

KEUCO

# PLAN

Everyday icons





"PLAN offers a wide range of combination options based on the fundamental idea of a universal design. The fittings and accessories cannot fail to impress, with clear, timeless forms."

Reiner Moll, designer of the PLAN series









# The facets of PLAN – today, tomorrow and above all the day after tomorrow

We invite you to a world where creativity and technology merge into an exciting symbiosis. We show how artificial intelligence (AI) and the iconic design of our PLAN series are raising the bar together.

Since its launch in 1999, PLAN has revolutionised bathroom equipment, offering stylish solutions that meet the highest standards of design and quality. Today, we are going one step further and using the power of AI to make PLAN's vision even more impressive.

PLAN has always stood for precise and straight-lined shapes, functional extras and perfectly coordinated products: PLAN accessories are known for offering a stylish solution for all bathroom requirements. PLAN fittings feature impressive sustainable aspects and the CARE range ensures safety and comfort. At the same time, PLAN allows you to plan a consistent look, as the wide range of products is available in various finishes. The contemporary design language is equally popular in the construction industry, the hotel sector and in private homes.

PLAN has always delighted with impressive simplicity in high-quality design. Today, the products are bathroom equipment icons. With their clever details, they offer great added value in everyday life. The diverse and beautifully designed range is also constantly being built on, to inspire customers with new developments and ideas.

We are ready to break new ground in order to continue the success of PLAN in the future. We

want to show the retrospective view of PLAN – we are proud of what was and will look ahead at the same time. Our goal is clearly defined, and we are happy to be inspired by new, exciting influences. Artificial intelligence encourages us to change the way we think and offers a great opportunity for our processes.

An opportunity we have seized here: for the first time, we used images of models generated by AI. Because we believe the choice of technology should always be in line with the times. And the time has come for AI. Generating people with the help of AI is the ultimate challenge, as we have been trained for thousands of years to judge people visually.

The creation processes are similar to those in photography: the visual language is understood; the result is analysed, evaluated and finally selected. Corrections are made until the perfect image is created. Technology and humans work hand in hand.

It is an artistic act that continues to evolve during the design phase through adaptations. Here, technical skills meet aesthetic perception until the depiction of reality appears perfect.

The result is what counts.











## Iconic design

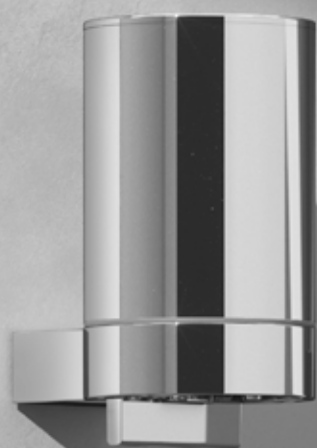
KEUCO product developers and designer Reiner Moll created a long-lasting, purist design language with clear and straight lines. PLAN stands for impressive simplicity in high-quality execution. The PLAN design has won prestigious awards. These design awards are proof of PLAN's outstanding workmanship and unique character. Each product tells a story of sophistication and care. The PLAN toilet paper holder has long since established itself as an icon with its unmistakable look. 80,000 of them find a home in bathrooms around the world each year.



## Precise surfaces

Whether glossy chrome, velvety matt aluminium finish, purist stainless steel finish or accentuating matt black: PLAN surfaces refine the straight-lined design and showcase the aesthetic shapes with masterful precision. With the wide range of materials, we open up a spectrum of design possibilities. Crafting surfaces is one of KEUCO's main areas of expertise. In our in-house electro-plating facility, we even integrate an extra glossy stage to produce the excellent chrome surfaces: an additional gloss nickel stage ensures a special deep gloss and long-lasting corrosion protection.







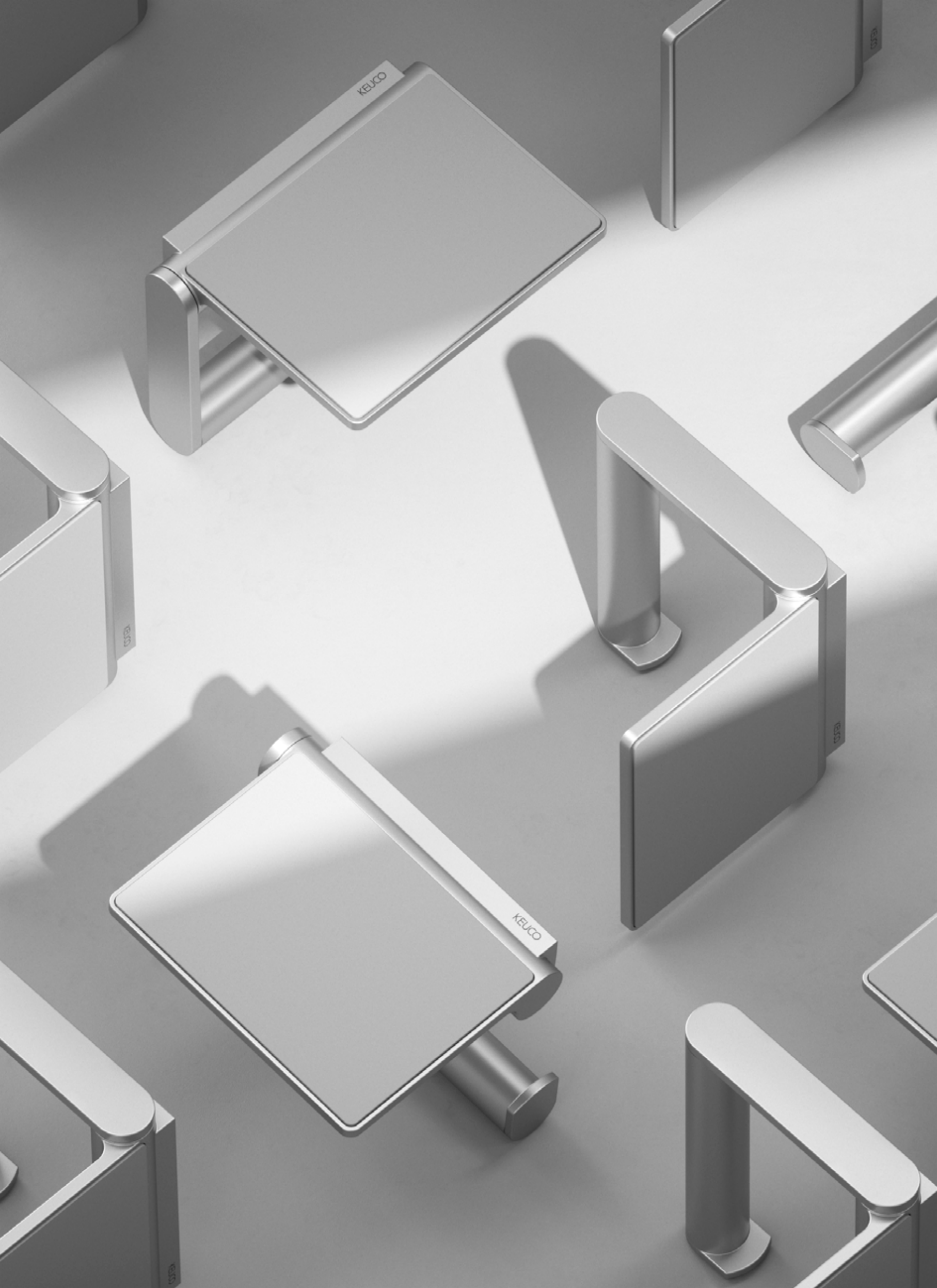
12 | 13 PLAN | Towel hook

## Maximum versatility

PLAN often has more than one solution to meet a requirement. With hundreds of individual products, the range offers countless well-thought-out possibilities. Whether you want to hang a bathrobe or towel, or the hook behind the door also serves as a door stop – for us, the details count.







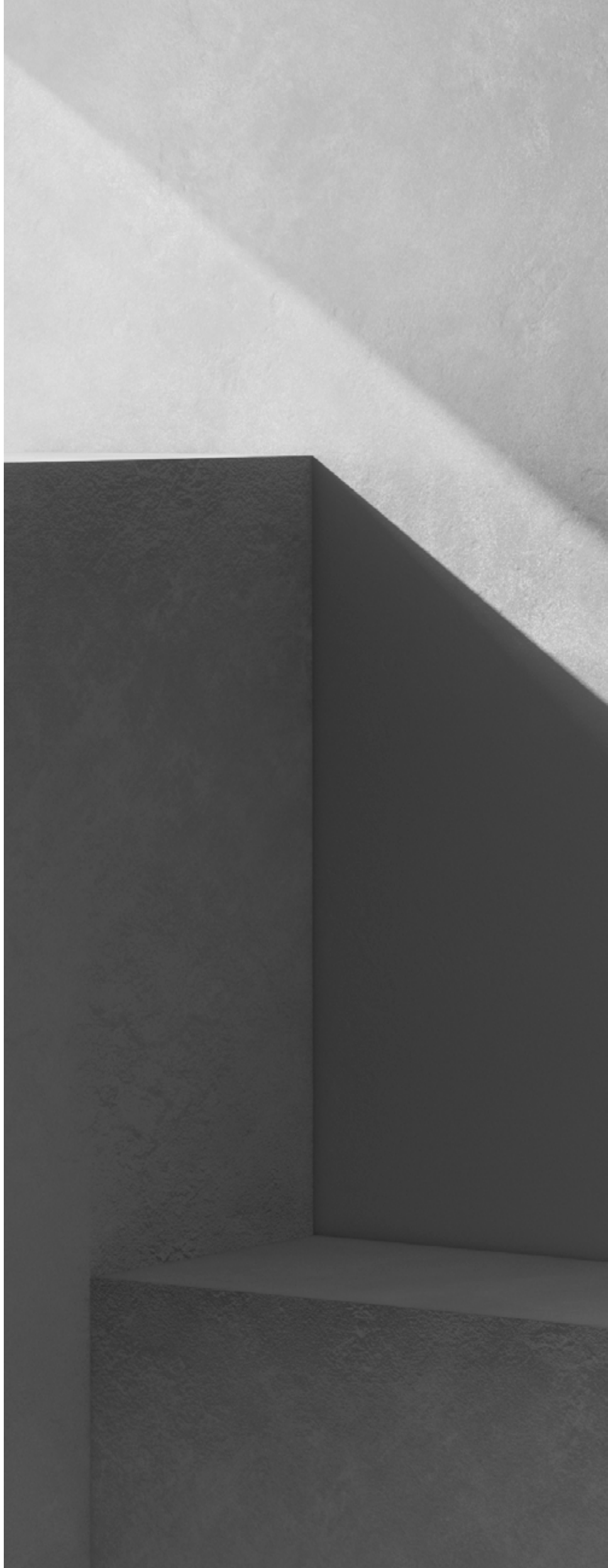


## Uncompromising quality

Quality is not a matter of course. Quality is a promise. Our promise. Why are we so sure that we can deliver on this promise? Because we test to the highest quality standards during production. Nothing is left to chance. Every single product and component is thoroughly inspected and tested to ensure consistent quality. And we confirm this with our name: we enclose a quality card with every product to attest to the perfect quality.

## Impressive for the long term

Durability and sustainability are always essential to us. If the products are not only produced sustainably but, like our PLAN BLUE fittings, even help to save valuable water thanks to a limited flow rate of 5 l/min, we are fully living up to our philosophy.











## Aesthetically appealing and functional

We are committed to ensuring that our products can be used by everyone and are equally aesthetically appealing. Irrespective of constitution. We have succeeded in combining maximum comfort and beautiful design with the PLAN CARE drop down supporting rail. The ergonomic design language provides support when standing up and sitting down. Every surface and curve is perfectly conceived. The texture of the surface provides a non-slip grip. One of many products you can rely on - when you need to.



## Proven durability

When we design a product with attention to detail, and manufacture it with the utmost care and precision, it must prove to us what it is made of. We put it through its paces, pushing it to the limit and beyond. Whether it's heat, humidity or tireless use. Only products that have proven to be favourites for many years leave our factories.





## Versatile solutions

PLAN is as diverse as today's lifestyles and spatial situations. The numerous versions of the products enable tailor-made results. PLAN railing systems are synonymous with this adaptability. They allow the round tubes to be arranged and designed so flexibly that they can be adapted to any room architecture. PLAN lets you experience a new dimension of flexibility. And if we don't have the dimension you require as standard, we also offer custom-made products.















26 | 27    PLAN | Soap dispenser

## Planned consistency

The PLAN principle is consistent: coordinated design in a reduced, clear design language and aesthetics that are oriented towards functionality. The result is an extensive portfolio for all areas of the bathroom offering countless combination options and comprehensive solutions for all project-specific or individual requirements. With over 500,000 PLAN products installed per year, our principle has already proven itself millions of times.

## Architecturally integrated

In the world of PLAN INTEGRAL, aesthetics and function merge into a harmonious whole. The wall-mounted modules for washbasins and toilets are milled from solid aluminium with the utmost precision. The pure solid material not only gives the modules impressive stability, but also exceptional durability. Every edge and surface is carefully finished. The modules integrate seamlessly into the room architecture, while the functions disappear into the wall.

For PLAN INTEGRAL and the other PLAN products, BIM data is available for optimal spatial planning.







## **Maximum user convenience**

We design PLAN products in such a way that the aesthetic forms follow user-friendly function. Every item is thought through down to the smallest detail, self-explanatory and extremely easy to use. The PLAN BLUE exposed shower fitting conceals the highest level of engineering skill in a compact and simple way. The height-adjustable hand shower sliding rail also directs the water to the large shower head. The hand shower can be adjusted to the desired angle and positioned very easily to the desired height – even when wet, lathered up and with just one free hand.



32 | 33 PLAN | Sensor-activated dispenser

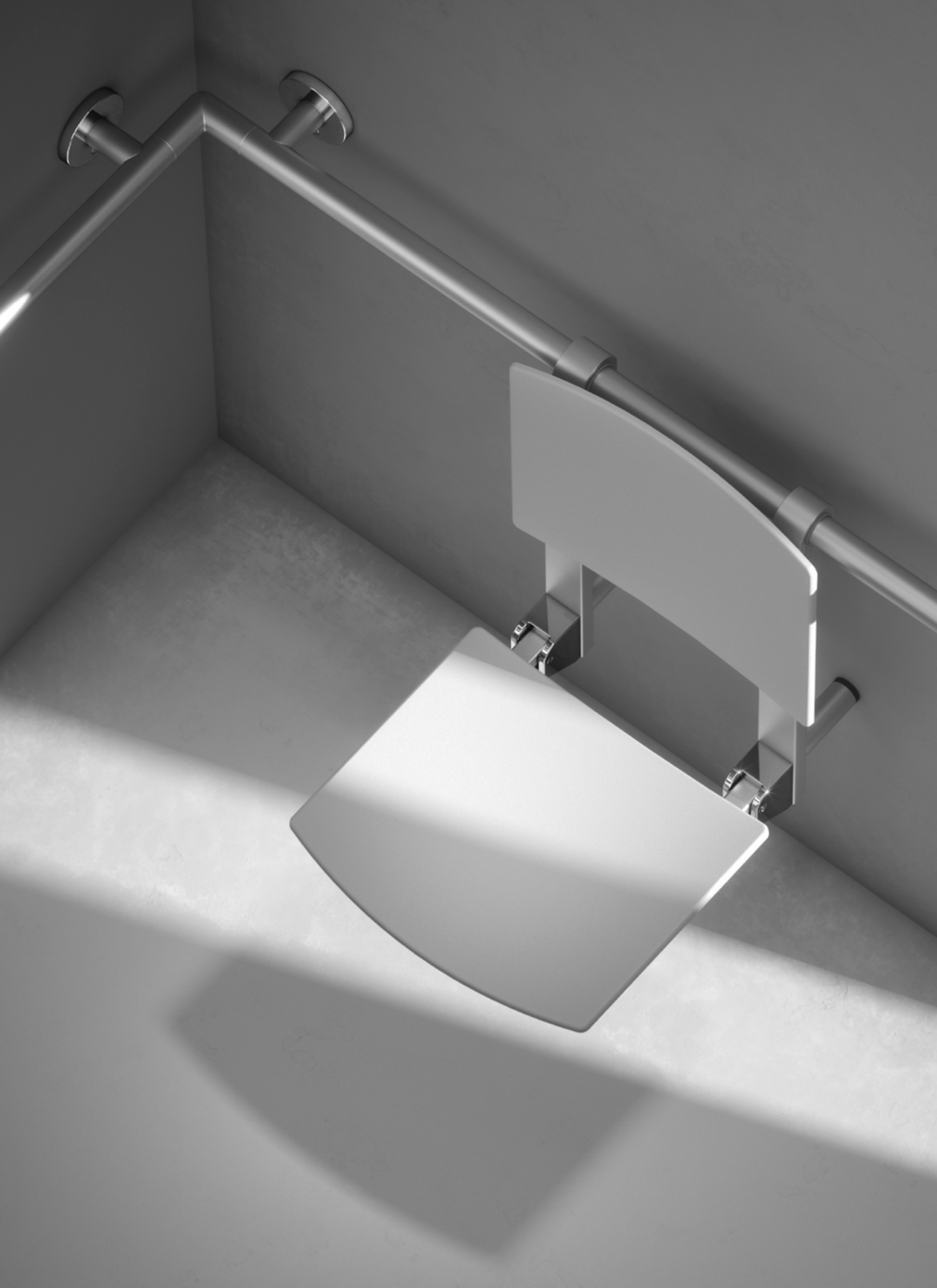
## Ingenious technology

Whether liquid soap, foaming soap or disinfectant – the electronic PLAN sensor-activated dispensers combine an elegant look with state-of-the-art technology. And when we develop automatic high-tech products, we get the most out of them, too: in addition to sustainable, individual portion quantities and adjustable dispensing intervals, our touchless PLAN sensor-activated dispensers are also impressive when it comes to the time factor. Thanks to the generous 1.1 litre container, they can be filled faster and require less refilling. And with the cleaning mode, the dispenser practically cleans itself. We offer two electronic operating options here: via batteries or with a flush-mounted power supply unit. Both have an LED display for the fill level as well as the battery capacity. A small product packed with technology.









## Safe and autonomous

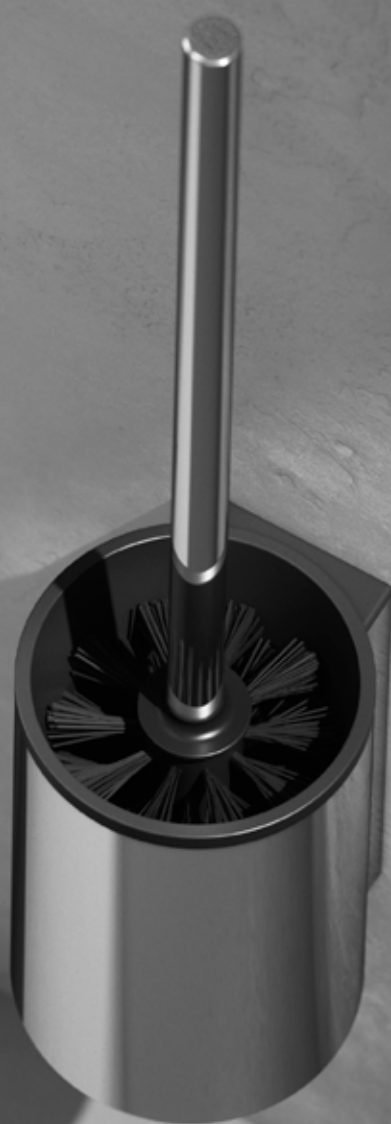
We all want to live an independent everyday life for as long as possible. PLAN combines contemporary design with comfort and safety. So why not start thinking about later when planning your bathroom? The products in the Care range cleverly and discreetly integrate accessibility components. For example, the shower seat can be retrofitted to the railing system when it is needed. Unrestricted functionality and aesthetics go hand in hand with PLAN – for stylish bathrooms at home, in nursing homes or in hospitals.



## Optimum hygiene

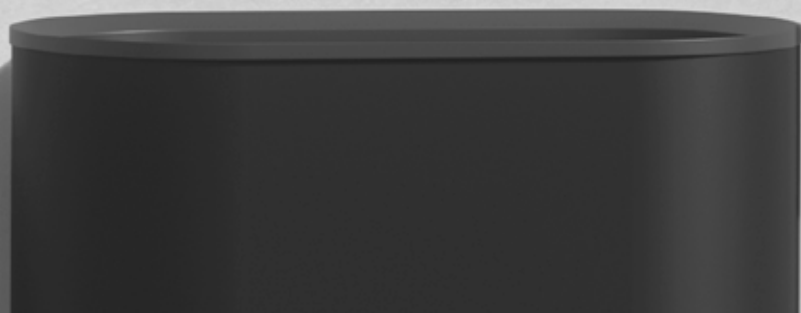
We not only meet bathroom hygiene requirements, we exceed them. With PLAN, everyday necessity meets exceptional perfection. PLAN brings a new dimension of cleanliness into play, with its flawless surfaces, high-quality materials and clear shapes. Like the toilet brush sets with a special basin that prevents the brush from standing in water – also available with a lid or extra long handle for more comfort. With PLAN, hygiene becomes a coordinated interplay of form and function.

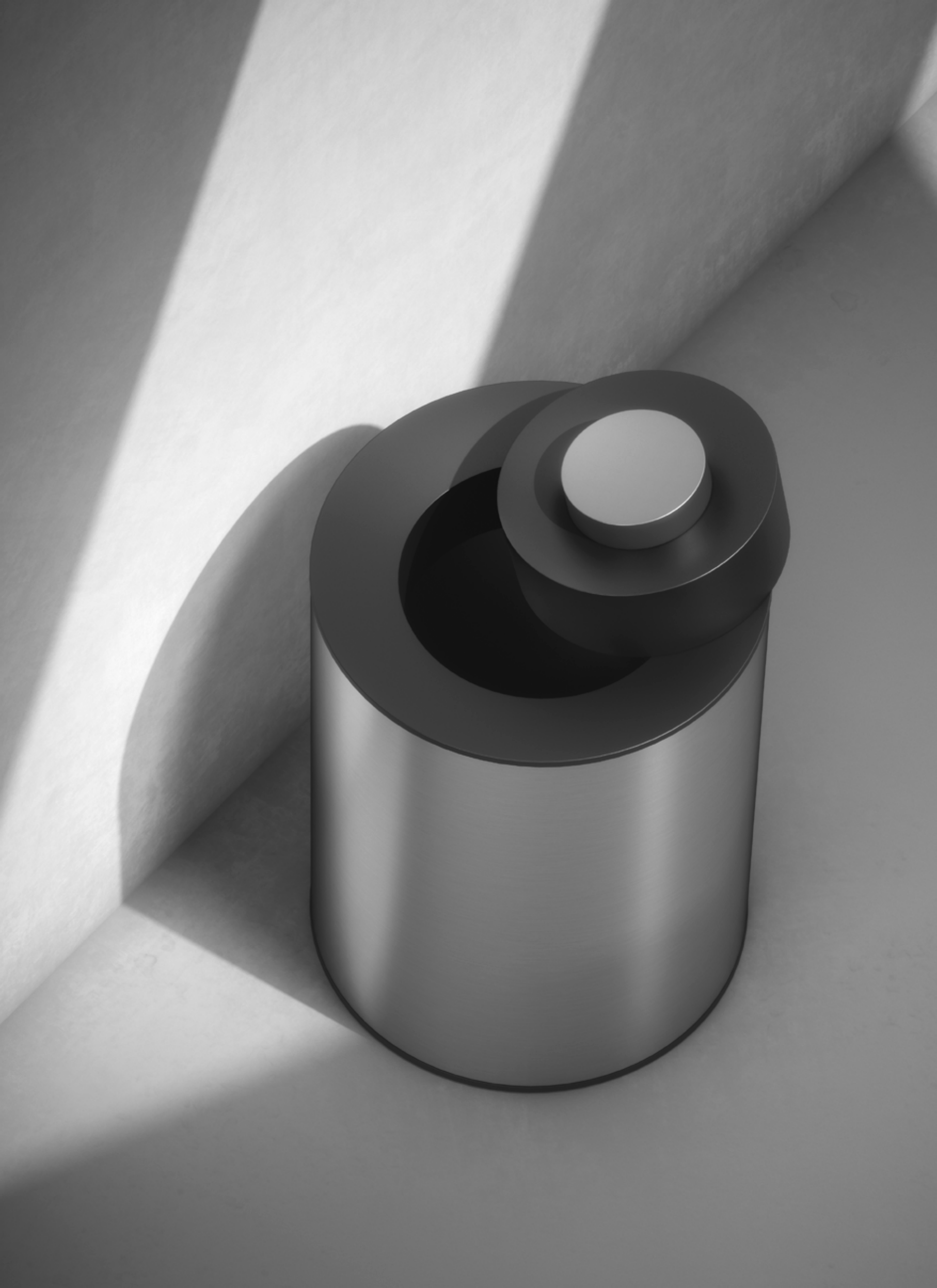












## Clever details

Every PLAN product brings clever advantages. It's the little things that become everyday heroes. The ordinary is interpreted in an extraordinary way. Like in the PLAN waste bin, where the inner bin and waste bag are covered with an outer container, so the waste bag is always invisible from the outside. Messy protrusions under the lid are a thing of the past.





42 | 43    PLAN | Towel holder

## Invisible attachment

When it comes to assembly, PLAN also scores highly with exceptional, solid quality. High-quality brand-name wall plugs and stainless steel screws included with every product anchor the products, such as grab bars, shower shelves and towel holders, firmly to the wall for many years. The PLAN fastening system provides a concealed fastening for each product. This protects against vandalism and improper removal – often a crucial issue in public buildings.





## Easy-care everyday heroes

PLAN products are faithful companions in everyday bathroom life for many years. The surfaces are extremely hard-wearing and very easy to clean. We always attach great importance to this in our product development work. The inlay on the PLAN shower shelf, for example, can be removed and cleaned separately. The shower shelf even features another clever, surprising detail: thanks to the glass wiper invisibly integrated into the design, water droplets can be removed directly from the shower partition – beautifully hidden and immediately accessible after showering.







46 | 47    PLAN | Tumbler holder

## Guaranteed durability

High-quality materials, perfect surfaces and flawless functionality – that's what makes the PLAN series so special. Every detail, from the corrosion-resistant stainless steel screws to the crystal glass tumblers, demonstrates a quality you can see and feel. Our confidence in the durability of PLAN is also reflected in our five-year warranty, which goes far beyond the statutory two years. With PLAN, durability becomes a matter of course. PLAN is not just a decision for today, but an investment in the future.



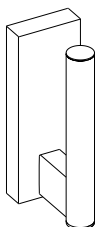
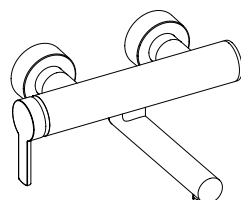
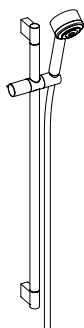
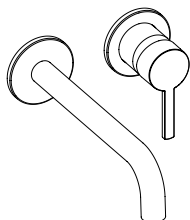
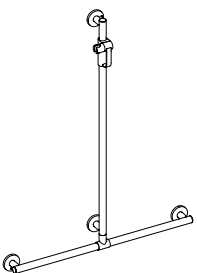
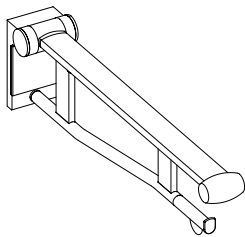
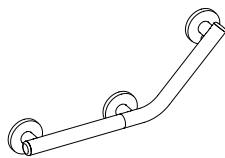
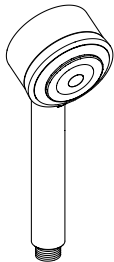
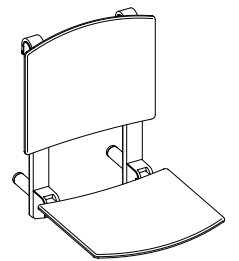
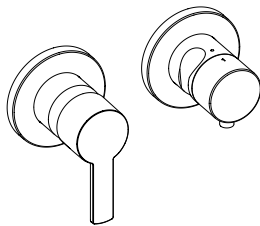
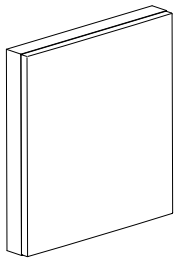
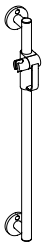
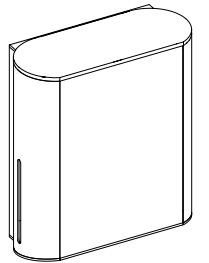
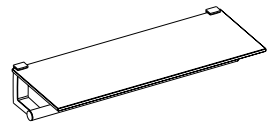
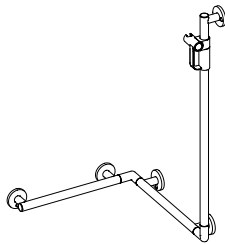
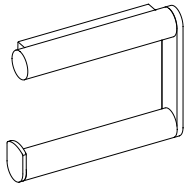
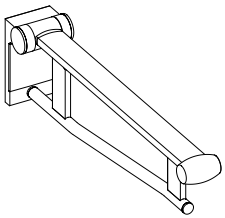
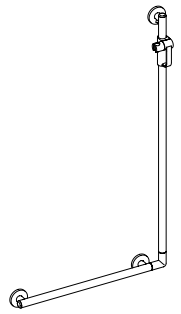
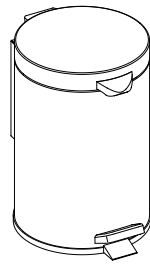
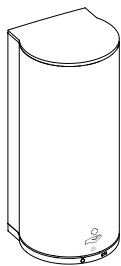
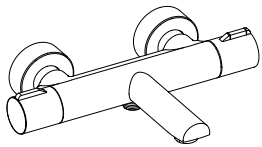
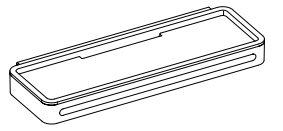
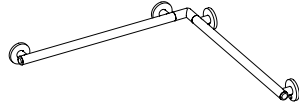
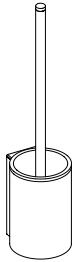
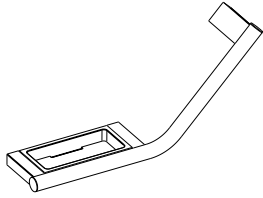
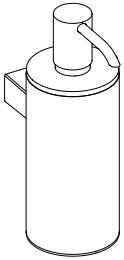
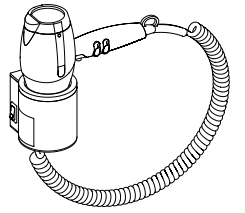
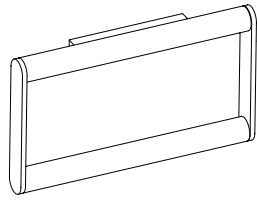
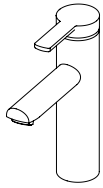




## Beautifully designed duo

The PLAN BLUE concealed fittings for the shower and bath tub are from the legendary IXMO fittings series. With this multi-award-winning design icon, we have succeeded for the first time in bundling functions so compactly that the design language of the concealed solutions has become uniquely minimalist. The single lever mixer with the reserved handle in the typical PLAN design and the diverter valve – with wall outlet for shower hose and hand shower bracket – form a perfect combination for two different water outlets. By the way: PLAN fittings can also be customised with your own logo.





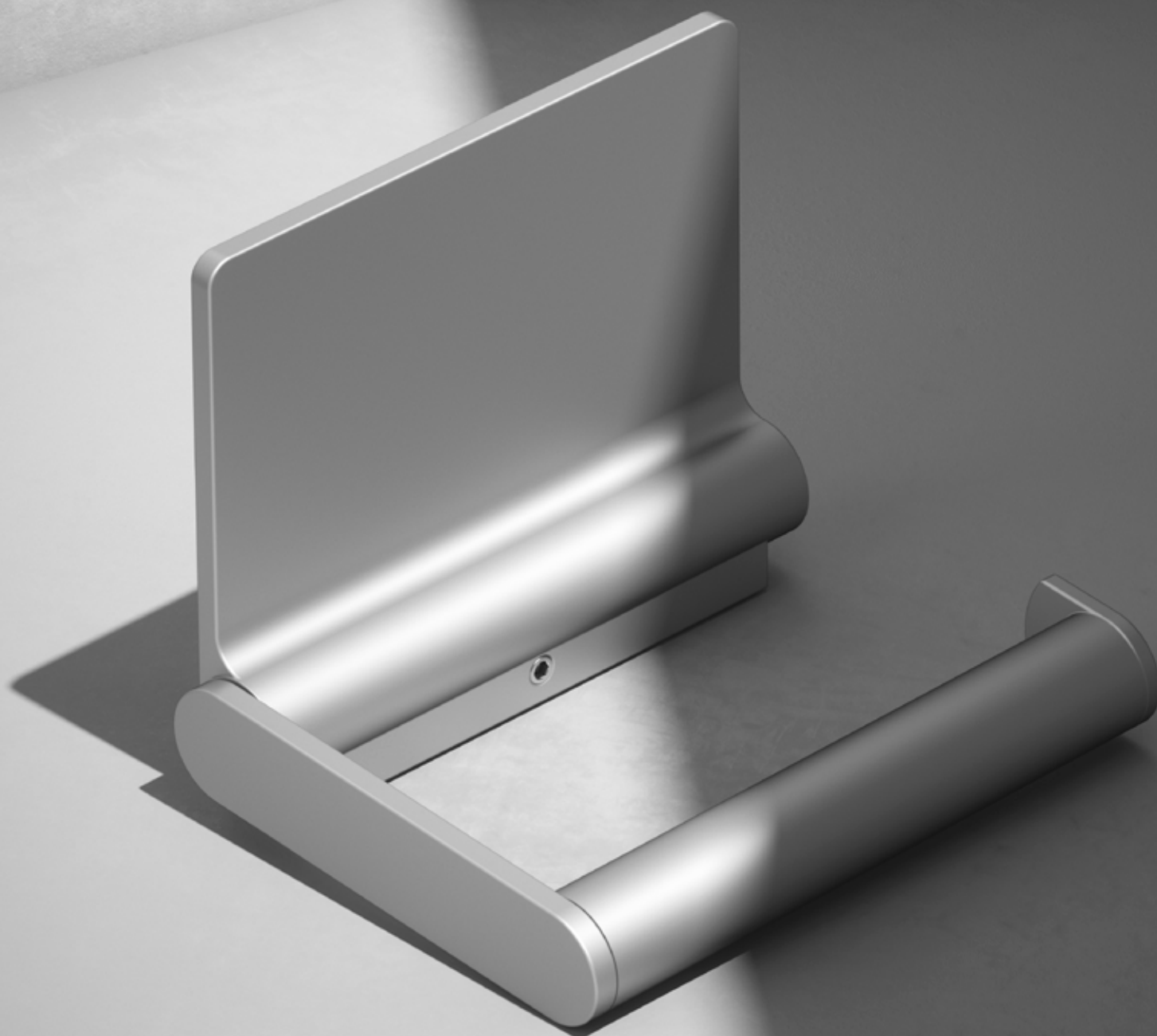


## Always impressive

The PLAN range has been growing since 1999 and offers reliable solutions for every generation. With over 550 items, the scope for design is enormous. And if you still can't find what you're looking for, we also offer custom solutions.

More products at [keuco.com](https://www.keuco.com)





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# KEUCO

The extraordinary surface characteristics and extremely fine colour nuances of our products can only be reproduced to a certain degree in print. Only the original KEUCO products can provide an optimal impression. They can be seen in the showrooms of sanitary trade dealers.

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# sooii

Renderings and AI-generated images:  
sooii GmbH, Moritzstraße 14, 42117 Wuppertal, Germany [hello@sooii.de](mailto:hello@sooii.de)



# KEUCO

KEUCO GmbH & Co. KG  
PO Box 1365  
D-58653 Hemer

Phone +49 2372 904-0  
[info@keuco.de](mailto:info@keuco.de)

**[keuco.com](http://keuco.com)**