

January 2017

**Kartell by Laufen takes part at ISH with a collection enhanced by new products and furniture complements, to narrate an exclusive, original interpretation of the bath environment.**

At ISH, from 14 to 18 March 2017 in Frankfurt, Kartell by Laufen presents new ceramic pieces, furniture complements and special finishes that evolve the products into iconic and stimulating objects, capable of triggering emotions and embellishing the bath, which becomes a true retreat in the domestic setting.

Kartell by Laufen, designed by Ludovica and Roberto Palomba and launched in 2013, is a project based on the fusion of the best characteristics of two companies: Kartell for its originality and design of plastic objects, and Laufen Bathrooms for its quality and rigor in the field of ceramics. From the outset the collection has focused on maximum flexibility and versatility, to make the bath transform its image like a chameleon, meeting the requirements of many different tastes.

Today the range of offerings has expanded with appealing new proposals and moods, with the introduction of a completely new series of slim washbasins and a range extension of the countertop washbasins together with new colours for the finishing of the furniture in order to address an even wider audience.

One constant of the Kartell by Laufen project is the very high quality of the plastics and ceramics, and in particular of SaphirKeramik, the innovative ceramic material developed by Laufen, which has revolutionized the world of the bath due to its capacity to combine lightness, strength and slimness, thanks to an innovative formula enriched with corundum.

Kartell by Laufen continues to grow in the market, consolidating its position on an international level in the retail and contract sectors: on one side with the constant growth of the number of points of sale around the world, at this point at a total of 1000, on the other side enhancing some important architectural projects.

In the light of these experiences, Kartell by Laufen now looks to the future with a growth strategy, but above all with a plan of development to position the brand in a new dimension, with a stronger focus on interior design.

LAUFEN at ISH 14.-18.3.2017  
Hall 3.1 / Stand B51

[www.kartellbylaufen.com](http://www.kartellbylaufen.com)



For more information:

**Kartell – International press office**

Tel. +39 029 001 2277/2285

Email: [press2@kartell.com](mailto:press2@kartell.com)

**Laufen – International press office**

Béatrice Rüeger – Global Public Relations Manager Laufen

+41 61 765 7554

Email: [beatrice.rueeger@laufen.ch](mailto:beatrice.rueeger@laufen.ch)

Daniela Sarracco

EVDS Public Relations

+39 028 324 1965

Email: [info@evds.it](mailto:info@evds.it)