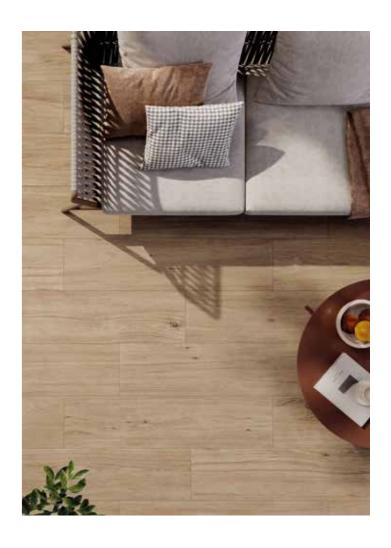


# Future-forward thinking

VitrA champions a future-forward, human-centric approach, infusing innovation and digital sophistication into every aspect of its offerings -from advanced hygiene solutions to sustainable practices- tailored to individual needs through a comprehensive systems approach. This culture ensures a personalized experience that harmoniously aligns cutting-edge technology with the well-being of the customers and the environment.





# **Design flexibility**

VitrA offers unparalleled freedom of choice, providing a harmonious blend of holistic and timeless designs that cater to individual tastes and unify spaces with elegant continuity. Embracing flexibility, VitrA crafts each tile to be a testament to the synergy of aesthetic diversity and enduring style, ensuring that every selection enhances the unique character of the environment it inhabits.



## Seamless experience

VitrA simplifies the decision-making process for its customers, ensuring it's easy to make a good choice by orchestrating a seamless omnichannel presence that integrates every touchpoint. Our responsive customer support system works in harmony with these channels, providing a fluid, supportive experience from selection to installation.



# Pioneering excellence in tiles industry

Since its establishment, VitrA Tiles has emerged as a global force in the tiles industry, operating under the esteemed brands of VitrA, Villeroy & Boch, and Engers. With a presence in nearly 90 countries, VitrA proudly achieves approximately 80% of its sales internationally.

## Innovating spaces, enhancing lives

The corporate mission is to enhance everyday life through well-designed, innovative products that offer added value and transcend ordinary living spaces. VitrA's influence extends from outdoor areas to indoor settings, covering both public and private spheres with unparalleled design and functionality.





# Elevating everyday experiences

Inspired by authentic experiences, VitrA has developed a range of Life Solutions aimed at enriching everyday life. These include VitrA V-Safe, VitrA V-Agent, VitrA Shield, VitrA Clean 2.0, VitrA Block, and VitrA V-Coat Technologies, each designed to make life more comfortable and enjoyable.

Through these innovations, VitrA continues to set new standards in the industry, ensuring that every product enhances the quality of life for our customers around the globe.









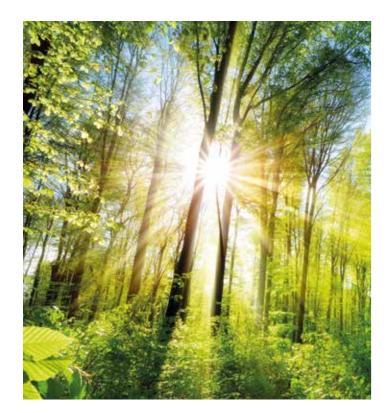












# Preserving the planet for future generations

VitrA is committed to fostering a sustainable future. The company have successfully diminished the carbon footprint of its production processes by an impressive 60%—an environmental impact equivalent to the annual contribution of a forest spanning roughly 46,000 football fields.

# Joining the Global Lighthouse Network

VitrA Tiles was entitled to be a part of the Global Lighthouse Network by World Economic Forum with its digital transformation roadmap at its Bozuyuk plant. The plant stands out for its technological advancements, making VitrA the first and only tile ceramic brand to earn a place in this exclusive network.



### Contacts

### Headquarters

### VitrA Karo San. ve Tic. A.Ş.

Büyükdere Cad. Ali Kaya Sok. No: 5 Levent, 34394 İstanbul Phone: +90 (212) 350 80 00 Fax: +90 (212) 350 85 58

### **Regional offices**

#### VitrA UK Ltd.

Park 34 Collet Way, Didcot Oxon Ox11 7WB, UK Phone: +44 (1235) 750 990 Fax: +44 (1235) 750 985

#### VitrA Fliesen GmbH-Co. KG.

Brucknerstrasse 43 56566 Neuwied, Germany Phone: +49 (2622) 7007-0 Fax: +49 (2622) 7007-60

#### VitrA Plitka LLC

142253, bld. 1, Bolshevik Settlement, Serpukhov District, Moscow Region, Russia Phone: +7 (496) 738 06 08 Fax: +7 (495) 520 78 76

#### Flagship showrooms

#### VitrA Nişantaşı

Vali Konağı Cad. No: 24, Nişantaşı Şişli, İstanbul Phone: +90 (212) 233 07 78 Fax: +90 (212) 232 94 67

#### **VitrA Suadiye**

VitrA Suadiye (Cavit Paşa Köşkü) Bağdat Cad. 493-1, Bostancı Kadıköy, 34744 İstanbul Phone: +90 (216) 467 06 40

## **VitrA Cologne**

Agrippinawerft 24 D-50678 Köln, Cologne Phone: +49 (221) 27 73 68-0 Fax: +49 (2622) 88 95 500

### VitrA London

Unit 2 64 Turnmill Street EC1M 5RR London E-mail: london@vitra.co.uk

#### VitrA Moscow

Varshavskoe Highway, 9, Bld.1 "Danilovskaya Manufaktura" Office Center 117105 Moscow Phone / Fax: +7 (495) 221 76 11

#### VitrA UAE

2020 Building – Al Quoz 3 Plot 27 Showroom No: 7 Sheikh Zayed Road – Dubai/UAE Phone: +971 (4) 547 8045

# VitrA

