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Roca receives the Superbrands Prize in recognition of its brand excellence

- **Roca, the leader in bathroom space definition, has been chosen Superbrand 2009, endorsing its brand excellence status once again**

Barcelona, 22nd December 2009.- Roca was recently awarded the Superbrands Prize along with other famous international brands such as Google, Nespresso and L'Oreal at a gala event held in Madrid and attended by several professionals from the world of marketing and communication. The award acknowledges the brand management of 25 companies which are currently active in Spain.



Superbrands, an organization which has a presence in more than 80 countries, evaluates brands independently, choosing 25 finalists from more than 1.500 brands. The Superbrands title is awarded by the Council of Experts made up of communication professionals, marketing directors from the most important Spanish companies and marketing department directors from the 3 most important business schools in Spain.

The Superbrands Prizes which are synonymous with "Brand Excellence" both consolidate organizations' reputations and guarantee brand quality in all the countries where they are active

About Roca

Roca is the world leader in the definition of bathroom spaces and a benchmark reference in the world of design. Currently, they are active in more than 135 markets and have 65 plants spread across 17 countries.

In a process of continuous evolution, Roca is deeply committed to the excellence of the design of its products with the objective of offering their clients spaces in which all five senses encounter unique experiences. Roca's status as world brand leader is reflected in their creation of highly versatile products, which are easily adaptable to the lifestyles of consumers in all countries and which offer solutions to all their clients' requirements.

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