

hatria

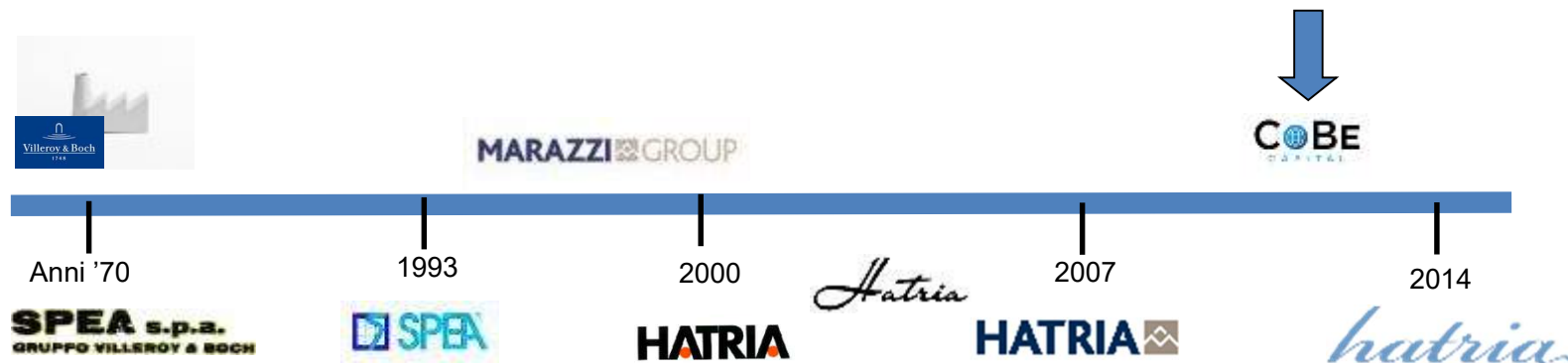
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—— IL BAGNO, COME LO VORREI ——



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An important story



Hatria was born in '70s as a Villeroy & Boch Plant. The brand was Spea.

In 1993 Hatria was bought by Ragno, through Prima Spa, and became part of Marazzi Group.

In 2000, 5 million Euros are invested to provide Hatria with a new oven. Further 40,000 sq meters were destined to expand production.

In 2006 an investment of 25 Millions was allocated for the automatization of all the manufacturing process.

The plant becomes the most technologically advanced in Europe with an area of 80.000 sq meters (as 12 football fields).

On January 2014 Hatria was acquired by Cobe Capital.

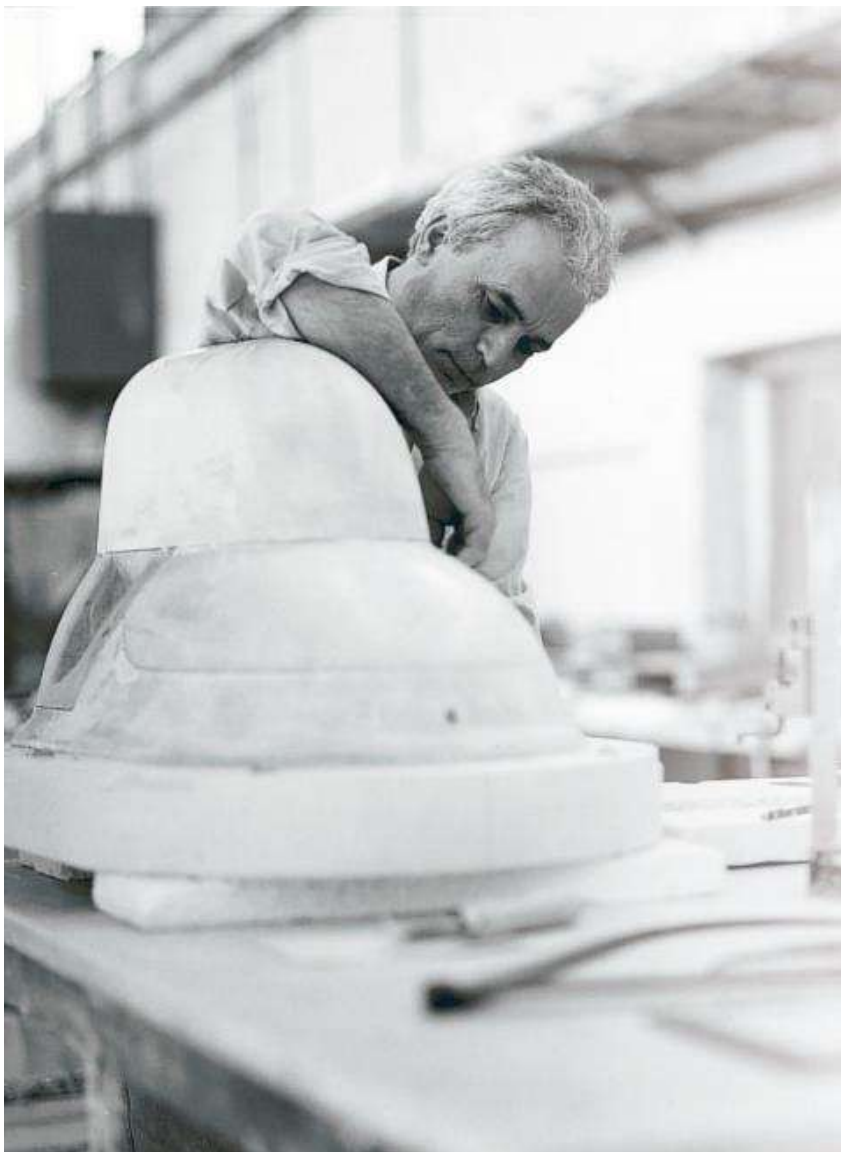
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Hatria is the company specialized in the production of sanitaryware in Vitreous China and Fine Fire Clay.

- ✓ TRADITION
- ✓ PASSION
- ✓ QUALITY

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CERAMIC TRADITION MADE IN ITALY

Hatria recaptures all the experience and content of a great European tradition in the sanitaryware sector, a wealth of sensitivity and skill bordering on craftsmanship, which today is combined with the very latest technology to process the select top quality raw materials and to create extremely modern shapes in design aimed at combining shape with beauty and functionality.

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PASSION



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LEADING-EDGE TECHNOLOGY

Hatria has invested impressive resources and technologies in research that starts from the design of the sanitary fitting itself, with the input of leading international designers, in a process that generates finished products of the very highest quality.

The use of the purest raw materials, precise, meticulous prototyping, control of finishes and management of every phase of the production process all take place in-house, with the aid of leading-edge technologies that meet the renewed needs of the contemporary bathroom.

An investment of approx 25 Millions € in these last years has allowed an high level of automatization in the Teramo Plant.

- *One of the biggest sanitaryware factories in Italy*
- *The most technologically advanced in Europe*
- *80.000 mq (as 12 football fields)*
- *More than 2.000 pcs per day*
- *Design, research, production plant are Made in Italy*

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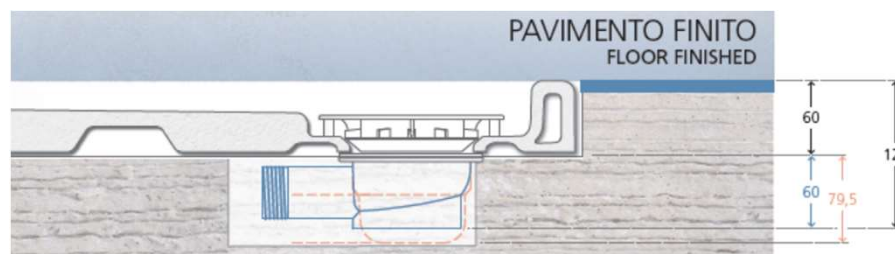
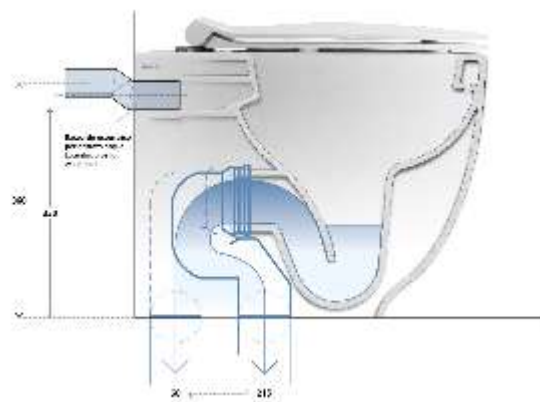
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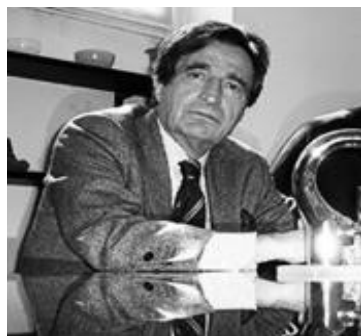
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INNOVATION
FUNCTION
EMOTION



hatria



Francesco Lucchese
Dal Lago Associati
Antonio Bullo
Nilo Gioacchini
Federico Sandri
Daniel Debiasi

DESIGNERS

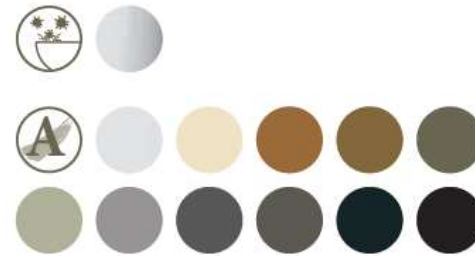
In these years, many designer, players of Italian Design scene, were involved in Hatria to project the most important collections: You&Me, Daytime, Dolcevita, Sculture, Grandangolo, Area Fusion, G-Full, Abito and so on.

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CHARACTERISTICS OF THE OFFER: FLEXIBILITY AS KEY OF SUCCESS

Colors for Fusion and Happy Hour Slim

- Glossy White
 - Matt white
 - Black matt
 - Ivory
 - Tobacco
 - Crete
- Forest
 - Sand
 - Cement
 - Anthracite
 - Ash
 - Blackboard



Permanent Antibacterial treatment

Antibacterial properties

Hatria has developed a new glaze with Titanium dioxide that is ensuring better hygiene properties, a easier clean process, and it is lasting for the entire life-span of the product.

The new base glaze, which helps keep microbes and bacteria away from the surface, is applied to the entire Hatria product range, improving quality and placing the accent on the increasing importance of prevention and safeguarding health, guaranteeing better hygiene and safety in every bathroom.

BETTER HYGIENE, QUALITY AND PREVENTION

Included for all Hatria's products!

HATRIA: A NEW BASIC GLAZE



***ANTIBACTERIAL
GLAZE***

***ON ALL THE CERAMIC
PRODUCTS***

***ANTIBACTERIAL GLAZE_HYGIENE AND SAFETY ON ALL
PRODUCTS***

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ANTIBACTERIAL GLAZE



ON ALL THE HATRIA'S CERAMIC PRODUCTS



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ALCHEMY

EXPRESSIVE GLAZE, SOPHISTICATED
DESIGN

*is an innovative, high-tech treatment
for finishing ceramic surfaces that gives
sanitary fixtures a unique shine and unbeatable
toughness, with resistance to microbes and
deposits.*

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EXCLUSIVE FEATURES

ALCHEMY:



ANTIBACTERIAL



ANTI-LIMESCALE



TIMELESS



WATER-REPELLENT

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HAPPY HOUR SLIM ALCHEMY



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HAPPY HOUR SLIM COUNTERTOP WASHBASINS

Product characteristics

- Elegant design with **thin edge 5 mms**
- **Five different models available**
(250x250, 400x400, 440x440,
500x380 and 550x380)
- Available also in 12 colors, according
to last trends, and with **anti-bacterial
technology**

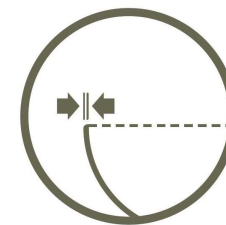


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ULTRASLIM EDGE

ELEGANCE AND PERFECTION,
WITH NO REDUCTION IN STRENGTH
(JUST 5 mm THICK)



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FUSION



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FUSION WALL-HUNG RIMLESS

Product characteristics

- **Fixations completely hidden** (partnership with **Fischer**)
- Elegant **slim seat with soft-close and quick-release**
- **Rimless flushing system** developed by Hatria for perfect flushing with only **4,5 liters** in an hygienic solution with no edges inside the basin
- Available also in **12 colors**, according to last trends, and with **anti-bacterial technology**



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G-FULL

PLURIFUNCTIONAL BENCH

*WC AND BIDET ALL IN ONE
CERAMIC PIECE*

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NEXT

AN INVISIBLE SIPHON

NEXT

**ABBIAMO NASCOSTO L'INNOVAZIONE
PER ESALTARE LA BELLEZZA**

*Un taglio netto con il passato, che si manifesta
in un segno unico. Il nuovo design di Next slancia
la forma del sanitario e nasconde lo scarico,
lasciando visibile solo una grande purezza estetica.*

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BIANCA



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CANALGRANDE



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PENCIL&VALLEY



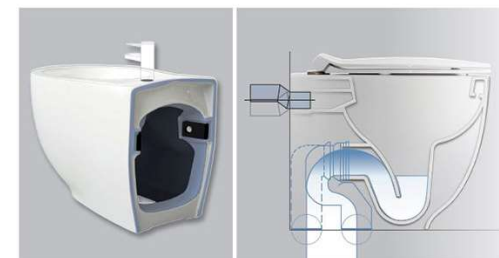
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LE FIABE



PURE FIX

SHIFTED WC-OPEN BIDET



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HAPPY HOUR



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ABITO

TAILOR-MADE STYLE

CHANGE IT WHEN YOU
LIKE



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GRANDANGOLO



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LIF.ST
showertrays
CERAMIC



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LIF H3 CERAMIC SHOWER TRAYS

Product characteristics

- Ceramic only 3 centimeters high
- The technology developed by Hatria allows a quality without comparison and a better definition of the details
- Trendy design
- **Seven different sizes available** (1400x800, 1200x800, 1000x800, 1400x700, 1200x700, 1000x700 and 900x700)
- The drain with a slim cover completes the unique and specific details of this product.
- Installation floor-mounted or built-in
- Available also in **matt white version**, according to last trends, and with **anti-bacterial technology**.



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DEDICATO

showertrays



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*MORE
FUNCTIONS:*



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YOU&ME

Bathroom 1mx1m



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SCULTURE



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Thanks

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