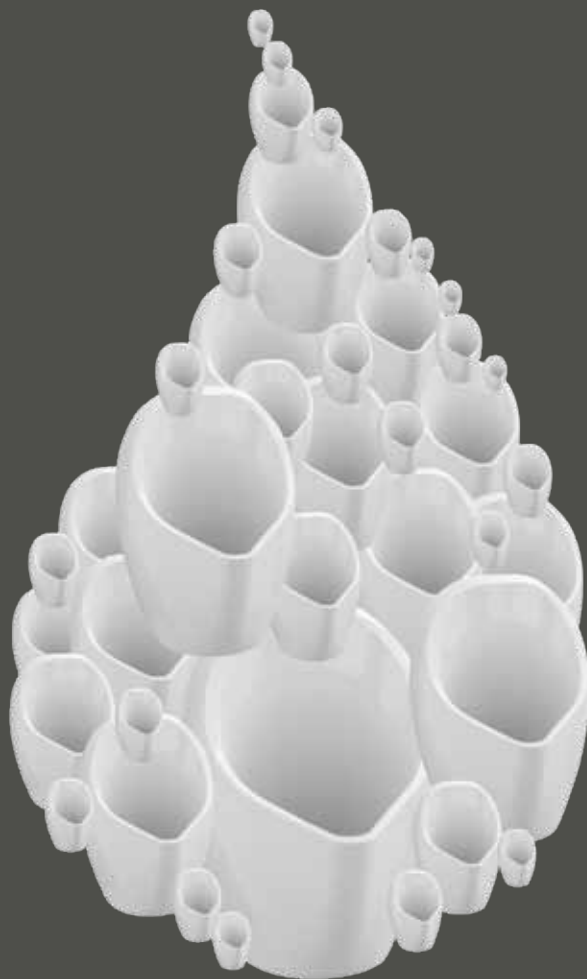


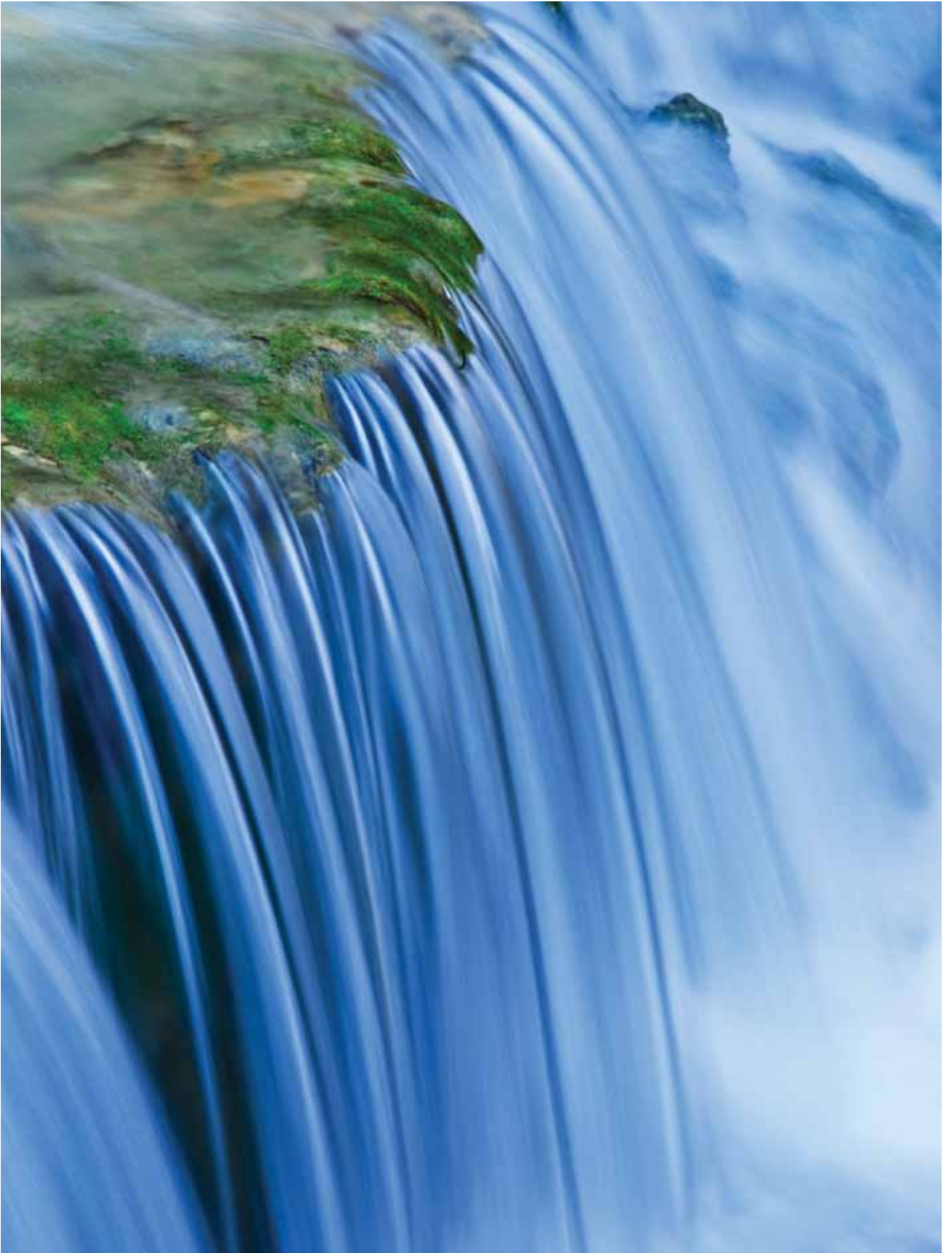
VitroA

Watersmart Urinals



Contents

Conserving water preserves life	2
Blue Life: More than just a mindset	4
Cost saving, hygienic, environment-friendly.	
If not smart, what is it?	6
Working principle of Watersmart urinals	8
Comparison with other urinals	10
Benefits of Watersmart urinals	12
Blue Life	13



Conserving water preserves life



The Earth is unique in the solar system as a home to life; a distinction it owes to water, the most critical life-supporting natural resource.

But natural resources cannot be taken for granted.

We uphold our responsibility to preserve nature's bounty, because the sustainability of life depends on the sustainability of natural resources.

Blue Life: More than just a mindset



Blue Life is the production philosophy, design attitude and management outlook of Vitra.

Blue Life means reducing the use of non-renewable resources in the production process. Blue Life means making significant investments towards boosting eco-efficiency.

Blue Life means developing products that promote power and

resource conservation at the end-user level driven by a concern for the environment and for our collective future.

We believe managing the future requires efficient management of our resources today.

And good design involves taking responsibility for resource conservation.



Cost saving, hygienic, environment-friendly. If not smart, what is it?

VitrA is proud to introduce the first waterless, cartridge free and splash free urinal. Watersmart urinals are developed with environmental and water conservation concerns. Compared to standard urinals, Watersmart urinals provide significant amount of water saving.





Watersmart waterless urinal

Besides its water saving feature, Vitra's Watersmart waterless urinal does not require the use of a cartridge. Watersmart urinals are available in two options; mains connected or battery operated with a battery life of 15.000 uses.



Watersmart ultra-low water consumption urinal

There is also another version of Watersmart urinal which can be used with water and flush with minimum amount of water. Flushing frequencies are pre-programmed according to number of usage and time interval. A standard urinal can be replaced easily with ultra-low water consumption urinal without any additional installation requirements.

Working principle of Watersmart urinals



1- When not in use, the valve is in closed position.



2- In use, the sensor senses urine inside the bowl. Magnetic polar switch opens the valve and urine flows to waste system.

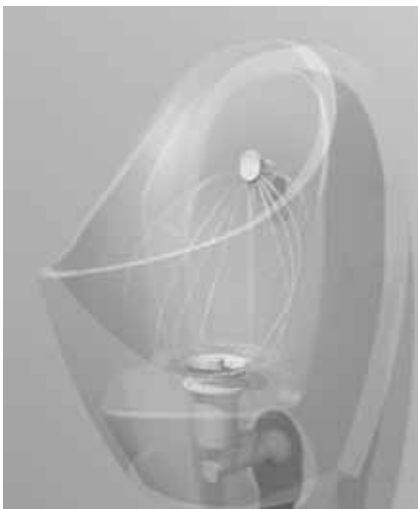


3- After use, the valve stays open until the urine is completely cleared off the bowl.





4- The valve turns back to closed position and prevents any bad odor from waste system.

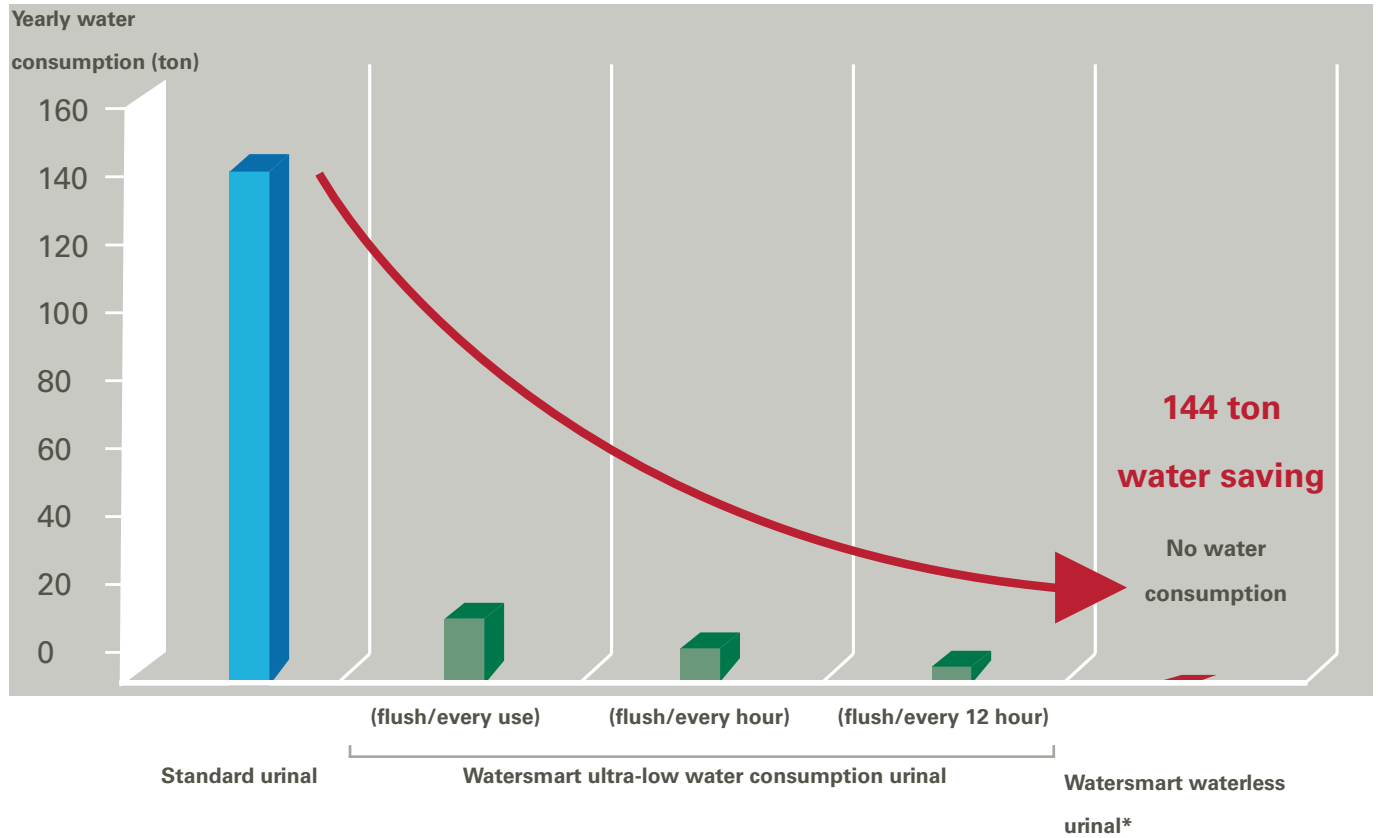


5- 2nd version of Watersmart, ultra-low water consumption urinal, can be used with water and flush with minimum amount of water. Flushing frequencies are pre-programmed according to number of usage and time intervals.

Comparison with other urinals

	VitrA watersmart waterless urinal	Urinals w/ membrane cartridge	Urinals w/ gel cartridges	Standard Urinal
Advantages	<ul style="list-style-type: none"> • Water saving • No choke up problem • Vandal-resistant compared to standard urinals • Easy installation • Water can be used for cleaning unlike urinals with gel cartridge • Lowest operational cost, only battery replacement after 15.000 usage. • Cartridge free • Splash free bowl design • No loss of function even urinal not used for long time periods • No need for special cleaning spray 	<ul style="list-style-type: none"> • Water saving • No choke up problem • Vandal-resistant compared to standard urinals • Easy installation • Water can be used for cleaning unlike urinals with gel cartridge 	<ul style="list-style-type: none"> • Water saving • No choke up problem • Vandal-resistant compared to standard urinals • Easy installation 	
Disadvantages		<ul style="list-style-type: none"> • Loss of function when urinal not used for long periods • Requires regular cartridge replacement • Not hygienic (splash problem) 	<ul style="list-style-type: none"> • Water can not be used for cleaning • Requires periodical cleaning with special spray • Requires regular cartridge replacement • Clogged plumbing due to no water use and calcification of urine in waste system • Not hygienic (splash problem) 	<ul style="list-style-type: none"> • High water consumption • Not hygienic (splash problem, bad odor problem due to urine in contact with water and air) • Plumbing and flushing system required • Higher investment cost due to flushing system • High maintenance cost (flushing system defects)

Water consumption chart



	Water consumption/use	Water consumption/year
Standard urinal	4 L	144,000 L*
Waterless urinal (flush/every use)	0.5 L	18,000 L
Waterless urinal (flush/every hour)	0.5 L	2,160 L
Waterless urinal (flush/12 hour)	0.5 L	360 L
Waterless urinal	0 L	0 L

* The calculation is based on 100 flushes/day for standard urinal.

Benefits of Watersmart urinals

Cost saving

- Low initial cost
 - no flushing system required
- Low operational cost
 - no cartridge replacement
 - no/minimum water consumption
- Low maintenance cost
 - no choke up problem
 - no flushing system required

Hygienic

- Touch free operation
- Splash free bowl design
- No choke up problem

Environmental

- Water saving
- Lower carbon emissions due to water treatment and water pumping
- No cartridge disposal
- No gel disposal from cartridge

Functional

- No cartridge replacement
- Easy installation
- No loss of function even urinal not used for long time periods



Blue Life

For our blue planet...

A pledge to the future.

Key data in diverse fields indicate the world could be at a critical juncture in terms of sustainability. The future of our blue planet is at stake, and as a major producer in the consumer goods sector with a global audience, Vitra is strongly aware of its responsibilities. Conservation of natural resources has long been a basic principle of the brand. Blue Life is set of guidelines embraced by Vitra to protect and preserve the living world. Vitra upholds Blue Life as a production, design and management philosophy.

Production Certificates

ISO 9001 Quality Management
ISO 14001 Environmental Management Standards
EN 16001 Energy Management Systems
OHSAS 18001 Standard Quality and Technique Consultancy Services

Product Certificates



Head Offices

VitrA Bathroom Group

Eczacıbaşı Yapı Gereçleri San. ve Tic. A.Ş.

Ali Kaya Sok. No:7

34394, Levent, İstanbul /Turkey

T: +90 212 350 80 00

F: +90 212 350 85 80

www.vitra.com.tr

Sales Offices

TURKEY

Intema A.Ş.

Ali Kaya Sok. No:7

34394, Levent, İstanbul / Turkey

T: +90 212 350 80 00

F: +90 212 350 85 80

CENTRAL EUROPE

Agrippinawerft 24

50678, Cologne / Germany

T: +49 (0) 221 / 27 73 68-0

F: +49 (0) 26 22 / 88 95-500

www.vitra-bad.de

UK&IRELAND

VitrA U.K. Limited

Park 34, Collett Way, Didcot

Oxon OX117 WB / U.K.

T: +44-1235 75 09 90

F:+44-1235 75 09 80

www.vitra.co.uk

USA&CANADA

VitrA USA Inc.

305 Shawnee North Drive

Suite 600 Suwane,

GA 30024 / USA

T: +1-770 904-6830

F: +1-770 904-6891

www.vitra-usa.com

RUSSIA&CIS

VitrA Russia

Taganskaya Str. 3,

TC "Tagansky Passazh", 3rd Floor

Moscow 109147 / RUSSIA

T: +7 495 640 44 14

F: +7 495 640 44 14

www.vitra-russia.ru

UAE

Representative Office

Jumeirah Business Centre 5

(JBC-5) Unit 1006

Jumeirah Lake Towers (JLT)

Dubai / UAE

T: +971-4457 24 76

T: +971-4457 24 67

BAHRAIN

Representative Office

P. O. Box 60091

Manama / Kingdome of BAHRAIN

T: +973 36 288 600

IRAQ

Representative Office

English Village Compund House

Gulan Street No:88

Erbil / IRAQ

T: +964 750 413 95 93

SAUDI ARABIA

Representative Office

P.O. BOX 2650

11461 Riyad / SAUDI ARABIA

T:+966 536 955 435

LIBYA

Representative Office

Gergaresh Riad Hai Andulus

Tripoli / LIBYA

T: +218 21 477 05 15

F:+218 21 477 06 41

AZERBAIJAN & TURKMENISTAN

Representative Office

Fetelixan Xoyski N o: 86

Baku-Azerbaijan

T: +994 12 493 01 27

F:+994 12 598 32 72

Showrooms

Arklow Showroom

IDA Business Park Ballynattin
Arklow Co. Wicklow, IRELAND
T: (353-402) 26 514
F: (353-402) 91 355

Dublin Showroom

Unit N1, North Ring Business
Park Santry, Dublin, IRELAND
T: (353-1) 816 55 89
F: (353-1) 816 55 90

Cork Showroom

6 Lapps Quay, Cork, IRELAND
T: (353-0)21 - 4251434
F: (353-0)21 – 4273764

Atlanta Showroom

305 Shawnee North Drive
Suite 600 Suwanee GA
30024, USA
T: (1-770) 904 6173 - 904 6178
F: (1-770) 904 6891

Köln Showroom

Agrippinawerft 24
D-50678 Köln, Cologne, GERMANY
T: (49-221) 27 73 68-0
F: (49-2622) 88 95 500

Sofia Showroom

88, Bulgaria blvd.
1680 Sofia BULGARIA
T: (359-2) 854 83 05 - 06
F: (359-2) 854 83 09

Plovdiv Showroom

5.Dunav blvd.
4000 Plovdiv BULGARIA
T: (359) 32 511 608-9
F: (359) 32 511 620

Moscow Showroom

Taganskaya Str., 31
109147 Moscow, RUSSIA
T: (7-495) 967 65 06
F: (7-495) 967 65 06

Kazan Showroom

Dekabristov str, 83
420034 Kazan, RUSSIA
T: +7(843) 562-12-15
F: +7(843) 562-12-30

Serphukov Showroom

Borisovskoe Shosse, 111 RUSSIA
T: +7(496) 738 0607

Ekaterinburg Showroom

Krasnoarmeiskaya Str.,66
620026 Ekaterinburg, RUSSIA
T: +7(343) 357 30 48
F: +7(343) 357 30 48
T: +971-4457 24 67



VitrA