



# *A world-class masterpiece among Sri Lanka's Top 20 Brands*

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 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 sanitaryware, 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, along with our flagship brand Rocell, has become synonymous with high quality surface covering, sanitaryware and kitchens, with an extensive islandwide 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 recognised when Rocell was bestowed the prestigious honour of being named among the 'Top 20 Best Sri Lankan Brands for 2017.' Today, Rocell is the undisputed trend-setter in the world of architecture and interior design because of the firm foundation built upon our brand values – Design, Innovation, Integrity and Quality – which are the cornerstones of our success.



# A HOME THAT HEALS

Invest in your home because it brings a sense of relaxation and peace

**H**ome is the one place you feel truly yourself; where you shed the layers that life lays on you and where you relax – completely. Waking up in your room is one of the most peaceful and reassuring feelings. And sitting down on your favourite chair to sip a good cup of tea can be the best start to your day. So it's good to know how to make your abode a personal haven to uplift you mentally and spiritually.



**INVEST IN GOOD DESIGN** When building your home or redesigning it, choose a layout and design that provides you with ample space and avoids clutter – size doesn't matter because it's all about making your home an enjoyable place.

Seek assistance from an experienced architect or browse the web for inspiration to get you started. Having large living rooms with good ventilation, spacious terraces, airy rooms and sizable bathrooms relaxes you and gives you the ability to think clearly sans boundaries.

**INSTALL PRODUCTS OF HIGH QUALITY** Having quality products vis-à-vis furniture, kitchen items, bathware, tiles and even decor can do wonders when it comes to functionality, assuring you peace of mind when you come home.

Keep it elegant – there is no need to spend millions because even the simplest design can be chic. Adopt a theme throughout the house so that furniture, spaces, tiles and every element complement each other.

**MAKE YOUR BATHROOM YOUR PERSONAL OASIS** Your bathroom is the place you spend 'me time' – whether it's rejuvenating yourself at the beginning of the day or unwinding before a good night's sleep by soaking in a hot water bath in your Jacuzzi.

Invest in quality bathware items and spend time decorating this personal space to make it your ultimate refuge.

**LIGHT IT UP** Most people are sensitive to light; some like the darkness while others prefer to live in fully lit areas. Living in darkness for most of the day can make you prone to feeling sad. So embrace light and enjoy the sunshine.

**COLOUR IT RIGHT** Colours are all around us, and they have a telling impact on our moods and feelings. Choose soft colours for your walls as they soothe your eyes and mind.

**YOUR TILES MUST REFLECT YOUR LIFESTYLE** Psychologically speaking, a person's home is an essential part of his or her self-definition; it's a reflection of who we are. So choose tiles that make you feel alive – select calming and smooth designs for your living room to unwind, and perhaps a rustic look for your courtyard to help you feel more rooted. Go bold in your family room with vibrant designs to add a sense of cheer.

**KEEP IT CLEAN** Maintaining a tidy home brings a sense of relaxation and peace. Clutter and disarray often lead to troubled minds – so keep your home neat and tidy.







# WHAT WORKS OF ART ARE MADE OF

Rocell: where inspiration is a state of mind





Inspiration is the cornerstone of innovation, creativity and new beginnings. For Rocell, being inspired doesn't begin in one place and end in another; but rather, it is continuous – after all, inspiration never ends!

Rocell has always believed in inspiring customers beyond its products. Homes are beautiful places – and products such as tiles and bathware are never only functional, but also moving and holistic. Moreover, home is where people return to – so ensuring that it echoes one's lifestyle and personality is key.

Indeed, Rocell is dedicated to creating beautiful living spaces that are unique and outstanding – those that are considered masterpieces in their own right. From the rustic finishes of a terracotta red tile from its Earthen Collection, to the timeless style of a vessel basin from its Summer Blue bathware collection, Rocell integrates elegance across its portfolio.

And how does it gather inspiration? By blending with nature, embracing technology, being astounded by international masterpieces and learning from industry gurus.

**NATURE ALIGNED** Our natural surroundings provide inspiration for all ornamentation; we are simply too busy to notice it. Revelations are found in the wilderness – cold mountains, dusty deserts, pristine beaches, silent forests and even raging storms. For Rocell, these natural canvasses are where inspiration begins. It is this ethereal beauty that Rocell tries to replicate through its tiles and bathware, which reflect the splendour of the natural world around us.

**TECHNOLOGY DRIVEN** The future depends on today's inventions – and for Rocell, being technologically aligned with global trends is a way of life. As a company, it understands the importance of being a pioneer in technological advancements; as an innovator, it knows the value of being futuristic; and as a designer, it recognises the power of paying attention to detail. Rocell adopts technology for inspiration. It ensures that the undeniable power of innovation is what unites and connects the brand with customers.

**MOVED BY INTERNATIONAL MASTERPIECES** The world is replete with masterpieces – carved, painted, built and shaped into beauty in more ways than one: Leonardo da Vinci's famous Mona Lisa painting, the David marble sculpture from the Renaissance period, the great Pantheon in Italy, the glistening Golden Gate Bridge and even the awe-inspiring Tesla Model 3.

Whether it's built with bricks and mortar, sculpted in marble, carved in stone or made using the latest technology, Rocell takes inspiration from international masterpieces that have awed people for centuries.

**LEARNING FROM INDUSTRY LEGENDS** Dedicated to offering clients the best designs, Rocell is always on the lookout for design gurus – to learn from them or better yet, incorporate their creations into the company's portfolio.

The brand has worked with three internationally acclaimed Italian designers – viz. Stefano Giovannoni, Carlo Urbinati and Cagnazzo – to create a range of designer bathware. Elegant, sophisticated and fashionable, these collections make one sense the elements in a modernised setting.



# The perfect retreat

Know different bathroom types to discern what's best for your home



Whether it is to be used as a place of functionality, aesthetics or relaxation, creating the perfect bathroom involves the art and science of balancing space, size, budgets and functional requirements with the right materials, fixtures and accessories.

There are several types of bathrooms depending on size, functionality and usage – knowing which type of bathroom you will need in different parts of your home is essential to ensure maximum utility and complement the overall design.

Ultimately, a beautiful bathroom is not only about layout, design and utility; it also reflects your personality and lifestyle.



**POWDER ROOM** Also referred to as a guest bathroom, a powder room is small, compact and artfully created; it is one of the first revelations of your intimate lifestyle to guests. Mainly consisting of only a water closet and washbasin with a mirror above it, this elegant room is best located on the ground floor of a home.

Make an impression by choosing your accessories with care. It's a small space so keep things simple – do not clutter it. Provide items such as hand lotion, eau de cologne, facial tissues, hand towels and perhaps some flowers for your guests.





**SMALL BATHROOM** Given the limited space in houses these days, many homeowners are compelled to opt for small bathrooms that cover all the main requirements within a small area. Opt for a handheld bidet shower to save space, a shower cubicle to ensure dryness and wall hanging bathroom storage to make the most of the available space.

Choose a soothing tile colour with brilliant white fixtures – and remember the simple yet effective bathroom accessories. Select a matching colour for bathroom carpets and towels, and maybe even hang a witty quote on the wall.



**FAMILY BATHROOM** Ideal for homes where two or more family members share a bathroom, family bathrooms must be designed to be spacious with all necessary bathroom items.

Having two washbasins (his and hers) or a double bowl washbasin will make life easier and likely save time on busy mornings! Install separate cubicles for your water closet and shower to save even more time while ensuring privacy.

Do not clutter your bathroom and ensure there is plenty of storage space for personal items. Add some oomph and colour to your family bathroom by mixing and matching tiles, bathroom fixtures and other accessories.



Rocell provides inspiration for homeowners to create their perfect space by offering an exclusive choice of designer bathware, accessories and tiles.





**LUXURY BATHROOM** For those seeking a place to rejuvenate, unwind and find peace, a luxury bathroom is essential. These bathrooms are larger with ample space to relax and spend time in.

Luxury bathrooms contain premium quality bathware items and fixtures with stunning designs – so include additional seats. Install a shower cubicle – preferably one that opens out to the sky in a shower corner – and an enticing Jacuzzi as the centrepiece with a glass wall.

Interior decor is as important as functional items in a luxury bathroom; so pay attention to how you decorate this oasis in your home. Have scented candles, books, an ornate mirror and fluffy towels with flowers, or succulents placed here and there for effect.



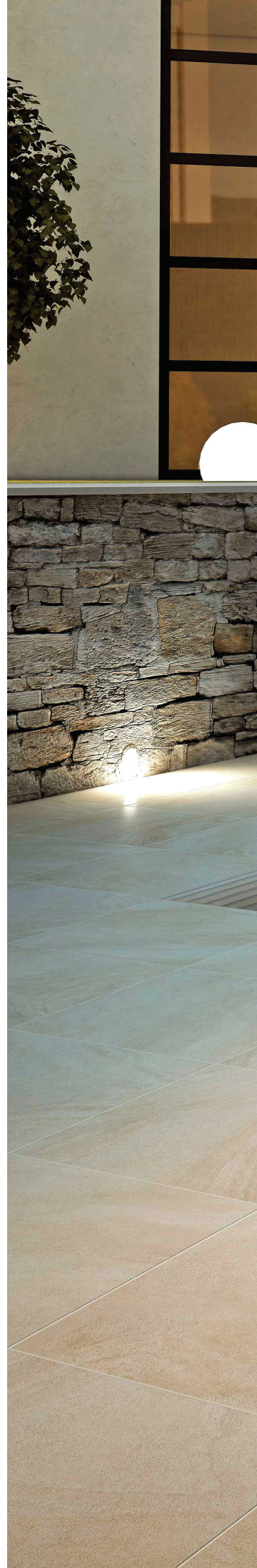
# CRAFTING PERFECTION

Elegance and perfection  
are a way of life for Rocell



The fire of design and clay of the earth, entwined in the chemistry of heritage and enveloped in the canvas of elegance are what personify the brand Rocell. With craftsmanship and customisation at the heart of the brand, Rocell stands for continuous improvement to customers' quality of life through colour, style and innovation.

Inspired by natural forms, designs and elegance, which make up the brand's DNA, Rocell has been adding value, and inspiring audiences on lifestyle and design consciousness. From its humble beginnings in 1994, Royal Ceramics Lanka has celebrated its flagship brand Rocell for being at the forefront of high quality surface coverings and sanitaryware in the country.







INSPIRE





A timeless beacon of elegance in contemporary living, the brand has been named among the 20 'Best Sri Lankan Brands 2017' by Interbrand. Vibrant, innovative, creative and fashionable, Rocell is a trend-setter in the market – a brand that stands for technology, achievement, trust and reputation.

Drawing inspiration from modern art, technology, nature and industry gurus, Rocell is built on four core values: design, innovation, quality and integrity.

Design is embedded in the brand and Rocell's commitment to contemporary style is validated by its alliances with renowned Italian designers. Always seeking to explore new forays into design, Rocell is driven by sophisticated craftsmanship and elegant finishes.

With technology as one of its main muses, Rocell believes in continuous innovation and is passionate about journeying with technology to redesign itself. Nothing is impossible and everything needs to change – this is the mentality of Rocell, which makes it a pacesetter in the market.

Armed with numerous standards and ISO certifications that testify to its commitment to perfection, Rocell takes quality seriously. With world-class products and processes, Rocell also practises stringent testing throughout

its manufacturing process and provides customers with a 25 year warranty for bathware products. While Rocell's products have higher price tags, the brand offers value for money without compromising on quality.

Stemming from its reputable parent company, integrity and honesty are second nature to Rocell. Endorsed by a Forbes worldwide ranking, it holds a longstanding reputation as a market leader, and is renowned for its pioneering efforts in terms of design and innovation.

For Rocell, uniqueness is a vital component of living spaces. And this is why the brand offers customers endless choices, be it in tiles or bathware, so that they can mix and match and create their own masterpieces.

Whether it's choosing an earthy rustic tile for your indoor garden or opting for a brilliant white washbasin for the powder room, Rocell helps customers reflect their personalities and lifestyles through its products. And the power of the brand is felt in all spaces that it adds life to – from homes and apartments, to some of Sri Lanka's iconic and ambitious construction projects including world-class hotels.

At Rocell, innovation and aesthetics come together in functional superiority, resulting in products that are simply works of art.



# Inspiration from the land of Pyramids

Add a touch of ancient Egypt  
to your home and dwell on  
the mysteries of the Nile



Ancient Egyptians were known for their creativity, innovation and pioneering spirit when it came to sculptures, architecture and design. Their homes were built in a sophisticated process that used sundried clay bricks with several chambers all leading off to a small courtyard and outside staircases to flat roofs where families dined. The rich and powerful used stone to build their palaces, which were ornately created to include many sections, columns, towers, gardens and places of worship.

Patterns and symmetry were excessively used as a form of decoration everywhere, from ceilings to

walls and even dressers and utensils in the kitchen. Since art and religion were an integral part of life for Egyptians, they also used scarabs, symbols and hieroglyphics in their designs to add a sense of spirituality to living. The ancient Egyptian art style was known as Amarna art where designs captured movement and activity, and art was bold and crowded.

Today, some architects and interior designers use the Egyptian Revival architectural style, incorporating imagery and inspiration from ancient Egypt, and recreating them as structures, buildings, decorations, tiles and even wallpaper.

Contemporary buildings such as the Louvre in Paris, Memphis Pyramid in Tennessee, Luxor Hotel & Casino in Nevada, and Rock and Roll Hall of Fame in Ohio have all been inspired by ancient Egyptian architecture.





Ancient Egypt was one of the world's oldest civilisations that came into existence around 4000 BC. Known for their creativity, innovation, and love for bold colours and patterns, the ancient Egyptians are believed to be the pioneers of ceramic and decorative tiles.

**ARCHITECTURE TIPS** From indoor gardens to entrance columns and dining areas to living rooms, there are many spaces in your house that could be improved with a touch of ancient Egypt to bring about grandeur, mystery and a powerful aura.

Whether you opt for subtle hints or bold moves, knowing these Egyptian decor tips can provide your home with a sense of olden grandeur.

**BOLD COLOURS** The ancient Egyptians used bold, bright and eye-catching colours – such as gold, brown, blue, yellow and shades of red. So try painting your walls in a deep rich hue paired with light brown accessories or even thin gold lines. Don't go overboard though or they might look gaudy.

**RUSTIC TEXTURES** Wood, stone, marble and reed were used in Egyptian structures and homes, depending on the social status and power held by the dwellers. Replicate the look with floor tiles that provide a rustic finish and make sure that different textures are blended seamlessly. Match your furniture to suit the theme – go for oversized pieces in dark wood tones.

**ORNATE DECOR** Invest in a few Egyptian masks, vases or even decorative tassels for your living room curtains. When selecting imagery and symbols, opt for scarabs or good luck beetles, which symbolise fortune and are said to ward off evil. And if you're really into Egyptian mythology, make a bold statement by showcasing a statue of a sphinx in your courtyard.



## VERSATILE SINKS

What does your dream kitchen look like? Does it stand out with chrome plated steel? Or is it more reserved with a fine stone finish? Will you be cooking for one, two or 20 people? Your kitchen should be a place where you feel free to cook, eat, entertain, celebrate and more. And that's why we at Rocell want to make your kitchen perfect.

In its journey of providing exemplary interiors, Sri Lanka's design connoisseur Rocell raises the bar yet again by exclusively joining hands with Franke – the number one kitchen sink brand in the world. And like all things Swiss, Franke Kitchen Sinks lead in every way, from exquisite designs to expert craftsmanship and precision.

Franke understands how important sinks are to the overall flow and function of

your kitchen. They are beautiful, versatile, adaptable and made to delight. The finest raw materials combined with design expertise provide many benefits including resistance to extreme temperatures, scratch resistance, surface smoothness, ease of cleaning and more. All this is backed by a 15 year warranty.

Choosing which material is right for your kitchen depends on what you need from your sink. Each precision engineered material has an individual character and unique benefits. Surfaces ranging from Franke's

patented Fragranite® range to micro decor and European Satin, and designs from standard and box to its signature artisan series, are now available at Rocell showrooms islandwide.

Franke – exclusively brought to you by Rocell – is indeed an exquisite partnership in the world of design.




**BEST IN  
CLASS  
SINKS  
FOR YOUR  
KITCHEN**









# Technology Hub

Best in class technology is a way of life at the Rocell Bathware factory

The birth of a masterpiece requires precision, innovation, creativity, care and attention to detail. For Rocell Bathware, production is not only about raw materials but also a unique design philosophy.

Located in the Homagama Industrial Estate, the Rocell Bathware factory is the newest of the company's three facilities. Adorned with a 'green belt,' the factory is a Board of Investment (BOI) approved plant, which is designed as a knowledge hub and design incubator with state-of-the-art and even robotic technology.

Sri Lanka's first sanitaryware manufacturing plant, the factory has been in operation since 2009 and manufactured over 150 bathware designs in line with international standards. Raw materials are sourced from European countries including the UK and Bulgaria, which provide plastics, as well as Turkey and Thailand from where glaze and plaster of Paris are imported respectively.

The Rocell Bathware factory, which was built with an initial investment of Rs. 1.8 billion, is abundant in technology and top-notch machinery, most of which hails from Europe. The company works in tandem with leading sanitaryware experts such as Sacmi and SAIT (for its process technology) in Italy, and Unimak in Turkey. Having introduced pioneering technology to the local industry, the factory also employs robots for glazing and semi-pressure casting lines, automated dryers and high-performance kilns.

In line with the latest technological advancements, Rocell Bathware is also equipped to conduct its own mould development, which showcases the company's creativity and passion for innovation. Since the factory manufactures both vitreous china and fine fire clay products, it deploys leading firing technology in its two kilns, each able to fire around 750 products in one go.

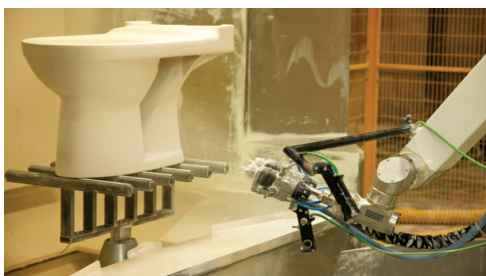
Dedicated to quality without compromise, the factory and its processes have received a series of certifications including ISO 9001:2015 Quality Management Systems from SGS and ISO 14001:2015 Environmental Management Systems for its continuous green initiatives. The factory's Green Label certificate is testimony to its efforts to conduct maximum recycling and emission control through cooled exhaust, which ensures that no hazardous waste is released into the environment.

Understanding the importance of safety with regard to bathware, Rocell Bathware takes product testing very seriously. It has implemented an array of stringent control mechanisms to ensure that every product that leaves the factory is fully functional, efficient and safe.

The brand and factory are driven by the principles of research, innovation, design and sustainability. With a strong focus on customer centric designs in line with the latest technology, the factory is an embodiment of the values with which Rocell operates.

Perfection is not about doing extraordinary things; it is about doing things extraordinarily well – and at Rocell Bathware, that's a way of life.

Production is carried out in conformance with British Standard Specification BS 3402:1969. Rocell Bathware also bears the CE certification for EU consumer safety, health and environmental benchmarks. All of the company's flushing systems have received watermark certification from Australia for water consumption and flush efficiencies. And all water closets manufactured by Rocell Bathware have gained a four star rating from the Water Efficiency Labelling and Standards (WELS) scheme in Australia.





# ANOTHER ONE FOR THE COLLECTION

Tile specialist Royal Ceramics Lanka clinches the National Bronze Award at the CNCI Achiever Awards 2018

Royal Ceramics Lanka, Sri Lanka's premier manufacturer of the finest quality tiles and sanitaryware under the brand 'Rocell,' was bestowed the National Bronze Award in the Extra Large Category at the recent Ceylon National Chamber of Industries (CNCI) Achiever Awards 2018.

The Achiever Awards were established by CNCI as a channel to nurture and promote industrial growth in the country, by recognising and rewarding industrialists who have excelled in their business processes. The main areas under scrutiny include quality standards, productivity, employee benefits, labour relations, and environmental and social obligations.

These awards aim to recognise top performers and encourage them to strive harder to surpass their achievements in their respective industries.

Since its establishment over 30 years ago, Royal Ceramics Lanka has been synonymous with exquisite tiles that are both versatile and functional, offering the ultimate balance of beauty, elegance and practicality to Sri Lankan homes. Over the years, Rocell has defined the concept of beautiful interiors and elegant living.

Today, Rocell has evolved into one of the most sought after lifestyle brands in the Sri Lankan market, having expanded into a range of designer bathware, accessories and kitchens that have become synonymous with beautiful interiors. What's more, having established itself as the undisputed trend-set-

ter in the local market, Rocell is now making its aesthetic presence felt overseas as well.

Rocell's tile manufacturing process begins with in-depth research and development conducted at state-of-the-art manufacturing plants in Sri Lanka. From start to finish and at every stage in between, importance is placed on achieving the highest levels of innovative excellence, and world-class business and branding standards. Technology plays a key role in the production process.

Royal Ceramics Lanka has kept abreast of new technology and ever evolving global trends in designer tile manufacturing to ensure an innovative, novel and stylish product. Another defining factor in the quality of Rocell tiles is the use of the finest raw materials, which are selectively sourced from the world's finest suppliers.

Every Rocell tile is an aesthetic masterpiece of functional elegance and has the design power to transform ordinary interiors into extraordinary living spaces of awe-inspiring beauty. While offering variety through design, size, colours and themes, Rocell also offers a novel range of textured surface tiles, which allow a touch of nature into homes.

Rocell has demonstrated excellence across all areas of innovation, design and manufacturing. A firm foundation built upon its brand values – design, innovation, integrity and quality – has been the cornerstone of its success.





ELEGANCE  
INSPIRES  
MANY  
THINGS...  
RESPECT  
IS NOW  
ONE OF  
THEM...

Rocell, the inspiration for architectural design and interiors, has been ranked among the 'Most Respected Entities in Sri Lanka.' The brand's relentless pursuit of perfection, innovation and elegance has ensured its unparalleled success in Sri Lanka, and the world over.

[www.rocell.com](http://www.rocell.com) | 011 77 62862



TILES | BATHWARE | KITCHENS