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INTRODUCTION

Rocell redefines timeless elegance through a range of inspiring and functional concepts and products. Transcending the ordinary, Rocell enables you to bring your own artistic flair and individually refined tastes to life, creating a space that is exquisitely your own.

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Eternal Elegance.



INDIVIDUALITY & FREEDOM TO DESIGN LIVING SPACES

Design is at the core of all that we do at Rocell, where art deco and contemporary design meet world-class expertise. We have redefined timeless elegance through a range of design concepts that we continue to bring to life so that our customers have an unprecedented selection to express individuality in their space. Rocell's products reflect sophistication and encourage our clients to embrace the lifestyle that strives for excellence in every way, with a touch of their individual flavour of choice. This is what Design Democracy at Rocell really means.

Rocell masters Sri Lanka's design democracy each & every time.

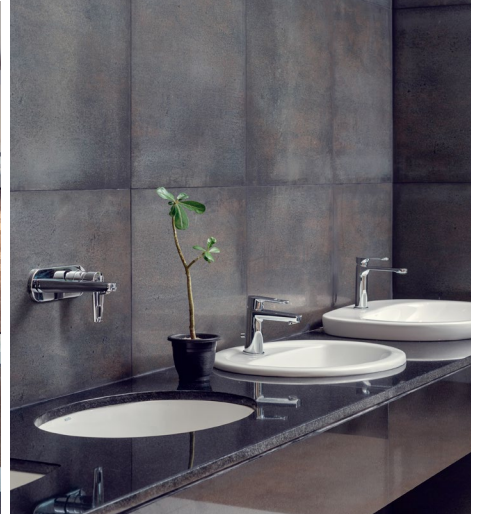
Our designs aim to capture the beauty of organic forms & textures and bring them into the modern home with seamless ergonomics, functionality & pure class. With the use of state-of-the-art technology and years of superior experience, we can mirror our customers' thoughts and dreams in their living spaces, thus reflecting individuality.

Whether it is about making a statement through a bathroom, living room or overall home design, Rocell masters Sri Lanka's design democracy each and every time. From stunningly crafted Tiles to exquisitely designed Bathware, Rocell's extensive range inspires elegance. Ultimately, the choice is yours.

Large Format Tiles is a contemporary design feature that is becoming increasingly popular, and it reduces visual interruptions and grout lines to create the perception of a larger and more visually appealing space.

With extended warranties, detailed user care manuals and exceptional after-sales service, Rocell products come with the promise of durability, functionality and exceptionally elegant design. Experience the true meaning of Design Democracy with Rocell.

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REDEFINING RETAIL WITH ROCELL

Rocell adopts a novel approach to retail where we focus on creating an experience for our customers both in our Concept Centres and also online. The modern retail network is equipped with state of the art features such as interactive screens and virtual catalogues.

Rocell is renowned for being a highly customer-centric entity by providing world-class experiences through our customer touchpoints. The new Concept Centres also reflect Rocell's commitment to ensuring the highest global standards in design, quality, and innovation.

WORLD CLASS SERVICE & DESIGN

Exquisite products with an unrelenting quality of service.

Rocell prides itself in offering customers a wide range of services; from complete bathroom solutions, expert advice, design consultations on our extensive range of Tiles, Bathware and Accessories.

Rocell offers complete design solutions to conceptualise the bathroom of your dreams. Access our Design Studio via www.rocell.com or visit the nearest Rocell Concept Store to speak to our customer service agents about how to consult our design experts.

Combining ingenious artistry from renowned Italian maestros of design, Rocell's products and services conform to the highest quality standards.





IMMERSE IN THE SYMPHONY OF WATER

Step into your sanctuary. Take a deep breath and feel the sensation of the water as it flows onto your skin, bathing your senses in a feeling of luxury. Innovative technology and transformative features of Rocell showers help you seek refuge from the world around you.



Start your day fresh, awaken your senses with our Thermostatic Shower Systems that allows you to easily regulate the temperature of your water and control the pressure of your showers, creating a truly unique shower experience. Similarly, our Rainfall showerheads will see water drops cascade down onto your body, caressing your skin and gently washing away the troubles and tribulations of the long day you just had. Rocell offers a variety of shower ranges that have the ability to transform your ordinary shower experience into the extraordinary.

Experience the Rocell way of life.



THE AZZA COLLECTION – REFLECTING ITALIAN ARTISTRY



Dr Carlo Urbinati is inspired by the historic renaissance culture and contemporary art forms. This influence is reflected in the Azza Bathware collection, which is both modern and classical in its concentration. It is a beautiful collection that is a blend of asymmetrical lines and refined curves.

Considered as a maestro of Italian artistry, Dr Carlo Urbinati is an architect and designer who completed his studies at the Faculty of Architecture in Italy in the areas of interior design and set design. He started his career in 1972 as a product designer where he worked with several Italian companies in furniture, upholstery, lighting, bathroom and kitchen fittings. With a special interest in plastic materials, Dr Carlo Urbinati works with global companies in Australia, Austria, Japan and Spain. He is world-renowned for blending organic forms with new technologies & contemporary design trends.

The Azza collection that is featured at Rocell is a true reflection of the maestro's intrinsic talent and creativity.

[View the "Azza" Collection](#)



THE ROCELL PROMISE

We provide a 25-year warranty so that your Bathware is an investment. As such the Bathware can be used for generations due to its world-class quality.



Load tested for safety

To ensure durability & safety, products from every single batch are randomly selected for load resistance tests. Water Closets are tested at 400kg and Wash Basins are tested at 150kg.



Water Efficiency

Flushing efficiency in water closets are tested in accordance with the European Standard. In compliance with international standards, one full flush takes 4.5L and a half flush takes 3L.



Zero Leakage

Rocell uses state of the art tests to ensure that your bathroom stays fresh and free of odours.



Minimal Water Absorption

Water absorption level is an important factor in the products' durability as well as ensuring that the surface remains clean and safe.



Resistance to Thermal Shock

Ceramics are exposed to extreme temperature variations in a short period of time, removing any possibility of sudden cracks that could be a safety hazard.

**Invest in your future and
make the right decision
for your home & lifestyle
with Rocell.**



TAKING CARE OF YOUR ACCESSORIES

Proper maintenance of your Accessories will ensure its longevity and efficiency by reducing breakages. Each material and component have a character of its own, therefore it is essential to clean and follow proper maintenance processes to ensure the functionality of your Accessories.

HERE ARE A FEW TIPS:

Do's

- It is essential that hygiene is taken care of on a regular basis.
- Soak a cloth in clean water, and wipe the Accessory with the damp cloth. Thereafter wipe it dry for better results.
- To remove limescale build-up, place the Accessory in warm water with a splash of mild, non abrasive cleaner and the deposits will come off.

Don'ts

- Cleaning products that contain hydrochloric acid, formic acid, chlorine, bleaching lye or acetic acid will cause considerable damage and should be strictly avoided.
- Mixing different cleaning products together is not advisable.
- Do not use cleaning materials or appliances that are rough or have an abrasive effect, such as micro fibre cloths, sponge pads or unsuitable cleaning powders.

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WOOD INSPIRED PORCELAIN TILES

Simple & rustic natural charm.

Natural spaces are inherently uplifting and we have an instinctive appreciation for natural spaces and textures. The all-new range features multiple collections. Tiles are available in 60x120cm & also plank sizes (20x120cm), enabling you to recreate the natural setting that you envision. For the individual who finds inspiration in natural spaces, "Wood Effect Porcelain Tiles" are the perfect element to introduce a rustic touch to your home. Through state of the art manufacturing technology, this collection replicates the gorgeous wood grain and tactile characteristics of natural wood surfaces with incredible detail.

Surround yourself with beautifully crafted and respectful reflections of nature, without disrupting the ecosystem. Wood inspired porcelain Tiles are also far more durable than natural wood. Porcelain does not warp or splinter as it is both completely waterproof, and also resistant to changes in temperature.

[View Wood inspired Porcelain Wall Tiles](#)

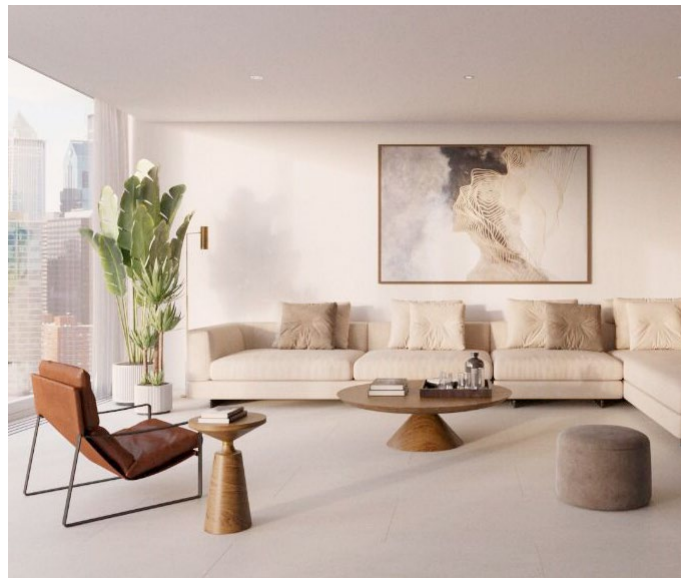
[View Wood inspired Porcelain Floor Tiles](#)

ULTRASTONE TILES BY ROCELL

Inspired by soft stone.

The “Ultrastone” Collection is a fusion of cutting-edge technological capability and a fundamental fondness of nature. With visually stunning colours (Earth, Fawn, Tan and Ivory) available in sizes of 60x30cm, you may choose to relish the feel of the natural soft stone in Matt or Anti-Slip finishes. The Anti-Slip finish provides the most technically important feature for use on wet floors being meticulously designed to guarantee excellent slip resistance in any situation.

[View the “Ultrastone” Collection](#)



ARENISCA TILES BY ROCELL

“Arsenica” is Rocell’s first-ever collection of Large Format Stone Tiles. “Arenisca” Tiles are available in 9mm thickness with dimensions of 60x120cm. They are designed to epitomise the timeless beauty of sandstone. Our collection of “Arsenica” Tiles is carefully crafted to perfection. The collection of stone-effect Porcelain Tiles is inspired by the beauty and sheer simplicity of sandstone. They are created with elegant intricate designs of veins and textures of sandstone and are available in shades of grey and beige. They are ideal for any environment.

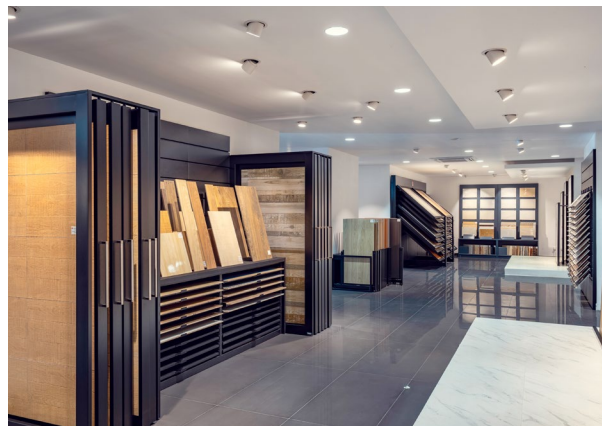
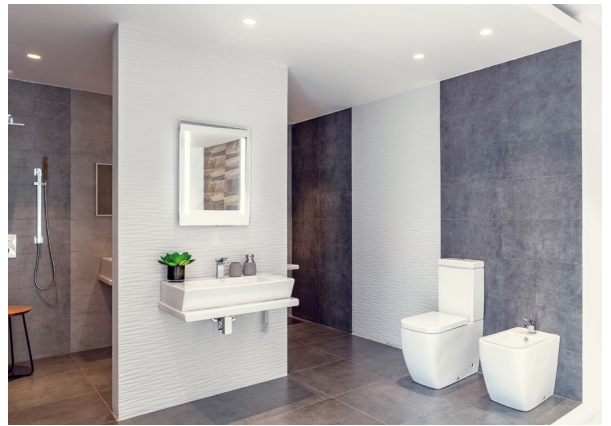
[View the “Arsenica” Collection](#)



ROCELL UNVEILS A STATE-OF-THE-ART CONCEPT CENTRE IN THE HERITAGE CITY OF ANURADHAPURA

Rocell unveiled its latest Concept Centre in the historic capital Anuradhapura ushering its heritage of world class design expertise to the stakeholders of the region. Located at 512/B, Maitreepala Senanayaka Mawatha, New Town, Anuradhapura, the newest Concept Centre is part of Rocell's growing domestic channel network which comprises 61 showrooms island-wide.

Spanning over 5,000 sq.ft, the unique Concept Centre in the heritage city aims to transcend the traditional Tile and Bathware shopping experience to new heights, with over 800 Tiles and Bathware concepts.



GRAND DESIGNS OF THE FUTURE IN THE CITY OF GALLE

Rocell opened a Concept Centre in the heart of Galle, thereby inspiring elegance in the historic port city. The Concept Centre of close to 8000 sq.ft. features a wide range of unique Tile and Bathware displays, Bathware suites and a variety of modern Accessories such as faucets, showers, mirrors and more. The Rocell Concept Centre in Galle is located at 77, W.D.S Abeygunawardena Mawatha, Pettigalawatte, Galle.

ROCELL WINS GOLD AT CASL

Rocell clinched a third consecutive gold award in the manufacturing sector at the 56th CASL Annual Report Awards 2021. Having recorded a spectacular turnover of LKR 5 Billion in the year considered for this award, Rocell was proud to accept this esteemed recognition.



ROCELL HONOURED AT THE CNCI ACHIEVER AWARDS

Rocell received two awards in the Extra Large Scale Manufacturing category at the CNCI Achiever 2021 Awards. We received a National Merit and a Silver in the Provincial level. The awards were in recognition of Rocell's excellence in manufacturing processes and service standards in keeping with its promise to deliver world class tile solutions to all Sri Lankans. The CNCI awards organised by the Ceylon National Chamber of Industries aims to recognize companies that excel in the fields of manufacturing and service sectors.



ROCELL HONOURED WITH GOLD AWARD AT NATIONAL INDUSTRIAL EXCELLENCE AWARDS 2022

Adding yet another prestigious award to the flourishing trophy room, Royal Ceramics Lanka PLC was presented with a Gold Award for Industrial Excellence in the Medium & Large Category for Granite, Tile, Pottery, Ceramics and Building-Related Industries. Over 132 exceptional leaders of various industries were recognised during the ceremony held on the 15th of February at the Water's Edge, Battaramulla.

Organised by the Industrial Development Board under the guidance of Industries Minister Wimal Weerawansa, the event saw small, medium, and large-scale manufacturers win Platinum, Gold, Silver, and Bronze Awards. The winners were selected from amongst the country's top large, medium and small scale manufacturing industries, public sector companies and even micro industries.

For Rocell, this award follows a tremendous string of victories, having recently won three coveted awards at the CNCI Achiever Awards and a Gold Award at the Sumathi Awards. Rocell is both thrilled and humbled by these recognitions, which have been made possible by decades of commitment and innovation by the members of our remarkably hard-working staff. We vow to see these awards as motivation to keep investing in our people and technology, so that everyone who uses a Rocell product or service experiences the utmost customer satisfaction.



TOWARDS TIMELESS ELEGANCE

In our pursuit to inspire and provide expertise in design and interiors, we will continuously feature interesting and novel topics in Inspire magazine that will enable you to express your individuality in your living spaces.

Global trends and advice from the maestros are some of the content that we hope to feature in the future, so that your design thinking will be on par with the world.