

Sanitaryware for bathrooms has become so contemporary and stylish that customers have begun to set up a large chunk of budgets for bathrooms and kitchens alone. It is even further worth the money if they can get a guest to gasp with admiration on seeing their bathroom. Today colour matching, health benefits, intelligent bathrooms are some of the aspects that customers demand. There is an experience in here that they seek. No more are bathrooms mere places to hide or pay a quick visit to. They have become places where one can linger longer what with the multi-utilities of space and aesthetics.

Speaking of what modern bathrooms mean to customers, **Rajesh Mehra, director, Jaquar Group**, says, "Patrons look forward to step into their master bathrooms for a calming and luxurious shower, to feel the unrelenting cascade of water arch down their back, to enjoy the therapeutic effect of a back and shoulder massage. They look for products that provide an experiential feel."

Jaquar Group offers easy cleaning and great hygiene through rimless sanitaryware products. Apart from this, coordinated design, easy to install feature and user friendly, Jaquar sanitaryware goes through stringent quality parameters such as load bearing test (400kg for WC and 100kg for WB), autoclave test for craze resistance, chemical resistance test to negate the possibility of stains, Spectro Photometer test for colour stability, and flushing tests (100 ball and ink test).

A few years ago, designs for bathrooms were created mainly from the pragmatism point of view. Today, they are meant to offer a sensual and experiential feel. General health is also playing a role. If one looks at the different types of wares available, smart WCs that can be controlled by a remote and packed



▲ Jaquar keeps raising the bar by introducing newer products through constant innovation in design and technology.

with features such as night light, seat temperature control, deodoriser and more – and they are only some of the primers of an intelligent bathroom is what most customers want. **KE Ranganathan, MD, Roca Bathrooms**, says, "The Rimless toilet (WCs) from Roca circulates water around the entire surface of the pan from a single flushing point achieving a better cleaning performance. Without any edges, holes or angles on the pan's surface, there is less area for bacteria build up. The Rimless toilets provide optimal hygiene when compared with conventional toilets."

Roca smart toilet collection is equipped with In-Wash technology designed for ultimate comfort and exceptional hygiene. The range boasts of iconic designs and ensures maximum hygiene with features such as deodorizing D-Rim technology that cleans the nozzle before and after each use killing 99% of the bacteria. The In-Tank soft air vortex technology ensures optimal flushing under all water pressure condition ensuring maximum cleaning around the bowl.

CLEANSING FACTOR

With the current environmental demands, there is a shift towards sustainable, more energy efficient and better hygiene products. Bathrooms today have evolved into a personal space as every individual in the family spends more than more time there. This trend has given rise to demands of products that provide more comfort and maximum hygiene.

Emanuela Tavolini, director of sales Europe, GRAFF, says, "Over the last few years, together with the concerns about the environment and the need for eco-friendly production processes, we have experienced a growing interest for products that are 100% safe for human health and are officially certified for that. Our policy towards these issues has always been one of great attention. Our faucets are, in



SANITARYWARE
PRODUCTS THAT ARE
TECHNOLOGICALLY
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THE QUALITY OF EVERYDAY LIFE.

RAJESH MEHRA



OUR SMART TOILET
IS EQUIPPED WITH IN-
WASH TECHNOLOGY
DESIGNED FOR

EXCEPTIONAL HYGIENE.

KE RANGANATHAN

fact, all manufactured in brass, with a very low nickel and lead content, in compliance with all drinking water regulations and the most restrictive criteria required for the protection of health and the environment."

Atul Sanghvi, executive director, CERA Sanitaryware, says, "Hygiene and health are prime concerns in sanitaryware products. We have launched WCs with built-in health spray. Similarly, our seat covers come with anti-bacterial coating. The ever increasing levels of awareness of consequences of lack of hygiene are the reasons for this transformation."

Over the years, as compared to a few decades ago, sanitation conditions have improved in India. **Serhan Ateş Yağız, India country manager, EYAP,** says, "The increasing per capita disposable income coupled with the government programmes for educating households about safe sanitation are fuelling the demand for decent sanitaryware. With the latest bathroom trends, technology is also playing an immense role in offering smart bathrooms with automated functionalities that come with greater impetus on cleanliness, comfort, hygiene and personal well-being."

NOVELTY HERE

Life is getting smarter with each passing day and one can attribute this to technology being at the forefront of this massive change. The idea of smart homes is on the rise with high tech modular kitchens, digital garages and smart bathrooms. Ranganathan says, "From automatic seat control to temperature control to no-sound toilets, from massage functions in showers to whirlpools, bathrooms have truly become tech savvy. With evolving needs and consumer demand, our products are equipped with smart functionalities and advanced technology making them the perfect fit for



▲ Inspira by Roca comes in three shapes, multiple combinations, ample possibilities.

contemporary bathroom spaces."

Roca smart toilets come with auto flush and auto open seat covers that reduce physical efforts for the user. Their electronic faucets and sensor urinals provide customers with a touch-free comfort, resulting in reduced human interference and increased comfort. The Alba Air & Bath whirlpool provides unmatched comfort with features like cascade flow, chromotherapy and cellular oxygenation.

The world of interiors is influenced by trends which fade away every few years. Technology upgradation takes place every few months and real innovation offers the consumers the freedom of movement within the bath space. It's zeroing down to freedom of design and planning by offering various possibilities on products. Shashidharan says that technology is helping to transform bathroom spaces with electronically operated flushing and washing. CERA has electronic WCs, catering to the upper segment. The company soon expects to make it more affordable to the Indian customers at large.

More and more customers are interested in shower systems that offer additional functions together with the traditional ones. Tavolini says, "For this reason, we developed the Aqua-sense shower system based on up-to-date technologies and aimed at meeting the most demanding of clientele. As well as different water functions (light rain, heavy rain and waterfall), the Aqua-sense shower system come with an LED lighting chromotherapy technology and the possibility to listen to music and watch videos. All of these functions can be controlled from a wall-mounted touchpad with a simple and intuitive interface. The multi-media contents can be uploaded through the provided USB port."

Sanitaryware products that are technologically advanced are creating wholesome experiences and enhancing the quality of everyday life. Mehra explains the innovative products from Jaquar Group that include:



Jaquar iFlush: The intelligent flushing mechanism that installs directly in the normal pipeline. It is a perfect upgrade to a simpler and smarter flushing mechanism and has multiple aesthetic and design advantages. It also provides a more appropriate mechanism of flushing by using the available water pressure to create better siphoning at the trap.

Jaquar HydroLite LED Overhead Shower: A unique LED shower which changes its colour with changes in temperature.

Artize RainJoy: are overhead showers. Combining the latest in material science and hydro-flow design, with the best aqua-pressure therapy imaginable, these larger than life multifunction showers envelop users with an array of soothing sensations inspired by nature's brilliant, rejuvenating ways with water.

Artize Showertronic iV6: is an intelligent water mixer system, which maintains the water temperature and flow rate during



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▲ CERA has installed 3D printing machine, which can directly convert the design idea from drawing to production mould, in a matter of days.



▲ The Aqua-sense shower system offers a LED lighting chromotherapy technology and the possibility to listen to music and watch videos.



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showering. One can choose the shower mode, control the temperature and manage water flow. Showertronic iV6's innovative electronic thermostatic mixing system has 6 electronic valves and multiple sensors which are connected to state-of-the-art intelligent control software managing all showering operations.

The trend towards shower channels is increasing rapidly. With leading brands introducing high performance rain showers and body jets the need for premium shower channels to match the interiors of the bathrooms is also on rise. Hence premium and luxury housing demands high performance drainage systems which are also aesthetically appealing. Every bathroom, whether a new building or a refurbishment is different and demands personalised taste. To meet this demand Viega has introduced new Advantix shower channel range. Distinctive shower channel designs can be customised as per the architectural and needs.