



Media Release



Metric Art washbasin



Villeroy & Boch Metric Art: A masterpiece for the bathroom

With washbasins featuring ever-increasing shelf space, Villeroy & Boch addresses the trend with its new Metric Art washbasin - a stylish statement piece for the modern bathroom.

The minimalist Metric Art design combines straight, geometric lines with gently rounded corners to deliver a striking, contemporary aesthetic.

Metric Art's narrow edge, leading into a gradually sloping bowl, provides the washbasin with a sleek appearance and distinctive characteristic.

"Increasingly we're seeing consumers opting for wider washbasins which provide surface area to store toiletries, towels and facecloths," says Damien Cool, marketing manager, Argent Australia.

"The new Metric Art washbasin offers numerous practical benefits while still advocating cutting-edge design."

Villeroy & Boch's washbasins feature the company's exclusive Ceramicplus finish, providing a surface which is easy to maintain and keep clean. Ceramicplus causes water on the surface of the washbasin to form droplets which then roll off the surface and down the plug hole taking lime and dirt residue with them. Ceramicplus offers environmental benefits by eliminating the need for aggressive cleaning agents.

The Villeroy & Boch Metric Art washbasin is priced from \$1299. Consumer enquiries: 1300 364 748 or visit www.villeroy-boch.com / www.argentaust.com.au

For further information or images please contact:

Juliet Fisher, Write Away Communication + Events

Ph: (02) 9978 1400

E-mail: juliet@writeaway.com.au

About Villeroy & Boch :

Villeroy & Boch, with its Head Office in Mettlach/Germany, has 24 production plants around the world. The product range includes articles from three domains: Bathroom & Wellness, Tableware and Tiles. With 260 years of company history behind it, today Villeroy & Boch is a European Lifestyle brand active in 125 countries.