

# *EXCELLENT PRODUCTS NEED AN EXCELLENT SURFACE FINISH: CERAMICPLUS.*



Flow properties of liquids on a conventional ceramic surface.



With CeramicPlus, the liquids flow off more quickly and the ceramics remain cleaner.



Dirt and limescale stick more easily to conventional ceramics.




With CeramicPlus, dirt is hardly able to gain a hold. Easy cleaning, even with dried limescale.

*As spectacular as your new ceramic may be to look at, it is child's play to clean. This means that you have not only chosen outstanding design and the highest quality but also a product with great easy-care properties. CeramicPlus is an innovative development from the Villeroy & Boch research laboratories that is based on the latest findings from the field of physical materials research.*

*Villeroy & Boch has succeeded in further improving the properties of ceramics. A special process gives the CeramicPlus surface a permanent high quality finish. On CeramicPlus, the water forms droplets. These droplets flow off into the outlet, taking residues, such as limescale and dirt, with them. And should any deposits remain, CeramicPlus is much easier to clean. Even dried limescale is easier to remove. And without aggressive cleaning agents – for the benefit of the environment: a real advantage in the bathroom! Tested and confirmed by the wfk-Forschungsinstitut für Reinigungstechnologie (wfk-Cleaning Technology Research Institute).*

*Thanks to the innovative production process, the ceramic surface finish has special easy-care properties:*

- Durability
- Scratchproof
- Hygiene
- Colour variety
- Insensitive to acids and alkalis



More Information  
on the V&B webpage  
CeramicPlus

*Washbasin, WC or bidet: the exclusive, easy-care products from Villeroy & Boch are sure to give you a great deal of pleasure!*

## *WITH DAILY CARE, YOUR WASHBASIN WILL SHINE FOR MANY YEARS TO COME.*

*For the daily cleaning of your ceramics, we recommend using a soft, non-abrasive sponge or cloth. If you wish to use a cleaning agent, it is best to use a standard, general-purpose cleaning agent, please do not use any aggressive cleaning agents that are harmful to the environment.*

## *YOU DON'T EVEN NEED TO WORRY ABOUT STUBBORN DIRT.*

*Your benefits: Thanks to the easy-care properties of CeramicPlus, you will achieve fresh cleanliness and optimum hygiene without the need for aggressive cleaning agents. To remove stubborn dirt, we recommend using gentle bathroom cleaning agents or mild, general purpose cleaning agents.*

*In the case of very stubborn dirt: leave bathroom or limescale cleaning agents to act overnight. Gels and foam cleaning agents are particularly suitable as they also adhere well to slanting surfaces. Or: simply place a cloth soaked in cleaning agent over the dirt.*

## *YOU CAN USE ALL STANDARD CLEANING AGENTS.*

*CeramicPlus is resistant to all acids and alkalis typically used in the home (as well as cosmetic and medical products containing solvents, alcohol and acetone). As all ceramic surfaces, CeramicPlus will also be damaged by the regular use of scouring creams and powders, highly concentrated drain cleaning chemicals, special tap/metal cleaning agents or bleaching agents containing chlorine.*

## *MICROFIBRE CLOTHS ARE SUITABLE FOR CERAMICPLUS:*

*TIP: Dampen microfibre cloths before use.*