**LAUFEN announces the release of the MEDA collection**

**LAUFEN has released its new bathroom collection MEDA, appealing to a broad audience by combining everyday practicality with timeless aesthetics. Thanks to its modular design, the new collection can be flexibly incorporated into various interior design styles, opening up many possibilities**

**in bathroom consulting, planning and design. MEDA includes washbasins, WCs, bidets, furniture, bathtubs and faucets that form a cohesive collection while offering unexpected premium details that one would not expect within the attractive price segment.**

LAUFEN entrusted the design of the MEDA series to the Swiss designer Peter Wirz and his global design firm Vetica. Wirz previously also designed the successful bathroom series LAUFEN PRO, which remains synonymous with simple, well thought-out and timeless design. MEDA makes full use of new production technologies and design possibilities and focuses on the traditional virtues of Swiss design: clarity, functionality and attention to detail. The result is a bathroom collection that immediately feels familiar and blends into any environment, from private bathrooms and rental properties to hotel suites.

The MEDA collection includes a wide range of wall-hung washbasins, guest, countertop and furniture washbasins, a washbasin bowl, WCs with matching seat and cover, as well as bidets, surface mounted and wall mounted faucets, along with a full range of bathroom furniture. Although designed as a complete bathroom, the items can also be used on their own or in combination with other collections thanks to their flexible and modular design. This gives planners and consultants a impressive degree of design freedom, while granting fitters greater flexibility when installing the items.

**Premium details in the washbasins**

But it is the premium details LAUFEN gave the collection that makes MEDA so attractive. The washbasins, for example, feature generously sized surfaces for bathroom utensils, an all-round rim that protects against overflowing water and slim, elegant overflows. The colour range is also a nod to modernity. Alongside white and matt white, the ceramic washbasins are available in elegant matt graphite or matt black.

The countertop washbasins come in a variety of different models: from guest basins measuring 450 mm in width to the 1,300 mm double basin, as well as practical, asymmetrical washbasins with a generous shelf on the left or right and a 600 mm washbasin bowl with a faucet ledge on the left or right. Slim, mineral-cast washbasins made from Marbond are also available. Mounted directly on the furniture, they come in sizes of 440 to 975 mm and are offered exclusively in gloss and matt white.

**WC with Silent Flush**

All WCs in the MEDA collection are hygienically rimless and are the first models to be offered with LAUFEN’s new Silent Flush technology. This innovative vortex flushing system conveys the water through the interior basin powerfully and so extremely quietly that it meets even the most demanding noise protection standards - making them among the quietest WCs on the market. It also reduces water consumption and improves bathroom hygiene. The ceramic bodies of the WCs feature corner radii that correspond to the interior form of the basins. Tapering elegantly downwards, they create a gentle and discreet impression in the interior design.

The collection includes all the variants that are important in planning. From wall-hung toilets, in compact and standard sizes, to floorstanding toilets with and without cisterns, the range leaves nothing to be desired. In addition, LAUFEN has developed suitable soundproofing pads that can be installed very quickly and cleanly which further reduce noise levels.

A wall-hung and a floorstanding bidet are also included in MEDA. The toilets and bidets are available in the same colours as the washbasins in order to create a uniform look in the bathroom. All gloss white ceramic items can also be treated with the dirt-repellent, easy-to-clean LCC surface treatment for maximum hygiene.

**Thin-walled, two-tone bathtubs**

LAUFEN’s prowess in creating state-of-the-art bathroom design is also reflected in the bathtubs. The MEDA collection features freestanding and back to wall bathtubs, along with two corner bathtubs. These are made from gleaming Marbond, a premium mineral material with a natural feel. They feature an overflow integrated discretely into their deceptively slim-looking walls. The back to wall variants come with an integrated faucet ledge on the wall side, which can also be used as a shelf for self-care products.

LAUFEN offers the freestanding bathtub in a two-tone design to create a visual highlight. Its matt traffic grey exterior corresponds perfectly with the new ceramic colours matt graphite and matt black as well as with the furniture colour of the same name, while the interior remains in glossy white.

**Comprehensive range of faucets with clever solutions**

Even the faucets reflect MEDA’s characteristic design language. They combine slim, cylindrical bodies with a wide spout and matching lever handles that mirror the oval shape of the washbasins. The collection includes faucets for washbasins, bathtubs, showers and bidets.

One comfort feature, in particular, is worthy of special mention: a separate storage shelf for the surface-mounted shower and bath mixer that offers plenty of space for keeping shampoos and shower gels within easy reach. This removes the need for an additional shelf in the shower. The faucets are available in gleaming chrome and in a matt, titanium-black PVD coating that can be combined in many different ways.

**Everything in its place**

Peter Wirz and LAUFEN also developed a range of complementary bathroom furniture to keep the space tidy and organised at all times, while also providing the perfect stage for the MEDA design. The vanity units feature a clear, linear design with thin side walls, that follow the geometry of the washbasins. On the front, they are broken up by a curved transition to integrated handle strips, which creates an interesting interplay of light and shadow. The robust aluminium handles provide a good grip and are colour-coordinated with the furniture.

The drawers with soft-close and full-extension provide ample storage space and keep the bathroom tidy. An organisation system inside provides an additional overview when storing cosmetics and small bathroom essentials. Additional space for towels and bathroom utensils comes in the form of a tall cabinet measuring 1,650 mm in height.

A colour palette with 43 lacquer variants, including three metallic special colours, as well as a wild oak wooden finish allows for a personalised bathroom design and makes the items compatible with many decorative styles. Inside, the furniture is in anthracite, which looks very elegant. The bathroom furniture is made in Europe using wood-based materials from certified sustainable sources of European origin.

More information and an overview of the entire MEDA collection can be found on the LAUFEN website.

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**Captions**

Photo credits: LAUFEN

**01\_LAUFEN\_MEDA\_23**

The MEDA bathroom collection from LAUFEN combines all the virtues of Swiss design: clarity, functionality and attention to detail. The ceramics, furniture, bathtubs and faucets all form a cohesive collection.

**02\_LAUFEN\_MEDA\_07**

MEDA is a bathroom collection that feels familiar from the very first moment and fits into any environment.

**03\_LAUFEN\_MEDA\_19**

The MEDA collection is available in many different colours. Alongside white and matt white, the ceramics come in an elegant matt anthracite and matt black.

**04\_LAUFEN\_MEDA\_1c**

The bathroom furniture items in the MEDA collection are available in many colour variants, making them suitable for any decorative style.

**05\_LAUFEN\_MEDA\_O1**

MEDA is a complete bathroom collection, but the furnishings can also be installed individually or in combination with other collections.

**06\_LAUFEN\_MEDA\_14**

MEDA includes a full range of faucets for washbasins, bathtubs, bidets and showers. These are also available in matt titanium black.

**07\_LAUFEN\_MEDA\_02**

MEDA offers premium design features such as a generous countertop on the washbasin with an all-round rim that protects against overflowing water.

**08\_LAUFEN\_MEDA\_3A**

Mounted directly on the furnishing, the mineral-cast washbasin is made from Marbond and is offered in gloss and matt white.

**09\_LAUFEN\_MEDA\_05**

The back to wall bathtub in the MEDA collection is made from gleaming Marbond. The integrated faucet ledge is a practical detail and can also be used to place care products within easy reach.

**10\_LAUFEN\_MEDA\_33**

Fully extending drawers with soft-close are all standard in the MEDA collection. The integrated aluminium handles, which complement the colour of the furniture items, are easy to grip.

**11\_LAUFEN\_MEDA\_WC\_02**

The rimless WCs in the MEDA collection are fitted with LAUFEN’s new Silent Flush technology. As well as ensuring a quiet and thorough flush, they reduce water consumption and improve bathroom hygiene.

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