

SPECIAL POINTS OF INTEREST :

- New Products in Production, available for immediate order
- Water Conservation Efforts continue to be on the rise
- New Showroom Openings
- Project Work up-and-coming

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VitrA USA Newsletter

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New Products Hit the USA Market



New Potsink lav, List \$800 USD

New Products are now available to the USA market and are already in production. These products include new additions to existing collections and several new series altogether, yet each and every new product shown in the New VitrA Exclusives literature is market ready.

Pricing and size details can be found in the combination catalogue/price list sent to everyone earlier this month.

However, further information is available from VitrA USA. The complete list of New Products is as follows:

- Istanbul by Ross Lovegrove, including new CounterWare lav
- MOD by Ross Lovegrove
- WaterJewels by Matteo Thun
- Epoca, new HET/V3 toilet
- Aria, new HET/V3 toilet
- Retro Collection
- Form 500 Collection
- S50 Collection
- Piu Due, new rectangular CounterWare
- Nuovella, new undermount lavs
- Matrix, new wall-mount furniture
- Options Collection
- Potsink

EverGreen Efforts

Water Conservation continues to be a rising concern for most parts of the USA. More and more states including Texas and Georgia are working to pass laws to match those already set by California.

VitrA is both ready and excited to see the attention being given to environmental protection. We are continuing to expand our collection of water conservation products with the addition of our new designer HET/V3 toilets in the Epoca and Aria series in 2009.

We are also nearing completion on several more items. Our product development teams are currently working on additional HET products to be added to the Flushvalve Toilets and Corina series.

Also, please note the water droplet symbol next to products with water savings features in our new Exclusives Catalogue; including several of the faucets in the Istanbul and MOD Collections.

Eczacıbaşı & VitrA win a 2nd award for their Hygiene Project designed to bring better hygiene into the school systems of Turkey. Winning Special Recognition in International Corporate Responsibility category.

Help us bring this success to the schools in the USA with our VitrA hygiene products!

Istanbul by Ross Lovegrove



The Istanbul Collection is now in full production and available to all markets. Due to the specialty of its design and its luxury level status it continues to be a unique item and best suited for high-end showrooms. Therefore we do want to work with each of you in setting up the special showrooms in your area best suited to selling this unique collection. Please talk to Ece and Dawn about the showrooms you have in mind.

Don't forget to check out all the items in the new catalogues, there have been some additions and changes to the collection this year. Notice the above photos of the newest lavs... CounterWare versions of the Istanbul Lav (4280B-xxx-0016) are now available.

MOD by Ross Lovegrove



Uniquely engineered, the MOD Collection, Ross Lovegrove's 2nd series for Vitra, is eco-friendly from the production stage all the way through to the end user. By cutting back on the amount

of raw materials used in the production stage, by switching to low flow functions, and sustainable materials such as bamboo, this series does everything it can to protect our earth's natural resources. Look for this collection to be featured in the new Bruce Willis movie, Surrogates, opening next month. Mr. Willis himself chose this collection to be used in his on-screen character's home.



Water Jewels by Matteo Thun



Acclaimed Italian Designer, Matteo Thun brings his Water Jewels to life with Vitra. With a full range of countertops, and CounterWare pieces in varying finishes and styles this collection has a look and style to suite everyone. Lavs come in ceramic, terracotta, platinum, marble, granite, and solidstone finishes. Also available are decorative plate covers in wood and solidstone. And a unique tub with a modern twist on the old clawfoot design.



Epoca & Aria HET/V3 Hybrid Toilets



The new Epoca and Aria Het/V3 hybrids combine the water savings of our Ever-Green series with the performance of a V3 toilet. These models use 1.28 gallons of water per flush but perform like a Corina. Each has been updated to feature comfort height bowls that pass ADA specs and feature a concealed trapway design that has been specially curved in the back to allow for easy installation. Each toilet is in full production and ready for immediate order.

Please note that these new bowls and tanks are not interchangeable with the old styles.

Steps are being taken to have each style included in the MaP test and the WaterSense programs.

Also new this year is the updated Aria pedestal base. This pedestal base looks exactly like the previous model, but has been slightly raised in height to make it more ergonomic.

Retro Collection



Smooth, streamlined and sleek the Retro Collection invokes an age of innocence and optimism. With all the style of a bygone era and all the technical advantages of the modern age the Retro Collection is more than just a fashion statement.

Designed with a combination of wood, melamine, and lacquered finishes, Retro is made to withstand high humidity spaces, be easy to clean, and offer advanced storage solutions. Wall-hung pieces also offer a uncluttered look that allows the cabinets to be hung at customized heights for best suited for each user.

Form 500 Collection



Form 500 is a range of 3 size lavatory tops with a choice of pedestal base or trap cover. The unique shape to the lav tops and basins give extra space to the back of the lavs to allow for toiletries and other sundry items.

S50 Collection



The S50 Collection offers a range of lavs and furniture well suited to both hospitality markets and residences. With its open-faced furniture bases in oak, walnut, or wire-frame finishes the collection offers versatility and flexibility of style and installation.

New Piu Due lav



Expanding on our successful Piu Due Collection we have added a rectangular lav option to this popular series.

Nuovella New Undermount Lav



An undermount lav, this new model reflects the square shape that has made the Nuovella series so successful.

Matrix Collection



By your request, we have updated the Matrix furniture to be wall-hung in style. This allows for them to be hung at any height from standard to ADA.

Also new to this collection is the wall-hung Matrix toilet and bidet. This toilet comes with a pneumatic flush option, but can be used with our mechanical flush wall-hung carrier as well. Remember to always order matching in-wall tanks and buttons.

Options Collection



The Options Collections mixes Oak and Wenge wood finishes and varying countertops and mounting styles to offer a wide range of options to the user.

Potsink by Inci Mutlu



Made of a unique vitrifiable clay this piece resembles terra cotta yet is strong enough to everyday use.

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Logo Update

Have you updated to the new Vitra logo on your websites?

Have your customers?

We've noticed quite a few people are still using the old logos on their company sites... we need to make sure everyone updates the newest logo. Please let us know if you need a .jpeg or .eps file to update these. Requests for files can be sent to dawn.robinson@vitra-usa.com

Requests for showroom signage with the new logo can also be sent to the same address. We can special order new signs through our corporate office.



Uson Showroom, Minneapolis Design Center

Territory Updates / New Projects

We want to know what's going on in your area... don't forget to keep us apprised of all your projects and doings— we can help.

Project work:

Let us know if you are working on securing any new projects in your area. Ece is always happy to work with you on project work and help in guaranteeing Vitra gets on the job.

New Showrooms:

We are always on the lookout for new showrooms, and now with our expanded designer series we are in a better position to secure some of the very high-end designer showrooms in your area. Talk to us about any new opportunities. Dawn and

Ece are always available to talk about styles, design and pricing for these locations.

Territory Updates:

Congratulations go out to Bongard and team for their new Designer Showroom, Uson, located in the Minneapolis Design Center. This location will be combining both Vitra plumbing and Vitra tiles sales.

And to In Depth Marketing for their continued success with Plumbers Supply in Iowa. Their newly redesigned showroom promises to be a great success.

Don't forget to send us your photos and updates...