

WISDOM FOR LIFE



AXENT

AXENT Switzerland, founded in 2008, is a high-end intelligent bathroom company.

Founded in Rapperswil, Switzerland, well known as "Town of Roses", AXENT has set up branches in America, Europe and Asia.

Core products: leading-edge intelligent toilets, high-quality sanitary ware, bathroom furniture, bathtubs and accessories, etc.

BRAND CONCEPT

WISDOM FOR LIFE

Brand Value: Creating a new life style, satisfying and exceeding customer expectations

Brand Style: Natural and simple, smart and easy-using, with the best quality in the industry

Brand Vision: Integrating human wisdom and creating a brand-new intelligent bathroom, to make people lead a happier, healthier and greener life.

SHOWROOMS

A total of 542 showrooms worldwide, including 397 in Europe, 41 in America and 104 in Asia.

TEAM

A total of 4,000 employees worldwide.

Subverting the whole bathroom industry since 2008

- 2008** AXENT was founded in Rapperswil, Switzerland
AXENT released its first intelligent toilet
- 2012** Marion Intelligent Toilet won the German iF Product Design Award
- 2013** AXENT established long-term cooperation with renowned designers Matteo Thun and Antonio Rodriguez
- 2014** AXENT first bathroom series with Matteo Thun & Antonio Rodriguez was launched worldwide
- 2015** AXENT entered Chinese market, and set up showrooms in Shanghai, Beijing, Xiamen, Hangzhou and Dongguan, etc.
AXENT.ONE Intelligent Toilet won four international design awards, including Red Dot Award and iF Product Design Award
- 2016** AXENT joined the German Design Council
AXENT released world's first Cloudy Intelligent Massage Bathtub
The subversive Primus was released and honored with many international design awards
- 2017** AXENT officially became the cooperative brand of IFI Global Resources Committee
AXENT won three German Brand Awards and became the Newcomer Brand of the Year
AXENT was selected in The Major German Brands 2017
AXENT established strategic partnership for public welfare with C Foundation
- 2018** AXENT ISH 2017 Showroom and AXENT.ONE C Intelligent Toilet won German Design Awards
Grace Collection won Iconic Awards 2018 and iF Design Award 2018
Primus Tankless Toilet was honored with eight international top design awards, including iF Design Award, Red Dot Award and IDEA Design Award
World's first intelligent cabinet XT-CABINET won German Innovation Gold Award and Iconic Awards 2018
- 2019** XT-CABINET, AXENT New Website and AXENT 360° Campaign won German Design Awards



CEO Daniel Grob (right) Nicole Roesler (left)



Our designers, Matteo Thun and Antonio Rodriguez, are an extraordinary team with over thirty years of experience in architecture, interior and product design. Their creative approach to product design is characterized by simplified forms and the use of warm and natural materials, with a view to combining a minimal aesthetic with excellent technologies.

Matteo Thun
O THUN & ANTONIO RODRIGUEZ
马蒂奥·图恩和安东尼奥·罗德里格兹 上海 米兰
MILANO - SHANGHAI

CORE TECHNOLOGIES

Airless Siphon Technology

AXENT SmartWater Technology

AXENT CloudControl Technology

AXENT DancingShower Technology

E-Touch Technology

Easy Clean Technology

I-FLUSH

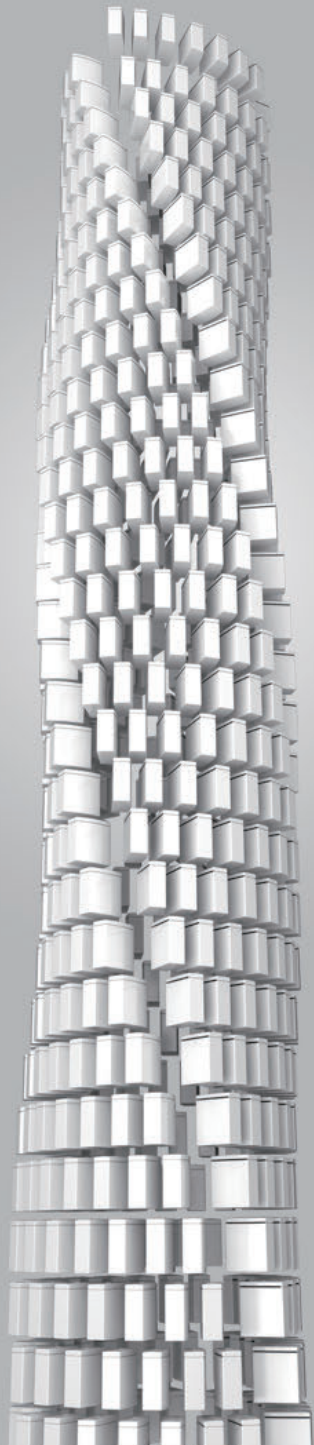
ONE.DIAL Technology

Smart Flush Technology

VACUUM V FLUSH

AXENT has adhered to the design concept of sustainable development since its establishment, with a number of revolutionary energy-saving and environmental protection technologies.

In October 2017, AXENT delivered a keynote speech on "Design for earth" at World Design Summit in Montreal. And its appeal on "Saving the planet - one tank at a time" aroused wide discussion among participants.



1 year use of tanks = 10 Shanghai Towers

AXENT Design For Earth

Saving the planet - one tank at a time

Average water tank = 30% of the weight of a traditional toilet

If all toilets were changed into tankless toilets, 1.8 billion kWh of electricity, 2.25 million tons of water, 1.13 billion m³ gas and 180 million liters of gasoline would be saved annually, and 10.9 million tons of pollution emissions would be reduced

AXENT patented Vacuum V Flush Technology makes tankless a reality

On June 29, 2017, the German Brand Award was held at German Historical Museum in Berlin, AXENT was honored with three prestigious German Brand Awards (considered the “Oscars of the Brand Awards”).



In Asia it has been standard for a long time, and now it is developing into a mega trend in Europe as well, especially on the German market - shower toilets. The brand AXENT, global leader in shower toilets, will most likely increase this trend.

AXENT's brand-new entry into the European market is altogether convincing with vigorous, clear and high-quality design - perfectly realized in the amazingly designed products from Matteo Thun and Antonio Rodriguez. A strong and pleasantly simple piece of brand work, which was able to immediately make a name for itself in an otherwise saturated market.

— Jury of German Brand Award

AXENT AWARDS LIST



german
brand
award
17
newcomer
brand
of the year



german
brand
award
17
winner



german
brand
award
17
special



The
Major
German
Brands
2017



The
Major
German
Brands
2019

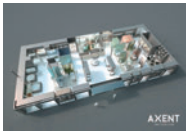


International Federation
of Interior Architects/Designers
2017 Resource Council Partner Member

Member of



Rat für Formgebung
German Design Council



AXENT 360°CAMPAIGN



GERMAN
DESIGN
AWARD
WINNER
2019



german
brand
award
18
winner



AXENT NEW WEBSITE



GERMAN
DESIGN
AWARD
WINNER
2019



german
brand
award
18
winner



AXENT ISH 2017 SHOWROOM



GERMAN
DESIGN
AWARD
WINNER
2018



XT-CABINET



GERMAN
DESIGN
AWARD
WINNER
2019



GERMAN
INNO
VATION
AWARD
GOLD



LEO T
MIG O
AWD 1
2018



GRACE CABINET



LEO T
MIG O
AWD 1
2018



LEO T
MIG O
AWD 1
2018



PRIMUS



GERMAN
DESIGN
AWARD
WINNER
2018



GOOD
DESIGN



LEO T
MIG O
AWD 1
2018



LEO T
MIG O
AWD 1
2018



LEO T
MIG O
AWD 1
2018



LEO T
MIG O
AWD 1
2018



LEO T
MIG O
AWD 1
2018



reddot award 2017
winner

DESIGN PLUS
powered by ISH



AXENT.ONE C



AXENT.ONE C PLUS



AXENT.ONE



MARION



MEDIA CONTACTS

Asia - Enya Yang | enya.yang@axentbath.com

Europe - Nicole Roesler | nicole.roesler@axentbath.ch

America - Melissa Banks | melissa.banks@axentproducts.com

OFFICES ADDRESS

AXENT International European Headquarter

Belsitostrasse 17,8645 Rapperswil-Jona, Switzerland T:+41 55 533 0571

AXENT International American Office

3 Musick, Irvine, CA, 92618, USA T:+1 949 900 4350

AXENT International Chinese Office

Room 03-04, 5F, Building 1, SCE Plaza II, Lane 1688, Shenchang Road, Minhang District, Shanghai, China 201107

T:+86 021 5238 7080