

# INSPIRA

YOUR STYLE. YOUR BATHROOM.



## A BATHROOM COLLECTION DESIGNED BY YOU

Roca presents Inspira, a new system that revolutionizes the traditional concept of a bathroom collection. With three basic shapes that perfectly combine, you can create your own space and the results will be ultra-modern, harmonious and above all unique. Discover Inspira, for a bathroom collection with your own personal touch.

### RocaConcepts

1/F, The Hennessy, 256 Hennessy Road, Wan Chai, Hong Kong  
Tel: +852 2510 2877



[www.roca.hk](http://www.roca.hk)

# Bathroom solutions for the past, present and future



Good things can't be achieved in a matter of days, weeks or even months, and with Roca, a pioneer and global leader in sanitaryware, we're talking about excellence in design and innovation for 100 years!



Roca has been the benchmark company for bathroom design in Spain. From the first collection of taps in 1930 and ceramic bathroom appliances to electronic taps in 1966 and smart toilets in 2016, the company's evolution offers a trajectory of changes experienced by society in the domestic sphere, technology and hygienic habits over the past century.

The four values – wellbeing, innovation, design and sustainability – define Roca and underline its endeavours.

The introduction of central heating systems is one important element to people's wellbeing, but Roca went beyond to bring a familial ambience to the bathroom experience, while improving people's health and physical condition.

Speaking in the 'future tense', Roca constantly launches new products to the market. The innovation doesn't stop here – Roca also communicates with the public through the opening of the Roca Galleries; promote innovative solutions for the bathroom space with the international event Jumpthegap; and discover talents in design and architecture via the One Day Design Challenge.

Focusing on both quality and aesthetics, Roca has established its own design department since the 1960s, producing modern and elegant bathroom products that not only add value to your bathroom, but also provide the ultimate comfort to the people in the world.

Under the motto "Roca Loves the Planet", the firm reinforces the commitment to sustainability in its manufacturing process and in the use of its products, from the inauguration of a Zero Waste plant in Brazil to the development of products designed to reduce environmental impact. In 1962, Roca was already working to reduce the litres of water in the toilet cistern for sustainable flushing.

Roca also initiates the creation of the We Are Water Foundation in 2010. An independent organisation which, with Roca's support, implements campaigns and specific actions to resolve problems on accessing drinking water and sanitation for the world's most disadvantaged populations.

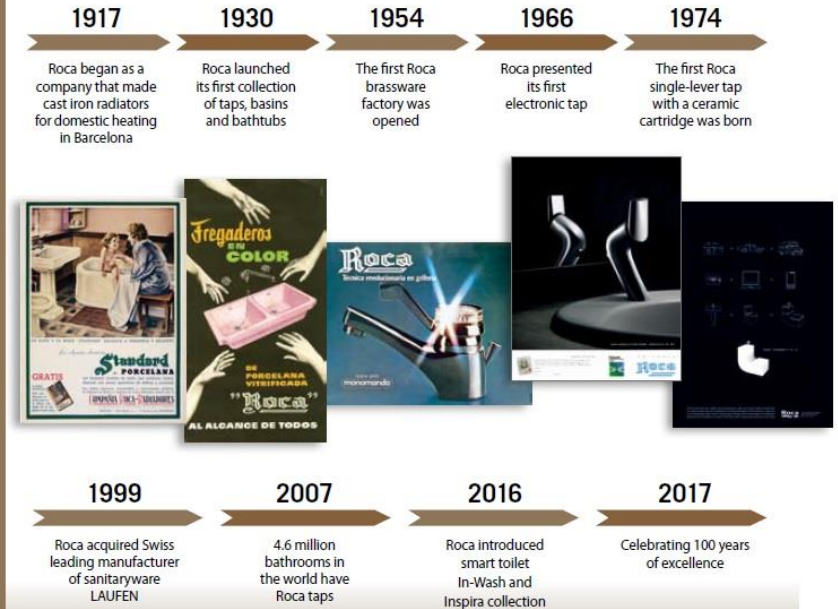
Supporting 'glocalization' instead of globalization, the company develops local product and production portfolios encompassed within global business strategies. Its worldwide network of manufacturing plants and distributors produces regionally, in accordance with the cultural and technical standards of each country, while maintaining a high quality.

In the year of its centenary since 1917, Roca has become a global brand with presence in over 170 countries worldwide. Thanks to the contribution of its 78 production plants and over 22,000 employees, today Roca products are proudly

presented in various international projects, including the new Doha Port, Delhi airport, W hotel in Barcelona and the Tour Eiffel in Paris. These extraordinary projects encourage Roca to continue to exceed expectations every day.



## Milestones





# Create your ideal bathroom

*Inspiration knows no boundaries. The Inspira Collection of Roca is an invitation to let your imaginations run free.*



For better storage and tidiness, the furniture units incorporate wide drawers with no cut-outs for the siphon, and column units with adjustable glass shelves inside that can be divided into internal compartments.

The full extraction drawers are in dark wood that is pleasant to touch, with soft-close system, while the column units come with full-length mirror, and internal lighting that has automatic sensor for switching on/off.

To provide greater hygiene, the wall-hung version of the Inspira toilets feature a rimless design with smooth inner walls, concealed fixings, uniform water distribution across entire surface, and dual flush system.

The seats and covers of the toilets and bidets are made with Supralit®, an exclusive resin that is resistant to chemical agents and yellowing, ensuring less porous materials on its surface.



Opting for a stylish bathroom? Inspira, the ceramic and furniture collection with three design lines – Round, Square and Soft – impose personality on your spaces with endless combinations and configurations for the bathroom.

Fineness is defined by exquisite curves. Inspira Round is the perfect balance of a circle, the brightness of white colour, and the essence of craftwork. It is synonymous with organic interiors, and ideal for warm spaces and natural colors.

Relying on straight lines, in elegant dark finishes, Inspira Square is suitable for subtly masculine and minimalist spaces. Characterful ceramic that goes beyond square shapes creates even more possibilities for your bathroom.

A fusion between Round and Square, Inspira Soft caters to versatile and small spaces. Its contemporary design and infinitude of lines add to the aesthetic options.

Discover all the benefits of the Inspira collection through a wide range of basins, furniture units, toilets and bidets, designed to meet all your sophisticated expectations.

Manufactured in Fineceramic®, a new high-quality ceramic material of Roca, the Inspira basins are 30% harder yet 40% lighter than conventional basins. The precise and fine walls are easy to clean and resistant to abrasive products.



## Acknowledging 100 years of history and looking ahead

For this year's ISH fair in Frankfurt, Roca brings in a completely new concept – the Roca Mall – a modern shopping center that puts together the past, present and future of the brand through its different collections and products.

Apart from the latest Inspira collection, Roca also introduces smart toilet In-Wash and basins collection Beyond. Meanwhile, the classic Carmen washbasin is coming back! The iconic model from Roca's centenary history is redesigned to become a new complete bathroom collection.

Premiered at ISH 2017, the new Armani/Roca bathroom collection Baia is versatile and timeless, marrying retro styling with avant-garde technology – in accordance with Giorgio Armani's design philosophy and Roca's vision. [Roca](http://Roca.com) | [www.roca.hk](http://www.roca.hk)

