

VALLONE®

Press kit



VALLONE

The space
beyond rooms.

/ rethinking the experience of bath design

About VALLONE®

VALLONE® – Bath design for the open-minded. A concept that deliberately deviates from the usual standards – in terms of design, production, the digital customer journey and personal support for international B2C and B2B customers.

italian design. german precision.

The guiding principle for design and manufacture according to which VALLONE® develops puristically beautiful and functionally sophisticated bathrooms – with a clear focus on the highest quality. Exquisite and innovative materials, a variety of shapes and colors enable individual compositions for a timeless, minimalist interior design.



Behind VALLONE®

/ about

The *founders*

VALLONE® is not a start-up, a medium-sized company or a business model.

VALLONE® is actually the search for high-quality and individual bathroom design. It all started when the founders were looking for aesthetic designs for their own bathroom project. What they found instead was an innovative idea.



The two founders had already established an award-winning creative agency during their studies. They then founded the company VALLONE® in 2014. After years of strategy, design and brand development for other brands, they put their own disruptive business model into practice.

Today, Eva Thelen and Marcel Sekula lead a team of more than 30 employees from the headquarters at the Zollverein UNESCO World Heritage Site in Essen, with production facilities in Italy and Germany. Their passion for aesthetics, materials and functionality has Design Award and the German Design Award.

/ about

Marcel Sekula

Marcel Sekula manages the company as founder and CEO together with Eva Thelen. His focus is on business development, the creation of new products and the conception of sales and market strategies. In addition to his passion for design and creativity, he also benefits from his far-reaching economic understanding, which he has acquired through years of successful entrepreneurship and his Master's degree in Business/Communications.



/ about

Eva Thelen

As founder and CCO, Eva Thelen manages the creative sector, brand development & design. With her passion for aesthetics, interior design and attention to detail, she has positioned VALLONE® less in the field of classic bathroom brands and more as a style-defining interior brand – which also sets standards in terms of functionality within the extraordinary demands of bathroom design.





No space
for standard.

The *design*

a new approach to an old-fashioned industry.

Purist, avant-garde, elegant and functionally sophisticated: this is the standard that every VALLONE® object must meet. At the same time, every VALLONE® design should offer the possibility of adapting to the individual wishes and requirements of its users. This is how VALLONE® develops and produces exclusive premium design – beyond bathroom standards or prices in the luxury segment.

The *material*

our material world

VALLONE® materials cover a broad spectrum of organic, sustainable and innovative materials that meet the highest demands in terms of design, quality and hygiene. From natural wood, marble and sustainable mineral materials to innovative nanomaterials with a shape memory effect. The matt finishes of the materials are complemented by restrained, organic colors and support the purist designs.

The *product development*

elegance meets engineering

Although aesthetics and design are key factors in the development of our collections, compatibility with the highest technical standards and the needs of demanding B2C and B2B users is just as important.

This is expressed by the motto „Italian Design. German Precision.“, according to which we consistently align the product experience. In this way, we combine the need for elegant design with the highest demands on quality and safety.

The *service*

a holistic concept for a unique space.

VALLONE® is both manufacturer and retailer, which means the company offers direct access to high-quality bathroom interiors – with comprehensive advice, extensive service and quick answers to all questions: whether it's about design, compatibility, technology, materials or aftersales. The brand accompanies its customers from their visit to the intuitive digital platform, through the initial consultation and joint planning with the craftsmen, to questions about maintenance. This is the VALLONE® principle.

Service at a glance.

direct.

Easy access to products, direct contact with the sales team and comprehensive advice – digitally via the intuitive platform or in person in our showrooms in Essen or Munich.

individual.

A wide range of options to turn your bathroom into the bathroom of your dreams.

personal.

Personal advice from a team of experts, comprehensive support during realization of the bathroom from the first consultation until after the purchase.

premium.

Quality, design, material, functionality, durability and longevity for the highest demands.

transparent.

Prices, materials, manufacturing processes – communicated with maximum transparency.

fair.

Consulting standard and cost reduction through manufacturer distribution. The result: first-class manufacturing quality at an optimal price-performance ratio.



Acting ahead.

Sustainability

future's key ability: sustainability

VALLONE® wants to set sustainable impulses in the industry. The careful use of resources and climate-friendly action, as well as social values, are benchmarks in production and sales. The VALLONE® sustainability strategy aims to act in an increasingly climate-friendly manner, step by step.

Sustainability

short supply chains

90% of the suppliers come from Italy and Germany.

sustainable material solutions

Sustainable material solutions such as the signature material VELVET STONE® made from bio-based raw materials, awarded Greenguard Gold and EPD, or FSC-certified wood from sustainable forestry.

intelligent packaging solutions

Gradual optimization of packaging, recycling instructions via QR code.

focus longevity

High-quality and robust materials, repairability through intelligent repair solutions, high availability of spare parts.



Facts & figures

Facts & figures

incorporation

2015 market entry

number of employees

> 35

headquarter

UNESCO Welterbe Zollverein,
Essen

showrooms

Essen
Munich

production site

Italy, Germany

mission

Premium bathroom design from a single source with the possibility of easy access and comprehensive services for B2B and B2C customers

target groups

Private customers, architects / planners, property developers, sanitary trade

products

Bathroom furniture, freestanding bathtubs, countertop basins and wall-mounted washbasins, made-to-measure washbasins, fittings, mirrors, shower trays, WC & bidet, accessories

markets

DACH (core market)
EU (B2C/B2B)
Global/Export (B2B / projects only)

awards

German Design Award 2024
Red Dot Design Award 2023 / Best of the Best
German Design Award 2022
German Design Award 2021
iF Design Award 2017
European Design Award
...

/ excerpt of references

Projects

Six Senses Hotels Resorts Spas / SIX SENSE CRANS MONTANA 6*, Schweiz

WILMOTTE & ASSOCIÉS Architects / HOUSE OF UNO, Senegal

Ralf Schmitz GmbH, Sebastian Treese / Linie 72, Berlin

Drees & Sommer, RKW Architektur / iCampus, München

Trivalu Management GmbH / Jagdschlossgasse, Wien

KVIERREAL / Rokitanskygasse 6, Wien

Construction Management Services CMS / Hotel Alboran, Marokko

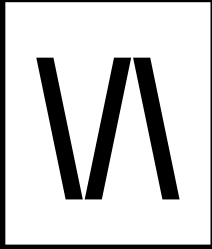
FDO Living GmbH, Delugan Meissl Ass. Architects / FDO - Vienna Twenty Two, Wien

Black Summit AG / Laax Projekt

Hardenberg GmbH & Co. KG / FREIgeist Hotel (Member of Design Hotels), Göttingen

Geisel Privathotels, Nieto Sobejano Architekten / Beyond Hotel, München

LNR Development GmbH / Zollergasse 31, Wien



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