

## Media Release



### Villeroy & Boch lends a ‘green’ helping hand

The bathroom toilet suite can be a haven for dirt and germs, being used around the clock, and requiring constant cleaning.

While chemical detergents and anti-bacterial products are the popular choice for keeping the toilet spotless, with today’s environmental concerns these products might not be the best solution.

Helping to minimise the need for harmful cleaning agents, Villeroy & Boch has developed an exclusive surface finish called ceramicplus. Ceramicplus provides a dirt-repellent quality which forces water droplets to flow off any ceramic surface. This helps ceramics stay cleaner for longer, with dirt and lime deposits easily eliminated. With less dirt accumulating, it also means that cleaning products are needed less frequently.

A further benefit of ceramicplus is that it is contained within the ceramic glaze, rather than merely as a top coat. As a result, ceramicplus is highly durable and won’t wear like many coatings which are only added to ceramic surfaces after their production.

Villeroy & Boch’s Subway, Pure Stone, Sunberry, Architectura and Omnia Pro toilet suites are all available with a ceramicplus finish.

Consumer enquiries: 1300 364 748 or visit [www.villeroy-boch.com](http://www.villeroy-boch.com) / [www.argentaust.com.au](http://www.argentaust.com.au)

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#### **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.