

KEUCCO

A photograph of a modern hotel entrance. On the left, there is a glass revolving door with a dark, curved canopy above it. The building has a facade of large glass windows and dark frames. A long, paved walkway leads into the distance, lined with several large, round, green topiary plants in terracotta pots. Above the walkway, a series of white, cylindrical pendant lights hang from the ceiling, creating a rhythmic pattern. The lighting is bright, suggesting daytime, with shadows cast on the ground and building.

THE BRAND FOR EVERY
HOTEL BATHROOM

Society is changing, the hotel industry is emerging

Change as opportunity

Individual lifestyles and new work forms are emerging, differing family constellations are existing next to one another, the demographic change is becoming more and more noticeable, the demand for responsible handling of our natural resources is becoming louder, health consciousness is getting stronger – all of these are trends that become magnified in the hotel setting. Hoteliers, who actively attend these developments and make innovative offers that meet the demands of the market have the best opportunities today to pave the way for an economically successful future.

KEUCO as partner and initiator

KEUCO sees itself as a partner to the hotel industry – not only as a provider for effective, innovative, design-oriented sanitary accessories for different hotel concepts, but also as an initiator. For example, our activities include the HOTEL FUTURE WORKSHOP, a presentation with lectures and workshops for hoteliers, organized in cooperation with the company atlas Zentraleinkauf and with the help of the :zukunfts|institut – the Think Tank for Trends and Futurology founded by Matthias Horx. The HOTEL FUTURE WORKSHOP works out concrete suggestions, such as how hoteliers successfully master the newest challenges of the changing market and how to position themselves safely for the future.

Theses of the HOTEL FUTURE WORKSHOP

Large society trends can be seen in the microcosm of the hotel, because with them emerge very concrete wishes and needs of the guests. As a consequence, hotels must offer new deals and ambience. On the following pages, you can read about some of the theses of the future and trend researcher Harry Gatterer and the resulting possibilities for the hotel industry.

The contrast between work and life becomes blurry

Work and private life merge. Travellers keep a business appointment, work a little with their notebook and otherwise use their stay for fun, wellness or participate in a cultural program. Here, hotels can redefine the balance between professional opportunities, recreation and cultural offers.

Emotions are the real luxury

Enjoyment in an authentic atmosphere, full of character, is an intense experience. Therefore, opulent grand hotels and comfort hotels with charm and a family atmosphere are experiencing a renaissance.

Travel to ones inner self with overnight stay

Especially for the growing creative class, selfreflection and regular reinvention are central needs. The hotel can provide an atmosphere and present offers, which can inspire and support these processes.

The hotel becomes the destination

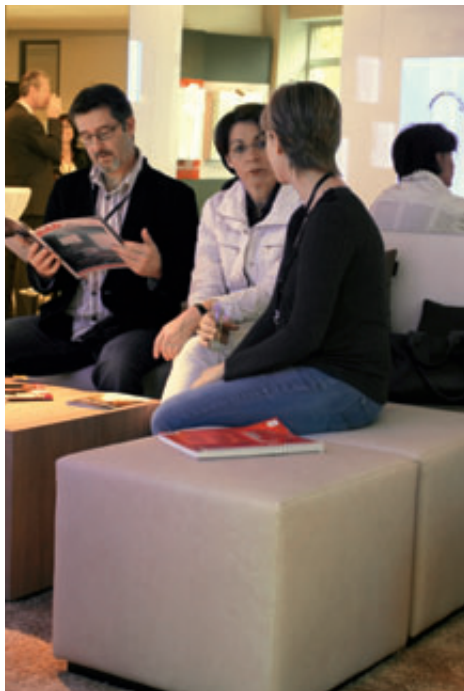
No longer is the city or the countryside the actual travel destination, but rather the hotel itself. Vacationing guests love it for its unique design concepts, its special services and individual offers.



Harry Gatterer, CEO of the Austrian :zukunfts|institut at the HOTEL FUTURE WORKSHOP.

Niche instead of mass

The meaning of the mass-markets is declining. Due to the growing individualisation, target group specific offers become more relevant – for example, some hotels focus on sports, cultural or culinary themes.



Exchange and inspiration in the KEUCO lounge.



COSMO Hotel Berlin-Mitte: success with a holistic approach



Urban chic for metropolitan travellers. The lounge area in the COSMO Hotel in Berlin-Mitte.

Setting trends rather than following them

In the beginning of 2010, the hotel COSMO, already a well established hotel in the Berlin hotel scene, opened in the hip quarter Berlin-Mitte. The fact that the COSMO building used to be a newly-built but never used office building, is no longer noticeable to the hostel, which today is a member of the Design Hotels™ network.

Exciting conversion project

The architect and CEO of the Berlin architectural office SEHW, Peter Deluse, also active in the HOTEL FUTURE WORKSHOP, was entrusted with the ambitious task of building a businesslike, functional place for creative, cosmopolitan and business travellers. For this target group, the COSMO Hotel in Berlin-Mitte is the interface to the scene of the metropolis.

At the reception, you receive insider tips about locations and events in the clubs and cultural scene, fine dining and everything else that a metropolitan traveller in Germany's trend capital would want to experience.



COLORBOARD with top basin, fittings and mirror from the ELEGANCE collection.



Enter in amazement: the COSMO Hotel in Berlin-Mitte.

The sanitary area as business card

The COSMO's classy lounge demands an adequate sanitary area. A black COLORBOARD with ELEGANCE top basins, ELEGANCE fittings and a matching KEUCO light mirror fit perfectly into the elegant scenery.

Consistent design concept including the bathroom



Designer bathrooms with KEUCO interior

The COSMO design concept focuses on clean lines, reduced design and a breeze of glamour. It was a consistent choice, that the executive architect and CEO of SEHW, Peter Deluse, decided for KEUCO for the bathrooms' interior. The ELEGANCE collection and the KEUCO COLORBOARDS were used.

Design without barriers

With KEUCO, hotel bathrooms allow comfort on any level - including sanitary areas that are both, accessible to the disabled and aesthetically pleasing, rather than reminding of a hospital. The solutions with their exemplary design range from handles and washbasins suitable for wheelchairs to the PLAN CARE pivoted supporting rail with an electronic remote controlled flush system.



Left: COSMO bathroom with COLORBOARD – RAL colour and width are available as an individual design. ELEGANCE washbasins and fittings with a KEUCO light mirror matching in width.

Right: Fittings, accessories and rail system by ELEGANCE and PLAN. The folding seat with backrest by PLAN CARE can be hooked in very easily. The hotel bathroom allows for adjustments to individual needs and comfort.

KEUCO is present wherever people feel comfortable



This is where high society comes and relaxes: the Interlpen-Hotel in front of the impressive mountain scenery.

Interlpen-Hotel Tyrol in Telfs, Austria

It goes without saying, that a SPA hotel attaches great importance to high-quality sanitary areas. For the 89 bathrooms in the second construction stage, the 5-star luxury hotel owners decided on fittings and accessories of the EDITION 300.





Elegant luxury: fittings and accessories of the EDITION 300.

With KEUCO, hotels realize their own style



Lake Geneva just below: the reception of the Le Mirador Kempinski Lake Geneva.

Le Mirador Kempinski Lake Geneva in Chardonne, Switzerland

The exclusive hotel on the Mont Pèlerin at Lake Geneva appeals to an exclusive clientele with its star cuisine and luxurious ambience.

Everything matches: KEUCO offers integrated design concepts – here, a handle of the EDITION 300.





Basin mixer and towel rail of the EDITION 300 with a BELL A VISTA illuminated cosmetic mirror.

Comfortable elegance

The fittings and accessories of the EDITION 300 support with their softly rounded, clean design the comfortable, elegant ambience of the bathrooms of the Hotel Le Mirador Kempinski Lake Geneva.



One of the many shower solutions, possible with the EDITION 300.

KEUCO – from the bathroom to public sanitary areas



Works without touch: ELEGANCE infrared basin mixer.

Sanitary concepts for hotels

A hotel business has very special requirements for fittings, accessories and bathroom furniture. It is about more than quality, design and durability.

It involves issues such as water conservation, easy cleaning, protection against vandalism, accessibility and so on. KEUCO offers a broad range of products for all possible requirements.



Sustainability in every aspect: PLAN blue basin mixer.

Accessibility

Changing a stylish designer bathroom into a barrier-free bathroom within seconds, without using a screw driver: the rail system of PLAN with a mountable folding seat makes it possible. Other optional features: handles, pivoted supporting rails and washbasins suitable for wheelchairs.

Sustainability

The investment in KEUCO does not only pay off in terms of durability, sustainability and

timeless design – it can also be noticed on the water bill, for example. Centre picture: PLAN blue basin mixer with 6-l flow restriction.

Individual Design

Design freedom is a basic principle at KEUCO. Multifaceted design lines and the large variety of products with numerous surfaces, formats and other variations provide possibilities hitherto undreamed of. At the same time, the consistent design concepts always guarantee a harmonious overall picture.

Public areas

The semi-public sanitary areas in the hotel and the hotel restaurant are exposed to special demands. KEUCO offers intelligent solutions, which combine uncompromising suitability for daily use with breathtaking design.

The COLORBOARD TRAFFIC is, for example, an all-in-one solution for the washbasin with an ample surface area, integrated soap foam dispenser, paper towel dispenser and waste bin.



Design for the public area: the COLORBOARD TRAFFIC is available, by request, in individual colours and includes an integrated waste bin and a paper towel dispenser.

Discover new possibilities for your hotel with KEUCO



Continuous design concepts for hotel bathrooms: COLORBOARD with ELEGANCE washbasin top and light mirror in matching width. Fittings, cosmetic mirror and stools also by KEUCO.



Hospitality à la KEUCO

Whether on a luxury liner or a high end hostel, whether in a wellness, business, family, design or adventure hotel: the multifaceted KEUCO assortments for bathrooms and sanitary rooms in public areas offer appropriate products for any purpose. First class design, perfect quality and great variety are their universal trademarks. Besides the outstanding products, you can expect excellent service and openness for your individual wishes at KEUCO. We are looking forward to your enquiry!

The reasons why KEUCO products are the first choice of many hotels:

- Investment protection due to long-lasting quality, timeless modern design as well as product and availability guarantees
- Adjustment to different budgets
- Design freedom due to a large variety of products
- First-class design, premium look, best functionality and ergonomics
- Special solutions for barrier-free and semi-public sanitary areas
- Hygiene, easy cleaning, and long maintenance intervals

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