



#### SEREL CERTIFICATES



















































#### E.C.A. CERTIFICATES



GERMANY





































**CURRENT TRENDS** 



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06

BUSINESS.

#### SUSTAINABILITY

# 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 4

# WASTEFULNESS IS FORBIDDEN.



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N8



## 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.











PAGE 28 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.





red<mark>dot</mark> design award winner 2016

e.g. SEREL POSEIDON Wall Hung WC Pan **PAGE 16** 



e.g. E.C.A. ICON Basin Mixer **PAGE 38** 



Urinal

PAGE 33

e.g. E.C.A. ICON Bath Mixer **PAGE 39** 



e.g. SEREL PURITY Wall Hung WC Pan PAGE 19



e.g. SEREL WAVE Wash Basin **PAGE 44** 



Basin Mixer

PAGE 41

e.g. SEREL LUVI

GOOD DESIGN
AWARD 2017

e.g. SEREL LUVI Urinal Wall Seperator **PAGE 33** 

#### PRODUCTS

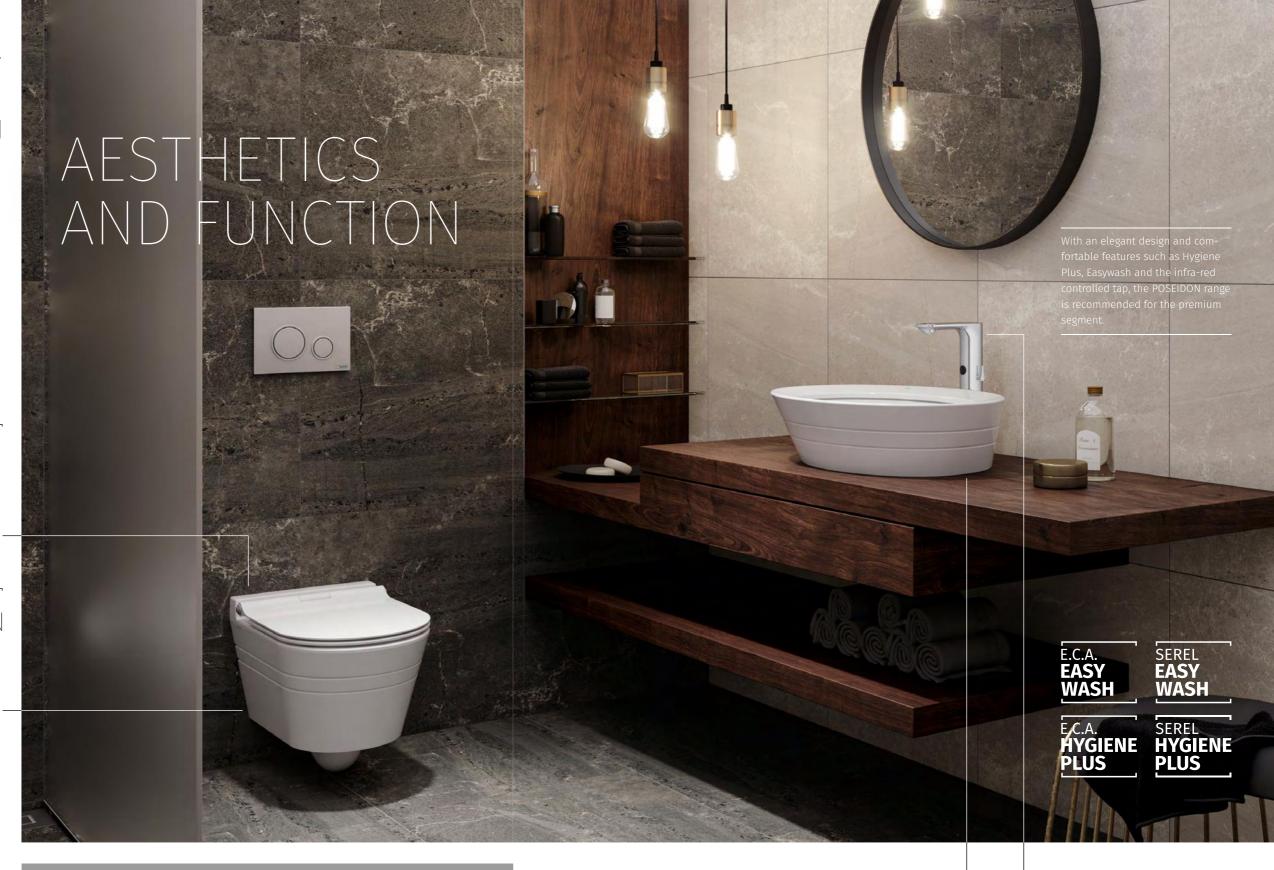


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European standards of manufacture, design and quality are particularly high and are recognised and valued worldwide. Amone who buys in Europe understands the advantages of this.  ECA and Servi not only meet these requirements, but abo complement them with ambitous conviormental and concomine standards, but in production and in the finished product.  Long warranty periods, planning reliability and on excellent technical service make us an		
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attractive business partner for companies all over the world.	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	

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#### Hotel | Residential **POSEIDON EASYWASH**





SEREL BETA SLIM SILENT CLOSE EASY-RELEASE SEAT AND COVER

223BS00002

SEREL SEREL SEREL HYGIENE SILENT CLOSE RELEASE



SEREL POSEIDON

WALL HUNG WC PAN

(53 cm) PS10









SEREL EASY WASH



**CERAMIC PLUG** AND WASTE SIPHON UNIT

TP08

SEREL



SEREL COUNTERTOP WASHBASIN

(60 cm) PS32







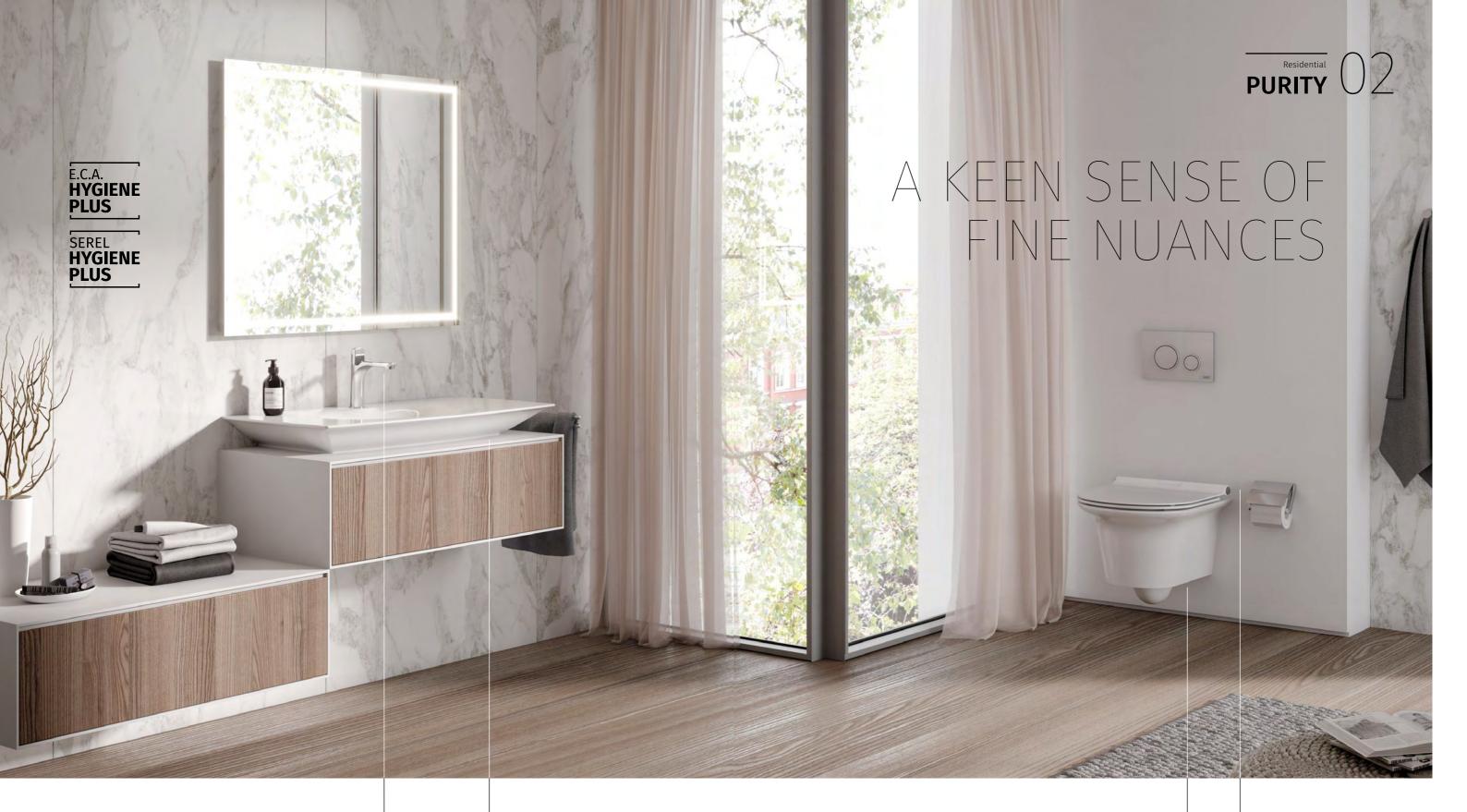
E.C.A. EASYWASH INFRARED TALL BASIN MIXER

102199270HEX









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



PURITY COUNTERTOP WASHBASIN (100 cm) PR35











PURITY WALL HUNG WC PAN (52,5 cm) PR10



SEREL BETA SLIM SILENT CLOSE EASY-RELEASE SEAT AND COVER

223BS00002

SEREL HYGIENE SILENT CLOSE SEREL EASY RELEASE

## RITA | LUNA





SEREL SILENT CLOSE EASY-RELEASE SEAT AND COVER

223BT00002

SEREL HYGIENE SILENT CLOSE SEREL EASY RELEASE



SEREL SMART WALL HUNG WC PAN (52 cm) SM26

## RITA | LUNA







CERAMIC PLUG AND WASTE SIPHON UNIT

TP08



SEREL
RITA
COUNTERTOP
BUILT-IN SLIM
WASHBASIN
(60 cm)
RT34



E.C.A.

CONCEALED
BASIN MIXER

102105129EX





Residential MINIMAL | NIOBE

## 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.





NIOBE BASIN MIXER

102188056EX





MINIMAL COUNTERTOP WASHBASIN (60 cm)

3042





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 MİXER

102108921HEX



SEREL

MINIMAL

SLIM POT
WASHBASIN

(46 cm) 3016

E.C.A. HYGIENE PLUS

SEREL HYGIENE PLUS

# 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

SEREL HYGIENE PLUS SEREL EASY RELEASE 223BT00002

POSEIDON O

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.





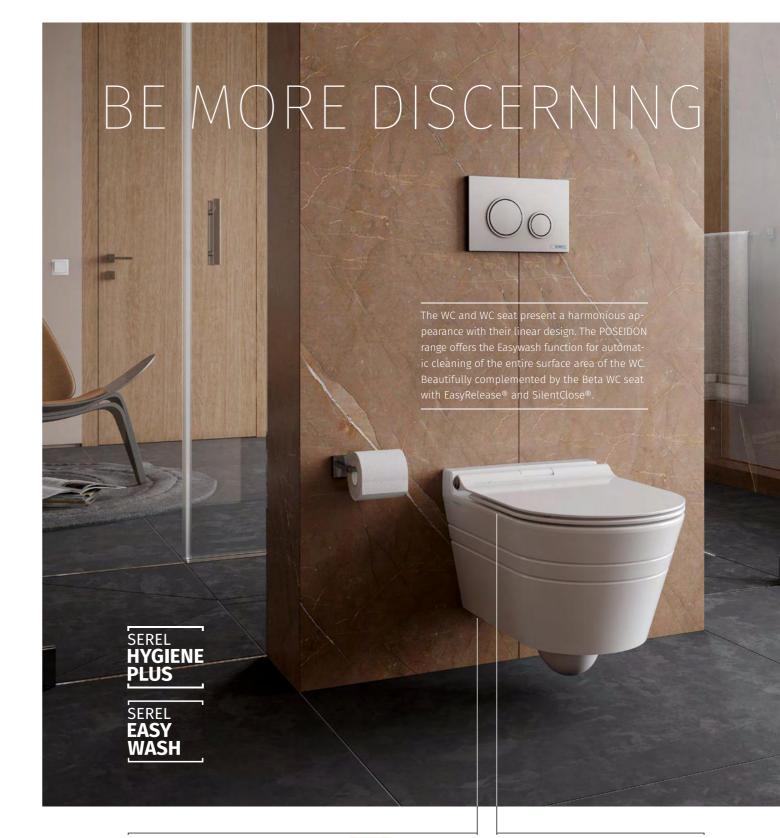


SEREL

ZETA SLIM SILENT CLOSE EASY-RELEASE SEAT AND COVER

223ZS00002

SEREL SEREL SEREL
HYGIENE SILENT EASY
PLUS CLOSE RELEASE

















SEREL BETA SLIM SILENT CLOSE EASY-RELEASE SEAT AND COVER

223BS00002





SEREL LUVI

URINAL WALL SEPERATOR

0160







SEREL LUVI

REAR FLUSH INLET URINAL

0169













E.C.A.

BASIN MIXER

102108947EX

ER

(5

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.

Public | Hotel | Restaurant

## FREE-STANDING



SEREL BETA SLIM SILENT CLOSE EASY-RELEASE SEAT AND COVER

223BS00002



SEREL SAPPHIRE WALL HUNG WC PAN (52 cm) SP10



36

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.



E.C.A. FREE-STANDING

BASIN TAP

102109455EX



SEREL FREE-STANDING WASHBASIN

SEREL

CERAMIC PLUG AND WASTE SIPHON UNIT

TP08

The appearance and technical details are subject to change.



Residential **4LIFE ICON** 



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



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

102102478HEX











SEREL **HYGIENE PLUS** 



ICON **BASIN MIXER** 

102188037HEX







SEREL 4LIFE COUNTERTOP WASHBASIN (60 cm) FL01



**CERAMIC PLUG** AND WASTE SIPHON UNIT

TP10

SEREL



SEREL SIGMA

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

223SS00002











#### Residential **RITA PURITY**



E.C.A. SLIM SHOWER HEAD

102145016EX

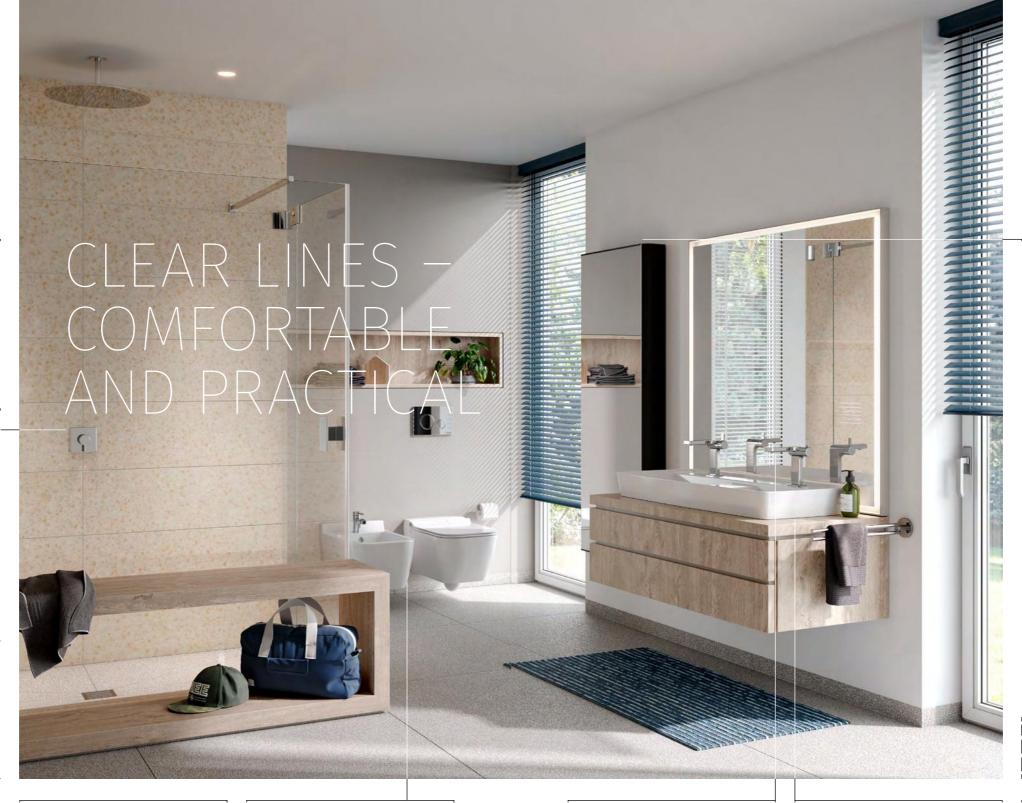


E.C.A. PURITY CONCEALED SHOWER MIXER

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.

The appearance and technical details are subject to change.





E.C.A. VERTICAL PANEL RADIATOR WITH MIRROR



SEREL HYGIENE **PLUS** 



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

E.C.A.

MINA

**BIDET MIXER** 

102110177HEX



SEREL RITA WALL HUNG WC PAN (52 cm) RT10



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

102188038HEX



SEREL COUNTERTOP DOUBLE BOWL WASHBASIN

(100 cm) RT32



CERAMIC PLUG AND WASTE SIPHON UNIT

SEREL

TP08



SEREL ZETA SLIM SILENT CLOSE EASY-RELEASE SEAT AND COVER

223ZS00002





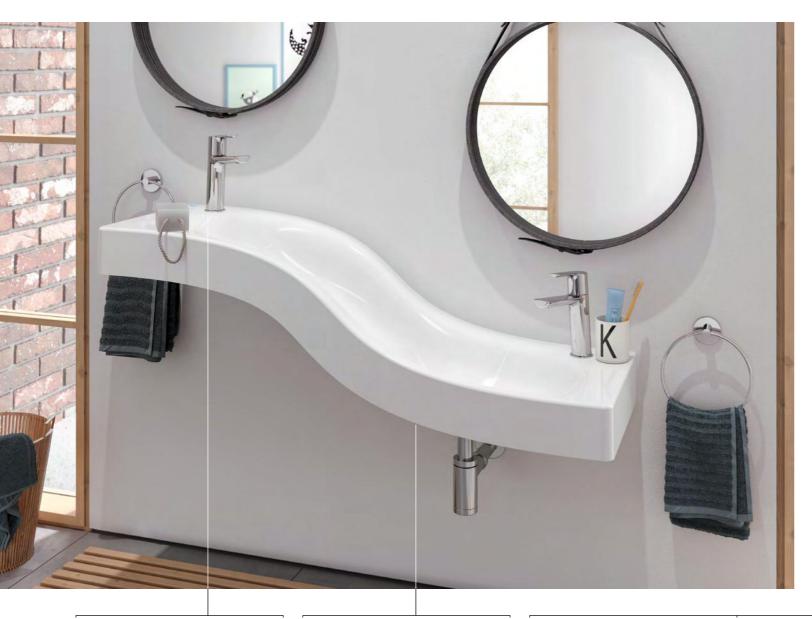




Images and technical drawings in this catalogue are for illustrative purposes only.



## The residential wave | LUNA





E.C.A. LUNA BASIN MIXER

102108940EX





SEREL

WAVE WASHBASIN

(110 cm) 3020





SEREL

MARINE SILENT CLOSE EASY- RELEASE SEAT AND COVER

223MR00002

SEREL HYGIENE SILENT CLOSE SEREL EASY RELEASE



SEREL

CERAMIC PLUG AND WASTE SIPHON UNIT

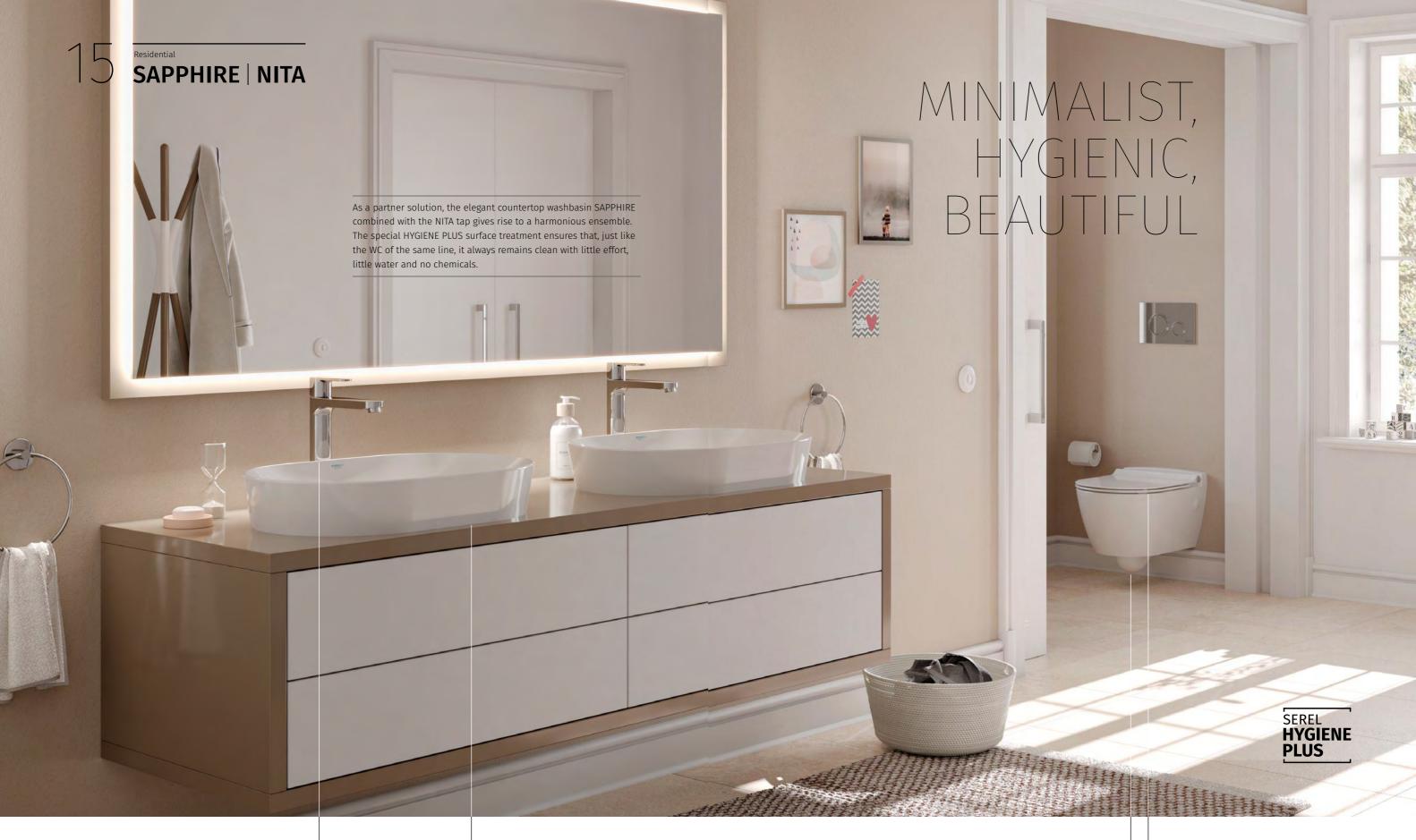
TP20



SEREL  $\forall\forall\forall$ WALL HUNG WC PAN

(56,5 cm) 3011







SEREL

CERAMIC PLUG AND WASTE SIPHON UNIT

TP08



E.C.A.

TALL
BASIN MIXER

LL SIN MIXER

102188035EX



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 SEREL SILENT CLOSE SEREL EASY RELEASE



Residential 1 C

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.



102110192EX



SEREL
SMART
WALL HUNG
BIDET

**(53 cm)** SM29

SEREL HYGIENE PLUS

SEREL



CERAMIC PLUG AND WASTE SIPHON UNIT

TP08



E.C.A.

CONCEALED BASIN MIXER

CEALED N MIXER

102105130EX



SEREL
MINIMAL
CYLINDRICAL
WASHBASIN
(Ø 46 cm)
2025



SEREL
SMART
WALL HUNG
WC PAN
(52 cm)
SM25



SEREL

SLIM
SILENT CLOSE
EASY-RELEASE
SEAT AND COVER
223BS00002

SEREL HYGIENE PLUS SEREL SILENT CLOSE SEREL EASY RELEASE

The appearance and technical details are subject to change.





**50** 





SEREL ZETA SLIM SILENT CLOSE EASY-RELEASE SEAT AND COVER

223ZS00002



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



E.C.A. CONCEALED BASIN MIXER



SEREL

CERAMIC PLUG AND WASTE SIPHON UNIT

TP08

102105140EX



### RITA | TIERA



SEREL



CERAMIC PLUG AND WASTE SIPHON UNIT (BLACK)

TP08STL060H



SEREL

MINIMAL

WASHBASIN
(BLACK)
(60 cm)

1633DXL060H



E.C.A.
TIERA
TALL BASIN MIXER

103588002EX







e.c.a.

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





MYRA **SHOWER HEAD** 

102145034EX



E.C.A. MYRA CONCEALED BATH MIXER



102101146HEX \_



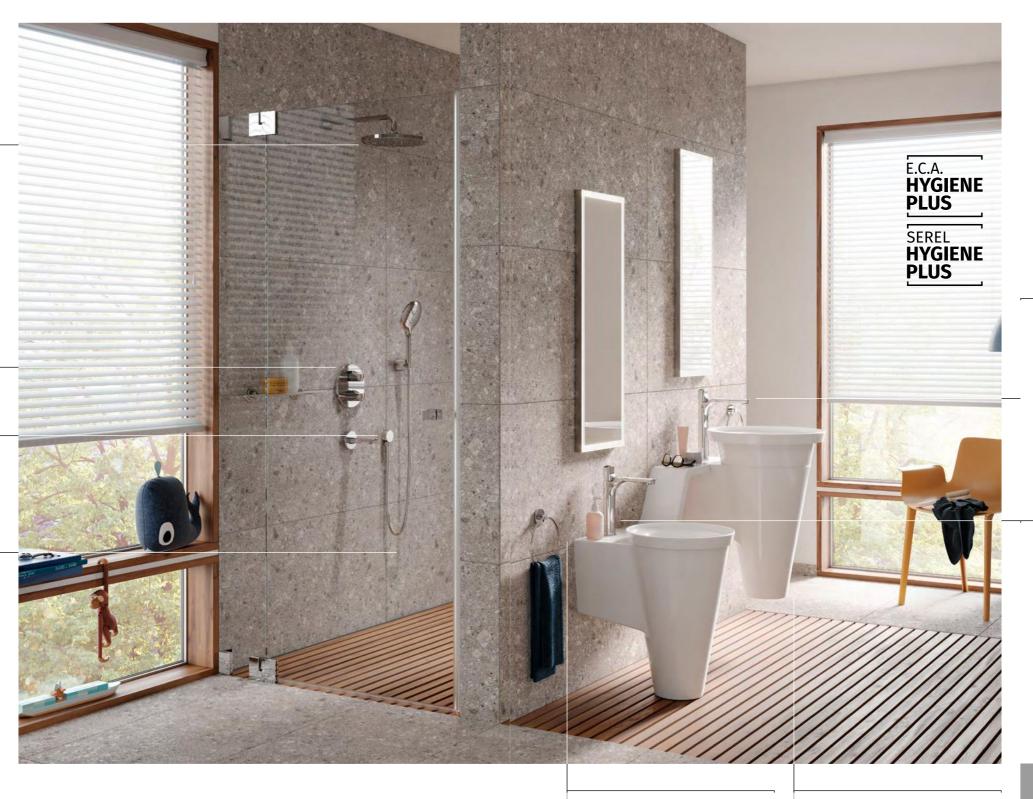
E.C.A. MINIMAL SHOWER OUTLET ELBOW

102126634EX



E.C.A. MYRA HAND SHOWER

102117343HEX







E.C.A. 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 HFLIOS CIRCULAR WASHBASIN (Ø 37 cm) HL34



SEREL HFLIOS CIRCULAR WASHBASIN

(Ø 46 cm) HL35



SEREL HELIOS SHELF

HE14



SEREL HELIOS **SEMI PEDESTAL** 

HL22

## E.C.A. **HYGIENE**

# Public | School HELIOS MYRA



E.C.A.

MYRA

MEDIUM BASIN
MIXER

104308983EX





SEREL
HELIOS
CIRCULAR
WASHBASIN

(Ø 37 cm) ⊢L34



SEREL HELIOS
SHELF

H414



SEREL
HELIOS
SEMI PEDESTAL

HL22



#### Public | School **HELIOS MYRA**

#### HELIOS USAGE ALTERNATIVES



SEREL HELIOS CIRCULAR WASHBASIN

(Ø 46 cm) HL35

SEREL HYGIENE PLUS

















SEREL HELIOS SQUARE WASHBASIN

(46 cm) HL36















SEREL HELIOS CIRCULAR WASHBASIN

(Ø 37 cm)

HL34

SEREL HYGIENE PLUS

























SEREL HYGIENE PLUS

SEREL **PURE** WASH



SEREL SMART WALL HUNG WC PAN (52 cm) SM46



SEREL BETA SLIM SILENT CLOSE EASY-RELEASE SEAT AND COVER

SEMENT I I I

SEREL SILENT CLOSE

60



## TOUCH

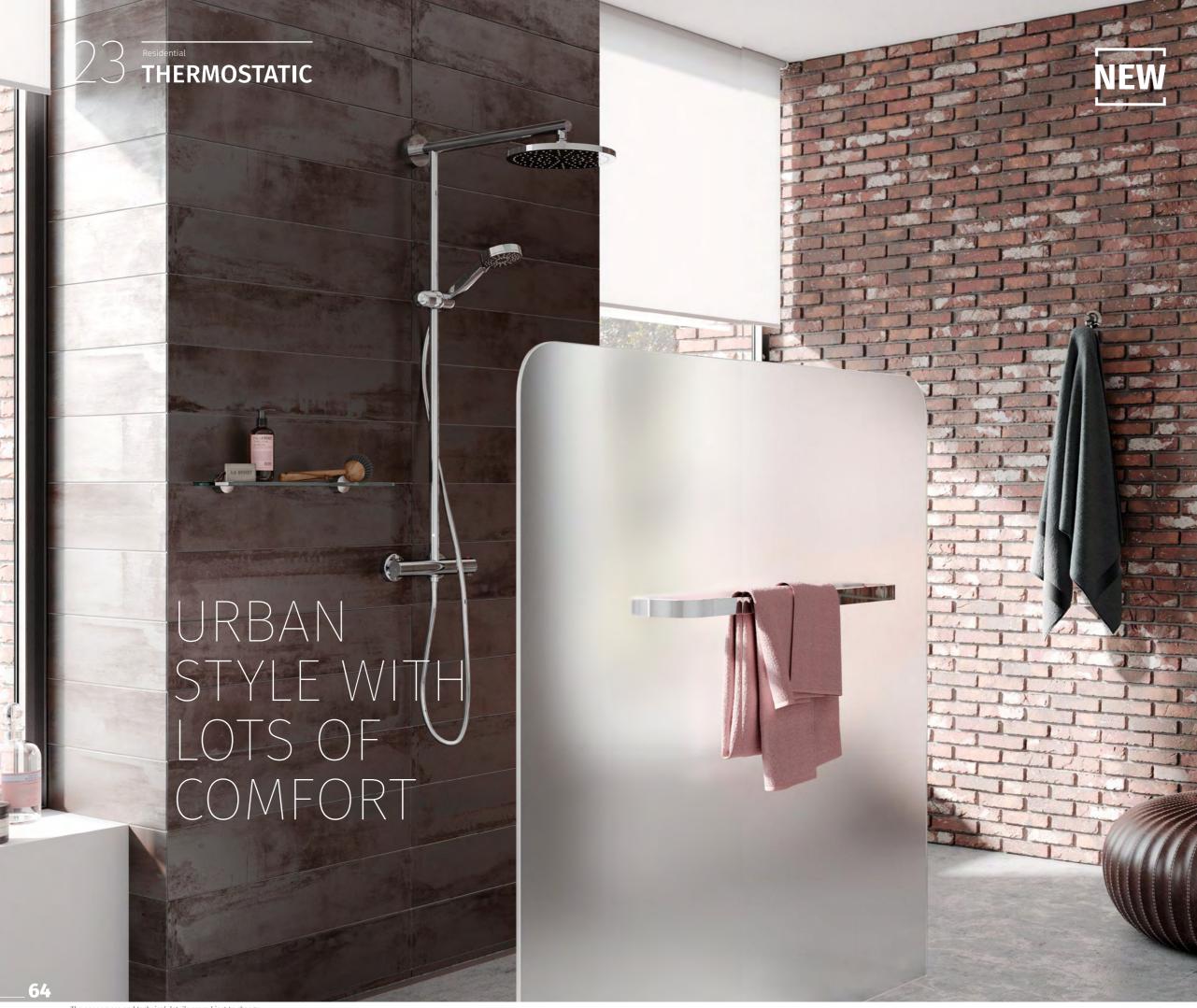
with touch technology. The flow of water starts and stops with a simple touch some where on the tap. If it is not touched again after 42 seconds, the flow is stopped. This saves water and ensures safety. The temperature and quantity of water can be adjusted separately. Practical and hygienic at the same time, this fitting is particularly easifor everyone to operate.









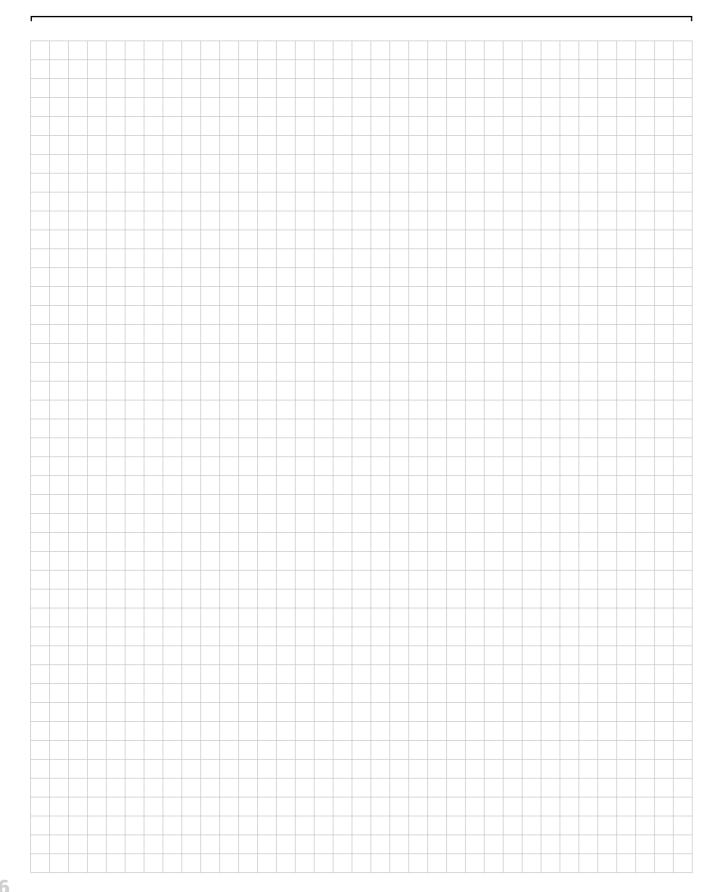




E.C.A. THERMO-STATIC SHOWER COLUMN MIXER 102102476EX

Loft living is a hot trend and gives bathrooms are given 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.









TOGETHER FOR YEARS

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