

- Mega Trend Main Theme of ISH 2015
- ISH Trends General Trend in Bathroom
 Washbasin Area (Basins | Furniture | Auxiliary Units)
- Top Brands Novelties and Highlights



User

“COMFORT MEETS TECHNOLOGY”

Interior / Design+ Function / Technology in Harmony



Producer

Intelligent and Quality Products are future-oriented, trendsetting, advanced

Intelligent

- New Functionalities
- More Comfort
- Social Responsibility (Care, Public, etc.)
- Market and Customer Orientation
- (Project Business / Private Bathroom / Kitchen)

Quality

- Made by Quality Labels
- Quality Leadership on Product, Design, Services
- Tradition and Innovation
- Capable of required Technologies
- Innovative Design

These Themes can easily be transferred into the overall Bathroom.

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ISH Trends

„Main Topics“

- All From On Source
- Innovation and Design
- Technology
- Individuality
- Cleaning up the Portfolio
- Upper Bathroom
- Standard Bathroom
- Equipment and Features
- Comfort on all Levels
- Universal Design

Comfort: TECEone



Cleaning: Geberit CleanLine



Support: Geberit Distance use



Ease of use: Hansa Signatur



ISH Trends

“All From On Source”

- Strong Product Systems
- Overall supplier for complete product range in-front and in-wall solutions

Geberit und Sanitec



Villeroy & Boch



Grohe und JOYOU



ISH Trends

“All From On Source” GROHE

- The only world-wide known brand has entered into the total bathroom business (in front of the wall) with state of the art products in all categories (still under development)
- 2nd brand Joyou for entry level
- Grohe will offer packages / use sales weapons >> Global Competition
- Grohe will work on synergies (product performance)



ISH Trends

“All From One Source” GEBERIT

Geberit has become a full bathroom supplier through acquisition of Sanitec (in front of the wall)

Geberit will combine design competence (showroom business) with engineering competence (installers' business)

Geberit will offer packages / use sales weapons

>> EU Competition

Geberit will work on synergies (product performance)



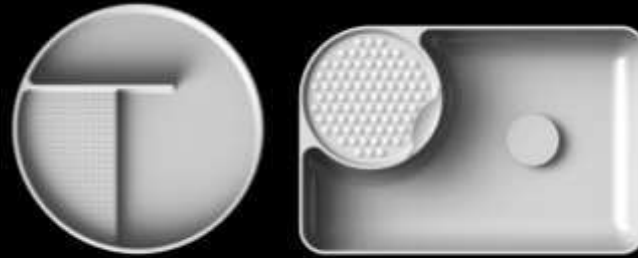
ISH Trends

„Innovation & Design“

Brand as a „Innovation driver“

- For differentiation and much more presence on market it's important to have high innovation and design quality
- Innovative Material and new Design Approach / Details

Laufen SaphirCeramic



Falper Quattro Zero



Tece One



Hansgrohe Select



ISH Trends

„Technology“

Electronic Product Support
for Shower, Bathtub,
Washbasin and Kitchen

- In High-Segment more important to use smart electronic support for products – More Comfort, useful Functions for water control, predefine Setups
- In Basic- /Mid-Segment more innovative mechanical solutions

High-Segment: Dornbracht Smart Water



Mid-Segment: Hansgrohe Select



ISH Trends

„Individuality“

- One collection with different Style Worlds
- For planning your own ME by Starck dream bathroom
- Neutral Product Design
Shape and differentiation about style and material details

Duravit: ME by STARCK



ROCA: Inspira



ISH Trends

“Cleaning up” the Portfolio

- Drastic deletion of less successful or outdated series
- Reduction of products within a series
- Merging of several series to one
- Product extensions within successful series

> Clear focus on successful series (concentrated product strategy)

Duravit deletes *Esplanade* from Ger-market



Laufen reduces *Lb3 collection* to classic line



Keramag *Dejuna* joins *Renova Nr.1* (Comfort)



Duravit *Vero* receives wide furniture program



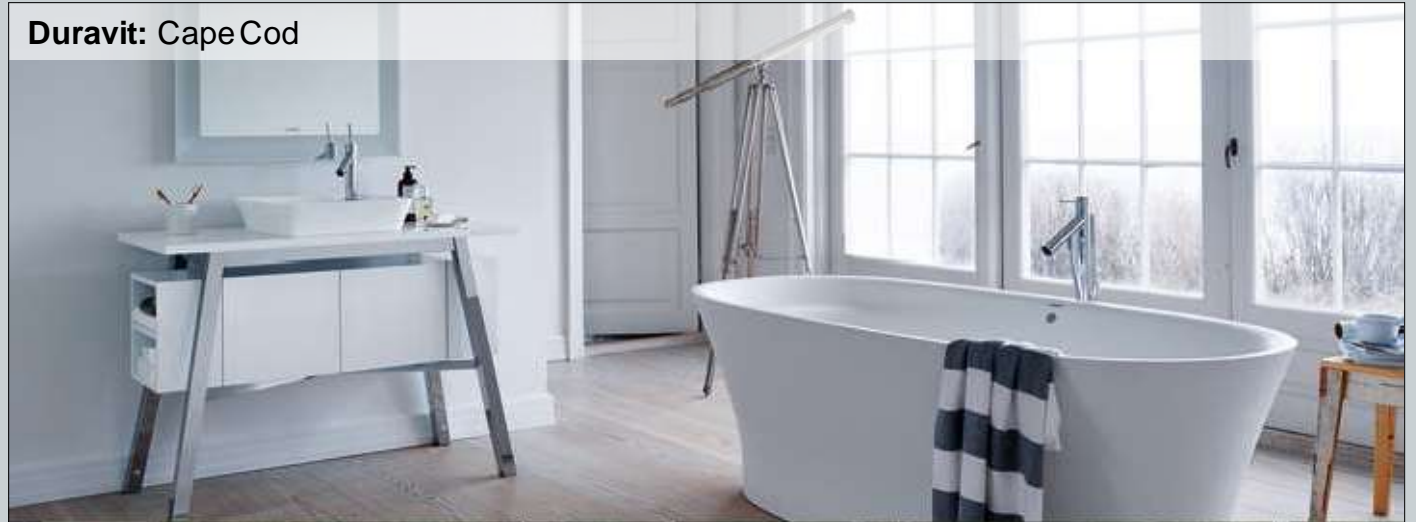
ISH Trends

“Upper Bathroom” Focus on individuality

- Combination of several products, from several series & suppliers > Proof of high competence of style, individuality and creativity
- Main themes
 - Wash space = Beauty
 - Shower = refresh
 - Bath tub = Relax Space

> Differentiation from standard bathroom is necessary

Duravit: CapeCod



Duravit: Paiova 5



ISH Trends

**“Standard Bathroom”
e more modern with lots
of functionality features**

**Complex ranges of
furniture units
& surface range for
individual design planning
within one series**

**Furniture units with
comfort features like
arrangement systems or
illumination inside storage
room**



TOTO CF “Clean Future also for the Standard bath”



Example Toto CF: Standard series includes a lot of Convenience features like washlet, heated seat, *premistfunction* (pre-moistening of WC ceramic, hygiene)

ISH Trends

“Equipment and Features”

- Bathrooms that adapt flexibly to people’s changing life phases and still satisfy individual needs in each of these phases
- Intelligent convenience features
- Barrier free elements or planning that include to install them at a later time
- Invisible pre-wall installation systems and floor connections

Absolute Comfort: High functionality and clever defined features



V&B – Vivia

Individual tile design inside the floor-integrated shower



Dallmer – TistoStone

Integrated beauty area at the wash basin



Duravit – L-Cube

ISH Trends

“Comfort on all Levels”

- Technology is used to achieve greater comfort user-oriented features
- Intelligent features like storage room (open, closed), shelves....

Shower Toilets get more established, get smarter



Roca – h-Wash

Hybrid faucet



HANSA SIGNATUR

Oversize head showers (water envelops whole body)



Hansgrohe – Rainmaker Select

Thermostat battery with long shower shelf



Hansgrohe – Thermostat Select

ISH Trends

“Universal Design” language for use in many, different bathroom styles

- No design experiments!
Safe solutions.
- Wash basins: Geometric design
with soft edges
- Furniture surfaces: white,
dark or light wood and
chosen trend colours
- For application in private
bathrooms as well as
object business

Roca – Inspira



Laufen – Kartell



Axor – Universal accessories



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ISH Trends

Basins

1. PERFORMANCE and
FUNCTIONALITY:

2. DESIGN



ISH Trends

1. PERFORMANCE and FUNCTIONALITY:

- Some Brands has taken the opportunity to show what its product / materials can do (ACTILIGHT, GYHIENEGLAZE, FINECERAMIC...)
- Innovative approach with less material, less weight, more stability of products and new functions



ISH Trends

1. PERFORMANCE and FUNCTIONALITY:

Uniquely special design

- Highly precise corners and facets formed in ceramics due to new material **TitanCeram**
- Exclusive range of high-quality finishes: leather, stone or real-wood veneer



ISH Trends

1. PERFORMANCE and FUNCTIONALITY:

- Solid Surface has began a trend on the market. It targets a high-end consumer and project business.
- This material allows a lot of possibilities in washbasin, washbasin + furniture combinations, bathtubs, showertrays, additional products, accessories, etc.
- High aesthetic experience with thin rims and matt surfaces.



ISH Trends

2. DESIGN:

- New level of washbasin design aesthetic.
- The minimal material thickness allows precise forms and new design approaches
- High quality design expression for mid- to high segment
- Innovative Material and new Design Approach / Details



ISH Trends

2. DESIGN:

- New level of product manufacturing and design
- The material allows different forms and new design approaches with thin rims, hard edges and straight shapes or soft shapes and smooth character
- High quality design expression for the high segment bathroom.



ISH Trends

Furniture Trends

1. SLIM DESIGN
2. PUSH TO OPEN
3. MODULARITY
4. TECHNOLOGY:
leds, touch less, audio.
5. FINISHINGS:
light woods and combination,
high finish quality (handcraft
impression)



ISH Trends

Furniture Trend

1. SLIM DESIGN

- Most of all competitors offers slim design with thin frontal panels and lack of wide structure solutions.
- Everything goes in slim trend to the minimum and thin frontal drawers.



ISH Trends

Furniture Trend

2. PUSH TO OPEN

- There is a general trend in MID-HIGH price segment where competitors offer PUSH TO OPEN for drawers and columns.
- PUSH TO OPEN + SOFT CLOSE by BLUM manufacturer technology in the drawers and columns applied by some brands: Keuco, Laufen and Antonio Lupi.



ISH Trends

Furniture Trend

3. MODULARITY

- Collections are presented as a combination of measures, colors, doors and drawers, floor standing or wall hung.
- Furniture products are exhibited as a full system or concept



ISH Trends

Furniture Trend

4. TECHNOLOGY

- Include LED, touchless sensors, sockets and audio speakers.
- Led lighting in mirrors, mirror cabinets, inside drawers light and floating effect/nightlight between washbasin and furniture. Led lighting adjustable in color (dimmer: warm to colder) through sensors.
- Sockets inside the drawers or cabinet mirrors. Sockets with USB plug in.

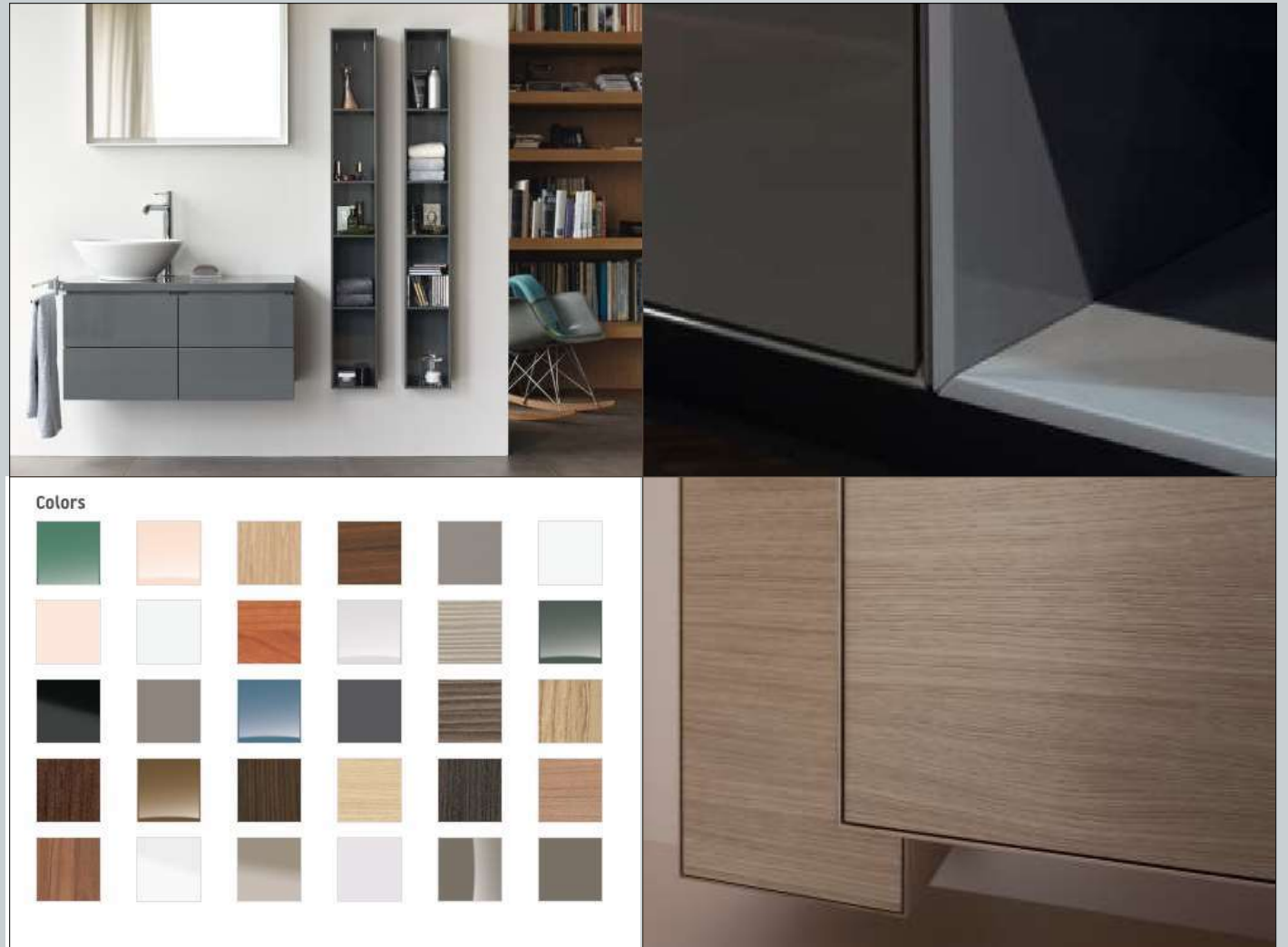


ISH Trends

Furniture Trend

5. FINISHINGS:

- There is a wide offer of finishings. Glossy lacquered (white and grey anthracite) are the most common.
- Additionally the light and dark wood melamines.
- Also glass and mirror front drawers finishings, but also marble, or color combinations with PVC.



ISH Trends

Auxiliary Units:

- Columns, Big sizes (height) on HIGH segment with internal drawers
- Drawers, wide variety of foldings: metallic, textile and grey neutral.
- Internal organizers, is a must to have. Any kind of internal organizer in the first drawer (not only a box, but also an structure). Are being applied in all brands.



ISH Trends

Auxiliary Units:

- Mirror and Mirror Cabinets
- Led lighting in mirrors, mirror cabinets
- Led lighting adjustable in color (dimmer: warm to colder) through sensors.
- High end Features and Equipment



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