

# RARE

RARE was founded in 1968 in Cairate the Varese province, north Italy. It's strategically located within the core of the Lombardy which throughout the years become the business and industrial reference point of Italy.

In 1983 thanks to its founder, RARE start the production of shower cabinet. The bases of this particular project consist of four fundamental elements: design, quality of components, functionality and safety for the end user.

RARE recognizes quality control management as a top priority. Managing and improving quality standards are essential in achieving the objectives the market requires and for the positive development of our products. RARE has implemented the Quality Management System, a UNI EN ISO standard 9001:2015. This system controls the organizing structure, process, resources and documentation required to maintain the excellence established by RARE's Business Policy.

The materials utilized are the best quality and environmentally friendly, aluminium, glass and steel. That means they all are 100% recyclable and contribute to sustain our planet pure and clean. All our shower cabinet are branded "CE", the value that assures our consumers to have purchased the product controlled by the European Union regulations set by EN 14428 descree.

As over the years the bathroom became more a wellness space so RARE proposal has developed: always attentive to trends and sensitive to the world of visual arts. Inspired by the art world RARE designed Evento Scrittura, the first shower enclosures that combines art and technology. Then came Steel, a project wellness oriented in which each component of this integrated system – from the shower tray, to the shower enclosure and the shower head – is coordinated with solid iroko wood to create a unique showering experience: Terra Marique.

Terra Marique won the Good Design award.

Ad Hoc the result of RARE most recent challenge: an integrated system to create a floor level shower areas that can be covered with any material.

Last but not least is born Flat: the innovative recessed wall profile for shower cabinet.

RARE products showcase a long story of a company that aims at the architectural definition of the most intimate interiors, with an offer in continuous expansion and in constant stylistic evolution.

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