

Interview

In the highly competitive bath industry, Ms Emanuela Tavolini, Director of Sales, Europe, explains how they stay ahead of the competition.



When and where did Graff originate?

Graff is part of the Meridian International Group, located U.S.A. Since the early 70s, Meridian has been producing faucets, valves, shower components and other machined products for some of the world's leading companies in the plumbing sector. In order to meet the increasing demands of the American market, Meridian International Group acquired Valvex, a European valve and faucet manufacturer founded in 1922. In 2010, to strengthen its market presence in Europe, Graff created a branch office in Florence, Italy. Today, Graff continues to grow, testing and developing luxury bath collections.

Do you have any new product launches in 2018?

During the recent fair, Salone del Mobile in Milan, Graff presented 4 new faucet collections to be launched on the market in 2018: Incanto, Camden, Harley and Vintage.

Vertically Integrated

Graff proves to be the benchmark brand in the market by focusing on quality and cutting-edge designs.



Technology combined with aesthetics provides a full wellness experience inside the bathroom.

Incanto is characterized by modern square lines and consists of several faucet variations for washbasins, bathtubs and shower areas. These items include single lever and a three-hole option, as well as a full range of matching accessories. Incanto was created under the inspiration of contemporary design and is Graff's new glamorous collection including deck-mounted, wall-mounted and free-standing elements.

Harley mixes contemporary forms with shapes reminiscent of the past. With a modest industrial look, reflected in the tubular, softly squared spout, Harley finds a more refined style in the distinctive circular handle. Unparalleled in design, the handle is characterized by a three-ended star, reinterpreted in a sleek form.

Harley is also available with a lever handle option, easily recognizable by its knurled detailing. Camden's style is transitional and highly unique, allowing it to fit into both settings. Blending Victorian and Edwardian aesthetics with modern principles and technologies, each fixture exhibits a luxurious artistic quality.

Vintage is an outstanding collection with a strong reference to the past. With its marked industrial taste, the collection is impressive for its size, strong personality and the variety of models. The spout openly recalls the looks of industrial pipes and the round handles seduce for their symmetrical shape. Vintage is available for the bathroom and shower areas.

What steps has Graff taken towards a sustainability?

All Graff products are manufactured in accordance with the innovative concept of Lean Manufacturing Management, which aims to eliminate excess consumption of time, energy and materials so that each process achieves substantial efficiency standards. Even in the casting process and in the finishing and galvanic treatments, Graff utilizes a zero discharge system that recycles 100% of brass and paper.

In line with the strong commitment to environmental sustainability, Graff is among one of the first companies in the world to have publicly expressed willingness to actually eliminate its impact on the environment.

What are the current trends in the bathroom segment and how are Indian customers reacting to your products?

Recently we have seen an increasing trend in the demand of shower products that offer multifunctional solutions. The market is going more and more towards a concept of wellness for private use by recreating small spas in private residences or in the hospitality field. Graff is following this trend having introduced manifold solutions of shower heads with rainfall, cascade, mist and LED technology.

The products, in some cases can also be controlled with touchpad or remote control, belong to our new collection Aquesense. Thanks to the technology, combined with aesthetics, with Graff solutions it is possible to have a full wellness experience inside the bathroom.

Where do you see your company in 5 years from now?

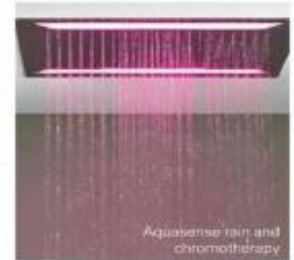
Our company is gradually consolidating its presence globally by offering technologically advanced products with a European design and a guaranteed standard in terms of quality and compliance with regulations.

Graff products are on the rise for the hotel and residential segment. For this reason we expect Graff to grow over the next few years not only on the US and European markets but also in several Far East and emerging markets.

Contact
web: www.graff-faucets.com



Incanto is characterised by modern square lines and consists of several variations.



Aquesense rain and chromotherapy.