

THE STATE OF
TECHNOLOGY IN
THE BATHROOM



rogerseller

Over the years, the humble Australian bathroom has transformed to assume a sleek, designer avatar that feels high on luxury and functionality. And yet, when it comes to innovation and the implementation of technology, bathroom products and bath fixtures have remained quite standard over the years. This is despite new technologies pushing ahead in other areas of the home and commercial spaces. With user experience embedded so deeply in the design of everyday products today, there is a pressing need for bathroom design and fixtures to adapt and transform.

A survey involving 1,100 consumers by [DigitalBridge](#) – a company known for its innovative bathroom space planning and visualisation tools – found that 68% of people felt that their bathrooms were outdated when it came to technological integrations. In addition, according to [ISA's Performance Review of the Australian Innovation, Science and Research](#)

[System 2016](#), Australia is lagging behind its international competitors in the innovation arena. As it turns out, there is a disconnect between creating knowledge and transferring or applying it.

Naturally, an untapped market like this presents opportunities for manufacturers and retailers to offer exciting, new and ground-breaking innovations to its audience. By fusing design and tech, designers and brands can bring the bathroom up to par with other areas of the home.

One brand that is already breaking bathroom stereotypes with products and fixtures is Rogerseller, with the release of its Tectonic shower system. By anticipating every possible user need associated with the showering experience, the brand has integrated intelligent technology into its product, in turn transforming the bathroom experience.



Image: Shower, light and steam extraction comes together as one in Tectonic by Rogerseller.



Image: The Tectonic Shower brings a range of technology into one unique product.

Australia's Changing Needs

During the 20th century, bathrooms in Australia began evolving, assuming the status of an integral space within the household. Toilets, which were initially located outside the house, were now integrated indoors, with new toilets often inside or next to the bathroom.

These toilets/bathrooms also incorporated a sink and mirror (a standard fixture today) and slowly transformed into a place that served both cleaning and makeup needs.

Today, the average floor size of the Australian home is shrinking. According to data commissioned by [Comm Sec from the Australian Bureau of Statistic](#), house sizes are down by 1.6% and are the smallest since 1996. A smaller home size goes to suggest the growing popularity of apartments with people willing to sacrifice floor space for the convenience of being close to everyday amenities and work.

A compact bathroom, thus, spells the need for higher efficiencies, intelligent design, new technology and multiple functionalities to ensure users can feel relaxed and experience convenience despite limited space.

Room for Innovation

Most bathroom products and fixtures suffer from a cookie-cutter design approach with little to no technology or innovation factored in. Being a highly utilised facility within a home or commercial space, product design within the bathroom requires added consideration. As the movement to minimise water consumption gathers importance, in tandem with the need for multi-functional design and technological integrations, bathroom manufacturers need to come up with solutions that feel innovative and new both in terms of concept and technology.

“We’re proud to bring to market something completely new and state-of-the-art. The collection not only re-establishes our place in the design world but positions us as thought leaders.”

– Nicole Body, Product Manager, Rogerseller

Introducing Tectonic

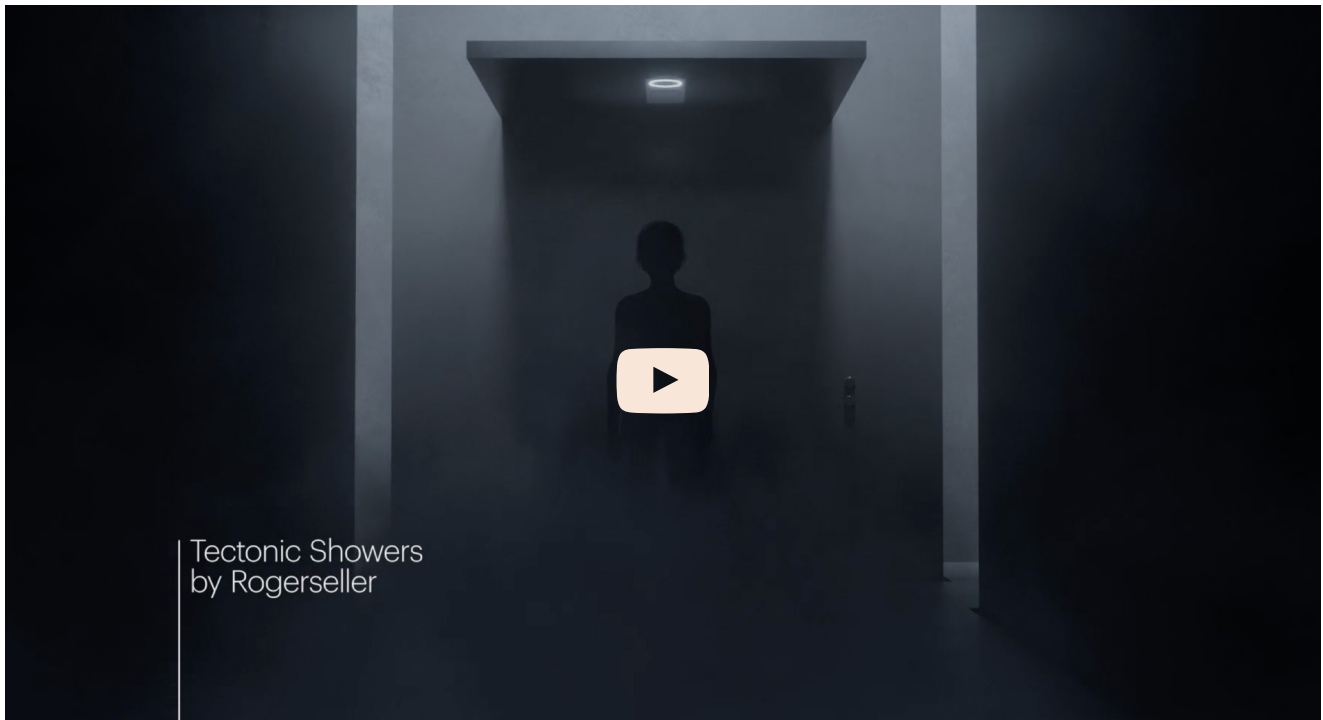
Rogerseller has launched Tectonic, a ground-breaking new shower collection that uses the combined advantage of water, light and steam extraction to create the perfect showering experience. With a minimalistic design that seamlessly integrates a [3-in-1 function, the Tectonic shower](#) addresses problems of insufficient lighting and steam removal. The design appears elegant, contemporary and futuristic and has been manufactured using brushed or polished stainless steel.

In order to get the quality of steam removal required, Rogerseller underwent extensive research. Nicole Body, Product Manager at Rogerseller, says: “Ventilation in bathrooms is an incredibly important consideration and may not always be given the attention it requires, we worked closely with Mercator who are one of Australia’s leading experts in air extraction to engineer a system that would maximise the effectiveness of steam extraction in the quietest way possible.

“Designed by Rogerseller, the product went through various iterations, making sure that the product reduced sound refraction. The final design features a ventilation ring, ensuring the most discreet width possible without compromising functional integrity.”

Australian designed, the Tectonic shower system also comes with an innovation patent. Body elaborates: “Commoditisation of technology and design is always going to be present along with duplication, protecting our research and innovation is critical to ensure that the standards we have built into our products are credited to us and are protected to retain the value in our offering.”

Rogerseller’s Tectonic collection also extends to [single function wall](#) and [ceiling showers](#) as well as a [standalone extraction fan](#), while the Tectonic Accessories collection complements the linear and slim design for a universal aesthetic across the entire bathroom.



Video: Unify Your Shower Experience | Tectonic by Rogerseller



Image: Convenient for a range of spaces, Tectonic by Rogerseller holds an Innovation Patent.

Where to from here?

With more and more customers seeking tech-driven products and fixtures in the bathroom, the future could bring about an exciting amalgamation of design and technology. "We are definitely seeing through our European partners in the shower space a focus on smart and connected technology that is looking at automation throughout the entire home where products can be integrated together," says Body.

The survey by DigitalBridge also found that people are interested in a face recognition system that adjusts water pressure and temperature automatically based on one's

individual settings. Or an in-shower VR that lets one add essentials like shampoo or toothpaste to one's shopping list when they're running low on supplies.

Even smart mirrors are slowly emerging popular as are high-tech faucets. But many of these ideas are simply that, ideas. Rogerseller's bathroom collection is a carefully curated selection of products that represents the best in innovation and technology in the bathroom.

With its Tectonic shower system, the brand has created a new model for invigorating and innovative showering.

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