

We are pleased to introduce the first Cosmic newsletter. Through our monthly newsletters, we will share our novelties with you, will inform you about our new products and related news and will talk about our collaborators and co-workers.

## The interview: Pascal Llopis, marketing director

*"In reality, dreams must be taken seriously."*

Tadao Ando

**Pascal Llopis** is Cosmic marketing Director and bets on creativity as a base for communication of the trademark. He tells us which strategies lead Cosmic's path and describes Cosmic products.



**P: We are used to relating Cosmic trademark to impacting images. What strategies lead communication in Cosmic?**

**R:** We want to incorporate technological and social changes into our actions for communication to transmit the message we want to in a creative, modern and provocative way. We want to bet on coherence in our communication strategies through clear tools and a logical speech. Essentially we want to communicate our produce in an artistic way through image campaigns which show trends and our positioning. In order to carry out those strategies, we are helped by a competent team of professionals and some creative external collaborators, photographers and designers with great recognition.

**P: Who are those communication strategies focussed on?**

**R:** We essentially focus on two different target audiences. On one side, the group of professionals that ask for trendy products. We would like architects and designers to find their best proposals for their projects in our collections. On the other side, we aim to attract those final consumers who appreciate innovation and want to stand out: We identify with people who have sensitivity and interest, people who love Art and enjoy travelling...; we want to seduce them and bring them to that sales point where they can find our products



Bath Experiences Campaign  
Photograph by Jaume de Laiguana



Simplex Washbasin.  
Design by Azúa & Moliné

**P: Cosmic products bring new solutions... How would you describe them?**

**R:** In Cosmic, we want to create bath scenes. And thus we develop some products basically distinguished by their modern design, their quality and competitiveness. Our constant research has allowed us to work on material and function that give bathrooms new prospects and bring a bigger technological innovation on our products, manufacturing and quality control. Cosmic offer a wide global range of products. We aim to be the reference in the World market and accordingly we work on permanent cooperation with the best designers and their original designs.

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## Cosmic combines design and innovation in STOCK



Small objects, big containers, towel, etc. One always needs to store lots of articles in one's bathroom. Accordingly, Cosmic has designed Stock, a furniture collection that makes order and storage easier. This collection, which is made of anodized aluminium in matt silver colour or painted in white, has a wide range of cabinets and trolleys of different sizes and finish (polycarbonate edges in red or grey, ice methacrylate or white or grey glass doors, with a mirror, etc.). Its design is based on simplicity and the result is very functional and attractive items. Stock combines both aluminium and plastic, and therefore gives the collection a technical and very modern trait. Cosmic offers a product with a reasonable price and an aesthetic that complies with the avant-garde trends.

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## Cosmic granted with the ISO certificate 9001/2000



Last December 2005 Cosmic Quality System was granted with the ISO certificate 9001:2000, given by the certification organization TÜV Rheinland group, a German company which throughout 130 years has achieved international recognition as a leading company in technical inspection and quality control services.

The attainment of this certificate that corresponds to "Design, production and sales of furniture, washbasins, faucets, mirrors, lighting and bathroom accessories" is the culmination of two years of effort after which Cosmic has managed to adapt its regulations, specifications and internal processes to the requirements of this international regulation.

This grant encourages us to continue working hard day by day in order to achieve a constant improvement and thus reach the level of the greatest standards of quality and design in the market.