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(1).

Company



40 YEARS LOOKING FORWARD

Being part of Arco Valves group provides Sonia a 40 yrs of industrial know-how DNA.

From design, selection of raw materials, manufacturing processes, packaging, logistics, customer service to follow-up service. At Sonia, every step is key.

And today, more than ever, our processes carry a commitment to sustainability and social commitment.

Non stop learning. Sonia's history is based in effort. Always looking for the excellence, giving the best answer to the client and having succes.

1. COMPANY

MORE THAN 40 YEARS LOOKING FORWARD



1980

Ford Fiesta interior door handle.



90's

Leading German brands such as Hansa, Hansgrohe, Grohe y Dornbracht trust us to produce some of their products.



1991

Bola y Norda: Sonia's first two collections.



2005

After 20 collections of accessories, we are extending our product range to furniture, washbasins, mirrors and lighting.



2013

S-Cube: Expanding the range of finishes.



2017

Luce: Functionality with two high-end materials with exceptional finishes.



2019

Époque: Craftsmanship in natural oak wood.



2021

Quick: New collection of accessories with new functionalities.



2021

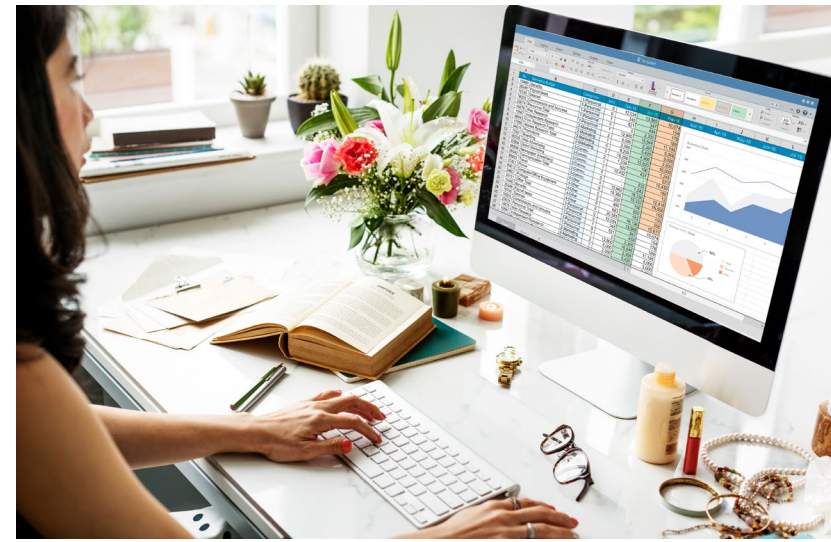
Evolve: Modular and versatile furniture programme. Customisable configuration.



2022

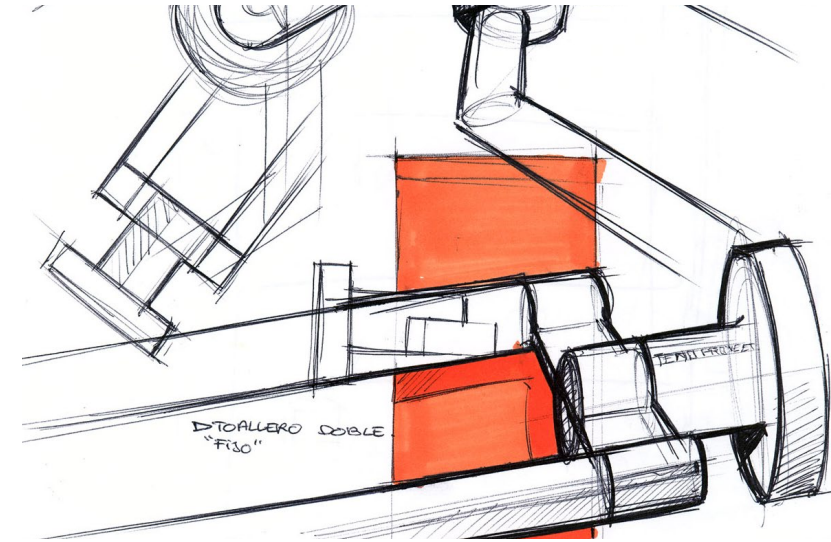
Go Care: New programme of technical aids for the home.

1. COMPANY WORKFLOW | ARCHITECTURE AND DESIGN PROJECTS



Initial data

Initiation and start-up of the project with the points on which the product is to be developed. Determination of requirements and needs.



Design, sketches, renderings...

First sketches of the accessories based on the initial data. Design on which changes and improvements will be made later.



Technical development

Generation of prototype plans, and previous prototypes if applicable. At this point, the feasibility of the project is checked.



Prototyping and analysis

Examination of the prototype product for weaknesses where specific corrective action is established for each identified item.



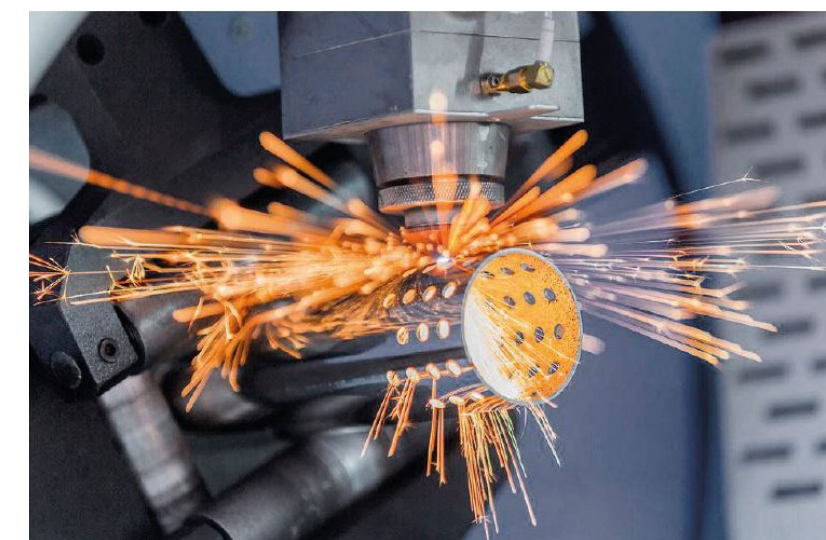
Final costs

Cost analysis of the production process. If it is in line with the initial data, we continue with the process.



List of materials

Once the product has been validated, the necessary materials that make up each accessory are broken down.



Validation and manufacturing

Coordinated production according to specifications, delivery of the final product at the agreed place and time.



Reception and storage

Reception of production and storage. After the labelling process it is ready to serve.

1. COMPANY

BUSINESS PRINCIPLES



QUALITY

Sonia is committed to continuously improve its products, processes, services and systems to offer our customers the best quality. To this end, it is fundamental in our company policy to implement ISO 9001.

Our quality policy is implemented in all areas and processes in order to satisfy our business stakeholders and always exceed our customers' expectations.

MISSION

Our true mission is to satisfy and be able to help our customers to create unique spaces, making available the latest aesthetic trends in interior design and architecture, providing innovative products and materials.

Always looking for excellence and a job well done in our production process.

COMMITMENT

We have a strong commitment to our planet and to society. Sustainability helps us to improve people's lives.

Environmental protection is key and fundamental to our processes, as well as making products in a sustainable way and using them responsibly to care for the people of current and future generations.

(2).

Product Range



+450 ACCESSORIES



+30 FREESTANDING ACCESSORIES



+170 CONTRACT PRODUCTS



+ 200 GRAB BAR



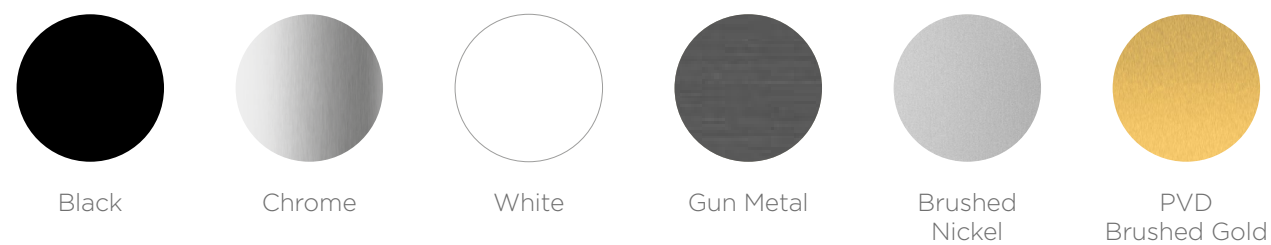
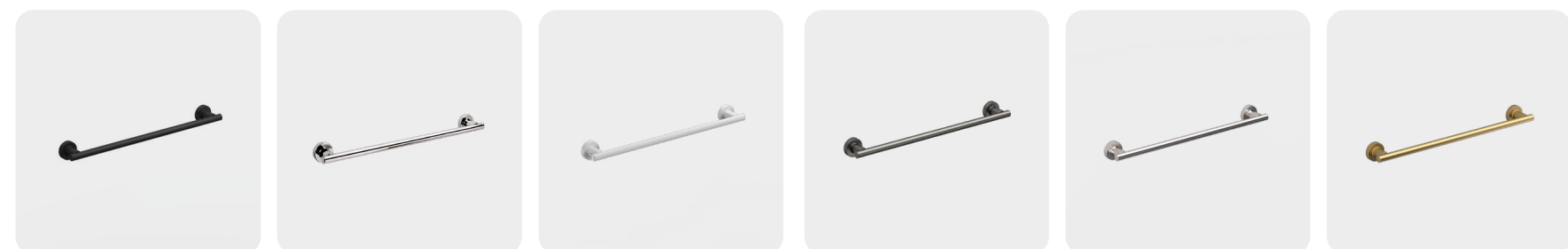
+400 FURNITURE



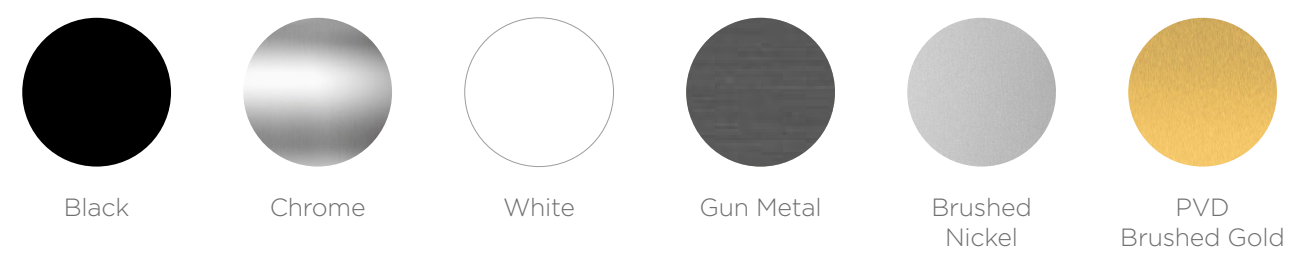
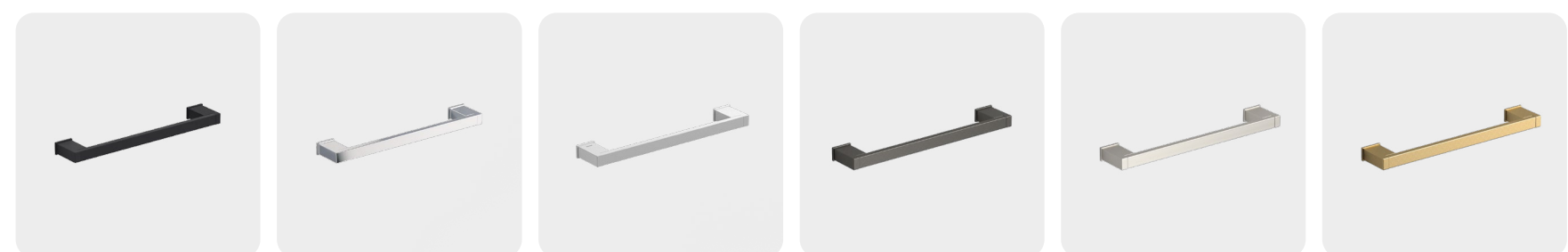
+50 MIRRORS

TECNO PROJECT AND SCUBE

TECNO PROJECT

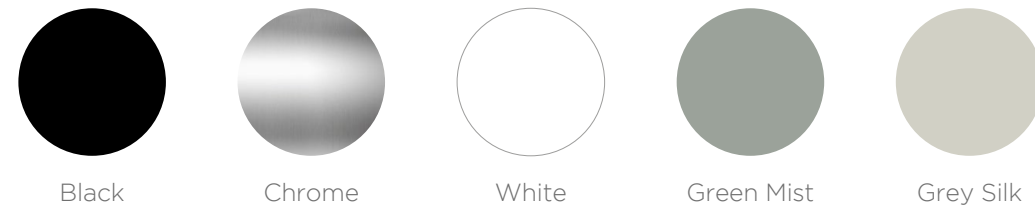
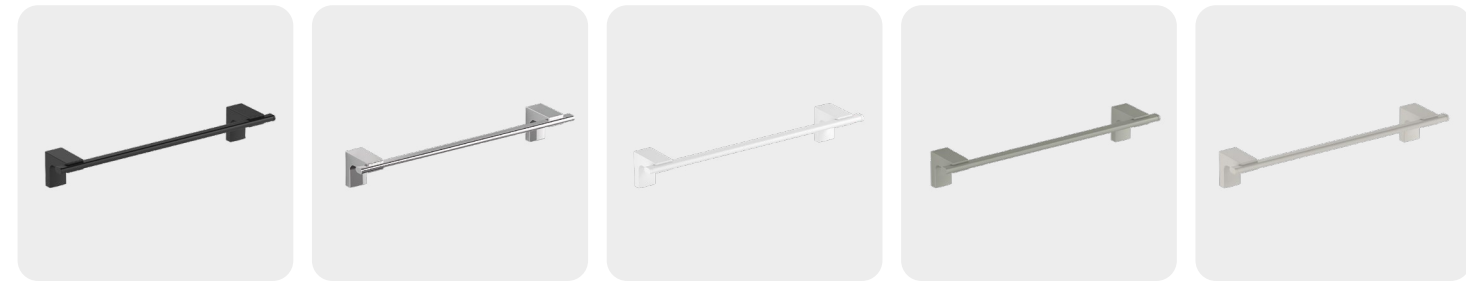


S-CUBE

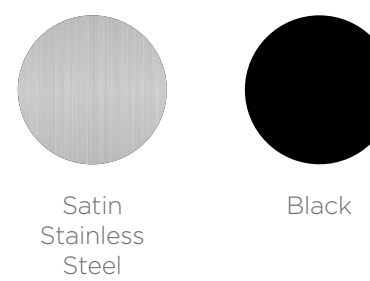
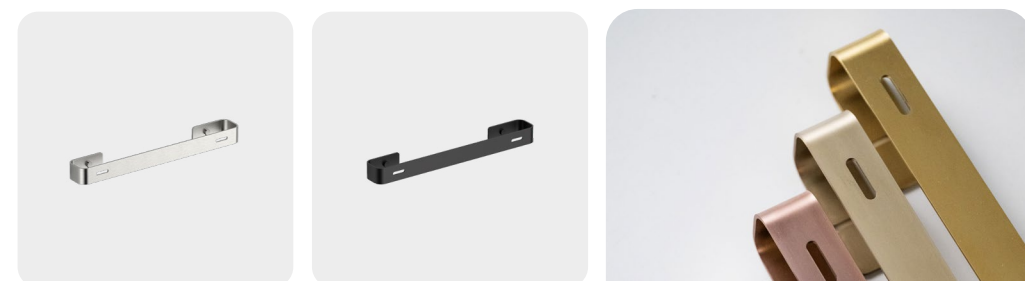


6. PRODUCT RANGE ELETECH Y NOX

ELETECH



NOX



Special PVD finishes.



6. PRODUCT RANGE

FREESTANDING

Our floor accessories programme consists of three distinctive lines that reflect not only functionality, but also style and social and environmental responsibility thanks to natural raw materials.

The new line of freestanding accessories offers a variety of options to dress up the bathroom without the need for screwed installation on the wall. Whether you are looking for something classic, contemporary or eco-friendly, our programme has the perfect solution for you.

BIOCO
TECCO



CEMENT
MICROCEMENT



NOMAD
NATURAL STONE





6. PRODUCT RANGE GO CARE

FUNCTIONALITY



Linear grab bar



Angular grab bar



Corner grab bar



Folding grab bar

COMPLEMENTS



Hooks



Shelf

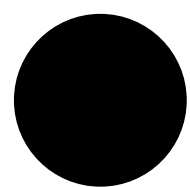


Shelf roll holder

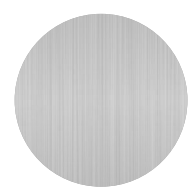


Shower support

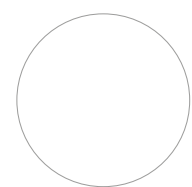
FINISHES



Black



Satin.
Stainless
Steel



White



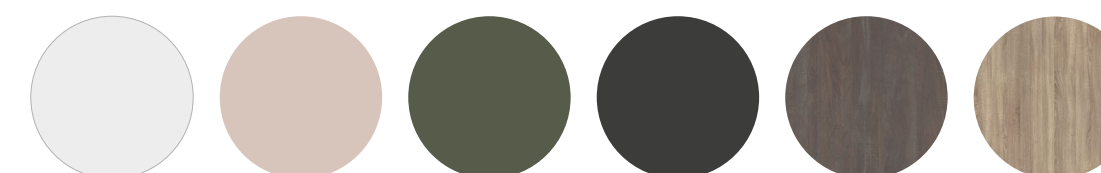
6. PRODUCT RANGE
EVOLVE



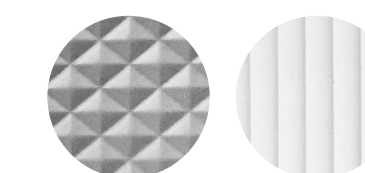
Evolve modular programme with a wide variety of finishes, configurations, textures and washbasins. Evolve is a highly versatile programme whose pieces merge and complement each other to create an integral solution. It is characterised by the way it plays with the perception of volume and colours, as well as the versatility of its modules, which permit creating personalised combinations, both in size and shape and in colours and textures.

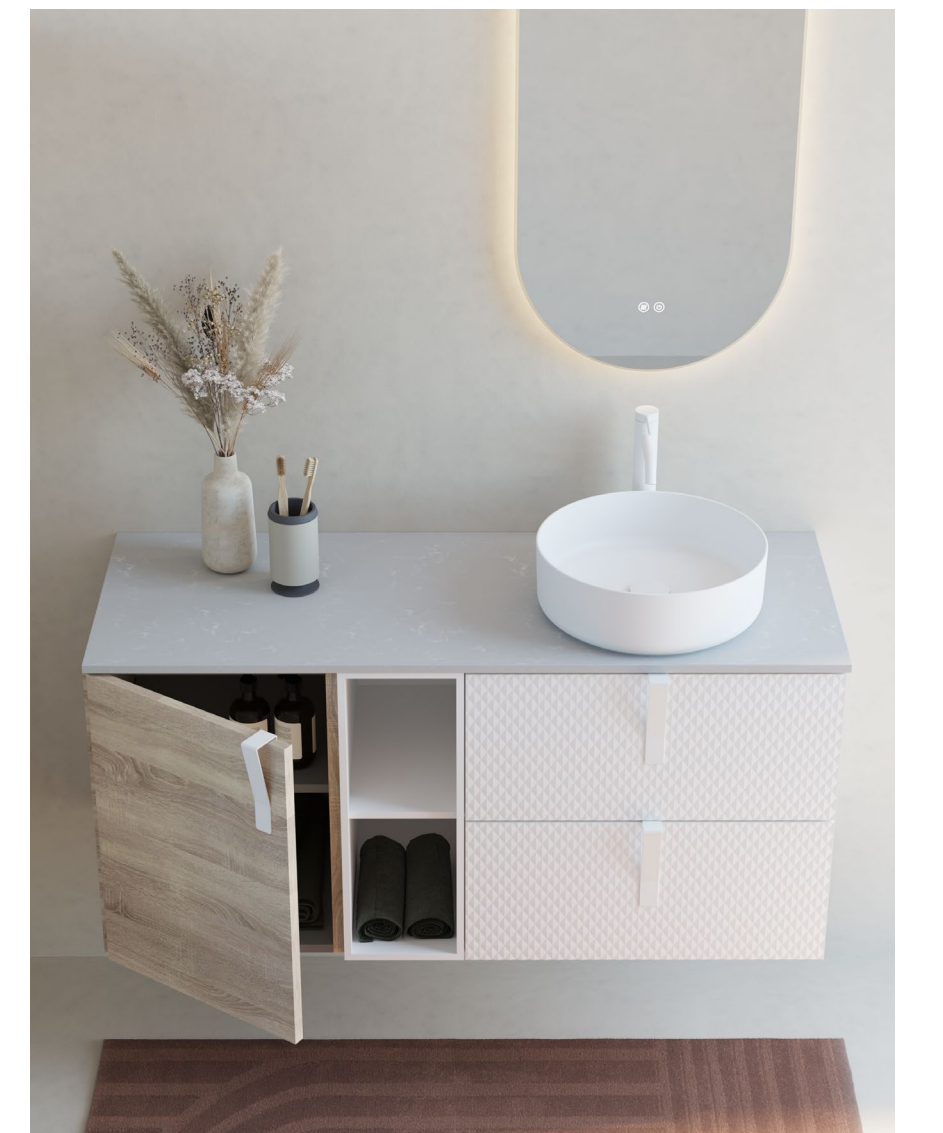


FINISHES:



TEXTURES:





6. PRODUCT RANGE
KITA



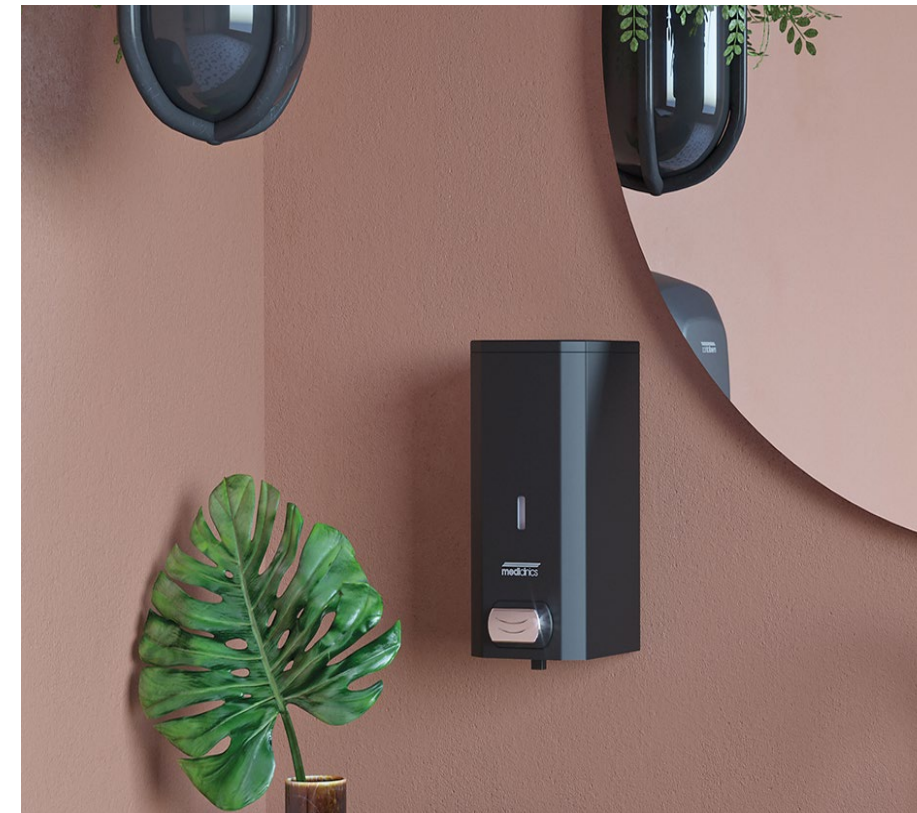
6. PRODUCT RANGE
ALMA



6. PRODUCT RANGE
CONTRACT



PAPER DISPENSER



SOAP DISPENSERS



WC BRUSH SET



PAPER BOXES



MAGNIFYING MIRRORS



SOAP DISHES



SHELVES



DRYERS

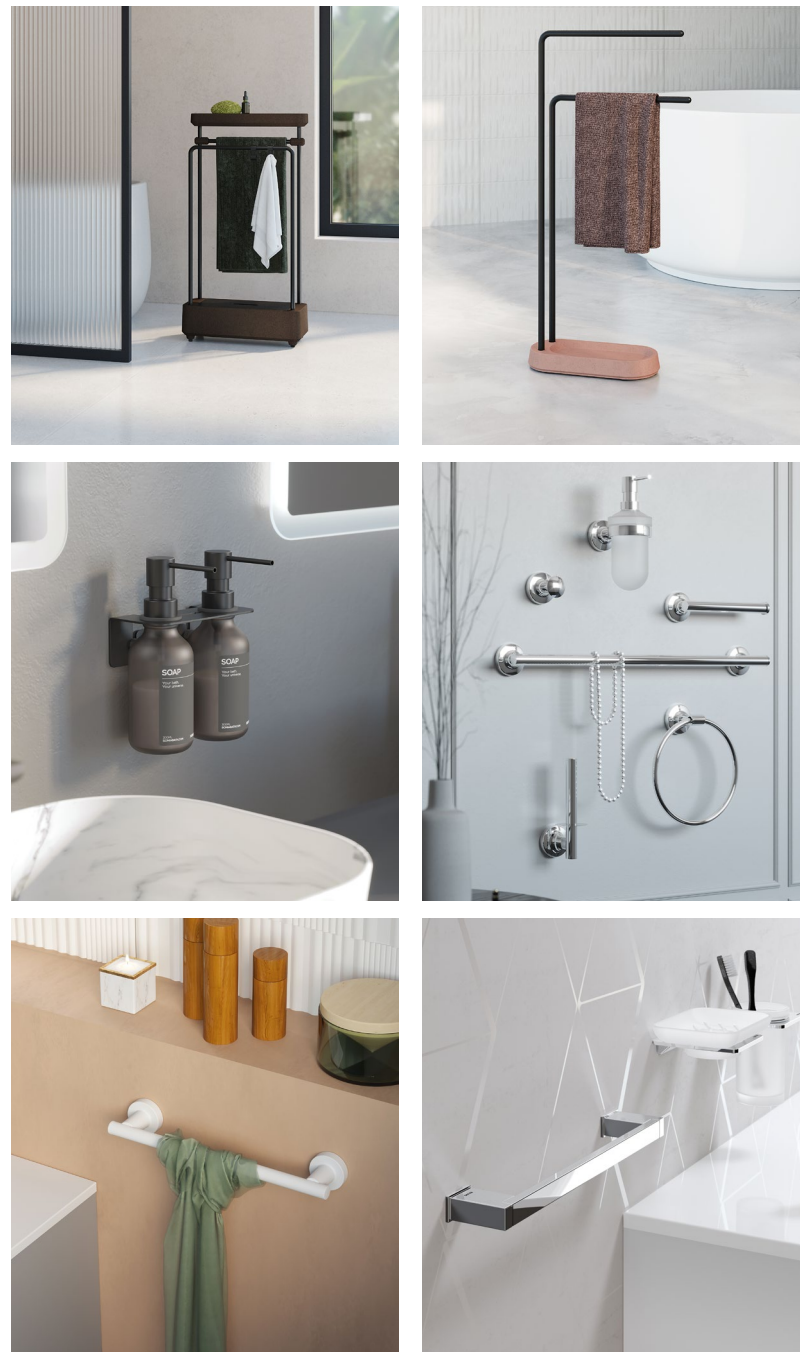
(3).

Marketing

2. MARKETING STRATEGY 2025/26

Product

Bioco, Cement, Nox, Eletech,
Go Care, Astral, E-plus, Line,
Acabados PVD, Tecno, S-Cube,
Nox, Mirrors, Evolve...



Packaging



Customisable packaging.



Kit boxes by collection.

Customization



Showroom update.
More visual and intuitive graphics.



Evolve modular furniture:
new textures and colours.

MK Tools

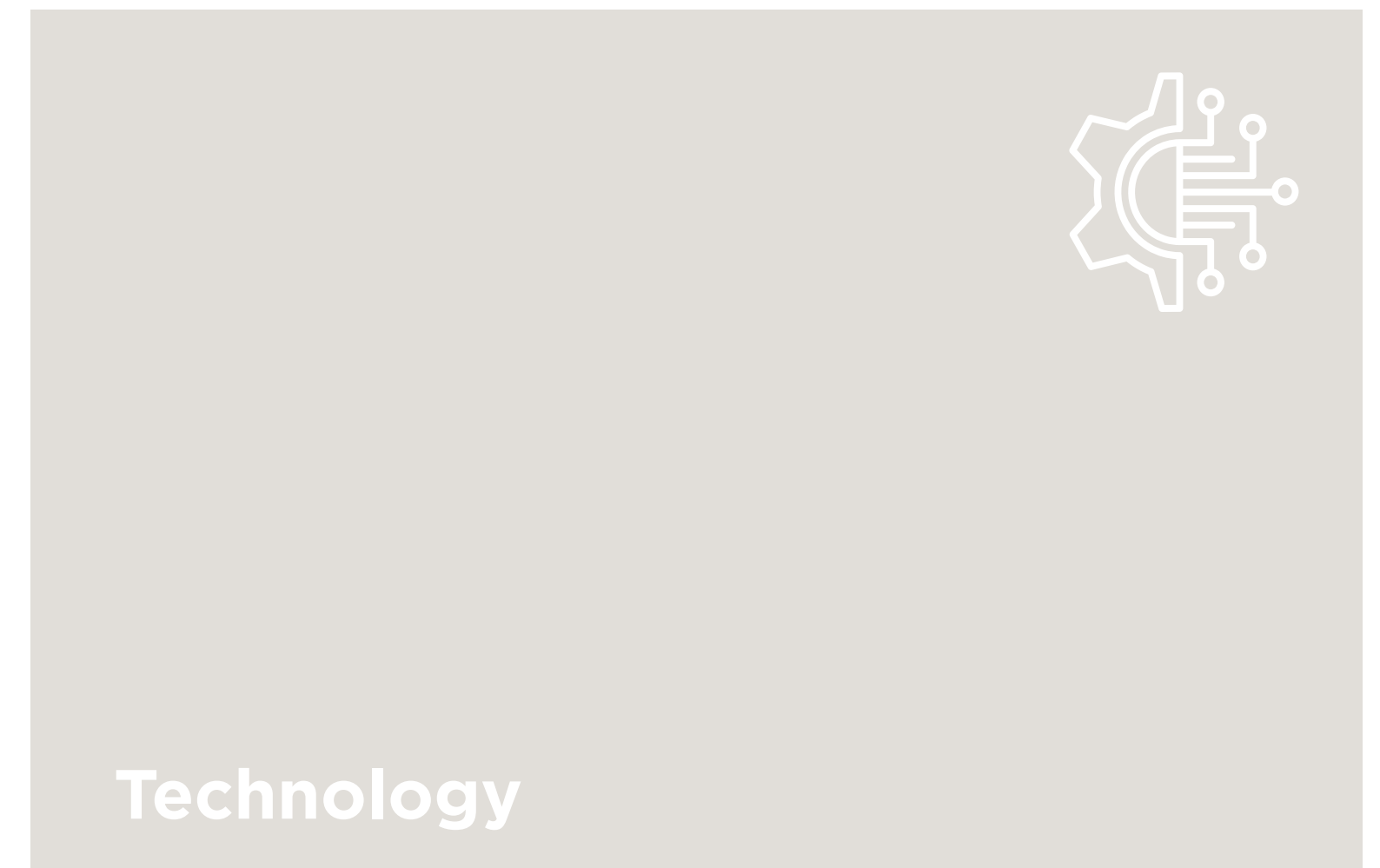
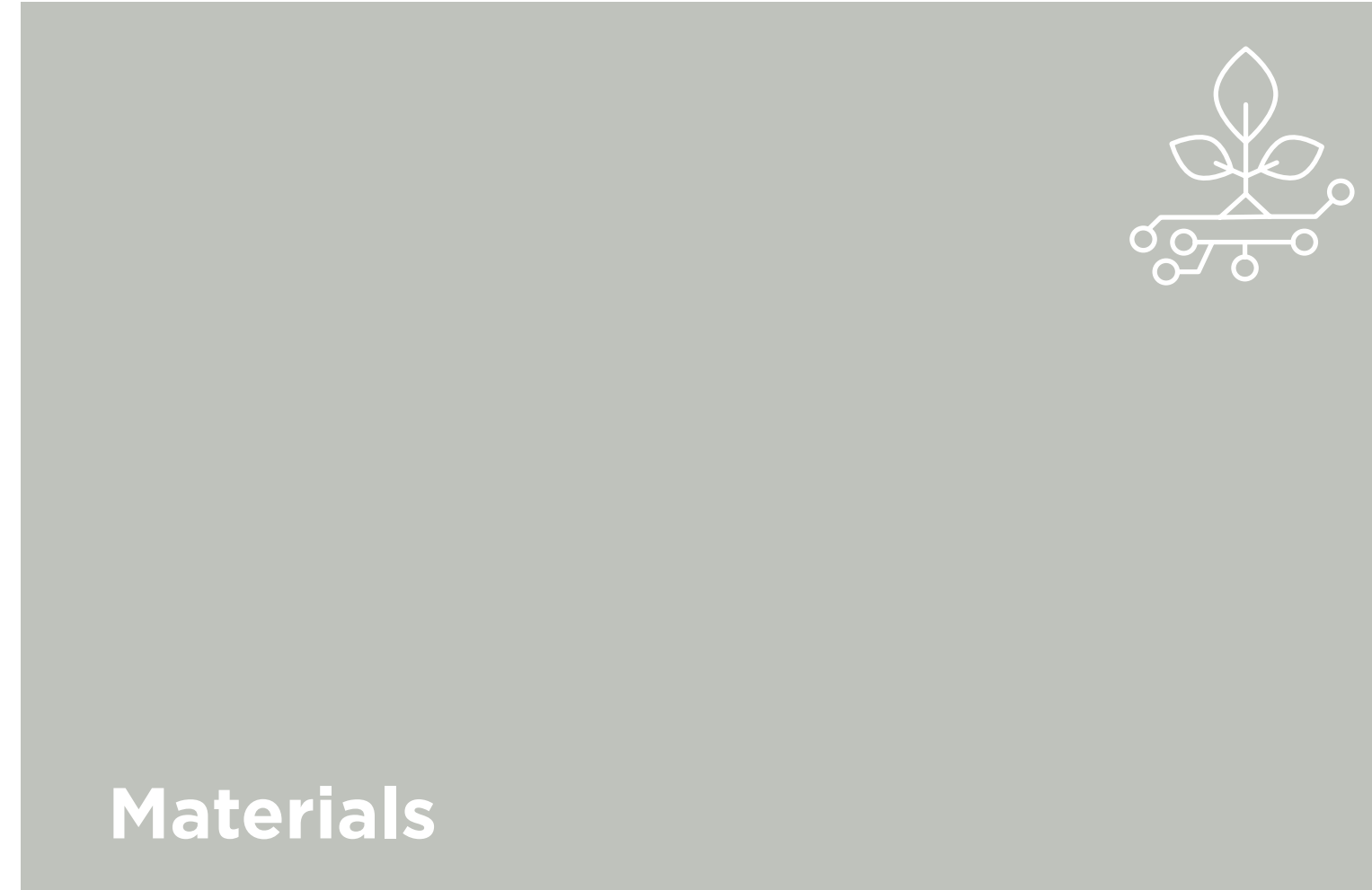


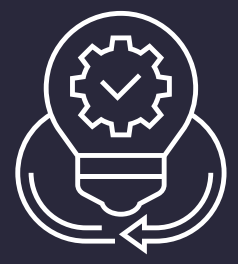
Catalogue, flyers, leaflets, brochures, videos...
Personalized sales tools.



Custom contract catalogue:
Easy Catalog

2. MARKETING KEY HIGHLIGHTS





2. MARKETING FUNCTIONALITY - DAILY USES



Security for all



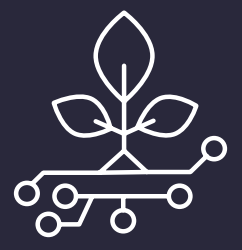
Integrating new functionalities



Maximum functionality,
less space



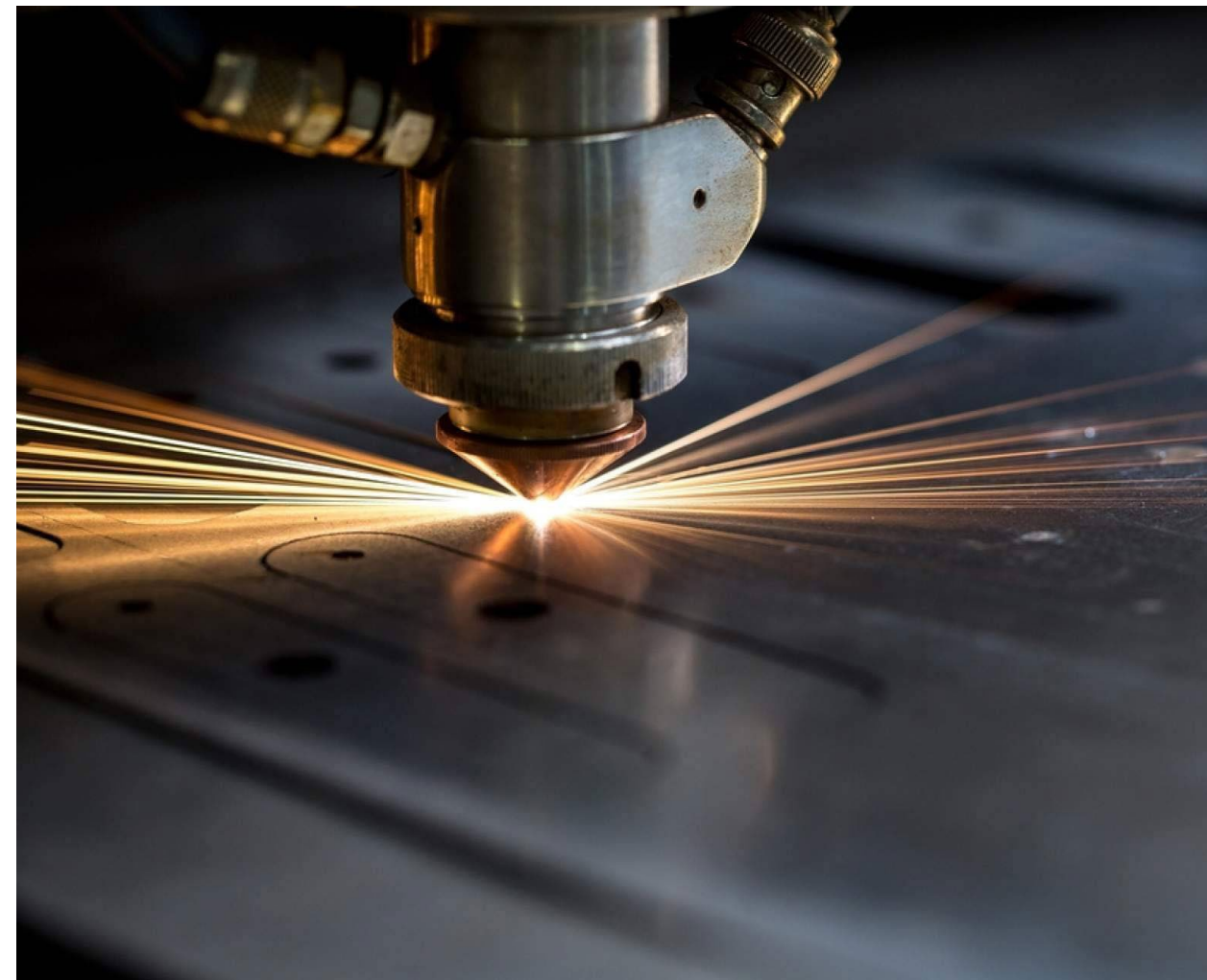
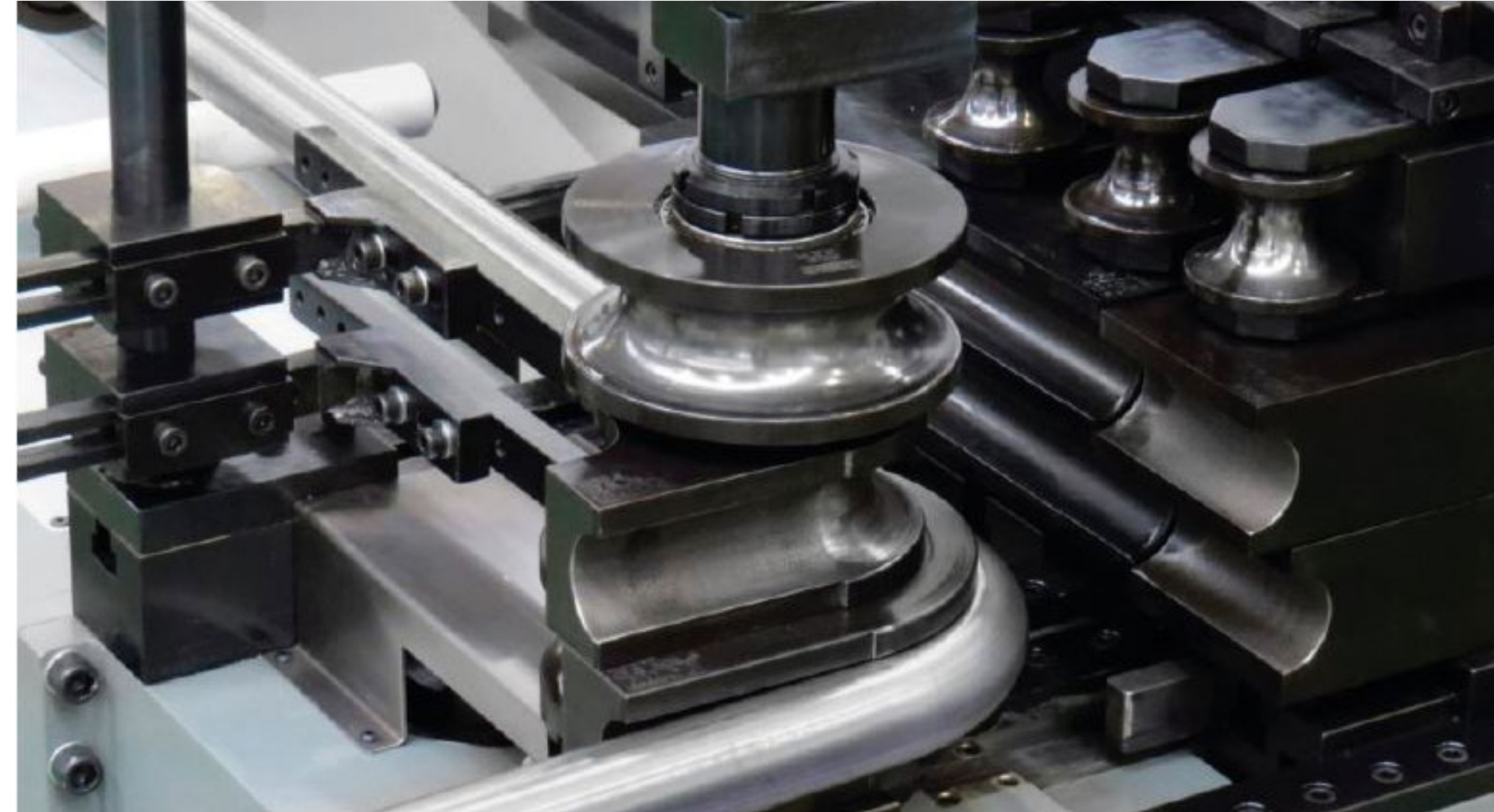
Essential classic uses: towel ring



2. MARKETING

MATERIALS - SHAPES, FINISHES AND TEXTURES





Raw material industrialisation

- Zamak injection moulding
- Plastic injection moulding
- Laser cutting
- Punching of different materials
- Machining of different materials
- Stamping
- Folding
- Extrusion
- Bending
- Blown glass
- Pressing
- Concrete and cork moulding
- Cork moulding

Surface finishes

- Polishing
- Brushing
- Shot blasting
- Galvanised
- Bricomatados
- Powder coating
- Liquid paint
- PVD
- Laser engraving



The manufacturing process of many of our accessories stands out for its artistic production in artisan studios. These manual and artisanal processes give the quality of exclusive and unique pieces.

Our handcrafted processes are:

- Polishing
- Brushing
- Shot blasting
- Concrete moulding
- Cork moulding
- Blown glass
- Pressed glass

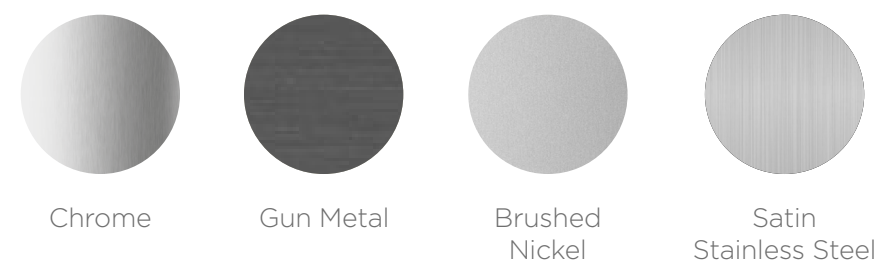


2. MARKETING TECNOLOGY - FINISHES

Painting



Galvanic



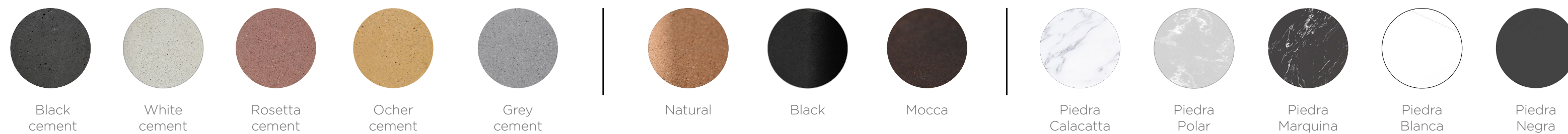
Methacrylate



PVD

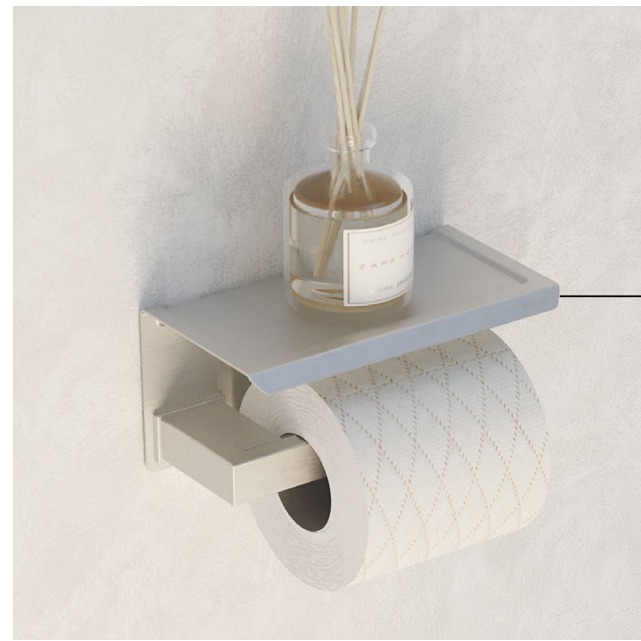


Bio Natural





2. MARKETING TECNOLOGY - FINISHES



BRUSHED
NICKEL



GREEN
MIST



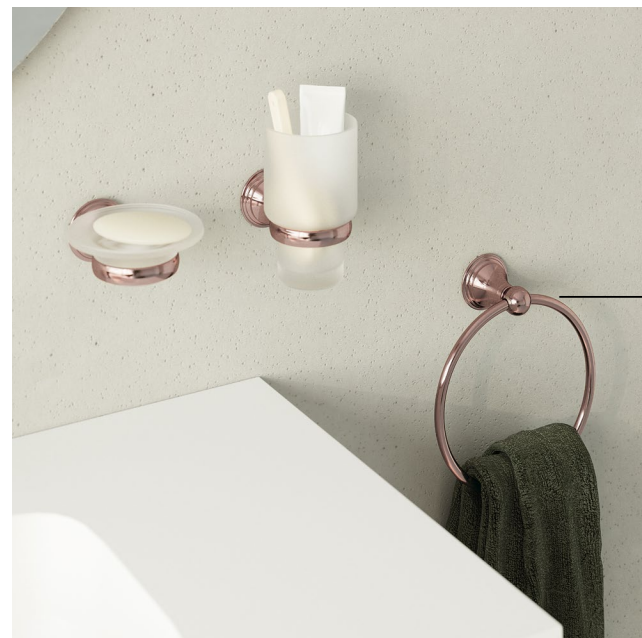
GREY
SILK



BLACK



GUN
METAL



PVD
COOPER



PVD
GOLD



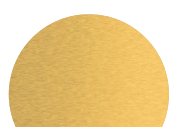
CHROME



SILVER
GREY



GRAPHITE
MATT



PVD
BRUSHED
GOLD



WHITE



MULTIPLE INSTALLATION SOLUTIONS



**3M BACK
ADHESIVE**

Compatible with 44% of our products.



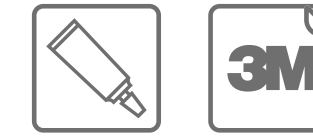
BATH FIX

Compatible with 76% of our products.



**KIT
SCREWDRIVING**

Compatible with 100% of our products.



DUALFIX BENEFITS



• **Easy, quick and clean.**



• **Safe:** supports up to 5 kg / 2 lbs.



• **Removable:** accessories can be reused.



• Compatible with 70% of our products.



• Tool-free.



• Allows to **hide previous installation holes.**



• Flexibility in product placement.



• Avoids the risk of puncturing pipes.



• Prevents damage to surfaces.

(4).

Packaging

CUSTOMISABLE BOXES AND KIT BOXES

- Unbranded neutral boxes..
- Customisable label with your brand.
- Identification label to improve logistics.

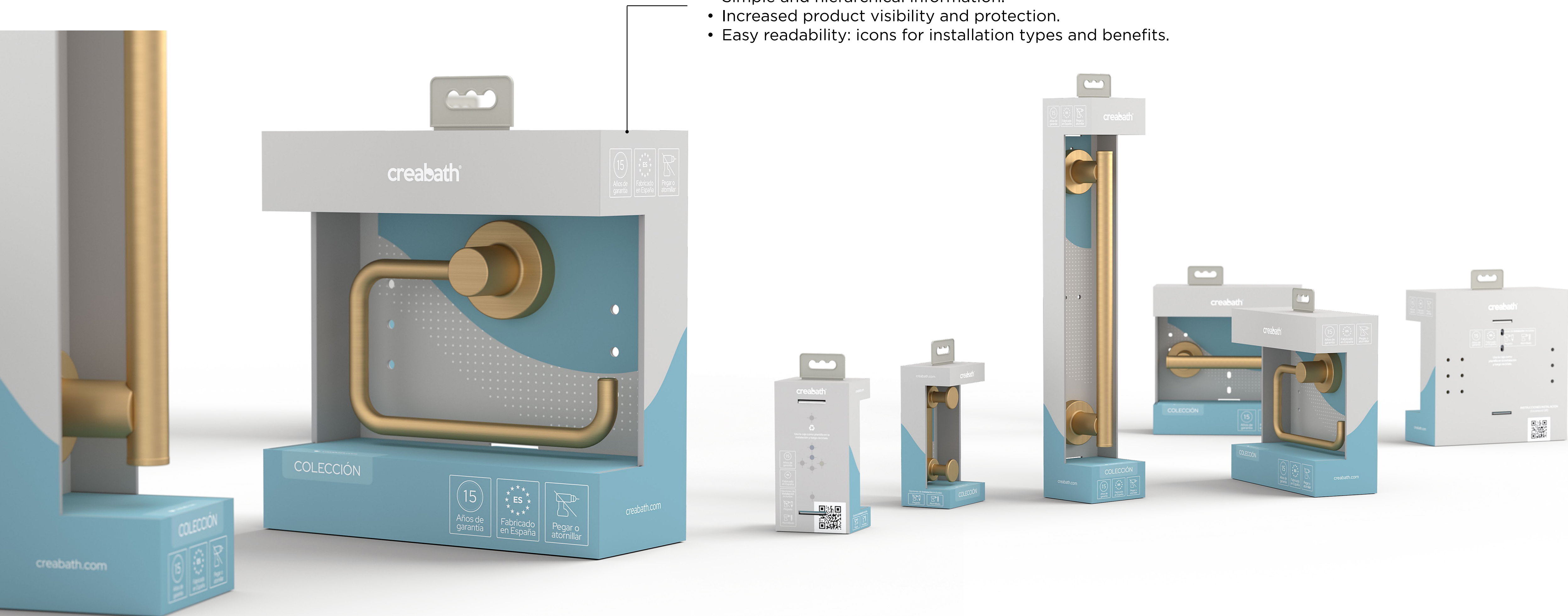


- Kit box with a selection of the most popular accessories.
- Simple, hierarchical information at a glance.
- With handle for easy carrying.
- Conveys confidence and quality to the customer.

3. PACKAGING

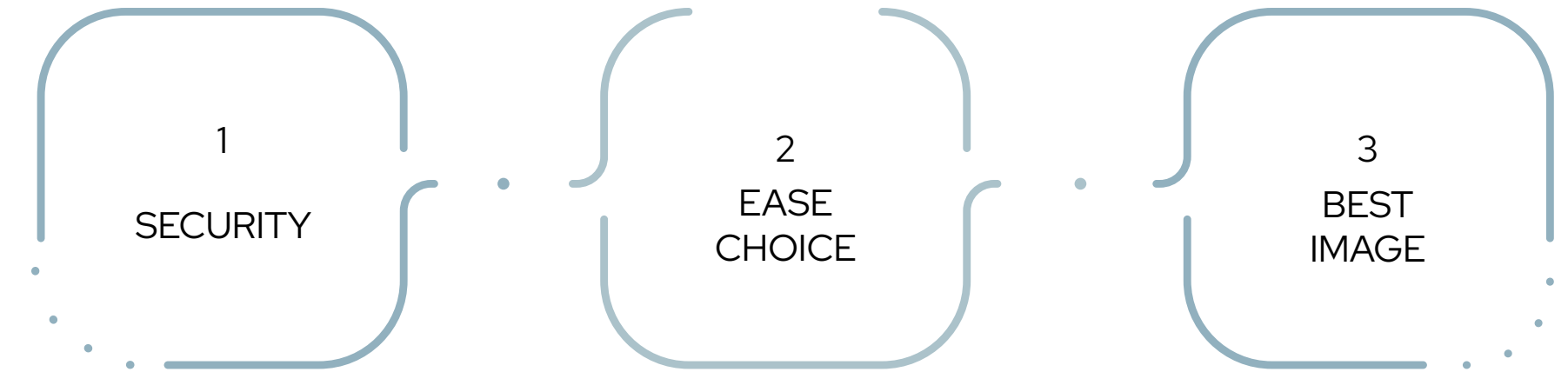
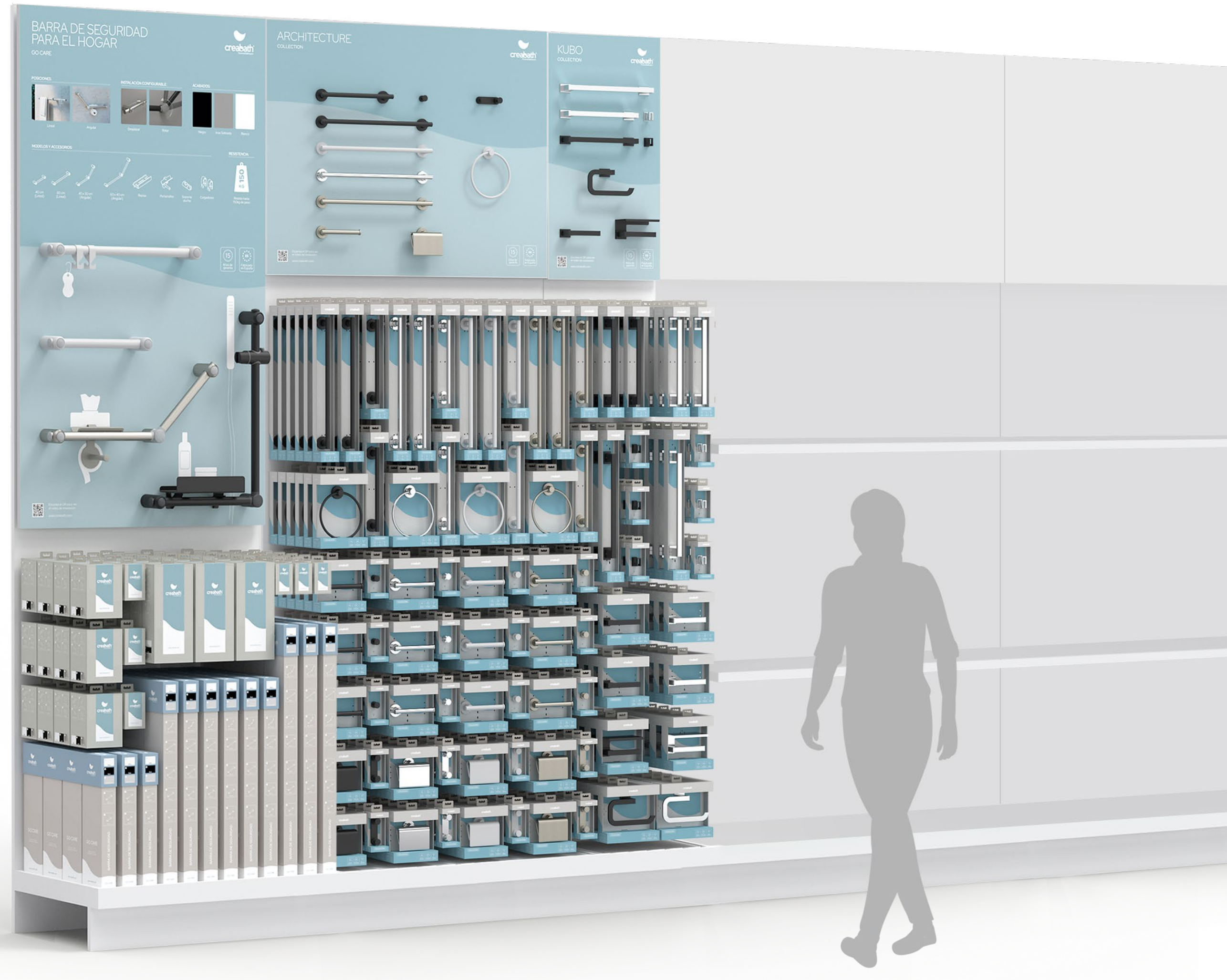
BLISTER PACKS IN LARGE STORES

- Maximum product protection..
- Simple and hierarchical information.
- Increased product visibility and protection.
- Easy readability: icons for installation types and benefits.



3. PACKAGING

BLISTER PACKS IN LARGE STORES



- Product in perfect condition.
- Variety of installation systems.
- Easy assembly instructions.
- After sales service.
- Product at a glance.
- Hierarchical and organised information.
- Easy legibility. Use of icons.
- Brand image.
- Communication of product benefits.
- Product display. Touchable.
- Variety of styles and finishes.
- Classification and organisation of the shelf according to the purchase intention.



Bauhaus - Custom Packaging Project completed in two months. Increased sales by 30%.

(5).

Showroom

4. SHOWROOM UPDATE



4. SHOWROOM NEW DISPLAY PANELS



TECNO PROJECT
60.5 x 72.5 cm Ref. 9992761



S-CUBE
60.5 x 72.5 cm Ref. 9992762



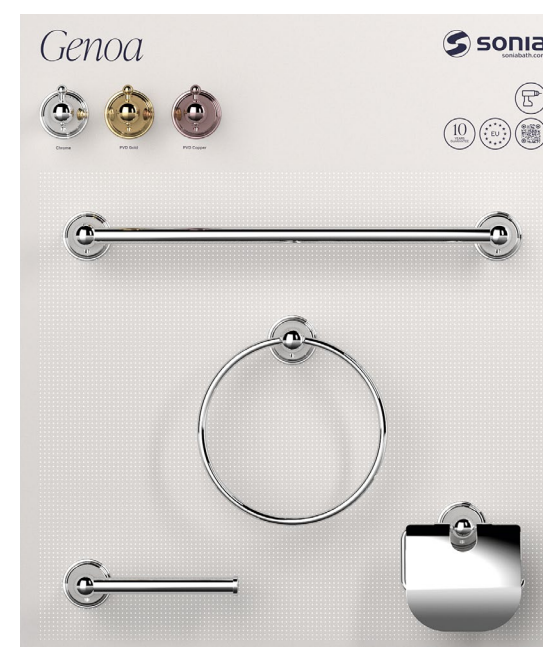
ELETECH
60.5 x 72.5 cm Ref. 9992763



GO CARE
60.5 x 72.5 cm Ref. 9992775



E-PLUS
60.5 x 72.5 cm Ref. 9992772



GENOA
60.5 x 72.5 cm Ref. 9992774



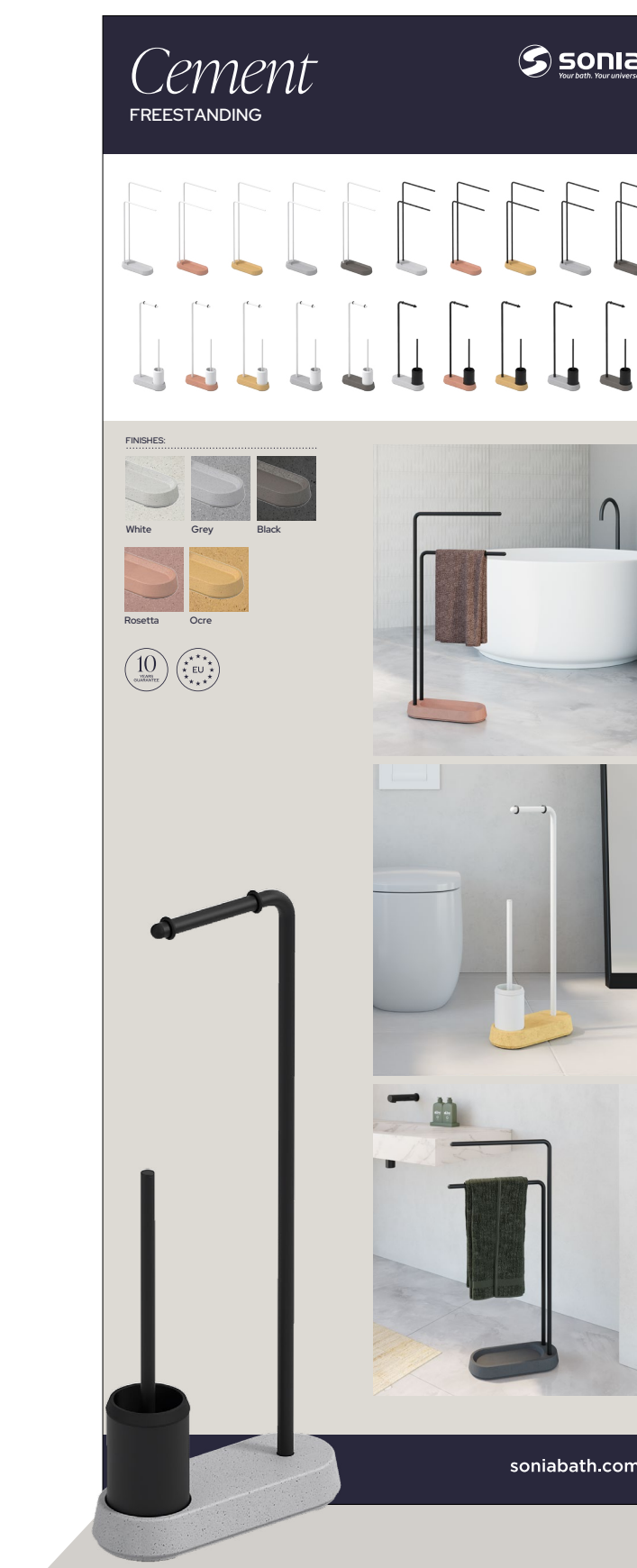
NOX RETAIL
60.5 x 72.5 cm Ref. 9992805



NOX CONTRACT
60.5 x 72.5 cm Ref. 9992806



BIOCO
70.5 x 185 cm Ref. 9992793



CEMENT
70.5 x 185 cm Ref. 9992794

4. SHOWROOM PERSONALISATION OF SPACES



(6).

Marketing tools

5. MARKETIN TOOLS CUSTOM TOOLS



New software to centralise, enrich and automate product information..



Accelerated production of marketing tools. 200% faster catalogue faster.



Sonia Contract Catalogue.



Universe 2024

5. MARKETIN TOOLS BROCHURES, FLYERS AND OTHER TOOLS



Personalised brochures on promotions, news, offers...

Customised sales tools. Choose the product selection, format, language or currency you need. We create the tool 100% for you and according to your needs.



Personalised brochures, in-store sales support, showrooms, trade fairs...

PRESS RELEASE AND AUDIOVISUAL CONTENT



A screenshot of the Sonia Bath YouTube channel page. The channel name is "Sonia Bath" with 23 subscribers and 14 videos. The page shows a "Para ti" section with four video thumbnails: "Go Care | Security for home" (93 views, 11 months ago), "Sonia Bath - Universe 2019" (369 views, 5 years ago), "Novedades nuevo catálogo Universe 2024" (175 views, 2 months ago), and "Sonia Bath - Universe 2019" (413 views, 5 years ago). Below is a "Vídeos" section with six video thumbnails: "Novedades nuevo catálogo Universe 2024" (175 views), "Go Care | Security for home" (93 views, 11 months ago), "LUCE | New bathroom accessories collection" (219 views, 3 years ago), "Mitte - New bathroom furniture collection" (45 views, 3 years ago), "Quick - Colección de accesorios para la..." (64 views, 3 years ago), and "Universe 2020 - New bathroom accessories..." (220 views, 3 years ago). The page includes a search bar, navigation tabs (Inicio, Vídeos, Comunidad), and a microphone icon.

(7).

Projects

PROJECTS
EXPERIENCE IN INTERNATIONAL PROJECTS



Only you Málaga



- Customised design and manufacture of towel rails for the front of surface.
- Design and manufacture of made-to-measure towel rails in the shape of a stirrup.
- Equipación de todos los baños del hotel Only you Málaga.

Pullman Hotel Airport Auckland



- Bathroom equipment with Eletech Brushed Nickel towel rails, hangers and toilet roll holders.
- Custom design and manufacture of double toilet roll holder with shelf in Brushed Nickel.
- All the bathrooms at the Pullman Hotel Airport in Auckland are fully equipped.

Villa



- Bathroom fittings with accessories from the Nox, Bioco, Quick and Tecno Project collection in satin stainless steel and black.
- Design furniture with Époque in white and Night Oak.

Hotel H10 Porto Poniente



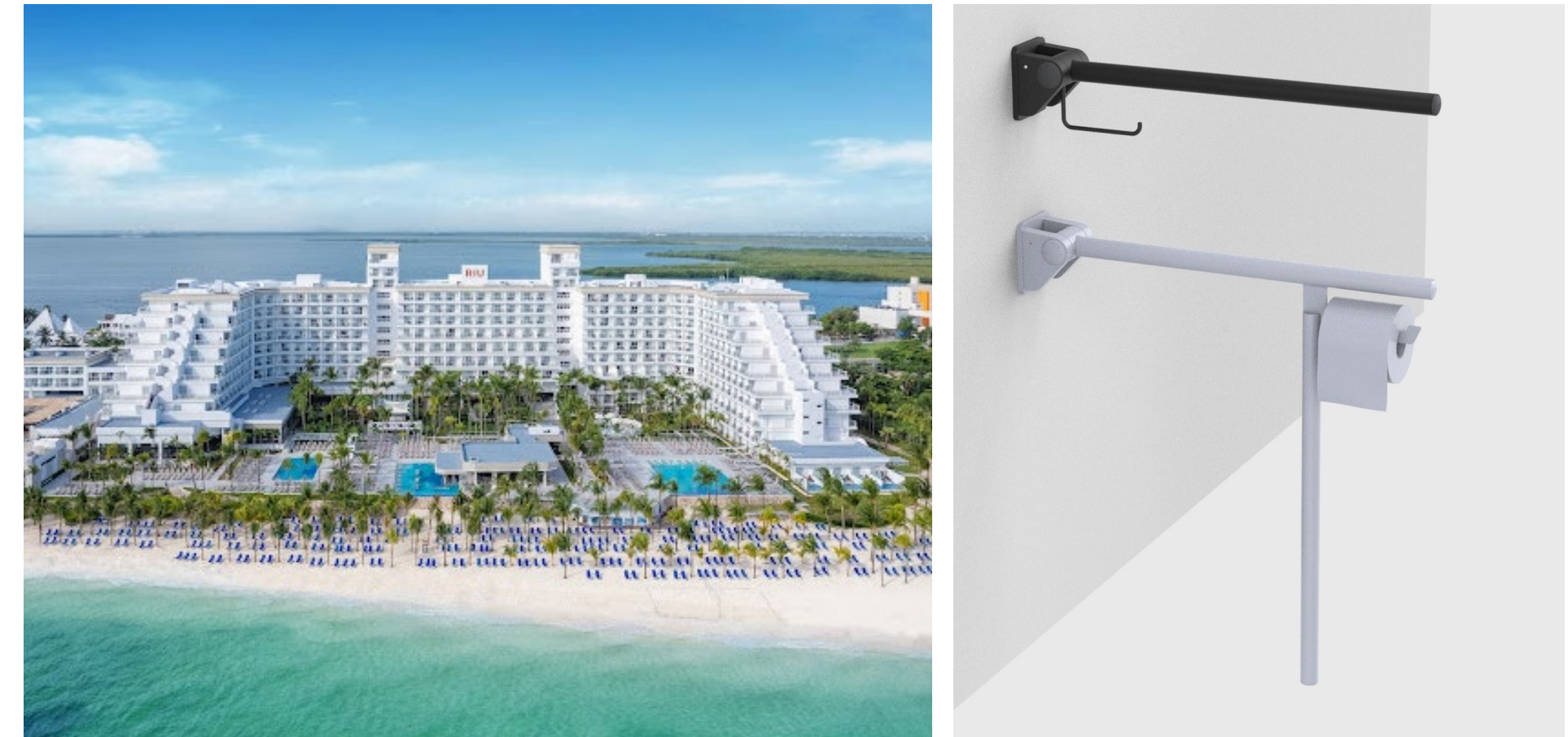
- Bathroom fittings with accessories from the Tecno Project collection in special finish: Brushed Gold.

Hotel Riu Isla Mauricio



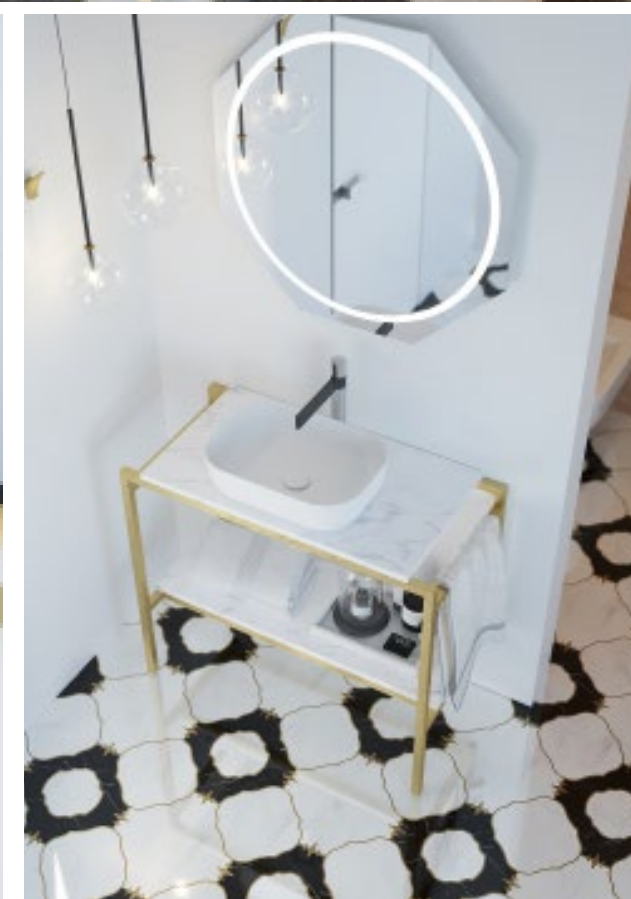
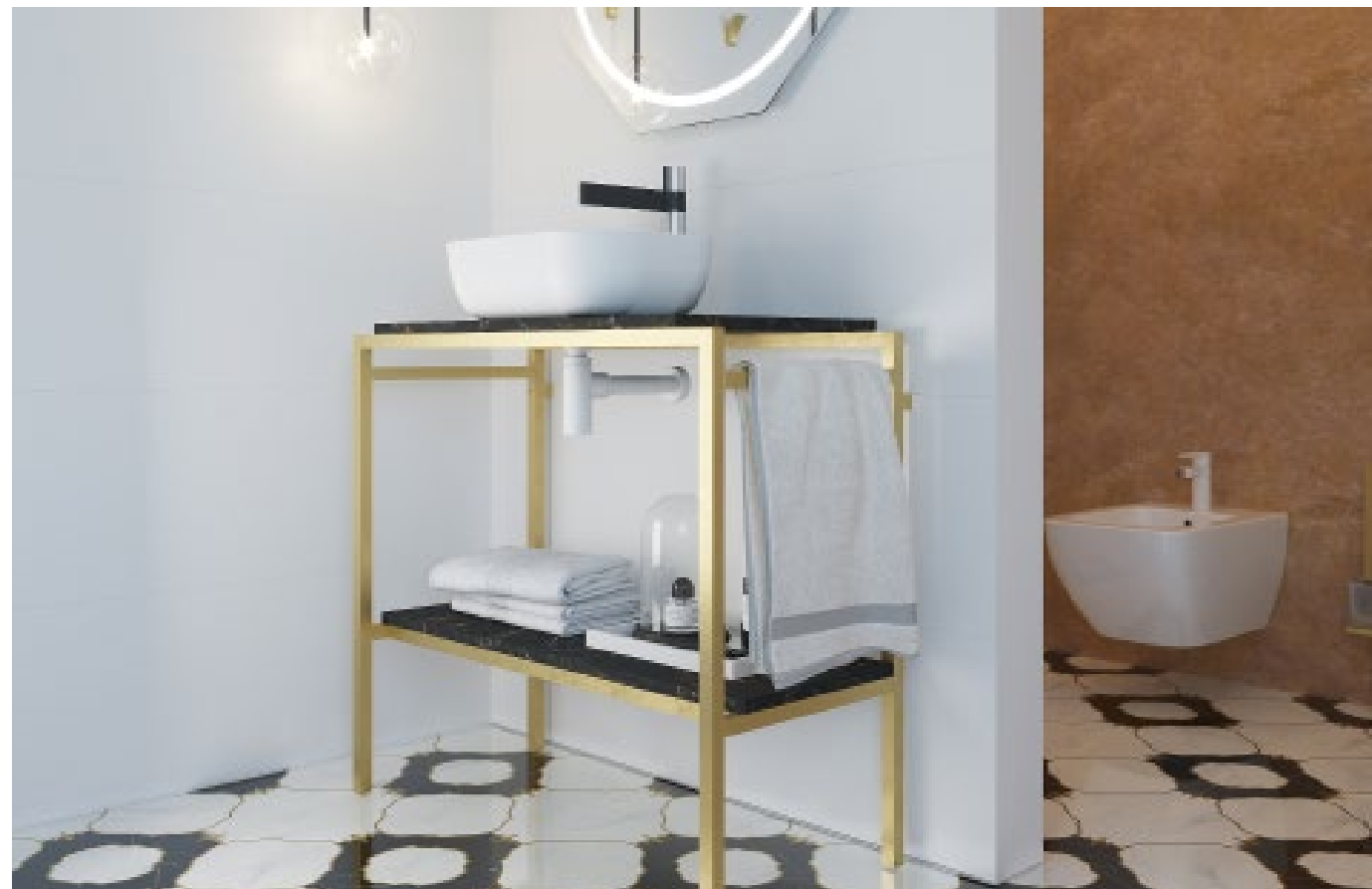
- Custom design and manufacturing of furniture with a black wire structure and side towel rails.
- Bathroom fittings with the Tecno Project collection in chrome.

Riu Hotels Caribbean



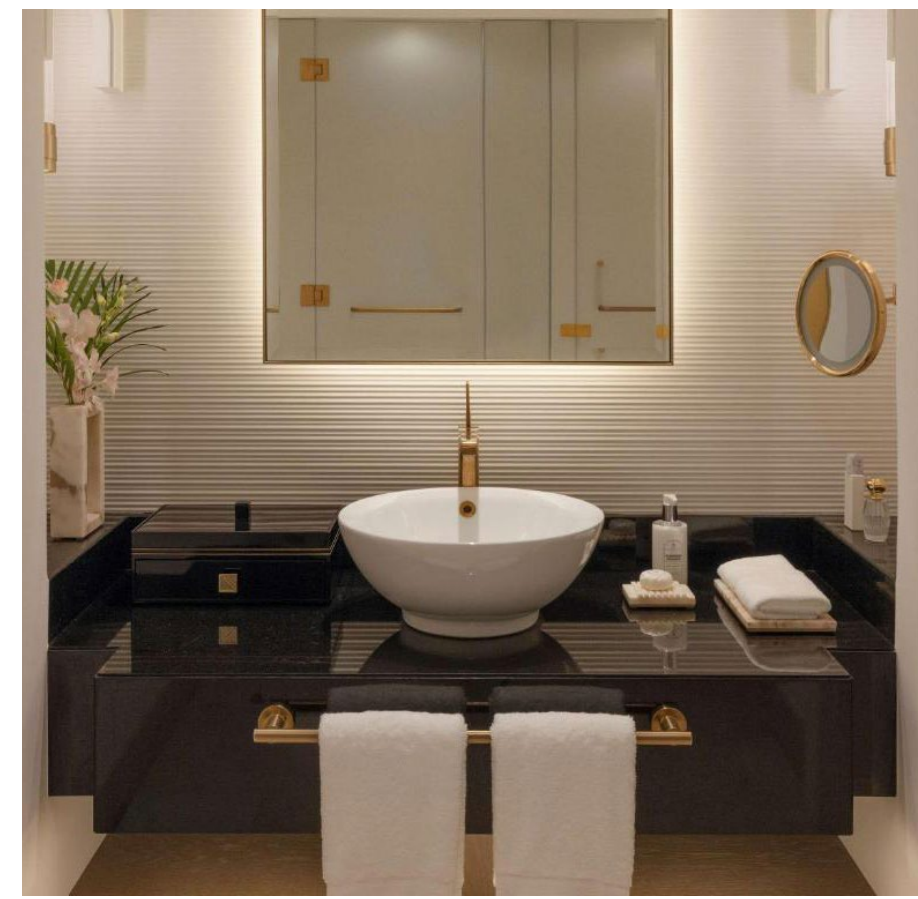
- Customised design and manufacture of Go Care folding safety bar with toilet roll holder.
- Custom design of folding bar with floor rail and roll holder.

Kerlife Group



- Custom design of furniture with metal legs for Kerlife group.

Al Areen Palace Bahrain



- Fitting out all the bathrooms in the resort with Tecno Project accessories in PVD Brushed Gold finish.
- Accessories: magnifying mirror, towel rail, toilet roll holder, towel ring and hangers.

The Chedi Luštica Bay



- Bathroom fittings with accessories from the S-Cube collection in chrome, magnifying mirrors, wastepaper baskets, towel racks, hangers...
- Custom design and custom manufacture of 80 cm towel rail in chrome.

