



*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.



FOREWORD



A pinch of laughter; a spoonful of chatter; a dollop of love and of course, the secret ingredient – family: this is what makes a kitchen.

And what makes a kitchen unique? You!

Your kitchen is an embodiment of your imagination, style, class and personality. So let it speak for itself.

Kitchens are versatile spaces – they offer warm comfort food and are your sanctuary at the end of a long day. They're where you create the best family moments and share the most intimate of evenings, where you host friends and family, and where you resolve to meet work deadlines.

Modern kitchens are oases of sophisticated cosiness; they provide the foundation of growth for budding master chefs and are where children find contentment that goes beyond comfort food. More importantly, they are boundary-less places that are an extension of your living space where you create memories that last a lifetime.

There's so much brewing in your kitchen – so invest in making it uniquely yours. Explore the world of kitchens with Rocell and add a touch of elegance to this multifaceted centrepiece.





The Heart of a Home

Your dream kitchen has been brought to life by the kitchen masters

Not feeling sleepy at 2 a.m. in the morning? Can't begin that report due two days away? Want to help the kids with their homework before dinner? Inviting the girls over for a night of gossip?

Inevitably, we all end up in the kitchen – more often than not! Kitchens are probably the most overlooked yet most over utilised spaces in homes. They're warm, toasty and cosy, and provide a feeling of ease and comfort. Today, a kitchen is not merely a space in which to cook but a sanctuary where you enjoy the juiciest of conversations, think of the most creative ideas and host some of the most memorable parties.

Choosing a kitchen can be a daunting task especially since it will be the centre of gravity for the entire home.

A deliverer of reliable consistency, indisputable supremacy, unparalleled quality and uncompromised standards, be it in tiles, bathware or accessories, Rocell recently entered the kitchen sphere to offer Sri Lankan homes an extension of elegance and sophistication for what is perhaps the most important space in a dwelling. Having identified the growing importance of contemporary kitchens to local households, Rocell offers international quality kitchens to discerning customers.

This marks a promising step in Rocell's journey of becoming an interior specialist in Sri Lanka by offering an array of product categories ranging from tiles to bathware and from accessories to kitchens.

A kitchen partner such as Rocell that offers complete solutions including cabinets, countertops, sinks and faucets provides peace of mind in knowing that you have a best in class kitchen under your roof. Playing the role of a cooking space, hosting area, family corner, cosy hangout and more, the kitchen is more exciting today than ever before. And Rocell is the ideal partner to ensure that you have the perfect kitchen that fits your lifestyle.

When working in a Rocell kitchen, every moment will be one that you enjoy and treasure. The future proof layout, timesaving masterpieces and elegant chicness of these layouts would make the kitchen one of the most favoured parts of your home.

Add a touch of elegance to your kitchen with Rocell as the brand embarks on a promising journey of creating beautiful living spaces.





YOUR KITCHEN. YOUR CHOICE.

There is a perfect kitchen for everyone – select one that suits you best.

Kitchens have evolved considerably and transformed from traditional cooking spaces to being the centre of homes. In fact, they are the new living rooms, the best kind of libraries, the perfect entertainment venues and even the greatest therapy spaces.

Deciding the type of kitchen you want in your house is key as it determines your choices in terms of cabinetry, storage space, sinks and other amenities. It is important to keep your lifestyle factors and the number of people at home in mind.

Rocell has the experts to advise you on the perfect kitchen that suits you whether it is straight, L-shaped, island or U-shaped, based on the size of your kitchen and the space available.

L-shaped modular kitchens are designed for spaces with two adjacent walls perpendicular to each other. These suit open-plan living areas, smaller spaces and long rooms; enable you to move freely in between areas within the kitchen; and provide great countertop working space. L-shaped kitchens can even be customised to fit limited space and offer efficient storage options such as pull outs for space optimisation.

Perhaps the most aspirational layout, island kitchens offer added storage space, smart functionality and a chic outlook. Placed in the centre of your space, an island kitchen enables you to have more drawers, pull out units and cabinets.

This is also an interesting concept that adds workspace in the kitchen and can be used as a dining or hosting area – talk to the experts at Rocell on how you can increase the required capacity.

Providing more space, a U-shaped modular kitchen is ideal for compartmentalising your cooking, cleaning and storage. With such a kitchen, two people can work freely without disturbing the other's work zones and with plenty of space to walk around. Also good for storage and able to accommodate many kitchen appliances, U-shaped kitchens can even incorporate small dining areas at one end.

Straight kitchens are ideal for small and narrow kitchen areas – this type of layout consists of a simple basic kitchen design, and provides a focussed space for cooking, prepping meals and storage.

Regardless of the type of kitchen you choose, the Rocell team will help you customise the finer details to facilitate a more organised look. With mind-blowing accessories – such as sink drawers, cutlery trays, bottle pull outs and overhead plate racks, along with wide-angle hinges, corner function pull outs and lift ups – to cater to your every need, your dream kitchen is only a simple installation away.

All kitchen setups are made using material that is highly moisture resistant, and environmentally and health friendly. Tested under stringent conditions to ensure consistent performance under different types of moisture environments, these materials are guaranteed to be of the highest standards.

Your home is your wonderland and your kitchen is where the magic happens – pick the perfect one exclusively from Rocell!





THE KITCHEN HUB OF ROCELL

Experience your kitchen before you take it home

What makes the perfect kitchen? Kitchens are more than materials, functionality, design and layouts. A kitchen comes to life with the living it experiences, the family it hosts, and the warmth it spreads through food and cosy moments. The kitchen is an integral part of any home; the centre of the household where memories are made.

Rocell understands the value of kitchens and the importance of ensuring that you have the perfect kitchen to complement your lifestyle. Having recently entered this

sphere, the lifestyle solution provider knows that a kitchen is a lifelong investment – one that requires careful planning, meticulous design and intricate detailing.

That's why the Rocell Concept Centre in Dehiwela provides a firsthand experience when it comes to kitchens exclusively from Rocell.

Located at 106 Galle Road, the Concept Centre offers visitors a sneak peek into the entire Rocell portfolio as soon as they enter through the doors. It sparks immense

inspiration among customers by displaying bathroom concepts on the first floor, a large collection of tiles on the second floor and with the third floor wholly dedicated to kitchen designs.

Displaying the full range of kitchens – an island kitchen, L-shaped kitchen, U-shaped kitchen and straight kitchen – crafted to suit specific requirements based on space availability, functional utility and outlook, the Dehiwela Concept Centre is appropriately known as the kitchen hub of Rocell.



Customers are invited to walk through, taking in every nook and corner to gather inspiration on how they want their kitchen to be designed. The centre also has a kitchen expert who guides you to design your dream kitchen according to your requirements, home layout and preferences. The designer helps you lay out your kitchen checklist whilst ensuring that the design is economical, practical and superior in functionality.

Rocell knows that there's nothing better than familiarising oneself with the touch and feel of kitchen accessories and materials to know exactly what you want. At the concept centre, customers have the opportunity to closely check samples of materials used to make kitchens and select colours that suit their preferences before placing an order. Once the design is finalised, Rocell creates a 3D visualisation of the kitchen so that the customer knows what the installation will look like beforehand.

While the Dehiwela Concept Centre is the first of two showrooms that will have kitchens in the Rocell network, it plans to constantly upgrade its kitchen sets. Whereas customers can begin to visualise their dream kitchens with the help of the Rocell kitchens team, the centre will also be the ultimate focal point for the brand's kitchen portfolio.

Full of inspiration and incredible ideas, the Concept Centre is a kitchen utopia that offers a reverie for homeowners who want to experience their dream kitchen before its set up at home.

