

E.C.A.<sup>®</sup>

SEREL<sup>®</sup>

TOGETHER FOR YEARS

# SHAPES AND FUNCTIONS

CURRENT TRENDS

## SEREL CERTIFICATES



## E.C.A. CERTIFICATES



CURRENT TRENDS



# GLOBALLY SUCCESSFUL THANKS TO EXCELLENT PERFORMANCE

Eleks Foreign Trade Co. has managed the global trading for all Elginkan Group products worldwide since 1989. Fittings and sanitary ceramics by the companies E.C.A. and Serel, which belong to the group, find their way from the Turkish production sites to approximately 100 countries around the world. More than 120 dealers from Europe to the Middle East and from America to the Far East rely on the proven high performance of these companies.

The international network for sales and technical services is continuously being expanded. Proximity to customers, market orientation and the outstanding quality of the products have made the company the market leader in Turkey. Environmental and economical features ensure that the products will enjoy growing popularity in the markets of the future.

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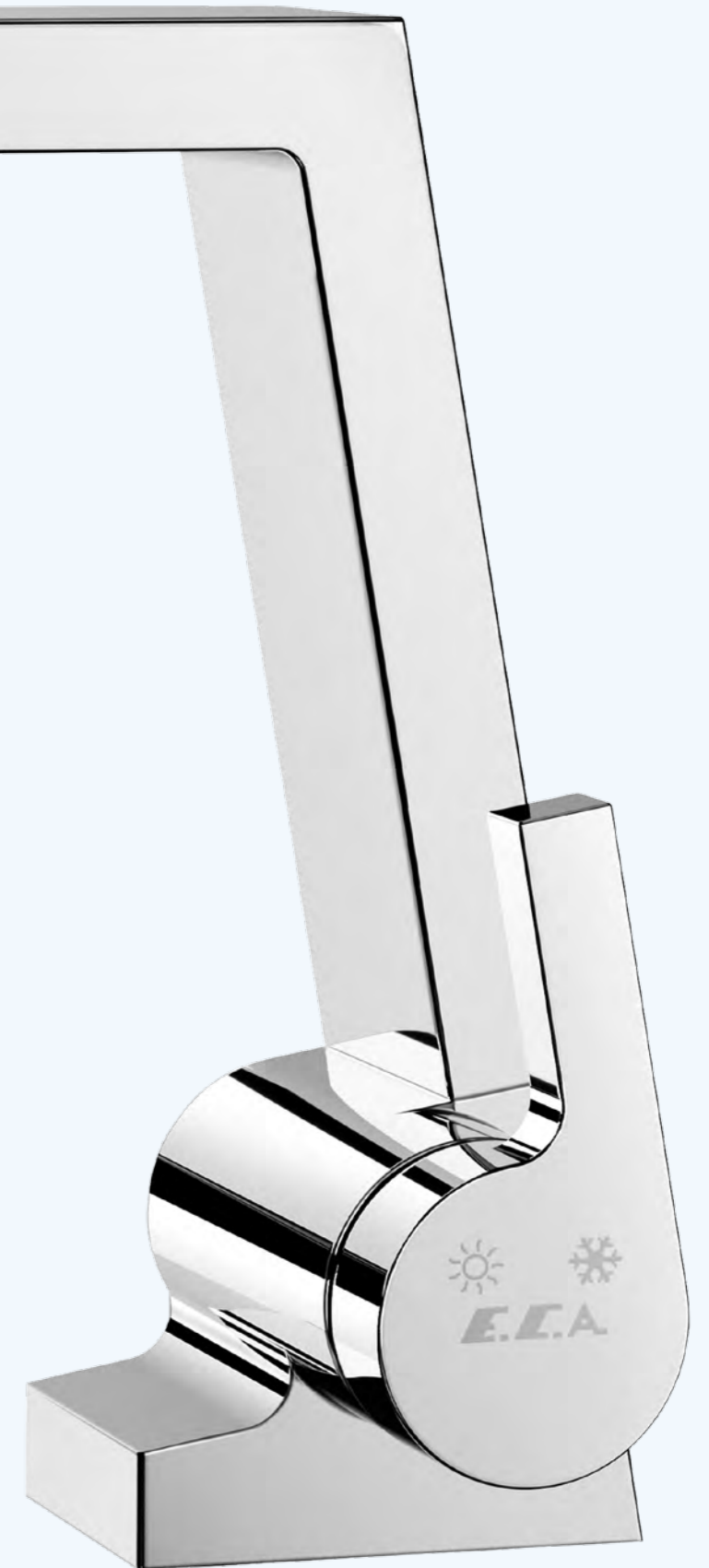
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OUR AIM IS TO BE  
A SUSTAINABLE COMPANY  
THAT PROTECTS THE PLANET,  
STRIVES FOR EQUALITY OF  
OPPORTUNITY AND ENSURES  
A SOUND OPERATING  
BUSINESS.

The Elginkan Group's recipe for success is a convincing one: today, there are 14 manufacturing companies and 21 firms operating under the umbrella of the group, which was founded in 1951. One USP in comparison to market competitors is its far-reaching independence in terms of raw materials markets and suppliers. The Elginkan Group operates its own quartz mine and covers 98% of all manufacturing steps from raw material extraction to distribution under its own management. The modern production facilities at the Turkish site in Manisa are regarded as exemplary at both a European and global level. The result is high yet flexible production rates with legendarily low complaint rates.

The companies E.C.A. and Serel, which belong to the Elginkan Group, serve the international markets with exclusive fittings for kitchens and bathrooms as well as ceramics for the sanitary sector.



# DO NOT WASTE ANYTHING.

Based on this conviction, the Elginkan founding family formulated a commitment that has since shaped the goals of all companies in the Elginkan Group, including E.C.A. and Serel. From the extraction of raw materials and all steps of production to dispatch, attention is paid to protecting the environment and minimising the consumption of energy and raw materials in a consistent and successful manner.

E.C.A. Serel products combine excellent environmentally-friendly properties with an attractive design. They save water and heat and at the same time have outstanding hygienic features. These standards are rewarded internationally in the form of numerous certificates and important eco-labels, making them verifiable for all to see.

SEREL  
SAPPHIRE  
PAGE 46

# WASTEFULNESS IS FORBIDDEN.



FEATURES



E.C.A.  
LUNA  
PAGE 44

OUR INDUSTRIAL DESIGNERS  
AND ENGINEERS ARE  
CONTINUOUSLY WORKING  
ON PERFECTLY INTEGRATING  
INNOVATIVE TECHNOLOGIES  
INTO ELEGANT SHAPES.

When it comes to good design, the form follows the function. All products by E.C.A. Serel are characterised by a high degree of excellent functionality. They offer customers considerably more than the expected benefits. Additional requirements such as optimum economy and environmentally-friendly features play an outstanding role in all our product developments. Due to the high vertical range of manufacture under our own roof, we are able to start considering these aspects even as early as the evaluation of raw materials stage.

E.C.A.  
HYGIENE  
PLUS  
PAGE 57

E.C.A.  
TOUCH  
PAGE 62

SEREL  
EASY  
WASH  
PAGE 16

SEREL  
HYGIENE  
PLUS  
PAGE 28

SEREL  
PURE  
WASH  
PAGE 28

TEAMS OF EXPERIENCED DESIGNERS AND SCULPTORS DEFINE THE FORM AND APPEARANCE OF OUR AWARD-WINNING PRODUCTS.

High aesthetic and functional demands characterise the expectations of our international business partners when it comes to our products. We are proud to meet the tastes of discerning customers in 100 countries around the world with their very different cultural roots. Numerous awards, which are joined year after year by new ones, show that our designs impress all over the world.




SEREL  
SMART  
PAGE 29

  
reddot design award  
winner 2016  
e.g. SEREL  
POSEIDON  
Wall Hung WC Pan  
PAGE 16


  
GERMAN  
DESIGN  
AWARD  
WINNER  
2018  
e.g. E.C.A.  
ICON  
Basin Mixer  
PAGE 38

  
2016  
Good Design Award  
e.g. SEREL  
LUVI  
Urinal  
PAGE 33

  
I C O  
N I C  
A W A  
R D S  
2 0  
1 7  
product  
winner  
e.g. E.C.A.  
ICON  
Bath Mixer  
PAGE 39

  
DESIGN  
AWARD  
2015  
e.g. SEREL  
PURITY  
Wall Hung WC Pan  
PAGE 19

  
A DESIGN AWARD  
WINNER 2014  
e.g. SEREL  
WAVE  
Wash Basin  
PAGE 44

  
GOOD  
DESIGN  
e.g. E.C.A.  
PURITY  
Basin Mixer  
PAGE 41

  
GOOD DESIGN  
AWARD 2017  
e.g. SEREL  
LUVI  
Urinal Wall Separator  
PAGE 33

and  
many  
more



# QUALITY FROM A GOOD HOME

PRODUCTS

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European standards of manufacture, design and quality are particularly high and are recognised and valued worldwide. Anyone who buys in Europe understands the advantages of this. E.C.A. and Serel not only meet these requirements, but also complement them with ambitious environmental and economic standards, both in production and in the finished product.

Long warranty periods, planning reliability and an excellent technical service make us an attractive business partner for companies all over the world.

18 RITA | TIERA - PAGE 54 | 55



01

Hotel | Residential

**POSEIDON  
EASYWASH**

AESTHETICS  
AND FUNCTION

With an elegant design and comfortable features such as Hygiene Plus, Easywash and the infra-red controlled tap, the POSEIDON range is recommended for the premium segment.



SEREL  
**BETA**  
SLIM SILENT CLOSE  
EASY-RELEASE  
SEAT AND COVER  
223BS00002

SEREL HYGIENE PLUS   SEREL SILENT CLOSE   SEREL EASY RELEASE



SEREL  
**POSEIDON**  
WALL HUNG  
WC PAN  
(53 cm)  
PS10



reddot award 2016  
winner



2016  
Good Design Award



E.C.A.  
**EASY  
WASH**

SEREL  
**EASY  
WASH**

E.C.A.  
**HYGIENE  
PLUS**

SEREL  
**HYGIENE  
PLUS**

**SEREL  
EASY  
WASH**

Easywash with waterfall technology revolutionises flushing technology in the WC. It offers highly effective cleaning of all areas of the surface without splashes. After use, a 360° rinse is automatically started, which ensures perfect cleanliness. And it has an environmental advantage: 100% water-based cleaning. Without chemicals. And it also saves 25% water compared to conventional solutions.



SEREL  
**CERAMIC PLUG  
AND WASTE  
SIPHON UNIT**

TP08



SEREL  
**POSEIDON**  
COUNTERTOP  
WASHBASIN

(60 cm)  
PS32



E.C.A.  
**EASYWASH**  
INFRARED  
TALL BASIN MIXER

102199270HEX

**E.C.A.  
HYGIENE  
PLUS**

**SEREL  
HYGIENE  
PLUS**

# A KEEN SENSE OF FINE NUANCES



This is how beautifully designed innovative function can be. PURITY has won numerous international design prizes already. A range for ambitiously designed plans.



**E.C.A.  
MYRA  
BASIN MIXER**

102108986HEX




**SEREL  
PURITY  
COUNTERTOP  
WASHBASIN  
(100 cm)**

PR35




**SEREL  
PURITY  
WALL HUNG  
WC PAN  
(52,5 cm)**

PR10




**SEREL  
BETA  
SLIM SILENT CLOSE  
EASY-RELEASE  
SEAT AND COVER**

223BS00002





DREAMS  
 COME  
 TRUE

Clear lines and modern function. A pleasing design as part of a harmonious ensemble – this is how this bathroom presents itself as an attractive solution for a private furnishing concept.



SEREL  
**BETA**  
 SILENT CLOSE  
 EASY-RELEASE  
 SEAT AND COVER  
 223BT00002

- SEREL HYGIENE PLUS
- SEREL SILENT CLOSE
- SEREL EASY RELEASE



SEREL  
**SMART**  
 WALL HUNG  
 WC PAN  
 (52 cm)  
 SM26

SEREL  
**HYGIENE PLUS**

SEREL  
**PURE WASH**



**NEW**

E.C.A.  
 THERMO-  
 STATIC  
 SHOWER  
 COLUMN MIXER

102102476EX



SEREL

CERAMIC  
 PLUG AND WASTE  
 SIPHON UNIT

TP08



SEREL

RITA  
 COUNTERTOP  
 BUILT-IN SLIM  
 WASHBASIN

(60 cm)

RT34



E.C.A.

LUNA  
 CONCEALED  
 BASIN MIXER

102105129EX



**NEW**

LESS IS MORE



Visually reduced to the essentials and available on request with particularly small dimensions, MINIMAL washbasins show how even bathrooms with limited space can be designed in an attractive way.

**NEW**



E.C.A.  
**NIOBE**  
BASIN MIXER

102188056EX



SEREL  
**MINIMAL**  
COUNTERTOP  
WASHBASIN

(60 cm)

3042

**SEREL**  
**HYGIENE**  
**PLUS**

# BIG STYLE ON A SMALL SCALE

Whether in a domestic environment or in the hotel business, small rooms often need to be transformed into bathrooms that are as inviting as they are high quality. With this countertop washbasin from the MINIMAL range, the solution is a simple one.



E.C.A.  
**MINA**  
BASIN MIXER

102108921HEX



SEREL  
**MINIMAL**  
SLIM POT  
WASHBASIN

(46 cm)  
3016

E.C.A.  
**HYGIENE PLUS**

SEREL  
**HYGIENE PLUS**

**SEREL  
HYGIENE  
PLUS**

Innovative ceramic surface on which germs and bacteria have no chance. For perfect cleanliness and a hygienic atmosphere with no effort and free of chemicals and cleaning agents. And also economical when it comes to water consumption. A contribution to daily environmental protection that defines a new standard of hygiene.



**SEREL  
PURE  
WASH**

New technology rimless WCs are available in various alternatives. SEREL Rimless WCs have been designed with the unique purewash technology, no rims, no edges, no obstacle for cleaning. It is the most effective way of cleaning the pan.

BEAUTIFULLY  
COMFORTABLE  
WITH A BIDET

**SEREL  
HYGIENE  
PLUS**

**SEREL  
PURE  
WASH**

The SMART model combines a purist design, high-quality materials and innovative functions. A detail worthy of note is that even without a rim, the WC offers optimum hygiene with surprisingly economical water consumption.



SEREL  
**SMART**  
WALL HUNG  
WC PAN  
(52 cm)  
SM26



SEREL  
**BETA**  
SILENT CLOSE  
EASY-RELEASE  
SEAT AND COVER  
223BT00002

**SEREL  
HYGIENE  
PLUS**  
**SEREL  
SILENT  
CLOSE**  
**SEREL  
EASY  
RELEASE**

It is often the details that create a space with an individual sense of style out of an austere and functional room. Materials, shapes and comfort functions give this WC solution an elegant feel.

SEREL  
**HYGIENE PLUS**

SIMPLY  
APPEALING



SEREL  
**RITA**  
WALL HUNG  
WC PAN  
(52 cm)  
RT10



SEREL  
**ZETA**  
SLIM SILENT CLOSE  
EASY-RELEASE  
SEAT AND COVER  
223ZS00002

SEREL  
**HYGIENE PLUS** SEREL  
**SILENT CLOSE** SEREL  
**EASY RELEASE**

BE MORE DISCERNING

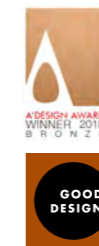
The WC and WC seat present a harmonious appearance with their linear design. The POSEIDON range offers the Easywash function for automatic cleaning of the entire surface area of the WC. Beautifully complemented by the Beta WC seat with EasyRelease® and SilentClose®.

SEREL  
**HYGIENE PLUS**

SEREL  
**EASY WASH**



SEREL  
**POSEIDON**  
WALL HUNG  
WC PAN  
(53 cm)  
PS10



SEREL  
**BETA**  
SLIM SILENT CLOSE  
EASY-RELEASE  
SEAT AND COVER  
223BS00002

SEREL  
**HYGIENE PLUS** SEREL  
**SILENT CLOSE** SEREL  
**EASY RELEASE**





FOR THE HIGHEST  
OF STANDARDS

The urinal system LUVI with matching separator walls for public sanitary facilities is economical, safe, user-friendly and easy to clean. The rimless design ensures optimal hygiene with economical water consumption.

**SEREL  
HYGIENE  
PLUS**



SEREL  
**LUVI**  
URINAL WALL  
SEPERATOR

0160



SEREL  
**LUVI**  
REAR FLUSH  
INLET URINAL

0169



SEREL  
HYGIENE  
PLUS

Residential  
RITA | LUNA 10



E.C.A.  
LUNA  
BASIN MIXER

102108947EX



SEREL  
RITA  
COUNTERTOP SLIM  
WASHBASIN

(59 cm)  
RT30

INVITINGLY  
COSY

The appearance of this washbasin in the RITA range is tidy, inviting and clean and can be flexibly integrated into plans for individual design solutions.

A GUEST  
IN AN  
EXQUISITE  
WORLD



SEREL  
**BETA**  
SLIM SILENT CLOSE  
EASY-RELEASE  
SEAT AND COVER  
223BS00002

SEREL  
HYGIENE  
PLUS

SEREL  
SILENT  
CLOSE

SEREL  
EASY  
RELEASE



SEREL  
**SAPPHIRE**  
WALL HUNG  
WC PAN  
(52 cm)  
SP10

**SEREL  
HYGIENE  
PLUS**



With an elegant appearance, high-quality design and urban charisma, this free-standing washbasin column with matching fittings will blend into any high-calibre design concept. Equipped with HYGIENE PLUS, just like the SAPPHIRE WC.

**NEW**



E.C.A.  
FREE-  
STANDING  
BASIN TAP

102109455EX



SEREL  
FREE-  
STANDING  
WASHBASIN

(Ø 49,5 cm)  
1901



SEREL  
CERAMIC  
PLUG AND WASTE  
SIPHON UNIT

TP08

# EVERYDAY ELEGANCE

Residential  
**4LIFE**  
**ICON** 12

The best way to create a sophisticated ambience in your own bathroom is to use excellent products. Here, the 4LIFE ceramic range and fittings from the ICON series harmonise with the ELEA shower set: functional, minimalist and very stylish.



E.C.A.  
**ELEA**  
SLIDING RAIL  
HAND SHOWER SET  
102117310EX



E.C.A.  
**ICON**  
BATH MIXER

102102478HEX



E.C.A.  
**HYGIENE PLUS**

SEREL  
**HYGIENE PLUS**



E.C.A.  
**ICON**  
BASIN MIXER

102188037HEX



SEREL  
**4LIFE**  
COUNTERTOP  
WASHBASIN  
(60 cm)  
FL01



SEREL  
**CERAMIC PLUG AND WASTE SIPHON UNIT**  
TP10



SEREL  
**SIGMA**  
SLIM SILENT CLOSE  
EASY RELEASE  
SEAT AND COVER  
223SS00002



SEREL  
**4LIFE**  
WALL HUNG  
WC PAN  
(53 cm)  
FL10



# 13

Residential  
**RITA**  
**PURITY**



E.C.A.  
**SLIM**  
**SHOWER HEAD**

102145016EX



E.C.A.  
**PURITY**  
**CONCEALED**  
**SHOWER MIXER**

102152010HEX

Planned to be spacious: the pleasant rain shower, double countertop washbasin, WC and bidet in a puristic style offer all the bathroom functions you could desire. The fittings from the PURITY and MINA ranges serve as accents in chrome. A beautiful and useful addition: the mirrored vertical radiator.

CLEAR LINES –  
COMFORTABLE  
AND PRACTICAL



E.C.A.  
**VERTICAL**  
**PANEL RADIATOR**  
**WITH MIRROR**

**E.C.A.**  
**HYGIENE**  
**PLUS**

**SEREL**  
**HYGIENE**  
**PLUS**



SEREL  
**RITA**  
**WALL HUNG**  
**BIDET**  
(57 cm)  
RT19



SEREL  
**RITA**  
**WALL HUNG**  
**WC PAN**  
(52 cm)  
RT10



E.C.A.  
**PURITY**  
**BASIN MIXER**

102188038HEX



SEREL  
**RITA**  
**COUNTERTOP**  
**DOUBLE BOWL**  
**WASHBASIN**  
(100 cm)  
RT32



SEREL  
**CERAMIC**  
**PLUG AND WASTE**  
**SIPHON UNIT**  
TP08



E.C.A.  
**MINA**  
**BIDET MIXER**

102110177HEX



SEREL  
**ZETA**  
**SLIM SILENT CLOSE**  
**EASY-RELEASE**  
**SEAT AND COVER**

223ZS00002

SEREL HYGIENE PLUS    SEREL SILENT CLOSE    SEREL EASY RELEASE



The washbasin WAVE combines an original look with a smart idea. The design offers an unusual solution that accommodates both parents and children at the same wash facility. The beautifully curved lines can also be seen in the WC WAVE with the MARINE seat.

SEREL  
**HYGIENE  
PLUS**

SEREL  
**EASY  
WASH**

WITH A CURVE  
FOR BOTH BIG  
AND SMALL



SEREL  
**HYGIENE PLUS**

SEREL  
**EASY WASH**



E.C.A.  
**LUNA**  
BASIN MIXER

102108940EX



SEREL  
**WAVE**  
WASHBASIN

(110 cm)  
3020



SEREL  
**MARINE**  
SILENT CLOSE  
EASY- RELEASE  
SEAT AND COVER

223MR00002



SEREL  
**CERAMIC PLUG AND WASTE SIPHON UNIT**

TP20



SEREL  
**WAVE**  
WALL HUNG  
WC PAN

(56,5 cm)  
3011

As a partner solution, the elegant countertop washbasin SAPPHIRE combined with the NITA tap gives rise to a harmonious ensemble. The special HYGIENE PLUS surface treatment ensures that, just like the WC of the same line, it always remains clean with little effort, little water and no chemicals.

MINIMALIST,  
HYGIENIC,  
BEAUTIFUL

**SEREL  
HYGIENE  
PLUS**



SEREL

**CERAMIC  
PLUG AND WASTE  
SIPHON UNIT**

TP08



E.C.A.

**NITA  
TALL  
BASIN MIXER**

102188035EX



SEREL

**SAPPHIRE**

**COUNTERTOP  
SLIM WASHBASIN  
(59,5 cm)**

SP46



SEREL

**SAPPHIRE**

**WALL HUNG  
WC PAN  
(52 cm)**

SP10



SEREL

**BETA**

**SLIM  
SILENT CLOSE  
EASY-RELEASE  
SEAT AND COVER**

223BS00002

**SEREL  
HYGIENE  
PLUS  
SILENT  
CLOSE  
EASY  
RELEASE**



CHARMING  
AND VERY  
COMFORT-  
ABLE

Round shapes and smaller dimensions – the design language of MINIMAL and SMART meets the desire for a cosy family atmosphere in the bathroom. It is complemented by the straightforward taps from the LUNA series. HYGIENE PLUS ensures easy-care cleanliness in the bathroom every single day.



E.C.A.  
**LUNA**  
BIDET MIXER

102110192EX



SEREL  
**SMART**  
WALL HUNG  
BIDET

(53 cm)  
SM29

**SEREL  
HYGIENE  
PLUS**



SEREL  
**CERAMIC  
PLUG AND WASTE  
SIPHON UNIT**

TP08



E.C.A.  
**LUNA**  
CONCEALED  
BASIN MIXER

102105130EX



SEREL  
**MINIMAL**  
CYLINDRICAL  
WASHBASIN

(Ø 46 cm)  
2025



SEREL  
**SMART**  
WALL HUNG  
WC PAN

(52 cm)  
SM25



SEREL  
**BETA**  
SLIM  
SILENT CLOSE  
EASY-RELEASE  
SEAT AND COVER

223BS00002

**SEREL  
HYGIENE  
PLUS**  
**SEREL  
SILENT  
CLOSE**  
**SEREL  
EASY  
RELEASE**

FOCUS ON THE ESSENTIALS

When it comes ensuring that a room looks very spacious, small bathrooms and WCs can be a challenge. With their puristic and angular design, the MINIMAL and NITA ranges offer an attractive solution. A beautiful highlight is the TIERA washbasin fitting.

SEREL  
**HYGIENE PLUS**



SEREL  
**NITA**  
WALL HUNG  
WC PAN  
(52 cm)  
NT10



SEREL  
**ZETA**  
SLIM  
SILENT CLOSE  
EASY-RELEASE  
SEAT AND COVER  
223ZS00002

SEREL  
**HYGIENE PLUS**  
SEREL  
**SILENT CLOSE**  
SEREL  
**EASY RELEASE**



SEREL  
**MINIMAL**  
SQUARE POT  
WASH BASIN  
(38,5 cm)  
2013



E.C.A.  
**TIERA**  
CONCEALED  
BASIN MIXER  
102105140EX



SEREL  
**CERAMIC  
PLUG AND WASTE  
SIPHON UNIT**  
TP08

# BATHED IN MAGICAL BLACK

For bathrooms with a certain special something: if you opt for black instead of white, you'll achieve an unusual effect. The coloured series by E.C.A. and Serel make it possible to implement this variation in a consistent way. Radiators, wash-basins and shower fittings are also available to match this colour scheme.

**SEREL  
HYGIENE  
PLUS**



SEREL

CERAMIC PLUG AND  
WASTE SIPHON UNIT  
(BLACK)

TP08STL060H



SEREL

MINIMAL  
WASHBASIN  
(BLACK)

(60 cm)

1633DXL060H



E.C.A.

TIERA

TALL BASIN MIXER

103588002EX



SEREL  
HYGIENE  
PLUS



E.C.A.

ICON

PANEL BLACK  
RADIATOR



E.C.A.

NOVITA

SLIDING RAIL  
HAND SHOWER SET

102146017EX

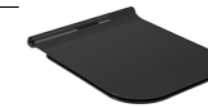


E.C.A.

TIERA

BATH MIXER  
BLACK CHROME

103502469EX



SEREL

ZETA

SLIM SILENT CLOSE  
EASY-RELEASE  
SEAT & COVER  
(BLACK)

223ZS00062



SEREL

RITA

WALL HUNG  
WC PAN (BLACK)

(52 cm)

RT10-060H

E.C.A.  
**MYRA**  
 SHOWER HEAD  
 102145034EX

E.C.A.  
**MYRA**  
 CONCEALED  
 BATH MIXER  
 102101146HEX

E.C.A.  
**MINIMAL**  
 SHOWER OUTLET  
 ELBOW  
 102126634EX

E.C.A.  
**MYRA**  
 HAND SHOWER  
 102117343HEX



E.C.A.  
**HYGIENE PLUS**  
**SEREL**  
**HYGIENE PLUS**

E.C.A.  
**MYRA**  
 TALL BASIN MIXER  
 102108984HEX



E.C.A.  
**MYRA**  
 MEDIUM BASIN MIXER  
 102108983HEX



# DESIGN FOR DISCERNING PEOPLE

One of the key rooms that reflects an elegant style of living is the bathroom. Here, circular HELIOS washbasins on conical pedestals are transformed into eye-catchers. The different heights for both young and old are conveyed perfectly by the matching angled shelf. MYRA shower and washbasin fittings complement the design highlights that are truly worth seeing for yourself.

SEREL  
**HELIOS**  
 CIRCULAR WASHBASIN  
 (Ø 37 cm)  
 HL34

SEREL  
**HELIOS**  
 SHELF  
 HE14

SEREL  
**HELIOS**  
 CIRCULAR WASHBASIN  
 (Ø 46 cm)  
 HL35

SEREL  
**HELIOS**  
 SEMI PEDESTAL  
 HL22

E.C.A.  
**HYGIENE PLUS**

Clean, germ-free fittings in the sanitary area. Thanks to the use of the latest nanotechnology, which is scientifically proven to be harmless to health, E.C.A. products can be given a special coating that is particularly easy to clean and does not require the use of strong chemicals. Consistent Hygiene Plus protection is guaranteed for five years at a rate of three cleanings per day.



E.C.A.  
**MYRA**  
**MEDIUM BASIN**  
**MIXER**

104308983EX



A strong colour accent in bright red bathes the WC in a school or kindergarten in a friendly light. Particularly easy to care for surfaces with HYGIENE PLUS on the HELIOS washbasin and the coloured MYRA fitting ensure effortless cleanliness, even when there is a great rush of children using them.



SEREL  
**HELIOS**  
**CIRCULAR**  
**WASHBASIN**  
 (Ø 37 cm)  
 HL34



SEREL  
**HELIOS**  
**SHELF**

H414



SEREL  
**HELIOS**  
**SEMI PEDESTAL**

HL22

# CHILD-FRIENDLY AND COLOURFUL



SEREL  
**HYGIENE**  
**PLUS**

HELIOS USAGE ALTERNATIVES

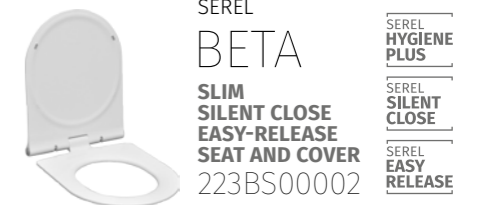


RIMLESS:  
 CLEAN AND  
 HYGIENIC



What counts here is what's missing: with no corners, edges or rims, the bowl of the SMART WC does not give dirt or bacteria any opportunity to adhere to its surfaces. The lack of such obstacles means that the WC can be cleaned particularly quickly and thoroughly. Despite its economical water consumption, the necessary cleanliness and freshness is therefore ensured at all times.

**SEREL  
 HYGIENE  
 PLUS**  
**SEREL  
 PURE  
 WASH**





**E.C.A.  
TOUCH**

Convenient and comfortable: E.C.A. fittings with touch technology. The flow of water starts and stops with a simple touch somewhere on the tap. If it is not touched again after 42 seconds, the flow is stopped. This saves water and ensures safety. The temperature and quantity of water can be adjusted separately. Practical and hygienic at the same time, this fitting is particularly easy for everyone to operate.



**E.C.A.  
HYGIENE  
PLUS**

**E.C.A.  
TOUCH**



E.C.A.  
**MYRA**  
**TOUCH**  
**SINK MIXER**

102118069HEX



GET AN  
APPETITE FOR  
COOKING

80% of all activities in the kitchen take place around the sink. And your hands are not always free to be able to operate the tap. MYRA TOUCH solves this problem in a clever way: touching anywhere on the tap, even using your arm, either makes the water flow or shuts it off again.



URBAN  
STYLE WITH  
LOTS OF  
COMFORT

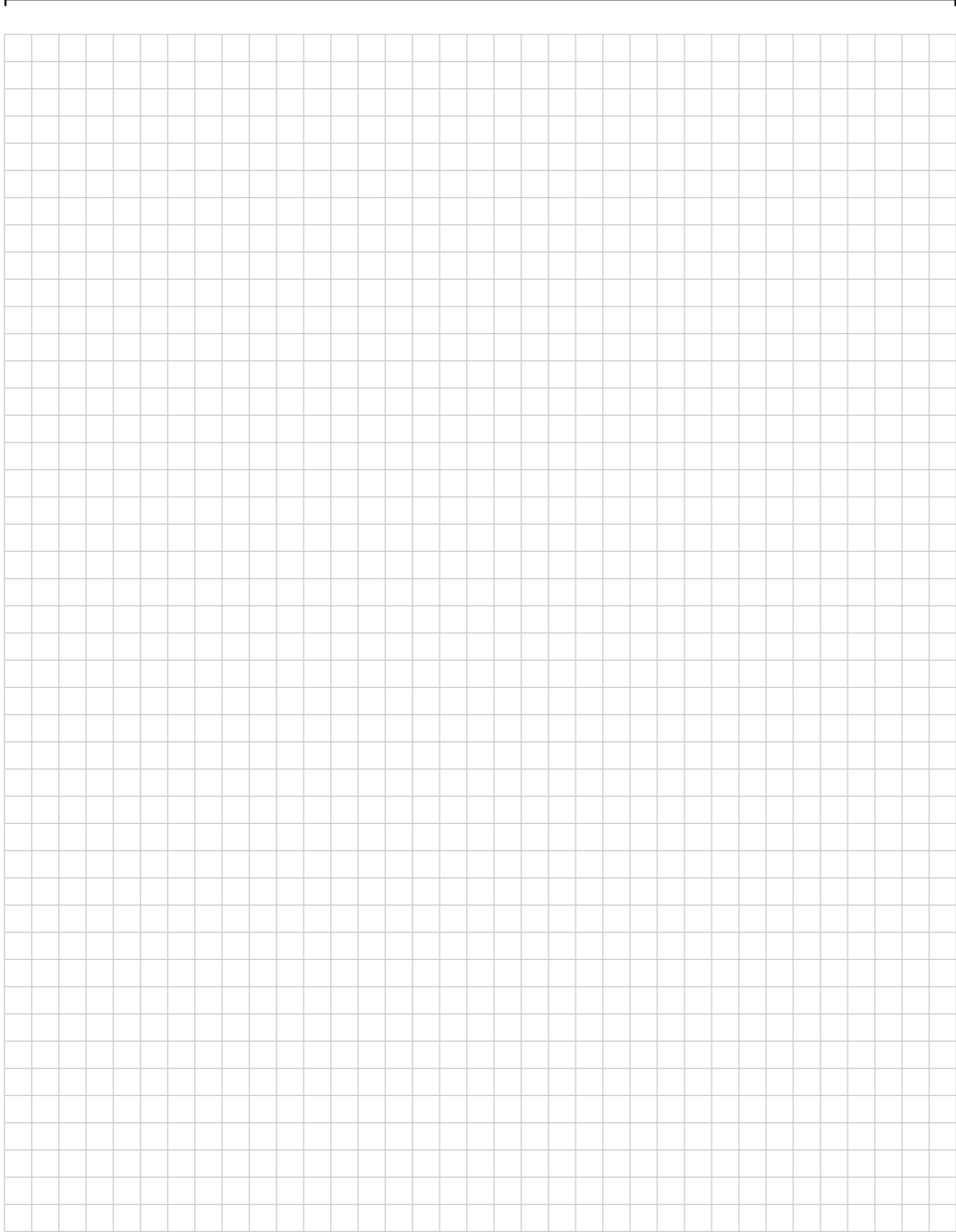
NEW



E.C.A.  
THERMO-  
STATIC  
SHOWER COLUMN  
MIXER

102102476EX

Loft living is a hot trend and gives bathrooms a whole new look. The shower plays a central role when it comes to revitalisation and relaxation. Generously planned with unique design ideas, it becomes a decorative highlight with a feel-good effect. The THERMOSTATIC shower fitting meets these expectations perfectly.





**E.C.A.**<sup>®</sup>

**SEREL**<sup>®</sup>

TOGETHER FOR YEARS

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