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ETERNITY BEGINS

THE HERITAGE OF ROCELL



Imagine a world surrounded by the sublime aesthetics of your dreams. A world in which your thoughts stand out as a testament to your lifestyle, making you stand out from the norm. A world where true beauty transcends time.

In 1994, public quoted company Royal Ceramics Lanka PLC set out to do just that; by manufacturing, exporting and retailing homogenous porcelain, glazed porcelain and ceramic tiles that



would inevitably become Sri Lanka's premier name in surfacing. Since then, we've moved into the realm of sanitary ware, only to become the market leader in high grade bathware and accessories that are both contemporary in design and superior in function.

Today, Royal Ceramics Lanka PLC, along with our flagship brand Rocell, have become synonymous with high quality surface covering and sanitary ware, with an extensive island-wide network and dealerships around the world. A truly timeless beacon of elegance in a world of contemporary living.

Our unwavering commitment towards the highest standards of beauty, quality and excellence was recognized when Rocell was bestowed the prestigious honour of being named one of the 'Top 20 Best Sri Lankan Brands for 2017' by Interbrand Global.



PRACTICAL ART

OUR DESIGN
PHILOSOPHY





At Rocell, we believe in drawing inspiration from modern works of art, while offering the functionality of everyday living. It's this meticulous balance that creates an icon of style and modern living. It's a reflection of you, as a truly unique individual – one who eschews convention, transcends the mundane and embraces the art of self expression. Built firmly on the foundations of design, innovation, quality and integrity, Rocell is a brand that sets out to influence lifestyles and inspire creativity.

Our bathware products were conceptualised in collaboration with some of the world's most renowned

industrial designers from Italy, such as Dr. Stefano Giovannoni, Dr. Carlo Urbinati and Simone Cagnazzo. Together, we've created innovative and aesthetically pleasing pieces that are also functionally superior, just as you'd expect from a world-class brand. Rocell Bathware products also offer a variety of mix and match possibilities to suit individual needs allowing architects and home-owners to come up with concepts that are absolutely one-of-a-kind.



SPREADING ELEGANCE

OUR
DISTRIBUTION
NETWORK



RETAIL CONCEPT STORES

Over the years, we've taken Rocell's unique philosophy of design and contemporary living to every part of Sri Lanka and beyond, through an ever-expanding network of 55 showrooms island-wide and numerous dealerships across 4 continents.

The Rocell Design Hub located in Nawala is a cutting-edge showroom which offers a retail experience that's truly contemporary. This awe-inspiring showroom has been exclusively conceptualised and designed by world-renowned Italian art director and designer Simone Cagnazzo. This remarkably inspiring concept in retail features Rocell's breathtaking, designer bathware collections, stunning range of tiles, faucets, showers and bathware accessories, all aesthetically laid out in their natural settings, complete with beautifully created interiors. The Rocell Design Hub breaks barriers of preconceived ideas of design and style through a shopping experience that's truly novel.



STATE-OF-THE-ART STORAGE FACILITIES

Our warehouses strategically located in Meegoda and Nawala, are both fully equipped with industry standard, selective palletizing systems, with the capacity to store 30,000 pallets. Our warehouse in Meegoda is the largest of its kind in Sri Lanka. All pallets are stored using world-renowned Schaefer racking systems from Germany, and all transportation at these warehouses are handled by German engineered STILL reach trucks.

When it comes to spreading elegance, we've spared no detail in ensuring you get a world of unparalleled beauty.





SCULPTING PERFECTION

OUR MANUFACTURING FACILITIES



As any artist would tell you, it's the immediate environment and facilities available that determine the quality of your masterpiece. We at Rocell take great pride in our ultra-modern production facilities which are on par with the world's best.

WHERE ART IS BORN

ROCELL BATHWARE LIMITED

This facility continues to produce the finest sanitary ware and bathware pieces. Renowned as one of Asia's best production facilities, it currently supports a capacity of approximately 500,000 units of cultured Vitreous China sanitary ware and Fire Clay sanitary ware marvels. Inspired by Italian masterworks, the brand currently caters to a high-end cross section of international clientele and is proud of its British Standard-BS 3402 :1969 and European CE certification.



RPL COMPLEX situated in Horana, Sri Lanka



RCL COMPLEX situated in Eheliyagoda, Sri Lanka

RBL COMPLEX situated in Homagama, Sri Lanka



ROYAL PORCELAIN LANKA

This state-of-the-art facility homes the capacity to produce over 11,000 m² of tiles a day. With two production lines dedicated solely to digital printing, advanced sorting and redline measuring technologies, the selection of Glazed Ceramic and Vitrified Glazed Porcelain tiles that are produced here are the epitome of perfection, with minimum defect occurrence. Moreover, our digital printing technology allows us to replicate any design required, on the tiles we produce.

ROYAL CERAMIC LANKA

Spread across 57 acres, this modern facility with an output of 6000 m² of tiles a day, has been revered for the production of its works of art in the form of Porcelain and Glazed Porcelain tiles. Constantly pushing the boundaries of technology, the facility houses two powder presses, two manufacturing lines and a recently acquired 80m kiln, opening up the possibility to produce the latest 'Laptao' and 'Glazed Porcelain' tiles.

TILE MANUFACTURING FACILITIES

As the undisputed pioneer in modern tile manufacturing, we use hi-tech processes that have long since become industry standards. Our two state-of-the-art tile manufacturing facilities in Sri Lanka; one for Homogenous Porcelain tiles and the other for Vitrified Porcelain and Ceramic tiles, are equipped with the latest Sacmi presses and roller kilns from Italy. This makes Rocell the only manufacturer of high quality porcelain and vitrified tiles in the country.

KILN



SPRAY DRYING



DIGITAL PRINTING

RED LINE



POLISHING



PALLETIZING

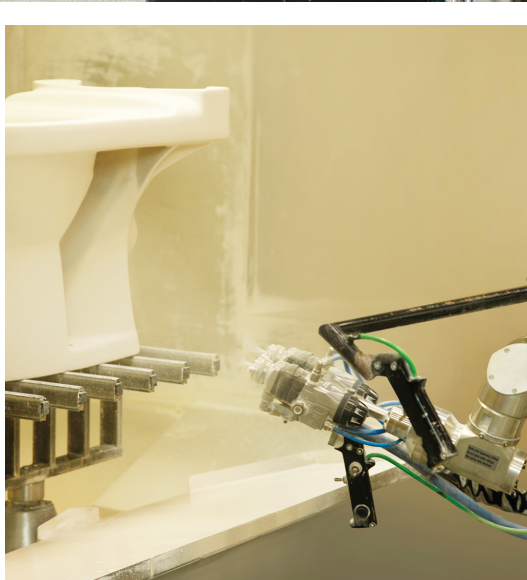
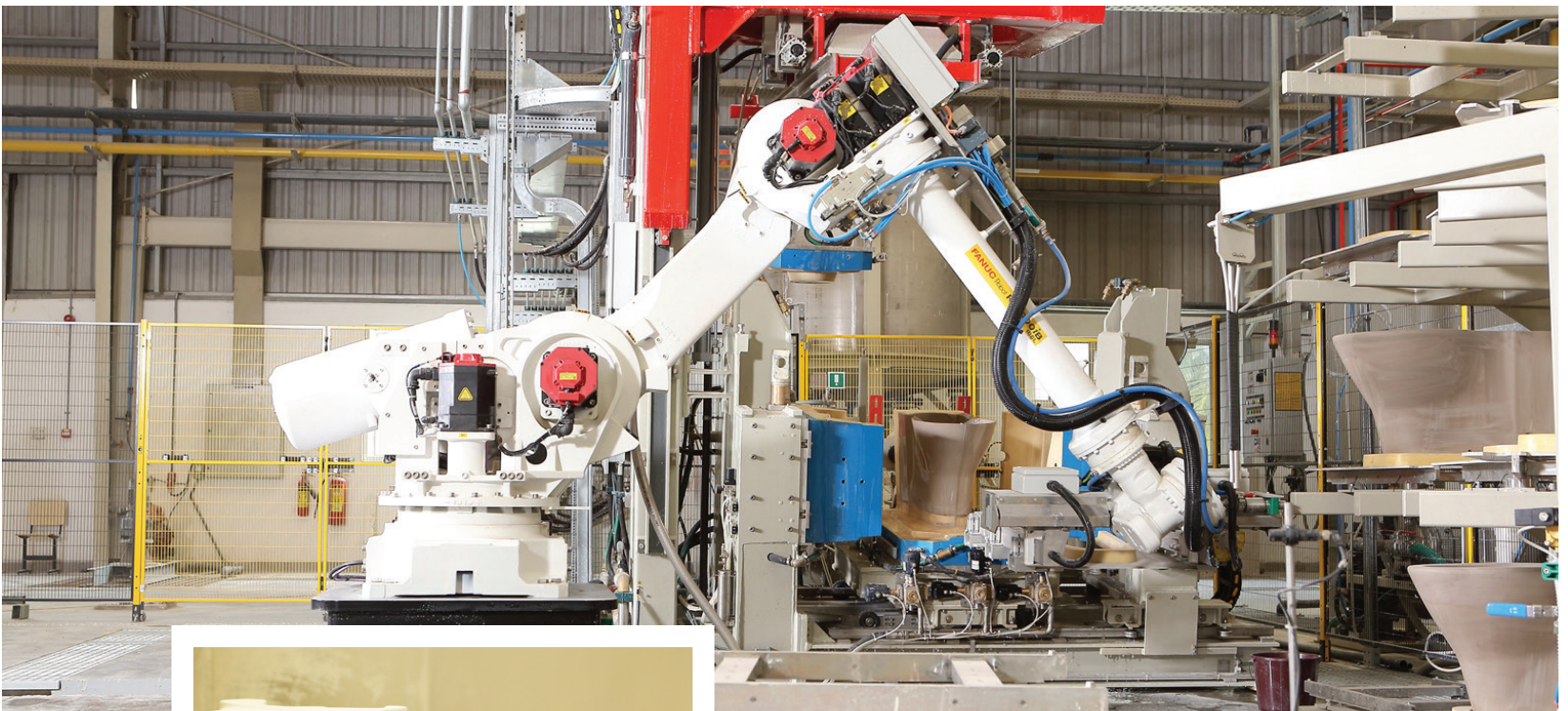
Some of the machinery used in our tile manufacturing facilities include Sacmi 5000 ton presses (along with vertical dryers for larger sizes), Durst and Creta digital printing machines, enhanced kilns and fully customised sorting lines (with Multi Gecko to inspect larger sizes). This state-of-the-art printing facility allows us to replicate any design you can imagine onto our tiles. Robotic palletizing systems, Red Line for measuring and classifying planarity defects, Automatic Plank Line from Ferrari & Cigarini and the newest Squaring Machine from Keda are part of the manufacturing system that produces the masterpieces in our factories.

With in-house process quality control and our own R & D laboratories, all tiles are manufactured to EN176/177 and ISO 13006 product quality standards, using only the finest, local, raw materials such as Ball Clay, Feldspar, Silica Sand and Dolomite, as well as surface raw materials and body colour stains imported from Italy and Spain.

BATHWARE MANUFACTURING FACILITIES

All Rocell Bathware products are manufactured to the highest international quality standards, conforming to British standard specification BS EN 3402-1962 and CE marking. Our hi-tech manufacturing plant, the only one of its kind in Asia, is capable of manufacturing 500,000 pieces of vitreous china and fine fire clay products.

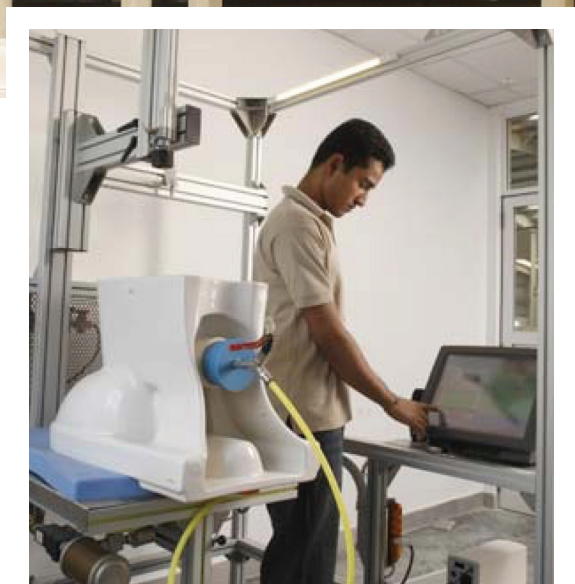
PRESSURE CASTING



ROBOTIC GLAZING

All machinery, production technology and know-how in this manufacturing facility comes from Sacmi of Italy and Unimak of Turkey, the world's leading technology experts in sanitary ware. This includes robotic glazing, high pressure casting, semi pressure casting, Sacmi AVM for pressure casting, robotic demoulding, automated dryers for drying and high performance kilns for firing of sanitary ware.

KILN



PRODUCT TESTING

TIMELESS STANDARDS

OUR QUALITY CONTROL PROCESSES



Rocell has always set the benchmark for high quality products that strictly adhere to international quality standards. It's a proud reputation that has etched our name in the pantheon of excellence, both at home and around the world. Our processes also include a deep respect for our greatest source of inspiration – nature, with internationally acclaimed, environmentally friendly practices in place at all our facilities. To ensure all products are of the highest international standards, we have taken the following stringent measures:



DIMENSION AND SURFACE OF QUALITY

Includes checking of rectangularity, curvature, thickness, surface flatness and warpage under the EN ISO standard 10545.2

PHYSICAL PROPERTIES

Includes water absorption ISO 10545.3, module of rupture ISO 10545.4, resistance to abrasion ISO 10545.6 (unglazed) and 10545.7 (glazed), crazing resistance ISO 10545.11, frost resistance ISO 10545.12 and thermal expansion ISO 10545.8

CHEMICAL PROPERTIES

Includes chemical resistance ISO 10545.13 and stain resistance ISO 10545.14

QUALITY CERTIFICATIONS

All Rocell tiles conform to ISO 13006 product standards. Rocell Bathware products conform to ISO 14001:2004 environmental standard certification and ISO 9001:2008 quality management system. Our Bathware products also have WELS (Water Efficiency Labeling Scheme) and Water Mark certifications, two of Australia's most stringent water conservation standards.

LANDMARKS AND MASTERPIECES

BRINGING ISLAND
MARVELS TO LIFE



MÖVENPICK HOTEL COLOMBO

Over the years, Rocell has brought its own unique brand of elegance to some of Sri Lanka's most iconic and ambitious construction projects, turning them into landmarks and masterpieces that are just as unique.

EMPEROR RESIDENCIES COLOMBO



SHANGRI-LA HAMBANTOTA



CAPE WELIGAMA



KINGSBURY HOTEL COLOMBO



MÖVENPICK HOTEL COLOMBO

RIU AHUNGALLA

ODE TO NATURE

OUR GREEN INITIATIVES



At Rocell, we take environmental issues very seriously.

All our production processes are eco-friendly, and conform to international environmental standards, with operating machines working at optimised levels and waste efficiently processed. From sustainably selecting raw materials to giving back to the environment and society, Rocell ensures that each step of our processes remains environmentally conscious.



Our production process is governed by the Three Rs – Reuse, Recycle, Reduce. Practices such as using skylights in factories and warehouses, diverting the kilns' excess heat for tile drying, using scrubber units to reduce dust emissions and using raw material to eliminate radioactive agents and using organic matter such as feldspar, clay, silica and dolomite have been instrumental in raising the bar for ethical manufacturing standards.

Our bathware products exceed BS 3402 -1 969 standards, and we've received the Green Labelling

Systems certification for environmental performance from the Green Building Council of Sri Lanka. The WaterMark certification as detailed in the Plumbing Code of Australia, ensures that all plumbing and drainage products are fit for purpose and their use is sustainable. Our WELS (Water Efficiency Labelling Scheme) certification, also from Australia, ensures that all products be registered and labelled for their efficiency of water usage in accordance with Australia's National Water Efficiency Labelling and Standards Act 2005.

HI-TECH VISIONARIES

OUR **IT** AND SUPPORT SYSTEMS



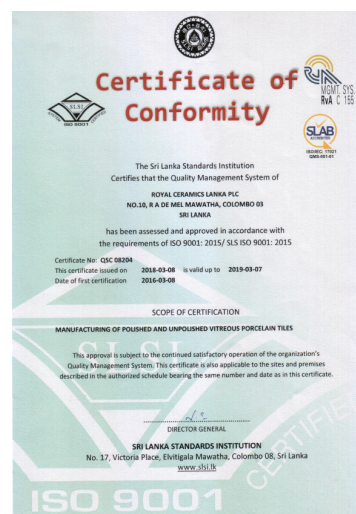
To create masterpieces that stand the test of time, we've used tools and systems that are well ahead of their time. All Rocell products are manufactured in state-of-the-art facilities that are fully equipped with the most up-to-date IT and support systems. These systems play an integral part in all our processes, such as manufacturing, production planning, material requirement, procurement, order management, warehousing and logistics.



And they are all fully automated with the industry's leading business planning systems powered by ultra-modern, cutting-edge technology. All of Rocell's manufacturing facilities, warehouses and retail outlets are interconnected to the ERP collaboration application of a high speed, wide area network.

QUALITY CERTIFICATES

TILES - ROYAL CERAMICS



SLS ISO 9001:2015



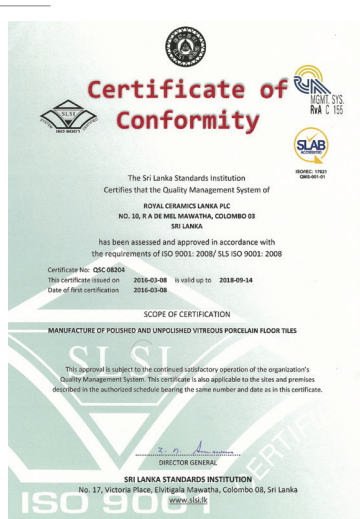
SLS ISO 14001:2004



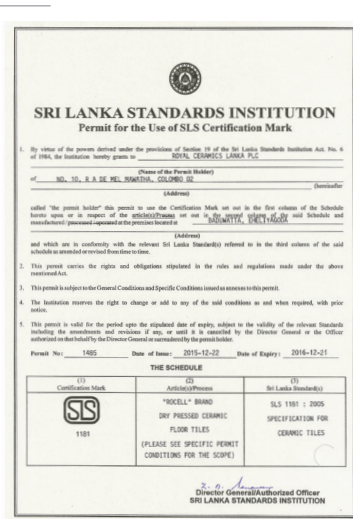
SLS ISO 14001:2015



ROYAL CERAMICS CE PRODUCT



SLS ISO 9001:2008



SLS RC



GREEN SL® LABELLING SYSTEM ROYAL CERAMICS LANKA PLC

TILES - ROYAL PORCELAIN



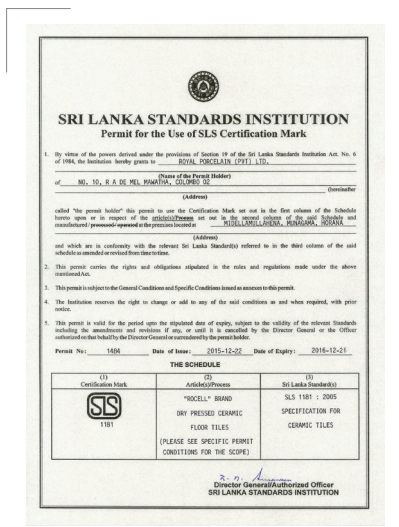
GREEN SL® LABELLING SYSTEM
ROYAL PORCELAIN PVT LTD



ROYAL PORCELAIN
CE PRODUCT



SLS ISO 9001:2008



SLS RP



SLS ISO 14001:2015



SLS ISO 9001:2015

BATHWARE



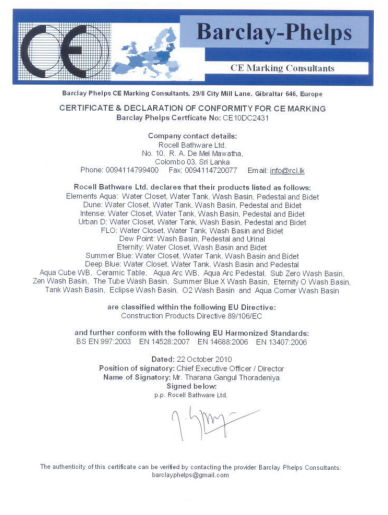
SGS ISO 9001:2015



SGS ISO 14001:2015



BARCLAY PHELPS CE MARKING



BARCLAY PHELPS CE MARKING



GREEN SL® LABELLING SYSTEM
ROCELL BATHWARE LTD



WATERMARK CERTIFICATE
WATER CLOSETS - FLUSHING DEVICES



WATERMARK CERTIFICATE
WATER CLOSETS - PANS