

fiora

A history of craft and technological innovation

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Get to know Fiora



At Fiora we design and manufacture global bathroom solutions. Shower trays, wall panels, radiators, furniture and washbasins in polyurethane, an advanced material specially adapted to wet areas.

Designs in harmony with space and time that reveal technological precision and the care typical of artisanal work.

Two apparently opposite values, the balanced combination of which is the key to everything we do at Fiora.



Who are we?

We are specialised in polyurethane, but we have a global vision. We believe bathrooms are areas to connect, relax and be happy. That is why we design quality products that improve people's lives from an emotional and functional perspective.

- Company based in Nájera, La Rioja (Spain)
- Founded in 1989
- Member of RGIB (Royo Group International Bathroom)
- 130 workers
- 30,000m² manufacturing plant in Nájera (La Rioja) consisting of two manufacturing centres, one specialised in shower plates and panels, surfaces and basins and the other in bathroom furniture



Origins

It all started with an ambitious goal: promoting innovative design, technology and state-of-the-art materials, combined with a passion for quality. Fiora's history starts in the 80s in La Rioja with three partners who shared a vision: offering innovative bathroom solutions.

*“innovative design,
technology and state-of-
the-art materials”*

For Fiora, bathrooms are the centre of life, a personal and intimate place where materials and finishings are key for creating quality habitats that connect with people. For this reason, we became one of the first companies to use polyurethane in bathroom furniture.



Later on we introduced textures on polyurethane, which completely changed the scene in the bathroom sector. Our adventurous spirit led us to explore new areas, and that is how we started using this material and techniques in new product categories such as shower plates, wall panels, radiators and basins. Innovation and design still play a key role in our daily activities and we always have an eye on the future to face emerging needs.



Present in 15 countries

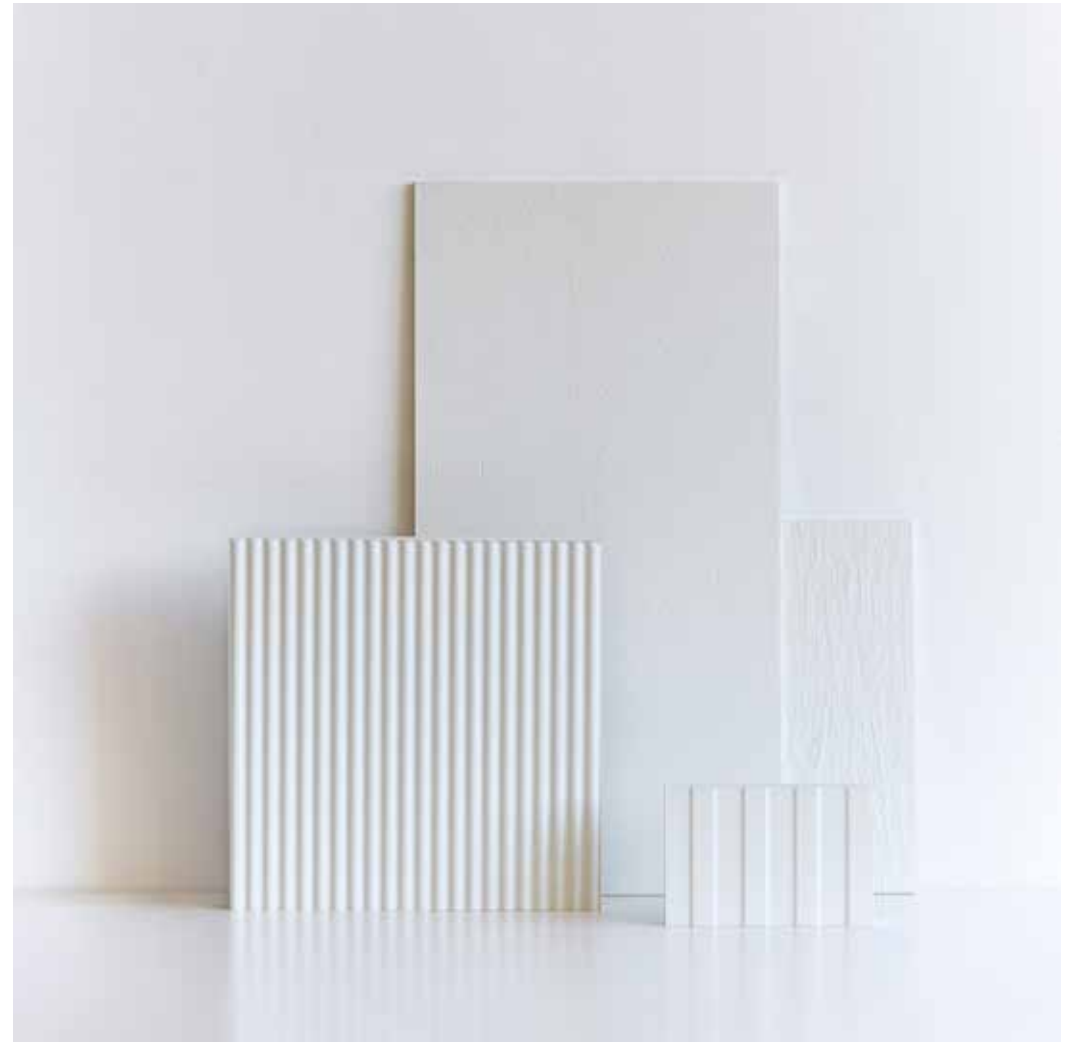
- We are present in Spain, Portugal, Italy, France, Germany, Austria, Switzerland, Holland, United Kingdom, Ireland, Canada, Mexico and USA.
- Commercial network of more than 70 agents all over the world, in Europe and other international markets
- Present in more than 3,000 boutiques specialised in bathrooms around the world
- Special focus on the prescription channel for residential and hotel projects
- 25 million euros in revenue

We are a Spanish brand with a global spirit. Travelling to and exploring new markets is part of our DNA. This has enabled us to be present in some of the most demanding European markets. We create timeless designs, with unique styles, capable of adapting to plenty of markets due to their textures, colours and finishings.

We have an extensive commercial networks in these countries, so we can provide personal attention and care to each customer.

Textures: designs to be felt

The textures of our designs are achieved by creating a dialogue between material and light, finishings and spaces, providing a unique tactile dimension to each surface. Textures are the result of a thorough and meticulous development process. Each is created by hand and is then transferred through extremely precise industrial processes.



Polyurethane, an advanced material

- All kinds of seamless textures can be reproduced
- Customisable in RAL and NCS range colours
- Customisable designs and measures
- Anti-humidity
- Unchanging through the passing of time
- Waterproof
- Repairable



Design philosophy

The development of designs, textures and colours is an essential part of design processes. Our creative and technical teams work together to create products adapted to present and future needs, new and delicate finishings and a colour palette resulting from a detailed chromatic study.

Fiora combines our passion for innovation and our inclination for a work where details are at the centre. Day after day, our will to create new solutions drives us to observe, experiment and attain something different. In sum, something special.



Innovating is part of our DNA

Innovation runs through our veins as a brand. Fiora is precisely the outcome of looking for new innovative materials meeting the needs of bathrooms.

Thanks to our pursuit of new solutions, we work on a daily basis on technology and manufacturing developments. Our polyurethane designs give the resistance to water required for bathroom areas. To this we add industrial precision in our manufacturing processes, as well as the delicacy and commitment of handcrafted work.

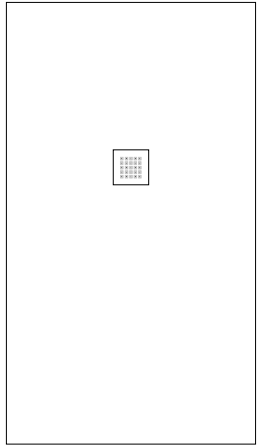
We have a multidisciplinary team of work where designs, artisans and material engineers work closely together looking for new solutions adapted to current and future needs.

Although we have specialised teams for each type of product, we work jointly to find new ideas in all fields.

The capacity of Fiora's founders to identify opportunities missed by others still today is a source of inspiration for the whole team.



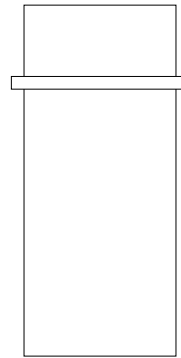
Nuestros productos



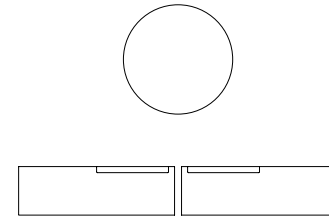
Shower plates



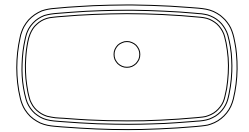
Panels



Radiators



Bathroom furniture



Basins and consoles



New Bath Horizons

We never stay put and, although polyurethane is part of our essence, we introduce new materials to complete the range. We also move forward in the design of furniture in consonance with the latest bathroom trends. Our goal is to create quality bathrooms, nice and beautiful, and that is why we are always ready to introduce new elements.

“New Bath Horizons is Fiora’s bet for the future years”.



Natural stone

5 marbles of different origins introduced as new options for basins and surfaces.



Solid surface

An advanced material for surfaces and basins adding its texture and unique finish as the perfect accessory for polyurethane.



Synergy

Our latest furniture collection bets on high level design, where polyurethane is used to the maximum due to unique textures and colours in the sector.



Design tailored to customers

Quality, industrial perfection and delicacy of details for which handcrafted work is known. Our particular way of understanding manufacturing allows us to create designs customised for each customer, both in size, finishing, texture and colour.

“Each customer is unique, as are our designs”.



Contract services

At Fiora we are passionate about design. For this reason we offer interior designers and architects technical services to develop their projects. Each of our products can be adapted to all RAL or NCS range colours. Also, many of our designs are customisable in size and shape.

Our products are part of residential and hotel designs all over the world due to our capacity to adapt our work, which allows us to develop the personality of each project and customer.



Hotel Val de Neu
(Baqueira Beret)
Projekt: Jesús Filloy.



Hotel One Shot Prado
(Madrid)
Projekt: Las 2 Mercedes.

Fiora informs







Fairs and events

Fiora está presente en algunas de las ferias de diseño y baño más importantes del panorama internacional. Encuétranos en:

- Cevisama (España)
- I Saloni Milán (Italia)
- ISH (Alemania)
- Cersaie (Italia)
- Ideobain (Francia)
- KBB (Reino Unido)



A digital mind

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