

ORAS NEWS



2/2012

Oras Group customer newsletter

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In this edition of Oras News:

■ Green building &
LEED faucets
■ page 4

■ Oras Vienda –
recommended by
test users!
■ page 5



■ New
Oras
Apollo
■ page 6



■ Study: Oras' faucets
save significant amounts
of water and energy

■ pages 10–11

Water Is Worth Loving.

~ Oras proudly presents ~

ORAS
CUBISTA
ORAS
ELECTRA
ORAS
VIENDA
IL BAGNO ALESSI ONE
by ORAS



Smart faucets for Home



The touchless Oras smart faucets are smart in several ways. For example the new Oras Vienda gives just enough water with needed temperature, lifting hygiene to a new level. Easy, hygienic and always pleasant and clean.

The result is better level of hygiene and significant savings in water and energy consumption. Since you only use the needed amount of water. Without even having to think about it. This is how Oras defines user-friendliness and top design. No technology without ecology.

See the funny videos on our website and participate on a competition – www.oras.com



New Oras Vienda
smart washbasin faucet Oras no. 1714F
Design by Herta & Paul Amir, Rec. price xxx e

Going digital!

■ **OUR SPRING CAMPAIGN SMART FAUCETS FOR HOME BROUGHT THE TOUCHLESS SMART FAUCETS CLOSER TO HOMES. THE CAMPAIGN TOOK PLACE BOTH IN DIGITAL ENVIRONMENT AND IN PRINT MEDIA.** ■

■ Several countries had also Smart Faucets for Home tours in shopping malls, etc. which brought a lot of positive feedback.

We will continue the print marketing but increasingly the focus is in digital environment: the internet, social media and mobile applications. By all means this does not mean that the print media is disappearing but that the content and the focus is changing.

For Smart Faucets for Home campaign we produced short films presenting through humor the functionality of

touchless smart faucets in homes.

Movie advertising will also be used in our upcoming campaign, in which we will arouse the interest of the target group with an engaging film. As soon as the campaign has started the film will be published in our website and in our social media accounts. Naturally the same photo material is used in the print marketing as well as in POS material and digital marketing.

For more details visit www.oras.com ■



The increasing use of mobile adds marketing possibilities. QR (Quick Response) code represents modern marketing at its best emphasizing the benefits of mobile units.

Oras in Social Media

■ Oras Group is also present in social media channels: in Facebook, YouTube, Twitter and Pinterest.

KEEP UP TO DATE BY LIKING US!

Join us in Facebook for the latest news about our novelties, references and the market. We also keep you up to date with the latest news regarding water and energy saving.

<https://www.facebook.com/orassocial>

If you're looking for bathroom and kitchen ideas or just beautiful milieu pictures, please visit our account in Pinterest!

<http://pinterest.com/orasgroup/> ■

From the surges to the tailwind



■ In almost every edition of Oras News I have described the market with words such as: “foggy, stormy with dark clouds” or “turbulent”. When talking about the current situation on the market, I could repeat those same adjectives and add other synonyms for uncertainty.

The conclusion is that either Oras News is published at the moment of uncertainty or the changes have been so rapid that there is always some uncertainty in the horizon. The latter is probably more correct guess since we are permanently in a situation where changes are rapid and follow one another as a continuous chain. The situation is likely to remain similar for the next couple of years.

During the past two years Oras has in its own scale executed significant structural and operative improvements. Our goal is to improve our striking power and efficiency in the rapidly changing world. We can now say that the measures initiated in 2010 were necessary and headed towards right direction. There is still work to be done but we are making an effort together and to the same direction.

In this edition we introduce the novelty Oras Apollo, whose first appearance was exactly 30 years ago, has now been renewed. New Oras Apollo provides a pleasant shower, renewed design and the ecological option. We believe that the new Oras Apollo will receive the same unreserved success as its predecessor.

The product is available in November. Other significant novelties will be available in the beginning of next year.

So forward – and fast! ■

A stylized, handwritten signature in black ink, belonging to Marko Sundholm.

Marko Sundholm



Green Building & LEED Faucets

■ **GREEN BUILDING REFERS TO BUILDING WHICH IS CARRIED OUT USING ENVIRONMENTALLY RESPONSIBLE PROCESSES, TECHNIQUES AND PRODUCTS.** ■

■ In green building the building's environmental impact is evaluated and rated throughout its life-cycle in using of energy, water and other resources as well as logistically and in producing of waste.

SEVERAL ENVIRONMENTAL CLASSIFICATIONS

Globally there are several environmental classifications for green building. One of the widely used environmental classifications is LEED (Leadership in Energy and Environmental Design). According to LEED, building projects are rated with six separate criteria: sustainable land use, efficient use of water, energy efficiency, material choices and recycling, indoor air conditions and innovations in design process. Other standards for sustainable, green building are i.e. BREEM (Building Research

Establishment Environmental Assessment Method) in Britain and PromisE in Finland. LEED's advantage compared to other standards is internationality. Targets that follow LEED standard are built already in over 50 countries.

ORAS — A FORERUNNER IN ECOLOGICAL THINKING

High technology and ecological values have always been the main success factors of Oras products. As the world's leading manufacturer of electronic faucets, we have succeeded in combining technology with environmental thinking. Since 1970s we have produced faucets for green building. Today, we have complete product families, such as Oras Vega, that are designed to save water and energy. Not forgetting our vast collection of smart faucets. Water and energy consumption can be reduced significantly by making right material and design choices and using the advanced technology. In Oras' products this shows in our basic single lever faucets equipped with eco button as well as in our high-precision thermostat faucets and in our

electronic smart faucets.

PLENTY OF CHOICES

Oras provides a vast selection of products that fulfill the general requirements for efficient use of water in green building set by LEED. The collection includes Oras Cubista and Oras Safira single lever faucets and kitchen faucets. Oras Cubista and Oras Nova thermostatic shower faucets with or without shower sets and Oras Electra touchless smart faucets. Our technical solutions prevent cross-flow effects in single lever faucets which are common when limiting the water flow from normal level. ■



Oras Vienda

– recommended by test users!



■ **EARLIER THIS YEAR ORAS SWEDEN ORGANIZED A SOCIAL MEDIA CAMPAIGN IN FACEBOOK TO SEARCH FOR TEST USERS TO TRY-OUT NEW ORAS VIENDA 1714F.** ■

■ The campaign was carried out in co-operation with a nationwide Swedish sharevertising company Smartson. A total of 7578 people applied and out of them 20 were selected to test Oras Vienda. Sharevertising is a form of marketing where companies give their products for testing to a selected group of test users who comment the product in social media and - if the product is really good: recommend it to others in Facebook.

THE RESULTS

Oras Vienda received excellent reviews from the test users and scored an average of 4,4 points out of possible 5 points earning the comment: "Highly recommended!" from all 20 test users!

TOUCHLESS SMART FAUCET ORAS VIENDA AWARDED AS "THE LEADER OF THE NEW TECHNOLOGY 2012"

The Leader of New Technology is a European forum in Poland which promotes modern technology and safe architecture. Annually this forum has awarded innovative, modern and environmentally friendly products with "The Leader of new Technology" prize.

This year, the board of the forum granted the title and the prize "The Leader of the New Technology 2012" to Oras Ltd. for the usage of new innovational material

in the new Oras Vienda touchless smart faucet.

The board commented that the new Oras Vienda touchless smart faucet is a perfect combination of advanced technology, modern design and a result of years of experience. ■



New ecological Oras Apollo

■ **HIGH TECHNOLOGY AND ECOLOGY ARE THE KEY SUCCESS FACTORS AND THE STRENGTH OF EVERY ORAS' PRODUCT. TODAY WE HAVE COMPLETE ECOLOGICAL PRODUCT FAMILIES, TOUCHLESS SMART FAUCETS AND ECOLOGICAL HAND SHOWERS. ■**

■ At Oras we have always been focused on ecological values; in saving energy and water.

Today, more and more people are thinking about rational water consumption, as the hot water accounts for a significant portion of home's energy costs. In a private residence, shower is the most potential place to save water, energy and money. That is why taking a shower is never irrelevant.

New Oras Apollo handshower with EcoFlow function offers a convenient and a smart way to save energy, water and money!

New Oras Apollo maximizes even a minimal amount of water into a plentiful shower

Oras Apollo, whose first appearance was exactly 30 years ago, has now been renewed. There are two new models available: a regular Oras Apollo handshower and water and energy saving Oras Apollo handshower with 7 l/min EcoFlow function. Both models are available with a shower set.

When developing Oras Apollo handshower with EcoFlow function, one of the main goals was guaranteeing a plentiful shower even with a minimal amount of water.

In that we have succeeded excellently: the new Oras Apollo with EcoFlow function maximizes even minimal amount of water into plentiful, but soft spray.

The ergonomical design of the handshower, modern slide and a separate shower bracket are features that increase the user-friendliness of the shower. Naturally the renewed set includes a shower rail that allows you to adjust both the height and the direction of the shower. In addition, the chrome-plated shower rail includes a separate, spacious shampoo tray which provides convenient storage space. The transparent shampoo tray can be easily removed and washed. ■

Calculation example for shower water consumption

Example: A 4-person family takes a 10 minute shower once every day;

- With average handshowers (20 l/min) the total water consumption is 292 m3 per year.
- With new Oras Apollo handshower with EcoFlow function (7 l/min) the total water consumption is 102 m3 per year.
=> saves 190 000 liters of water / year!

Calculation example for shower water cost in Helsinki, Finland:

Water and energy price in Helsinki:

- Water (raw + waste water) 2,65 €/m3
- Energy (electricity) 0,127 €/kWh
- We assume that cold water is +13 °C and shower water is +38 °C (25°C degrees heated)

Handshower	Total shower water cost per year	Saves per year
Handshowers average	1 855 €	
New Oras Apollo with EcoFlow function	648 €	1 207 €



Oras' smart faucets at shopping center

■ SHOPPING CENTER GALERIA KORONA, A MODERN LANDMARK BUILT NEAR THE CITY CENTER IN KIELCE, POLAND, IS ONE OF THE MANY ORAS' SMART FAUCET REFERENCES IN 2012. ■



■ The construction project started in 2007 and the shopping center was opened in May 2012. With the total surface of 93 500 m2 the streamlined shopping center houses 160 to 170 shops, restaurants, gym clubs and a cinema.

Toilets in the shopping center are equipped with smart faucets: Oras Cubista 2824F's and Oras Electra 6222F's. Altogether there are 105 Oras faucets in the building, most of them Oras' touchless smart faucets. ■



Touchless smart faucets at Helsinki Music Center

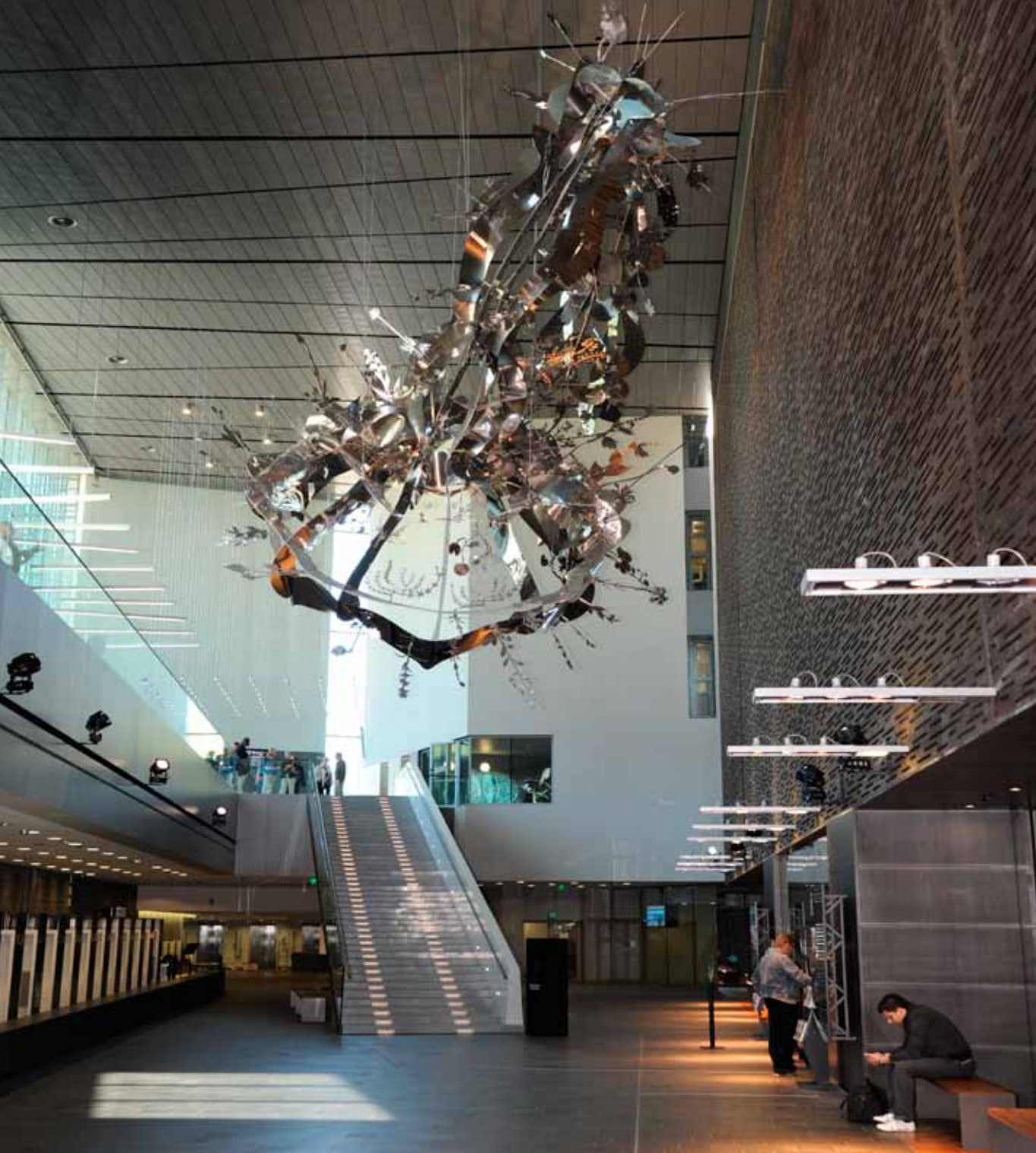
■ **BUILT ON THE SHORE BANK OF TÖÖLÖ BAY, HELSINKI MUSIC CENTER IS TRULY A COMBINATION OF GRANDEUR AND EXCELLENT BUILDING WORK.**

The home of Helsinki Philharmonic Orchestra, the Finnish Radio Symphony Orchestra, and the Sibelius Academy includes several world-class concert halls with superb acoustics.

The core of the open lay-out building is a vineyard-like main concert hall with 1704 seats. The circular foyer of the grand hall and the lobby areas are also utilized as a café and exhibition space. In addition to the main concert hall there are six smaller concert halls in the building for 140-400 listeners.

Oras' smart faucets were an obvious choice to the Helsinki Music Center where high quality, good hygiene and user-friendliness are key criteria. The faucets of Oras Cubista collection met also the aesthetical demands of the venue. ■







Study: Oras' faucets save significant amounts of water and energy

■ In the summer 2009 Oras Ltd. started to survey and monitor water consumption in ten private homes in the city of Uusikaupunki, Finland. The study was carried out in cooperation with the Carbon Neutral Municipalities (CANEMU) project, managed by the Finnish Environment Institute. Water consumption monitoring was carried out by remote monitoring.

The aim set for the study was to obtain information on water consumption in households based on reliable and up-to-date measurements as well as the effect of water fixture choices on water consumption, taking into consideration the perspective of saving water and energy without compromising on comfort. The second aim was to find out water

consumption habits and how touchless smart faucets are experienced in household use.

The study also aimed to discover what level of greenhouse emission reduction can be achieved by new water fixtures, as well as make reliable estimates of cost effects and profitability.

NEW ECOLOGICAL WATER FIXTURES

After a year's water consumption monitoring, ecological and touchless Oras' smart faucets were installed in the homes according to the needs and wishes of the families. In the showers, the old lever faucets were replaced with Oras' thermostatic faucets. According

to several studies, thermostatic faucets consume up to 30 % less water than lever faucets. Existing hand showers were replaced with water and energy saving, test winning hand shower Oras Natura. Its eco-button reduces the flow with 50 %.

Oras Vega kitchen faucets with eco-button were installed in the apartments' kitchens. The eco-button reduces the flow from the normal level with 30 – 40 %. Some of the families chose Oras Vega with high spout which is very convenient in the kitchen.

Oras Cubista or Oras Ventura touchless smart faucets were installed on the wash basins. In public premises touchless faucets consume 20 – 50 % less water compared with lever faucets. Oras Vega single lever faucet with eco-button was installed on some of the wash basins.

Naturally all wash basin faucets were equipped with Bidetta hand shower.

SIGNIFICANT RESULTS

Since the beginning of remote monitoring, between July 2009 and July 2012, the water consumption in the apartments reduced significantly. Water consumption was reduced on average by 200,000 litres or about 19,5%. The consumption of hot water was reduced by 18,2 % and cold water by 20,1 %.

In the first one-year period the average water consumption was 125 litres per resident per day. After the new faucets had been installed, water consumption was 92 litres per resident per day, in other words it was reduced by 26%.

Thus, the total savings of all the monitored apartments was €1207/year (according to local prices) when comparing the first and last one-year periods of the monitoring. The annual saving per resident was about €60 (20 residents).

Greenhouse gas emissions at the location were reduced in total by about 630 kg CO₂/year. The average CO₂ emission per resident in Uusikaupunki is about 10,000 kg/year.

SATISFIED USERS

Residents were extremely satisfied with the faucet and shower choices in the



washing facilities. All residents used the hand shower's eco button all the time or at least usually. All residents whose home was equipped with a touchless faucet considered it to be very handy and easy to use. After the study not a single resident wanted to give up their touchless faucet.

In June 2012, the Finnish Environment Institute awarded Oras' water consumption study the CANEMU – Act of the Month prize.

The complete study Monitoring study on the effect of water fixtures on water consumption and greenhouse gas emissions in a row house location can be read at <http://www.ymparisto.fi/default.asp?contentid=398228&lan=en&clan=en> ■



More about Carbon Neutral Municipalities (CANEMU) project

■ The Carbon Neutral Municipalities, a project managed by the Finnish Environment Institute, brings municipalities, businesses, citizens and experts together to create and carry out solutions to reduce greenhouse gas emissions.

PROJECT DESCRIPTION

The municipalities involved in the Carbon Neutral Municipalities project (CANEMU) are committed to act as laboratories

by working to reduce greenhouse gas emissions more extensively and rapidly than EU targets and schedules would require. The project aims to create a win-win situation based on solutions that have economic and social benefits as well as environmental advantages.

The municipal authorities, business representatives, local residents, research institutes and experts work together to devise and tailor new cost-effective solutions to reduce emissions, especially in the contexts of transportation,

housing and food. Information about the consequent new tools and ideas are publicized in Finland and internationally.

The Carbon Neutral Municipalities project was launched in June 2008 and will run to December 2012 with the current funding from The Finnish Funding Agency for Technology and Innovation Tekes, a group of partners, and the Finnish Environment Institute.

For further information about the project visit <http://www.ymparisto.fi/default.asp?node=22740&lan=en> ■



Hotel Zenden in Maastricht, The Netherlands represents contemporary luxury

■ IN ADDITION TO ECOLOGICAL FAUCETS AND HAND SHOWERS ORAS PROVIDES A WIDE COLLECTION OF LUXURIOUS BATH AND SHOWER FAUCETS AND HAND SHOWERS DESIGNED BY THE TOP DESIGNERS OF WORLD-FAMOUS ITALIAN DESIGN HOUSE ALESSI. ■

These design products are especially favored by architects, professional interior designers and individuals looking for unique items.

Recently fully renovated boutique hotel and sport school Zenden, located in Maastricht, the Netherlands, really stands out. The renovation was designed by Wiel Arets Architects.

The idea was to provide an open lay-out with an unobstructed view both in the interiors and to the exteriors. During the renovation, all ceiling heights were kept to a maximum and newly created openings in the hotel's walls allowed for views between all areas. The large glass surfaces and completely white interiors of the hotel create a transparent, light atmosphere. As a reminder of the building's history, the hotel pool retained its original location in a medieval vault.

Each guest room in the hotel is unique. Inside the guest rooms, services such as showers, toilets and cupboards have been condensed to blocks; enabling more living space. Faucets and hand showers were chosen from the collection IL BAGNO ALESSI Dot by Oras, designed by Wiel Arets himself. ■



Modern and touchless smart faucets in Svolvær school



■ **VÅGAN MUNICIPALITY WANTED TO BE AT THE FOREFRONT OF DEVELOPMENT. THEREFORE, IT WAS DECIDED THAT DURING RENOVATION ORAS' TOUCHLESS SMART FAUCETS WOULD BE INSTALLED TO SVOLVÆR SCHOOL. ■**

■ - We wanted to create a modern and flexible school that was prepared for future use. A school is very vulnerable when it comes to hygiene and cleanliness, so it was important for us to have touchfree faucets in the school building, says Johnny Mosand, Project Manager Vågan Property in Vågan Municipality.

IMPORTANT TO BE FORWARD-LOOKING

All locker rooms in the school have touchless showers. The only faucets in the school which are not touchless are in the kitchen sections. Mosand is convinced that in the future schools and kindergartens will require touchless faucets.

- It was important for us to be ahead of the trend. FSA sets stricter requirements for school and nursery buildings. These solutions for hygiene and safety are already available on the market, so it was natural to bring them into use, says Mosand.

The fully renovated, perhaps the most modern school of the nation was officially opened for school year 2012/2013 in August by the King Harald of Norway. Approximately 560 pupils in the elementary and secondary Svolvær school can now look forward to a school year in a unique environment.

ORAS IS THE PROUD SUPPLIER OF HVAC SOLUTIONS

CEO of Oras Armatur AS, Thomas Hanche-Olsen, is proud that Oras is part of the modern construction project.

- We are very pleased that the municipality invests in touchless smart faucets. This will make schools safer and more hygienic for both children and adults. As a bonus, the school will also be both more environmentally friendly and energy efficient in terms of water saving. Water savings are then a part of everyday life, without compromising comfort in any way, says Hanche-Olsen. ■

Klima X – An exhibition on climate change and global warming

■ Klima X is an exhibition on climate change and life on warming globe. What causes climate change and what consequences global warming has? How global warming can be controlled? And how can we adapt to the changes caused by it?

Global climate is changing due to the human activities. The change is already ongoing. At this point, global warming and its consequences cannot be fully prevented. We can however have effect on the speed and level of the change. Klima X-exhibition explains how climate change can be tamed and how to adapt to its inevitable consequences. Klima X-exhibition is based on the award-winning exhibition of the year 2007 in Norwegian National Museum of Science, Technology and Medicine.

Klima X provides the visitors an unforgettable, multi-sense experience. Melting ice and water has conquered the

space and the visitors wade through the exhibition in rubber boots. The noises, lights, smells and the frost of melting ice – all elements of the exhibition have been designed to leave a permanent memory trace of the visit.

ORAS AS A SPONSOR

Since the foundation of the company, Oras has invested in ecology by bringing the market high-quality, user- and environmentally friendly design products in which each technical detail has been designed to improve efficient use of water and energy. Oras wants to continue to improve the Finnish awareness regarding the significance of clean water by developing new solutions for the challenge of saving water and energy. Oras has agreed to sponsor Klima X exhibition regarding climate change in The Finnish Science Center Heureka. The exhibition

opened in Heureka in February 2012 and will be presented for a year. An estimated 250 000 visitors are expected to see the exhibition. n

Klima X

■ Klima X is based on a concept which was created by Codesign Sweden and Norwegian National Museum of Science, Technology and Medicine in Oslo. In the year 2009 Klima X was chosen as the best Nordic exhibition and awarded with an international Roy L. Shafer Leading Edge Award for the best visitor experience.

See more www.heureka.fi ■

