

THE RIGHT 'FIT'

Bathroom fittings elevate the bath experience and new-age innovative launches are making all the right noises in the space.

By Bindu Gopal Rao



PHOTO COURTESY: GRAFF

There has been a slew of launches in the bathroom fitting products space that seamlessly blend technology, design, and functionality to elevate the bathroom experience. We speak to industry experts to share their thoughts.

CHANGING TIDES

The bath fittings industry is rapidly evolving, driven by changing consumer preferences in technological advancements and sustainability segments.

For instance, advanced shower technologies, adjustable spray modes, and smart toilets have gained popularity among customers. “Products like the Tecturis basin mixers range combine sleek aesthetics with precise water control. Innovations like Hansgrohe Select showers cater to individual preferences for a personalised bathing experience with intuitive controls. Luxury brands like AXOR are also pushing boundaries with collections like AXOR One, setting new standards in both individualisation and functionality. These products underscore cutting-edge technology with elegant design for a superior bathroom experience,” says Gaurav Malhotra, Managing Director, Hansgrohe India.

DO THE NEW

Hindware has a wide range of products in the bathware segment and to further expand the portfolio and augment the range, it has recently introduced several state-of-the-art products. One of the most notable launches is the Automate Imperial from Hindware Italian Collection, a Smart Toilet that merges advanced technology with luxurious design. It boasts features such as a sensor-operated seat and cover flip, auto pre- and post-flush, oscillating cleanse capabilities, self-cleaning nozzle, temperature-controlled seat and water, and warm air drying to ensure optimal hygiene and comfort. It also includes hands-free flushing and LCD display, offering a futuristic and



Gaurav Malhotra, Managing Director, Hansgrohe India

personalised bathroom experience.

Another innovative addition is the LED mirrors from the Hindware Italian Collection. These mirrors come with touch-activated controls, adjustable LED lighting, built-in clock displays, and an integrated defogger, combining functionality with a sleek design. Sudhanshu Pokhriyal, Chief Executive Officer, Bath & Tiles, Hindware Limited, says, “The recently launched Integrated Shower Consoles redefine the showering experience with their all-in-one design, including rainfall



There is a growing demand towards minimalist aesthetics and more elegance which is what people are looking for these days.

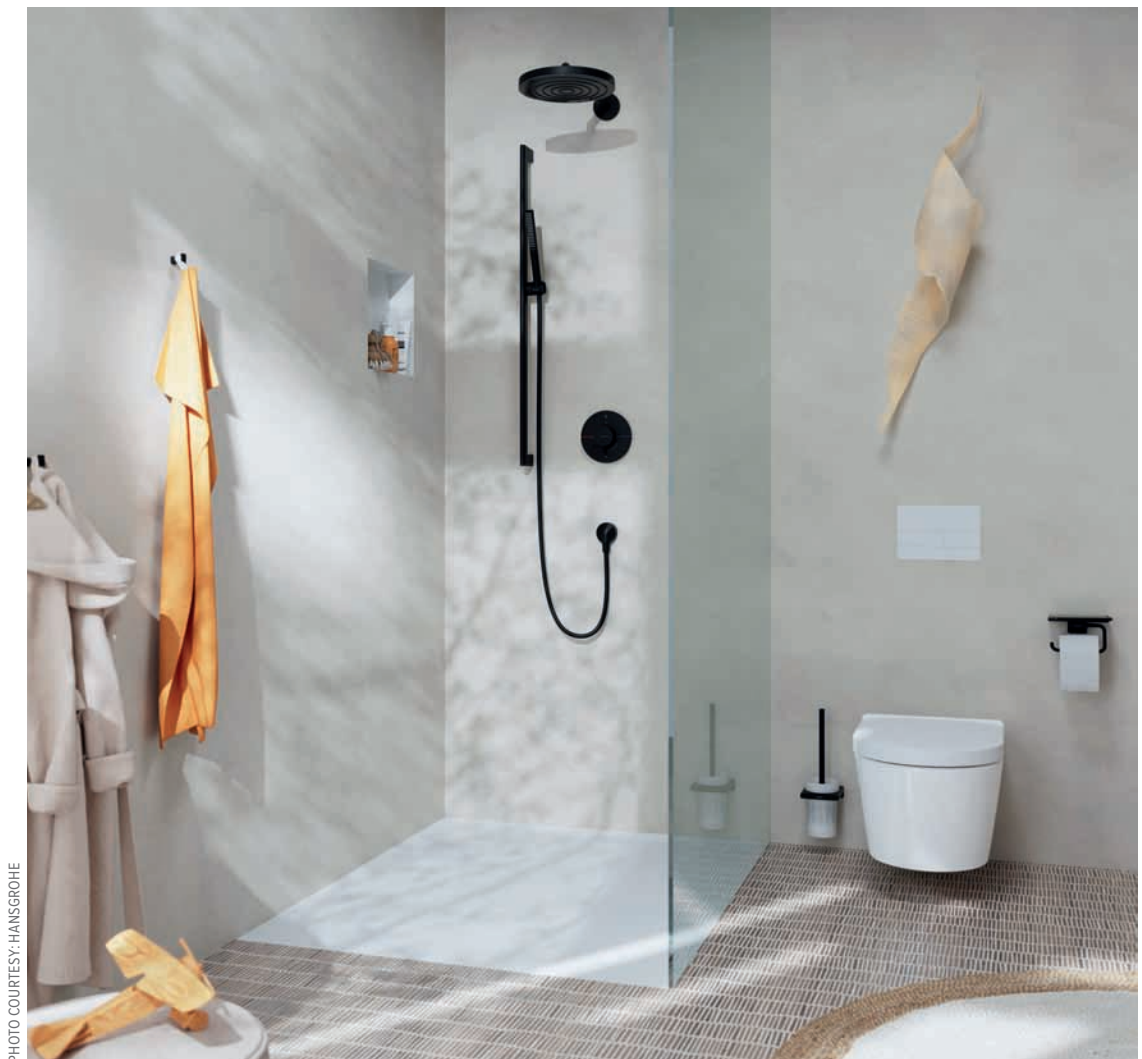


PHOTO COURTESY: HANS GROHE

Modern bathrooms are evolving into personalized wellness havens, blending technology, sustainability, and aesthetic appeal.

shower, hand shower and spout with precise temperature control using the thermostatic technology. These consoles, designed for both adults and children, offer a luxurious and customisable showering experience, while also being easy to install and aesthetically pleasing.” Technological advancements, including smart toilets and touchless faucets, offer convenience and energy efficiency. “The use of vibrant colours and innovative materials like duraplast seat covers adds a contemporary touch. Moreover, a growing emphasis on sustainability has led to the popularity of eco-friendly fittings, such as low-flow faucets and highly efficient toilets. These trends are transforming bathrooms into stylish and functional spaces that prioritise both relaxation and environmental responsibility,” adds Sudhanshu.

PRODUCTS GALORE

Saint-Gobain MyHome’s latest addition features sleek, stainless-steel frames for shower cubicles, delivering a blend of modern aesthetics and long-lasting durability. These frames, combined with an array of glass varieties, from the pristine clarity of extra clear glass to the textured elegance of fluted glass, cater to diverse aesthetic and privacy needs. Hemant Khurana, Managing



PHOTO COURTESY: SAINT-GOBAIN

Trends towards spa-like features, such as multifunction showers and thermostatic diverters, are creating a relaxing atmosphere and a more enjoyable experience.



Sudhanshu Pokhriyal, Chief Executive Officer, Bath & Tiles, Hindware Limited



Hemant Khurana, Managing Director, Mortars and Homes Business, Saint-Gobain India

Director, Mortars and Homes Business, Saint-Gobain India, says, “Complementing our shower cubicles, MyHome’s bath fitting collection also includes cutting-edge LED mirrors, available in various designs and functionalities, aimed at redefining bathroom ambience. Moreover, our extensive range of Weber tile adhesives supports a wide array of applications, from walls and floors to ceramics, stones, marbles, vitrified tiles, and glass mosaics. These adhesives are engineered to meet the rigorous demands of both residential and commercial projects, ensuring robust performance and lasting results.”

GRAFF has developed touch-screen technology for a multifunction shower system to make it easy for the final consumer to use a highly engineered product. Adopting a technology familiar to smartphone and tablet users, the shower touchpad allows control of several multimedia functions with a simple hand touch.

In the bath fittings segment, Vitra has introduced a range of stylish and functional collections catering to various design preferences. The Liquid series, designed by Tom Dixon, stands out with its bold, rounded shapes, delivering a contemporary yet timeless aesthetic. The Suit collection offers a versatile mix of modular elements, allowing for personalised bathroom setups. For those seeking a minimalist appeal, the Root series features sleek lines and ergonomic designs, while the Flow Line collection, available in round, soft, and square forms along with multiple sizes (standard, large, bowl, and swivel) and finishes like matte black and chrome, offers a clean, simple design that complements diverse bathroom styles.

SUSTAINABILITY CUES

In response to India’s water scarcity challenges, eco-friendly bath fittings are seeing a resurgence too. “GRAFF’s R&D department often considers new technologies and smart solutions when planning the development of new products. The



PHOTO COURTESY: HINDWARE LIMITED

Technological advancements, including smart toilets and touchless faucets, offer convenience and energy efficiency.



PHOTO COURTESY: HANGSGROHE



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Ziggy Kulig, President & CEO, GRAFF.



PHOTO COURTESY: GRAFF

Bathroom fitting products seamlessly blend technology, design, and functionality to elevate the bathroom experience.



Adopting a technology familiar to smartphone and tablet users, the shower touchpad allows control of several multimedia functions with a simple hand touch.



PHOTO COURTESY: GRAFF

A growing emphasis on sustainability has led to the popularity of eco-friendly fittings, such as low-flow faucets and highly efficient toilets.



Shower consoles designed for both adults and children, offer a luxurious and customizable showering experience, while also being easy to install and aesthetically pleasing.



PHOTO COURTESY: VITRA

Technological advancements, including Smart Toilets and touchless faucets, offer convenience and energy efficiency.



PHOTO COURTESY: VITRA

Touch-screen technology for a multifunction shower system to make it easy for the final consumer to use a highly engineered product.

company's concern for human health and the environment, though, is always at the base of the development of any new collection and always acts as a filter for new technologies which are carefully evaluated and implemented only when fully complying with GRAFF policies. For this reason, all new smart solutions are very welcome only if they offer additional functionalities without compromising any aspect of the corporate founding values," says Ziggy Kulig, President & CEO, GRAFF.

Fittings like low-flow faucets and showerheads, dual-flush toilets, and sensor-based taps help reduce water consumption without compromising the water experience. "Hence, resource-friendly features like EcoSmart technology, reducing water flow by up to 60 per cent, CoolStart faucets, which use hot water only when needed, AirPower technology, mixing air with water for a voluminous spray while conserving water and select technology in thermostats helps regulate water temperature and volume, reducing water waste during adjustments. These technological



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Tirthankar Sarkar, Sr. Country Manager, Vitra Bathrooms India.

innovations promote sustainability without compromising performance and user experience," says Gaurav. All these functions can be controlled from a wall-mounted touchpad with a simple and intuitive interface, and the multi-media content can be uploaded through the provided USB port.

IN VOGUE

The GRAFF Aqua-sense shower system has found applications both in private residences and in the spa sector. "At Vitra Bathrooms, we are observing several exciting trends in bath fittings. Minimalist design is a key trend we are embracing, with sleek, clean lines and a focus on simplicity defining modern bathroom spaces. We are also seeing a rise in smart technology, where our fittings feature touchless controls, temperature regulation, and LED lighting for enhanced convenience. Eco-friendly solutions are important to us, and we are integrating water-saving technologies like flow restrictors and aerators to promote sustainability. Customisable options are increasingly popular, allowing customers to choose from various finishes and configurations to create a personalised bathroom experience," says Tirthankar Sarkar, Sr. Country Manager, Vitra Bathrooms India.

FORM MEETS FUNCTION

Most bath companies are not just working on sustainability and technology but also on design collaborations with renowned designers to ensure that their bath fittings stay at the cutting edge of style and functionality, delivering products that meet diverse customer needs and preferences. There is a growing demand towards minimalistic aesthetics and more elegance which is what people are looking for these days. Clean lines, hidden fixtures, and sleek, space-saving designs are becoming popular. The demand for touchless technology, driven by hygiene concerns, is also rising, with motion-sensor faucets and flush systems becoming standard in modern bathrooms. The demand for custom-made products that marry safety, functionality, and aesthetics is defining current trends. Modern bathrooms are evolving into personalised wellness havens, blending technology, sustainability, and aesthetic appeal. Trends towards spa-like features, such as multifunction showers and thermostatic diverters, are creating a relaxing atmosphere and a more enjoyable experience. **AB**