

E.C.A.

SEREL

TOGETHER FOR YEARS

SHAPES AND FUNCTIONS

CURRENT TRENDS

SEREL CERTIFICATES



E.C.A. CERTIFICATES



CURRENT TRENDS

GLOBALLY SUCCESSFUL THANKS TO EXCELLENT PERFORMANCE

Eleks Foreign Trade Co. has managed the global trading for all Elginkan Group products worldwide since 1989. Fittings and sanitary ceramics by the companies E.C.A. and Serel, which belong to the group, find their way from the Turkish production sites to approximately 100 countries around the world. More than 120 dealers from Europe to the Middle East and from America to the Far East rely on the proven high performance of these companies.

The international network for sales and technical services is continuously being expanded. Proximity to customers, market orientation and the outstanding quality of the products have made the company the market leader in Turkey. Environmental and economical features ensure that the products will enjoy growing popularity in the markets of the future.

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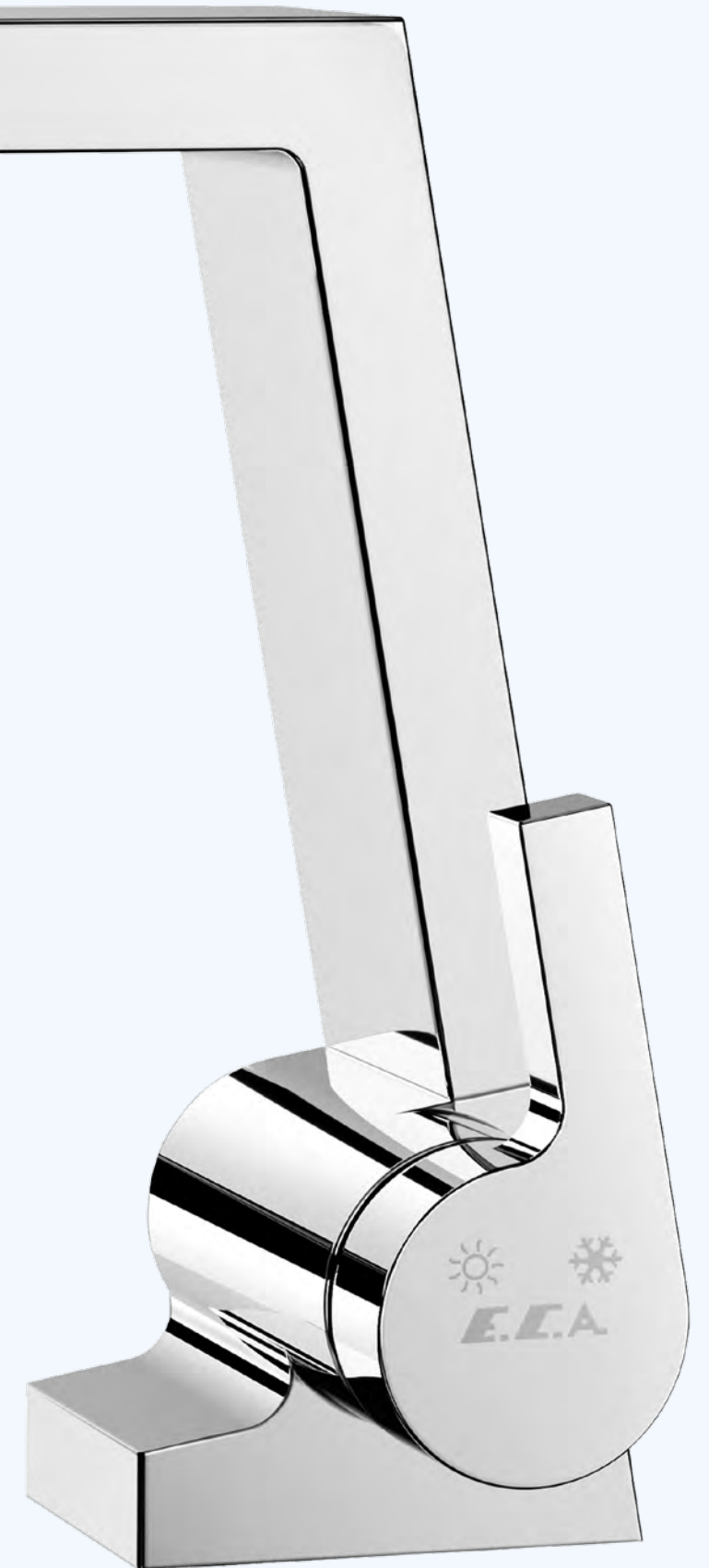
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OUR AIM IS TO BE
A SUSTAINABLE COMPANY
THAT PROTECTS THE PLANET,
STRIVES FOR EQUALITY OF
OPPORTUNITY AND ENSURES
A SOUND OPERATING
BUSINESS.

The Elginkan Group's recipe for success is a convincing one: today, there are 14 manufacturing companies and 21 firms operating under the umbrella of the group, which was founded in 1951. One USP in comparison to market competitors is its far-reaching independence in terms of raw materials markets and suppliers. The Elginkan Group operates its own quartz mine and covers 98% of all manufacturing steps from raw material extraction to distribution under its own management. The modern production facilities at the Turkish site in Manisa are regarded as exemplary at both a European and global level. The result is high yet flexible production rates with legendarily low complaint rates.

The companies E.C.A. and Serel, which belong to the Elginkan Group, serve the international markets with exclusive fittings for kitchens and bathrooms as well as ceramics for the sanitary sector.

E.C.A.
ICON
PAGE 38



SUSTAINABILITY

DO NOT WASTE ANYTHING.

Based on this conviction, the Elginkan founding family formulated a commitment that has since shaped the goals of all companies in the Elginkan Group, including E.C.A. and Serel. From the extraction of raw materials and all steps of production to dispatch, attention is paid to protecting the environment and minimising the consumption of energy and raw materials in a consistent and successful manner.

E.C.A. Serel products combine excellent environmentally-friendly properties with an attractive design. They save water and heat and at the same time have outstanding hygienic features. These standards are rewarded internationally in the form of numerous certificates and important eco-labels, making them verifiable for all to see.

SEREL
SAPPHIRE
PAGE 46

WASTEFULNESS IS FORBIDDEN.



FEATURES



E.C.A.
LUNA
PAGE 44

OUR INDUSTRIAL DESIGNERS
AND ENGINEERS ARE
CONTINUOUSLY WORKING
ON PERFECTLY INTEGRATING
INNOVATIVE TECHNOLOGIES
INTO ELEGANT SHAPES.

When it comes to good design, the form follows the function. All products by E.C.A. Serel are characterised by a high degree of excellent functionality. They offer customers considerably more than the expected benefits. Additional requirements such as optimum economy and environmentally-friendly features play an outstanding role in all our product developments. Due to the high vertical range of manufacture under our own roof, we are able to start considering these aspects even as early as the evaluation of raw materials stage.

E.C.A.
HYGIENE
PLUS
PAGE 57

E.C.A.
TOUCH
PAGE 62

SEREL
EASY
WASH
PAGE 16

SEREL
HYGIENE
PLUS
PAGE 28

SEREL
PURE
WASH
PAGE 28

TEAMS OF EXPERIENCED
DESIGNERS AND SCULPTORS
DEFINE THE FORM AND
APPEARANCE OF OUR
AWARD-WINNING PRODUCTS.

High aesthetic and functional demands characterise the expectations of our international business partners when it comes to our products. We are proud to meet the tastes of discerning customers in 100 countries around the world with their very different cultural roots. Numerous awards, which are joined year after year by new ones, show that our designs impress all over the world.




SEREL
SMART
PAGE 29


reddot design award
winner 2016
e.g. SEREL
POSEIDON
Wall Hung WC Pan
PAGE 16



GERMAN
DESIGN
AWARD
WINNER
2018
e.g. E.C.A.
ICON
Basin Mixer
PAGE 38


2016
Good Design Award
e.g. SEREL
LUVI
Urinal
PAGE 33


2017
e.g. E.C.A.
ICON
Bath Mixer
PAGE 39


DESIGN
AWARD
2015
e.g. SEREL
PURITY
Wall Hung WC Pan
PAGE 19


2014
e.g. SEREL
WAVE
Wash Basin
PAGE 44


GOOD
DESIGN
e.g. E.C.A.
PURITY
Basin Mixer
PAGE 41


GOOD DESIGN
AWARD 2017
e.g. SEREL
LUVI
Urinal Wall Separator
PAGE 33

and
many
more



QUALITY
FROM A
GOOD HOME

European standards of manufacture, design and quality are particularly high and are recognised and valued worldwide. Anyone who buys in Europe understands the advantages of this. E.C.A. and Serel not only meet these requirements, but also complement them with ambitious environmental and economic standards, both in production and in the finished product.

Long warranty periods, planning reliability and an excellent technical service make us an attractive business partner for companies all over the world.

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PRODUCTS



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POSEIDON EASYWASH

AESTHETICS AND FUNCTION

With an elegant design and comfortable features such as Hygiene Plus, Easywash and the infra-red controlled tap, the POSEIDON range is recommended for the premium segment.



SEREL
BETA
SLIM SILENT CLOSE
EASY-RELEASE
SEAT AND COVER
223BS00002

SEREL
HYGIENE
PLUS

SEREL
SILENT
CLOSE

SEREL
EASY
RELEASE



SEREL
POSEIDON
WALL HUNG
WC PAN
(53 cm)
PS10



reddot award 2016
winner



E.C.A.
**EASY
WASH**

SEREL
**EASY
WASH**

E.C.A.
**HYGIENE
PLUS**

SEREL
**HYGIENE
PLUS**

SEREL EASY WASH

Easywash with waterfall technology revolutionises flushing technology in the WC. It offers highly effective cleaning of all areas of the surface without splashes. After use, a 360° rinse is automatically started, which ensures perfect cleanliness. And it has an environmental advantage: 100 % water-based cleaning. Without chemicals. And it also saves 25% water compared to conventional solutions.



SEREL

**CERAMIC PLUG
AND WASTE
SIPHON UNIT**

TP08



SEREL

POSEIDON
COUNTERTOP
WASHBASIN

(60 cm)

PS32



E.C.A.

EASYWASH
INFRARED
TALL BASIN MIXER

102199270HEX

E.C.A.
HYGIENE PLUS

SEREL
HYGIENE PLUS

A KEEN SENSE OF FINE NUANCES



This is how beautifully designed innovative function can be. PURITY has won numerous international design prizes already. A range for ambitiously designed plans.



E.C.A.
MYRA
BASIN MIXER

102108986HEX



SEREL
PURITY
COUNTERTOP
WASHBASIN
(100 cm)
PR35



SEREL
PURITY
WALL HUNG
WC PAN
(52,5 cm)
PR10



SEREL
BETA
SLIM SILENT CLOSE
EASY-RELEASE
SEAT AND COVER
223BS00002



DREAMS
COME
TRUE

Clear lines and modern function. A pleasing design as part of a harmonious ensemble – this is how this bathroom presents itself as an attractive solution for a private furnishing concept.



SEREL
BETA
SILENT CLOSE
EASY-RELEASE
SEAT AND COVER

223BT00002

SEREL
HYGIENE
PLUS

SEREL
SILENT
CLOSE

SEREL
EASY
RELEASE



SEREL
SMART
WALL HUNG
WC PAN
(52 cm)
SM26

SEREL
**HYGIENE
PLUS**

SEREL
**PURE
WASH**



E.C.A.
THERMO-
STATIC
SHOWER
COLUMN MIXER

102102476EX



SEREL

CERAMIC
PLUG AND WASTE
SIPHON UNIT

TP08



SEREL

RITA
COUNTERTOP
BUILT-IN SLIM
WASHBASIN
(60 cm)
RT34



E.C.A.

LUNA
CONCEALED
BASIN MIXER

102105129EX



LESS IS MORE



Visually reduced to the essentials and available on request with particularly small dimensions, MINIMAL washbasins show how even bathrooms with limited space can be designed in an attractive way.

NEW  E.C.A.
NIOBE
BASIN MIXER
102188056EX



 SEREL
MINIMAL
COUNTERTOP
WASHBASIN
(60 cm)
3042

SEREL
HYGIENE
PLUS

BIG STYLE ON A SMALL SCALE

Whether in a domestic environment or in the hotel business, small rooms often need to be transformed into bathrooms that are as inviting as they are high quality. With this countertop washbasin from the MINIMAL range, the solution is a simple one.



E.C.A.
MINA
 BASIN MIXER

102108921HEX



SEREL
MINIMAL
 SLIM POT
 WASHBASIN

(46 cm)
 3016

E.C.A.
**HYGIENE
 PLUS**

SEREL
**HYGIENE
 PLUS**

SEREL HYGIENE PLUS

Innovative ceramic surface on which germs and bacteria have no chance. For perfect cleanliness and a hygienic atmosphere with no effort and free of chemicals and cleaning agents. And also economical when it comes to water consumption. A contribution to daily environmental protection that defines a new standard of hygiene.



SEREL PURE WASH

New technology rimless WCs are available in various alternatives. SEREL Rimless WCs have been designed with the unique purewash technology, no rims, no edges, no obstacle for cleaning. It is the most effective way of cleaning the pan.

SEREL HYGIENE PLUS

SEREL PURE WASH

BEAUTIFULLY
COMFORTABLE
WITH A BIDET

Residential
SMART

06



SEREL
SMART
WALL HUNG
WC PAN
(52 cm)
SM26



SEREL
BETA
SILENT CLOSE
EASY-RELEASE
SEAT AND COVER
223BT00002



SEREL
**HYGIENE
PLUS**
SILENT
CLOSE
EASY
RELEASE

The SMART model combines a purist design, high-quality materials and innovative functions. A detail worthy of note is that even without a rim, the WC offers optimum hygiene with surprisingly economical water consumption.

It is often the details that create a space with an individual sense of style out of an austere and functional room. Materials, shapes and comfort functions give this WC solution an elegant feel.



SEREL
**HYGIENE
PLUS**

SIMPLY
APPEALING



SEREL
RITA
WALL HUNG
WC PAN
(52 cm)
RT10



SEREL
ZETA
SLIM SILENT CLOSE
EASY-RELEASE
SEAT AND COVER
223ZS00002

SEREL
HYGIENE
PLUS

SEREL
SILENT
CLOSE

SEREL
EASY
RELEASE

BE MORE DISCERNING



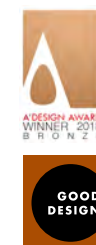
The WC and WC seat present a harmonious appearance with their linear design. The POSEIDON range offers the Easywash function for automatic cleaning of the entire surface area of the WC. Beautifully complemented by the Beta WC seat with EasyRelease® and SilentClose®.

SEREL
**HYGIENE
PLUS**

SEREL
**EASY
WASH**



SEREL
POSEIDON
WALL HUNG
WC PAN
(53 cm)
PS10



reddot award 2016
winner



2016
Good Design Award



SEREL
BETA
SLIM SILENT CLOSE
EASY-RELEASE
SEAT AND COVER
223BS00002

SEREL
HYGIENE
PLUS

SEREL
SILENT
CLOSE

SEREL
EASY
RELEASE



FOR THE HIGHEST OF STANDARDS

The urinal system LUVI with matching separator walls for public sanitary facilities is economical, safe, user-friendly and easy to clean. The rimless design ensures optimal hygiene with economical water consumption.

**SEREL
HYGIENE
PLUS**



SEREL
LUVI
URINAL WALL
SEPERATOR

0160



SEREL
LUVI
REAR FLUSH
INLET URINAL

0169



SEREL
HYGIENE
PLUS

Residential
RITA | LUNA 10



E.C.A.
LUNA
BASIN MIXER

102108947EX



SEREL
RITA
COUNTERTOP SLIM
WASHBASIN

(59 cm)
RT30

INVITINGLY
COSY

The appearance of this washbasin in the RITA range is tidy, inviting and clean and can be flexibly integrated into plans for individual design solutions.

**FREE-
STANDING**A GUEST
IN AN
EXQUISITE
WORLD

SEREL
BETA
SLIM SILENT CLOSE
EASY-RELEASE
SEAT AND COVER
223BS00002

SEREL
HYGIENE
PLUS

SEREL
SILENT
CLOSE

SEREL
EASY
RELEASE



SEREL
SAPPHIRE
WALL HUNG
WC PAN
(52 cm)
SP10

**SEREL
HYGIENE
PLUS**

With an elegant appearance, high-quality design and urban charisma, this free-standing washbasin column with matching fittings will blend into any high-calibre design concept. Equipped with HYGIENE PLUS, just like the SAPPHIRE WC.

NEW

E.C.A.
FREE-
STANDING
BASIN TAP

102109455EX



SEREL
FREE-
STANDING
WASHBASIN
(Ø 49,5 cm)
1901



SEREL
CERAMIC
PLUG AND WASTE
SIPHON UNIT
TP08

EVERYDAY ELEGANCE

The best way to create a sophisticated ambience in your own bathroom is to use excellent products. Here, the 4LIFE ceramic range and fittings from the ICON series harmonise with the ELEA shower set: functional, minimalist and very stylish.

Residential
4LIFE
ICON

12



E.C.A.
ELEA
SLIDING RAIL
HAND SHOWER SET
102117310EX



E.C.A.
ICON
BATH MIXER
102102478HEX



E.C.A.
HYGIENE PLUS

SEREL
HYGIENE PLUS



E.C.A.
ICON
BASIN MIXER
102188037HEX



SEREL
4LIFE
COUNTERTOP
WASHBASIN
(60 cm)
FL01



SEREL
CERAMIC PLUG AND WASTE SIPHON UNIT
TP10



SEREL
SIGMA
SLIM SILENT CLOSE
EASY RELEASE
SEAT AND COVER
223SS00002



SEREL
4LIFE
WALL HUNG
WC PAN
(53 cm)
FL10



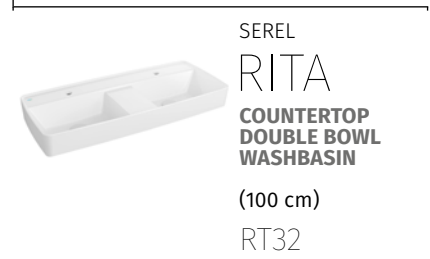
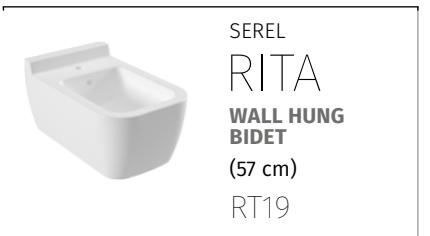
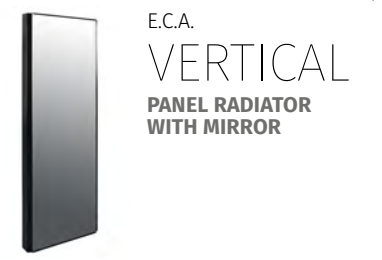
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Residential
RITA
PURITY



Planned to be spacious: the pleasant rain shower, double countertop washbasin, WC and bidet in a puristic style offer all the bathroom functions you could desire. The fittings from the PURITY and MINA ranges serve as accents in chrome. A beautiful and useful addition: the mirrored vertical radiator.

CLEAR LINES –
COMFORTABLE
AND PRACTICAL



The washbasin WAVE combines an original look with a smart idea. The design offers an unusual solution that accommodates both parents and children at the same wash facility. The beautifully curved lines can also be seen in the WC WAVE with the MARINE seat.

SEREL
**HYGIENE
PLUS**

SEREL
**EASY
WASH**

WITH A CURVE
FOR BOTH BIG
AND SMALL



E.C.A.
LUNA
BASIN MIXER

102108940EX



SEREL
WAVE
WASHBASIN
(110 cm)
3020



SEREL
MARINE
SILENT CLOSE
EASY- RELEASE
SEAT AND COVER
223MR00002



SEREL
CERAMIC PLUG AND WASTE SIPHON UNIT
TP20



SEREL
WAVE
WALL HUNG
WC PAN
(56,5 cm)
3011



SEREL
HYGIENE PLUS

SEREL
EASY WASH

MINIMALIST,
HYGIENIC,
BEAUTIFUL

As a partner solution, the elegant countertop washbasin SAPPHIRE combined with the NITA tap gives rise to a harmonious ensemble. The special HYGIENE PLUS surface treatment ensures that, just like the WC of the same line, it always remains clean with little effort, little water and no chemicals.

**SEREL
HYGIENE
PLUS**



SEREL
**CERAMIC
PLUG AND WASTE
SIPHON UNIT**
TP08




E.C.A.
NITA
**TALL
BASIN MIXER**
102188035EX



SEREL
SAPPHIRE
**COUNTERTOP
SLIM WASHBASIN**
(59,5 cm)
SP46



SEREL
SAPPHIRE
**WALL HUNG
WC PAN**
(52 cm)
SP10



SEREL
BETA
**SLIM
SILENT CLOSE
EASY-RELEASE
SEAT AND COVER**
223BS00002

**SEREL
HYGIENE
PLUS**
**SEREL
SILENT
CLOSE**
**SEREL
EASY
RELEASE**

CHARMING AND VERY COMFORT- ABLE

Round shapes and smaller dimensions – the design language of MINIMAL and SMART meets the desire for a cosy family atmosphere in the bathroom. It is complemented by the straightforward taps from the LUNA series. HYGIENE PLUS ensures easy-care cleanliness in the bathroom every single day.



E.C.A.
LUNA
BIDET MIXER

102110192EX



SEREL
SMART
WALL HUNG
BIDET

(53 cm)
SM29

**SEREL
HYGIENE
PLUS**



SEREL
**CERAMIC
PLUG AND WASTE
SIPHON UNIT**

TP08



E.C.A.
LUNA
CONCEALED
BASIN MIXER

102105130EX



SEREL
MINIMAL
CYLINDRICAL
WASHBASIN
(Ø 46 cm)

2025



SEREL
SMART
WALL HUNG
WC PAN
(52 cm)
SM25



SEREL
BETA
SLIM
SILENT CLOSE
EASY-RELEASE
SEAT AND COVER
223BS00002

SEREL
HYGIENE
PLUS
SEREL
SILENT
CLOSE
SEREL
EASY
RELEASE

FOCUS ON THE ESSENTIALS

When it comes ensuring that a room looks very spacious, small bathrooms and WCs can be a challenge. With their puristic and angular design, the MINIMAL and NITA ranges offer an attractive solution. A beautiful highlight is the TIERA washbasin fitting.

**SEREL
HYGIENE
PLUS**



SEREL
NITA
WALL HUNG
WC PAN
(52 cm)
NT10



SEREL
ZETA
SLIM
SILENT CLOSE
EASY-RELEASE
SEAT AND COVER
223ZS00002

SEREL
HYGIENE
PLUS
SEREL
SILENT
CLOSE
SEREL
EASY
RELEASE



SEREL
MINIMAL
SQUARE POT
WASH BASIN
(38,5 cm)
2013



E.C.A.
TIERA
CONCEALED
BASIN MIXER

102105140EX



SEREL
**CERAMIC
PLUG AND WASTE
SIPHON UNIT**

TP08

BATHED IN MAGICAL BLACK

For bathrooms with a certain special something: if you opt for black instead of white, you'll achieve an unusual effect. The coloured series by E.C.A. and Serel make it possible to implement this variation in a consistent way. Radiators, wash-basins and shower fittings are also available to match this colour scheme.

**SEREL
HYGIENE
PLUS**



SEREL

**CERAMIC PLUG AND
WASTE SIPHON UNIT
(BLACK)**

TP08STL060H



SEREL

**MINIMAL
WASHBASIN
(BLACK)**
(60 cm)

1633DXL060H



E.C.A.

**TIERA
TALL BASIN MIXER**

103588002EX

**SEREL
HYGIENE
PLUS**



E.C.A.

**ICON
PANEL BLACK
RADIATOR**



E.C.A.

**NOVITA
SLIDING RAIL
HAND SHOWER SET**

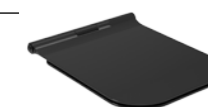
102146017EX



E.C.A.

**TIERA
BATH MIXER
BLACK CHROME**

103502469EX



SEREL

**ZETA
SLIM SILENT CLOSE
EASY-RELEASE
SEAT & COVER
(BLACK)**

223ZS00062



SEREL

**RITA
WALL HUNG
WC PAN (BLACK)**

(52 cm)

RT10-060H





E.C.A.
MYRA
SHOWER HEAD

102145034EX



E.C.A.
MYRA
**CONCEALED
BATH MIXER**

102101146HEX



E.C.A.
MINIMAL
**SHOWER OUTLET
ELBOW**

102126634EX



E.C.A.
MYRA
HAND SHOWER

102117343HEX

E.C.A.
**HYGIENE
PLUS**

SEREL
**HYGIENE
PLUS**



E.C.A.
MYRA
TALL BASIN MIXER

102108984HEX



E.C.A.
MYRA
**MEDIUM BASIN
MIXER**

102108983HEX



DESIGN FOR DISCERNING PEOPLE

One of the key rooms that reflects an elegant style of living is the bathroom. Here, circular HELIOS washbasins on conical pedestals are transformed into eye-catchers. The different heights for both young and old are conveyed perfectly by the matching angled shelf. MYRA shower and washbasin fittings complement the design highlights that are truly worth seeing for yourself.



SEREL
HELIOS
**CIRCULAR
WASHBASIN**
(Ø 37 cm)
HL34



SEREL
HELIOS
**CIRCULAR
WASHBASIN**
(Ø 46 cm)
HL35



SEREL
HELIOS
SHELF

HE14



SEREL
HELIOS
SEMI PEDESTAL

HL22

E.C.A.
**HYGIENE
PLUS**

Clean, germ-free fittings in the sanitary area. Thanks to the use of the latest nanotechnology, which is scientifically proven to be harmless to health, E.C.A. products can be given a special coating that is particularly easy to clean and does not require the use of strong chemicals. Consistent Hygiene Plus protection is guaranteed for five years at a rate of three cleanings per day.

CHILD-FRIENDLY AND COLOURFUL



E.C.A.
MYRA
MEDIUM BASIN
MIXER
 104308983EX



A strong colour accent in bright red bathes the WC in a school or kindergarten in a friendly light. Particularly easy to care for surfaces with HYGIENE PLUS on the HELIOS washbasin and the coloured MYRA fitting ensure effortless cleanliness, even when there is a great rush of children using them.



SEREL
HELIOS
CIRCULAR WASHBASIN
 (Ø 37 cm)
 HL34



SEREL
HELIOS
SHELF
 H414

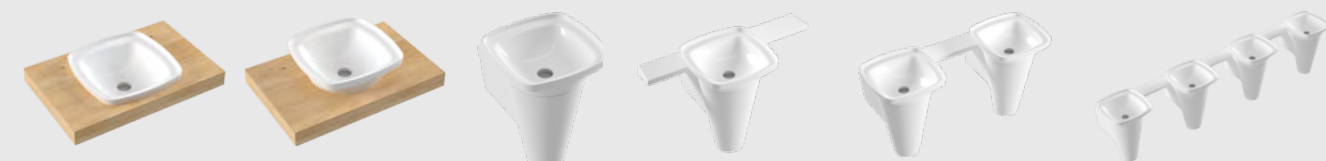


SEREL
HELIOS
SEMI PEDESTAL
 HL22



SEREL
HYGIENE PLUS

HELIOS USAGE ALTERNATIVES



RIMLESS:
CLEAN AND
HYGIENIC

What counts here is what's missing: with no corners, edges or rims, the bowl of the SMART WC does not give dirt or bacteria any opportunity to adhere to its surfaces. The lack of such obstacles means that the WC can be cleaned particularly quickly and thoroughly. Despite its economical water consumption, the necessary cleanliness and freshness is therefore ensured at all times.

**SEREL
HYGIENE
PLUS**
**SEREL
PURE
WASH**





E.C.A. TOUCH

Convenient and comfortable: E.C.A. fittings with touch technology. The flow of water starts and stops with a simple touch somewhere on the tap. If it is not touched again after 42 seconds, the flow is stopped. This saves water and ensures safety. The temperature and quantity of water can be adjusted separately. Practical and hygienic at the same time, this fitting is particularly easy for everyone to operate.



E.C.A.
MYRA
TOUCH
SINK MIXER

102118069HEX



GET AN APPETITE FOR COOKING

80% of all activities in the kitchen take place around the sink. And your hands are not always free to be able to operate the tap. MYRA TOUCH solves this problem in a clever way: touching anywhere on the tap, even using your arm, either makes the water flow or shuts it off again.

Kitchen
MYRA

22



E.C.A.
**HYGIENE
PLUS**

E.C.A.
TOUCH

23

Residential

THERMOSTATIC

NEW

URBAN
STYLE WITH
LOTS OF
COMFORT

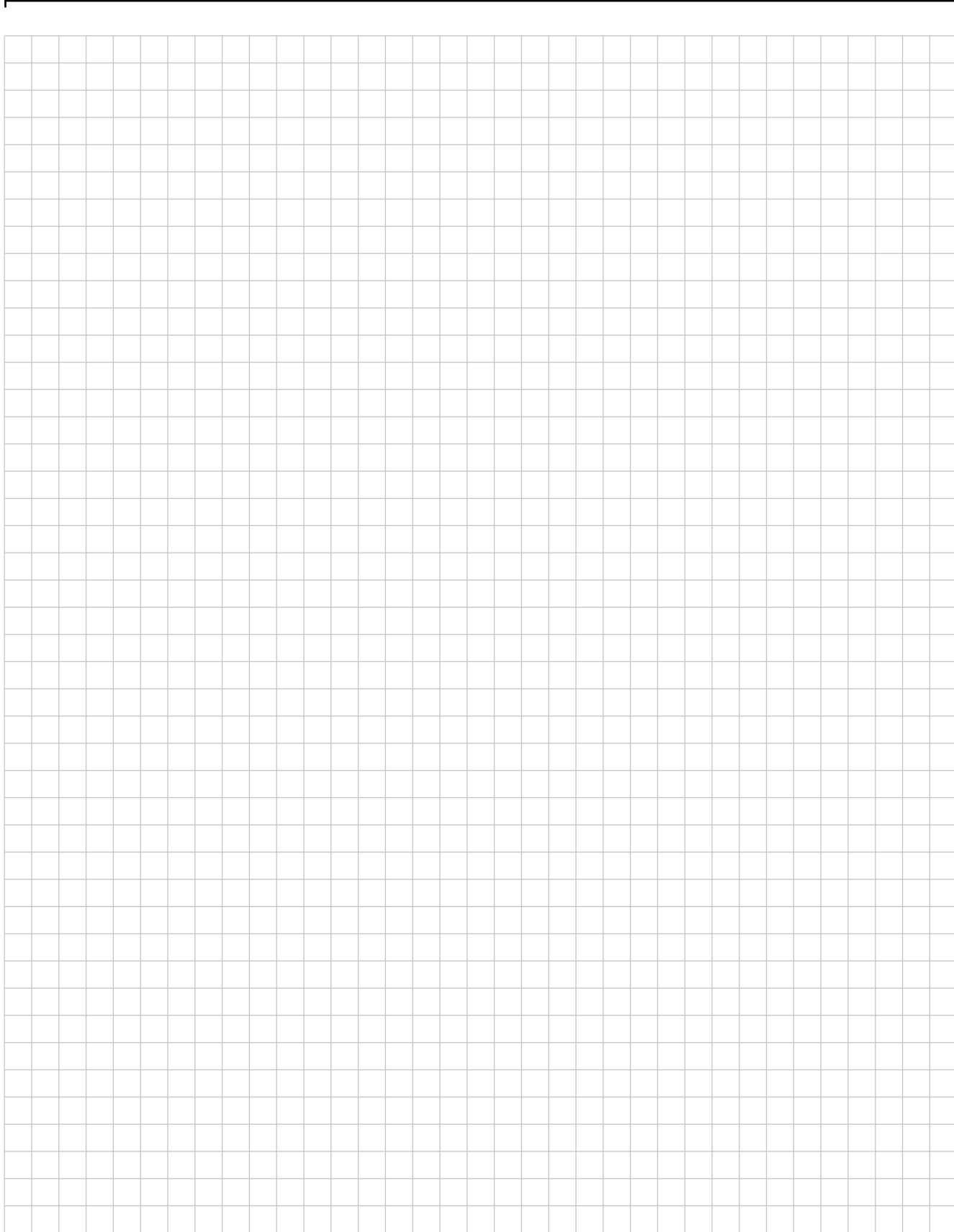


NEW

E.C.A.
THERMO-
STATIC
SHOWER COLUMN
MIXER

102102476EX

Loft living is a hot trend and gives bathrooms are given a whole new look. The shower plays a central role when it comes to revitalisation and relaxation. Generously planned with unique design ideas, it becomes a decorative highlight with a feel-good effect. The THERMOSTATIC shower fitting meets these expectations perfectly.



**E.C.A.****SEREL**

TOGETHER FOR YEARS

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