

## Directors Blog

by Guy Wilson



Dear Colleagues,

The addition of a dedicated A & D area situated on the mezzanine level of the Dubai showroom is certainly the icing on the cake of what is now without doubt the leading bathroom showroom in the region. This dedicated area caters directly to

our professional design clientele and serves as the perfect environment in which to showcase the ranges within our portfolio that cater specifically to the project market.

The dynamic mock-up area allows us to display our project product proposals in context to designers and developers in a unique and professional manner. This unparalleled service provides a competitive edge which has already proved decisive in securing a significant opportunity in Mozambique.

This tremendously exciting addition is one of which we should be extremely proud and is sure to be instrumental in facilitating our ambitious growth plans.

Regards,  
Guy

## Directors Blog

by Dominic Coulbeck



This month we will be taking possession of our new Logistics centre based in Birstall, just a few miles from Leeds in the North of England. The facility is 17500 sq feet in total. 3500 sq ft will be allocated to office space which will include a small design centre for architects and designers to use and view our

products on display. In addition we will have a testing rig set up to check flow rates and optimum water pressures, plus a training area.

We are also increasing our "back office" support team to help Jackie Heseltine, our Leeds based Operations Manager, with additional Sales Admin, Warehouse personnel, drivers and technical support.

We hope to move from our current UK warehouse by the end of September, and mid to late October move the office based staff to the new facility by which time we will have the new furniture, central heating etc in place.

This is a big move and investment for us as we plan to supply many of our new territories ie North and West Africa, CIS countries etc from UK allowing our customers to take advantage of receiving shipments from England, plus of course service our existing customers both in UK and Europe.

## New BAGNODESIGN A&D Centre



## Where We Are Opening

### Flying the flag for British Style, BAGNODESIGN are to open their first Architectural and Design Showroom in the Far East in November this year

BAGNODESIGN have signed an agreement to partner with VSC, a publicly listed company on the Hang Seng Exchange in Hong Kong, to open a 4000 ft2 dedicated showroom in Hong Kong in November this year. This will make the full BAGNODESIGN range available to Architects, Interior Designers, Contractors and discerning clients alike, all displayed in a state of the art environment in Fenwick Street in the heart of Wan Chai.

Design and Construction professionals are invited to utilise the social space in the showroom to touch and feel and select materials in a relaxed environment where all professional facilities are available including workspaces, private meeting areas with video-conferencing facilities, refreshments and free wifi access. Clients are also welcome in the showroom either with their consultants or by appointment for personal service.

The parties have also signed a MoU to open 5 further A&D Showrooms in China in 2014 and one in Singapore. With all the Global Launch of the new Collections happening in the Hong Kong store there will be plenty of choice from modern to traditional to please everyone. This partnership is the first step for BAGNODESIGN in its venture to move into the Asia Pacific market and represents a key part of the companies growth strategy in the medium term.

Please visit [www.bagnodesign.co.uk/hongkong](http://www.bagnodesign.co.uk/hongkong) to register your interest and receive updates on the progress of the showroom.



## BAGNODESIGN Export - A view from the Road

LONDON



As with anything Export, dealing with logistics, documentation and approvals in new territories can often take longer than expected. This said we are now starting to gain traction and see repeat business in the new showrooms opened early this year in Georgia, Iraq and Bahrain. Closer to home a revamp in Fujairah, a new dealer in Sharjah and an excellent 1st year of business in Ras Al Khaima have surprised us all and kept our local delivery drivers busy with Bagno products.

In New Zealand Robertson's have opened a second showroom in Christchurch as the country slowly starts to recover from the terrible earthquakes of a few years ago and the much anticipated re-build starts to take shape.

In Africa our dealer in Kenya is starting to prosper in his second year and is close to winning his first Bagno project. In Nigeria we are all waiting with bated breath for the showroom to open in Lagos a little later than expected but with great promise if the pre-sales are anything to go by.

Our collaboration in Baku, Azerbaijan celebrated its 10th year anniversary in September and what better way to celebrate by opening a new 1000sq mtr 2 floor showroom in the heart of the City, congratulations to Mr Valihad and his team as BAGNODESIGN goes from strength to strength in both Projects and Retail in this much talked about market. Our 1st shipment from Dubai to Moscow has now hit the shelves in Kolibri's concept store as both companies combine again with a tentative approach to this huge market, more on this one later..

So all the talk and excitement at the moment is of the new Sanipex Asia Pacific collaboration with VSC Ltd of Hong Kong and Shanghai. The ambitious plan to open a 500sq mtr showroom in the heart of Wan Chai in late November with a further 5 showrooms to follow next year in mainland China and an A&D center in Singapore is certainly staggering.

My relocation to Hong Kong to head up the operation later this year leaves me filled with excitement and optimism as I know the value of the brand is key in this market, hopefully all the hard work of brand and product development is just about to pay off.

## New Exciting Bathroom Collections



### BLOOMSBURY

Inspired by late night Jazz parties, cocktails and the social rascals of London town, BAGNODESIGN introduces the Bloomsbury Collection.

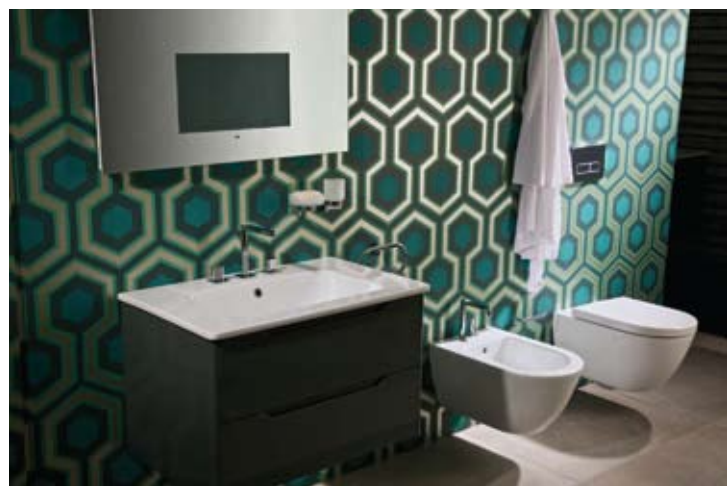
Creating the air of elegant London living from the turn of the Century, through the roaring 20s and the classic era of the 1950s, the Bloomsbury Collection brings luxury and opulence to the modern day, yet classically styled bathroom in true BAGNODESIGN fashion.

Giving designers free rein with their creativity, the collection features standard washbasins which can be combined with a variety of different washstand options to suit the space available. This latest collection to join BAGNODESIGN's extensive range of design-led bathroom solutions also includes a range of furniture to ensure the bathroom is streamlined and orderly. A variety of antique-style mirrors, meanwhile, provide the perfect finishing touch.

The sanitaryware and furniture in the Bloomsbury Collection is joined by three ranges of brassware, again offering designers complete flexibility. Each style of brassware evokes a different era of the London high-life - perfect for injecting a sense of nostalgia and vintage chic to the classically styled bathroom. The brassware is available in a choice of three finishes of chrome, polished nickel or gold.

For a truly co-ordinated finish, the Collection is completed with a comprehensive range of accessories designed to match perfectly with the sanitaryware, furniture and brassware.

## URBAN



Perfect for creating an air of city living sophistication in any bathroom, BAGNODESIGN introduces Urban, its latest collection of sanitaryware, furniture and brassware. With all the hallmarks of quality, design and detail that you would expect from this international manufacturer of design-led bathroom solutions, Urban from BAGNODESIGN brings the very latest Italian styling to the modern bathroom environment.

Featuring softened cubic lines that are ideal for modern city living, Urban sanitaryware includes a wall-hung WC and a matching washbasin, which can be wall mounted or supplied as an under-counter version. The perfect accompaniment to the sanitaryware and providing an ideal storage solution in the smaller inner-city bathroom, is the range of furniture also available in the Urban collection. With its handle-less design, the furniture is sleek and minimal whilst ensuring a clutter-free finish in the busiest of bathroom spaces and is available in a choice of five finishes for complete flexibility of design.

Completing the Urban line-up is a new range of ultra-thin brassware, which is guaranteed to be a focal point of the contemporary bathroom. A full range of brassware is available in the collection, from basin, bath and bidet mixers through to concealed thermostatic shower mixers. Available in either a chrome or stainless steel finish, this new brassware, as with the entire collection of Urban bathroom solutions, brings an air of elegance and sophistication to the modern bathroom environment.

## Luxury bathroom design on a record-breaking level

Officially ranked as the world's tallest hotel when it opened its doors to guests in February 2013, the JW Marriott Marquis spans 72 floors and towers 1,100 feet over Dubai. This landmark luxury hotel may have entered the Guinness Book of World Records due to its height, but designing each of its guest bathrooms and the spa area proved far from a tall order for BAGNODESIGN, the international manufacturer and supplier of design-led bathroom solutions.

Clean lines and a modern finish were key to appealing to the hotel's varied clientele, which ranges from seasoned travellers, to guests visiting the region on business from all over the world. The broad product range in the BAGNODESIGN portfolio more than catered to the design brief, with the company also able to draw further inspiration from other brands under the Sanipex umbrella in order to create aspirational bathroom spaces that relax the mind, body and senses.

The lavishly designed bathrooms include the Malmo luxury freestanding bath tub, Smooth wall-hung sanitaryware and double under-counter washbasins, all from the BAGNODESIGN stable. These are perfectly complemented by Geberit concealed cisterns and flush plates, and individual walk-in showers equipped with Notions and Geo brassware from Vado. The finishing touches are all catered for too, with the full BAGNODESIGN accessory package which specifically caters for the hotel industry.

Guy Wilson, Managing Director of Projects for BAGNODESIGN, commented: "Although the overall feel of the bathrooms had to be one of luxury and sheer indulgence, the design brief also put an emphasis on value. Through close co-operation with the design team throughout the duration of the project, we ensured that the design intent was maintained whilst fulfilling the budgetary requirements of the client.

As with any project on such a large scale, the design and installation process of the bathrooms in the Marriott Marquis wasn't without its share of challenges, all of which were met and conquered by BAGNODESIGN. "There were ongoing changes to the design and varying onsite conditions which meant our constant and meticulous involvement," explains Guy. "Our product specification team were involved at the design stage to ensure the right choices were made and the volume of orders could be achieved, backed up by the BAGNODESIGN supply chain and technical support team who ensured the project's challenging deadlines whilst fulfilling the changing criteria."



## Other Exciting Projects

### Eden Island Seychelles



Eden Island is a residential marina development located just a few hundred metres from Mahé. Measuring over 56 hectares in size, the island hosts exclusive freehold title homes that can be accessed via more than 16 hectares of private waterways. The beautiful designed bathrooms at the development feature BAGNODESIGN's own brand Dream range of sanitaryware and basins which are perfectly complemented with the Aquaeco range of concealed cisterns.

### The National Museum Qatar



The National Museum of Qatar is the next world-class institution for the international community. It will comprise a series of interlocking discs of varying dimensions and curvatures, which will form walls, ceilings, floors and terraces. When complete this amazing building will feature world class Vola Mixers and Geberit HDPE pipes supplied through our Sanipex Qatar branch.

### Nottingham One United Kingdom



The Nottingham One Tower in London is one of the most prestigious and popular residential developments in Nottingham, UK. Using one of our newest wall hung wc's from the Corsair range along with Vado brassware and Aquaeco Concealed cisterns these bathrooms are designed to relax the mind and body.

### Mafraq Hospital United Arab Emirates



With a commitment to world-class quality patient care, Mafraq Hospital is dedicated to offering state-of-the-art diagnostic, therapeutic and intensive care facilities. BAGNODESIGN is proud to have supplied Mafraq Hospital with quality products from ASI, Geberit and Vado.