



THE ARTISTRY OF TIMELESS MODERN DESIGNS



Crafted for Obsession

TZEL HAS EVOLVED INTO A BRAND OF LATEST TRENDS PROMOTING ORIGINALITY, QUALITY, COLLABORATION OF DESIGN, MATERIALS AND TECHNOLOGY.

WHO WE ARE

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ITZEL is an organization comprised of strategists, creative, technologists, designers, marketers and investors. We deliver exceptional results for our clients by gaining a deep understanding of their needs, customers and target market and there combining insight driven strategy and ideation with highest levels of execution.

These designs are suitable for modern living space. ITZEL is focussed on completely redefining the bathroom experience of our Indian and International customers to utmost satisfaction, in years to come!

ITZEL faucets are made in India in its state-of-art plant located in the heart of India with R&D from ITALY with best of designers. Itzel faucets are constructed with solid metal which provides great strength, durability and higher quality finish attained through extensive quality checks.

At ITZEL we keep our promise to the environment intact by developing new technology that offer advanced solutions for water saving. Our social responsibilities are reflected through innovation in new materials which we are using to develop our products. Our flagship products have been well coordinated with product & technologies that save water up to 60% without compromising on the wellness theme!



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DIRECTOR'S MESSAGE

Crafted with Obsession is our guiding principal and our mission is to enhance comfort living in bathroom spaces. At the highly Modern atelier, we craft precision, perfection, opulence.

ITZEL in an elegant and passionate way pursues your fantasies to produce ingenious bathing solutions.

ITZEL products reflect the heritage of excellence, leading-edge design, advanced technologies, sustainability and renowned craftsmanship characteristics through our innovative Kitchen and Bath products. Itzel has been developing new products categories since its inception.

Our mission represents creative passion and our commitment to bring new and unique products to market and reinforce our dedication in creating truly delightful consumer experience.

Dolakhe.

Rajeev Adlakha Managing Director



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ITZEL dominates as leading manufacturing company in terms of quality, design and technology.

Brand New Infrastructure, more customer centric approach and tailor made partnership solution is commitment to this ever growing industry. With a vision to revolutionize and redefine bathroom industry, Itzel has a focus of selling an experience to its customers with redefined and unique bathroom solutions, by creating value & pacing the customer experience.

Itzel reflects luxury through quality, style and craftsmanship.

ITZEL asserts itself as a beautiful integration of performance; aesthetically modern space and inspiring designs with a consistency in quality standards upgraded technology measures.

Our products go through extreme quality checks and latest from industry which create us as the most trustable brand in the industry for them. The kind of customers who love our work are the one who do not compromise on quality and innovation.

Our service is all about attention to detail, clarity of expectations and extremely high creativity that provides fair pricing and flawless experience.

OUR BRAND VALUES

Quality, Technology, Design and Sustainability. Four brand values that illustrate our commitment to creating exceptional experiences. We set our standards extremely high to ensure that every time you turn on ITZEL faucet or step into a ITZEL shower you can feel the difference.



TECHNOLOGY

ITZEL has been regarded as the craftsmen with latest technology, because of its innovations, outstanding design and award winning fittings.

By the combination of their advanced craftsmanship and their cutting edge approach to effective teamwork and processes, ITZEL takes the lead in developing, designing and manufacturing outstanding product range, all the while testing and fine tuning each piece to ensure continued customer satisfaction.

The result: Timeless design and quality that lasts a life time. Again and again ITZEL products surprise users with unique features. When you use an ITZEL product you can feel the difference time after time.



DESIGN

ITZEL is a head of competition in introducing new and innovative designs. The company is quick to identify market trends and believe in extensively collaborating with its international manufacturing partners to design and develop products which combine exquisite style with state of art technology, unparalleled performance and the highest quality.





QUALITY

ITZEL faucets provide a great experience with their high quality performance. Our states of art manufacturing unit are backed by world class testing lab. That's why we conform to highest quality and regulatory standards.

Cartridges: Itzel cartridges are tested to give a longer and trouble free operating life of up to 20 years. Work smoothly even at high temperature (85°) and in various pressure conditions (0.5-5 bar).

Chrome: High plating thickness (nickel: 10 microns and chrome: 0.3 microns) provides tolerance to extreme climate & water conditions. 450+ hours of salt spray test ensures our finishes are higher durable and corrosion resistance for a much long duration.

Aerators: Devices that mix air with water to give a soft and splash free flow. Our integrated honey come structured aerator provides lime building up protection. Intergraded anti clogging dome screen of aerator filter sediments and dust particles.

SUSTAINABILITY

We at ITZEL help our channel partners to become professional traders in providing most innovative bathroom solutions through high quality, high aesthetic value products of durability and innovation.

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MANUFACTURING PROCESS

A Creation That Delivers Exceptional Value, Style & Innovation.



MOULDS & TOOLS:

All moduls and jigs are developed in our manufacturing unit with vertical machine centre (VMC) as required, with detailed survey from market and customer.

SAND CORE :

We ensure uniform wall thickness by the process of 'core shooting' on the brass ingots before casting. This ensures the uniform flow of water inside a faucet and the ultimate sensual feel of replenishing your skin with gentle swirls.

- Quality Controls: 1) Sand and Catalyst
- composition
- 2) Core hardness
- 3) Core weight



INDUCTION CASTING OF BRASS:

Made from brass ingots of high purity, density and superior grain structure, our products follow a streamlined process in the induction casting of brass as per international standards.

Quality Controls:

- Composition of Brass (CB7555-UNEN 1982-2008)
- 2) Weight Standards
- 3) Uniform wall thickness (Internal / External)





MACHINING:

All our product components are processed on precision machines which makes it standardized and easy to replace. The hardness and work ability make brass one of the most versatile machining materials available, making it possible to achieve an impeccable mirror-finish with sensual and exotic contours that add elegance and a tinge of luxury in every fragment of our design. The muted golden-yellow color of brass is refined to its finest by the use of imported brushing tools at our dedicated facility and ensures a long lasting life.

Quality Controls:

- Dimensional controls drawings in technical documents respecting tolerance.
- 2) Thread Gauge (Go / No go).
- 3) Components fitment.

POLISHING & GRINDING:

Polishing/Grinding is done on very advance machines to provide mirror smooth finish which is essential for perfect surface coating.

Quality Controls:

Visual controls 100% as operative instructions.





SURFACE FINISHING (ELECTROPLATING, POWER COATING AND PAINT):

(A) NICKEL PLATING:

Latest ultrasonic cleaning system is used for cleaning and digressing the product before electroplating. The thickness - nickle is minimum 10 to 12 microns as per international standards.

(B) CHROMIUM PLATING:

Quality chromium plating system which is copper based is used for giving the best surface shine having very resistance against corrosion. Chrome thickness is minimum 0.3 microns.

Quality Controls:

- Salt spray test to click durability
- 2) Adherence
- 3) Aesthetic Finish
- 4) Thickness of Nickel and Chrome

ASSEMBLING & TESTING:

All the assembly lines are equipped with required components and testing machines.

Quality Controls:

- 1) Air testing Machine (from 4 to 6 bar - from 58 to 87 Psi)
- 2) Torque Components in Nm
- 3) Aesthetic control 100%





FINAL CONTROL : We follow International standards ISO 2859-1 : 1999 Components fitment.

CERTIFICATIONS AND APPROVALS

ITZEL is a creation that delivers exceptional value, style & innovation. ITZEL products are internationally certified and tested by best labs to ensure absolute quality and results.

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ITZEL BATH (INDIA) PVT. LTD.	ITZEL BATH (INDIA) PVT. LTD.
Iscated at Works: 596 597, MODERN INDUSTRIAL ESTATE, PART-A, BAHADURGARH, HARVIAN 124 507, INDIA Registered Office: A.19-A, MAYAPURI INDUSTRIAL AREA, PHASE -2, NEW DELHI 110 064, INDIA German Cert Co., Ltd. hereby certifies that the quality management system of the above organization has been evaluated and found to be in line with the	Netson State of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has been evaluated and found to be in line with the requirements of the above organization has b
requirements of the following standard: ISO 9001:2008 (Excluding Clause: 7.3 Design and Development) for the scope of Manufacture and Supply of C.P. Bath Fittings	ISO 9001:2008 (Excluding Clause: 7.3 Design and Development) for the scope of Manufacture & Supply of C.P. Bath Fittings
Certificate Number: KorQ-132455 This certificate is valid from December 10, 2013 until December 09, 2014.	Certificate Number: GCQ-151237
Scheme Manager	Initial certification date: GC certification date: GC certification date: CC certification date: CC certification Expiry Date: Re-Certification Expiry



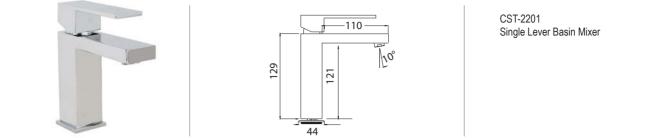


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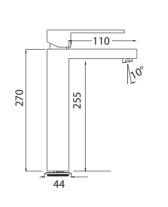
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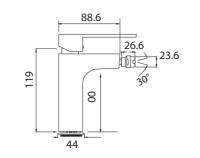
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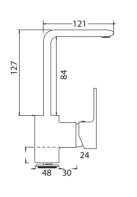
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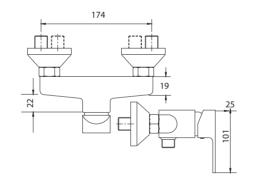
CST-2203 Single Lever Bidet Mixer



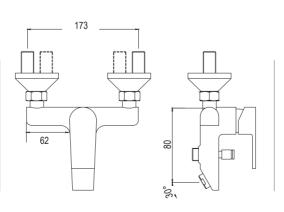


CST-2301 Single Lever Sink Mixer





CST-2210 Single lever shower mixer



CST-2220 Single Lever Bath Mixer

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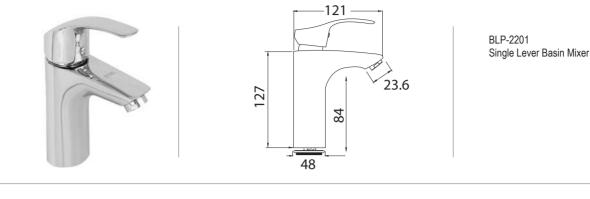


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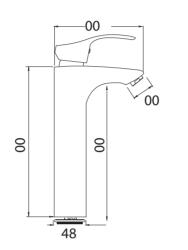
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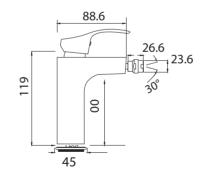








BLP-2201B Single Lever Basin Mixer Long



BLP-2203 Single Lever Bidet Mixer

BLP-2301 Single Lever Sink Mixer

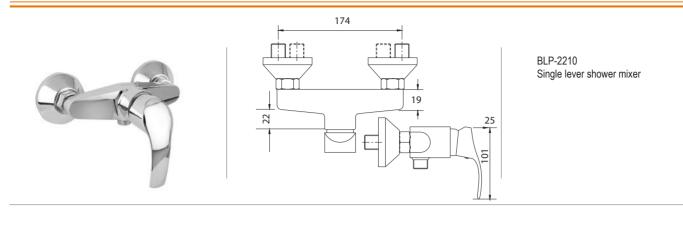
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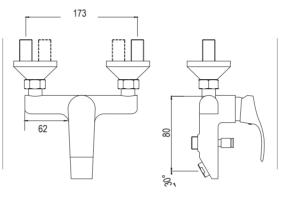


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BLP-2220 Single Lever Bath Mixer



BLP-2002 Single lever diverter 2 inlets with 2 outlets

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BLP-2201 Single Lever Basin Mixer Rose Gold



BLP-2201 Single Lever Basin Mixer Gold



BLP-2201 Single Lever Basin Mixer Antique Black

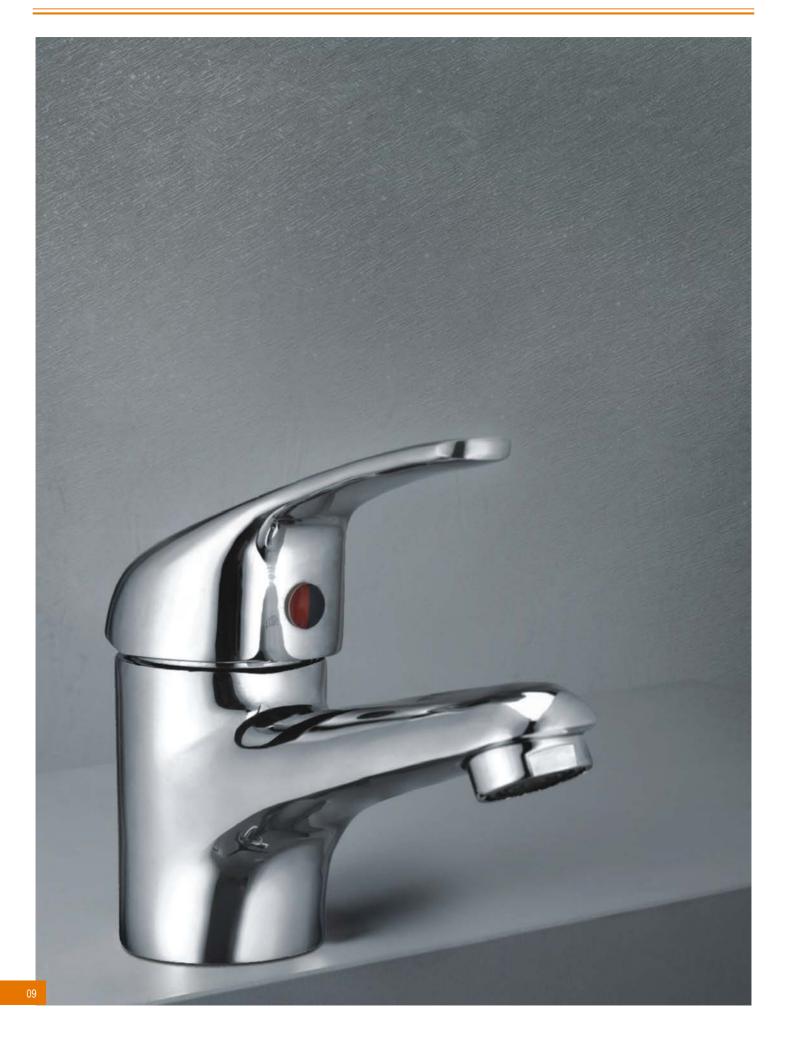
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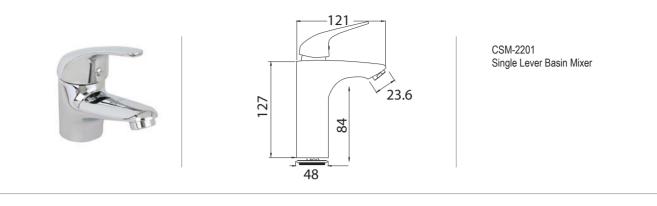
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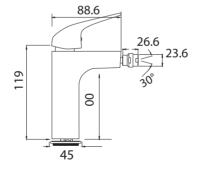




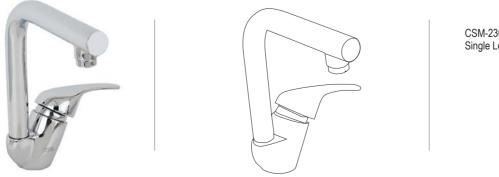


CSM-2201B Single Lever Basin Mixer Long





CSM-2203 Single Lever Bidet Mixer



CSM-2301 Single Lever Sink Mixer

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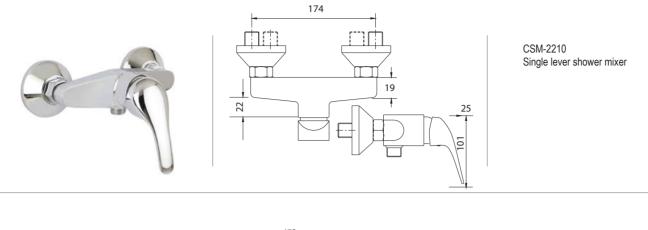
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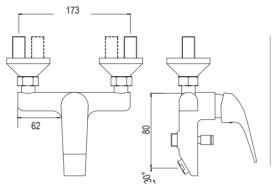


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CSM-2220 Single Lever Bath Mixer

CSM-2002 Single lever diverter 2 inlets with 2 outlets

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DIFFRENT FINISHES

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ANTIQUE BLACK & CP



GOLD & CP



ANTIQUE ROSE GOLD & CP



ANTIQUE GOLD & CP

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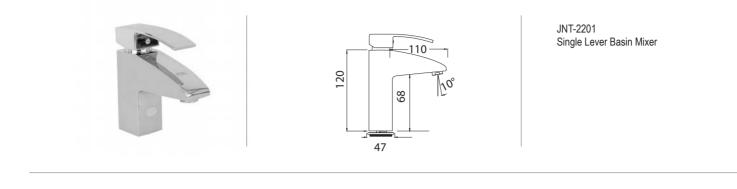
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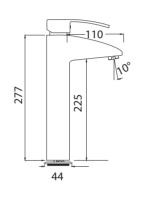
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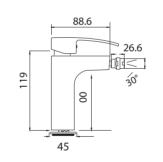
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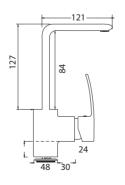
JNT-2201B Single Lever Basin Mixer Long



JNT-2203 Single Lever Bidet Mixer



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JNT-2301 Single Lever Sink Mixer

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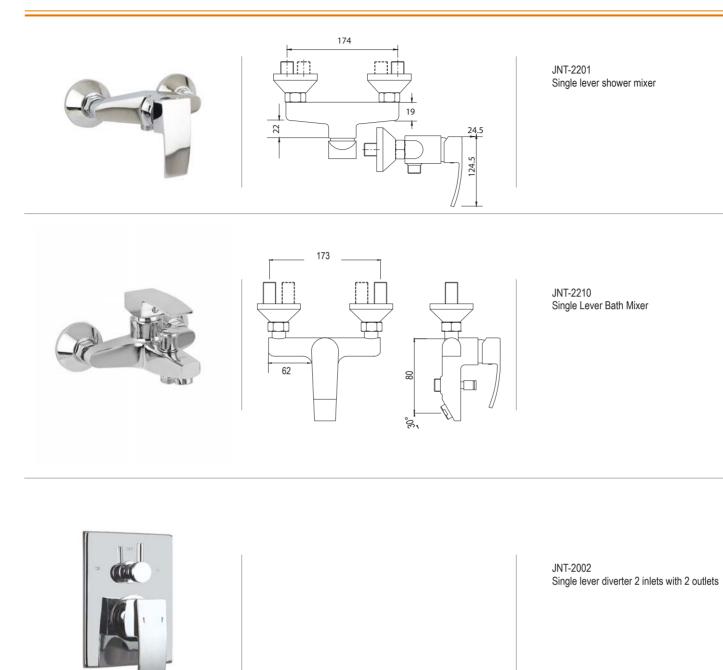
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JNT-2201 Single Lever Basin Mixer Rose Gold



JNT-2201 Single Lever Basin Mixer Gold



JNT-2201 Single Lever Basin Mixer Antique Black

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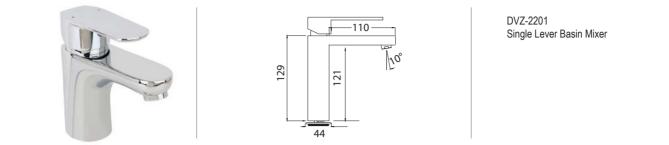
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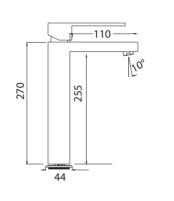
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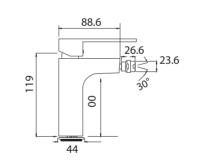






DVZ-2201B Single Lever Basin Mixer Long





DVZ-2203 Single Lever Bidet Mixer

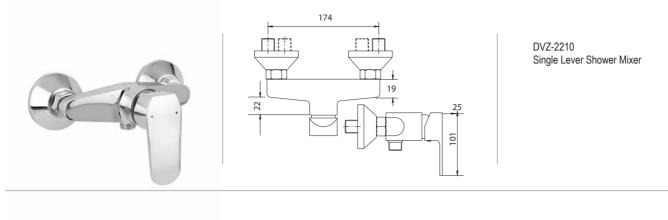
DVZ-2301 Single Lever Sink Mixer

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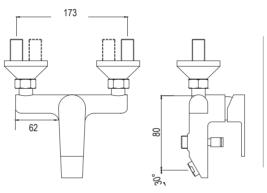


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DVZ-2002 Single lever diverter 2 inlets with 2 outlets



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DVZ-2201 Single Lever Basin Mixer Rose Gold



DVZ-2201 Single Lever Basin Mixer Gold



DVZ-2201 Single Lever Basin Mixer Antique Black

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CROSSO





CRO-1101 Pillar Cock Foam Flow



CRO-1102 Bib Cock with Flange, Foam Flow



CRO-1103 Bib Cock Long Body with Flange, Foam Flow



CRO-1104 Angle Valve with Flange



CRO-1106/1107 | Exposed Part Kit of Concealed Stop Cock 15mm/20mm with Sleeve, Operating Lever and Adjustable Wall Flange (Compatible with ALD-3101/3102 only)



CRO-1128 Bib Cock Two Way with Flange, Foam Flow



1109 | Pillar Cock Swinging Swivel Spout, Foam Flow CROwith



CRO-1122 | Sink Cock with Swivel Spout with wall Flange, Foam Flow



RO-1122 nk Cock 2-in-1 with Swivel Spout to wall flange Si wi



CRO-1113 Sink Mixer with Swinging Spout with Connecting Legs, Nuts & Flanges



CRO-1116 | Wall Mixer 3-in-1 with Provision for both Overhead Shower & Hand Shower, with L Bend with Supporting Legs & Nuts (w/o Overhead & Hand Shower)



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KIERA





KRA-1101 Pillar Cock



KRA-1106/1107 Exposed Part Kit of Concealed Stop Cock 15mm/20mm with Sleeve, Operating Lever and Adjustable Wall Flange (Compatible with ALD-3101/3102 only)



KRA-1102 Bib Cock with Flange



KRA-1104 Angle Valve with Flange



KRA-1103 Bib Cock Long Body with Flange



KRA-1122 Sink Cock 2-in-1 with Swinging Spout, Foam Flow



KRA-1109 Pillar Cock Swinging with Swivel Spout, Foam Flow



KRA-1110 Pillar Cock Swan Neck with Casted Spout, Foam Flow



KRA-1114 Wall Mixer Non Telephonic



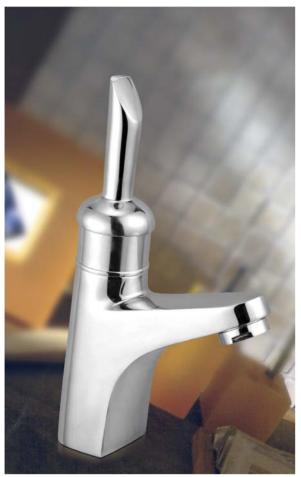
KRA-1113 Sink Mixer with Swinging Spout, with Connecting Legs, Nuts & Flanges



KRA-1117 | Wall Mixer Telephonic with L Bend with Provision for Overhead Shower with Supporting Legs & Nuts (w/o Overhead Shower)

SOMETHING SPECIAL





SSP-1101 | Pillar Cock Single Lever Movement SWIFT

TALL BOY'S

SWIT



SSP-1108 | Sink Cock Single Lever Movement with Swivel Spout SWIFT



SSP-1109 | Pillar Cock Single Lever Movement with Swivel Spout **SWIFT**



SSP-2204 | Pillar Cock with 200mm Extended Body, Foam Flow



SOMETHING SPECIAL



MOUTH OPERATED TAPS



SSP-2201 | Pillar Cock Face Operation with 300mm Extended Spout, Foam Flow



Pillar Cock Face Operation with 200mm Extended Spout, Foam Flow

PRESSMATIC TAPS



SSP-2206 Urinal Flush Cock Self Closing

SURGICAL TAPS



SSP-2208 | Pillar Cock Elbow Action with Extended Lever, Foam Flow



SSP-2207 | Bib Cock Elbow Action with Extended Lever, Foam Flow

NEW FLUSH COCKS & BIBCOCKS 2 IN 1





SPR-1128 | Bib Cock 2 in 1 Either Flow, Foam Flow



SPR-1118 Flush Cock 1" Rising Rod Half Turn w/o Cap



VRN-1118 Flush Cock 1" Quarter Turn VERNA



SPR-1118A Flush Cock 1" Floweron Half Turn with Cap



FL-1118 Flush Cock 1" Quarter Turn FLORENZ

BATH SPOUTS

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BTS-2101 Bath Tub Spout with Wall Flange



BTS-2103 Bath Tub Spout Heavy with Wall Flange



BTS-2102 Bath Tub Spout with button attachment with Wall Flange



BTS-2104 Bath Tub Spout Heavy with button attachment with Wall Flange

CONCEALED PART HIGH FLOW DIVERTORS 40MM & 46MM





ALD-4002 40 mm High flow divertor body with 2 inlets & 2 outlets



ALD-4004D 40 mm High flow divertor body with 2 inlets & 4 outlets Dial Type



ALD-4004B 40 mm High flow divertor body with 2 inlets & 4 outlets Push Button Type



ALD-4602 46 mm High flow divertor body with 2 inlets & 2 outlets



ALD-4604D 46 mm High flow divertor body with 2 inlets & 4 outlets Dial Type



ALD-4604B 46 mm High flow divertor body with 2 inlets & 4 outlets Push Button Type



ALD-4603 46 mm High flow divertor body with 3 inlets & 2 outlets



ALD-4603D 46 mm High flow divertor body with 3 inlets & 4 outlets Dial Type



ALD-4603B 46 mm High flow divertor body with 3 inlets & 4 outlets Push Button Type

CONCEALED PART HIGH FLOWDIVERTORS IN TECHNO BOX 40MM & 46MM





ALD-4002T 40 mm High flow divertor body with 2 inlets & 2 outlets In Techno Box

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ALD-4004DT 40 mm High flow divertor body with 2 inlets & 4 outlets Dial Type In Techno Box



ALD-4004BT 40 mm High flow divertor body with 2 inlets & 4 outlets Push Button Type In Techno Box



ALD-4602T 46 mm High flow divertor body with 2 inlets & 2 outlets In Techno Box

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ALD-4604DT 46 mm High flow divertor body with 2 inlets & 4 outlets Dial Type In Techno Box



ALD-4604BT 46 mm High flow divertor body with 2 inlets & 4 outlets Push Button Type In Techno Box

BYELOOP SERIES COMPLIMENT SET



CONCEALED PART HIGH FLOW DIVERTORS 40MM & 46MM



BLP-4002 40 mm High flow divertor body with 2 inlets & 2 outlets Complete set Byeloop



BLP-4004D 40 mm High flow divertor body with 2 inlets & 4 outlets Dial Type Complete set Byeloop



BLP-4004B 40 mm High flow divertor body with 2 inlets & 4 outlets Push Button Type Complete set Byeloop



BLP-4602 46 mm High flow divertor body with 2 inlets & 2 outlets Complete set Byeloop



BLP-4604D 46 mm High flow divertor body with 2 inlets & 4 outlets Dial Type Complete set Byeloop



BLP-4604B 46 mm High flow divertor body with 2 inlets & 4 outlets Push Button Type Complete set Byeloop



BLP-4603 46 mm High flow divertor body with 3 inlets & 2 outlets Complete set Byeloop



BLP-4603D 46 mm High flow divertor body with 3 inlets & 4 outlets Dial Type Complete set Byeloop



BLP-4603B 46 mm High flow divertor body with 3 inlets & 4 outlets Push Button Type Complete set Byeloop

BYELOOP SERIES COMPLIMENT SET



HIGH FLOWDIVERTORS IN TECHNO BOX 40MM & 46MM



BLP-4002T 40 mm High flow divertor body with 2 inlets & 2 outlets In Techno Box Complete set Byeloop



BLP-4004DT 40 mm High flow divertor body with 2 inlets & 4 outlets Dial Type In Techno Box Complete set Byeloop



BLP-4004BT 40 mm High flow divertor body with 2 inlets & 4 outlets Push Button Type In Techno Box Complete set Byeloop



BLP-4602T 46 mm High flow divertor body with 2 inlets & 2 outlets In Techno Box Complete set Byeloop

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BLP-4604DT 46 mm High flow divertor body with 2 inlets & 4 outlets Dial Type In Techno Box Complete set Byeloop



BLP-4604BT 46 mm High flow divertor body with 2 inlets & 4 outlets Push Button Type In Techno Box Complete set Byeloop



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KUB-1740 Tumbler Holder



KUB-1775 Toilet Paper Holder with Flap



KUB-1736 Soap Dish Cum Tumbler Holder

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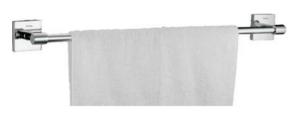




KUB-1760 | Towel Rack



KUB-1720 | Towel Ring



KUB-1711 Towel Rod 600mm



KUB-1780 Liquid Soap Dispenser

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BOS-1730 Soap Dish



BOS-1775 Toilet Paper Holder with Flap



BOS-1770 Toilet Paper Holder



BOS-1780 Liquid Soap Dispenser

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BOSTON

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BOS-1720 | Towel Ring



BOS-1750 | Robe Hook



BOS-1711 | Towel Rod 600mm





BOS-1736 Soap Dish Cum Tumbler Holder



BOS-1735 Soap Dish 2 in 1





AVN-1720 | Towel Ring

AVANTE





AVN-1760 | Towel Rack



AVN-1740 | Tumbler Holder

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AVN-1770 | Toilet Paper Holder



AVN-1750 | Robe Hook



AVN-1711 | Towel Rod 600mm



AVN-1780 Liquid Soap Dispenser

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ALD-1720 | Towel Ring



ALD-1740 | Tumbler Holder



ALD-1711 | Towel Rod 600mm



ALD-1770 Toilet Paper Holder



ALD-1750 Robe Hook



ALD-1780 Liquid Soap Dispenser

GLASS SHELVES





GSH-1003 | Glass Shelf Straight



GSH-1002 | Corner Glass Shelf Double



GSH-1000 | Corner Glass Shelf



GSH-1001 | Corner Glass Shelf Big

GLASS SHELVES

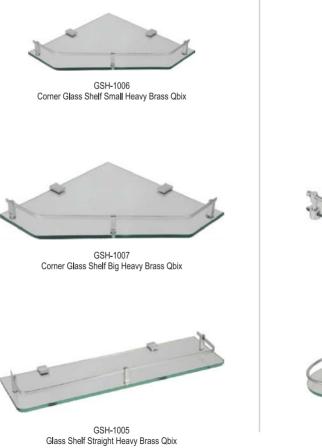
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GSH-1004 | Glass Shelf Double





GSH-1009 Corner Glass Shelf Small Heavy Brass Milano



GSH-1010 Corner Glass Shelf Big Heavy Brass Milano



GSH-1008 Glass Shelf Straight Heavy Brass Milano

SHOWER ARMS



WALL MOUNTED SHOWER ARMS



CEILING MOUNTED SHOWER ARMS



Round Ceiling Shower Arm 450mm with Flange



300mm with Flange

SHA-1301 Round Ceiling Shower Arm 225mm with Flange



SHA-1302A Square Ceiling Shower Arm 300mm with Flange



Square Ceiling Shower Arm 450mm with Flange

HEALTH FAUCETS



with 1 meter special flexible tube & hook



BSP-2092 Bidet Spray Italia Chrome Shut off CRUISE Chrome with CP Flexible hose



BSP-2090 Bidet Spray Italia White Shut off CRUISE White with CP Flexible hose

HEALTH FAUCETS



with 1 meter special flexible tube & hook



ALLIDES



WASTE COUPLING



WCP-6013 Waste Coupling Half Thread Allegro



WCP-6015 Waste Coupling Full Thread Allegro



WCP-6016 Waste Coupling Half Thread Heavy CT



WCP-6017 Waste Coupling Full Thread Heavy CT



WCP-6011 | Pop-up Waste Coupling 32mm F

BOTTLE TRAPS



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