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## Classical craftsmanship in modern form

Gustavsberg has a long tradition as a manufacturer of bathroom products. Porcelain manufacture started in Gustavsberg in 1825. The first factory for sanitary ware and bath tubs was established in Gustavsberg in the 1940s. Our mixer taps have been manufactured in V r g r da since 1920.

Since our foundation, Gustavsberg's philosophy has been high quality, good design and innovative solutions. Our methods and craftsmanship have been refined and developed by experience and practice. Today Gustavsberg is one of the leading manufacturers of bathroom and plumbing products in Sweden. Amalgamation with the Villeroy & Boch group in Germany means that we are part of one of the largest manufacturers of bathroom products in Europe.

We have always been faithful to our original ideals. These ideals have now been combined with modern day technology and design. All our products are timeless, beautiful and functional. Our extensive knowledge and experience of working with water means that we consider it our responsibility to develop more efficient, less water intensive, products. Reduced water consumption means reduced energy consumption. This results in a saving for both the environment and household economy.

Design and function have always gone hand in hand at Gustavsberg.

