

PRESS RELEASE **ORGATEC 2018**



▼ 01_Laufen_Ino:

The world of work is changing: Semi-public bathroom areas must respond with new design and enhanced functionality.

Bathrooms in the changing modern world of work

From 23 to 27 October, Swiss bathroom specialist Laufen will showcase washrooms for professional environments, especially offices, at Orgatec in Cologne. With its stand in Hall 5.2, the company is partnering with the Vitra 'Work' platform, which focuses on the increasing convergence of office and public spaces, and reveals how important flexibility and agility are in the modern world of work – a topic that also affects the bathroom sector.

Laufen's presentation focuses on equipping bathrooms in a changing professional environment. While the global job market is becoming more dynamic, many companies, from start-ups to the multi-nationals, are trying out new concepts of working and living together. The showcase companies

Please download the complete Orgatec press kit from Laufen with information and printable photos:



bit.ly/LAUFENOrgatec2018

The zip file contains press material about the products shown, the Bespoke Projects of Laufen, the designers and the company.

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in Silicon Valley, for example, take care of their staff almost around the clock with fitness, leisure, wellness and health programmes, in order to attract and retain highly-qualified employees. The co-working spaces opening in many inner cities are pioneering a new culture of cooperative work, communication and entrepreneurship.

But there is also a visible trend towards a health and environment-conscious lifestyle amongst many employees. In the ageing society especially it is becoming more important to remain efficient, healthy, fit and attractive for longer, and to find sufficient space for relaxation.

Central interface between the working process and lifestyle

The modern office also has to take these trends into account. As a manufacturer and supplier of bathroom solutions the Swiss company Laufen therefore observes exactly just how the understanding of life and work is changing within society. Because with its products the bathroom specialist occupies a central interface in the working environment, where all the threads for a health-conscious lifestyle and working style converge.



▼ **02_Kartell by Laufen:**

Ideal in office environments are separate bathroom units consisting of toilet and washing area, which provide the necessary privacy and tranquility.



▼ **03_Laufen_Val:**

Details matter: Both the base unit and the paper holder with disc provide welcome storage space for cell phones.

Employees who for example go running or biking during their lunch break, or go to a gym, appreciate the value of a company bathroom with a shower. Especially in office environments the relationship between personal privacy and common use has to be balanced for this reason – after all, everyone knows each other here. For this reason, separate units consisting of a toilet and washbasin are ideal, providing the necessary degree of privacy and calm, and in consequence more satisfaction amongst staff members.

Design as a key factor

In addition, modern semi-public sanitary areas often play an important representative role – because many visitors draw conclusions about the company based on the state of the sanitary facilities. And only a

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bathroom which is well cared for, which features high-quality fittings and which represents design language can be seen as a business card or advertisement for the company itself.

As a result, a timeless, minimal design language makes sense for permanently installed bathroom components in particular. Light, clear and slender shapes that improve the ambiance of the bathroom with their optimised proportions are popular. Laufen initiated this trend with its SaphirKeramik washbasins, and is a leading designer of thin-walled ceramics – not least thanks to successful partnerships with top designers like Kartell, Patricia Urquiola, Konstantin Grcic, Marcel Wanders, Roberto and Ludovica Palomba, Toan Nguyen and others.



▼ **04_Laufen_Cleanet_Riva:**

Shower toilets offer a high standard of hygiene in the office, but they have to be as intuitive and easy to use like Cleanet Riva by Laufen.

Shower toilets are taking over the office

Another trend in bathrooms in office environments and many other semi-public buildings are shower toilets, which offer a high standard of hygiene. However, they are subject to special requirements: The different users must be able to understand and operate the shower toilet in a very short period. As a result, it has to be as intuitive and simple to use as users are accustomed from conventional toilets.

In addition, other aspects come into effect here: Does the design match the rest of the bathroom, or does the shower toilet look like a foreign body? Is its operation intuitive and simple, so that visitors can use it immediately without difficulty? And does the shower toilet feature useful additional functions, such as odour removal? Can it be cleaned quickly, simply and thoroughly, and is reliable operation and maintenance guaranteed? If these questions are answered satisfactorily, shower toilets make a contribution to the satisfaction of employees and visitors.

Ergonomics and ease of cleaning

Against a background of changes in the population pyramid, the requirements of older members of staff also have to be taken into account.

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In the course of planning the company's own sanitary rooms designers should therefore ensure that there is enough room for movement, that the lighting for washbasins and toilets is good and clearly arranged, and that ergonomic requirements are taken into account – all employees profit from this in the end.

Details like sufficient hooks for hanging garments and bags, or shelves for mobile phones, laptops or other items, for people who are changing after sports or before a meeting are also useful.



Another aspect to be taken into account in the planning process is to ensure that the sanitary facilities can be cleaned quickly and easily, and maintained inexpensively – because otherwise the most beautiful bathroom would be worth very little.

Holistic consideration is required

Laufen expects to gain a lot from its presentation at Orgatec within the framework of the Vitra 'Work' platform, and looks forward to constructive exchanges on these topics with planners of offices and working worlds, architects, interior architects and designers. Because in a common and holistic consideration of the transforming working environment, sanitary rooms these days have a decisive role to play. The Swiss bathroom specialist has reacted to this with a broad high-quality range of offers, which stretches from single-washbasins, shower trays, urinals through compact, design and shower toilet solutions, to serially prefabricated and tailored bathroom units.

▼ **05_Laufen_Val_Lema_02:**

Only a well-maintained and high-quality equipped bathroom in a consistent design language can be seen as a business card or advertisement for the company itself.

Media contact

Marc Millenet
id pool GmbH
+49 711 954645-55
laufen@id-pool.de

Béatrice Rüeger
Laufen Bathrooms AG
+41 61 765 75 54
beatrice.rueeger@laufen.ch