

Villeroy And Boch Launched In Sri Lanka



From bathroom basins through bathtubs, to every imaginable bathroom accessory and furniture to tiles, Villeroy & Boch, a company with a legacy of over two centuries of European origin is in Sri Lanka to offer a complete wellness experience with its high-quality products.

The first thing that comes to mind on seeing Villeroy & Boch bathroomware is elegance and grace, enhancing an important space of the home with tranquillity,

combined with comfort and wellbeing. With the bathroom becoming a personal sanctuary of relaxation with special features becoming paramount, a high-end premium brand for bathrooms will ensure sophistication.

The defining character of Villeroy & Boch is the non-porous, smooth and easy to clean surface, made from acrylic or Quaryl, which is distinguishable by its light weight. The conventional white adds to the pristine elegance of its bathrooms along with its glistening fittings and polished furniture. There is a range of neutral as well as bright colours, selection of mosaic tiles in stone grey to soft beiges and the choice of fixtures will add personality to any bathroom interior.

Mezma Trading is the sole agent for Villeroy & Boch bathroom products in Sri Lanka. The showroom in Nawala Road, Rajagiriya was officially opened for business, where a complete bathroom solution, with options for nearly any type of bathroom is on offer. The impressive showroom, accentuated with meticulous display of a large range of products has been created in accordance with concept showroom designing models practised in Germany while presentation being an important aspect of the company’s philosophy.

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“Villeroy & Boch, as one of the oldest family owned companies in Germany dating back to 1748, has a global footprint with presence in nearly 130 countries and offices in Singapore, Thailand and Shanghai. Our success in Asia is based on the company’s history. Being one of the oldest brands in the industry has given people a certain trust and security, because the company has survived for long in the hands of the same families,” said Thorsten Bies, Sales Director Africa, India, Middle East and South East Asia, Bathroom and Wellness Division.

He added that Sri Lanka is viewed as a potential market because of the positive development in the tourism industry where the leading hotel chains have decided to

be present in Sri Lanka, along with high-end residences.

Villeroy & Boch is a complete solution provider. The concept of the ‘total bathroom’ is one of its strengths. Going beyond an image of being a seller of ceramic sanitaryware, products are designed and developed as an entire collection, a solution which is important for the end consumer to ensure that the bathroom selected matches in colour and style.

While tradition is a unique feature associated with the brand, the company blends that with the latest production technologies. Connecting its products with USPs and innovation, CeramicPlus is an easy to clean, scratch resistant and durable surface, undamaged by normal acid and alkaline based household articles. Ensuring a high degree of cleanliness, the DirectFlush technology is unique because of its rimless design, which allows easy care, complete flushing of the entire bowl, and water saving which offers the ideal flow of water with a flushing volume of 3-4.5 litres.

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Mezma Trading, which is already in bottled water production, real estate and plantation management, had been on the lookout for an internationally recognised brand for bathrooms. According to Sanjeewa Gallage, Managing Director, many of the European products sold in Sri Lanka are manufactured in either China or India, whereas Villeroy & Boch has remained faithful to its European roots. “The parent company was keen to get a reliable investor in Sri Lanka, because many local agents have abruptly abandoned their dealership with foreign brands. The company wanted to ensure that their local partner will adhere to their principles and standards of quality. The product and its name are synonymous with quality and every item comes with a ten year warranty. Every aspect of the product has been developed to ensure that it is user-friendly. It’s an article of prestige for many and we are targeting the segment who are willing to pay a premium for the brand.”

Meanwhile, Augustus Pious, Director, Sales and Marketing, Mezma Trading also said that they are pitching at a different market in Sri Lanka, a niche market that is bent on brands. “Market information has revealed a segment of people who are willing to even import brands to enjoy the pleasure of using a high quality product that suits

their lifestyle. This segment of customers in Sri Lanka can afford high-end brands, they invest in distinct products and are increasingly choosing European brands for their changing lifestyles. They may be less than five percent of the market share in this industry, but it is evident that it is emerging.”




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