

INSPIRE

By ROCELL



Be inspired to create the home that
makes you feel truly at home this year

Your home. Your space.
Your soul's sanctum.




Living Coral

Recreating History



Eternal elegance

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Eternal elegance

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A world-class masterpiece among Sri Lanka's
20 *Top 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 on our brand values – Design, Innovation, Integrity and Quality – they are the cornerstones of our success.



COMING HOME



Home is that one place you go to feel safe and at peace. It is the seat of your kingdom from which you control your life. Home is your personal haven to live, love and grow; a place to reflect on memories of happy times and family moments, and a foundation to create new ones. But more than anything, in this vast universe it is your refuge – your own slice of heaven that is like nowhere else.



Be inspired to create the home that makes you feel truly at home this year

With 2019 comes a whole new year for fantastic ideas, innovative concepts and fresh designs, to make your home a living space of pure inspiration. Begin the year by decorating your home in line with your personal taste, comfort and style, and consider these New Year resolutions (courtesy Rocell) as a handy guide and reminder for the rest of the year.

#1 Nature At Home

Nature has never been more relevant or important as it is today. Renew your bond with it by creating a garden space, and incorporate plants, water bodies and even natural rocks. These will bring life and vitality to your home.

With inspiration derived from the colours, shapes and textures of lush forests, azure oceans, stunning flora and other awe-inspiring natural elements, Rocell's designs perfectly replicate the beauty of nature in your home. Its wide portfolio includes many designs that have been inspired by natural forms with artistic perfection incorporated in its Wood, Stone and Marble collections.

#2 Organise Extra Space

Vacant corners and empty spaces are perfect for adding a final touch of personal creativity, and can be put to good use.

A little extra space can be ingeniously transformed into a cosy little powder room for guests. All you need is an item or two of Rocell's stylish designer sanitaryware, some elegant tiles and voila – you'll have a beautiful powder room fit for guests while impressing them with your elegant sense of style.

The best way to go about this is to talk to the experts at Rocell.

#3 Don't Be Cheated

As the saying goes, you get what you pay for. Low prices are attractive but poor quality products can be damaging in the long run. Be wise, and invest in products and brands that are trustworthy, and both guarantee quality and durability.

With Rocell, there's simply no compromise. Driven by passion to deliver the utmost value across all areas, Rocell uses no less than the world's best raw materials to manufacture superior tiles and bathware. These are created at Rocell's state-of-the-art production facilities and in accordance with world-class manufacturing standards.

The brand's commitment to this exceptional level of quality, coupled with a 25 year warranty, makes Rocell a truly wise and life enhancing investment.

#4 Save On Utilities

It's a known fact that bathrooms are the number one part of homes that contribute to the water bill. To counteract this problem, investing in water efficient bathware and bathroom accessories would be easier on the purse and beneficial in terms of conserving the planet's most precious resource as well.

Rocell's extensive collection of bathware and bathroom accessories includes showers and faucets that are manufactured to be water efficient, while adding sophistication and elegance to bathrooms.



Your home. Your space. Your soul's sanctum.

A long day at work, an exhausting commute stuck in traffic, a stressed mind... and then you step into your home with a sigh of relief, and slump on your sofa to enjoy a warm cup of tea and a good book to read.

Home means different things to different people. For some, it's where they are truly themselves; for others, it's where they open up their world to the rest or where the story of their life unfolds.

Four walls and a ceiling may make up a house but a home means so much more; it is where your heart lies and you feel your true self. Home is where you experience the best form of love, warmth, relaxation and freedom.

And what is the perfect home? It is the place that needs no change, no addition and no modification – a place that feels right! This is exactly what lies at the heart of Rocell's product offering.

Our products are an extension of your living space – a space that reflects your personality, thoughts, aspirations, imagination and dreams. Whether it's finding the perfect tile to reflect your individuality or presenting impeccable bathware masterpieces that recreate your personal space, Rocell has always been about elegance that is practical and timeless.

Be welcomed by elegant interiors that tug at the heartstrings. And be embraced by the perfect harmony that unfolds when beauty and design blend exquisitely to stir your every sense. Now you know you're truly home!

Myth Busters

Tiles have been around for ages and so have the myths surrounding them. Here, we prove how Rocell does away these misperceptions by offering tiles that are true masterpieces.

MYTH Tiles restrict design possibilities.

TRUTH At Rocell, we pride ourselves on designs that aim for perfection. Every tile is designed with artistic consideration and attention to craft. With the technology used in both design and manufacturing, we have been able to recreate anything on a tile surface, hence our ability to offer a range of design possibilities. This design led approach is one of the many reasons why a Rocell tile is no ordinary tile.

MYTH Tiles are not durable.

TRUTH Every Rocell tile that you purchase undergoes a series of internationally recognised stringent tests and control procedures to ensure durability. Made using raw materials sourced with the most sought after origins in the world, our products are resistant to surface abrasion, and protected against crazing and forming hairline cracks.

MYTH Tiles are difficult to clean.

TRUTH Broadly speaking, two factors affect tile cleaning: the water absorption level of a tile and quality of the glaze. All Rocell tiles comply with global standards that ensure hygiene and resistance to staining, which makes cleaning a breeze. Be sure to inquire about the aforementioned aspects before you purchase any tile.

MYTH Any type of tile works anywhere.

TRUTH There is a reason why a superior tile brand has different types of tiles such as ceramic, porcelain, glazed and matt to name a few. All surfaces have different purposes, so be mindful of both the aesthetic appeal and practicality of the tile you purchase. Ask the experts!

LIVING CORAL

Making colour work for your home

Colour is the lens that equalises our experience of reality; it is what adds vibrancy and a sense of purpose to how we envision the world.

Always on top of trends and research driven insights, Pantone announced 'Living Coral' as its 'Color of the Year 2019.'

Living Coral – the life affirming, energised and vibrant shade that brings the animation of the ocean floor above the waves – is a shade that introduces warmth and security. A buoyant shade that combines an animating coral hue with a golden undertone, Living Coral is the perfect mix of warmth and excitement when it adds life to spaces!

Rocell, Sri Lanka's premier tile solutions provider, takes inspiration from nature, and recreates the wonders of the natural world in sophisticated tiles that exhibit elegance, class and art.

For instance, the Terra Italiana Red tile from the Terra Italiana Collection with its bold and rustic outlook is perfect to splash some warm and intimate colour onto your terrace. And the Cotto Red tile, which is of a deeper hue, represents another option to consider if you

want to make a bolder statement. The wood collection also comprises a wide range of tiles from Palm Wood Beige to Timber Pine Wood, and Tropical Timber Mahogany to Antique Wood Green.

Rocell's ability to replicate any natural colour or surface is reflected throughout its portfolio; it has the only manufacturing facility in Sri Lanka to possess this outstanding expertise.

Choosing colours for your home is something close to the heart and is intimate; it is the language with which you narrate your story to the world. The colours you associate with reflect your character and give reason to your behaviour. Selecting colours is deeply entrenched in your strengths, desires, aspirations and personality; therefore, it is something to invest time in.

Known for perhaps the largest collection of tiles in the market, Rocell offers a range of tiles in varying colours, sizes and textures. Its endless range of tiles is designed in line with global interior and colour trends, and inspired by global design and international masterpieces. Simply put, these tiles are pieces of imaginative craftsmanship that can outdo global giants as some of the best pieces of art.



Antique Wood Green



Palm Wood Beige



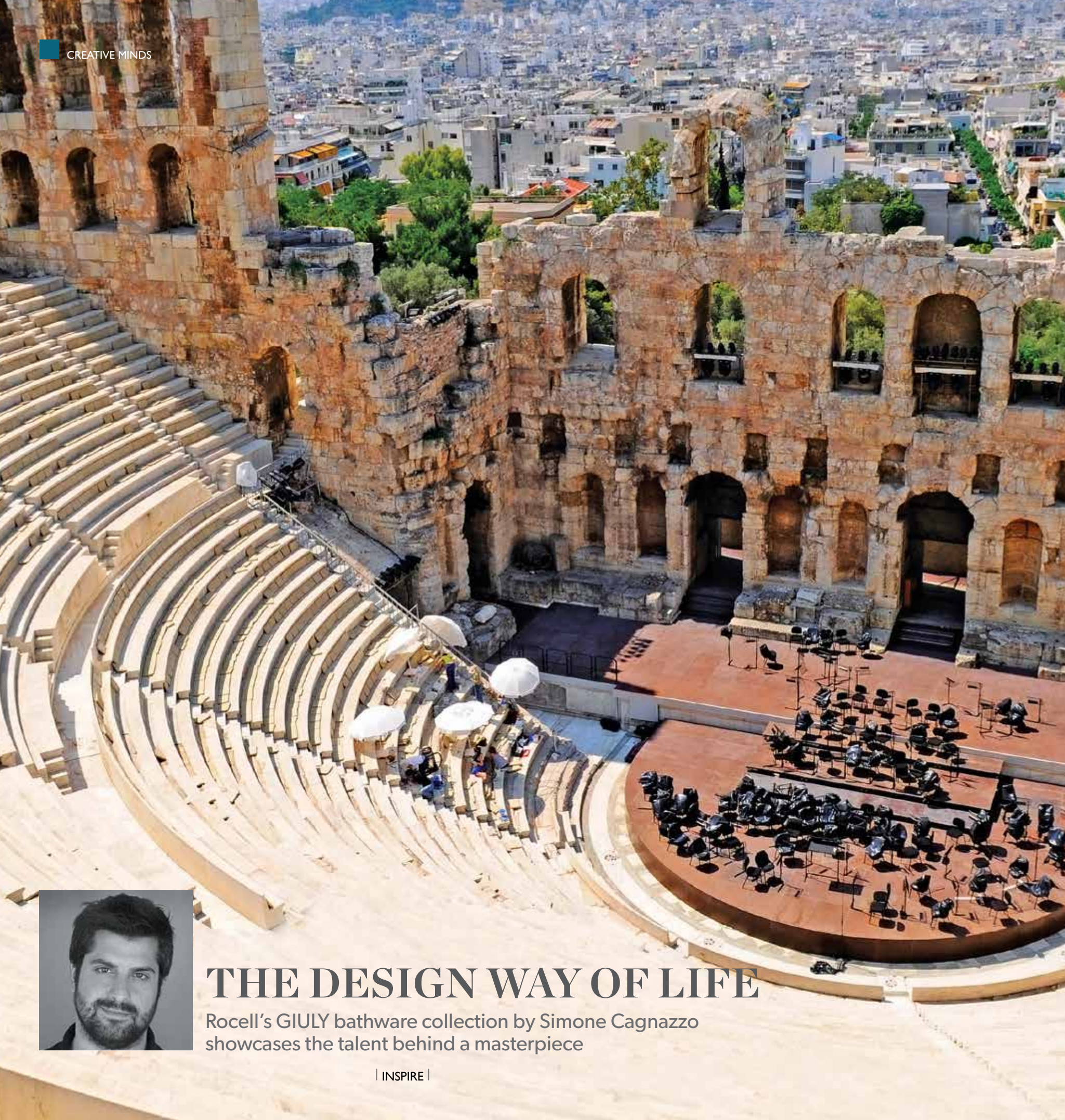
Terra Italiana Red



Tropical Timber Mahogany



Timber Pine Wood



THE DESIGN WAY OF LIFE

Rocell's GIULY bathware collection by Simone Cagnazzo showcases the talent behind a masterpiece

Born in 1978 and hailing from Modena, Italy, Simone Cagnazzo is a prodigy of design who at the tender age of 22 was already working as a Senior Designer for Matteo Thun & Partners in Milan. He began his professional career in 2008 and has accumulated extensive experience designing products for high end clients.

Having worked for customers such as Meinel Percussion, Porsche Design, Zucchetti, Ceramica Catalano, Brunner, FontanaArte, Fusital, Hausbrandt, Riello, Siemens, Swarovski and illy, his creative flair is exceptional and forever evolving.



The GIULY bathware collection created by Cagnazzo for Rocell showcases unusually simple yet stylish designs that embody functionality. This breathtaking collection of bathware is made up of sublime curves and graceful sophistication, and represents perfect harmony between artistic beauty and subtle contours. With timeless style and urbane panache, it offers practicality blended with aesthetics.

And like all things Rocell, the GIULY Collection is manufactured using the world's finest raw materials in its state-of-the-art manufacturing facility under stringent international test procedures.

Rocell's GIULY bathware collection represents sophistication and simplicity woven into elegant finesse. It's the kind of bathware that uplifts a home through timeless style.



ROCELL DIRECTS ITS AESTHETIC MASTERY ONTO WALLS

Rocell introduces its breathtaking range of wall tiles and promises a new dimension in beauty and elegance



Rocell proudly launched its stunningly crafted wall tile collection recently, providing customers with a choice of over 30 exquisite designs in multiple finishes.

In keeping with Rocell's world-class standards, this introductory wall tile collection is designed and manufactured in accordance with the highest international quality standards, offering exceptional design, durability and functional superiority, which exceed that of all other substitutes in the market. Moreover, Rocell wall tiles possess a technology that creates sufficient

bonding properties with cement, thereby enabling easy laying and installation.

Rocell offers four uniquely designed wall tile collections from which to choose: the High Glossed Marble Collection, High Glossed Manila Garden Collection, Satin Matt Solid Colour Collection and Satin Marble Collection. This not only offers the promise of a new look for walls but also the possibility to uplift or recreate the entire ambience of a home – through a new dimension of breathtaking elegance and refined sophistication that exudes all that is Rocell.

RECREATING HISTORY

An interview with **Kishu Gomes**



“You don’t have to spend exorbitant amounts on a house for it to feel like home; you can transform spaces by matching colours, purchasing products that replicate natural resources and using smart design principles,” says corporate leader Kishu Gomes.

Elegance and aesthetics have always been key priorities for Gomes. And his latest project – his dream house – is where Gomes encapsulates culture, history, art and luxury in a beautiful structure, which is complemented by products and fixtures that reflect quality and sophistication.

“I always wanted a house similar to those found in the remote areas of Sri Lanka in the 1960 and ’70s,” he reveals, noting that his dream home is not a *walauwa* but has features inspired by history with modern comforts, and a clear link to nature including greenery both inside and out.

The house design incorporates many natural effects: the floor is a combination of granite, solid wood and tiles to match while the wall colours are predominantly white with some earthy colours coming in. It will also boast a rooftop that is set to include a gym and library, while the master bedroom is expected to be a spectacular space that runs long and wide.

Gomes’ dream home is inspired by Dutch architecture entwined with elements from across Sri Lanka, ranging from the ruins of Polonnaruwa to the Galle Fort, combined with luxury, of course.

“It’s a ‘fusion house’,” Gomes says.

While the overall theme of the house is a mix of earthiness, light and spaciousness, the centrepiece is undoubtedly the indoor green courtyard, which has a *nelum pokuna* – inspired by the ruins of the Anuradhapura Kingdom – and an *araliya* tree.

“The idea was to go back in time and recreate history,” Gomes explains.

Moreover, the *miris gala* effect on the granite tiles that will adorn parts of the house would also echo the tales of times past in a contemporary setting.

“I value quality and rely on trusted brands in my choices – and that is why I have chosen Rocell tiles and bathware for my new house as I’ve done in the past,” Gomes explains.

“It’s a brand I prefer because of its focus on elegance, quality, international standards and sophisticated appeal,” he adds, avowing that all tiles and bathware for his dream house will be sourced from Rocell.

ROCELL NEWS ROUNDUP



RELAUNCH OF LOYALTY PROGRAMME

The 'Rocell Installers Club' launches a revamped loyalty programme designed to uplift the lives of Sri Lankan tilers and plumbers

On 22nd September 2018, tilers and plumbers from across the country made their way to Citrus Waskaduwa, for the relaunch of the 'Rocell Installers Club' by Sri Lankan interior and bespoke lifestyle specialist Rocell.

The club – a first of its kind – endeavours to enhance and uplift the lives of those engaged in the professions of plumbing and tiling. It provides installers with information on new technical advancements and trends, while empowering them with the necessary skills to operate modern and state-of-the-art equipment.

Rocell also introduced an exclusive 'Electronic Loyalty Card' for installers who work in close collaboration with the brand. The card – which comes in the Silver, Gold and Platinum categories – offers a host of benefits and advantages for tile and bathware technicians.

AWARD-WINNING PERFORMANCE

Rocell bags multiple awards in several spheres including branding, finance and human resource management

Royal Ceramics Lanka was bestowed with the honour of being recognised as one of the top 20 Best Sri Lankan Brands 2017 by Interbrand. This is deemed as testimony to its continuous commitment towards achieving the highest standards when it comes to design, quality and performance excellence.

The company also won the Gold award in the manufacturing sector for recording turnover above Rs. 5 billion at the 54th Annual Report Awards ceremony organised by the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) with the Colombo Stock Exchange (CSE) serving as a strategic partner for the fourth consecutive year.



Adding to its winning streak, Rocell was also ranked among the Most Respected entities in Sri Lanka by LMD in 2018. And the brand was awarded the National Bronze Award in the Extra Large Category at the Ceylon National Chamber of Industries' Achiever Awards 2018.

The company's human resources (HR) team also led the way for Rocell to be among the five organisations with 'Great HR Practices' in Sri Lanka at a competition organised by the Institute of Personnel Management Sri Lanka (IPM) last year. At the competition, the team showcased the success story of 'Effective Industrial Relations for Industrial Harmony and Better Results.'



SHOWROOM OPENINGS

Rocell opens a new Concept Centre in Dehiwela plus two Hybrid showrooms in Kesbewa and Matugama

A stunning range of designer tiles, bathware, kitchens and accessories was presented by Rocell at the opening of the new Concept Centre in Dehiwela. The store focusses on presenting a novel concept that takes retail to new heights. It is designed to offer customers a firsthand experience of how the brand's products can be used in a home space, enabling them to make more informed decisions when purchasing tiles, bathware and other accessories. The new Concept Store is located at 106 Galle Road, Dehiwela.

The Hybrid showroom concept is the latest addition to Rocell's showroom network, which seeks to bring a new retail experience to customers whereby they can enjoy Rocell products at unbelievable prices. To this end, the company recently opened three showrooms in Kesbewa, Matugama and Warakapola.



GREEN LABEL CERTIFICATION

Rocell awarded with Green Label Certification for bathware and tiles yet again

Always focussed on ensuring that its production processes are environmentally-friendly – spanning from facilities to practices – Rocell was awarded Green Label Certification for both its bathware and tiles once again. This certification reflects the organisation's commitment to offer products that meet the green labelling system's stringent environmental performance criteria.



ROCELL LAUNCHES CONSUMER CARE LINE

With the intention of expanding its reach among existing and prospective customers, and ensuring seamless communications, the Rocell consumer care hotline is now fully equipped to support inbound/outbound calls and social media/email queries regarding product and service related information and feedback.

The dedicated Rocell consumer care hotline (011 77 62862) is open to customers from Monday to Saturday (8.30 a.m. – 5 p.m.).