

KITCHEN FURNITURE BRAND HANDBOOK

2021/2022



Villeroy & Boch

1748



FEELING
AT HOME

VILLEROYBOCH.COM/LIVING





Dear Retail Partners,

Timeless elegance, innovative design and outstanding quality: these have been the pillars of the Villeroy & Boch brand since 1748. This tradition is the basis on which we develop products and concepts that fashion lifestyles.

Doing so, we pick up on a key element in the Villeroy & Boch brand's success story: besides our core competence in ceramics, we have reinterpreted the famous design of the "Mettlach tiles" in furniture and use this element from the brand's DNA to create pieces of unmistakable design. Both of these elements are a recurring theme throughout the entire collection.

After screening the furniture industry in depth, Villeroy & Boch has opted for a renowned industry expert as its licensee for kitchen furniture: Störmer will in future be responsible for producing, marketing and selling kitchen furniture.

We have developed this manual to convey the all-embracing concept to the retail trade in a way that reflects the brand.

These guidelines set out the most important standards for systematically using key elements, such as company name, company logo, colour palettes and company fonts. They form the design basis on which the company's identity, positioning, strategy and values can be expressed and enhanced.

Design should be understood as a dynamic process. Hence, these guidelines provide the foundation for us all to promote our image and fill it with vitality.

Hand in hand with you, as partners involved in fostering our brand identity, we would now like to ensure that the design guidelines defined for this purpose are consistently implemented at all times.

We will, of course, be pleased to be of assistance in this regard and answer any questions you may have.



Christoph Fughe

HOW TO WORK

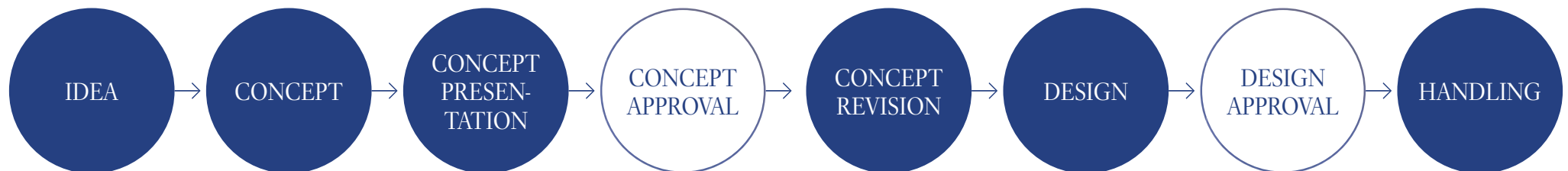
with this handbook

This manual sets out how to realise and implement every individual element of Villeroy & Boch design.

The following guidelines must be observed at all times:

1. The official logos may only be used in their respective original forms, typeset reproductions are not permitted.
2. The picture logo must not be used in copy. In such cases, the brand name must be typeset in the appropriate font.
3. Villeroy & Boch uses the Villeroy & Boch corporate font as the typeface for all of its kitchen furniture.
4. Before manufacturing any product, written approval must be obtained by email from Störmer and Villeroy & Boch marketing department.
5. If, in specific instances, adjustments or exceptions need to be made, these must be agreed upon with the marketing departments.

The steps involved in project handling:





Villeroy & Boch
1748



CONTENTS

Brand Handbook 2021/2022

The brand

Villeroy & Boch - Tradition since 1748 Page 10

Core competency in ceramics Page 11

Strong brand with a great reputation Page 12

Powerful partner

A convincing concept with a clear focus Page 14

CI guidelines on using the brand

Logo use and colours Page 19

Typography Page 20

Specifications for designing the kitchen furniture collection

Fundamental trading name and corporate identity Page 23

Advertising campaigns with retailer imprint Page 24

Invitations Page 25

Specialist retailer's websites Page 26

Landing page for presenting concept and portfolio of products and services Page 27

Social-media guidelines Page 28

All-inclusive planning of brand stores and displays

All-inclusive planning of brand stores and displays Page 30

POS elements: mono-brand store, shop-in-shop and exterior design Page 32

Display proposals

Display proposal 1 to 6 Page 38

Contact us

Page 50

Other licensees

Page 52

THE BRAND

VILLEROY & BOCH

Tradition since 1748

Timeless elegance, innovative design and outstanding quality: these have been the pillars of our Villeroy & Boch brand since 1748. This tradition is the basis on which we develop products and concepts that fashion lifestyles. And only in the way a truly great brand can do, we have been able to preserve our identity and yet still keep abreast with the times.

There are only a few companies in the world able to look back on track record of success that spans 270 years. What began in 1748 with a small pottery in Audun-le-Tiche, France, has now become one of the world's leading brand names in tableware as well as bathrooms and wellbeing. Over the last few

centuries, a unique combination of family responsibility over eight generations and innovative corporate governance has made Villeroy & Boch a resounding success on the worldwide stage. Ever since the company was founded, it has not only evolved into a renowned ceramics manufacturer but has also evolved into an international lifestyle brand. Over the course of the company's 270-year history, various products have set milestones along the way. The 14 production sites in Europe, Mexico and Thailand are controlled from company headquarters in Mettlach, Germany. A total of around 7,500 members of staff develop, design and manufacture high-quality ceramic products for markets in 125 countries.



OLD LUXEMBOURG

Enjoying popularity across the globe, this range of tableware dates back to 1770 and is still part of today's product portfolio. It has recently been reinterpreted under the "Brindille" name.



METTLACH TILES

At the time, Eugen Boch's idea to produce a floor mosaic for the first time in ceramic became an incredible success. It was produced in Mettlach from 1852 onwards.



NEWWAVE

The series is awarded the German Industry Innovation Prize in 2004 for its distinctive design and innovative die-casting process.



VICLEAN

A modern shower toilet that combines hygiene, comfort, sustainability and innovative design, creating a new dimension in toilet culture.

CORE COMPETENCE

Ceramic

Ceramics have always been the defining element in Villeroy & Boch's history. A material that is forever being reinterpreted and constantly enhanced at the company. With an enduring passion for fine craftsmanship. With the very latest production methods. And with a very keen eye for detail.

Villeroy & Boch is divided into the Bath, Wellness and Tableware Divisions, offering products for the home as well as for the project and contract segment. The interplay of tasteful designs, innovative materials and technical expertise is the unmistakable signature that graces every product from the Villeroy & Boch forge.

With numerous innovations, the company has set trends worldwide. It is regarded as a driving innovator in the industry. On the Bath and Wellness side, the rimless DirectFlush toilet sets new standards in hygiene with its intelligent water flow system. Among industry-wide pioneering achievements are the easy-to-clean CeramicPlus ceramic surface and the innovative Quaryl® material which permits precision-defined edges for a styling that is second to none.

Moving on to tableware, by contrast, trends are set with innovative shapes and food specials with special functions. The brand's modern products not only leave market partners and consumers in no doubt but also the judges of internationally renowned design competitions. Numerous design and innovation awards confirm the premium brand's continuous way forward.



STRONG BRAND

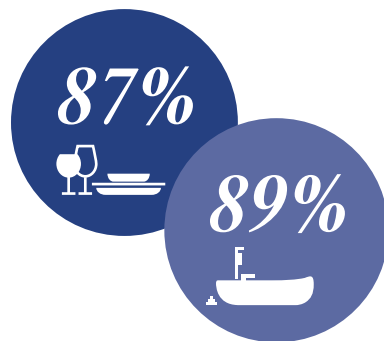
of great reputation

With its exquisitely designed products Villeroy & Boch enriches the lives of people who constantly seek new inspiration. In addition to discerning, innovative design, customers associate the Villeroy & Boch brand name with supreme quality and place tremendous confidence in the brand.

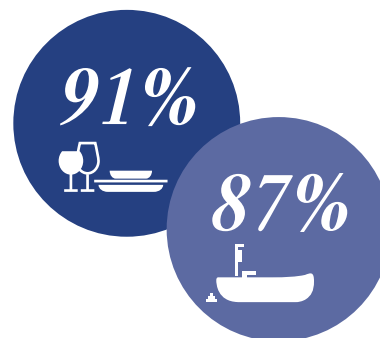
Our Villeroy & Boch brand has been synonymous with unsurpassed quality and reliability since 1748. It is with precision craftsmanship, cutting-edge technology and stringent quality standards that we create products which, even after many years, function exactly as they did on the very first day they were made. Our many years of experience, new ideas, unrelenting research and stringent quality inspections enable us to ensure the high level of quality for which Villeroy & Boch

is renowned. This has enabled us to enjoy the full confidence and trust of our customers for one decade after the next.

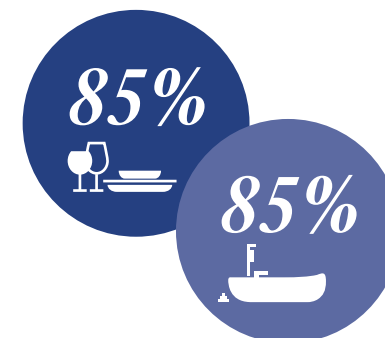
Yet Villeroy & Boch not only impresses in quality, this name has always been synonymous with stylish design too. It is with a keen instinct for trends and much attention to detail that we design products which make life pleasant and enjoyable. With products and decors that are defined by classic elegance, the beauty of nature or by urbane design, we give our customers the opportunity to design their homes in whichever way they chose to suit their very own personal taste. Whatever your personal style - Villeroy & Boch lets you experience a cultivated home.



Aided brand awareness



Prestigious brand



Stands for quality

POWERFUL
partner

STÖRMER KÜCHEN

"Made in Germany" - since 1958

After screening the furniture industry in depth, Villeroy & Boch has opted for a renowned industry expert as its licensee for kitchen furniture: Störmer will in future be responsible for producing, marketing and selling kitchen furniture.

Facing the challenge of bringing out a comprehensive range of kitchen furniture, we soon realised that we, as Villeroy & Boch, would need to cooperate with an expert from the industry itself. We now have a partner who, even today, covers the entire value chain for the kitchen segment: starting with product development and extending all the way through to marketing and sales. From

the beginning we were aware that one partner alone would not be able to cover the diversity of the overall concept. This is why we embarked on a quest for segment experts who can contribute their core competence to the overall project and who - like us - are renowned for their exacting demands and expectations on design and quality excellence. The result is a team of experienced partners who represent our brand in the retail trade. Together with our licensees, we have developed a product concept we are proud of.



Villeroy & Boch
1748



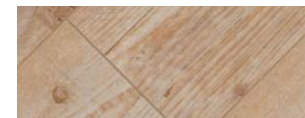
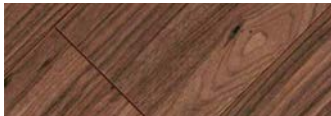
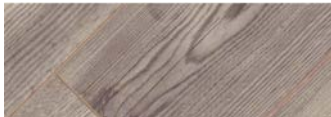
COMPELLING CONCEPT

with a clear focus

We have been exciting our customers with tableware, bathroom and spa products for decades. Featuring furniture for the living room, for dining, the bedroom and kitchen, we, as an international lifestyle brand, can now give you a range of Villeroy & Boch brand-name furniture on a one-stop basis.

From now on, we at Villeroy & Boch are showing what it means when home-living, cooking, dining, relaxing and sleeping become an integrated, all-embracing brand experience: with a matching furniture range made up of kitchen units, upholstered and cabinet furniture for the living room and dining area as well as beds and bedroom furniture, we can now give you even more inspiration for creating your own living spaces with feel-good factor yet to be surpassed. Together with the products from Tableware, Bath & Wellness, Kitchen – with sinks and fittings – as well as licenced kitchen furniture, lighting and laminate products, Villeroy & Boch presents an all-embracing brand concept for life in the modern home.

In an age when open-plan kitchen, dining and living area have long become established in today's home environment, the bathroom and bedroom are now increasingly merging into a place for relaxing and pampering both body and soul. We are now focusing even closer on designing these new, open-plan living areas by ourselves. In developing products, we benefit from our design expertise while competently displaying our brand's DNA in the products we create: ceramic elements have been integrated along with modern interpretations of design details taken from the brand's 270-year history. They conjure tremendous brand awareness and give us a strong USP in the market.



CI GUIDELINES

on using the brand

LOGO

§ colouring

The logo identifies the brand as the sender for all advertising material.

The Villeroy & Boch logo has an aspect ratio of 9: 5, which can be easily transferred to the grid for the layout (see “Grid”). The logo design and its proportion ratio cannot be changed.

An area of clear space has been set around the logo. Communication content such as text, eye-catchers, etc. cannot be placed here in the layout.

For the logo to have the best impact, it is placed on light and calm backgrounds as well as areas in the motifs with less contrast.

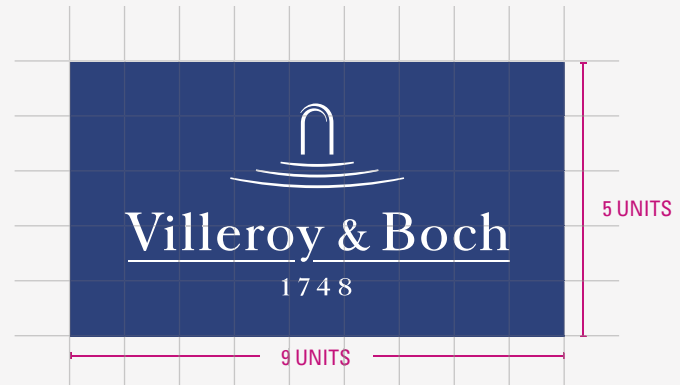
COMMUNICATION LOGO



PANTONE 280
CMYK 100 | 75 | 00 | 20
RGB 000 | 065 | 132

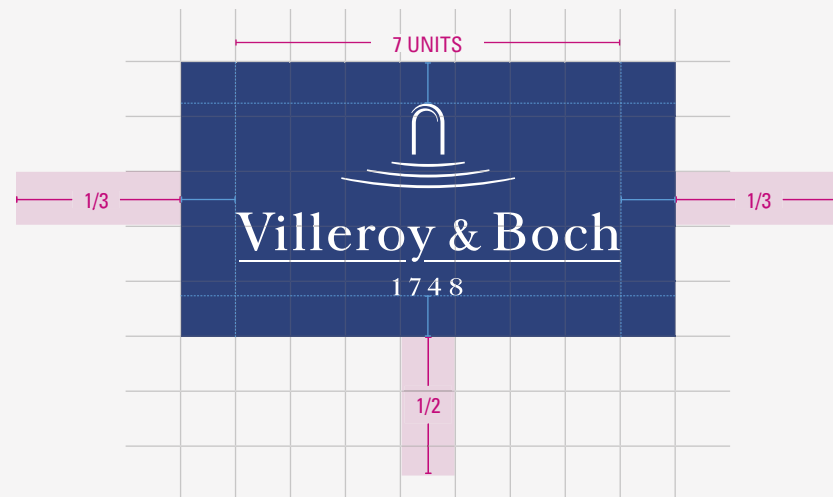


MINIMUM SIZE
20 MM / 95 PX WIDE



ASPECT RATIO

The aspect ratio for the design is defined by the grid units (GU). You'll find more information on grids on p. 18.



CLEAR SPACE

The clear space to the left and right is 1/3 of the logo width and to the bottom 1/2 of the logo height. The specified clear space can be transferred 1:1 to the grid.

FOIL-CUT

The width of the white logo lettering is 7 grid units. The logo lettering is evenly positioned in the centre of the blue area.

TYPOGRAPHY

§ brand name

Two fonts are used in the communication. Both have several faces that allow for varying designs.

The primary font is the **Villeroy & Boch Corporate Font**. It is used for headlines, subheads, copy, etc. and is thus the brand-specific font.

Univers LT is mainly used for smaller writing or technical explanations and should therefore be used as the secondary font.

The typography is usually set at 70% black.

Villeroy & Boch

VilleroyBoch regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“§\$% & /()=?`

VilleroyBoch bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“§\$% & /()=?`

Univers LT 45 light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“§\$% & /()=?`

Univers LT 65 bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“§\$% & /()=?`

Univers LT 57 condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“§\$% & /()=?`

VilleroyBoch italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“§\$% & /()=?`*

VilleroyBoch bold italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“§\$% & /()=?`*

Univers LT 55 roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“§\$% & /()=?`

Univers LT 67 condensed bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“§\$% & /()=?`

GUIDELINES FOR DESIGNING

for the kitchen furniture collection



FUNDAMENTAL TRADING NAME

and corporate identity

Licensee for kitchen furniture

CONTACT



Breznikova ulica 15,

1230 Domžale

SLOVENIA

Contact:

Phone: +38651 88 00 88

Phone: +38641 473 287

Email: kuhinje@arona.si

Email: info@arona.si

Homepage:

www.arona.si/villeroy-boch-kuhinje/

PROMOTIONAL AND ADVERTISING CAMPAIGNS

with retailer contact details

Villeroy & Boch kitchen furniture can, for example, be advertised and promoted as follows:



DER GUTE GESCHMACK
hat ein neues Zuhause

KERAMISCHE OBERFLÄCHEN
Die klassische Schönheit der Keramikoberfläche „Calatorao Silk“, gepaart mit dunklem, echtem Holz aus edlem Nussbaum verleiht Ihrer Küche einen modernen und dennoch zeitlosen Charakter.

VILLEROY & BOCH - TRADITION SEIT 1748

Zeitlose Eleganz, innovatives Design und außergewöhnliche Qualität: dafür steht die Marke Villeroy & Boch seit 1748. Basierend auf dieser Tradition entwickeln wir Produkte und Konzepte, die Lebenswelten gestalten. Und wie es nur einer großen Marke gelingt, können wir unsere Identität wahren und dabei dennoch mit der Zeit gehen. Entdecken Sie unsere neue Küchenmöbel-Kollektion beim Fachhändler in Ihrer Nähe oder auf VILLEROYBOCH.COM/WOHNEN

Mustermann Küchen GmbH
Küchenmöbel Flagship-Store Musterstadt
Offizieller Villeroy & Boch-Partner
Musterstraße 12 - 12345 Musterstadt
0123 444 555 90
www.mustermann-kuechen.de



EIN MODERNES
Lebensgefühl

HARMONISCH, ENTSPANNT UND AM PULS DER ZEIT
Die perfekte Komposition für Ihre Villeroy & Boch Küche: Die fünfteilige Rahmenfront „Meran“ aus furnierter Esche wird mit einem eleganten Sämtlack in vielen Farben von Hand lackiert und veredelt. Dabei erlangt die Oberfläche ein strukturiertes Finish, das eine überzeugende Souveränität besitzt. Klassisch und modern zugleich sorgt die Front für wohlichen Charme.

VILLEROY & BOCH - TRADITION SEIT 1748

Zeitlose Eleganz, innovatives Design und außergewöhnliche Qualität: dafür steht die Marke Villeroy & Boch seit 1748. Basierend auf dieser Tradition entwickeln wir Produkte und Konzepte, die Lebenswelten gestalten. Und wie es nur einer großen Marke gelingt, können wir unsere Identität wahren und dabei dennoch mit der Zeit gehen. Entdecken Sie unsere neue Küchenmöbel-Kollektion beim Fachhändler in Ihrer Nähe oder auf VILLEROYBOCH.COM/WOHNEN

Mustermann Küchen GmbH
Küchenmöbel Flagship-Store Musterstadt
Offizieller Villeroy & Boch-Partner
Musterstraße 12 - 12345 Musterstadt
0123 444 555 90
www.mustermann-kuechen.de

Störmer will design and lay out all content in any chosen way. **Any publication will require prior written approval!**

INVITATIONS

for new openings or events

Invitations with Villeroy & Boch and retailer name as sender



Invitation, front cover, landscape format



Invitation, inside, landscape format

WEBSITE

at retailer level

Customising your own website:



Important advice on Internet domains:

The "Villeroy & Boch" brand name must not be used in top-level domains (e.g. .de, .com, .net, .org etc.) as it would constitute an infringement of trademark rights. Sub-pages and sub-level domains may show "Villeroy-and-boch-kuechenmoebel" or "villeroy-and-boch-kuechenmoebel" after consultation with Störmer and after case-to-case approval by "villeroy-and-boch-kitchenfurniture". Such content will be developed and hosted by Störmer.

Example: www.kuechen-mustermann.de/villeroy-und-boch-kuechenmoebel



Copy and lettering as on previous page.
The Villeroy & Boch logo may also be used.

Störmer will design and lay out all content in any chosen way. **Any publication will require prior written approval!**

LANDING PAGE

for presenting concept and portfolio of products and services

Landing page defined for integration in retailer website. **No separate website!**

Händler-Logo


Einleitung (nicht veränderbar):
inkl. Villeroy & Boch-Logo
und
Villeroy & Boch-Küchen Schriftzug

Händler-Content:
Individueller Block,
Überschrift festgelegt, Copytext individuell anpassbar
inkl. Verlinkung zu Villeroy & Boch Wohnen
inkl. Call-to-action-Element

Block mit Aktionsinhalten
Möglichkeiten: Eventeinladung, Weihnachtsgrüße, Link zu „Finest“-Kollektion, etc.

Block mit Service-Angeboten
oder
weiteren Villeroy & Boch-Produkten

Fuß mit vordefiniertem Text
inkl. Händleranschrift und Öffnungszeiten



Mustermann

Villeroy & Boch
Küchen

ERLEBEN SIE EIN NEUES KOCH- UND
WOHNGEFÜHL - EXKLUSIV BEI UNS IN DER
METROPOLREGION MÜNCHEN.

ENTDECKEN SIE DIE VILLEROY & BOCH „FINEST“-KOLLEKTION

UNSER SERVICE FÜR SIE

- Beratung**
- Planung**
- Montage**
- Wohnen und Schlafen**
- Balkonzimmer**
- Fischkultur**

Küchen Mustermann GmbH
Münchener Straße 10
85384 München
089 434 835 85
info@kuechen-mustermann.de

Mustermann ID
01000 Mustermann
089 434 835 85
info@mustermann.de

Öffnungszeiten:
Montag bis Freitag 09:00 bis 17:00 Uhr
Samstag 09:00 bis 13:00 Uhr
Küchentechnik Servicecenter

Copyright 2023 Küchen Mustermann GmbH. Alle Rechte vorbehalten.

Störmer will design and lay out all content in any chosen way. **The site too must only be hosted by Störmer.**

SOCIAL-MEDIA CHANNELS

at retailer level

Villeroy & Boch kitchen furniture retailers can use social media to market their product and services. This must be defined in detail between Störmer and

Villeroy & Boch. The following ground rules must be followed to implement Villeroy & Boch brand guidelines in the proper manner:

Logo

the Villeroy & Boch logo is always without added elements or changes to the logo or to the brand name.

Name

The Villeroy & Boch brand name MAY ONLY BE USED AFTER PRIOR APPROVAL BY VILLEROY & BOCH. Any proposed names will be reviewed by Villeroy & Boch.

Defined channel description

Official Villeroy & Boch partner for kitchen furniture

Villeroy & Boch may be part of the social media channel/name. The following account name, say, can be used:

villeroyboch_kitchenfurniture_cheshire for kitchen furniture

Störmer will design and produce everything to suit the particular application. **Any publication will require prior written approval!**

If the account shows the Villeroy & Boch brand in its name, 90% of the social media campaigns must feature Villeroy & Boch products and content. Central content from the Villeroy & Boch portfolio can be used if relevant use rights are observed.

Any retailer content must comply with the Villeroy & Boch quality standard. This primarily includes wording and imagery. Villeroy & Boch reserves the right to demand that content be deleted if it does not comply with these guidelines. Personal rights and copyrights must also be observed.

Once a social-media plan has been approved, campaigns and promotions can be launched. A lead time of one month must be allowed in this context.

Each post must be hashtagged with #villeroyboch. Global Villeroy & Boch accounts must also be tagged (@.....). Villeroy & Boch will also check whether content is also subsequently shared on the global channels.

Influencer campaigns must be discussed separately.

The Villeroy & Boch social-media guide must also be followed. We will be pleased to let you have this on request.

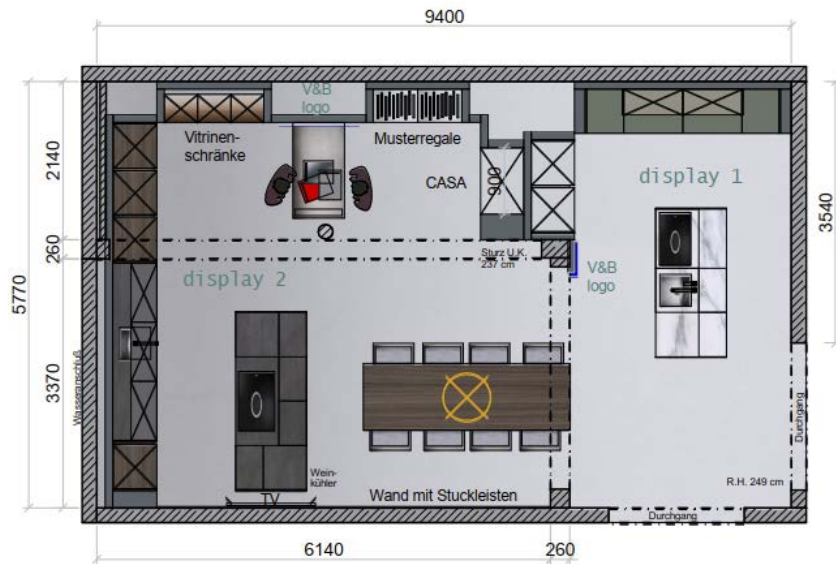
ALL-INCLUSIVE PLANNING *of brand stores and display sets*

ALL-INCLUSIVE PLANNING

of brand stores and display sets

We will provide an individually tailored display proposal for you as the basis of the display areas you define.

Alongside the product-related display proposal, planning for the brand display sets also includes a recommendation for designing the display set, including recommended colour-scheme and decoration proposal.



PLANNING EXAMPLE FOR A MONO-BRAND STORE



EXAMPLE PLAN FOR SHOP-IN-SHOP

ALL-INCLUSIVE PLANNING

of brand stores and display sets

We will provide an individually tailored display proposal for you as the basis of the display areas you define.

Alongside the product-related display proposal, planning for the brand display sets also includes a recommendation for designing the display set, including recommended colour-scheme and decoration proposal.



PLANNING EXAMPLES FOR DISPLAY SETS

PLANNING

POS elements - mono-brand store and shop-in-shop

Various POS elements are available for designing display sets to communicate the brand.



ILLUMINATED DISPLAY
(type: left)



ILLUMINATED DISPLAY
(right-hand: right)



ILLUMINATED DISPLAYS
(small and large)



BROCHURE DISPENSER



SWATCH PRESENTER
with planning zone



SWATCH PRESENTER
with discussion area



FRONT SWATCHES



ACRYLIC DISPLAY STAND

PLANNING

POS elements - mono-brand store and shop-in-shop

Various POS elements are available for designing display sets to communicate the brand.
LED light boxes will be produced for the particular format on the basis of the motifs presented below.
Störmer will take care of handling everything - from layout right through to production.



BRAND PRESENTATION AT THE POS WITH LED LIGHT BOXES
(WITH WRITTEN INFORMATION)



MOTIF IN PORTRAIT FORMAT (WITHOUT
WRITTEN INFORMATION)



MOTIF IN LANDSCAPE FORMAT (WITHOUT WRITTEN INFORMATION)



MOTIF IN LANDSCAPE FORMAT (WITHOUT WRITTEN INFORMATION)

PLANNING

POS elements - external brand communication

The following specification must be observed for designing the outer facade to communicate the brand.

Mono-brand store

Store ONLY shows Villeroy & Boch brand sinks, taps and kitchen furniture.

Accessories (baking utensils, insulated jugs, trays, baskets napkins etc.) from other brands are permissible.

MAIN ENTRANCE SIGNAGE



OTHER SIGNAGE OPTIONS



ILLUMINATED DISPLAY
(as outrigger, 2-sided)



ILLUMINATED DISPLAY
(1-sided)

Störmer will design and produce everything to suit the particular application. **Any publication will require prior written approval!**

PLANNING

POS elements - external brand communication

Various POS elements are available for designing the outer facade to communicate the brand.

Shop-in-shop

Villeroy & Boch kitchen furniture
alongside other brands



BRANDING
DISPLAY WINDOW

Störmer will design and produce everything to suit the particular application. **Any publication will require prior written approval!**

DISPLAY PROPOSAL 1

Cera: *Estatuario Silk ceramic*
Manza: *Verde Comodoro laminate*

DISPLAY PROPOSAL 1

A symbiosis of exquisite materials

We will provide an individually tailored display proposal for you on the basis of the showroom areas you define. Alongside the product-related display proposal, planning for the sample kitchens also includes a recommendation for the styling of the display incl. suggestions for the colour-scheme and decoration.



VIEW



CERA R7820/L782
Ceramic 73 Estatuario silk



NOVA R4500/L450
Fenix® 328 Verde Comodoro



Mixer tap
Umbrella Gold



Handle profile
LG-G Aluminium, gold-coloured



Ceramic worktop
73 Estatuario silk, 12 mm



Sink
Subway 50 flat Alpine white, CeramicPlus

MOOD BOARD

DISPLAY PROPOSAL 2

Cera: Ceramic Calatraso Silk
Meran: Silk beige velvet lacquer

DISPLAY PROPOSAL 2

A discerning combination

We will provide an individually tailored display proposal for you on the basis of the showroom areas you define. Alongside the product-related display proposal, planning for the sample kitchens also includes a recommendation for the styling of the display incl. suggestions for the colour-scheme and decoration.



VIEW



CERA R7820/L782
Ceramic 74 Calatorao Silk



MERAN R5800/L580
620 Silk beige



Mixer tap
Finera Anthracite



Handle
G183



Ceramic worktop
74 Calatorao Silk, 12 mm



Sink
Subway 50 flat Ebony

MOOD BOARD

DISPLAY PROPOSAL 3

Meran: Platinum grey velvet lacquer
London: Bardolino natural oak veneer

DISPLAY PROPOSAL 3

Vintage look with appealing charm

We will provide an individually tailored display proposal for you on the basis of the showroom areas you define. Alongside the product-related display proposal, planning for the sample kitchens also includes a recommendation for the styling of the display incl. suggestions for the colour-scheme and decoration.



VIEW



LONDON R6300/L630
195 Bardolino natural oak



MERAN R5800/L580
544 Platinum grey



Mixer tap
Avia 2.0 Stainless steel



Handle
G144



Worktop
195 Bardolino natural oak, 40 mm



Sink
R1 Butlers sink, Alpine white

MOOD BOARD

DISPLAY PROPOSAL 4

Cera: Ceramic, dark marble

London: Dark walnut veneer

Largo: Anthracite velvet lacquer

DISPLAY PROPOSAL 4

Classic beauty with timeless style

We will provide an individually tailored display proposal for you on the basis of the showroom areas you define. Alongside the product-related display proposal, planning for the sample kitchens also includes a recommendation for the styling of the display incl. suggestions for the colour-scheme and decoration.



VIEW



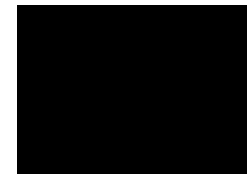
CERA R7820/L782
Ceramic 74 Calatorao Silk



LONDON R6300/L630
184 Dark walnut



Mixer tap
Steel Expert Anthracite



Handle profile
LG-S Matt black



Ceramic worktop
74 Calatorao Silk, 12 mm



Sink
Siluet 60 Chromite

MOOD BOARD

DISPLAY PROPOSAL 5

Como: High-gloss lacquer platinum grey
Carré: Mettach tile
in Nero grey velvet lacquer

DISPLAY PROPOSAL 5

The timeless tile design applied to the kitchen

We will provide an individually tailored display proposal for you on the basis of the showroom areas you define. Alongside the product-related display proposal, planning for the sample kitchens also includes a recommendation for the styling of the display incl. suggestions for the colour-scheme and decoration.



VIEW



COMO R2400/L240
High-gloss lacquer 275 Platinum grey



CARRÉ R6440
Velvet lacquer 542 Nero grey



Mixer tap
Steel Expert Anthracite



Handle profile
LG-S Matt black



Ceramic worktop
74 Calatorao Silk, 12 mm



Sink
Timeline 60 Stone

MOOD BOARD

DISPLAY PROPOSAL 6

*London: Bardolino natural oak veneer
Silvery travertine marble ceramic*

DISPLAY PROPOSAL 6

An exceptional combination

We will provide an individually tailored display proposal for you on the basis of the showroom areas you define. Alongside the product-related display proposal, planning for the sample kitchens also includes a recommendation for the styling of the display incl. suggestions for the colour-scheme and decoration.



VIEW



LONDON R6300/L630
195 Bardolino natural oak



Without handle
with Tip-On



Mixer tap
Steel Shower, stainless steel



Ceramic worktop
77 Strata Argentum Silk, 12 mm



Sink
Siluet 50 Almond

MOOD BOARD

WHO TO CONTACT

for kitchen furniture

ARONATM


Villeroy & Boch
1748

CONTACT

for kitchen furniture

Licensee for kitchen furniture

*Breznikova ulica 15,
1230 Domžale
SLOVENIA*

Contact:

Phone: +38651 88 00 88

Phone: +38641 473 287

Email: kuhinje@aronas.si

Email: info@aronas.si

*Homepage:
www.aronas.si/villeroy-boch-kuhinje/*



kitchens 2021

OTHER LICENSEES

for the living room

OTHER LICENSEES

for the living room

W.SCHILLIG Polstermöbelwerke GmbH & Co. KG

Licensee for upholstered furniture (living and dining)

Am Weinberg 20 - 22
96237 Ebersdorf-Frohlach
Germany

Contact:

Phone: +49 9562 37-0
Email: info@schillig.de
Homepage: www.schillig.com



Fey & Co. GmbH

Licensee for upholstered and box spring beds

Rheiner Straße 145
48282 Emsdetten
Germany

Contact:

Tel.: +49 2572 1540
Email: info@fey.de
Homepage: www.fey.de



Sompex GmbH & Co. KG

Licensee for lighting

Werftstraße 20 - 22
40549 Düsseldorf
Germany

Contact:

Tel.: +49 211 5228070
Email: villeroy-boch@sompex.de
Homepage: www.sompex.de



Collection C Möbel Vertriebsgesellschaft mbH

Licensee for cabinet furniture (living and dining)

Brühl 10f
99423 Weimar
Germany

Contact:

Tel.: +49 3643 496495
Email: vertrieb@collection-c.de
Homepage: www.collection-c.de



Collection C Möbel Vertriebsgesellschaft mbH

Licensee for bedroom furniture

Brühl 10f
99423 Weimar
Germany

Contact:

Tel.: +49 3643 496495
Email: vertrieb@collection-c.de
Homepage: www.collection-c.de



SWISS KRONO Tec AG

Licensee for laminate

Museggstrasse 14
6004 Lucerne
Switzerland

Contact:

Tel.: +41 41419 0320
Email: info@swisskrono.com
Homepage: www.swisskrono.com



