material enables new, elegant bath forms, including spacious variants.

The company's designers are also pursuing measures to create a homely environment in which the functional aspects are fully concealed. This gives rise to a new, light and airy atmosphere in the bathroom. The aim is to create a room with an open feel in which the various furnishings and fittings can be arranged in a variety of ways, according to the homeowner's wishes.

These general bathroom trends are emerging in virtually all styles. **Country** brings nature into the home. **Classic** combines timeless elegance and a high demand for quality materials. **Metropolitan** is puristic, reflected in its functionally oriented shapes. **Easy** provides the right surroundings with young and fresh design.

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