



The Kartell by Laufen bathroom collection is born

Milan, 1 March 2013 – **Kartell**, the Italian brand and world leader in the industrial production of furniture and interior design items made of high quality plastic, and Swiss bathroom specialist **Laufen**, one of the world's leading companies in the production of high end ceramics for the bathroom, are pleased to announce that they have signed an **agreement for the design, production and world distribution** of a complete new line dedicated to the bathroom under the **Kartell by Laufen** brand name. The artistic direction for the whole project has been entrusted to architects Ludovica+Roberto Palomba, the internationally famous designers and trend setters for bathroom ware.

The collection will be previewed for the trade sector at the **ISH 2013** trade fair (in Frankfurt, 12-16 March) and then unveiled for the general public on the occasion of the next **Salone Internazionale del Mobile di Milano** (9-14 April).

A complete new bathroom collection developed through the synergies of the two brands. The Kartell by Laufen bathroom project will be distributed through the Laufen retail channels throughout the world.

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Kartell

Kartell, an Italian company founded in 1949 in Noviglio in the province of Milan and symbol of Made in Italy design is engaged in the industrial manufacture of furniture and interior design items made of high quality plastic. Winner of 9 ADI Compasso D'Oro awards and many other international awards, in its more than 60 years of history it has availed itself of the collaboration of almost 80 international designers including Philippe Starck, Ron Arad, Vico Magistretti, Gae Aulenti and many others. Today Kartell can be found all over the world in more than 100 countries with 130 flagship stores, 250 shops-in-shop and 2,400 multibrand sales points. Its products are on display in the permanent exhibitions in famous museums around the world including the MoMa in New York and the Centre Pompidou in Paris.

Laufen

The Laufen Bathrooms AG is a Swiss company specialising in high end complete bathroom solutions. Laufen's head offices are located just outside Basel. Established in 1892, it operates internationally manufacturing bathroom ceramics and sells furniture and accessories for the bathroom, bathtubs and faucets. Laufen employs a workforce of 1,800 with seven factories located in Switzerland, Austria and the Czech Republic and produces 3 million ceramic items per year. It boasts collaborations with well-known designers such as ps+a/Ludovica and Roberto Palomba (Palomba Collection), Stefano Giovannoni (ILBAGNOALESSI One), Wiel Arets (ILBAGNOALESSI dOt), Hartmut Esslinger of Frog Design, Phoenix Design and Process Design.