

cersanit

ROCKLITE

THE POWER OF BEAUTY

ROCKLITE

Where the power of innovative technology meets subtle beauty of design.



● Increased durability of the ceramic mass

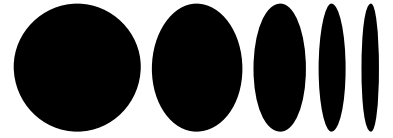
● Linear & thin edges of washbasins forms

● Geometric lightweight ceramic

Breakthrough in ceramics

Proprietary composition of ROCKLITE ceramic mass allows for creation of objects that were deemed impossible just a while ago.

ROCKLITE ceramic mass is a mix of different materials whose key component is corundum - one of the minerals with highest resistance to scratching. With its hardness value of 9 on a 10-point Mohs scale, alumina gives the way only to diamonds. As a result, objects made from ROCKLITE ceramic mass are incredibly delicate, yet durable. This is the dream coming true for every designer and craft enthusiast.

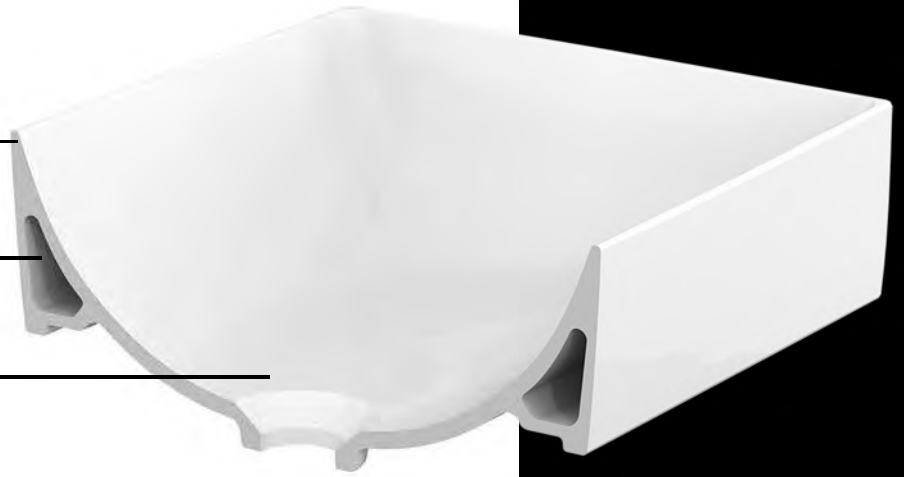


ROCKLITE technology triumphs

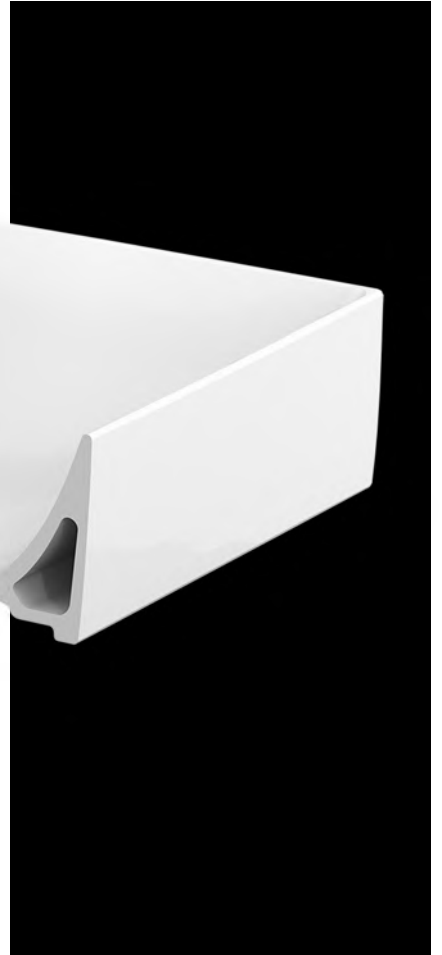
Ultra-thin edges
6 mm

Increased
durability

Sophisticated and
elegant design



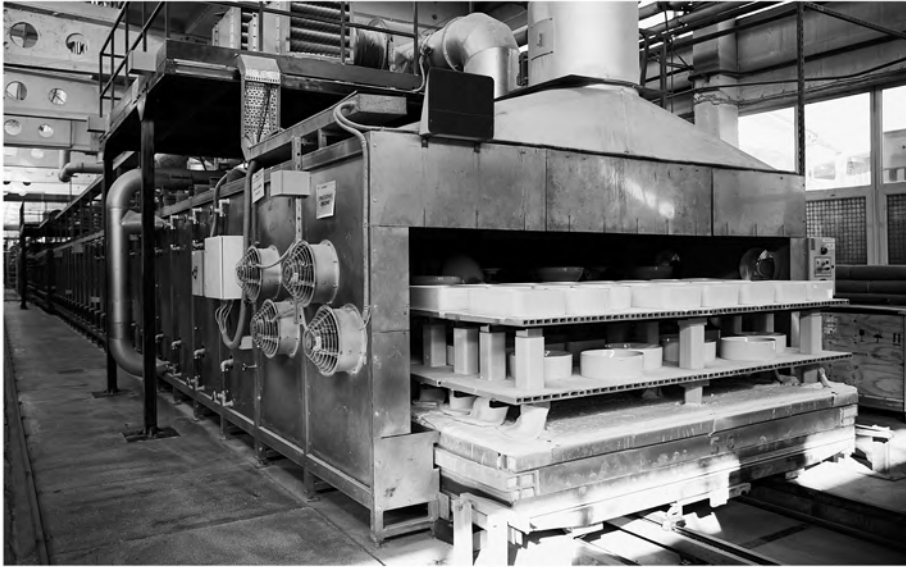
Premium resistance qualities of ROCKLITE ceramic mass allow Cersanit, the number one in the Polish bathroom fittings and fixture market, to offer objects with sublime design and resistance to mechanical damage that is one class better than the traditional bathroom ceramics. Washbasins manufactured using ROCKLITE technology pass Impact Resistance test with flying colours. So, you no longer have to worry that a bottle of perfume that accidentally slips from your hands will cause any damage to your washbasin.



**Delicate, yet durable
ROCKLITE
products
truly embody
The power of beauty**

Technology of tomorrow

Manufacturing process ready to face visionary challenges



■ New technologies call for new tools. And ROCKLITE technology was no exception. But Cersanit SA's production plant has already been prepared for upcoming changes. It has been equipped with machines able to meet the boldest manufacturing challenges. The company has brought also a team of experienced experts with a unique know-how.

But, the mass is not the only factor that decides about the success. And that is why it was vital to implement proper infrastructure. "The mass is new, relatively expensive, and requires using different set of manufacturing parameters. We needed to explore it step by step and that's what we did!" says Artur Antończak, slew Product Development Manager.

■■■■■ The road to perfection

Huge achievements take time, persistence, and firmness. And that is exactly what we experienced in the process of perfecting the composition of ROCKLITE ceramic mass which took our technological team three years! That only proves that our objectives were ambitious and the road to achieve them hardly easy. "By the time we have come to the final composition, we have taken countless tests. And finally in 2017 we were sure that we got this!" recalls Marta Mąka, head of production in the Ceramic Department.

Excellence at every angle

In the case of washbasins produced with ROCKLITE technology, the manufacturing process starts with formation of shapes in moulding benches and selection of proper technological times. The products are manually processed, which prevents damage and allows for perfecting each and every design detail. As a result, the products' surface is always ideally smooth and adjusted to thin edges of washbasins. Afterwards, the products are fired in a tunnel kiln at 1230 degrees. At every production stage, the washbasins are subject to thorough inspection to ensure that the final ROCKLITE product is perfect at every angle.



■ With ROCKLITE, lightweight design and resistance go hand in hand

ROCKLITE washbasins' lightweight design and utmost durability come together to produce the Power of Beauty.

Can you imagine that the wash basin that is up to 30% lighter than the traditional products and features 4-6mm edges can exemplary pass the 150kg resistance test? Yes, you can and even should! That is one more reason why the subtle design of ROCKLITE technology produced washbasin is even more impressive.

About ROCKLITE

Premium design for everybody

ROCKLITE technology gives designs an opportunity to shape a product in a slightly different way that at times goes against the laws of physics and offers a number of benefits to the customers. Those benefits go beyond the obvious aesthetics and more usable space that in turn allows for more freedom in interior designing. And more importantly - interior of every bathroom.

"We follow the trends and make the most en vogue design more accessible," adds Maciej Studzieński, head of the Cersanit design team. ROCKLITE product range and availability is growing and as a result everyone can afford our delicately shaped washbasins that our extraordinarily durable and up to 30% lighter than the traditional products.



„Some products become classics as soon as they hit the market.”

Designer Miroslaw Zapora, an author of ROCKLITE product range, talks about the design



How did ROCKLITE technology affect the work of a designer?

ROCKLITE ceramic mass allows to design washbasins that just a while ago were possible to be made only from conglomerate. Presently, the ceramic mass can be used to develop large flat surfaces and thin edges of delicate, yet highly durable shapes. It is not only a huge progress for the entire industry, but also valuable information for enthusiast of precious, ecological materials, such as our ROCKLITE ceramic mass.

How is the new design developed?

A good designer anticipates future sentiments and upcoming trends, and their experience helps them translate their ideas into classic, durable, and timeless designs.

„No designer may complain about lack of creative drive when they come across the powerful impulse and unique chance, such as the ones offered by new ROCKLITE technology.”

Do you think ROCKLITE washbasins can be considered timeless?

I think so. Some products become classic as soon as they hit the market. This is surely my subjective opinion, but considering the proportions, classic shapes and the fact that our clients have welcomed the new products in our offer, I think I may say that they really are timeless.



Discover ROCKLITE technology



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