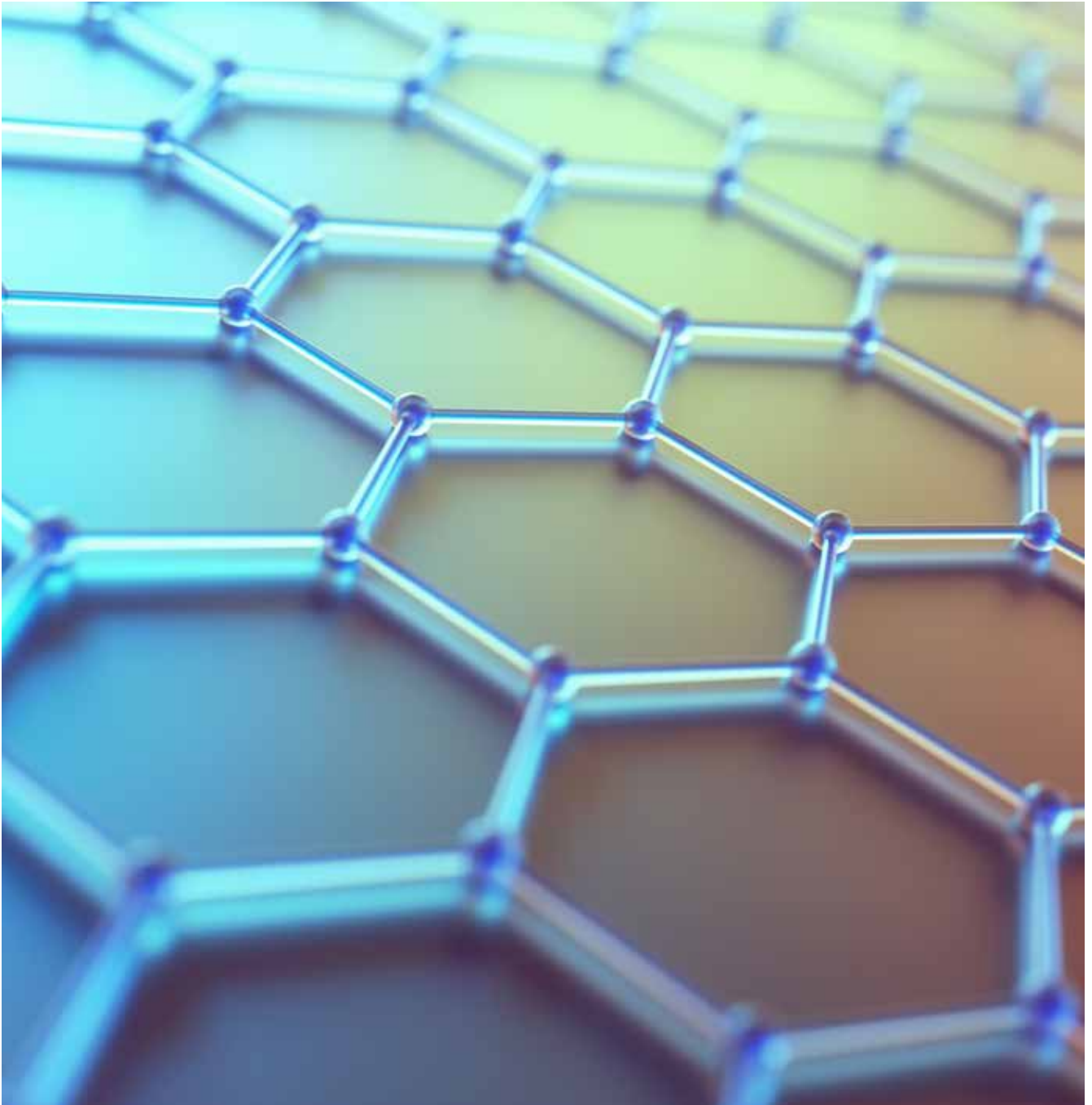


VitrA

VitrA Shield

Hygienic surface tiles with thoughtful technologies



VitruA

We progressively invest in essentially
human spaces - the bathrooms.



The complete bathroom

Exploring physical and emotional needs, Vitra invests in design to produce every essential element in the bathroom.



It's all about inspiration

It all begins with questions posed by the design discipline to understand needs, desires and choices. Designed by Vitra, an extraordinary wealth of attractive combinations help satisfy these needs and desires.



High powered perfection

Seven cutting-edge factories and plants in Turkey and Russia create sophisticated designs and maintain extremely high standards whilst progressively reducing Vitra's ecological footprint.



Collaboration with designers

Vitra works with acclaimed industrial designers from around the world. Not only does the collaboration with these top talents improve product functionality, but it also introduces an entirely original range.



Vitra across the world

Bathroom designs greet customers around the world through 2000 sales points in over 75 countries, including 150 exclusive Vitra showrooms in Istanbul, London, Cologne, Moscow, Dubai, Mumbai, Delhi, and other major cities.



Technology lights up the future

The Vitra Innovation Centre serves as the headquarters of the brand's R&D activities with a strong engineering team, leading the bathroom industry with new solutions and technologies.



Improved personal hygiene

Vitra's continuous research into human health introduces new technologies for improved hygiene in the bathroom. These solutions raise the personal hygiene experience to a new level.



A pledge to the future

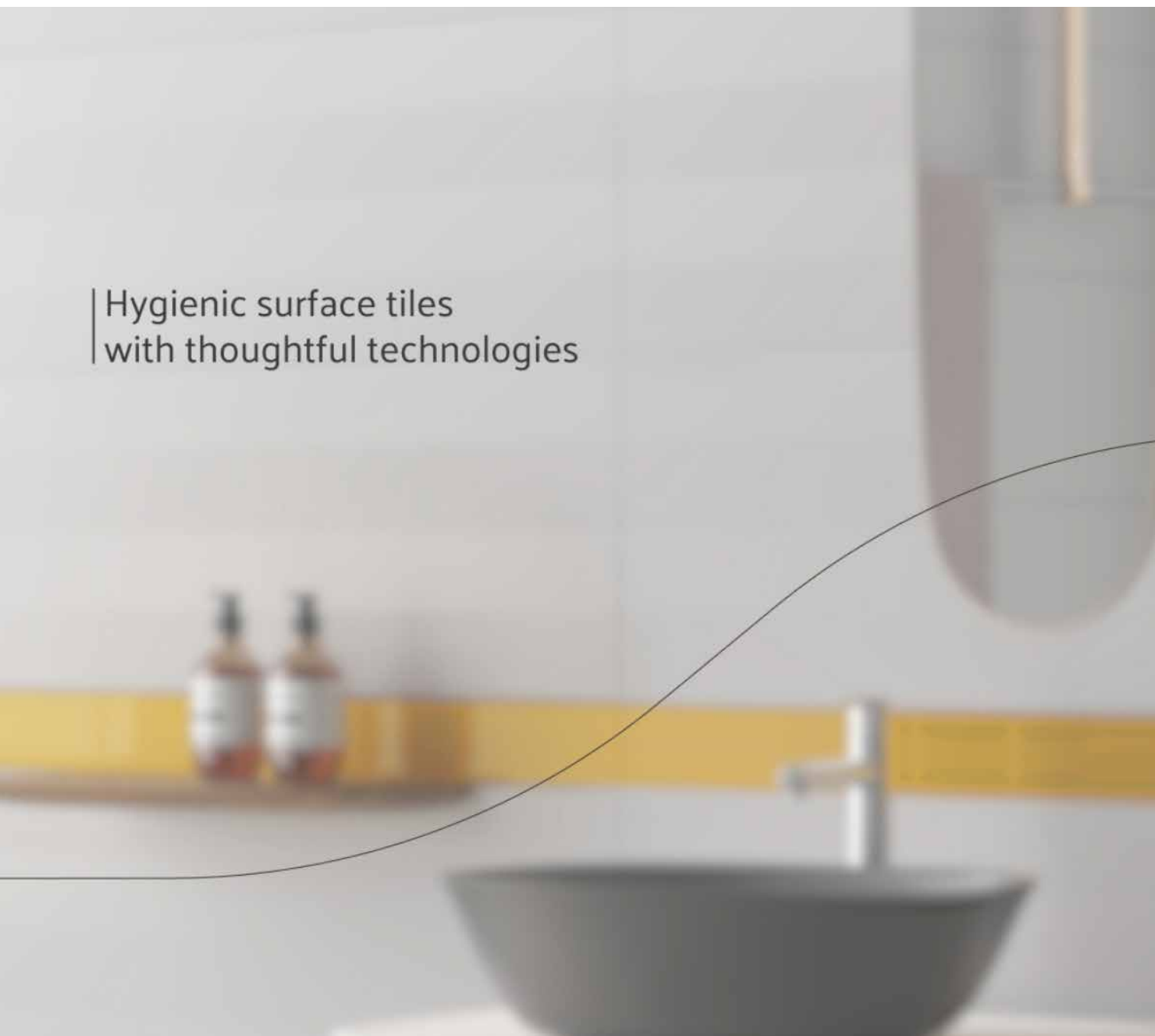
Vitra embraces Blue Life, a set of guidelines devised to mitigate our impact on the environment, and is held as a production, design and management philosophy.

We care about human health.

Our priority at VitrA has always been human health. That is why we have been endeavouring for all these years to create the most salubrious bathrooms in every sphere, from homes through to schools, hospitals, hotels, restaurants and all other public spaces.



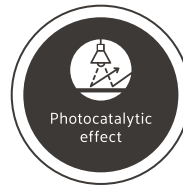
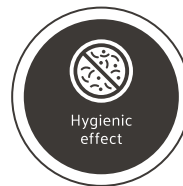
| Hygienic surface tiles
| with thoughtful technologies



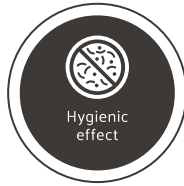
What is VitrA Shield Technology?

VitrA Shield is an application of nano titanium dioxide (TiO₂) coating on tiles. **VitrA Shield** technology applied tiles are self-cleaning thanks to the photocatalytic features activated by light and humidity in the air, inhibit the growth of harmful bacteria and eliminate impact of airborne unpleasant odours and dirt in the air in spaces where **VitrA Shield** applied tiles are used.

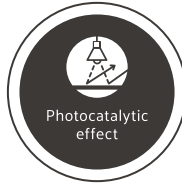
Thanks to all these powerful features, **VitrA Shield** offers a clean, healthy and safe solution for homes, schools, hospitals, sports centres, clinics, kindergartens and any living space where hygiene is important.







Hygienic effect

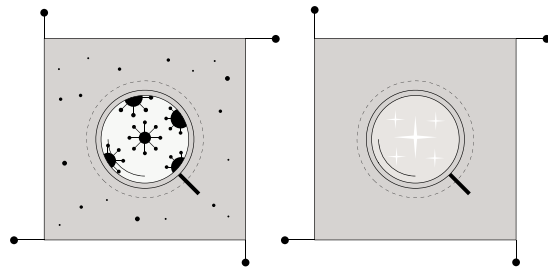


Photocatalytic effect

Technology that inhibits the growth of harmful bacteria

VitrA Shield applied tiles, that are produced with nano technology, inhibit the growth of harmful bacteria therefore provide **long lasting and continuous hygiene in living spaces.**

Tests performed in national and international accredited laboratories show that **VitrA Shield provides 99.9% hygienic protection.**



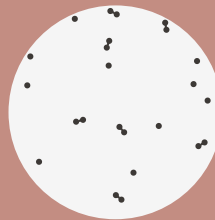
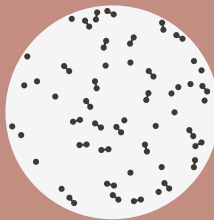
Ceramic surface before testing

Equally dirty surfaces

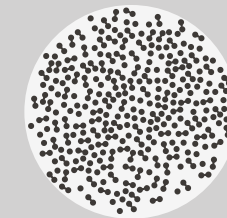
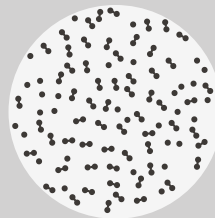
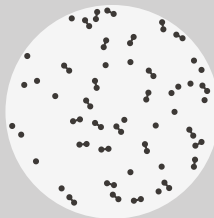
After 12 hours

After 24 hours

VitrA Shield



Regular ceramic surface



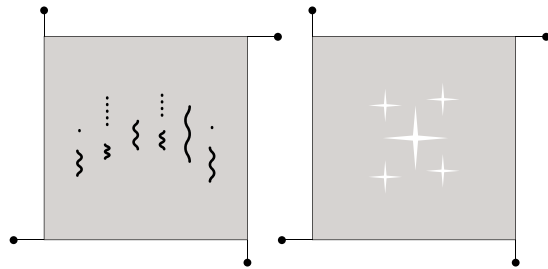


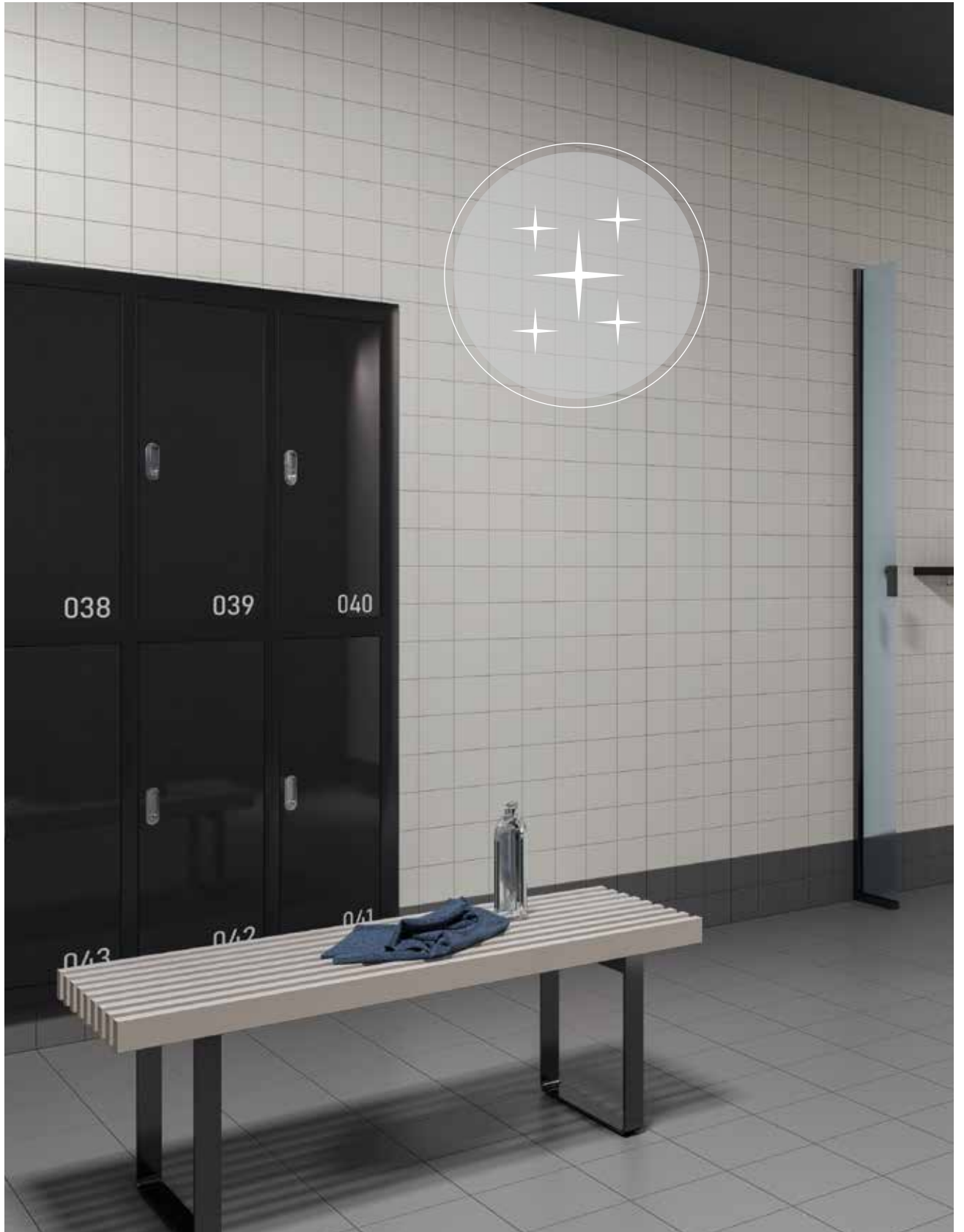


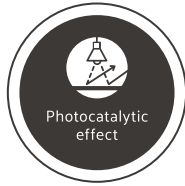
Technology that reduces unpleasant odours and dirt in the air

Thanks to its strong photocatalytic effect, **VitrA Shield** reduces unpleasant odours and the negative effects of airborne dirt such as nitrogen oxide, sulphur-oxide and exhaust fumes outdoors and sweat and cigarette smoke indoors. Thus, **it provides a clean and fresh air.**

It is also an excellent solution to lessen the effect of strong odours such as disinfectants.



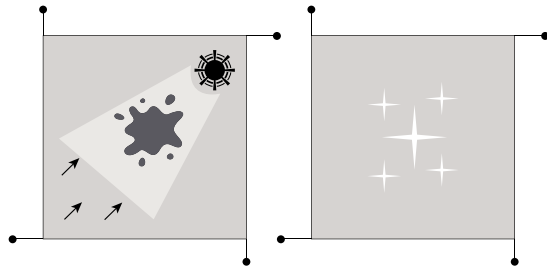


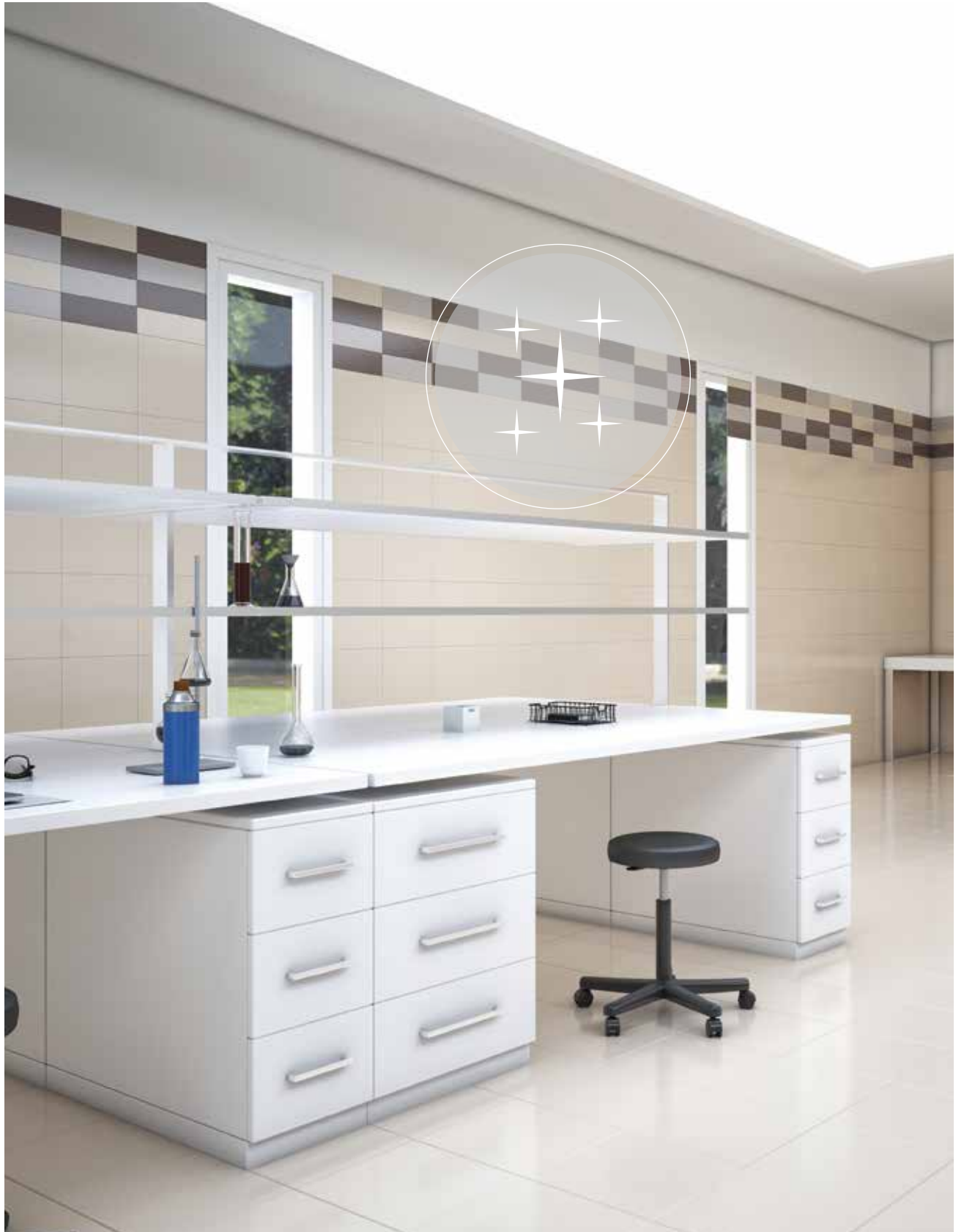


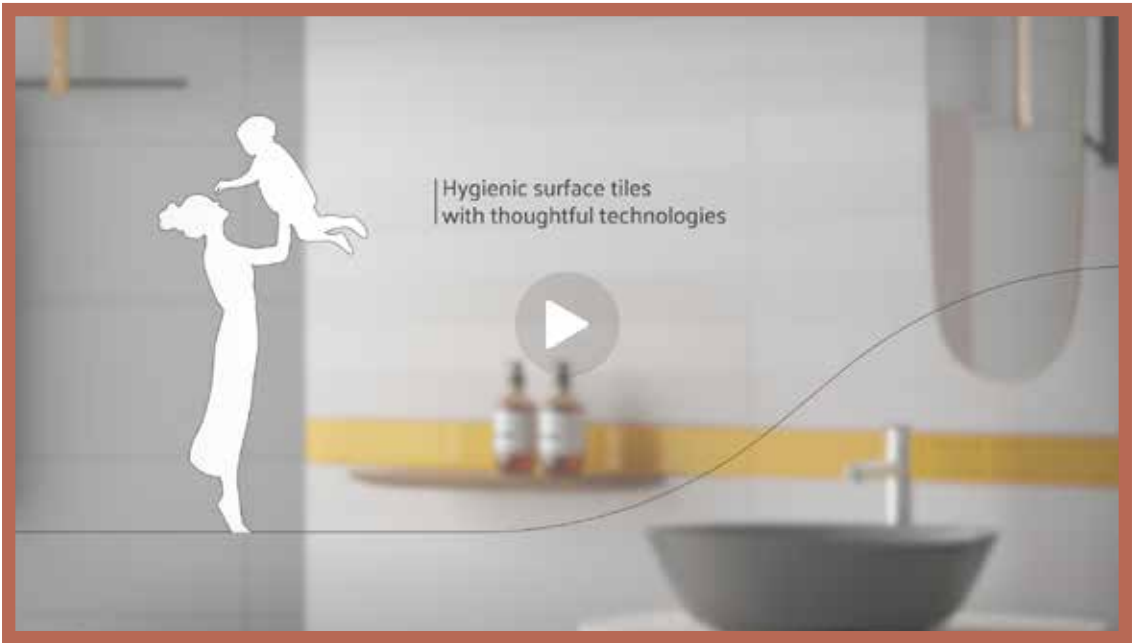
Self-cleaning technology

VitrA Shield technology decomposes and removes the organic dirt on the tile's surface when it gets in contact with its photocatalytic effect surface. It easily removes dust and other dirt particles from the surface through the help of rain outdoors and water indoors.

Thus, it significantly **reduces the effort, the amount of water, energy, chemical cleaning agents and labour** required for cleaning indoor and outdoor surfaces.







Click to watch the **Vitra Shield** film.



Click to watch the **Vitra Shield** film.

www.vitr global.com/explore/vitra-shield

Applicability tables

Wall tile body

	7.5 X 30	10 X 30	15 X 15	20 X 20	20 X 25	20 X 30	20 X 40	25 X 40	20 X 60	30 X 60	30 X 90	33 X 100
Vitra Clean												
Vitra Shield	√*				√		√		√	√	√*	
Vitra Block						√	√	√	√	√	√	

* Vitra Shield technology can only be applied to these sized products in the mode series within the wall tiles.

Floor body

	5 X 5	5 X 10	5 X 20	10 X 10	10 X 20	10 X 30	15 X 15	20 X 20	30 X 30	33 X 33	60 X 60
Vitra Clean				√	√	√		√	√		
Vitra Shield				√*	√*	√*	√*	√*	√*	√	

* Vitra Shield technology can only be applied to these sized products in the PRO Color & miniworx series within the floor tiles.

Colorbody & glazed porcelain body wall tile body

	2.5 X 2.5	2.5 X 5	5 X 5	7.5 X 30	12.5 X 25	15 X 15	30 X 30	30 X 60	45 X 45	40 X 80	45 X 90	60 X 60	80 X 80	20 X 120	30 X 120	40 X 120	60 X 120
Vitra Clean								√									
Vitra Shield		√**	√*					√*	√*			√*	√*				

* Vitra Shield technology can only be applied to these sized products in the mode series within the glazed porcelain body.

* Vitra Shield technology can only be applied to these sized products in the PRO Color series in glazed porcelain.

* Vitra Shield technology can be applied in PRO Nature products in colorbody, fullbody and glazed porcelain.

Fullbody porcelain

	5 X 5	10 X 10	15 X 15	20 X 20	30 X 30	30 X 60	60 X 60	80 X 80
Vitra Clean								
Vitra Shield			√*	√*		√*	√*	

* Vitra Shield technology can be applied to these sized products in the PRO Technic series within the fullbody.

* Vitra Shield technology can be applied to these sized products in the PRO Nature series within the fullbody.

VitrA