



## Blue Life

For our blue planet...

### A PLEDGE TO THE FUTURE

Blue Life is VitrA's attitude, design, production approach and management outlook.

### OUR COMMITMENT

VitrA's products are developed and designed in line with our Blue Life philosophy, and reflect our commitment to preserving and recycling natural resources.

### BLUE LIFE AS AN UNDERSTANDING OF DESIGN



VitrA's responsibility for conserving natural resources begins with the design of products. The design philosophy is based on the reduction of water usage in the development of sanitaryware

- Blue Life means developing products that promote power and resource conservation at the end-user level driven by a concern for the environment and for our collective future.

### SUSTAINABLE

Thanks to a special cartridge, the waterless urinal removes the build up and works in both horizontal and vertical pipework

### BLUE LIFE AS A PRODUCTION APPROACH



The Eczacıbaşı Group upholds its responsibility to conserve resource beginning from the production stage, investing in technologies that enable the smart use and recovery of raw materials

- The group's manufacturing plants are equipped with specially designed recycling systems, reducing raw material and power consumption.

### WATER SAVING

All VitrA concealed cisterns are equipped with fill valves and by adjusting the gauge, it is possible to operate the cistern with 2.5/4 litre or 3/6 litre flow performance.

### BLUE LIFE AS A MANAGEMENT APPROACH



Eczacıbaşı Building Products Group provides employees with training in saving water and energy. The division raises awareness and takes the lead in transforming society with sustainable projects.

- VitrA believe managing the future requires efficient management of our resources today; good design also means taking responsibility for resource conservation.



#### PRODUCT CERTIFICATES



#### PRODUCTION CERTIFICATES

ISO 9001 Quality Certification / ISO 14001 Environmental Certificate / ISO 50001 Energy Management System Certificate / OHSAS 18001 Occupational Health and Safety Management System Certificate