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The new DUSCHOLUX brand. The new dimension in luxury.

Dear Reader,

A luxurious shower – DUSCHOLUX. For over 50 years now, our name has stood for top-class bathrooms. Long-lasting quality is and remains our philosophy.

We have reinvented our image for you while staying true to the high standard of the "original". With five product worlds to enhance your bathroom's convenience, technology and inspiration. With our expertise that we dedicate to your needs without compromise. With a timeless appearance that combines intelligence and excellence. And with people who do their best for you day after day.

Experience your new luxurious bathroom with the DUSCHOLUX brand.

We look forward to hearing about your plans.

Marc Friederich, CEO DUSCHOLUX AG, Thun (Switzerland)



From an expert. For more than one good reason.

With DUSCHOLUX, you've made the right choice. We develop and produce bath and shower solutions for you with reliable Swiss quality. This means that our products exceed your highest expectations when it comes to aesthetics, durability and sustainability – with international success.



For more than 50 years,
DUSCHOLUX has been designing
bathrooms that are right up to
date and fulfil your every desire.
No matter whether you want to recharge your batteries, relax for a
while or just use it every day. No
matter how big or small your room
or how unusual your idea – your
request is our only priority.



Pride in our origins. Confidence in our future.

Over five decades of experience, expertise and innovation have passed between then and now. Much has changed since DUSCHOLUX was founded in 1967. New technologies, markets and trends have arrived. Our impressive products have stayed – and aren't going anywhere.

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1967

An ambitious start

Heinz Georg Baus registers the brand DUSCHOLUX with the German Patent and Trade Mark Office. In the same year, the articles of association are signed to found DUSCHOLUX GmbH.



Folding shower enclosure furore

DUSCHOLUX invents the synthetic glass folding shower enclosure and starts writing its long success story.









1973-1979

Within and beyond borders

DUSCHOLUX successfully expands in Switzerland and abroad. Further production and sales sites are opened in Europe and other continents and the portfolio is extended. Products are sold under the Showerlux brand in the UK, Ireland, Canada, the USA and South Africa.

1980

A pioneer in seven-league boots

From the 1980s, DUSCHOLUX forges new paths, developing its variety and functionality. Ground-breaking innovations that lay the foundations for DUSCHOLUX's modern-day prestige are produced.









1983

Round and renowned

With the round shower DUSCHOround, DUSCHOLUX launches a global firm favourite. The hot seller DUSCHOoptima comes to market in the same year. This seamless shower enclosure range with sliding doors, fixed side panels or corner entry is still available in an optimised model.



Exclusive folds

Ever since its launch, EXCLUSIV has been a permanent fixture of the DUSCHOLUX portfolio of the 1980s and 1990s. The sliding/folding system can be pushed together up to the side panel, leaving the entire entry width clear.









1987-1989

Still up to date

In the late 1980s, the DUSCHOLUX portfolio diversified rapidly. New real glass range Collection with the telescopic towel rail, Pirouette, with its elegant pivot door, and the award-winning feel-good bathtub Ancona made from sanitary acrylic are created.

1993

Room for greatness

With the brand name Piccolo, DUSCHOLUX is the first provider to develop a variable concept for fitting small bathrooms. The new product is presented at ISH in Frankfurt for the first time in 1993.





2006

Top marks

DUSCHOLUX makes its mark again with Bella Vita Step-in. The "walk-in" acrylic tub consigns aesthetic and technical compromises to the past. The prestigious expert jury of the ISH "Design Plus" competition honour the model for its overall design even before its official launch.

2011-2012

Setting and meeting standards

The Collection 3 shower enclosures transport the bathroom to a new dimension in style and functionality. The latest UV adhesive technology bonds hinges and wall brackets durably and flush with the glass. Exhibition innovation Air can stay in place even without any additional fixing at all.

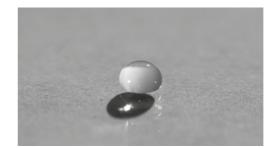


2013

A new look for your wall

DUSCHOLUX refines its portfolio with PanElle. This creative wall panelling transforms old bathrooms into a state-of-the-art oasis where you can simply relax and enjoy. It can also be mounted quickly, easily and individually on existing surfaces.





2014-2015

Inner beauty

Together with the Swiss Federal Laboratories for Materials Science and Technology (EMPA), DUSCHOLUX develops the innovation CareTec. This glass finishing method makes it significantly easier to care for shower enclosures.

With Collection 3 Plus, the world's first flush-mounted shower enclosure series, DUSCHOLUX designs showers that are extremely easy to clean. The water drip profiles and seals are fixed using a clip-in system with no clamping surfaces.



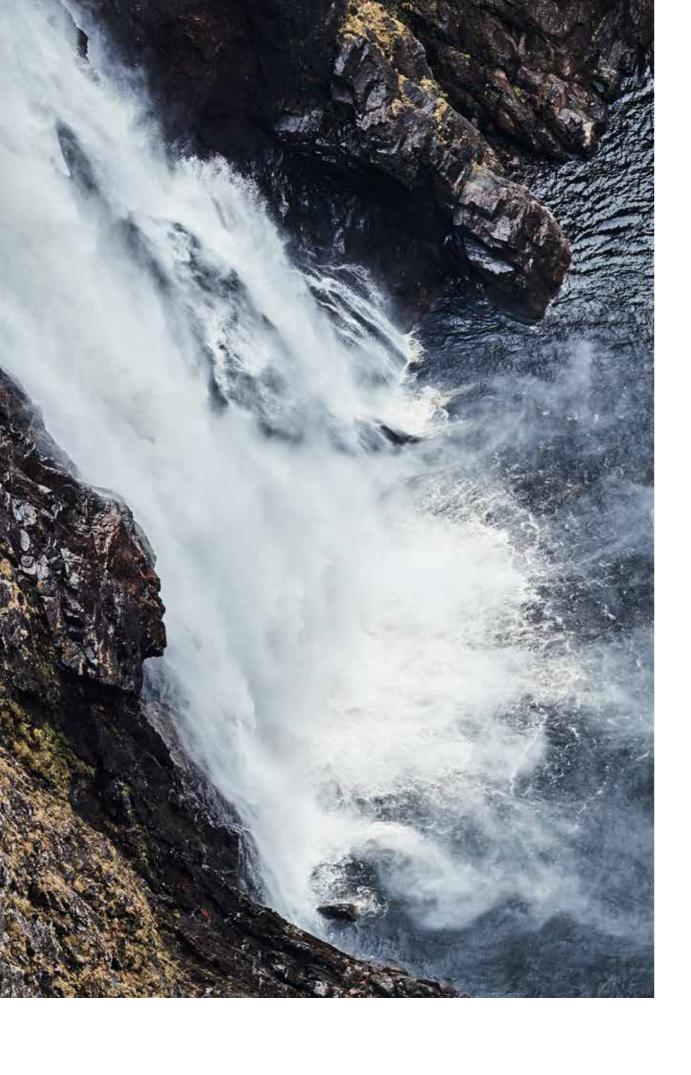
The wish-granters

DUSCHOLUX celebrates its 50th anniversary. The DUSCHOLUX bathroom manufacture business segment is created in the same year. This is where customised and tailor-made glass and PanElle systems can be created in accordance with personal ideas and requirements.

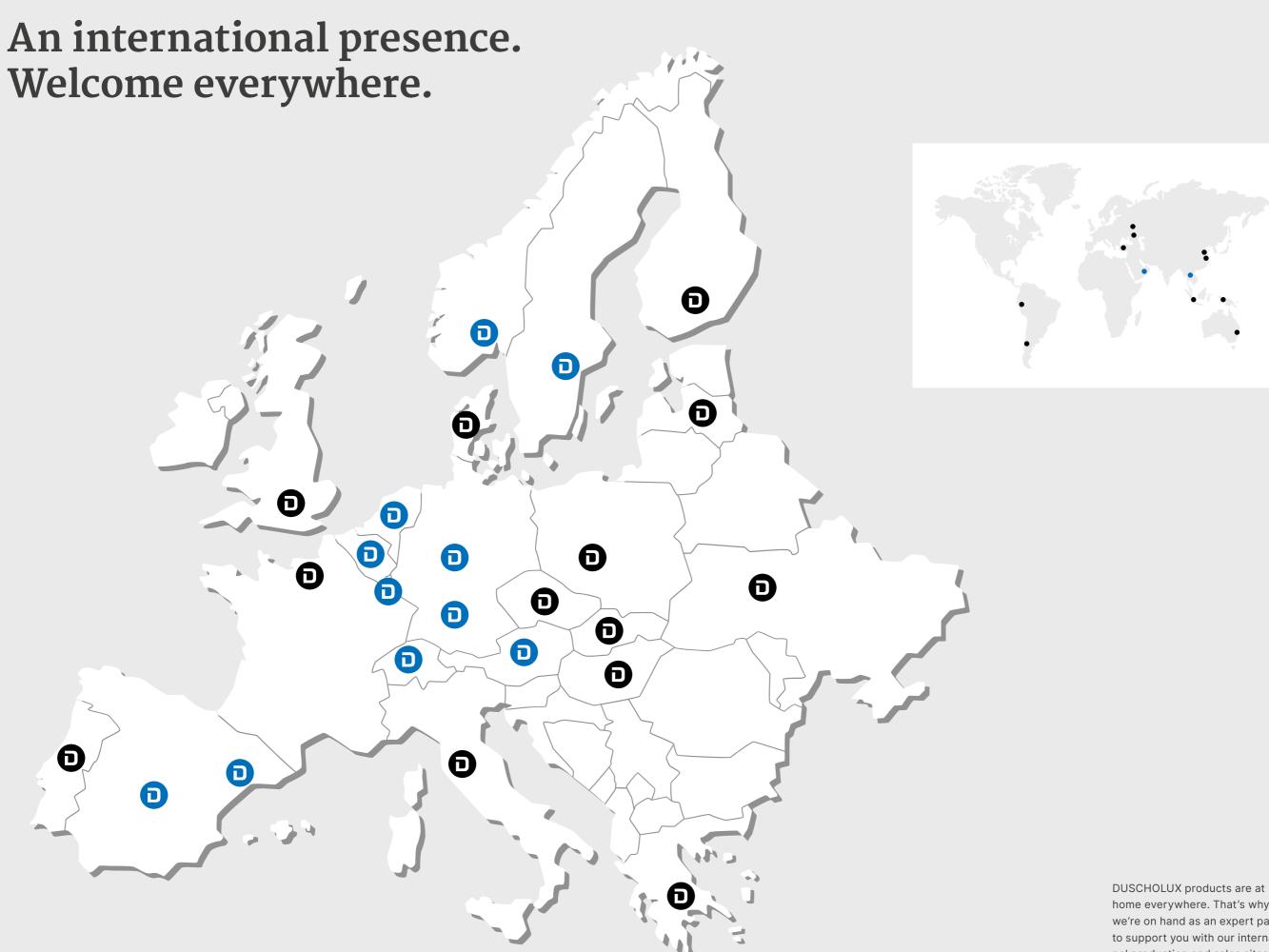
Image right: Hotel Eden, Zermatt











home everywhere. That's why we're on hand as an expert partner to support you with our international production and sales sites. We only sell our products through qualified bathroom retailers.

igin & Identit

Many faces. One clear profile.



"The best praise is a satisfied customer. That doesn't take many words."

"There's only one original."



People from all over the world are behind the DUSCHOLUX brand – as multi-talented and exceptionally qualified individuals, they all help to ensure that our bath and shower solutions not only meet your highest requirements, but exceed them too. That's what we call adding value.



"What I do here is seen and appreciated. That's why I like going to work, even on a Monday."







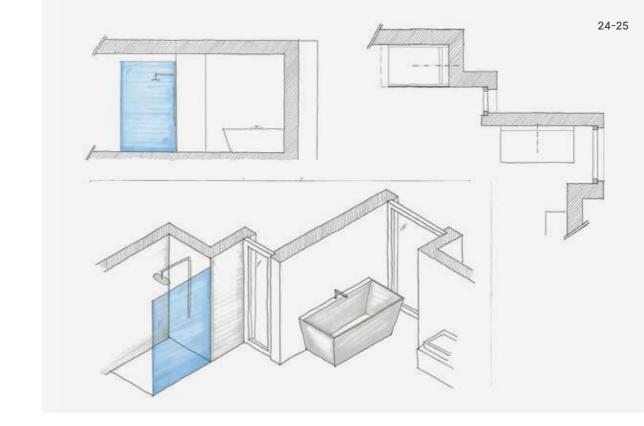
"We are flexible, motivated and friendly

– no matter whether we're with customers, partners or our team."



Before – the wish. After – the dream bathroom.

At the start of the story of a new bathroom there is an idea, a need, a vision. Whatever the reason, we'll finish the story together with you. We're happy to help you with reliable expertise, an efficient process, countless special solutions and our own installation team. After all, we want to know that your dream has become a reality.





Bathroom stories

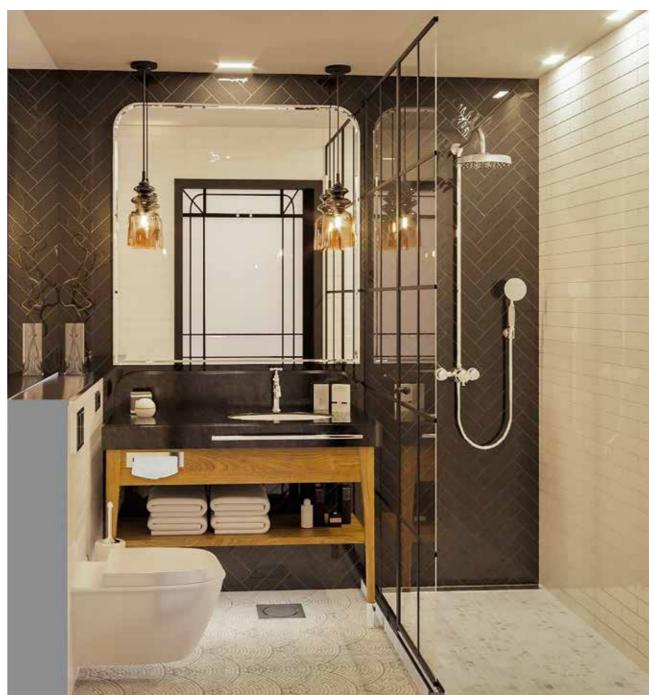
Hotel Amerikalinjen, Oslo, Norway

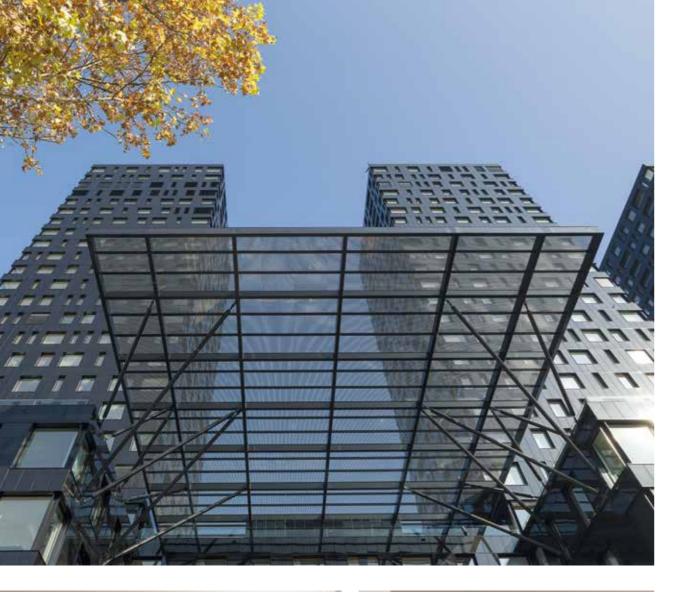
For thousands of hopeful Norwegians, the journey began with
Amerikalinjen. They wanted to
emigrate to the land of unlimited
possibilities. The venerable
headquarters of the Norwegian
shipping line to America opened
its doors in 1919. One hundred
years later, this dream is being
given new life. The iconic building
is being converted into a vibrant
boutique hotel, designed for the
modern explorer.

The private developer entrusted the experts at DUSCHOLUX with

the entire process of executing the bathrooms and selecting the bathroom fittings, from planning the project and choosing products through to installation. We installed 122 shower enclosures in tailor-made special sizes from the Collection product world and fitted evenly illuminated DLight combinations in the rooms. We also supplied matching bathroom furniture, accessories, mirrors and glass bathroom doors with screenprinted line patterns inspired by the Art Nouveau style of the hotel's exterior façade.











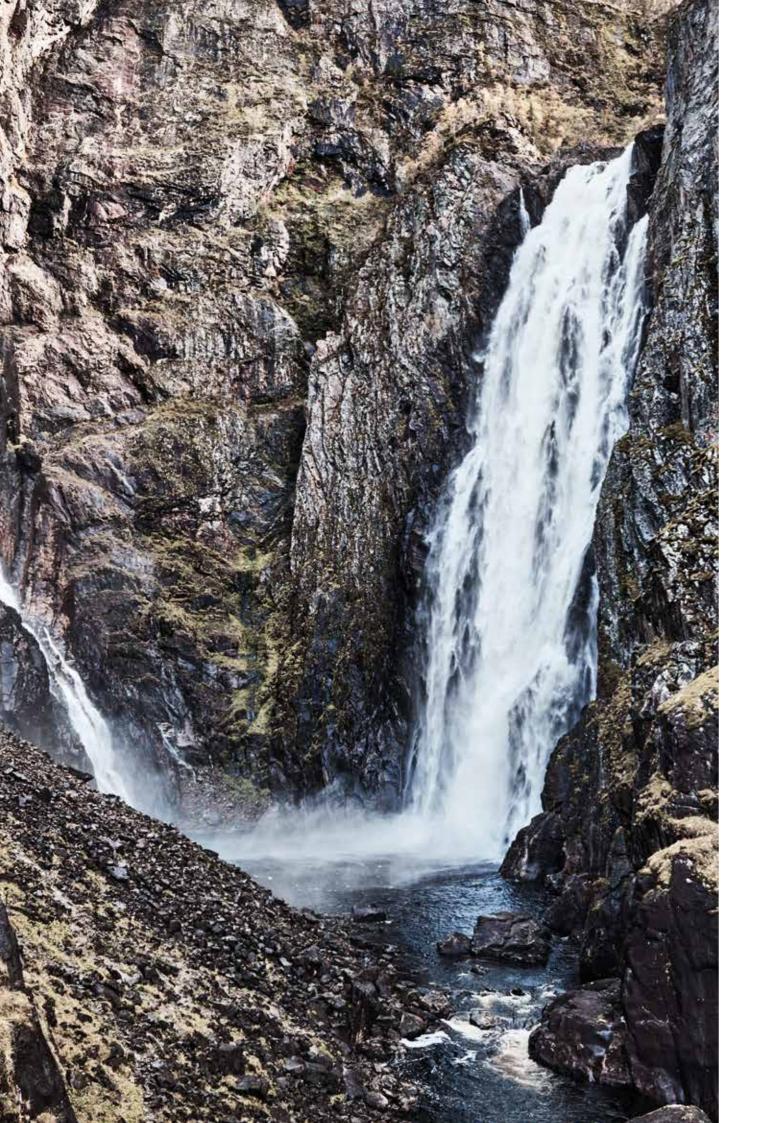
"Vulcano – vertical living" apartment buildings, Zurich, Switzerland

At Vulkanstrasse 110, right by the railway line in Zurich's Altstetten quarter, the factories of Vulcan AG, the Swiss company Schweizerische Automobil & Motorboot Fabrik AG, were built in the late 19th century. The firm manufactured cars, motorboats, lorries and buses. Following rapid growth at the turn of the century, the company disappeared after the First World War. However, the buildings were not demolished until 1984.

With the project "Vulcano – vertical living", Altstetten will be given

a new landmark that outshines all others: three slim 80-metre tower blocks. The apartments are designed for confident, exacting people who know what they want: everything. DUSCHOLUX handled the project planning, measurement and execution of the bathrooms. We installed 269 shower enclosures from the Bella Vita product world in the form of corner entry and niche solutions. Every room was measured separately and we manufactured the products individually for a perfect fit.





A legendary brand. Becomes cult.

As a bathroom brand operating all over the world, we've got our finger on the pulse. That's why we not only surprise you with new products, we constantly reinvent ourselves too. As a result, we have repositioned the DUSCHOLUX brand for 2019 and updated our image. We have reworked our logo and given it a new meaning. As part of our new direction, we have

consolidated our product portfolio and divided it into five product worlds so we can focus on what's most important. Design, architecture and functionality come together in understated, high-class products. We leave you as much freedom as possible to plan and design and take our cue from your ideas.

e brand

Created for today. Ready for tomorrow.



1967-2003



2003-2018



from 2019

A brand that moves with the times is a brand that moves with you. Trends and new styles are created due to needs or customers' requirements. With our passion for DUSCHOLUX, we let you play a part in this evolution.

Three core values describe our DUSCHOLUX identity:

Personal

Each project is as unique as you are. As a partner, DUSCHOLUX wants to support and inspire your personal vision. This promise applies both to our product worlds and to our special service. We address your personal requests during the consultation and planning stages. You can count on us to be reliable – and to work with you as a partner.

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Top quality in all areas is what motivates us every day. Benefit from over 50 years of experience in the bathroom sector, efficient European manufacturing and our proactive approach to quality, design and functionality.

Inspiring

You can buy products but you can't buy experience. We ensure that our high-quality solutions impress you again and again – both with their modernity and with the feeling of having chosen the right partner. We give you long-lasting, sustainable products and services that inspire.

High standards. The highest level of commitment.

"DUSCHOLUX has made my dream bathroom a reality by offering unique products and services that meet the highest aesthetic standards and significantly improve my experience when I use them every day."

Our brand promise is ambitious – we're setting the bar high for you.

Our vision

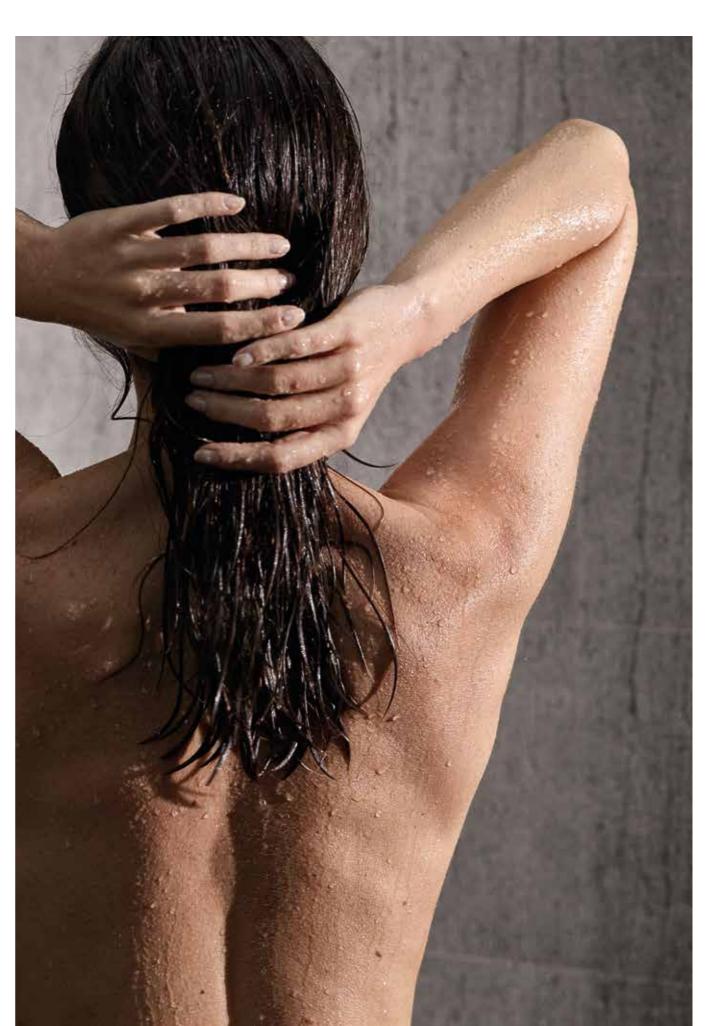
As a traditional brand, DUSCHO-LUX represents pioneering, high-quality solutions and excellent service. Our products and services excite business partners, inspire end consumers to dream and astonish experts.

Our mission

As a company, we place our customers' needs at the heart of what we do. We put this philosophy into practice when

we develop, manufacture and sell personalised products and sustainable solutions. In combination with expert, first-class service, we promise to add value that customers can feel to create unique bath and shower experiences.

To achieve our goals, we encourage flat and flexible forms of organisation and rely on our staff to act responsibly, focus on the process and help to support everyone involved across the divides of organisational structures.

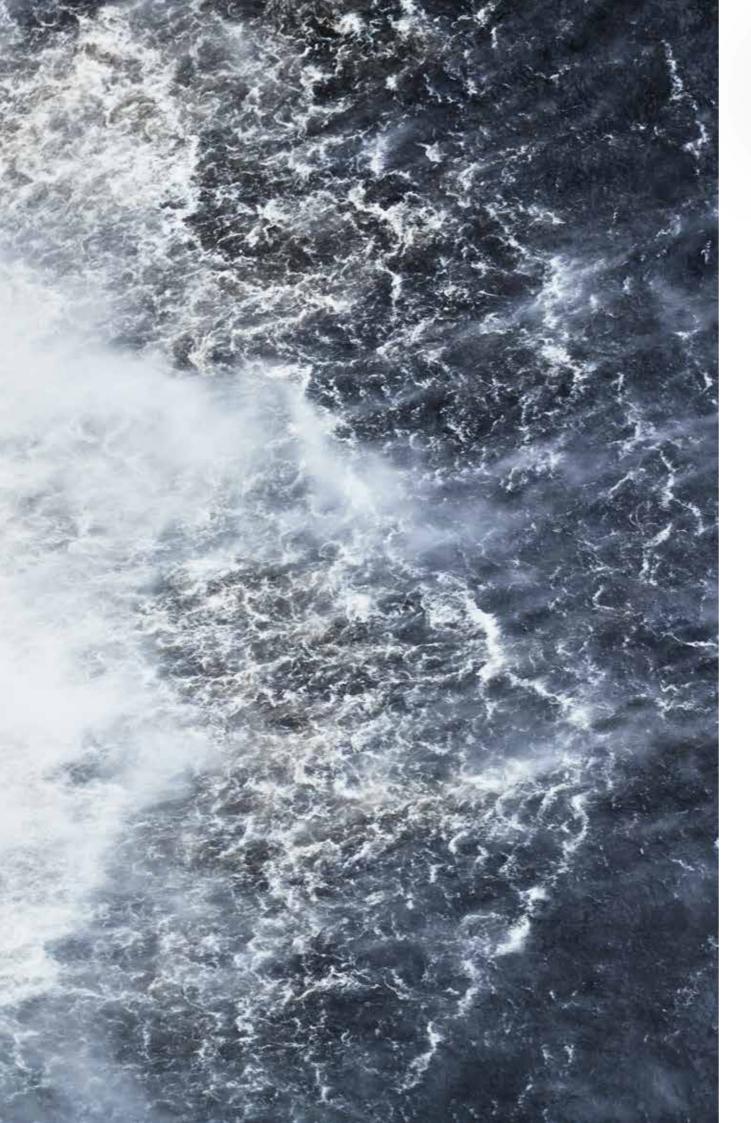


"Starting a new era of DUSCHOLUX is exciting and motivating."





"We do our best every day. After all, we aim to produce the best."



5 worlds. 365 days to discover them.

The exclusive feel-good oasis, the architectural masterpiece, the small bathroom, guest bathroom or the standard for rental properties. In our product worlds, you'll find the perfect option for every desire, every bathroom layout and every budget. And the special touch is that DUSCHOLUX will make all your ideas a reality.



Viva

Refined style icon. Brings life to your bathroom.

The Viva product world embodies innovation. Masterful workmanship, clear lines of sight and invisible functionality speak for themselves. When paired with your flair

for first-class bathroom design, you give this shower enclosure its own special personality. Viva represents class in its purest form.





Architectural

Viva can also be used in a roomheight version and as a room divider and offers limitless design freedom. Thanks to our CareTec Pro coating, it is also especially easy to clean.

Effective

When matched with PanElle rear walls, highly innovative bathroom layouts are created. Accents in the same colour as the wall panelling can be applied to the upper profile and hinges.

High-quality

Property developers and architects like to choose Viva for exclusive new builds and extensions. This product world also offers a wide variety of stylish options for sophisticated design hotels.





Collection

The one and only. As flexible as you need.

The frameless product world Collection focuses on what's important: exceptional convenience, a simple look and no effort. Tailor-made frameless shower enclosures give you a unique shower experience in any room layout. With almost limitless possibilities for installation and refined details, Collection lets your creativity run wild. Lacking in profile? Collection is anything but that.

Minimalist

Collection is the perfect combination of functionality and aesthetics for your bathroom. Maximum transparency is guaranteed.

Convenient

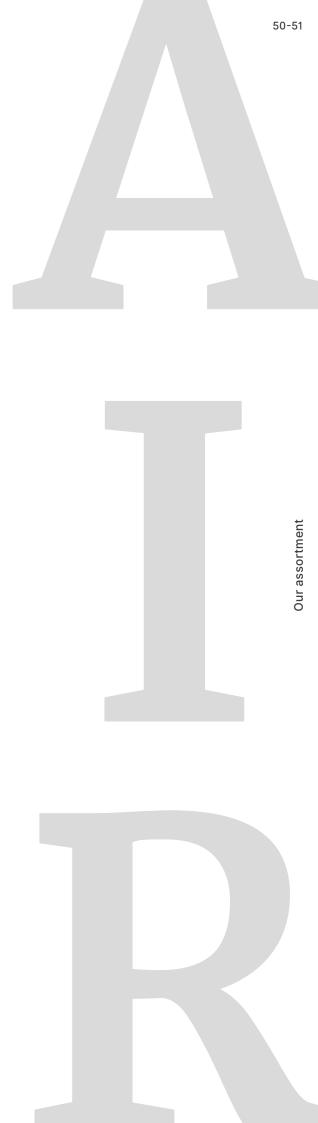
The elegant flat hinges and fittings not only make the insides smooth, they also make them easier to clean.

Upscale

Collection has particularly made its name in residential property, hotels and the upscale rental segment.





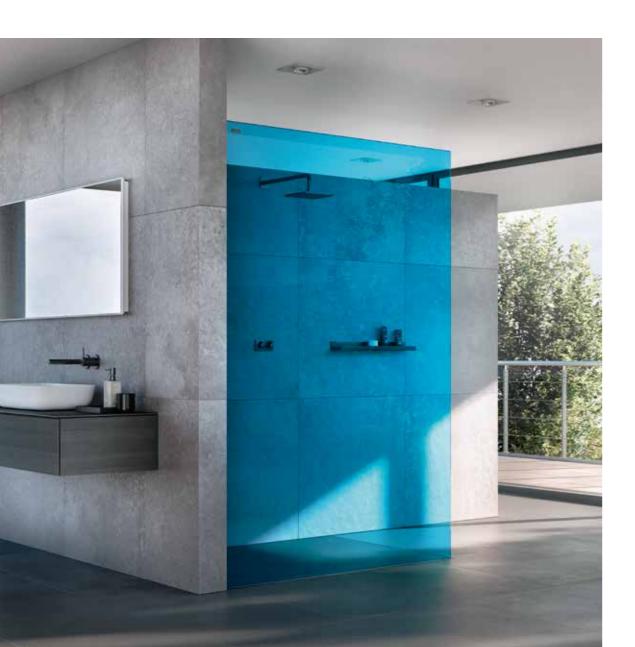


Air

Transparent trendsetter. More room for ideas.

The frameless product world Air pays homage to true freedom of design and a sensuality that creates a great deal of personality from this minimalist style. The free-standing shower enclosures work particularly well in spacious

and accessible walk-in solutions. The large number of colour options enables you to choose freely between a carefully understated style and a sophisticated highlight. There's more than love in the Air!





Free

Air doesn't need any crossbars at all and stands freely in the room. This enables you to create architecturally ambitious shower solutions in your own home too. The method of fixing the freestanding glass panels has, of course, been tested by experts and complies with standards.

Sophisticated

Air is designed for property developers with particular design requirements and distinctive aesthetic flair. Because, with Air, there's nothing to spoil the look and nothing is too much.

Inspiring

Air and our PanElle rear walls with new colour variations are the perfect match, bringing a bit of extra colour to your plans.

Unique

When combined with our own shower tray range, Air offers you maintenance-free solutions and countless design possibilities. Thanks to our CareTec Pro coating, these are also especially easy to clean.



56-57



Bella Vita

Bestseller with style. And meaning for life.

The reduced-frame product world Bella Vita gives you the freedom to implement any design idea. With a wide variety of versions, well-thought-out functions, spacious dimensions and high-quality materials. The

various door and glass options give a small bathroom just as much class as a large one – with a masterfully understated look. Bella Vita makes life particularly beautiful.

Elegant

The discreet profiles are also available in fashionable black, black-chrome and gold. They cover all screws and brackets.

Recommended

The rich selection offered by Bella Vita is particularly popular with high-end property developers. It wins over general contractors, planners, architects and bathroom retailers with its diversity and easy installation.

Award-winning

Bella Vita is based on functionality and adaptability. After all, the product hasn't won the iF Product Design Award multiple times for nothing.

Masterful

A timeless, easy-to-clean sliding door version with large rollers lets the glass elements glide smoothly and interlock perfectly, making it a durable bestseller with reliable DUSCHOLUX quality.





Allegra

Linear classic. A welcome addition to any bathroom.

If you prefer to see the big picture, welcome to the Allegra product world. The entry-level series fits perfectly in any situation while staying discreetly in the background. The framed shower en-

closures can be installed in a flash, so they pay for themselves, especially if you're building a property. Allegra – the classic for your bathroom.





Wallet-friendly

The shower enclosures made from real glass with anodised aluminium frames are easy to mount and perfect for every bathroom size and layout – and every budget.

Popular

With its long-lasting materials and robust workmanship, Allegra is ideally suited to rental properties, hotels or public buildings.

Variable

Bevels and cut outs for unusual room shapes are available on request. We can even implement your personal door ideas. Sliding or pivot folding doors are the traditional choices for smaller rooms. But swing doors with an offset pivot point and reduced pivot range can also be used.

Authentic

Due to standardisation, Allegra comes in a modest selection of materials and colours but still offers something for everyone. "To me, quality means making good things even better."





"I have a passion for faults. I put our products through their paces and test them to their limits."

roduction & Technolog

Innovating for the future. With our finger on the pulse.

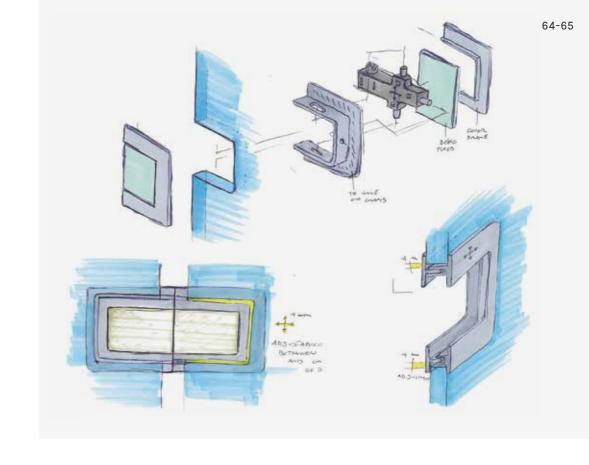
When you hear someone talking about production, they usually mean technology and economies of scale. We talk to you about your requirements first. This is how we find out what you're concerned about and what's important to you. Using this knowledge, we develop innovations and continuously improve our products.

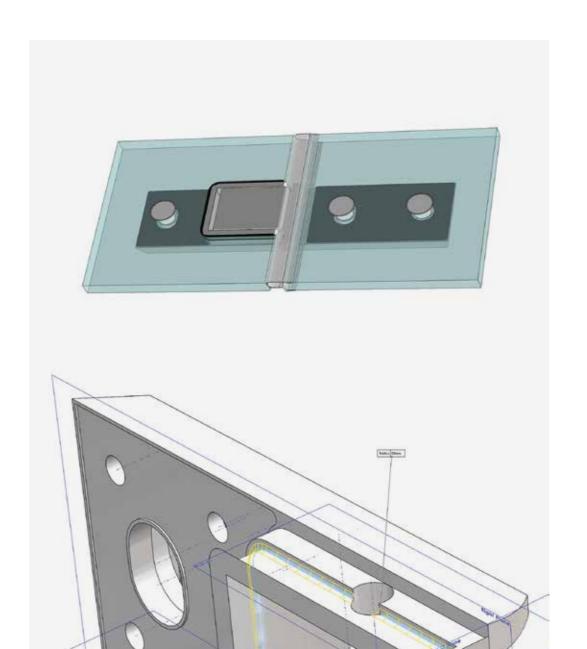
Your benefits are our motivation. We want our products to make your daily life easier and bring you enjoyment. That's why adding real value for you with our innovations is the focus of our research and development. Driven by this goal, our highly qualified employees develop new products and technology for you based on initial ideas in creative processes. This journey is often a long one but we still complete it successfully time and again. Examples include a perfectly hidden lift-and-lower mechanism, the Push & Clean function, soft-close mechanisms or the CareTec Pro glass coating. All our products

undergo thorough testing so that they meet DUSCHOLUX's high standards, which go beyond those usually applied. This makes them durable and easy to maintain, reducing subsequent costs.

DUSCHOLUX shower enclosures' outstandingly easy cleaning also means less cleaning for you, saving you lots of time and money. This makes our products a particularly attractive choice for both hotels and private property developers.

To leave more time for the important things in life.







Cultivate values. Add value.

Working in partnership with DUSCHO-LUX, VETICA Group has repositioned the DUSCHOLUX brand, consolidated the various products to form five worlds and reworked its image. We spoke to Peter Wirz, owner and Head of Design at VETICA Group, about how this came about and what was involved.

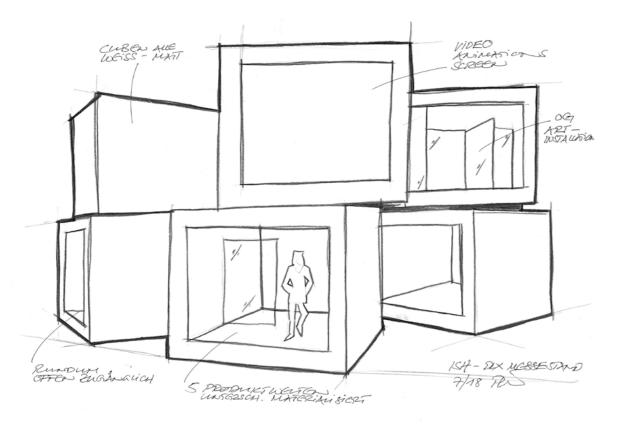
Mr Wirz, how did the partnership between VETICA and DUSCHOLUX come about?

Peter Wirz: We arranged an initial meeting based on a recommendation from our long-time customer LAUFEN. DUSCHOLUX originally wanted to have a new product line designed. Following in-depth discussions with the management and shareholders, we concluded jointly that, after 50 years of DUSCHOLUX, the time was ripe for the brand to move in a completely new direction.

How has the DUSCHOLUX brand developed over the past 50 years?

DUSCHOLUX was a pioneer and trendsetter for many years. Particularly in the 1970s and 1980s, DUSCHOLUX developed surprising ideas for innovative and patented shower partitions. Coupled with good service, the brand was a favourite of German plumbers. This enabled the company to grow steadily. New market players, copycats and the associated pressure on costs meant that the traditional brand was facing new challenges. In early 2018, the shareholders decided that a new start was required.





What objectives did you set for the re-branding?

We wanted to capture a complete picture of the topic of the shower and combine it with an ideal customer experience. The consistent, architectural orientation and the clarity of the different touch points with the brand were important to us. We also aimed to put the focus back on our main target groups.

What did this update actually involve?

First of all, we performed an indepth analysis of the DUSCHOLUX

brand from a bird's eye view based on our constant monitoring of the market over many years. In intensive discussions with the stakeholders, we reached a consensus on the future direction and strategy of the brand, products and services. We then translated this strategy into a visual appearance and adapted it for all analogue and digital media. This involved highly focused and substantial design work.

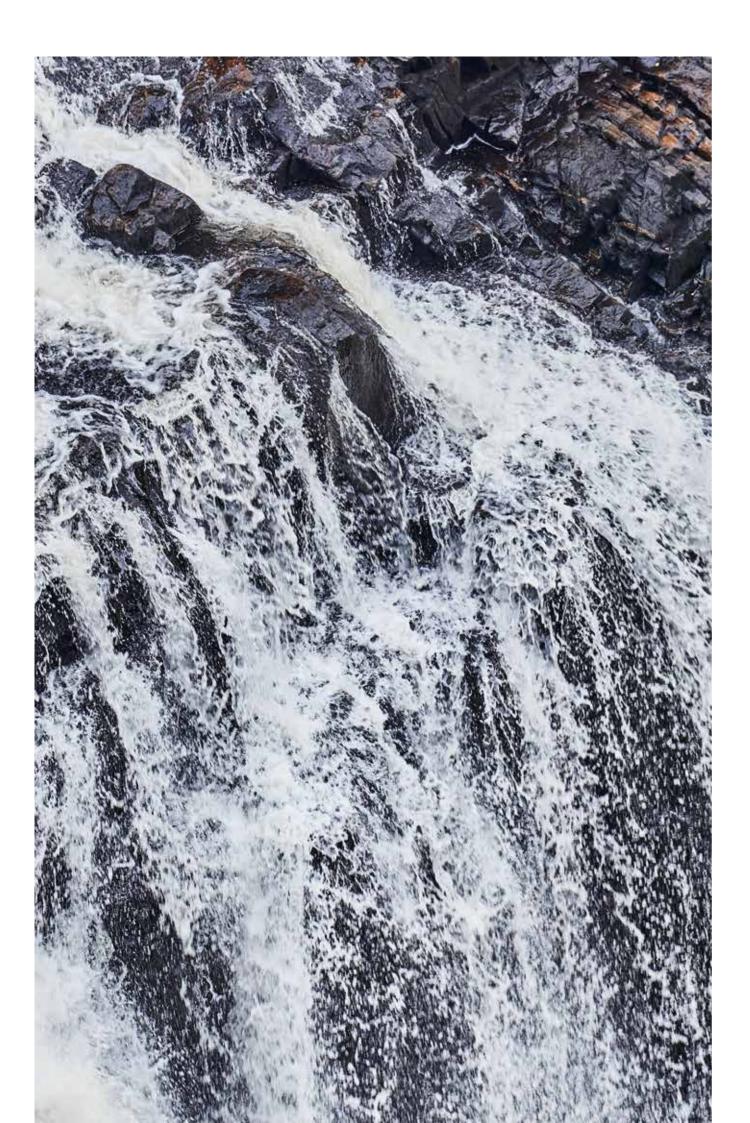
What was the biggest challenge?

Our primary objective is always to develop long-term values. To do this, we need to give the brand a new personality and meaning. This means encouraging customers and employees alike to fall in love with their brand again. A continuous and targeted change in corporate culture is required for this. Because a good brand lives and survives due to the people who are part of it.

What will the bathroom of the future look like?

Standard designs and off-theshelf products are outdated. Personalised solutions that give property developers, planners and architects as much freedom as possible are in demand. In view of current demographic trends and compact building, new bathroom concepts are required. These will feature innovative materials, surfaces that are easy to care for, water-saving solutions and smart and homely room layouts. The shower will also be given more space in the bathroom of the future. Bathtubs usually take up too much room and use too much water, considering how infrequently they are actually used.

Peter Wirz, thank you for the interview.



Doing business sustainably. The ultimate economic activity.

We put sustainability and quality on an equal footing. We pick up on environmental trends and support sustainable building so that we can continue impressing you with our products tomorrow. We call this sustainable success.

For us, sustainability starts with you. Because we develop and manufacture to impress you for the long term. That's why we're dedicated to answering your questions and respond quickly to your needs. For example, you want our products to be durable, easy to use and clean, aesthetically pleasing, good value and environmentally friendly. For instance, our CareTec Pro glass coating removes the need to use polluting cleaning agents.

Health, safety and the environment are very important at DUSCHOLUX. We pay careful attention to all three. With our structured occupational health management scheme, we actively support our employees' health and continuously promote responsibility for a healthy lifestyle. This is how we guarantee the best possible working conditions. Ultimately, health is a person's most valuable attribute.

DUSCHOLUX has been certified to international quality standard ISO 9001 since 1996 and to ISO 14001 for successful environmental management since 2016. With stringent quality control, we make sure you can count on receiving the service we promise.

We also see sustainability as an overarching responsibility. That's why we cultivate lasting and trusting partnerships with our suppliers. We place the same requirements on our business partners that we place on ourselves: complying with national and international laws, standards and fair competition regulations, paying employees a reasonable wage, providing safe working conditions, using renewable resources, reducing emissions as much as possible, carefully considering how hazardous substances are managed and, where possible, returning materials to the production cycle. And, of course, using the precious element of water with care.



"Innovation always starts small."

"Why Duscholux? Because it's got to be the best!"







The highest level of functionality. Meeting the highest design requirements.

Good design is key – but it's not the only important thing. The best solutions also feature smart functionality. Once again, it's the combination that counts.

Great design is visible, but smart functionality often isn't. DUSCHO-LUX bath and shower solutions not only look good, they're also fit for everyday life and extremely practical. This sounds simple but it's not. When developing products, we focus on a look that moves with the times and a feel that moves with the customer.

For example, we take modern design trends and refine them with technological advances. This brings you multiple benefits: more convenience, easier cleaning, simpler installation and better value for money. DUSCHOLUX always adds value for you.

Our numerous design awards demonstrate how well the

DUSCHOLUX product worlds fulfil our ambitions. These prizes reward not only brilliant design, but also outstanding functionality.



red<mark>dot</mark> design award winner 2010

- Collection 3
- Ancona Trend
- Prime-Line Free



- Bella Vita 3
- Bella Vita 3 Plus



Fjord Air

Clean surfaces, little effort.

CareTec Pro

With the CareTec Pro glass coating, we have revolutionised shower enclosure care. Our experts developed this new technology in partnership with the Advanced Material Processing Laboratory at the Swiss Federal Laboratories for Materials Science and Technology (EMPA). When CareTec Pro is

applied, an ultra-thin, transparent protective film is produced on the surface. This not only repels water and oil, it also reduces mineral deposits such as limescale, dirt or soapsuds. Limescale can therefore be removed quickly and effortlessly with a microfibre cloth during cleaning. Both cleaning agents and glass wipers are a thing of the past.





"Only when we get involved do the many individual components become quality."





Designed with spirit. Made by hand.

Variety is one of the main characteristics of DUSCHOLUX. Because your plans, requirements and preferences are just as varied as life itself. With us, you will find a wide selection of options – and handmade special sizes for special requirements.



Our five product worlds cover the main styles in modern bathroom design with no limits on variety or creativity. We can also provide special sizes with cut outs or our products to the size you require. We fulfil all other requests in our DUSCHOLUX bathroom manufacture division.



Especially for architects.

We're happy to get hands on in our DUSCHOLUX bathroom manufacture division, handling unusual requests and architectural visions. This is where we produce room dividers, doors or personalised decoration to match your ideas and measurements. We particularly demonstrate our planning and craftsmanship skills when manufacturing easy-to-clean glass doors and room-

height partitions. By the way, special service is included in all bathroom manufacture orders – our DUSCHOLUX bathroom manufacture team will provide you with personal support from design to installation to help you implement property solutions. You will also be able to rely on over 50 years of DUSCHOLUX experience.







Old things can surprise you.

Transforming an old bathroom into a new bathroom landscape in a flash and without the inconvenience of a refit has never been easier than with PanElle. With attractive colour variations, patterns and exclusive textures, the modular wall panelling system offers endless design freedom. The new graphic designs and stone

versions in particular bring movement and modernity to your home. PanElle's rigid foam panels are easy to mount on an existing surface. Thanks to seamless installation, the product needs no maintenance at all and is also especially easy to clean. The principle of PanElle is simple: little effort, big impact.

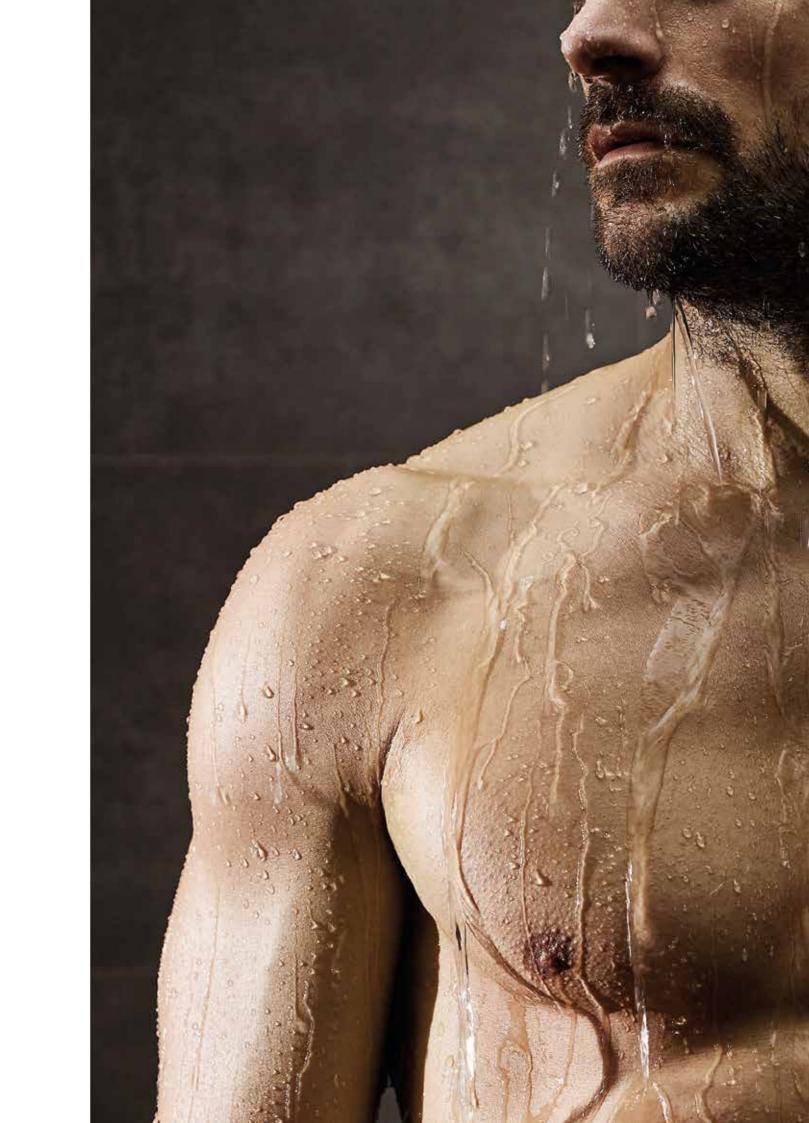
Renovation made easy.

Rooms become outdated, including your bathroom. Not only because new interior design trends come into fashion or new technologies are developed, but also because your needs change over the years. We'll give you all kinds of useful tools to help you plan your renovation, including over 50 years of experience,

realistic before-and-after scenarios, information on suitable systems and materials, checklists and tips for an efficient and productive process. And, with our range of flexible products and smart systems, we only want to do one thing: create your modern bathroom with as little outlay as possible.







Our products are exclusively available from bathroom retailers.

Products may differ from the images. No liability is accepted for printing errors or incorrect technical information and images. All information is subject to change.

