

## It Products

### Viega's Advantix Vario Shower Channel

The latest product from Viega is the innovative Viega Advantix Vario shower channel designed by Artefakt Industriekultur, the Darmstadt design agency has been recognized by many prestigious entities. It won the "red dot" award for high design quality, the renowned "Design Plus" powered by ISH and the German Design Award 2013 to name a few.

From long to short, in L-shape or in a U-shape, three connecting elements give the shower channel a high level of flexibility. It is the first shower channel that can be shortened exactly to the required length.

On the other hand, even at a low installation height, it gives an impressive drainage capacity of 24 litres per minute. This is

sufficient to reliably drain high-performance wellness showers.

With features that include discreet appearance with subtle design of shower channel and concealed drain, tailor-made solutions with elegant caps stylishly conceal the interfaces of the grid, permanent insulation water tightness with safe and watertight seal of the channel edge and caps fitted with a double-lipped seal, and self-cleaning drain with special construction and the flow speed of the drainage water.

**Contact**  
[www.viega.in](http://www.viega.in)



### Kajaria Launches Kerovit Faucet And Sanitaryware



Kajaria has now entered the bathroom space with the launch of an exclusive range of faucet & sanitaryware under the brand Kerovit, recently. Setting new trends for bathroom and sanitary ware segment, Kerovit launched its latest range of products from vanities, to counter tops, to water closet, and to a new faucet series, Joy,

Kerovit vanities are eloquent in design, comfort, convenience and hygiene. They make the bathroom look more organized and appealing. Ranging from glossy vanities to antique ones with a wooden finish, these vanities are user friendly and will surely lure your heart in.

The bathroom spaces today are brought back to life with impressive & distinctive designs for water closets and counter tops. Their subtle and natural designs give a sensational look to the bathroom. It effortlessly adds a warm endearing charm to entire the bathroom space.

The Stylish Joy Collection by Kerovit revs up the look of your bath space. Mesmerising flow of these dynamic faucets create joy. An unconventionally shaped Joy Faucet mixes and matches with different counter tops and basins to enhance and give a ravishing touch to your bathroom.

**Contact**  
[www.kajariaceramics.com](http://www.kajariaceramics.com)

### GRAFF Unveils Brushed Gold Collection



GRAFF® has expanded the range of finish offerings with the addition of an 18K Brushed Gold. The new finish accentuates the gracious, curvilinear lines and ornate details that come together with GRAFF's extensive range of refined fixtures. The perfect assortment is a fusion of traditional and modern styles, where finishes help to illustrate the larger design motifs at work.

Providing more than sophisticated style, 18K Brushed Gold grants bath fixtures

heightened levels of durability made available through GRAFF's technological expertise. Taking note of growing trends, the finish, a twist on standard gold offerings, provides a brushed texture with a subdued, yet sophisticated luster that plays to both minimalist and maximalist tastes.

18K Brushed Gold acts as a complement to eight of GRAFF's star collections, including the modern M.E. 25 collection for the bathroom. Additional collections available with the new stunning finish include: Finezza Uno and Due, M.E., Sade, Sento, Targa and Topaz.

President and CEO of GRAFF, Ziggy Kulig, comments, "Currently, styles that evoke warmth and opulence are making a significant comeback, with gold-hued details at the forefront of the trend. The addition to 18k Brushed Gold is not only indicative of shifts in design preferences, but of GRAFF's pulse on marketplace trends."

**Contact**  
[www.graff-faucets.com](http://www.graff-faucets.com)

### Grohe Sensia Arena: A Smart Shower Toilet



As technology continues to transform the bathroom experience, the toilet is the next logical step to benefit from advances in this field. Sensia Arena, the innovative shower toilet from GROHE, is designed to maximise personal comfort and hygiene through gentle and smart cleansing.

What was originally a Japanese cleansing ritual using water instead of paper continues to gain in worldwide popularity. GROHE Sensia Arena is a compelling demonstration of how modern technology can improve our lives by blending the latest innovations, long-standing expertise and contemporary styling.

The most striking aspect of Sensia Arena is the modern and elegant design created by the GROHE in-house Design Studio. Extensive personalisation options are provided for anything from the water pressure and the position of the shower arm to the preferred temperature, spray pattern and cleansing cycle.

Among the numerous benefits of the Sensia Arena shower toilet are its self-cleaning features. Importantly, use of all these features is completely optional - Sensia Arena can be used just like a conventional toilet, for example by kids or uninitiated guests.

**Contact**  
[www.grohe.co.in](http://www.grohe.co.in)