

AXOR

FORM FOLLOWS  
PERFECTION

# AXOR



## AXOR ONE

The essence of  
simplicity.

# CONTENT



## CONCEPT

/ Why did we create AXOR One?

## DESIGN + FUNCTION

/ How did we turn the concept into reality? What makes AXOR One so unique?

## OUR OFFER

/ What is our offer regarding the assortment and individualization services?

## OUR WORLD

/ Where does AXOR One feel at home?

## BENEFITS

/ What are the benefits of AXOR One for our different target groups?

THERE ARE A LOT OF EXTRAORDINARY PEOPLE OUT THERE ...

... WHO ARE ATTRACTED BY THE ARCHETYPAL, THE ICONIC.  
BY UNDERSTATED LUXURY. AESTHETICALLY PLEASING AND  
INNOVATIVE.

THEY LOVE PRODUCTS THAT STAND THE TEST OF TIME.

IT IS MORE THAN JUST AN OPINION – IT'S AN ATTITUDE.  
IT IS ABOUT ESSENTIALITY EMBODIED IN MINIMALISM.

OUR GOAL? TO TAKE MINIMALISM IN  
THE BATHROOM TO THE NEXT LEVEL!

FROM "WHAT YOU SEE  
IS WHAT YOU SEE" TO ...



... "LESS IS MORE" TO ...





... "LESS BUT BETTER" TO ...



Four Y-chairs are arranged in a row against a plain white background. From left to right, the chairs are: black, light wood, dark wood, and grey. Each chair has a circular seat and a curved backrest that splits into two horizontal arms. The legs are also curved and splayed outwards.

... "JUST ENOUGH!" TO ...



AXOR ONE

The Essence of  
Simplicity.

Design: Barber Osgerby





# BASIC IDEAS AND PRINCIPLES

# AXOR

## / MASTERPIECES



AXOR One  
thermostatic control, AXOR (2015)

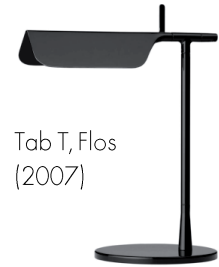
Tip Ton chair, vitra  
(2011)



Two Pound Coin  
(2013)



Olympictorch  
(2012)



Tab T, Flos  
(2007)

# BASIC IDEAS AND PRINCIPLES

# AXOR

/ ALL IN ONE



Familiar but completely new

- + One of the world's most minimal mixers
- + Radical innovation
- + Reinvented archetype

# BASIC IDEAS AND PRINCIPLES

# AXOR

/ ALL IN ONE



Familiar? The arc as  
elemental form

- + One of the world's most minimal mixers
- + Radical innovation
- + Reinvented archetype

# BASIC IDEAS AND PRINCIPLES

# AXOR

/ ALL IN ONE



- + One of the world's most minimal mixers
- + Radical innovation
- + Reinvented archetype
- + All in one: the bent tube integrates the control



## BASIC IDEAS AND PRINCIPLES

# AXOR



- + One of the world's most minimal mixers
- + Radical innovation
- + Reinvented archetype
- + All in one: the bent tube integrates the control
- + New faucet engine below the counter.

## BASIC IDEAS AND PRINCIPLES

# AXOR



- + One of the world's most minimal mixers
- + Radical innovation
- + Reinvented archetype
- + All in one: the bent tube integrates the control
- + New faucet engine below the counter.
- + Minimal, understated, perfectly refined

# BASIC IDEAS AND PRINCIPLES

# AXOR



- + One of the world's most minimal mixers
- + Radical innovation
- + Reinvented archetype
- + All in one: the bent tube integrates the control
- + New faucet engine below the counter.
- + Minimal, understated, perfectly refined
- + For all lovers of minimalism

# BASIC IDEAS AND PRINCIPLES



"We wanted to create a new way of interaction without the loss of the feeling of luxury. We distilled the essence of the object. AXOR One is the coming together of purity and sophistication, with a really new interaction that gives you precision and control."

Jay Osgerby

# INTERACTION AND EXPERIENCE

# AXOR



- / All-in-one interactive control
- / Easy and intuitive to use
- / Precise and responsive
- / Easy to push (large paddles)





# INTERACTION AND EXPERIENCE

# AXOR



# INTERACTION AND EXPERIENCE

# AXOR



- + New way of interacting
- + Effortless and intuitive
- + All-in-one-controller:  
water on / off and  
temperature



# INTERACTION AND EXPERIENCE

# AXOR



/ ULTRA-PRECISE  
CONTROL

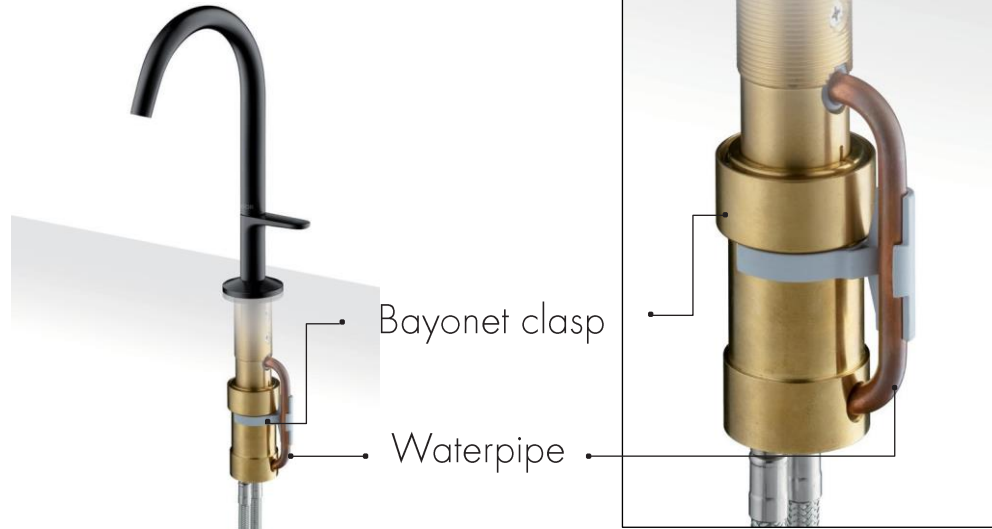
- + New way of interacting
- + Effortless and intuitive
- + All-in-one-controller:  
water on / off and  
temperature
- + Stability in operation
- + Increased comfort
- + Mechanical water  
control
- + Ultra-precise water  
control
- + Convenience
- + Safe operation



# INTERACTION AND EXPERIENCE

# AXOR

## / HIDDEN TECHNOLOGY



- + Radically innovative:  
Cartridge underneath basin
- + Offering freedom in the design
- + Enabling an elegant and refined shape
- + Fast and easy installation and servicing
- + Helps to reduce maintenance costs and enhances longevity

# INTERACTION AND EXPERIENCE

# AXOR

/ HIDDEN TECHNOLOGY



- + Radically innovative:  
Cartridge underneath basin
- + Offering freedom in the design
- + Enabling an elegant and refined shape
- + Fast and easy installation and servicing
- + Helps to reduce maintenance costs and enhances longevity
- + Fits to common ceramics

## CONCLUSION



"How do you challenge the archetype? Through the pursuit of art and science, invention and interaction. AXOR One provokes the memory of water but heralds a new way of controlling it that is much more precise and incredibly refined. The AXOR One products are unique, made possible through our design thinking, and realized by the incredible engineering of AXOR."

Edward Barber and Jay Osgerby



AXOR One Training | Offer

# WASHBASIN AND BATHTUB



# WASHBASIN AND BATHTUB

# AXOR

/ BASIN MIXER SELECT  
WALL-MOUNTED



- + Reduced to one single element
- + One of the most minimalist wall-mounted product in AXOR range
- + Effortless precision



## WASHBASIN AND BATHTUB

# AXOR

/ BASIN MIXER SELECT  
WALL-MOUNTED



- + Reduced to one single element
- + One of the most minimalist wall-mounted product in AXOR range
- + Effortless precision
- + Select: precise, intuitive, comfortable and conscious



# WASHBASIN AND BATHTUB

# AXOR

/ 3-HOLE BASIN MIXER

Slender, tapering spout

Soft radii

Conical  
escutcheons

- + New interpretation of 3-hole basin mixer
- + Iconic minimalist design language
- + Effortless precision
- + Radically innovative but familiar

# WASHBASIN AND BATHTUB

# AXOR

/ 3-HOLE BASIN MIXER



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# WASHBASIN AND BATHTUB

# AXOR

/ 3-HOLE BASIN MIXER

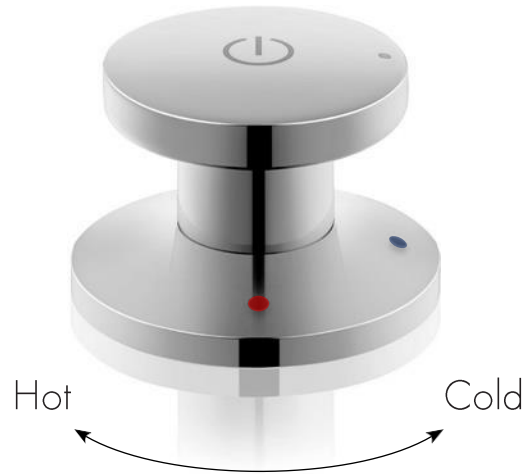


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# WASHBASIN AND BATHTUB

# AXOR

/ 3-HOLE BASIN MIXER



- + New interpretation of 3-hole basin mixer
- + Iconic minimalist design language
- + Effortless precision
- + Radically innovative but familiar
- + Select: precise, intuitive, comfortable and conscious
- + Unique added value
- + Presetting for temperature and volume





# WASHBASIN AND BATHTUB

# AXOR

## / SINGLE-LEVER BASIN MIXERS



- + Range of lever handles: increased flexibility
- + Iconic, archetypal, minimalist design
- + Attractive price position
- + High sales potential

# WASHBASIN AND BATHTUB

# AXOR

## / SINGLE-LEVER BASIN MIXERS



- + Range of lever handles: increased flexibility
- + Iconic, archetypal, minimalist design
- + Attractive price position
- + High sales potential
- + Understated but fascinating
- + Integrated aerator and slight tapering represent high-quality minimalism
- + New M25XS allows new flat handle design
- + Familiar but unique



## WASHBASIN AND BATHTUB

# AXOR

### / FLOORSTANDING BATH MIXER

New arrangement  
of spout, handle  
and hand shower

Perfectly integrated  
diverter



- + Iconic minimalist design
- + New cartridge allows new flat handle design
- + New arrangement of spout, handle and hand shower
- + Clearly structured and well-balanced
- + Perfectly integrated diverter
- + Harmonious design

# ASSORTMENT OVERVIEW FAUCETS

# AXOR

## / WASH BASIN



Single-Hole Select 170  
48020xx1



Widespread Select 260  
48030xx1



Widespread Select 170  
48070xx1



2-Hole Select 260  
48060xx1



Single-Hole 70  
48001xx1



Single-Hole 260  
48002xx1



Widespread 170  
48050xx1



Wall-Mount Select 170  
48112xx1

## / BATH



Freestanding Tub Filler Trim  
48441xx1

## / FINISHES



Polished Chrome  
-00



Brushed Gold Optic  
-25



Matte Black  
-67



Brushed Nickel  
-82



# SHOWERS

# AXOR

/ THERMOSTATIC MODULE,  
3 FUNCTIONS

Flat  
surfaces



Soft  
radii

Precise outline

- + All functions in one element
- + Shower space becomes space of relief, clarity and relaxation
- + Minimalist, elegant and unobtrusive design
- + Matches perfectly to any interior design



# SHOWERS

# AXOR

/ THERMOSTATIC MODULE,  
3 FUNCTIONS

Large  
paddles

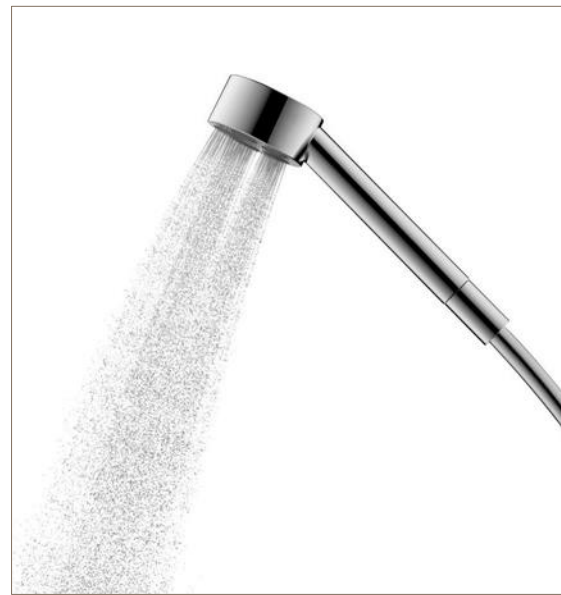


Select

- + All functions in one element
- + Shower space becomes space of relief, clarity and relaxation
- + Minimalist, elegant and unobtrusive design
- + Matches perfectly to any interior design
- + Most intuitive operation
- + Select: precise, intuitive, comfortable and conscious

# SHOWERS

# AXOR





# SHOWERS

# AXOR

/ 280 MM 2-JET  
OVERHEAD SHOWER



Normal rain spray

PowderRain

- + Monolithic
- + Essential forms
- + Innovative organization of different spray types
- + Distinctive graphic language
- + 280 mm 2jet version: XXL shower performance
- + Rain plus PowderRain

# SHOWERS

# AXOR



Soothing Rain



Innovative PowderRain

- + Monolithic
- + Essential forms
- + Innovative organization of different spray types
- + Distinctive graphic language
- + 280 mm 2jet version: XXL shower performance
- + Rain plus PowderRain



# SHOWERS

# AXOR

/ OVERHEAD  
SHOWER 75



- + Monolithic
- + Essential forms
- + Innovative organization of different spray types
- + Distinctive graphic language
- + Long-lasting all-metal overhead shower
- + Immersive PowderRain experience
- + Ecological: 2.5 GPM or 1.75 GPM



# SHOWERS

# AXOR

/ HAND SHOWER



- + Monolithic
- + Essential forms
- + Innovative organization of different spray types
- + Distinctive graphic language
- + Long-lasting all-metal hand shower

# SHOWERS

# AXOR

/ HAND SHOWER



- + Monolithic
- + Essential forms
- + Innovative organization of different spray types
- + Distinctive graphic language
- + Long-lasting all-metal hand shower
- + Immersive PowderRain experience
- + Ecological: 2.5 GPM or 1.75 GPM



# ASSORTMENT OVERVIEW SHOWERS

# AXOR



Overhead Shower 280  
2jet with Ceiling Arm  
48483xx1 / 48484xx1



Overhead Shower 280  
2jet with Wall Arm  
48481xx1 / 48441xx1



Handshower 75  
1jet  
48652xx1 / 48653xx1\*



Wall Bar Set  
48791xx1 / 48793xx1



Thermostat Module 1user  
45711xx1



Thermostat Module 1user  
45712xx1



Thermostat Module 1user  
45713xx1

## / FINISHES



Polished Chrome  
-00



Brushed Gold Optic  
-25



Matte Black  
-67



Brushed Nickel  
-82



Ceiling Connector 300  
48485xx1



Overhead Shower 75  
1jet with Wall Arm  
48497xx1 / 48498xx1\*



Handshower Porter  
45723xx1

# INDIVIDUALIZATION

# AXOR

## / AXOR ONE STANDARD FINISHES



Polished Chrome  
-00X



Brushed Gold Optic  
-25X



Matte Black  
-67X



Brushed Nickel  
-82X

# INDIVIDUALIZATION

# AXOR

## / AXOR FINISHPLUS



Polished Gold Optic  
-99X



Polished Nickel  
-83X



Polished Red Gold  
-30X



Brushed Brass  
-95X



Polished Black Chrome  
-33X



STANDARD  
AXOR ONE FINISH

Brushed Gold Optic  
-25X



STANDARD  
AXOR ONE FINISH

Brushed Nickel  
-82X



Brushed Red Gold  
-31X



Brushed Bronze  
-14X



Brushed Black Chrome  
-34X



Stainless Steel Optic  
-80X





FOR ANY PLACE







FOR EVERYONE

# SUMMARY

# AXOR

## AXOR ONE. THE ESSENCE OF SIMPLICITY.

AXOR One. A bathroom collection so elegant, elemental and pure, it could be realized only through radical innovation. Whether at the wash basin, bathtub or shower, familiar archetypes have been reinvented for greater clarity, enhanced function and superior control. Powered by advanced Select technology, the mixer establishes a new mode of interaction: Press down on its all-in-one controller to start or stop the water; swivel clockwise to increase the temperature. The action is effortless, intuitive and ultra-precise, and this same inventive design thinking characterizes the entire collection. Timeless by design, and available in Chrome, Matt Black and an array of exclusive AXOR FinishPlus surfaces, AXOR One brings exquisite beauty to any bathroom.



AXOR



THANK YOU  
FOR YOUR ATTENTION



DIGITAL ASSETS



# PHOTOGRAPHY

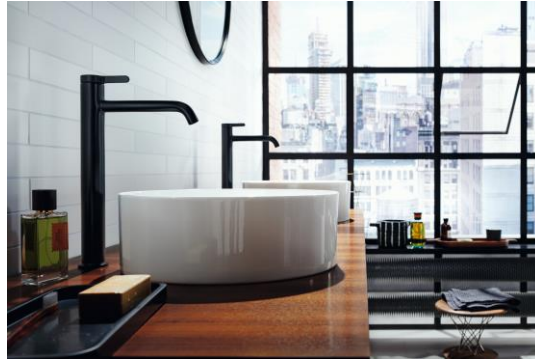
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