



WHEN DESIGN MAKES SENSE

At Damixa we believe in great design that not only appeal to your senses, but also makes sense.

All our products are designed with the needs, wants and challenges of our customers at the core of every product.

This belief has allowed us to create a range of award-winning products that come with user-friendly features that make them smarter, more durable, safer, simpler, eco-friendlier, more flexible, and convenient.

We call it: When design makes sense

DANISH DESIGN SINCE 1932

At Damixa we believe that a tap is not just a tap. A tap is an instrument that should make your everyday-life easier, smoother and more beautiful.

That's an attitude, which we inherited through our Danish design tradition. A philosophy, defined by honest and straightforward materials, flawless craftsmanship and a design that suits the ergonomics of the object's intended use.

Today we still design, engineer and assemble all our products in the town of Odense, Denmark.





DANISH DESIGN SINCE 1932



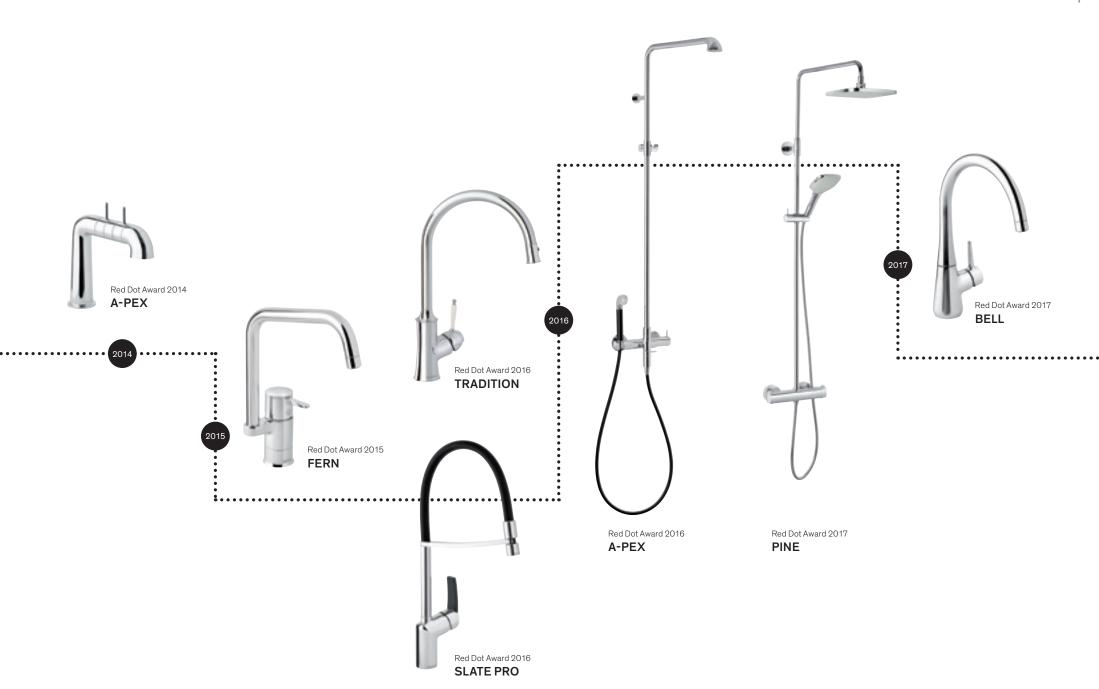
Damixa has 13 times won the Red Dot Design Award, which is one of the most prestigious international design competitions. Expert juries have made awards in the competition for outstanding design achievements which set new standards in the relevant product categories. The Red Dot has become one of the most highly prized and globally recognised seals of quality.

It is a great honour to be among the award-winning products on public display at the Red Dot Design Museum. Damixa has won the Red Dot Design Award for Merkur, Arc, G-Type, Clover, A-Pex, Fern, Slate Pro, Tradition, A-Pex Showersystem, Pine Showersystem and a Honourable Mention for Clover Easy.





Red Dot Award 2005 **G-TYPE**





TALENTED DESIGNERS PERSONIFY DAMIXA

Damixa is famous all over the world for excellent Danish design. It is our partnerships with talented designers that will make the taps for generations to come.

Damixa works closely with trend-setting designers from all over the world to ensure that it remains at the forefront of tap fittings for the homes of the future.



A-PEX

The future has arrived - more beautiful than ever

A-Pex paves the way for the tap of the future. Designed by top Danish designer, Anders Hermansen - developed on the basis of future studies and focus groups with the participation of users. The result is a ground-breaking range of taps, where form and function interact perfectly.

A-Pex is the winner of several Design Awards and the unique positioning of the handles ensures that no water is spilled onto the worktop by wet hands.

A-Pex is the essence of Damixa's When design makes sense design philosophy and has won five international Design Awards.

How we created A-Pex

Prior to creating A-Pex, we asked ourselves one question: What is it that users want from the tap fixture of the future?

We managed to get designer Anders Hermansen interested in the idea. We invited futurologist Liselotte Lyngsø to a workshop. We designed, developed and tested. And we presented our ideas to "ordinary" people in focus groups.

They responded with their suggestions and we went back to the drawing board. We stayed there until we had created together exactly what we had aimed for: A-Pex.

Unique features and awards

Rub clean and 360°









Meet the designer: Anders Hermansen

Anders Hermansen is a Danish industrial designer with an innumerable amount of achievements on his CV. He's the man behind a succession of well-known Bang & Olufsen products and has also designed a number of unique furniture items for, among others, the Danish furniture design house of Paustian.

Anders Hermansen is the winner of several Danish and international Design Awards.





ARC

All round innovation and elegance

Arc is a textbook example of Danish design at its best. Innovation when it makes most sense. With its unique 360-degree operation, Arc can be manoeuvred all the way around the kitchen sink. The most flexible and versatile range of kitchen taps on the market is available with multi-coloured handles and spouts and has been awarded with both the Red Dot Design Award and iF Design Award.

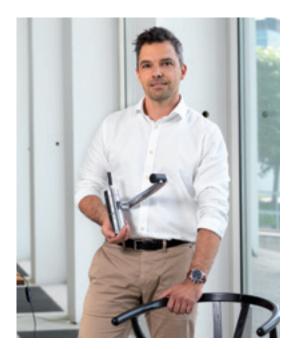
How we created Arc

Arc is created from our desire to develop the most flexible Damixa tap fixture ever. As soon as the unique 360 degree movement was in place, the task of completing the innovation was up to designer Jakob Jensen: "The challenge was to let the design show what Arc can do, in order for the user to be able to understand it intuitively. One could say that the functionality contributed greatly in dictating the design. For example, I chose to give the spout a different, more distinctive type of profile. The tap has been turned around to face the opposite side, giving the user a hint that it can be turned to 360 degrees," says Jakob Jensen.

Unique features and awards 360°









Meet the designer: 1 Jakob Jensen

Jakob Jensen is an in-house design engineer at Damixa and has drawn the lines for several of our most popular tap fixtures. This has always been with respect for the Danish and Nordic design tradition, as well as having a fixed focus on the design supporting the function.

"To me, it's not just about designing something beautiful, whether it be tight and angular or soft and curved. The design must have a meaning and it must be related to the way in which each employee works. In fact, I can't express it any better than we do already with Damixa's design philosophy, When design makes sense," says Jakob Jensen.

Jakob has designed the Damixa ranges of Arc, Bell and Clover Green, and has won several international design prizes together with Damixa.



BELL

Soft and inviting

Chromium and steel can also be inviting, even quite cosy. Just look at Bell with its beautifully curved shapes. A different kind of tap range, where the bottom of the body seemingly floats over the tabletop or washbasin. Stylish and environmentally conscious features have been incorporated into the design.

How we created Bell

What should the tap of the future look like? Which functions will be needed? These were some of the questions we asked - both Danish consumers and ourselves. A design day, concept selection and presentation to a focus group supplied us the answers. We called the design concept cosy chrome and the result was Bell.

Our own designer, Jakob Jensen, says:

"The idea behind Bell was to take something cold and sharp and make it soft and round. Then make it natural and inviting. In addition, Bell was designed using fewer gradients and openings, making it extremely easy to clean."

Unique features and awards

Anti scalding, Eco save, Rub clean, Cold start and X-Change















ANTI SCALDING

Limits the movement of the tap head/lever to prevent accidental selection of "full hot" water.



PULL OUT

A flexible hose allowing for easy cleaning of the sink. The shower head can be pulled out up to 40 centimeters. After use, the hose glides back in place by itself.



ECO CLICK

Designed to save water. You will feel a subtle resistance when opening the tap to avoid operation at full flow. Simply click past the point of resistance for more flow.



RUB CLEAN

Easy removal of limescale from taps and shower heads without tools or chemicals. Simply rub a finger against the rubber surface to remove the limescale.



ECO SAVE

Saves water without compromising comfort. Activated and adjusted in the ceramic cartridge.



360°

The spout can be rotated 360 degrees for optimal flexibility and versatility.



X-CHANGE ™

A unique base that allows you to change the mixer tap in less than 20 seconds without use of special tools.



SHOWER SETTINGS

Indicates number of different settings (1, 2, 3 or 5) on handshowers.



COLD START

Opens for cold water only when the lever is in starting position. Reduces unnecessary consumption of heated water and saves energy.

CLOVER GREEN

Green and well thought out

Clover Green is an elegant and efficient tap fixture incorporating stylish, environmentally conscious features. A gorgeous range with tight, simple lines that fit in with the home of today. This range was the winner of the Red Dot Design Award 2011.

How we created Clover Green

Jakob Jensen, a design engineer at Damixa, was the designer of Clover Green. The series originates from a development project that had nothing to do with design, says Jakob Jensen: "It began with the development of a new system for the inside of our tap fixtures. We were looking for a reusable system to avoid reinventing the wheel each time. Clover was the first design we made with the new "innards". Its sharp and defined edged look is still very popular and is an example of Damixa's timeless design." Clover has since been upgraded to Clover Green and includes several stylish and cost-saving features.

Unique features and awards

Anti scalding, Eco save, Rub clean, Cold start and X-Change



reddot design award









CLOVER EASY

User-friendliness for everyone

Clover Easy sets new standards for ergonomics and elegance. Developed for and designed, in close collaboration with the users. This tap fixture is fitted with a handle for people of all ages and sizes, regardless of their physical condition or finger-strength. This is a tap that, despite the well thought out ergonomics, doesn't compromise on design.

How we created Clover Easy

Clover Easy is in the same family as Clover Green and was designed by Damixa's design engineer Jakob Jensen. The aim of Clover Easy was to combine the body from the Clover Green with an extremely user-friendly handle in an elegant design. We therefore teamed up with the Danish design studio, Design Concern, and invited users with special needs to help develop and create the design with us. This resulted in the unique Damixa Easy handle with ergonomic finger-hole. The handle can be operated by using very little effort, e.g. with the fingers, knuckles or elbows. This makes it easier than ever on the fingers to regulate the temperature of the water. If hands could speak, they would ask for a handle design based on the ergonomics of the hand. If eyes could decide, they would choose a beautiful design. If it were up to both the eyes and the hands to decide, they would choose Clover Easy.

Unique features and awards

Anti scalding, Eco save, Rub clean, Cold start and X-Change



reddot design award







OSIER

Classic minimalist design

Modern design meets classical in Osier. A range of elegant taps with a tight, minimalist look. Exactly in line with Danish and Scandinavian design tradition. With its chrome or steel surface, Osier stands out from the crowd and is available with a classic, curved spout or a modern L-shaped spout. All Osier kitchen taps are available with pull-out spouts.

How we created Osier

The designer of Osier is Claus Rosager Nielsen. He is both designer and vice president of research & development at Damixa. "The idea of giving Osier both a curved and L-shaped spout was to combine classical with modern design. In general, Osier follows the plain and simple lines to create a tight and minimalist feel. But with the option of the classic curved spout, a slightly different feel is achieved on the whole. So it's up to the customer to choose," says Claus Rosager Nielsen.

Unique features

Anti scalding, Eco save, Rub clean, Cold start, Pull out and X-Change





SHOWER YOURSELF WITH COMFORT

Damixa offers a broad range of shower shower sets and systems, engineered to give you the most comfortable shower experience ever.

Every single part is developed and manufactured with the exceptional attention to beautiful, Scandinavian design, clever functionality and superb quality that has been a Damixa trademark for decades.

No matter which of our design series you choose for your bathroom, you will not only see the difference. You will experience that distinct sensation of pure Damixa quality, now and for many years to come.









YOUR BATHROOM DESERVES THE BEST

Damixa's comprehensive range of shower systems and shower sets gives you the freedom of choice without compromise. Looking for a complete system with overhead shower and hand shower? Or maybe a more simple solution with just a hand shower? Whatever your need, there is a Damixa solution for your bathroom.

Beautiful Danish design and world class quality always included.





- 01. Fair Jet Shower Set
- 02. Thermixa 100 Thermostat
- 03. Eliza Shower System
- 04. Tradition Hand Shower

CONCEALED

Simplified beauty

Simple elegance. That is the very essence of the new range of built-in shower systems and bathroom taps from Damixa - the Design Award winning manufacturer of mixers, taps and shower systems.

With the brand new Concealed products, Damixa takes its timehonored tradition for beautiful Danish design and superb product quality to the next level.

Less is more

What you see on the outside is pure beauty. The rest is concealed and built into the wall.

The Damixa Concealed product range comprises the design series Hilina, Pine, Bell and Eliza for shower systems and Merkur for bathroom sinks.

Unique features

Anti scalding and Rub clean



Concealed box



Concealed cover plate



Single lever mixer







The Concealed products are developed and co-designed by Lars Lindegaard Osterhaab, Development and Sourcing Manager at Damixa. He was involved in bringing the iconic Damixa designs A-Pex and Rowan to life, and for the Concealed series, Lars designed the external handles used for all Concealed shower systems.

"When the cartridge or thermostat is built into the wall, more emphasis is put on the design of the external parts. The visual expression changes and becomes more simplistic, more basic. In a sense, the product design comes even more to life."













Meet the designer: 1 Claus Rantzau

Claus Rantzau is a design engineer at Damixa and the man behind the Free, Pine and Rowan ranges, as well as the single-handle version of Tradition. He explains that Damixa's design process is based on making everyday life easier and greener for users:

"When designing new Damixa products, our work is often based on a concrete challenge. We receive input from our customers, sales persons and retailers regarding everyday problems such as servicing or cleaning. We try to solve these challenges by designing products that are visually inviting, well thought out, of high quality and have stylish, user-friendly features."

Pine is one of our most comprehensive series that accommodates all wishes for mixers in your kitchen or bathroom.







SILHOUET

Slim. Scandinavian. Attractive

With its pure, inviting design Silhouet fits beautifully in the kitchens and bathrooms of today as well as tomorrow. For the bathroom sink, Silhouet is available in three different heights to ensure you can also use it with a tall, tabletop mounted vessel sink. The stylish Silhouet shower system features a showerhead that due to its ultra slim design appears to hover for an even more sophisticated look. Silhouet is the essence of timeless Scandinavian design and outstanding Damixa quality.

Unique features

Anti scalding, Eco save, Rub clean and Cold start





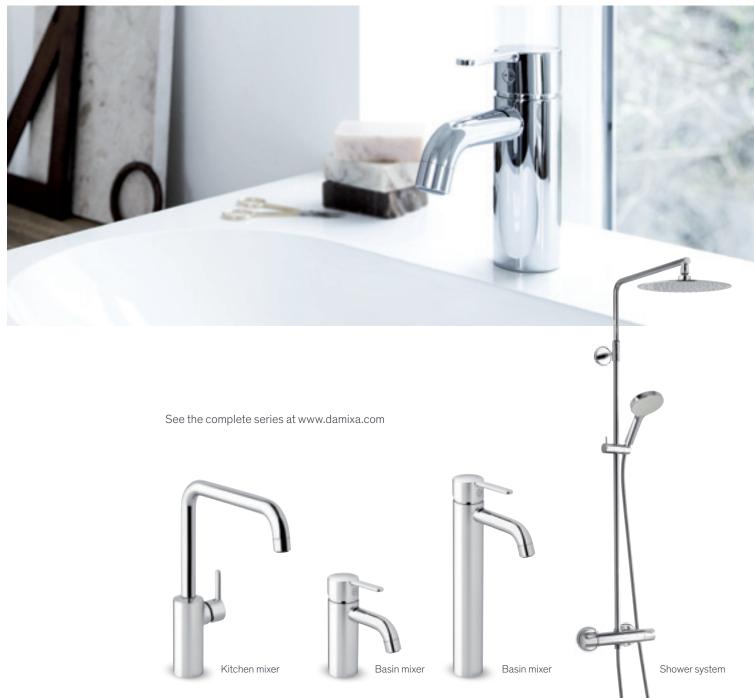


Meet the designevs: Halskov & Dalsgaavd

Award winning Danish industrial design firm Halskov and Dalsgaard, established in 1990 by Christina Halskov and Hanne Dalsgaard, helped Damixa bring Silhouet to life. The duo's work is deeply rooted in the Danish/Scandinavian design tradition and integrates aesthetic and functional design. Halskov & Dalsgaard has designed products for, among others, Stelton, Holmegaard, IKEA, Coloplast and Sticks'n'Sushi.

The goal with Silhouet for Damixa was to create a simple, modern and appealing series of taps and mixers, Christina Halskov explains:

"The tap, whether for the kitchen or the bathroom sink, is a functional object as well as a design element in modern homes. We wanted to create a series of genuine, nononsense taps that are a pleasure to use in everyday life and will last for a very long time, both in terms of design and product quality."





SLATE

Stylish design in a class of its own

A new direction for tap fixture design. With its modern and minimalist expression, the stylish Slate fits in perfectly with the interior arrangement of today. The matt black handle on Slate feels good to touch, and the unique combination of black and chrome puts Slate in a class of its own. Slate is also available with a chrome handle and as a Pro-version with a high, black and flexible spout that brings the concept of the kitchen as a functional working space into life.

Kurs Kurz Design from Germany designed slate for Damixa, and Slate Pro has been awarded the prestigious Red Dot Design Award.





TRADITION

New life in a classic design

Tap fixtures had the same appearance as Tradition for many decades. Right until we took it a step further and expanded the range with a new type of tap: Tradition, with its single-handle operation and modern Damixa technology inside. So you can now choose between the classic and the "modern classic." Also available in polished brass or polished copper.

The story behind Tradition's upgrade

Claus Rantzau, an in-house design engineer at Damixa, designed a single-handle version of Tradition. He explains that the idea arose from the desire to upgrade a classic design that would incorporate the functionality of today:

"This type of tap represents a very well-known design that has been popular for many years. The style draws its inspiration from the romantic French country kitchen. An upgrade to a one-knob variant must therefore be handled with care."

"We worked extensively on the details, to preserve all the characteristics of the old, classic tap fixture. Modern production methods supplied us with the materials, shapes, porcelain ornamentation, etc. to match the original style, while we have added modern technology and functionality to the interior."

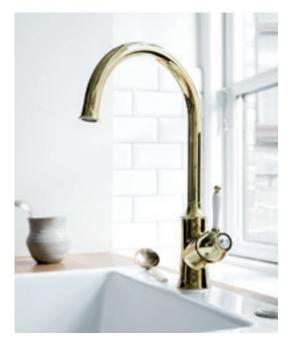
Unique features and awards

Anti scalding, Eco save, Rub clean and Cold start



reddot design award



















VENUS

As beautiful as a swan









DAMIXA - ALL AROUND THE WORLD

For many years Damixa have supplied high-quality mixer taps, shower systems and bathroom accessories to projects i various sizes all over the world. Here is a selection of the projects listed per country and few examples highlighted:

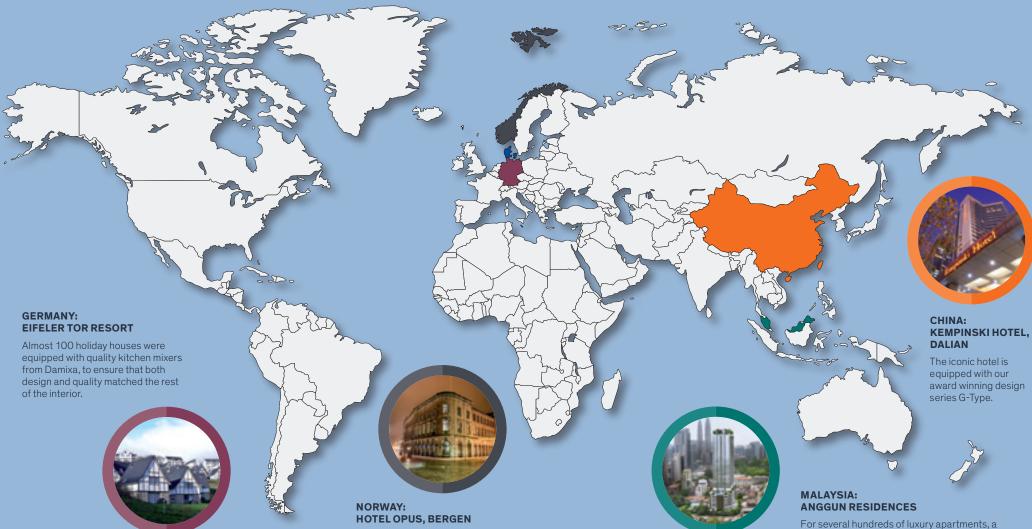


DENMARK: KORSKÆRPARKEN IN FREDERICIA

selection of products within the Slate, Willow and Rowan series were chosen to perfect the

high end interior.

800 apartments were equipped with our popular and award winning design series Clover in both kitchen and bathroom, along with our best sellers Fair Jet shower set and Thermixa Zero thermostat.



The hotel chose the Bell Basin Mixer and the Bell

shower system when they renovated all 64 rooms. An easy choice because of quality and design.

BRUNEI

Istana Brunei Brunei Natioal Mosque Sejahtera Condo Berakas Housing VVIP National Cancer Centre

Prime Minister's Office Raddison Hotel (New) KB Hotel

CHINA

Sofitel, Zie Jia Zhung Hotel Kempinski Hotel, Dalian Grand Mercure Hotel, Beijing SpringTown, Beijing

CYPRUS

Sandy Beach Hotel, Larnaca Crecamer Beach Hotel Excelsior Hotel Navisicca Hotel Aphrodite Hill Hotel Castelli Hotel

CZECH REPUBLIC

Hotel Purkyne, Karlsbad

DENMARK Hotel 3 Falke, Copenhagen Hotel Hvide Hus, Aalborg Hotel Regina, Herning Limfjordshotellet, Aalborg Hotel Royal, Aarhus Hotel Scandic Aalborg Lerpøtparken DLG Tårnet HAB afd, 116 Stena Line Hotel, Frederikshavn Motel la Tour, Aarhus Motel Kongens Ege, Randers Hotel Scandic, Odense Hotel H.C. Andersen, Odense Hotel Scandic, Aarhus Hotel Scandic, Kolding Hotel Scandic, Ringsted Odense Congress Center Grand Hotel, Odense Slotshotellet, Aalborg

Hellerup Park Hotel, Copenhagen

Hotel Mayfair

Hotel Østerport

Hotel Knudsens Gaard

Hotel Scandic, Randers

Hotel Villa Provence Hotel Scandic Frederikshavn Hotel Hesselet, Nyborg Korskærparken

Odeon Korsløkkeparken

St. Tingbakke Byparkhusene Marshalls Allé

Frederikshavns Kommune

Middelfart Bycenter Hotel Legoland Henning Smiths Vei

DLG Tårnet

Tårnbyhøj, Vægterparken Schweizerdalsvænget

Hotel SP 34

Hotel Danmark

Carslberg Byen, Hotel Ottilia Nykøbing Katedral Skole

Royal Arena Treleddet

Byengen Kokkedal Plejecenter Tølløse

Hotel Marienlyst

Hillerød Hospital Herley Hospital

Øbro95

Flintholm Svømmehal Hotel Kirstine, Næstved

Ugleborgen

Maribo Svømmehal Tingbjerg Skole, Kbh. Kommune

Rødovre Boligselskab, afd. 15

Skoler i Rødovre Firkløverparken Politiskolen

Hvidovre Kommune, Rådhus og skoler

Odense Kommune, Jobcenter CMP - Copenhagen Malmø Port

Hotel Phoenix Cph Lufthavn

Maison les Suites

Kiselvei

SorgenfrivangCastelli Hotel

ESTONIA

Schlössle Hotel, Tallinn Hotel St. Petersbourg, Tallinn Kodulahe, Tallinn

FINLAND

Hotel Grand Marina, Helsinki Sokos Hotel Torni

FRANCE

Hotel Fitz-Roy, Val Thorens

GERMANY

Eifeler Tor Resort Airport Hamburg Fairmont, Hamburg Eifeler Tor Resort

GREECE

Hotel Intercontinental, Athens Aphrodite Intercontinental Hotel

GREENLAND

Hotel Hans Egede, Godthaab

HONG KONG

Kowloon Empire Hotel Kowloon Regel Hotel Tung Chung Crescent Phase III Yau Kam Tau Hotel Shantou Regency Hillville Terrace

INDONESIA

Sabang Metropolitan Hotel, Jakata Interhouse Hotel, Jakata Malaysia Hotel Istana, Kuala Lumpur Pulau Rebak Resort, Langkawi

NORWAY

Hotel Opus, Bergen

SOUTH KOREA

Hyuandai Kimpo Gochon Lotte Маро Goldcastle Jinheong Yongin Hyundai Sungsu Doosan Ulsan Weve

Sungwon Sangbongdong Jeju Pinks

SK View

Huihyundong Hanrimmasan Samsung

Namsan Tra lsu

Ssangyong Guingongie

Hyundai Kimpo Gochon Apartment Lotte Mapo Gold Castle

The Fine Tree Condominium

Grand Hyatt, Kuala Lumpur

MALAYSIA

UDA Legasi Residen UDA Bandar Uda Utama **UDA Resort Living** Lanjut Beach & Golf Resort Pelindung Heights Lake Vista Residence Anggun Residences Lanjut Beach & Golf Resort Eco World Nusajaya

PHILIPPINES

One McKinley Place Rockwell Rizal Tower Rockwell Luna Rockwell Hidalgo Rockwell Amorsolo Regent Parkway Pacific Plaza Tower II Tagaytay Highlands Forbes Towers **Grand Shang Towers** Serendra Luxurious Condo One Rockwell City, Makati Joya Residences, Makati City East Galleria, Makati The Residences Serenda

POLAND

Hotel Selec, Warsaw Hotel Forum, Warsaw

Traders Hotel, Manila

Fort Bonifacio, Global City Taguig

RUSSIA

Hotel Cosmos

Hotel Ukraine, Moscow Hotel Novotel, St. Petersburg Luzhniki" City Stadium "Ukraina" Hotel "Vnukovo" Moscow International Airport Petrovskij Fort Business Center Aquatoria **Business Center Times**

Kempinski Hotel Moika 22 St Peterburg Hotel Moscow

SINGAPORE

#8 Mount Sophia Condo Hotel Summit Amara Hotel Phoenix Hotel Raffles Town Club Ardmore Park

Hillington Green Condo The LeveZ

Tanan Merah Cres Garlick Ave Condo

Mt Sinal Condo

Holland Rd/Leedon Rd Condo

The Teneriffe Newton I

Cairnhill Residence Inspira @ Robertson Quay

Marina Bay Residence

Cascadia Apartment Tiong Bahru Hotel

St. Thomas Walk

Spring Side Development

Lumiere Floridian Jardin

The Cascadia

Vida Hillvista

Fiorenza Sheraton Towers

Skysuites@Anson Pavilion Park

Intercontinental Shangri La Apartments

Orchard Hotel Link Hotel

Orchard Parade Amara

Caimhill Residences, Singapore

SOUTH AFRICA

Holiday Inn, Pietersburg

SPAIN

Hotel Grand Sitges, Barcelona Hotel "La Canaria", Gran Canaria Hotel Granollers, Barcelona Hotel Benidorm, Alicante Hotel Stella, Barcelona Hotel Els Isards, Gerona Los Christianos, Tenerife

SWEDEN

Ulfsunda slott

TAIWAN

Mirage Tower Prince Hotel Wu FU Lian Yuan Ta Long Green Pond Pao Ya & Xian EMBA & Chi Yu Kao Men Chuan Mu Ueng Lin

Chian Min Hsin Chia Valley Da Shuan III

Jen Pen Villa Tany Min Tian Mu

Left River Side Life Master

Sun Yong

Hui Yu Sin Kguan

Hui Yu Luxury Villa, Hui Shen Park Hotel

Skyline Hotel Luxurious Spring Condo

THAILAND

Oriental Hotel, Bangkok Phuket Marina Yacht Club

TUNISIA

Holiday Calypso Hotel, Jerba

U.A.E

Al Ghurair Hotel, Dubai Thailand Hotel Darathawee Hotel, Chiangmai Hotel Empress, Bangkok Asia Hotel, Bangkok A one Hotel Wood Land Resort Dusit Thani Hotel

Royal Orchid Hotel

5th floor Residence

