

VitrA

VitrA Clean v2.0

Ultra easy to clean floor and wall tiles with special surfaces



VitruA



It's all about inspiration

It all begins with questions posed by the design discipline to understand needs, desires and choices. Designed by Vitra, an extraordinary wealth of attractive combinations help satisfy these needs and desires.



Improved personal hygiene

Vitra's continuous research into human health introduces new technologies for improved hygiene in the bathroom. These solutions raise the personal hygiene experience to a new level.



Collaboration with designers

Vitra works with acclaimed industrial designers from around the world. Not only does the collaboration with these top talents improve product functionality, but it also introduces an entirely original range.



The complete bathroom

Exploring physical and emotional needs, Vitra invests in design to produce every essential element in the bathroom.



High powered perfection

Seven cutting-edge factories and plants in Turkey and Russia create sophisticated designs and maintain extremely high standards whilst progressively reducing Vitra's ecological footprint.



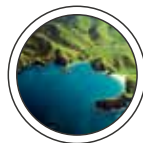
Technology lights up the future

The Vitra Innovation Centre serves as the headquarters of the brand's R&D activities with a strong engineering team, leading the bathroom industry with new solutions and technologies.



Vitra across the world

Bathroom designs greet customers around the world through 2000 sales points in over 75 countries, including 150 exclusive Vitra showrooms in Istanbul, London, Cologne, Moscow, Dubai, Mumbai, Delhi, and other major cities.



A pledge to the future

Vitra embraces Blue Life, a set of guidelines devised to mitigate our impact on the environment, and is held as a production, design and management philosophy.

We care about human health.

As VitrA, our priority is always human health. For this priority, we have been working diligently for years to bring people together with the healthiest surfaces in homes, schools, hospitals, hotels, restaurants and all public areas.





What is VitrA Clean 2.0 technology?

VitrA Clean is a surface technology that makes VitrA Tiles easy to clean. The special glazing method increases the surface tension. Thus, water acts like mercury on the surface and allows dirt to easily separate from the surface.

Tiles can be easily cleaned with the help of a water-damped wipe or with addition of mild cleaning agents, if needed.

This permanent feature provides great convenience to the users when cleaning both commercial and residential areas. With VitrA Clean 2.0, not only wall tiles but also floor tiles can now have VitrA Clean technology.





Super hydrophobic effect

VitrA Clean is a special nanotechnology surface finish, to ensure easy cleaning of dust and dirt on tile surfaces. This coating which causes the water to form droplets on the surface very much like a mercury droplet, is applied by a spraying technique. These droplets collect dirt while moving along the surface and thus ensure and allow the surfaces to be easily cleaned.



Water droplet



Dirt particles



Easy care and cleaning

Wall and floor tiles with Vitra Clean 2.0 are easy to care and can easily be cleaned by mild wiping with less water, labor and cleaning material need.

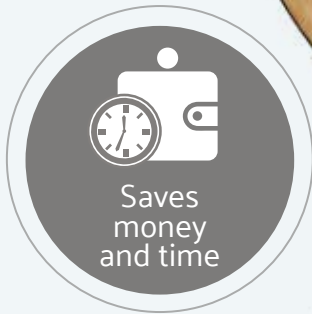




Easy care
and cleaning

Saves money and time

VitrA Clean 2.0 tiles ensures the dirt not to adhere to the surface. In this way, the time, money and cleaning agent used for cleaning is saved.



Environmental protection

As less amount of water and cleaning agents needed while cleaning VitrA Clean 2.0 technology tiles, it helps to protect the environment.





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