

Cersaie 2025
PUNTOEVIRGOLA – Damast’s Manifesto
The Importance of Size

In 2025, Damast celebrates its 25th anniversary — an important milestone for a company that has turned the shower from a simple daily gesture into an authentic well-being experience, shaping a new vision of contemporary living.

On the occasion of its 25th anniversary, Damast — the company that pioneered the concept of **#doccetteria**, a neologism created to give dignity to a product category entirely dedicated to personal well-being — presents **PUNTOEVIRGOLA**, a project that combines function, style, and identity in a single experience.

Designed as the Manifesto of a new philosophy for the shower space, **PUNTOEVIRGOLA** is born from a bold and provocative idea: to redefine the archetype of the shower by transforming the traditional hand shower — always Damast’s core business — into a showerhead. The result is a sculptural, independent element that becomes the central feature of the bathroom environment.

“The name is not accidental,” explains Giuseppe Reale, Marketing & Sales Director. “It represents a moment of reflection and renewal for the company, a moment which, in grammar, is symbolized by this punctuation mark that is not a full stop, but an invitation to continue writing with new topics, stories, and meanings.”

With **PUNTOEVIRGOLA**, the classic wall-mounted showerhead gives way to a 39 cm stainless steel tubular body, angled at approximately 45°, emerging directly from the wall and ending with a 25 cm diameter showerhead. Its elongated lines — inspired by the silhouette of the hand shower — are amplified to triple its volume, creating a functional and surprising object. Water flows through anti-limescale nozzles, producing an intense yet delicate rain effect — enveloping and regenerating. The result is a powerful, essential, and striking visual statement, capable of harmonizing with the most contemporary bathroom architectures.

The shower system is a key strength of the project: **PUNTOEVIRGOLA** is designed to function autonomously, positioned at about 185 cm from the floor. It is a complete system, featuring a 40 cm built-in mixer body with intuitive controls — flow control, diverter, and a single-jet hand shower with anti-twist hose and magnetic support — available in three finishes (chrome, anthracite, and burgundy). **PUNTOEVIRGOLA** is available in two versions: chrome-finished and matte black stainless steel.

“Consistency is not rigidity — it is strength that evolves,” says CEO Concetta Mastrolia. “Damast has always stayed true to its vision, believing in its products and its research. Consolidated know-how, attention to detail, and a clear vision have allowed us to create a new category in the bathroom world: doccetteria. PUNTOEVIRGOLA is the manifesto of this journey, the synthesis of 25 years of consistency, innovation, and design.”

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With **PUNTOEVIRGOLA**, Damast writes a new chapter in the history of everyday well-being — not a point of arrival, but a relaunch into the future by ennobling one of the most essential yet fundamental products in the shower space. Through the concept of #doccetteria, the company offers 25 years of know-how and vision, reaffirming its role as a creative and innovative interpreter in the contemporary bathroom world.

With **PUNTOEVIRGOLA**, the hand shower gains the dimension of a showerhead — acquiring a new authority and presence. Damast's challenge is to offer a product that is not only functional but also a powerful statement of identity.

DAMAST #doccetteria

For twenty-five years, Damast has specialized in showers, showerheads, and slide rails. The company promotes a new way of living the bathroom space, placing shower culture at its core through the neologism #doccetteria. Damast fuels its goals every day with passion, through products of Italian taste, style, and know-how, conceived and manufactured with care.

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IMAGE DESCRIPTIONS & PRICES

IMAGE No. 1

Description

Chrome PUNTOEVIRGOLA showerhead with 39 cm stainless steel tubular body, angled at approximately 45°, emerging directly from the wall and ending with a 25 cm diameter showerhead.

IMAGE No. 2–3

Description

PUNTOEVIRGOLA showerhead with 39 cm stainless steel tubular body, angled at approximately 45°, emerging directly from the wall and ending with a 25 cm diameter showerhead. Complete with 40 cm built-in mixer body featuring intuitive controls: flow control, diverter, and single-jet hand shower with anti-twist hose in anthracite finish and magnetic support.

IMAGE No. 4

Description

Detail of the 40 cm built-in mixer body with intuitive controls — flow knob, diverter, and single-jet hand shower with magnetic support and anti-twist hose in anthracite finish.

Information and further information:

for the public

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for the press

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