

VitrA

Discover VitrA Tiles

As a pioneer in the global tiles industry, VitrA Tiles combines state-of-the-art technology with artistic creativity to offer an unparalleled range of high-quality ceramic and porcelain tiles.

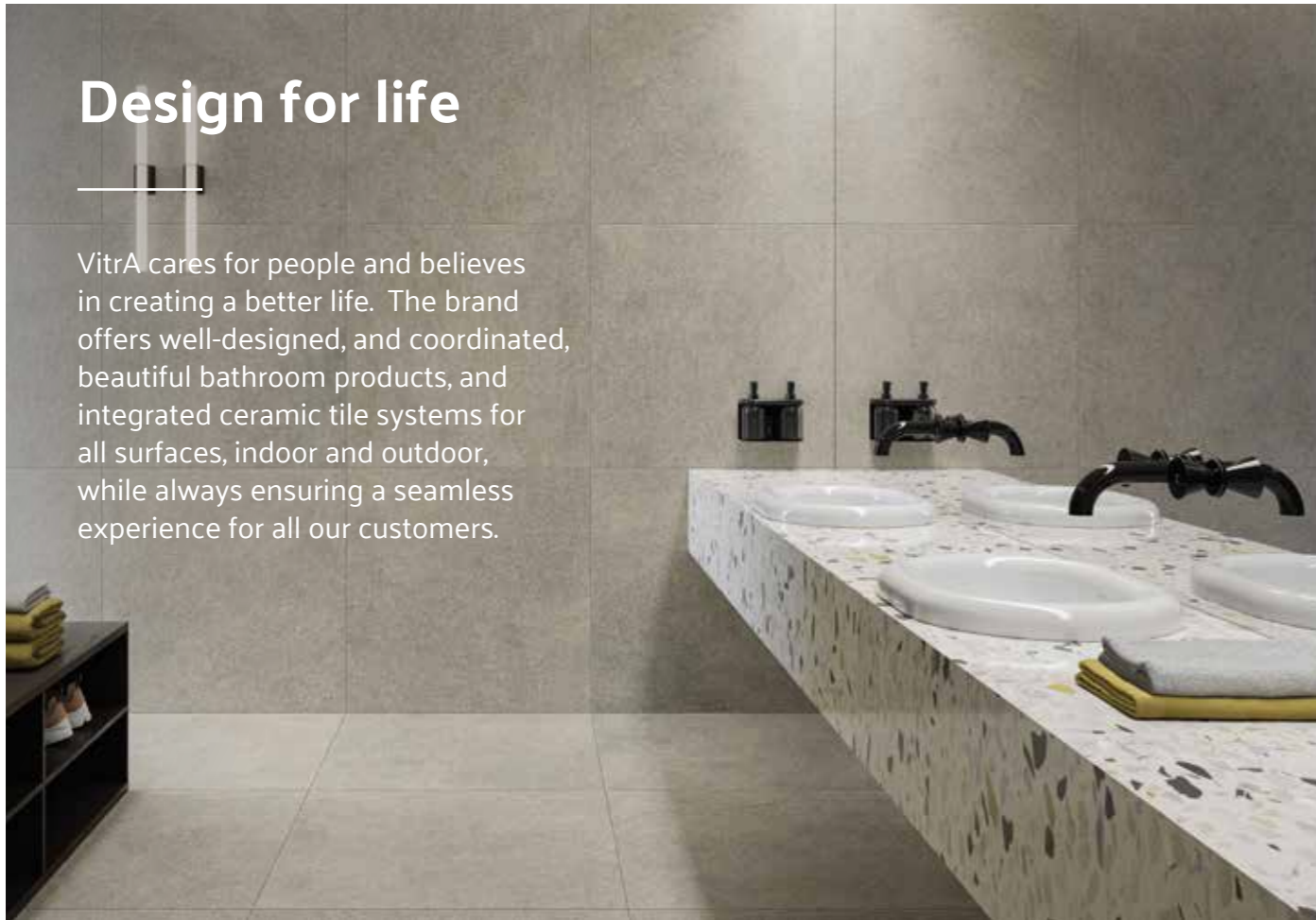
VitrA Tiles collections are designed to inspire, crafted to last, and chosen to create stunning interiors. From contemporary urban designs to timeless classics, VitrA Tiles provides the perfect foundation for spaces that are both beautiful and functional.

Discover the VitrA difference and elevate your space with tiles that speak the language of design and durability.



Design for life

VitrA cares for people and believes in creating a better life. The brand offers well-designed, and coordinated, beautiful bathroom products, and integrated ceramic tile systems for all surfaces, indoor and outdoor, while always ensuring a seamless experience for all our customers.



Future-forward thinking

VitrA champions a future-forward, human-centric approach, infusing innovation and digital sophistication into every aspect of its offerings -from advanced hygiene solutions to sustainable practices- tailored to individual needs through a comprehensive systems approach. This culture ensures a personalized experience that harmoniously aligns cutting-edge technology with the well-being of the customers and the environment.



Design flexibility

VitrA offers unparalleled freedom of choice, providing a harmonious blend of holistic and timeless designs that cater to individual tastes and unify spaces with elegant continuity. Embracing flexibility, VitrA crafts each tile to be a testament to the synergy of aesthetic diversity and enduring style, ensuring that every selection enhances the unique character of the environment it inhabits.



Seamless experience

VitrA simplifies the decision-making process for its customers, ensuring it's easy to make a good choice by orchestrating a seamless omnichannel presence that integrates every touchpoint. Our responsive customer support system works in harmony with these channels, providing a fluid, supportive experience from selection to installation.



Pioneering excellence in tiles industry

Since its establishment, Vitra Tiles has emerged as a global force in the tiles industry, operating under the esteemed brands of Vitra, Villeroy & Boch, and Engers. With a presence in nearly 90 countries, Vitra proudly achieves approximately 80% of its sales internationally.

Innovating spaces, enhancing lives

The corporate mission is to enhance everyday life through well-designed, innovative products that offer added value and transcend ordinary living spaces. Vitra's influence extends from outdoor areas to indoor settings, covering both public and private spheres with unparalleled design and functionality.



Elevating everyday experiences

Inspired by authentic experiences, Vitra has developed a range of Life Solutions aimed at enriching everyday life. These include Vitra V-Safe, Vitra V-Agent, Vitra Shield, Vitra Clean 2.0, Vitra Block, and Vitra V-Coat Technologies, each designed to make life more comfortable and enjoyable.

Through these innovations, Vitra continues to set new standards in the industry, ensuring that every product enhances the quality of life for our customers around the globe.





Preserving the planet for future generations

VitrA is committed to fostering a sustainable future. The company have successfully diminished the carbon footprint of its production processes by an impressive 60%—an environmental impact equivalent to the annual contribution of a forest spanning roughly 46,000 football fields.

Joining the Global Lighthouse Network

VitrA Tiles was entitled to be a part of the Global Lighthouse Network by World Economic Forum with its digital transformation roadmap at its Bozuyuk plant. The plant stands out for its technological advancements, making VitrA the first and only tile ceramic brand to earn a place in this exclusive network.



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