

## Sanitaryware

People have started considering the bathroom as an integral aspect of the interiors. Changing consumer preferences are boosting development of new product lines like private spas, shower systems, saunas and larger baths, etc. The trends in India, especially in the lifestyle domain, have taken a leap towards luxury bath products with the finest finish, and also an inclination towards international standards. This has inspired us to achieve technical innovations and practical developments such as Sensowash, Hygiene Glaze ceramic and rimless toilets, all of which are a testimony to the strength of our brand.

**Asutosh Shah, MD, Duravit India**



Flush mechanism, Wash-down system, seated sensors, user-defined energy save mode, etc. The star product is the Ace IQ toilet; it comes with a meter long fully customized remote control for complete cleansing and controls such as adjustable water and seat temperature, dryer, deodorizer, night light and flush control, soft close mechanism for automatic opening and closing of the lid, seat rim with temperature control, seated sensor and automatic flushing, night light, warm rear and bidet wash, warm wind drying, sanitizer and deodorizer, user-defined energy save mode that saves water through efficient flushing and powerful water flow, minimal touch points to avoid spreading of germs and stronger flush technology for efficient flushing.

In the luxury shower sector, Graff's Aqua-sense is a full sensory shower program with additional multimedia functions like chromotherapy, music and video facilities, created for a spa-like experience with its mix of water, colors and sounds. The electronic system with ceiling-mounted shower-head creates an intense



Graff ceiling mounted rain shower

Over the last few years, the Indian market has been a protagonist of an increasing attention towards the bathroom as a whole and towards the sanitary ware and fixtures in particular. Parallel to the country's economic and cultural development, the consumer target for luxury and super luxury bathrooms has expanded. Bathroom and shower products are more and more perceived not only as functional elements but also as design and architecture elements.

**Emanuela Tavolini  
Director of Sales  
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central rainfall effect as well as a waterfall jet, while the RGB LED changes color, shaping diffused chromatic lines. The system is controlled by a touch-screen with a simple, intuitive interface controlling water functions, color changes, music and videos. Music can be uploaded by connecting an i-Pod to a wall-mounted USB port, while the speakers are ceiling-installed. The system is equipped with hand-shower and adjustable side body-sprays.

Demand for premium quality sanitaryware products is on the rise owing to higher income, growing awareness, and a shift in lifestyle aspirations, driving domestic sanitaryware manufacturers to increase their focus on developing innovative products. While International companies in India have been catering to the luxury bath segment with their high-end products, Indian sanitaryware companies are also manufacturing products with enhanced features, functions, and looks. The luxury real estate sector, looking for the premium look in the projects, is investing in high-end products too. Remodelling of homes is also driving demand as it entails upgrading to better/latest products. ♦