

VitrA

Corporate Profile

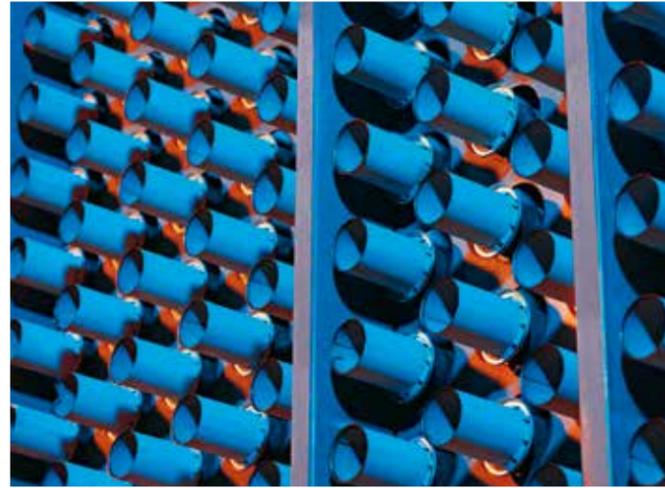
VitrA

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VitrA is a leading brand of Eczacıbaşı, a prominent Turkish industrial group. Eczacıbaşı's core sectors are building products, healthcare and consumer products. VitrA is the only brand in global markets offering every component of the bathroom as well as an expansive range of ceramic and porcelain tiles.



## ECZACIBAŞI GROUP AT A GLANCE

### Eczacıbaşı Holding Co.

#### Building Products Division

- Eczacıbaşı Building Products Co.
- Burgbad AG
- VitrA Tiles Co.
- VitrA Tiles LLC ( Russia)
- Engers Keramik GmbH & Co. KG
- V&B Fliesen GmbH
- Intema Building Materials Marketing and Sales Co.
- VitrA Ireland Ltd.
- VitrA (UK) Ltd.
- VitrA Bad GmbH (Germany)
- VitrA USA Inc.
- VitrA Bath and Tiles JSC (Russia)

#### Healthcare Division

- Eczacıbaşı-Baxter Hospital Supply Co.
- Eczacıbaşı-Monrol Nuclear Products Co.
- Eczacıbaşı Pharmaceuticals Marketing Co.
- Eczacıbaşı Pharmaceuticals Trading Co.
- Eczacıbaşı Health Services Inc.
- Eczacıbaşı Health Care Products JSC ( Russia)
- Capintes Inc.
- Mal-Image Molecular Imaging Co.

#### Consumer Products Division

- İpek Kağıt Tissue Paper Co.
- İpek Kağıt Kazakhstan LLP
- Eczacıbaşı Girişim Co.
- Eczacıbaşı-Schwarzkopf Professional Hairdressers' Products Co.
- Eczacıbaşı Profesyonel

#### Finance

- Eczacıbaşı Securities Co.
- Eczacıbaşı Asset Management Co.
- Eczacıbaşı Investment Holding Co.
- Eczacıbaşı Investment Partnership Co.
- Eczacıbaşı Pharmaceutical and Industrial Investment Co.

#### Information Technology

- E-Kart Electronic Card Systems Co.
- Eczacıbaşı Information and Communication Technologies Co.

#### Welding Technology

- Eczacıbaşı-Lincoln Electric Askaynak Co.

#### Mining

- Esan Eczacıbaşı Industrial Raw Materials Co.
- Esan Italia Minerals SRL

#### Other Products and Services

- Kanyon Management and Marketing Ltd.
- Eczacıbaşı Property Development and Investment Co.
- Yapı-İş Real Estate and Construction Co.
- Eczacıbaşı Insurance Agency Co.
- Ekom Eczacıbaşı Foreign Trade Co.

## Eczacıbaşı Group Profile

Founded in 1942, Eczacıbaşı is a prominent Turkish industrial group with 41 companies, 11,730 employees and a combined net turnover of 2.6 billion Euro in 2012.

Eczacıbaşı's core sectors are building products, healthcare and consumer products. Additionally, the Group is active in finance, information technology, welding technology, mining, and property development. In Turkey, Eczacıbaşı is the leader in most of its businesses with some of the most effective distribution networks in the country for building products, pharmaceuticals, and fast-moving consumer goods. Globally, Eczacıbaşı has established itself among the world's top providers of bathroom and tiling solutions for homes and commercial venues with its VitrA, Burgbad, Villeroy and Boch (Tiles), and Engers brands. It is also a major exporter of tissue paper, welding electrodes, electronic smart cards and industrial raw materials such as clay and feldspar.

International partnership is a central component of the Eczacıbaşı Group's growth strategy. Eczacıbaşı has four international joint ventures and numerous cooperation agreements with leading international companies. All of these are grounded on the principles of long-term mutual benefit and sustainable business practices.

The Eczacıbaşı Group's mission is to be a pioneer of modern lifestyles that are healthy, high quality and sustainable. Accordingly, the Group encourages each of its companies to surpass established standards and raise consumer benchmarks of product and service quality. Through sponsorship and responsible corporate practices, it also promotes social and economic development that nurtures cultural and scientific activity, protects the environment and preserves scarce natural resources.

*"Eczacıbaşı," in Turkish, means "chief pharmacist," an honorary title and surname that was given to the father of the Group's founder at the turn of the last century in recognition of his continual efforts to improve the health of his community.*



Dr. Nejat F. Eczacıbaşı, the founder of the Eczacıbaşı Group



VitrA's logo chronology (from top to bottom) **1.** 1966 – 1979 **2.** 1979 – 1990 **3.** 1990 – 2002 **4.** 2002 - 2006 **5.** VitrA logo recreated in 2006

## Enduring Values

VitrA is not only an inheritor of Anatolia's millenia old ceramic art tradition, it is also steeped in the culture that gave birth to the delightfully purifying Turkish hamam experience. The precursor to the brand, Eczacıbaşı's initial production facility was a small workshop launched in 1942 in a daring effort to supply the country with a variety of earthenware products that couldn't be imported during the war years. After the war, economic revival was accompanied by a construction boom which led Eczacıbaşı to pioneer the domestic production of ceramic sanitaryware. Contemporary in style and more hygienic than its traditional marble counterpart, ceramic proved hugely popular with consumers. In 1958 the company opened its first modern production plant dedicated to ceramic sanitaryware in response to surging demand.

By the year 1966 when VitrA was adopted as the brandname for Eczacıbaşı sanitaryware, the brand already had almost 25 years of history behind it as the uncontested leader of the domestic market. A faucet production plant was opened in 1979, heralding the strategic decision to diversify into complementary bathroom products.

A high-achieving competitor in foreign markets since 1983, today VitrA is the leading global provider of a full range of bathroom components. 50% of the brand's production is sold abroad through a powerful distribution network that includes over 150 showrooms and 2,000 sales points in major cities around the world.

Innovative, imaginative and passionate about quality, VitrA draws upon its proud heritage to create contemporary bathrooms with a universal appeal and a timeless promise of relaxed luxury.



## VitrA as a Global Brand

Developing innovative products for unique bathroom experiences and an expansive range of tiles with a full commitment to sustainability. That's one of the main reasons for VitrA's rising success as an inspiring brand in various countries around the world.

As a brand which combines superior design concepts with cutting-edge technology to redefine our relationship with water, VitrA's quest is to become a primary source of "new pure ideas" for both world's most fastidious professionals and end users.

### Total Bathrooms

VitrA is the only brand in global markets offering every component of the bathroom. Applying design intelligence to the total bathroom concept, it creates inspiring bathrooms in a wide range of choices complete to the smallest detail.

From 15 production facilities in Turkey, Germany, France and Russia, VitrA supplies millions of pieces of ceramic sanitaryware each year to over 75 countries on five continents, accompanied by matching series of bathroom furniture, bathtubs, faucets and accessories.

### A Treasure of Tiles

With an annual production rate of 26,650,000 m<sup>2</sup>, VitrA is a leading European manufacturer of ceramic and porcelain wall and floor tiles. The brand includes select lines intended for residential use in addition to an extensive range of professional series designed for industrial and commercial establishments. VitrA tiles products span a broad array of styles developed for all kinds of indoor and outdoor areas from the kitchen and living room to pools and terraces, increasingly expanding the reach of VitrA beyond the boundaries of the bathroom.



## Primary Source of New Pure Ideas

The superior quality and reliable versatility that are the hallmarks of the Vitra brand are firmly rooted in a long tradition for innovation. Every component of the bathroom benefits from Vitra's strong focus on advanced technology and imaginative design as dedicated teams of Vitra product developers collaborate with top global experts to pioneer new pure ideas that enhance bathroom aesthetics and functionality.

Driven by a commitment to a sustainable future, Vitra has helped develop the Blue Life guidelines embraced by all Eczacıbaşı Building Products Division brands. Blue Life is an integrative approach to management, production and design. As a rigorously followed code of conduct, it not only curtails the environmental impact of production processes to a considerable degree, it also exerts a positive influence on

consumption patterns with smart new product features that offer improved hygiene while saving power and water.

Contemporary product lines in a wide choice of attractive styles, meticulous workmanship and insightful responsiveness to evolving demand contribute to Vitra's popularity with consumers and professionals alike. But the latter also appreciate the brand's extraordinary production capabilities not to mention its far-reaching distribution and technical support network. Vitra offers professionals an unsurpassed product range that encourages and empowers creativity. Competent and cost-effective, Vitra is a highly sought after solution partner for architects, engineers and developers involved in prestigious projects across the world.



## High Powered Perfection

Worldwide, Vitra is the sixth largest manufacturer in its sector. In fact, its output of 5 million pieces of ceramic sanitaryware a year is greater than that of the entire ceramic sanitaryware production of Germany. However, output alone is not the only reason Vitra's manufacturing capabilities are significant. Carefully calibrated for minimal resource consumption, these cutting-edge factories and plants allow Vitra to produce sophisticated designs and maintain extremely high standards while progressively reducing the brand's ecological footprint.

### Vitra Plant Sites

#### BOZÜYÜK, BİLECİK, TURKEY

5,000,000 pieces of ceramic sanitaryware, 3,000,000 faucets, 2,500,000 bathroom accessories and 20,100,000 m<sup>2</sup> of tiles are produced yearly. Established in 1977 but completely overhauled in 1995, this mega-complex is one of the world's top sanitaryware production facilities in capacity, technology and quality. Advanced technology includes: High-pressure casting, rapid-drying moulds, fettling robots in casting shops, and barcode follow-up. The Bozüyük tile plant produces wall and floor tiles, porcelain floor tiles, swimming pool products and complementary pieces. A separate plant in the complex produces building chemicals. Also in another factory bathroom accessories, shower systems and faucets are produced.

#### TUZLA, İSTANBUL, TURKEY

3,350,000 m<sup>2</sup> of tiles are produced annually. Established in 1991, this tile factory produces the entire mosaic range,

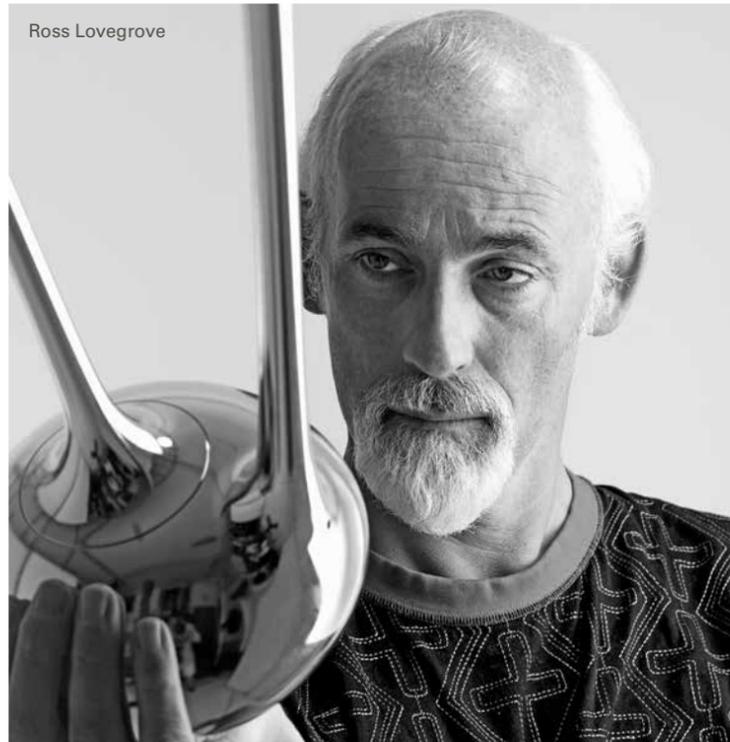
as well as glass tiles, decorated tiles and complementary pieces. Vitra bathroom furnitures are produced in a separate factory.

#### GEBZE, KOCAELİ, TURKEY

350,000 acrylic bathroom pieces are produced yearly. Vitra is the first brand to offer acrylic bathtubs produced in Turkey. Established in 1991, the Gebze plant's product range includes acrylic bathtubs, whirlpools, shower trays, shower systems, compact systems and walk-in shower units.

#### SERPUKHOV, RUSSIA

Vitra's most recent tile production facility is in the Russian town of Serpukhov, producing mosaic, porcelain and wall tiles at a total annual production capacity of 3,200,000 m<sup>2</sup>. Currently under construction nearby, a second Serpukhov facility will go into operation in 2014 to produce 300,000 pieces of ceramic sanitaryware yearly.



Ross Lovegrove



Defne Koz



Matteo Thun



NOA



INDEED



Dima Loginoff



Christophe Pillet



Pentagon Design

## It's All About Inspiration

It begins with a vision. A vision of the bathroom as a living space – flexible, capable of growth, full of endless possibilities... A mind's eye picture of enchanting patterns and color combinations for wall and floor tiles that will deliver a finely tuned ambience. It involves identifying new directions, devising novel functions. It entails supplying architects, developers and decorators with the components and the ideas that will fire up their imagination as they plan and build the physical setting. It's about creating a whole new bathroom experience.

To realise this ambition, Vitra employs a large inhouse design studio and collaborates with a world-class array of acclaimed industrial designers. These talented individuals not only improve product functionality with an eye towards sustainability, they also introduce a wholly original range of attractive choices in the bathroom and beyond.

Vitra is internationally recognized for its refined aesthetics, and the brand has garnered many of the world's most prestigious design awards over the years. Istanbul Collection by Ross Lovegrove won the Wallpaper Design Award for Best Bathroom, a Good Design Award and a Red Dot Design Award in 2006, followed by the Elle Decor International Design Award in the bathroom category in 2007. Distinguished designer Defne Koz brought Vitra another Red Dot Design Award with her stunning İznik Collection. Most recently, Vitra received a second Good Design Award for Lovegrove's latest collection Freedom, as well as Red Dot's 2010 Product Design Award for Vegas tiles series. In 2012, no less than 12 Vitra products won 17 powerful design awards: five Plus X, four iF Design, three Good Design, two Design Plus powered by ISH 2012, and one Red Dot, Interior Innovation and Design Turkey award.

### ROSS LOVEGROVE

One of the most fascinating designers of the 21st century and recipient of countless awards, Ross Lovegrove creates sculptural and organic shapes using sophisticated technology and materials. His design concept 'organic essentialism' is inspired by elements from the natural world which are then reshaped into futuristic forms. Vitra and Lovegrove collaboration has produced 3 ingenious designs; Istanbul, MOD and Freedom. Sharing Vitra's passion for substantial innovation and design excellence, Ross Lovegrove represents the brand as its spokesperson in various platforms.

### CHRISTOPHE PILLET

A multi-disciplined designer involved in many fields, from product and furniture design to interior decoration, architecture, scenography and artistic direction, Pillet creates furniture, objects, and interior designs for some of the world's leading brands. Pillet also realizes interior architecture for restaurants, boutiques and hotels such as Hotel Sezz in Paris. His close engagement with the fashion world is reflected in his choice of materials and forms. To quote Pillet, as a designer he seeks to express "simplicity, timeless design and a touch of distant elegance." Christopher Pillet designed Vitra's new Memoria bathroom collection.

### MATTEO THUN + PARTNERS

Milan-based Matteo Thun + Partners is a studio of architecture, design and communication that refuses to be categorised in stylistic terms. This is the reason why the studio can approach such a wide variety and scale of work, ranging from hotels to coffee cups, with endless originality and vitality. Thun has designed Water Jewels for Vitra, a collection with an imaginative use of different materials.

### NOA

The German Design studio NOA specializes in designing new products, technologies and communication strategies. NOA's fruitful collaboration with Vitra has created the highly popular Matrix, Retro, Nuova, S50, Shift, 4life, Espace, S20, T4 as well as the newly launched Metropole collections.

### PENTAGON DESIGN

Specialized in design strategy, graphics, product and interior design, Pentagon Design is a leading Finnish design agency. Winner of the prestigious iF Product Design, Red Dot and Design Plus awards, Pentagon Design starts with an understanding of clients' business drivers as well as consumer perspectives to develop product strategies that engage the user, the service and the architectural space. To date, Pentagon has designed two bathroom collections for Vitra, Nest and Nest Trendy.

### DEFNE KOZ

From her studio in Milan, Turkish designer Defne Koz works with world famous brands. The celebrated İznik and 4D tiles series are among several ceramic collections created by Koz for Vitra. Defne Koz participates in design exhibitions all across Europe, while her work regularly adorns the pages of prominent international publications.

### İNCİ MUTLU

Designer of numerous Vitra ceramic collections, İnci Mutlu creates uplifting environments with her bold, fluid style. Original pieces by the Milan based Turkish designer can be seen in internationally acclaimed design exhibitions, and her work for leading global brands is frequently covered by highly respected trade publications.

### PILOTS DESIGN

The Amsterdam based Pilots is a technology-oriented creative agency for product design and engineering. The award-winning Pilots team has been collaborating with Vitra on high-tech bathroom appliances including the Smart Electronic Mixer.

### INDEED

As Europe's leading company for holistic design and branding innovations, INDEED create compelling designs and powerful brand experiences. Vitra's high-tech and sophisticated StyleX, Pure and T4 faucet collections was developed by INDEED.

### NEXUS

The interdisciplinary Nexus Product Design team has been developing product lines and design strategies for leading brands since 1987. Winner of prestigious international awards, Nexus created important series by inspiring Vitra's finely honed mastery of technology and design; which are smart, elegant and subtly distinctive in style: System Fit, Solitaire Fit and Notte.

### DIMA LOGINOFF

A 2008 graduate of Moscow International Design School and the British Rhodoc School of Interior Design, the young Russian designer Dima Loginoff has received more than a dozen international awards in just three years, and was nominated as the young designer of the year at Elle Decor International Design Awards twice in a row in 2009 and 2010. The up-and-coming star designer was signed up by Vitra in 2010 to create tile collections reflecting his bold and exuberant style.

### Vitra IN-HOUSE DESIGN TEAM

Vitra has a growing team of in-house designers that represent the backbone of its design philosophy and culture. Currently, the team has 10 experienced and award-winning members: Nisan Tunçak, Gürol Erkal, Tuğçe Karaca, Begüm Becermen, Alexandra Bakina, Erden Gülkan, Selma Gülkan, Tuba Büyükkaraduman, Ezgi Osmanović and Tekin Özkurt. In 2012, eight creations by these up and coming designers won 13 awards, including Red Dot, iF Design, Interior Innovation, Good Design, Design Plus, and Plus X awards. Their winning collections were the New Water Jewels washbasins, Sirius concealed cistern panels, Bella WC pan, Watersmart urinal, Option Lux bathroom furniture, Flo S faucet, and the Balance and Ultra tile series.



# Blue Life

For our Blue Planet...

### Production Certificates

- ISO 9001 Quality Certificate
- ISO 14001 Environmental Certificate
- EN 16001 Energy Management System Certificate
- OHSAS 18001 Occupational Health and Safety Management System Certificate

### Product Certificates



## Blue Life A Pledge to the Future

Key data in diverse fields indicate the world could be at a critical juncture in terms of sustainability. The future of our blue planet is at stake, and as a major producer in the durable goods sector with a global audience, Vitra is strongly aware of its responsibilities. Blue Life is a set of guidelines embraced by the entire Division to protect and preserve the living world. Vitra upholds Blue Life as a production, design and management approach – from the extraction of raw materials for production, all the way to the finished product in use.

Vitra plants are heavily invested in technologies that minimize resource use as well as improve recovery and recycling rates. Through a series of stringent measures, water use during production was cut by nearly a third while power consumption fell by 15% in all Vitra manufacturing sites in just the last three years. Moreover, the brand

promotes sustainability with all business partners, encouraging and guiding providers as they adopt higher standards. With its eco labels, Vitra is also raising its stakeholders and end-users awareness and engagement on green buildings.

At the product development front, Vitra is focused on reducing individual water consumption with smartly designed bathroom products and appliances. New WC pans, urinals and faucets designed by Vitra teams save over 190 tons of water a year at the end user level, ensuring significant reductions in power consumption and carbon emissions as well. With more revolutionary products in the pipeline, Vitra continues to shape the future of the bathroom inspired by the Blue Life pledge for a world with a future.



*Vitra Innovation Center Bozüyük, Turkey*

## Experimenting with the Elements

Long established as a front-runner in the sector with a disposition to develop and adopt boldly original materials and production techniques, Vitra now prepares to push the frontiers further at its brand new Innovation Center. Vitra Innovation Center is in Bozüyük, Bilecik, Turkey built in close proximity to the main production plant. It is intended to serve as the headquarters of the brand's R&D activities with a strong team mainly involved in Material and Process Development, Product Development and Technology Development. The center will also coordinate collaborative projects with universities and external consultants. From elemental dynamics to nanotechnology and electronics, every branch of science and industry is a candidate for exploration at Vitra Innovation Center, generating new tools and skills for Vitra as it redefines form and function in the contemporary bathroom.



## An Extensive and Expanding Distribution Network

By creating the total bathroom concept and pairing it with its impressive production capabilities, Vitra has attained a steadily growing global market share. Some 50% of the brand's production is exported to over 75 countries for sale in 150 exclusive showrooms and 2,000 sales points across the world.

## Sales Organisation

Intema - Turkey  
Vitra Bad - Europe  
Vitra UK - UK and Ireland  
Vitra Russia

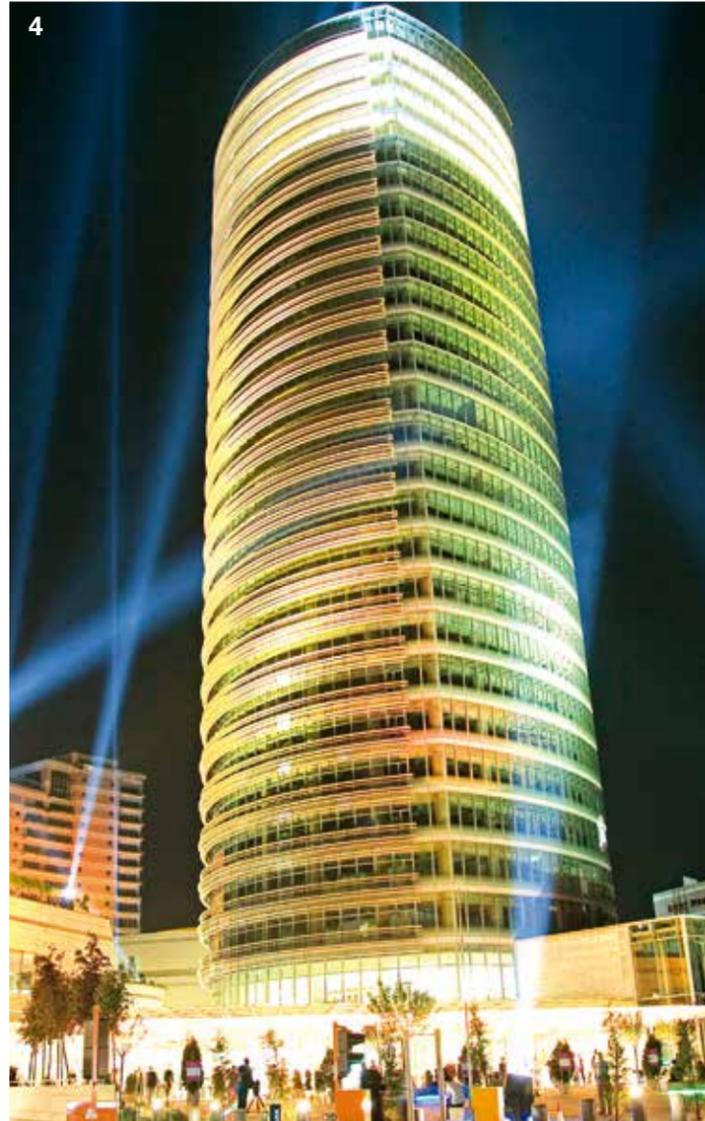
**Sales Offices:**  
China, UAE, Libya, Bahrain, Iraq, Ukraine,  
USA, India, Kazakhstan.



## Creative Solution Partner for an Entire Range of Projects

With its innovative approach, developing project focused, custom made solutions, Vitra is proud of its international track record as the creative solution partner of professionals.

- 1 - Berlin Airport, Berlin
- 2 - Harvey Nichols, İstanbul
- 3 - İstanbul Museum of Modern Art, İstanbul
- 4 - W Hotels, Doha
- 5 - Sheremetyevo Airport, Moscow
- 6 - Astana Stadium, Kazakhstan



- 1 - Jumeirah Beach Residence, Dubai
- 2 - Cairo Tower, Cairo
- 3 - Temple Tree, Bentota
- 4 - Kanyon, İstanbul
- 5 - Mercado Restaurant, Tallinn
- 6 - Yapı Kredi Banking Academy, İstanbul
- 7 - Queen Mary II, The World's Largest Cruiseliners
- 8 - Allianz Arena, Munich
- 9 - Allisee, Gold Coast, Queensland



Clockwise from left  
Eczacıbaşı Vitra Volleyball Team  
İstanbul Museum of Modern Art  
VitrA's first ceramic arts studio  
Students from a Primary Boarding School

## Corporate Citizenship: Making a Difference in the Larger Picture

Good corporate citizenship is a core component of the Eczacıbaşı Group's identity. Vitra has always been a central participant in the Group's social and cultural projects.

From the outset, Vitra has been closely involved with the Eczacıbaşı Sports Club, which has trained some of Turkey's top athletes since its creation in 1966. The club is currently focused on its women's volleyball team which holds a record having won 27 National Championships and five National Cups. The team has played in nine European Cup Finals to date, finishing second twice and winning the CEV Cup in 1999. Since 2010-2011 season Vitra took on a more active role as a name sponsor, changing the name of the women's volleyball team to Eczacıbaşı Vitra.

Vitra also contributes to İstanbul Modern which was founded by the Eczacıbaşı Group as Turkey's first privately funded museum of modern art. Vitra furnished the washrooms for the internationally acclaimed museum.

Vitra is the proud sponsor of the Vitra Ceramic Arts Studio. Founded in 1957 by the Eczacıbaşı Group, the studio has opened its doors to a large number of young and talented ceramic artists. The Vitra Ceramic Arts Studio hosts regular exhibitions, slide shows, workshops and conferences. Since 2012 they have signed a protocol with Mimar Sinan Güzel Sanatlar Üniversitesi Ceramic and Glass Design Department and they continue their work under the university building.

Committed to creating a bathroom culture with modern technology and contemporary design, Vitra believes that children of Turkey deserve higher quality facilities for education. Based on this motivation, Vitra is a part of the Eczacıbaşı Hygiene Project in order to improve the hygienic environment in the washrooms of Regional Primary Boarding Schools located throughout Turkey.

Vitra is supporting this project by not only donating sanitaryware, but also developing the architectural solutions for the school buildings and providing hygiene training to the children.

### ECZACIBAŞI HYGIENE PROJECT

Vitra is a long-term partner of the Eczacıbaşı Hygiene Project, an international award winning project, to ensure that children studying at regional primary boarding schools live in modern, high quality and healthy environments. As a founding partner of this project, Vitra is responsible for redesigning and completely renovating the bathrooms and showers of these schools, which serve children from very rural areas of Turkey. The Ministry of Education supports the project by upgrading the plumbing infrastructure at

designated schools, other partners in the project include Eczacıbaşı's Selpak brand, which instructs students on good personal hygiene practices, and Eczacıbaşı Volunteers, who carry out volunteer projects aimed at enriching the social and intellectual activities available to children. Initiated in 2007 in collaboration with the Association in Support of Contemporary Living, the Eczacıbaşı Hygiene Project has to date completed eleven primary boarding schools, bringing health, hygiene and hope to the lives of hundreds of schoolchildren.

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