Global bathroom innovation



Roca


Global
bathroom
innovation
Discover why Roca
is a world leader
Roca

OUR HERITAGE

the Roca story



1917

Roca Radiadores S.A is established in Gavà, Spain to manufacture cast-iron radiators

1929

Production of cast-iron baths commences





1936

Roca starts to produce vitreous china bathroom products

1954

Production of taps commences



1963

Roca becomes one of the first Spanish firms to supply air conditioning

1970s

The Roca Design Centre launches; Roca subsidiaries open in Portugal and France



1979

The company begins production of ceramic tiles

1983

Roca's first international design collaboration: the Aquaria collection is designed by R Oberson

1990

Italian industrial design icon Giorgetto Giugiaro teams up with Roca to create the Columbia collection

1990s

Roca expands into Germany, the UK and Italy



1999

Roca acquires Swiss firm Keramik Laufen, the world's fourth largest maker of porcelain bathroom products

2005

The company sells its heating and air-conditioning business to concentrate solely on the bathroom sector

TODAY

Roca is present in more than 135 countries around the world and continues to grow its influence in all corners of the globe

As the world evolves, so does Roca

Design, innovation, sustainability and wellbeing have been the cornerstones of Roca for almost a century. An unerring adherence to these values has driven Roca to become a world leader in the design and manufacture of bathroom products. Founded in 1917 to produce cast-iron radiators, Roca has always responded to changing tastes and trends.

In the 1970s we set up the Roca Design Centre to fully integrate design into our manufacturing process; the following decade saw the first of our collaborations with international design icons. Since then we have collaborated with many prestigious designers to ensure we always stay at the cutting edge.

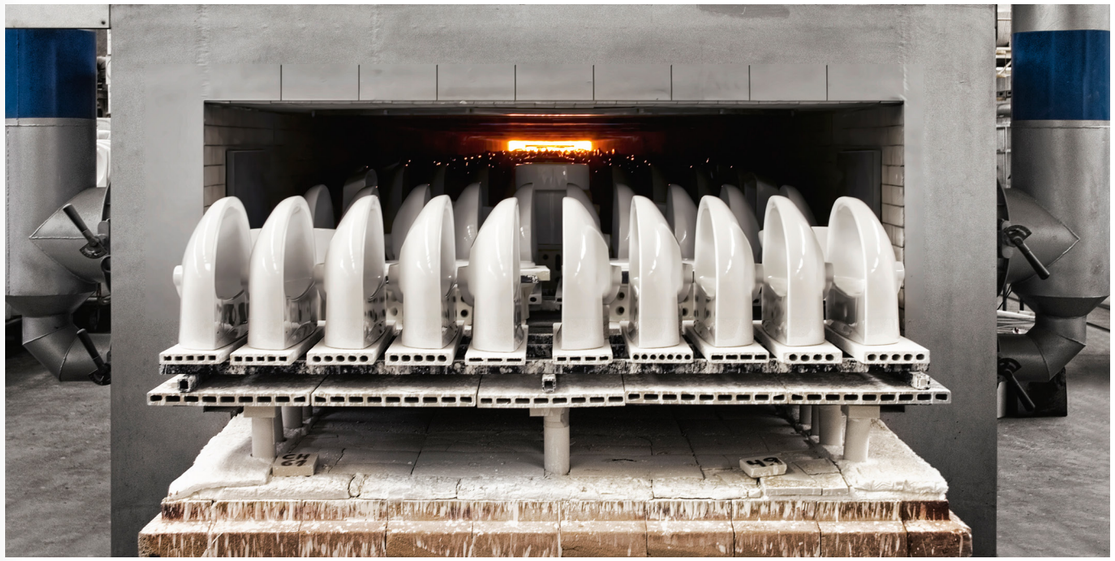
The company has always adapted to the changing needs of society. For more than half a century we have developed highly efficient, water-saving products and all of our production processes adhere to strict environmental criteria. Committed to fostering new thinking about water, we established our We are Water Foundation in 2010.

Our influence is global; Roca is now present in more than 135 countries around the world, working with leading designers and architects. Roca products are selected for some of the most exciting and innovative projects in five continents, a testament to the reputation the company has built in just under a century.





Top: 1949 advert / Bottom: 1950 advert



Production of Roca basins



Zaha Hadid



Herzog & de Meuron



David Chipperfield



Belén & Rafael Moneo

Products that fit lifestyles

In the pursuit of excellence and innovation we collaborate with some of the world's most eminent architects and designers. We have been dedicated to pushing forward in the field of bathroom design for decades. In the 1970s we set up the Roca Design Centre to bring the design process seamlessly into our manufacturing; this creative hub is still the cradle for all Roca product development. This passion is also evident in the projects we undertake with leading designers, from commissioning the Roca Galleries to the co-curation of exhibitions, design events and the design of products.

Our Design Centre incorporates the Roca Innovation Lab, where a team of designers address not only the needs of our users today, but those things our customers could demand of us in the future.

We also give the next generation of creative minds a platform to showcase their talents.

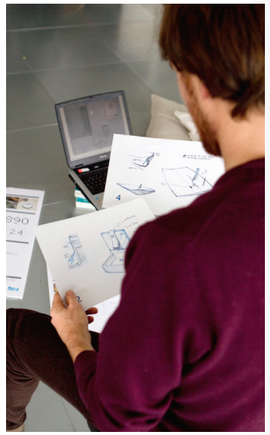


Jump the Gap competition entry

Find out more about our international competition
www.jumpthegap.net
jumpthegap®

Our international Jump the Gap contest invites designers and architects aged 35 and under from anywhere in the world to share their vision for the bathroom of the future.

Past presidents of this prestigious competition include Ron Arad, John Pawson, Benedetta Tagliabue and Rafael Moneo.





The Roca Design Centre and Innovation Lab



Inspira collection, launching 2016

Creating harmony in the bathroom for almost a century

While the role of the bathroom has evolved over time, the concept of wellbeing has been paramount to Roca for almost a century. Today the bathroom is partly a place of refuge; a space of relaxation that nurtures the individual.

We understand that a number of factors contribute to wellbeing, including design, functionality and a sense of harmony with one's surroundings.



Modo solid surface collection, launching 2016

ARMANI / Roca

Unique bathroom spaces for high-end projects

Harmony and sensuality are perfectly merged with comfort and elegance. The most advanced technological solutions combined with elegant and sophisticated luxury. This delicate balance is achieved thanks to the careful selection of materials, choice of textures and stunning combinations. This sophisticated collection has turned into the preferred choice among developers worldwide, to create unique bathroom spaces in high-end projects.



Global innovators

Roca has always responded to the needs of society, developing its expertise and product range in tandem with changes in taste and innovation. As a manufacturer of cast-iron radiators in the early twentieth century, Roca predicted how the arrival of running water in the home would revolutionise the way we live. This thinking fuelled the launch of porcelain bathroom products and set into motion an unwavering focus on the future that drives innovation at Roca.

The Roca Innovation Lab develops solutions for current users and anticipates what society will demand of the bathroom in the future. A growing need for sustainability, the challenges of an ageing population and the fact that lifestyles are evolving means innovation is fundamental to our commitment to being a sustainable and long-lasting company. In addition to working on conceptual product solutions, the Innovation Lab collaborates with other departments to seek new points of view and bring fresh thinking to other Roca initiatives.

Products that make a difference

Rimless WCs

The new generation of Roca rimless toilets represents the best in innovative design and new technology.

Low water consumption and optimum flushing performance complement the hygienic benefits of smooth, corner-free design.



In-Tank Meridian

A revolutionary design, the In-Tank Meridian system integrates the cistern and flush system within the WC itself, marking the beginning of a new era in bathrooms. Air is introduced to the tank thanks to an innovative blower, developed with Fluidmaster, which pushes water through the rim to flush the WC.



Smart toilets*

These avant-garde integrated toilets offers a unique wellbeing experience through the most advanced and easy-to-use technology. Intelligent and fully customisable features give a feeling of daily hygiene and comfort.



*The Roca Smart Toilets are not available in all countries due to local regulations; please ask your Roca representative for more details

Made to measure

Modo collection

Modo is the first collection by Roca manufactured from the new solid surface material SURFEX®. The collection combines timeless design with the very latest in material innovation and launches in 2016.

The custom-made washbasins, shower trays and baths allow for personalisation of the bathroom space, combining flexibility and functionality in one elegant solution.





The new Inspira range is easily configurable to your requirements

The perfect combination

Inspira collection

Launching in 2016, the Inspira collection takes a new approach to bathroom design through a simple, clever system of products and furniture that can be mixed to create stylish, practical solutions that respond to the needs of different types of bathroom spaces.

Created under a single and sophisticated design DNA, products in the collection can be configured according to aesthetic preferences and functional demands.

Toilet innovation

Wall-hung toilet

The clean lines of a cistern built into the wall offers a space-saving, easy-to-clean solution for large and small bathrooms. In combination with Roca Installation Systems, our wall-hung toilets also deliver excellent performance while saving water.

Back-to-wall toilet

Also offering the benefit of a concealed cistern, the back-to-wall toilet is an easy-to-clean solution that provides many of the benefits of a wall-hung toilet. The clean lines of the back-to-wall toilets present a modern option for the bathroom.

Integrated-tank toilet

A unique innovation by Roca, the In-Tank Meridian cistern is integrated into the toilet bowl. It can be installed quickly and easily, saving space and time.

Close-coupled toilet

A convenient solution that is easy to install, easy to clean and easy to maintain. Thanks to their outlet options and ease of installation, close-coupled WCs are a flexible solution for all bathrooms.











Meridian-N wall-hung WC

A product for every situation

Roca offers an extensive range of products across all price points for both public and domestic installations. Here is just a selection of the products available, for the full range please visit **www.uk.roca.com**

BASINS



WALL-MOUNTED | SEMI/FULL-PEDESTAL | ON COUNTERTOP | FULL COUNTERTOP | SEMI-RECESSED | UNDER COUNTERTOP | SOLID SURFACE

BATHS



STEEL

ACRYLIC



CAST IRON



SOLID SURFACE

MOUNTING OPTIONS



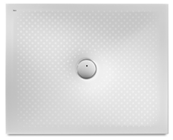




SHOWER TRAYS



VITREOUS CHINA



STEEL



ACRYLIC



SOLID SURFACE

BASIN & BIDET BRASSWARE



NON-CONCUSSIVE



ELECTRONIC



WALL-MOUNTED



DECK-MOUNTED

BATH & SHOWER BRASSWARE



DECK MOUNTED



FREESTANDING



CONCEALED THERMOSTATIC



EXPOSED THERMOSTATIC



SHOWER COLUMNS



SHOWER HEADS

FURNITURE





ACCESSORIES



URINALS





INSTALLATION SYSTEMS





*Please check local regulations prior to installing

Designed for every day

Roca constantly fine-tunes its approach to design and technology to stay at the forefront of bathroom innovation. The key features and benefits of our products reflect the world we live in and the changing demands of our customers.

Safety



Security 38º®
Security 38º® is a safety device included in our thermostatic taps that systematically prevents the water temperature from exceeding 38ºC. In short: Security 38º® is wellness and comfort.



SafeTouch®
The latest innovations in materials have allowed Roca to develop its SafeTouch® technology. SafeTouch® stops the chromed bodies of Roca thermostatic taps from becoming hot, thereby preventing burns.

Durability



Soft-close system
The WC lid with soft-close system avoids shocks and breakages.



Standard and super heavy gauge
Steel baths are available in either 2mm or 3.5mm thicknesses, giving options for lower usage residential environments as well as high usage spaces such as hotels.



Doc M
UK LABC approved packs with everything needed for Part M compliancy, as well as individual items for bespoke specifications.



Compact and comfort height WCs
WCs with reduced dimensions for small bathrooms and taller toilets to help people with reduced mobility.

Accessibility



EverShine®
The beauty of the glossy chrome finish of all Roca's taps is possible due to our innovative chroming system, EverShine®. The electrolytic coating provided by EverShine® guarantees a dazzling tap over the course of time, which is also stain and scratch resistant.



Easy clean seat and cover
The WC seat and cover can be easily removed to clean the vitreous china surface and then put back into place.

Ease of maintenance

Sustainability



Dual-flush 4.5/3 litre cisterns
Water-saving dual-flush offers a choice between a 4.5 or 3 litre flush of water. Water-saving concealed cisterns are also available for wall-hung WCs.



50% water & energy saving CLICK®
An exclusive technology developed by Roca for its taps to save water and energy. Our exclusive "Click®" safety system helps to directly limit the flow of water, forcing the lever upwards only if a greater flow rate is required. It also features an internal disc that, when turned, sets the temperature field (energy saving).



Cold start
The flow always starts with cold water meaning water systems are only activated when hot water is required thereby saving energy.



Flow limiters
Roca taps feature the latest generation flow limiters that give extra water savings by restricting the flow to a specified maximum number of litres per minute.



Intelligent tap
Cutting-edge technology for electronic taps, based on the automatic on/off, providing reliability, durability and water and energy saving. Specially recommended for public spaces.



ECO 50% water-saving system
Roca's thermostatic taps are equipped with a blue flow limiter button that offers instantaneous water savings by reducing the flow to 50%, unless the button is pressed which allows the control to then increase the flow.









Environmental awareness

We have been committed to preserving and improving our world through sustainable solutions for more than 50 years. In the 1960s Roca responded to the growing concern about climate change with pioneering solutions, such as the reduction in water capacity of WC cisterns.

Water reduction is at the core of our thinking when we are developing new products. The award-winning W+W washbasin and toilet, which saves up to 50% water, and the waterless urinal are just two of our latest innovations.

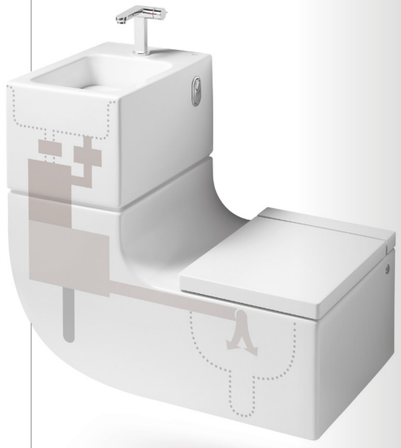
We are Water Foundation

We established our not-for-profit foundation in 2010 for two reasons; firstly, to promote awareness and debate about the need for a new culture for water, to ensure the sustainable management of the planet's water resources and, secondly, to actively tackle the problems caused by poor water supply in some of the most deprived parts of the world. The foundation supports co-operative initiatives, such as improving infrastructure and sanitation in schools, undertaken by reputable NGOs and associations including Oxfam, Unicef and World Vision.

To find out more visit **www.wearewater.org**

EDUCACIÓN SIN FRONTERAS Oxfam unicef

Inspired to improve



DESIGN PLUS 09

Roca W+W

Designed by architects Gabriele & Oscar Buratti, the iconic W+W perfectly combines two bathroom pieces into one. Its pioneering system filters the washbasin water so it can be reused in the toilet, with up to 50% water savings. A harmony of innovation and technology, the W+ W is the winner of several design awards.

Roca

ROCA LOVES THE PLANET

Eco Friendly Products — PRODUCTS

Zero Waste — PRODUCTION PROCESS

we are water Foundation — SOCIAL RESPONSIBILITY

Responding to a changing world

Our processes

The Eco-Roca project has two key goals: to achieve a 25% cut in CO_2 emissions and to work towards waste-free industrial processes via our Zero Waste Programme.

To date we have achieved a 14.9% reduction in gas consumption and 4.6% reduction in electricity consumption – this equates to a reduction of 52,750 tonnes in CO_2 emissions. These figures are highly significant, as gas consumption represents approximately 90% of the greenhouse gas emissions arising from production processes.

We have also complied with 75% of our Zero Waste initiative to date.

Renowned all over the world



1: Roca is found in the prestigious MFC Capital City, Moscow
2: Special Edition red Roca bathrooms have been fitted in the Eiffel Tower
3: Full bathroom suites are fitted in the iconic Hotel Claridge, Paris
4: Roca was chosen for the W Hotel in Barcelona

As an international market leader, Roca is the bathroom brand of choice in many of the world's most emblematic buildings. Influential architects and designers who are redefining our world choose Roca products for their quality and innovative features.

We are proud of the scale and variety of these projects, which vary from iconic landmarks and heritage buildings to groundbreaking new developments in five continents. The breadth of our product range makes Roca the natural choice for such distinctive and challenging projects as London's Grade II listed Serpentine Sackler Gallery – a contemporary renovation of a historic space by Zaha Hadid Architects – and Beijing's vast Olympic Village, where over 14,000 of our products were installed.











Roca operates in over 135 countries across the globe

Reflections at Keppel Bay, Singapore



14,000 Products installed in the Beijing Olympic Village

Roca was the company chosen by the organisers of the Olympic Games, as our products meet stringent requirements relating to water conservation. Accommodation in the Olympic Village, which housed the 16,000 athletes participating in the 2008 Olympic Games, was characterised by its use of renewable energy such as solar power which supplied part of the lighting, and by other environmental features such as the collection and recycling of rainwater.

Engaging with society

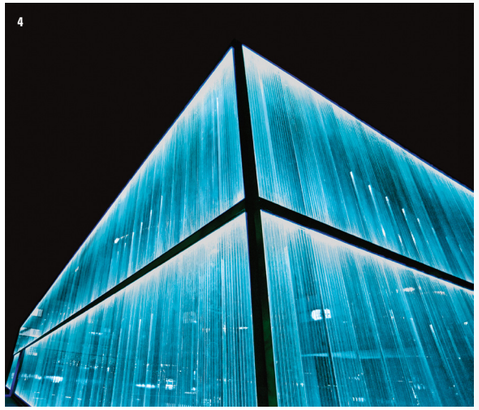
Designed by leading architects, the Roca Galleries are spaces that convey the company's ethos and spirit. As well as demonstrating Roca's approach to bathroom design through its product displays, these inspiring showrooms underscore the company's wider vision by hosting regular events and exhibitions to stimulate debate about design, architecture and sustainability.

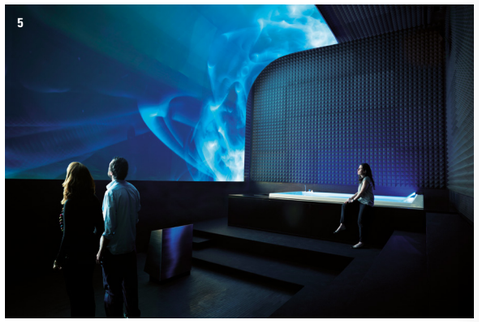
The first Roca Gallery opened in Barcelona in 2009 and was designed by OAB, the studio of prestigious Spanish architect Carles Ferrater. This award-winning building was the first in a series of flagship Roca showrooms around the world. Since then, the company has commissioned other architects of global importance to create spaces in Madrid, Lisbon, London and Shanghai.











1: Roca Lisbon Gallery, interior design by Ferruz Decoradors
2: Roca Barcelona Gallery, desigend by OAB Architects
3: Roca London Gallery, designed by Zaha Hadid Architects
4: Roca Barcelona Gallery, designed by OAB Architects
5: Roca Madrid Gallery, designed by Estudio Lamela



Designed by Zaha Hadid Architects and inspired by the phases and states of water, the award-winning Roca London Gallery is a truly avant-garde space. The fluid forms of the interior are complemented by semi-enclosed, cave-like spaces that display Roca's key products. The gallery hosts regular free cultural exhibitions and events as well as professional forums.

To find out more about forthcoming events at the Roca London Gallery email info.londongallery@roca.net or follow us on Twitter @RocaLONGallery

For more on how we support professionals at the Roca London Gallery turn to back page

How Roca supports designers and architects

The Roca London Gallery's dedicated team advises and inspires architects and interior designers about the possibilities of bathroom spaces. We have a wealth of resources to help you increase your knowledge of the bathroom space and plan your next project, from in-house design support and the expert help of the Roca product team, to the plethora of display areas and the use of a mock-up room, a versatile space which allows you to envisage a specific bathroom layout in advance.

Roca's RIBA and BIID certified CPD programme, including a seminar on the future of the bathroom and an accredited guided tour of the gallery space, can be arranged at your convenience. The gallery is also host to a year-round schedule of cultural events and exhibitions that are open to all and admission free.

cpd Continuing Professional Development

Roca London Gallery
Station Court, Townmead Rd
London SW6 2PY

www.rocalondongallery.com
Tel: 020 7610 9503
Email: info.londongallery@roca.net

Opening times
Monday to Friday 9am-5.30pm; Saturdays 11am-5pm;
open until 8pm on the last Tuesday of every month.

Where to find out more about Roca

We are by your side 24 hours a day, 365 days of the year. Reach us via your computer, smartphone or tablet. Browse our products, learn more about how we innovate and discover why Roca is chosen for some of the world's leading architectural projects.

In person

Get in touch with us and we'll arrange for one of our team to sit down with you, answer your questions and discuss how we can provide expert advice and inspiration for your next project.

The Roca Product Catalogue app

Available for iPad and Android

Our app gives you instant access to over 2,500 products so you can plan your next project quickly and easily.



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