

## PRESS INFORMATION

### 25 years of PLAN by KEUCO

#### Everyday icons

Since its introduction in 1999, the PLAN series has revolutionised bathroom equipment and offers stylish solutions that meet the highest standards of design and quality. Today, KEUCO goes one step further and uses the power of artificial intelligence (AI) to stage PLAN's vision even more impressively.

#### The facets of PLAN – today, tomorrow and above all, the day after tomorrow

PLAN has always stood for precise and straight-lined shapes, functional extras and perfectly coordinated products: PLAN accessories are known for offering a stylish solution for all bathroom requirements. The PLAN fittings impress with their sustainable aspects and the Care range ensures safety and comfort.

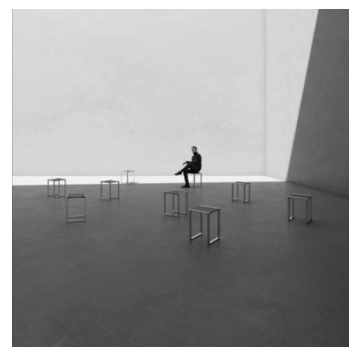
In order to continue the success of PLAN in the future, KEUCO is also ready to break new ground. The aim is to show the retrospective view of PLAN - people are proud of what was and will look forward at the same time. Artificial intelligence encourages rethinking and offers a great opportunity for processes. An opportunity that was seized: For the first time, images were created with models generated by AI.



KEUCO\_PLAN\_25\_1.JPG



KEUCO\_PLAN\_25.jpg



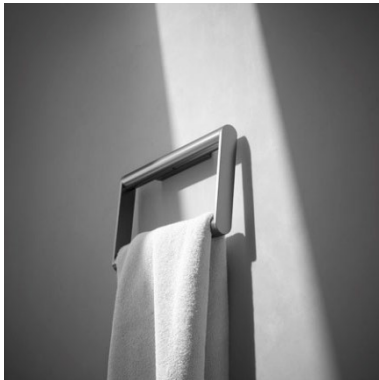
KEUCO\_PLAN\_25\_3.jpg

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## PRESS INFORMATION

### Design that lasts

KEUCO product developer and designer Reiner Moll created a long-lasting, purist design language with clear and straight lines. PLAN stands for impressive simplicity in high-quality execution. The PLAN design has won prestigious awards. These design awards are proof of PLAN's outstanding workmanship and unique character. Each product tells a story of sophistication and care.



KEUCO\_PLAN\_25\_4.jpg

Whether glossy chrome, velvety matt aluminium finish, purist stainless steel or accentuating matt black: PLAN surfaces refine the straight-lined design and showcase the aesthetic shapes with masterful precision.



KEUCO\_PLAN\_25\_5.jpg

## PRESS INFORMATION

PLAN often has more than one solution to meet a requirement. With hundreds of individual products, the range offers countless well-thought-out possibilities.



KEUCO\_PLAN\_25\_6.JPG



KEUCO\_PLAN\_25\_7.jpg

Longevity and sustainability are always in the context at KEUCO. If the products are not only produced sustainably, but also how the PLAN BLUE mixer taps help to save valuable water even thanks to a limited flow rate of 5 l/min, KEUCO fully lives up to this philosophy.

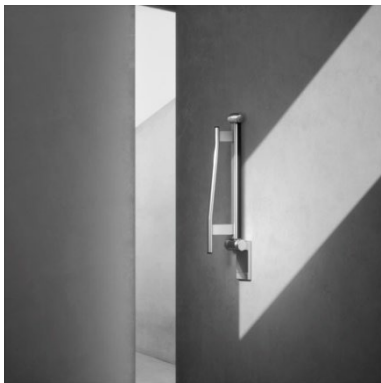


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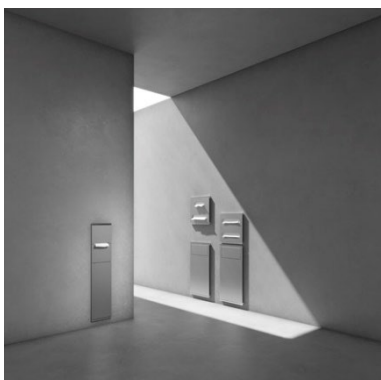
## PRESS INFORMATION

The PLAN CARE drop-down support rail combines maximum comfort with strong design. The ergonomic design language provides support when standing up and sitting down. Every surface and curve are perfectly designed. The texture of the surface provides a non-slip grip. One of many products you can rely on – when you need to.



KEUCO\_PLAN\_25\_9.jpg

In the world of PLAN INTEGRAL, aesthetics and function merge into a harmonious whole. The wall-mounted modules for the washbasin and toilet are milled from solid aluminium with the utmost precision. The modules integrate seamlessly into the room architecture, while the functions disappear into the wall.



KEUCO\_PLAN\_25\_10.jpg

## PRESS INFORMATION

Today, the PLAN products are icons for bathroom equipment. With their clever details, they offer great added value in everyday life. The contemporary design language is equally popular in the construction industry, the hotel sector and in private homes.



KEUCO\_PLAN\_25\_11.jpg



KEUCO\_PLAN\_25\_12.jpg



KEUCO\_PLAN\_25\_13.jpg

The PLAN BLUE exposed shower fitting conceals the highest level of engineering skill in a compact and simple way. At the same time, the hand shower slide rail guides the water to the shower head. The hand shower can be adjusted to the desired angle and easily positioned at the desired height.



KEUCO\_PLAN\_25\_14.jpg

## PRESS INFORMATION

PLAN is as diverse as today's lifestyles and spatial situations. The PLAN railing systems allow the round tubes to be arranged and designed so flexibly that any room architecture can be accommodated.

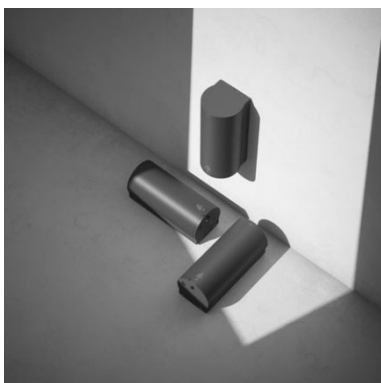


KEUCO\_PLAN\_25\_15.jpg



KEUCO\_PLAN\_25\_16.jpg

The touchless PLAN sensor dispensers impress not only with sustainable, individual portion quantities and adjustable dispensing distances, but also in terms of time factor. Thanks to the generous 1.1 litre container, they can be filled faster and require less refilling.



KEUCO\_PLAN\_25\_17.jpg

## PRESS INFORMATION

PLAN brings a new dimension of cleanliness into play, with its flawless surfaces, high-quality materials and clear shapes. As with the toilet brush sets with a special reservoir that prevents the brush from standing in the water.



KEUCO\_PLAN\_25\_18.jpg

Every PLAN product brings a subtle but clever advantage. Like in the PLAN waste bin, where the inner bin and waste bag are covered with an outer container, so the waste bag is always invisible from the outside.



KEUCO\_PLAN\_25\_19.jpg

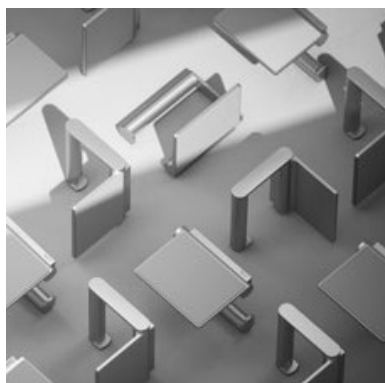


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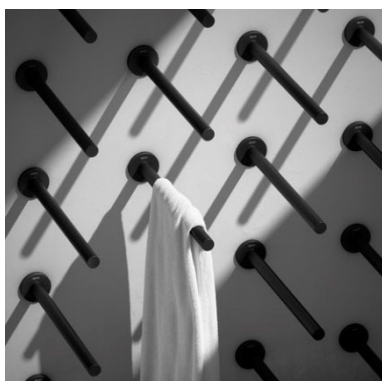
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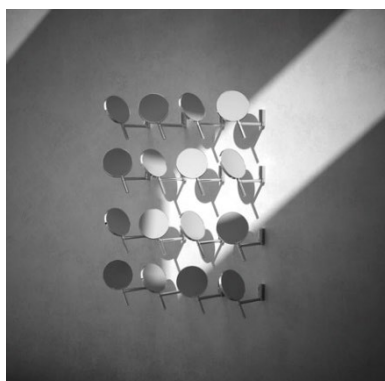
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KEUCO\_PLAN\_25\_23.jpg



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PLAN writes a success story. The clear lines and universal design delight customers all over the world today: In stylish bathrooms, private residences, as well as hotels and public buildings. PLAN stands for the combination of aesthetic design, elegant surfaces and innovative technology. Design, function and quality are the hallmarks of the KEUCO Collection PLAN.



## PRESS INFORMATION

### **About KEUCO**

KEUCO GmbH & Co. KG is an internationally active provider of expertise for high-quality bathroom equipment. KEUCO offers a large assortment of fittings, accessories, mirror cabinets, light mirrors, washbasins and bathroom furniture “Made in Germany”. At KEUCO, form and function are both vital. Its perfectly crafted products combine aesthetically appealing design with sensible functionality. A standard that is consistently taken into consideration from the initial concept to the finished product. Collaboration with designers is a long-standing tradition at KEUCO. The company has been family-operated since its founding in 1953 and has its headquarters in Hemer, Westphalia.

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