# ORAS NEWS



### 2/2011

#### Oras Group customer newsletter

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High technology and patient oriented approach are the key factors of Turku University Hospital's new T-hospital. 'Model TYKS' -wash basin faucets were designed for the new hospital in co-operation with Oras.

**■** p. 15

#### In this edition of Oras News:

- Ecological showers with Oras Eterna
- Hundreds of Oras Electras to the most modern hospital of Northern Europe
   Finns on their way to become the healthiest people in the world!

**p**. 7 **■** p. 14

Water Is Worth Loving.

**p**. 4



In the magazines Oras Eterna is presented in full page advertisements.



Oras Eterna outdoor campaign will be carried out during the Habitare fair.

### It's time for Oras Eterna

There is plenty of shop visibility material for the shops.

Our novelty Oras Eterna's marketing campaign has started extremely well. Based on the given feedback the market as well as the consumers have literally shown us green light and exceptional interest towards our unique novelty.

It is indeed possible to save water and energy with new Oras Eterna. The light teaches and guides the user towards more ecological use of water. Almost unnoticed! This is also the main content of our message which will be spread to the consumers during the autumn campaign in different media: as well as in magazines, outdoor advertisements as in digital media.

Oras Eterna is naturally our number one product on this autumn's fairs. Additionally we are going to invest especially in shop visibility: for this purpose we have prepared a lot of imposing display material for shops.

The unique functions of Oras Eterna are best presented by the videos on the campaign site. In case you haven't had a chance to see them yet, go to www.oras.com.

■ Oras Eterna shop visibility material can be ordered from Oras customer service, tel. +358 2 83161 ■



# Wind, blizzards and sunshine

■ The gloomy sky on Europe's economy did not have time to properly clear before new dark clouds began to gather in the sky. The autumn days seem to vary from stormy to days when rays of sunshine peek between the clouds. We are living rapidly changing times and therefore we need to be prepared for sudden and unexpected changes in economy.

Nevertheless in Finland this autumn's and the upcoming winter's HVAC market seems relatively bright. The started private and public building sustains the field and the large public awakening for saving water and energy bring several new possibilities to the market. In the beginning of summer we presented Oras Eterna, a completely new solution compared to the traditional shower faucets. The novelty

has received extremely positive feedback both from the professionals and the public. We believe that our marketing endeavors during this autumn will create a great demand for the product and that eventually we can all enjoy the fruits of good sales. Simultaneously, the public's interest towards energy saving products and their additionally offered values increases. You can find more information about Oras Eterna in this issue of Oras News.

Regardless of the turbulences on the market, we strongly believe in the success of new, additionally valued products today and in the future. We will continue to invest increasingly on innovations which will provide our consumers pleasure with certainty that they have done their share for the welfare of the environment.







Smart use of water decreases household water and energy consumption and costs. In the picture: Oras no 6389 Oras Eterna with Oras Natura shower set.

# Ecological showers

Even though pure water is something most people take for granted the expenses of using hot water may come as a surprise. Heating of water causes a significant part of household's energy consumption. That is why ecology has always been the core of our product development.

Routines and product choices have an essential role on water consumption related.

soutines and product choices have an essential role on water consumption related expenses. It is not always smart to wait for the plumbing renovation to purchase new sanitary fittings since the repayment time for new sanitary fittings is only a couple of years. Significant savings in both costs and maintenance time can be achieved by making user-friendly faucet and shower choices.

### Oras Eterna's light teaches

Last summer Oras presented a new, innovative shower faucet Oras Eterna to the sanitary fitting market. Designed for household use, Oras Eterna is a thermostat faucet with an electronic EcoLed press pad. The press pad guides the shower user in saving of water and energy by taking automatic care of an ideal shower time and by rewarding the user with a green light for taking an ecological shower. If the shower time continues over ecological time, EcoLed press pad starts to blink a red light. After preset four minutes shower time is up, the faucet closes automatically. Naturally the faucet can be re-opened but usually the light teaches and guides the user to become more considerate in shower – almost unnoticed!

### ORAS ETERNA COMBINES PLEASURE AND ECOLOGY

New Oras Eterna is easy to use. In addition of showing the ideal shower time with a green light, EcoLed press pad acts as a flow regulator. Also the automatic bathtub filling function is connected to EcoLed:

the faucet fills up the bathtub while you can enjoy a cup of coffee. There is no need to stand in guard: when the bathtub is full, the faucet closes automatically. The colorful signal lights of EcoLed press pad make the faucet fun and easy to use also for children.

#### Save and enjoy!

The best results can be achieved by combining Oras Eterna faucet with Oras Natura shower set – this way you can decrease your water consumption up to 50 %. Without compromising one drop of your shower experience. All you need to do is press the eco button on Oras Natura hand shower and you will spend 50 % less water and energy. The choice is yours.

Both products are designed by Kirsi Svärd. ■



Oras Eterna rewards you with a green light after taking an ecological shower



Red light indicates that the ecological time is up and that you should not spend more time in the shower.



The spout acts as a diverter: when turned under the faucet body, water comes from the shower. In case you need water from a spout to fill a bathtub or on a dish, turn the spout to the front.

As a faucet manufacturer Oras has learned to respect pure water and environment ever since the foundation of the company. Sustainable development, responsibility and green values have always been the center guidelines of our product development.





### Danish ambassador visited Oras



- DENMARK'S AMBASSADOR TO FINLAND, MR. JENS-OTTO HORSLUND VISITED RAUMA AND ORAS FACTORY 26.5.2011. THE AMBASSADOR WAS HOSTED BY MR. JUKKA PAASIKIVI; CHAIRMAN OF THE BOARD, ORAS LTD.
- After spending 1, 5 years in Finland, the ambassador praises Finland and the Finnish people: "I have truly enjoyed my time in Finland. The Finnish people are open, friendly and hospital. I have really been spoiled here."

This was the ambassador's first visit to Rauma. He was especially impressed by the wooden old town. "It is wonderful to see that Old Rauma is not just a museum but a place where people live and run their businesses. Unfortunately this is not how it works in all cities", ambassador Horslund said.

Additionally ambassador Horslund's visit in Rauma included an opening of an art exhibition King of the Kings displaying Danish art at Lönnström Art Museum in Rauma. Supporting of the export of Danish culture is one of the ambassador's main tasks. "Through our culture we can also spread and communicate to the world Danish

### Denmark and Finland share the same goals in protection of environment and water resources.

values and issues that we find important. I feel that culture is an effective way to influence in people's images in climate and environmental issues which are especially important to the Danish people", the ambassador explains.

In the Danish environmental politics protection of water resources has always been in a significant role since - despite of the country's relatively small surface -Denmark has approximately 7 000 km of coastline. When talking about protection of water resources, one cannot disregard the situation of the Baltic Sea. "The protection of the Baltic Sea is extremely important to Denmark as well as to other countries by the sea. As a matter of fact, I cannot name any area in the world where people and governments are more committed to environmental protection than we are in the Northern Europe with the Baltic Sea protection program\*. I

am very content with the actions that we have taken together in order to improve the condition of the Baltic Sea and I am hopeful regarding our upcoming accomplishments." The ambassador continues: "Early legislation created a foundation for Denmark in its current role as a pioneer in environmental protection. Environmental laws obligated many Danish companies into developing their activities towards more ecological direction. This led into several innovative and environmental friendly inventions which these companies later on exported to other countries. Socalled green technology products and applications are one of the most important fields of Denmark's export even today." When asking what in his opinion the best way to enjoy water is, ambassador Horslund replies: "Pure and fresh drinking water!" and continues: "but sailing is almost as nice!"



The new X-block of North Estonia Medical Centre is the most modern in Northern Europe "Oras Electra 6120F -faucets
were installed in the hospital
— all together around 350 pieces —
in all patient rooms, general premises
and doctors' reception rooms. Oras Electra
6662FT-shower panels were chosen to the
bathrooms and additionally Oras Electra 6105
faucets and over 100 Oras' single lever and
thermostat faucets were installed in the premises.

# Sanitary fittings' quality guaranteed by Oras

Since the founding of the district in the 1960s, the legendary Mustamäe marketplace has been the center of trade in the Estonian capital Tallinn. For decades it was populated by tourists; with annually up to 2 million visitors - most of them Finnish. Regional Hospital – established in the 1980' (officially: North Estonia Medical Centre) – is located in the same district. Last year, the hospital opened a new unit; the X-block. The medical equipment of Xblock represents the latest achievements of high technology. Hospital's overall level of amenities is particularly focused in high quality. That is why Oras was a natural choice for sanitary fittings.

The hospital's new, ultra-modern unit was designed by architects Indrek Suigusaar and Indrek Allmann. Fully digitalized unit is the most modern in Northern Europe. Including medical devices and furnishing, the unit's total costs were approximately 110 million euro. The hospital's official name is North Estonia Medical Centre and it employs over 3600 people, including 590 doctors. The hospital serves mainly North, East, West and Central Estonian people. The hospital has emergency room, x-ray unit, 18 operating rooms, cancer clinic and the Nuclear Medicine Department. With over 400.000 patient visits per year - along with Tartu University Hospital – the unit is the foremost hospital in Estonia.

"We were able to find suitable sanitary fittings for all locations from Oras' vast product collection. Naturally the recognized high quality of Oras' products had effect in our choice. Equally important arguments were hygiene of the touchless faucets, savings in water consumption and safety. Oras has also trained hospital's service staff in installing and maintenance of the faucets and everything has worked really smoothly", says Revo Pauk, the person responsible for the hospital's technical support.





# World Champions from Rauma

IN THE SPRING 2011'S IIHF WORLD CHAMPIONSHIP TOURNAMENT IN SLOVAKIA, FINLAND WON THE TITLE BY WINNING SWEDEN 1-6 IN THE FINAL. IN FINLAND THE CELEBRATIONS STARTED IMMEDIATELY AND LASTED FOR DAYS. IN THE BEGINNING OF THE SUMMER, AFTER THE BIGGEST FESTIVITIES, TEAM FINLAND'S GOALKEEPER Petri Vehanen #31 and DEFENSEMAN JANNE NISKALA #21 HAD TIME TO VISIT THEIR LONG-TERM SPONSOR ORAS.

Both players began to play ice hockey at the age of 6-7 in Rauman Lukko juniors. Petri Vehanen started as a goalie in his first ice hockey practice and has been guarding the goal ever since. Janne Niskala started his career as a hockey player in Rauman Lukko little league without any actual idols. "I have always had focus on my own playing", he says. Petri Vehanen says that as a child he used to admire goalkeepers from the local team Rauman Lukko such as Klaus Savolainen, Jarmo Myllys and Czech goalie Petr Bříza. The whole nation joined the party when Finland's won its first ice hockey champi-



onship in 1995. Then 13-year-old Niskala and 17-year-old Vehanen watched the games from TV peacefully in their homes. "Back then I couldn't even dream that I would be a champion one day, too. I hoped to play in the Finnish National Hockey League someday", modest Petri Vehanen says. Janne Niskala agrees: "The year 1995 championship was really fantastic but it never crossed my mind that something like that would happen to me." If championship was far from their dreams back in the year 1995, they didn't take it for granted even in the final. "It wasn't until we were 1-5 on the lead that I started



to think that we might be winning", says humble man Petri Vehanen. Janne can't stop laughing as he comments that only three minutes was left of the game. "Sweden is always a tough opponent in the game. They have fought from defeat to victory several times. When playing against the Swedes you have to play at your best level until the end of the last minute", Petri explains.

The year 2011 championship has been celebrated in many ways. Finnish Air Force arranged two fighter planes to escort the champions' way back to Finland from Slovakia. Approximately 100 000

hockey fans gathered in a huge championship party which took place in a market place in Helsinki. Smaller parties were organized in the players' home towns all over Finland, including the one in Rauma for Petri and Janne. "The huge party in Helsinki was absolutely spectacular experience! Championship was not so easy to assimilate while in Slovakia. It wasn't until we arrived to Helsinki-Vantaa airport that it really hit us. The airport and the nearby areas were crowded with fans and the closer we got to the city, the more people we saw. Naturally our bus had police escort and it was truly needed. Closer to the market place the bus could hardly move. When we finally arrived to the market place, the atmosphere was absolutely hysterical", Petri recalls. "People's reactions overall have been really great. Anywhere you go people come to congratulate. Everyone seems to be happy about the gold medals", players speak with one voice. Incentive songs have been playing continuously on radio channels but men aren't bored with them yet. "Actually we both have the Champions' cd in our car and we listen to it all the time. I doubt we'll ever get bored with those songs!" Janne laughs.

### Professional careers in Russia

Both Petri Vehanen and Janne Niskala play as professionals in the Russian KHL league. Vehanen guards the goal of team Ak Bars Kazan, Janne Niskala transferred from Metallurg Magnitogorsk to HK Atlant for this season. HK Atlant's home town is Mytischi which is located in the Moscow Metropolitan area. Metropolis of Kazan is located about 700 km East from Moscow. Team Ak Bars Kazan has won Gagarin Cup - which is the Russian league's desired trophy - twice; in the year 2009 and 2010. HK Atlant came second in the year 2011. Both teams seem to have good chances of winning Gagarin Cup in the spring 2012.

Training is very intensive during the season starting every day at 8. Since – as well-known – the distances in Russia are long, the longest trips to games away can last eight days. The farthest games away are played close to the Chinese border. "After a long round of games away it is really nice to relax and spend time at home with the family for little bit longer. Naturally travelling and being away from the family is hard", Janne says. Both Janne and Petri have their families with them in Russia. They also keep touch with other Finnish players and their families in Russia. Since the locals don't speak



The faucet is not insignificant when you take a shower several times a day. Naturally it is important that the thermostat maintains the requested water temperature and that the shower is ecological. While visiting Oras, Petri and Janne became acquainted with new Oras Eterna.

much English there is less interaction with them. Additionally all local services such as day care are Russian. "In any case we have really enjoyed our time in Russia", Petri says. "Taking into account the level of game, the Russian KHL is extremely interesting and challenging league. I don't think I'll ever play anywhere else abroad", Janne adds. In the summer time the two friends train together and play golf. "This summer has been an exception since I've been really busy. In order to have at least some leisure time with the family I haven't played any golf", Petri says.

"At one point my goal was the winning of Stanley Cup but I doubt that it will not happen. I think that a realistic dream is winning of Gagarin Cup. My primary goal is always a good season", Petri comments when talking about future goals. Janne agrees: "Exactly. Solid, good season without injuries is number one on my wish list". The retirement age of hockey players is

unlikely to rise so Petri and Janne are thinking about future as well. "If I stay fit I'll probably return to play in Rauman Lukko", Janne says. Petri shares the same thoughts: "Rauman Lukko is the only option for me in Finland. It would be easy to return as and my children's grandparents are there and we have a house in Rauma. On the other hand an international career has been a great experience."

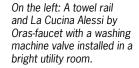
Both men are also thinking about life after retirement. There are alternatives to ponder. Future work could be hockey-related or something completely new. "I'm sure that the decision to retire will be extremely hard, especially if I don't suffer from injuries. I've had so much from this game. Even though travelling is sometimes hard and tiring, I love this game", Janne sums. Time will tell. Currently they are fully fo-

cused on ice hockey.

# Housekeeping chores run smoothly in a functional utility room

Very often a utility room is in connection with an exit. This way the children can use that door and clean their shoes already in the utility room. Oras Vega no 1825.

WELL PLANNED UTILITY ROOM IS A COZY, MULTI-FUNCTIONAL SPACE WHERE HOUSEKEEPING CHORES RUN SMOOTHLY. IT INCLUDES A SPACE FOR CLEANING AND MAINTAINING OF CLOTHES, SHOES AND TOYS AS WELL AS THE FAMILY PETS.



Need for cleaning the interiors of a house reduces significantly if a proper space for cleaning up the dirty boots or paws is organized e. g. in connection with the second exit of the house. Oras' vast product collection provides suitable faucets and showers for these spaces.



Functional furnishing and a well-planned use of space create a cozy, multi-functional space where housekeeping chores run smoothly. Oras Vega no 1820 with washing machine valve no

### Well-planned utility room



When building or renovating a house before starting the work go through the demands of utility room. Take into consideration the family size and needed functions. How often the laundry is done, how much space is needed for drying and storage? Pay attention to the family's sport hobbies. Does some family members have hobbies which require a lot of storage space in the utility room? Functional furnishing and a well-planned use of space create a cozy, multi-functional space where housekeeping chores run smoothly. Also faucet choices should be considered carefully. We have enclosed a few practical alternatives.



Pictures on the left: A modern utility room includes a space for cleaning equipment, proper space for handling the laundry and enough storage space. A stainless steel sink improves the functionality of a utility room. The cleaning functions run smoothly with handy spraying brush. Desktop mounted design – Oras Vega no 1829. Additionally baby carriages, toys and family pets sometimes require cleaning when coming in. With proper cleaning equipment it can be done effortlessly. A convenient spraying brush is combined with Oras Vega model no









# Big Brother is back!

THE POPULAR REALITY TV SHOW BIG BROTHER IS ON THE AIR AGAIN. LIKE LAST YEAR ALL FAUCETS IN THE BIG BROTHER HOUSE ARE PROVIDED BY ORAS.

Our novelty, automatic thermostatic bath and shower faucet Oras Eterna was chosen to serve Big Brother residents in the bathroom. Oras Eterna's EcoLed function takes care of an ideal and ecological shower time automatically. The shower experience is completed with Oras Hydra shower set. For more information about Oras Eterna can be

found on the campaign page http://www.oraseterna.com/com



...wash basin faucets are from Il Bagno Alessi Dot by

Oras -collection.



# Housing Fair Finland 2011 in Kokkola – Homes of all sizes for people of all ages



Oras Eterna faucets were lavishly presented in several bathrooms.

- HOUSING FAIR 2011
  IN KOKKOLA PROVIDED
  PLENTY TO SEE.
  THE THEME "HOMES OF ALL
  SIZES FOR PEOPLE OF ALL
  AGES" WORKED
  REALLY WELL.
- The fair presented the complete range of housing: city apartments for young, single adults and elderly people, small family homes and lavish dream homes. Additionally the fair showed solutions for senior housing. Altogether Housing Fair 2011 presented 131 homes: 30 houses, seven apartment buildings, two row houses and one semidetached. About 130.000 people visited the fair in sunny Kokkola. Visitors were impressed by the venue and praised the diversity as well as the quality of the houses.

We collected some of the highlights on this page. ■



Two faucets in the bathroom and there's no rush in the mornings!



Touchless Oras Cubista – the most popular faucet in the fair.



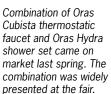
The designers have trust in smart faucets in senior homes: Oras Cubista touchless faucet on wash basin and Oras Eterna in the shower. Additionally Oras Ventura no 8025 – faucet with both single lever and touchless functions – in the kitchen.





Oras Ventura 8025-60 with satin surface has become extremely popular design kitchen tool.

La Cucina Alessi by Oras saves steps as a second faucet in the kitchen.







# The winner of Oras Eterna

■ In the previous edition of Oras News we asked our readers opinions of our thermostatic bath and shower faucet novelty Oras Eterna. We received plenty of feedback. Our thanks to everyone who replied! The fortuned winner of Oras Eterna is Juhani Autio, Kaarina, Finland. The prize has been posted to him.

Congratulations!

# "Wash your hands" -campaign accompanied by Oras

MOST BACTERIA AND VIRUSES TRANSMIT FROM A PERSON TO ANOTHER BY TOUCHING OF HANDS. THE SPREADING OF DISEASES CAN BE PREVENTED BY WASHING HANDS FREQUENTLY AND CAREFULLY WITH SOAP.

#### VIRUSES AND BACTERIA SPREAD QUICKLY IN LARGE CROWDS

Every third healthy adult and even greater number of healthy children carry contagious viruses in their noses or throat. In large crowds there are always healthy people who however carry viruses and bacteria in their intestines which causes diarrhea. In events or places where a large number of people gather together also the spreading of diseases can be fast. As most diseases are transmitted by touch, appropriate hand hygiene can prevent from getting sick.

Lately a large number of people have suffered from pneumonia which was caused by bacterium called Mycoplasma Pneumoniae. Probably some of the contagions could have been prevented with appropriate hand washing.

Hands should be washed several times a day. Washing of hands is especially



Wash your hands – campaign with the message for better hygiene is directed to everyone. Oras along with several other partners have participated on big events with facilities for hand washing.

important after visiting the bathroom and before eating. Hands should be washed also when arriving to home/office/school. Touchless faucets provide the best way to improve your personal hand hygiene.





# Turku U Hospital – of the



T-hospital aims at high level of independent initiative of the patients. The wash basin faucet's single lever function is needed e.g. for taking cold drinking water when taking the medicine. Bidetta hand shower reduces the staff's workload as well.



Juha Kettunen (Turku University Hospital) and Juhani Kokko (Engineering Agency Åke Jokela) are satisfied with the new hospital.

HIGH TECHNOLOGY
AND PATIENT
ORIENTED APPROACH
ARE THE KEY FACTORS
OF TURKU UNIVERSITY
HOSPITAL'S NEW
T-HOSPITAL. 'MODEL
TYKS' -WASH BASIN
FAUCETS WERE
DESIGNED FOR THE
NEW HOSPITAL IN
CO-OPERATION WITH
ORAS.

## Iniversity the hospital future



■ The roots of the hospital go back to the mid-1700s. That is when Finland's oldest hospital, Hospital of Turku, was established. The hospital became a university hospital in the year 1958 and the tight cooperation with Turku University Faculty of Medicine continues today. "The first phase of T-hospital was completed in the year 2003. The hospital will be fully operational in January 2013. Technically the most demanding and the heaviest functions; such as 14 operating rooms, intensive care unit, polyclinic premises, emergency room and imaging premises will be transferred to the new hospital. T-hospital's number of employees will be 1600 and there will be 300 beds. Concerning the design of the premises, T-hospital represents new thinking", Juha Kettunen from Turku University Hospital says referring to the extensive and stylish lobby whose high glass ceiling provides plenty of light to the colossal space. The impression is far from a typical hospital milieu.

#### Hygiene with userfriendliness

"We tailored the 'model TYKS' -wash basin faucets, bus transformer operated bideshower with both touchless and single lever functions in co-operation with Oras. By using touchless faucets we can achieve our primary goal which is as high level of

hygiene as possible. User-friendliness was the other important criterion of selection. Hospital aims at high level of independent initiative of the patients therefore also the patients with limited mobility must be able to use the faucet without difficulties. Single lever function is needed e.g. for taking cold drinking water when taking the medicine. Wash basin faucet is equipped with Bidetta hand shower which additionally reduces the workload of the staff. The co-operation with Oras has gone smoothly. The HVAC designs were made considering transformability and flexibility in different solutions as well as from the aspect of future needs", Juha Kokko of Engineering Agency Åke Jokela, specialized in hospital constructing, says.

"The electronics of Oras faucets has advanced with long steps. Additionally we hope that the technique under wash basin would fit in one box", Juhani Kokko adds.

"T-hospital construction project has progressed step by step according to the schedule. The design phase started over 15 years ago when the first sketches were made", Juha Kettunen explains.

As a pioneer, the new T-hospital has also attracted international interest and visits to the location have been made from several European countries.



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PARTICIPATE TO WIN A NEW ORAS ETERNA!	
■ Let us know what you would like to read in Oras News. Is there a topic which we have completely forgotten? We will draw the winner of a brand new Oras Eterna bath and shower faucet no. 6375 from all participants. Please reply to our reader questionnaire by 15.12.2011 and you are involved in the draw. ■	
I'm interested in following topics:	
	0040 07
Name	ORAS OY Arja Lempainen
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■ You can reply via e-mail to arja.lempainen@oras.com, or by fax: +358 2 8316 299, or via mail. Please write Oras News Questionnaire no 2 as reference in the envelope. Don't forget to add your contact information in an e-mail reply! We will contact the winner personally. In addition, the name of the winner will be published in the next edition of Oras News. ■	