

EVENTS · 2020

National Sales Convention 2020

On 30 and 31 January, Ramon Soler®, a manufacturer of taps and hydrotherapy systems, held its National Sales Convention 2020 at the Hotel Playafels of Grupo Soteras, in Castelldefels. It was a very special convention, as this year the brand is celebrating its 130th anniversary. The company's CEO, Jordi Soler Fornt, gave an opening speech in which he wanted to acknowledge the commitment and passion that the Soler family has always shown towards its work as tap manufacturers, an activity started by his grandfather Miguel Soler in 1890. For decades the brand, which always looks to the future, has overcome challenges, established its position and grown step by step, always accompanied by great professionals who have joined and supported the project, feeding the engine that drives the company: enthusiasm and effort.



Ramon Soler® celebrates the National Sales Convention 2020

Continuing with the presentation, under the motto “vision for the future”, he highlighted the significant changes the brand has made in recent years, professionalising all its departments and constantly researching in order to offer eco-efficient products of the highest quality.

During the Convention, the products that will appear in the 2020 Catalogue and Price List were presented, featuring avant-garde designs in terms of technology as well as sustainability and preventive quality. Among the new products, the following stand out:

Magnet kitchen taps, new designs in professional kitchen taps, with more streamlined, modern shapes adapted to the specific needs of large kitchens.

Also worth highlighting is New Fly, a complete collection of taps designed 100% around the customer, characterised by the design of the organic lines of their lever, which give them a streamlined, dynamic look.



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In addition to the product and results presentations and the setting of objectives, some very special announcements were made at this event, such as the opening of a new Ramon Soler® subsidiary in Mexico, new hires in all departments, the future entry into new channels and some unexpected news that undoubtedly moved everyone: the iF Design Awards 2020 prize for the Urban Chic collection in the product category.

The guests at the convention, representatives of the brand throughout Spain, had the opportunity to take part in the corporate and product presentations and to share ideas, experiences and proposals with the whole team. They also took part in a specialised workshop on new sales channels, in which they broadened and exchanged knowledge about channels such as Contract, Retail and

eCommerce.

More information: rsramonsoler.com/en-INT/press-releases/celebra-la-convencion-nacional-de-ventas-2020