



KITCHEN
Collection

BATHROOM
Collection

SHOWER
Collection

*Our virtual
showroom*

COBRA COOKS
no-fuss recipes

*Never underestimate the
power of a good bathroom
mirror pep talk.*

One
Tap
Handle
or
Two?

Not Another Brochure

November 2020



THE SHOWER
moments



THESE BA
moments



THE EXTRAORDINARY
moments



THE OR
moments

WASHROOM
moments



THOSE KITCHEN
moments



ORDINARY
moments



COBRA

HERE FOR YOU

ABOUT NOT ANOTHER BROCHURE

LIFE ISN'T THE FAIRYTALE WE SEE IN BROCHURES

*With perfection displayed
within its pages...*

A young girl with dark hair is shown in profile, wearing a blue shirt. She has her right hand pressed against her face, covering her eyes and nose. A stream of water is blowing out of her mouth, creating a misty spray. The background is a plain, light-colored wall.

Our kids make a
MESS

We leave
appliances
on the
kitchen
counter...

*...and let the dishes stack
up in the sink.*

COBRA. HERE FOR YOU



The towel is left lying on the bathroom floor



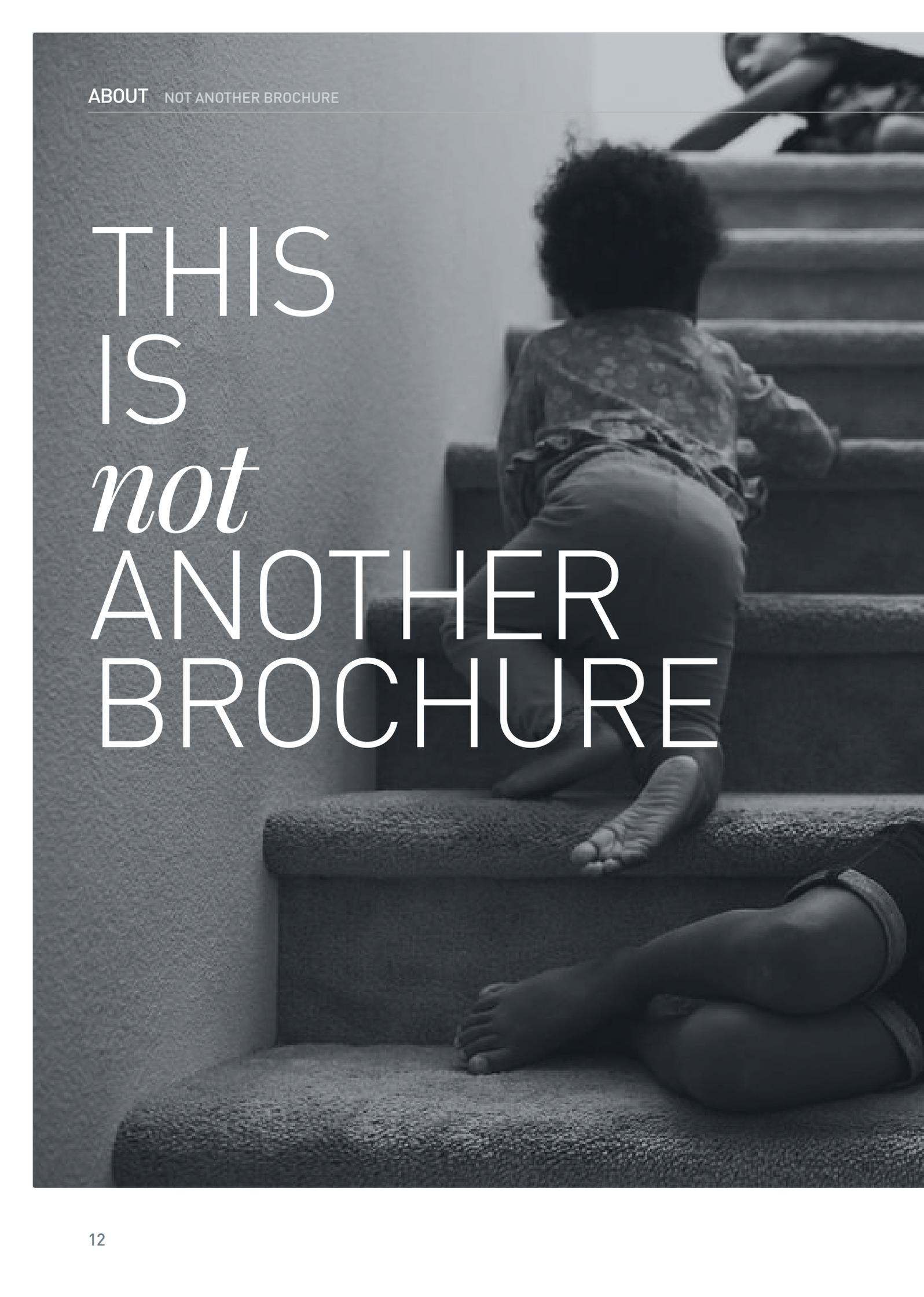


The laundry is
OVERFLOWING

NONE OF THIS MAKES OUR HOMES ANY LESS BEAUTIFUL

*At Cobra we believe it is
more beautiful, because it is
the truth.*

Wouldn't you agree?



THIS
IS
not
ANOTHER
BROCHURE

But rather,

*A celebration of the
perfectly real home, the
Cobra products
within the home, and
the magical, mundane,
everyday slices of life
that we can all
recognise.*

Image source: Lisa Coke

CONTENTS



A REVOLUTIONARY VIRTUAL SHOWROOM

Cobra has become the first company in the South African sanitaryware industry to set up a virtual showroom. Click to explore



COBRA COMPETITONS... ENTER NOW!

Each month we'll be running giveaways or teaming up with our amazing industry partners to bring you exciting collaborations!

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HI :))

Cobra's "Here For You" campaign lives up to its name.

Cobra is proud to announce the launch of its brand-new payoff line "Here For You". The tag line cuts to the heart of what the brand is all about. It's smart, savvy & heart-warming – and it's likely to make you aware of the times you interact with our products throughout your day

Cobra has been here for most South Africans for over half a century and is well known for it's back of wall plumbing products. We now believe that the time is right to actively promote Cobra as a lifestyle brand that offers consumers a full solution. This new positioning will allow us to do that perfectly. We have been there for those little, everyday moments for many years. Moments that are all intrinsically human. The moments that feel mundane, like

CORRIE STRIDE
LEADER: MARKETING AT
LIXIL AFRICA



washing the dishes after supper; the moments that mean the world, like a bath drawn for you at the end of a long day. The moments we get the kids to brush their teeth after the bed time fight. Moments we can all relate to. The reality is that every time you step into your kitchen or bathroom, you touch a Cobra product and at the heart of it Cobra is here for you.

With the launch of this new positioning we quickly realised that we needed to innovate to live up to the promise and have created some unique assets that we hope do just that. One of these assets is our new concept product brochure which has been aptly named 'Not Another Brochure'.

Product brochures can be notoriously misleading. They typically show pages and pages of people living perfect lives in immaculate homes, with everything in its rightful place. But life isn't the fairy tale brochures might make us believe. Our homes can be messy, with dishes piling up in the kitchen sink and the occasional towel discarded on the bathroom floor. But that's what makes them special, personal and unique. Not only do we showcase our beautiful range of products but this edition is full of useful tips and tricks that will inspire you to live your best life in your best home.

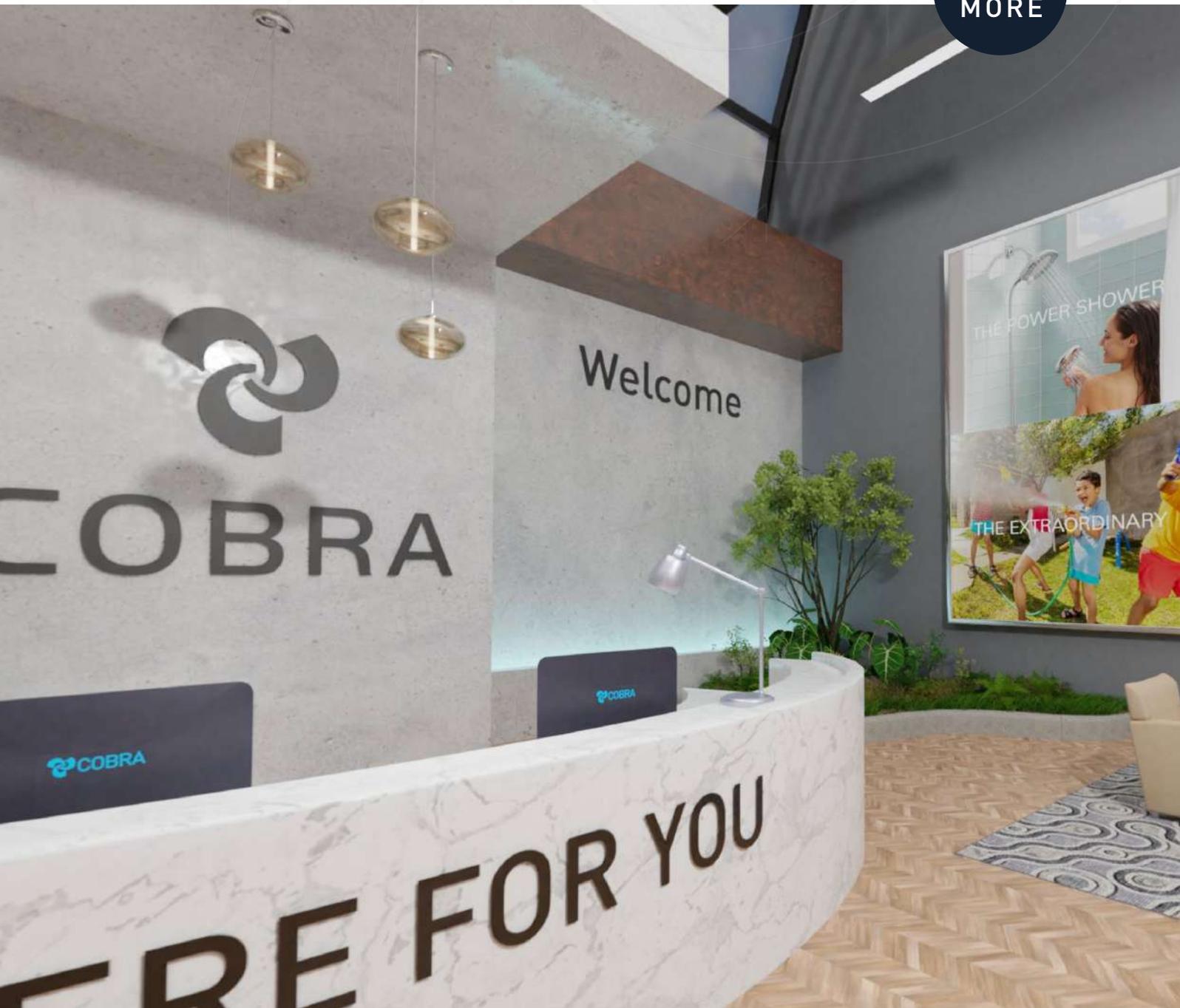
At Cobra, we celebrate homes that are real and raw, and perfect in their imperfection.

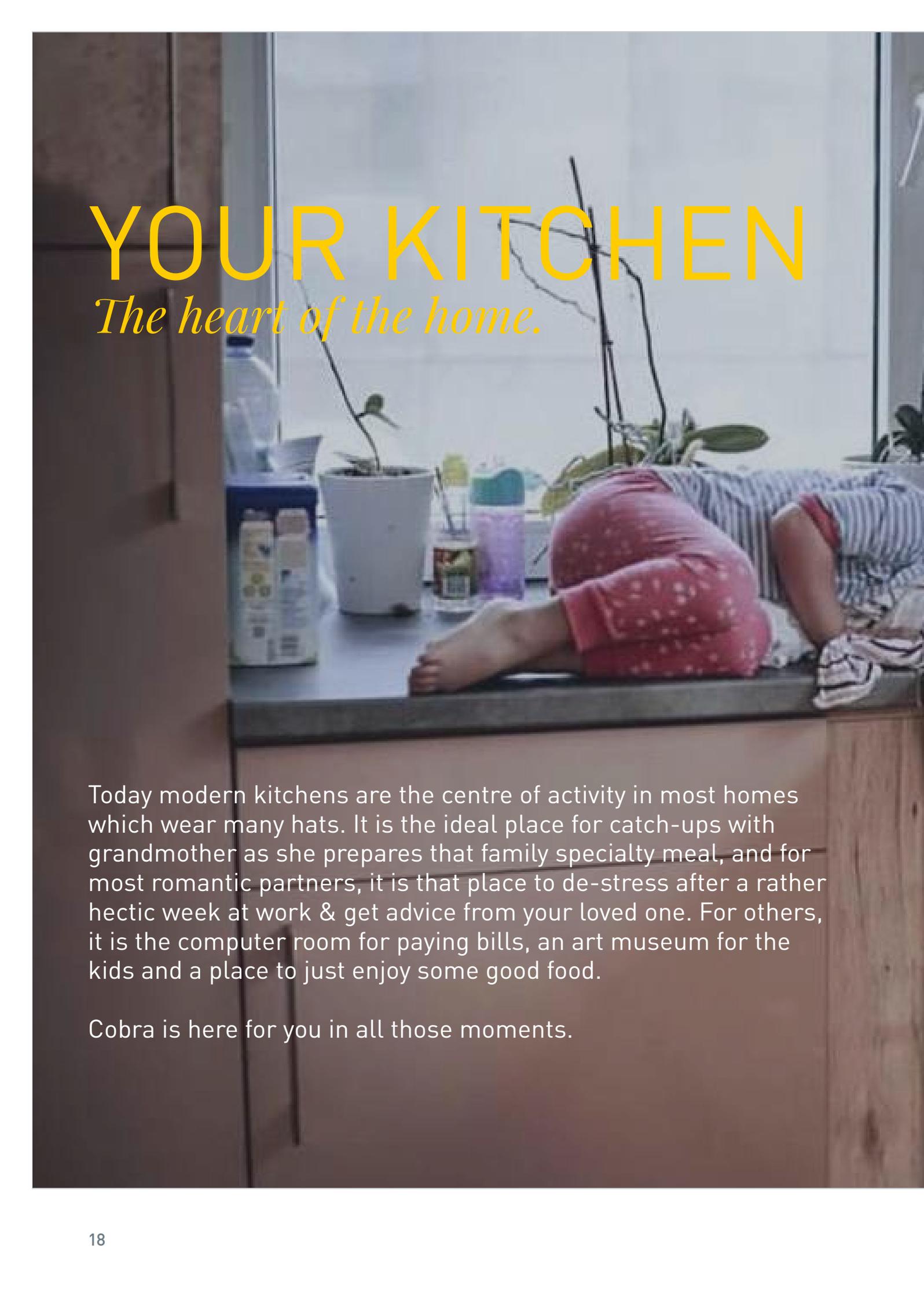
We hope you enjoy Not Another Brochure as much as we loved putting it together.

OUR REVOLUTIONARY VIRTUAL SHOWROOM

Showcasing Cobra's interactive 3D product range, touch Cobra products in a hyper-real virtual showroom, and step into the future with Cobra. Here For You.

READ
MORE





YOUR KITCHEN

The heart of the home.

Today modern kitchens are the centre of activity in most homes which wear many hats. It is the ideal place for catch-ups with grandmother as she prepares that family specialty meal, and for most romantic partners, it is that place to de-stress after a rather hectic week at work & get advice from your loved one. For others, it is the computer room for paying bills, an art museum for the kids and a place to just enjoy some good food.

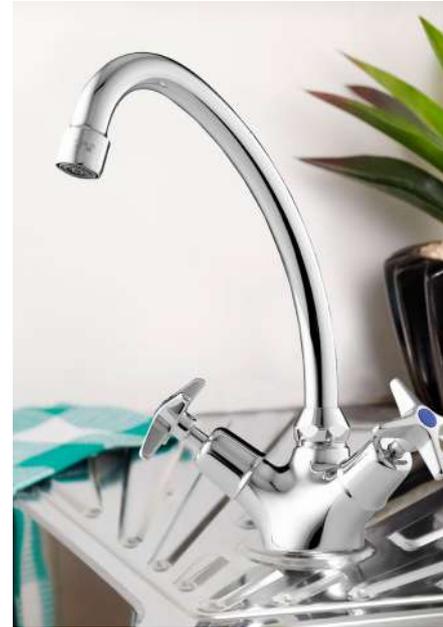
Cobra is here for you in all those moments.



Image source: @jennyrusbyphotography

For further information and to find a merchant near you, visit our website

[Click here to view the whole Cobra collection.](#)



STAR

Respected by all who have used it, Star is truly everlasting a touch of flair and style to your home.



BORDO SQUARE

Reflects clean cut cubistic lines that will add a touch of flair and style to your home.

Explore Our Kitchen Collection



STELLA

Renowned for its enduring quality and large array of product options.



ROMA

The classical Cobra Roma tap range will add a touch of sophistication and timelessness to any bathroom or kitchen.



COBRAMIX

Perfect single lever mixer range for budget savvy homeowners.



FOCUS

Combines sleek, modern design and state-of-the-art water saving technology.



KAROO

Enjoy a unique handle design that will add a touch of class to the modern home.



FEELING LUCKY?

Stand a chance to WIN a Cobra kitchen tap, enter here.





TOP
TIP

When installing a single lever mixer, you need to consider the water pressure in the area. Low pressure environments are not suitable for single lever mixers.

LOVE HANDLES



ONE
TAP
handle
OR
TWO?

For an architectural open-plan space, choose a single-lever mixer with refined lines to echo the purity of the room. For a traditional kitchen select a two-handle mixer.



READ
MORE

What
to expect from
Cobra's
screwdown
taps...

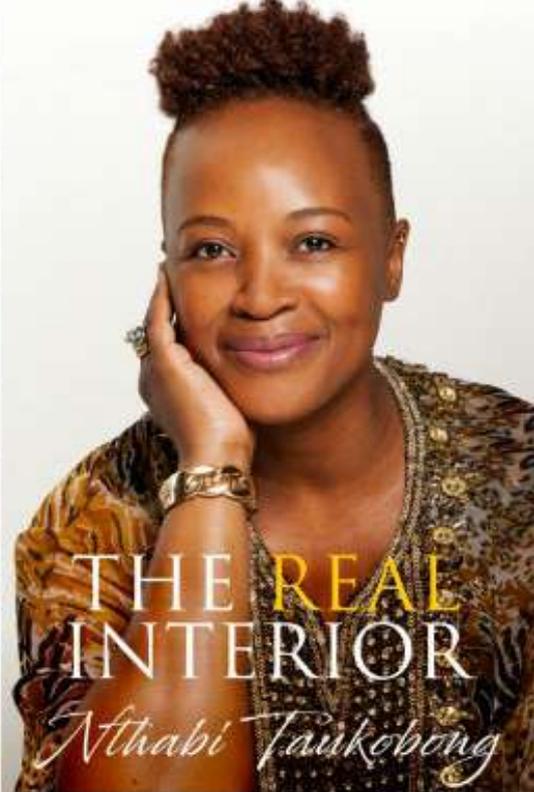
Explore Star



COMPETITION TIME

Tell us which is your favourite page in this brochure for the chance to win a Cobra kitchen tap. Enter here.





TOP
TIP

COBRA CATCH UP WITH *Nthabi Taukobong*

THE REAL INTERIOR not only allows the reader a behind-the-scenes peek into the glitz and glamour of design and décor, but into a career once never considered an option for a young girl, born in Soweto. Get your copy here.

Hey Nthabi! We see you specialise in leisure, spa and residential markets. What inspired you to focus on these specifically and what do you enjoy most when working in these markets/projects?



How have you seen bathroom and kitchen evolve over the years in the residential space in relation to functionality and design?





What are the current trends with regards to the finishes in the bathroom and kitchen spaces (Chrome/Black etc.) & what do you believe the color trends of the future will be?



What is the key feature/factor that you base your decision on when choosing brass and sanitary ware for your projects?



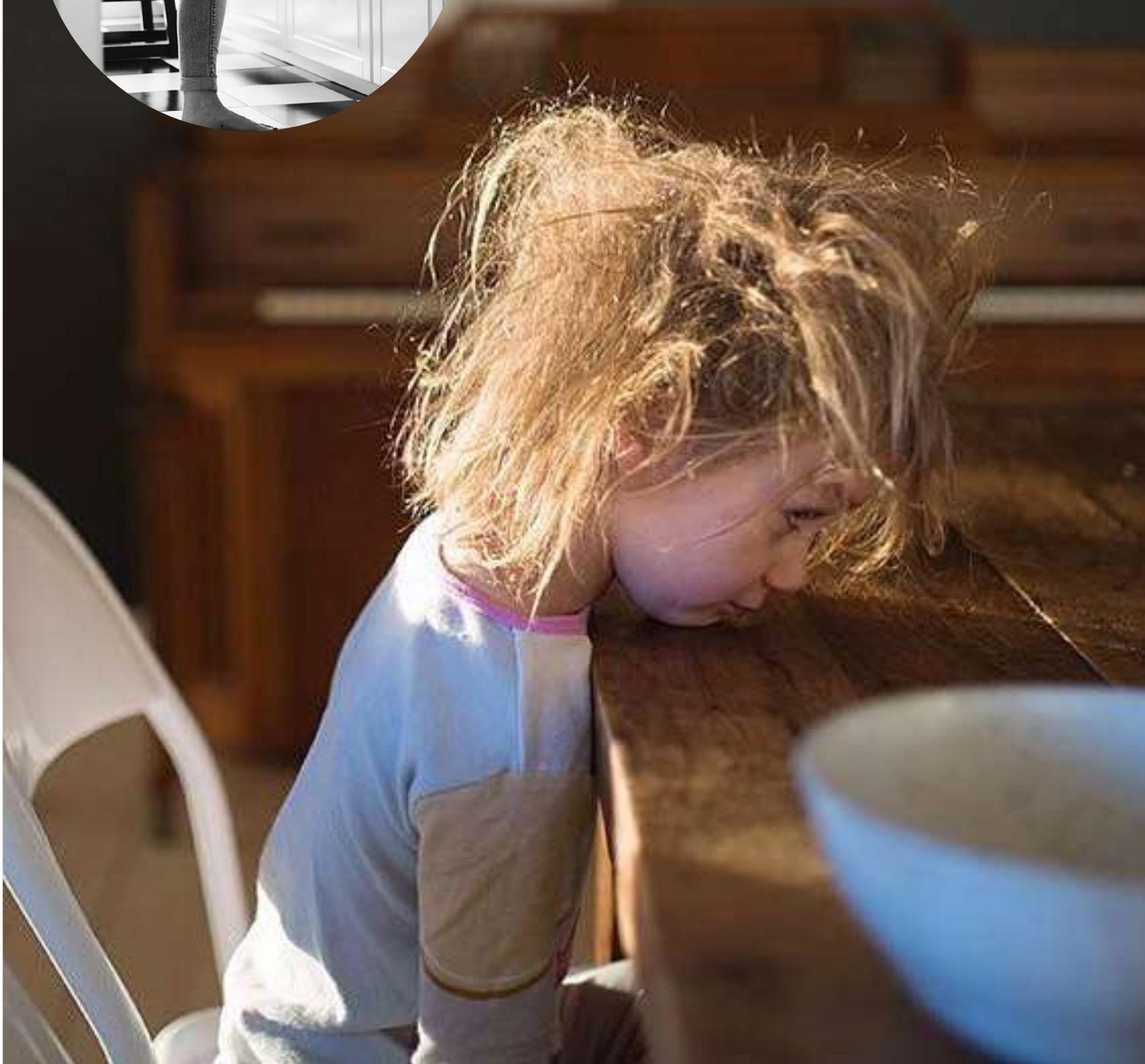
What do you believe is the main focal point of the bathroom?



Image source: @kathrinstahlphotographer



Feed me!



Cooking with Cobra

Sometimes the idea of cooking a meal for the family or even thinking about what to make for dinner for yourself is just too. Damn. Much.

We get it! Which is why we've compiled an epic collection of the laziest dinner ideas for those nights when you just cannot (and really just don't wanna) cook. We'll be adding to this list regularly with minimal, dont-wanna-but-gonna recipes to slap together.

To the kitchen we go!



ZUCCHETTI SPAGHETTI

Cobra's Versatile Zucchini Spaghetti Recipe.



CHICKEN SALAD

Cobra's Don't-Wanna-Cook Chicken Salad.



HOMEMADE PATTY PARTY

5 Star 5 Ingredients Patty Recipe.

Image source: [@lesliekershawphoto](#)



HALF AN HOUR LASAGNE

Cobra's Half and Hour Lasagne Power.





Bathrooms can take on many roles, it's where important conversations happen, practicing your speech in the mirror, your first shave, finding out you're pregnant, quality bath time with the kids making bubbles beards, lots of laughs and fun chats. It can be your quiet time after a long day relaxing in a bubble bath with your favourite book, refreshing showers to start your day and so much more. This is the room & moments we often take for granted, lets appreciate the small things & just be present and truly part of these moments.

YOUR BATHROOM

Bathrooms can take on many roles.

For further information and to find a merchant near you, visit our website

[Click here to view the whole Cobra collection.](#)



STAR

Cobra Star tap and mixer range is the one that started it all, the true original.



BORDO ROUND

Bordo Round offers smooth, spherical designs which are guaranteed to complement and elevate any living space.

Explore Our Bathroom Collection



STELLA

An all round favourite, Stella continues to be the star in the Cobra crown.



COBRAMIX

Cobramix is complemented with water saving technology, Feathertouch cartridges and the PureShine chrome plating finish.



TARYN

Cobra Taryn bathroom range offers streamlined beauty and functionality.



BORDO SQUARE

The Cobra Bordo Square range will add a touch of flair and style to your home.



FOCUS

Focus is a sophisticated range that suits the contemporary, eco-savvy home.



KAROO

Inspired by one of the great natural wonders of the world, this range pays homage to the Karoo

UPDATE YOUR BATHROOM WITH LITTLE COST AND EFFORT

*Simply change out
your tap handles.*



WATCH
THIS



*In this DIY video we show
you how. Don't forget to
subscribe to the official
Cobra YouTube channel*





TOP
TIP

**Change your
pillar taps to water
saving taps.**

**See The
Capstan Collection**



BATHROOM PEP-TALKS

Never underestimate the power of a good bathroom mirror pep talk.

Never underestimate the power of good bathroom mirror pep talk. Visit the Cobra blog for the pep talk you need to hear! Our bathroom mirror pep talks are here to give you the courage and motivation you need to scratch those things off your to do list (like hitting the gym) or for a simple pick me up!



Image source: @_jaelle_

Post Covid
Pep Talk



Image source: Movember.com

**Meaningful
Movember
Moment**
Pep Talk



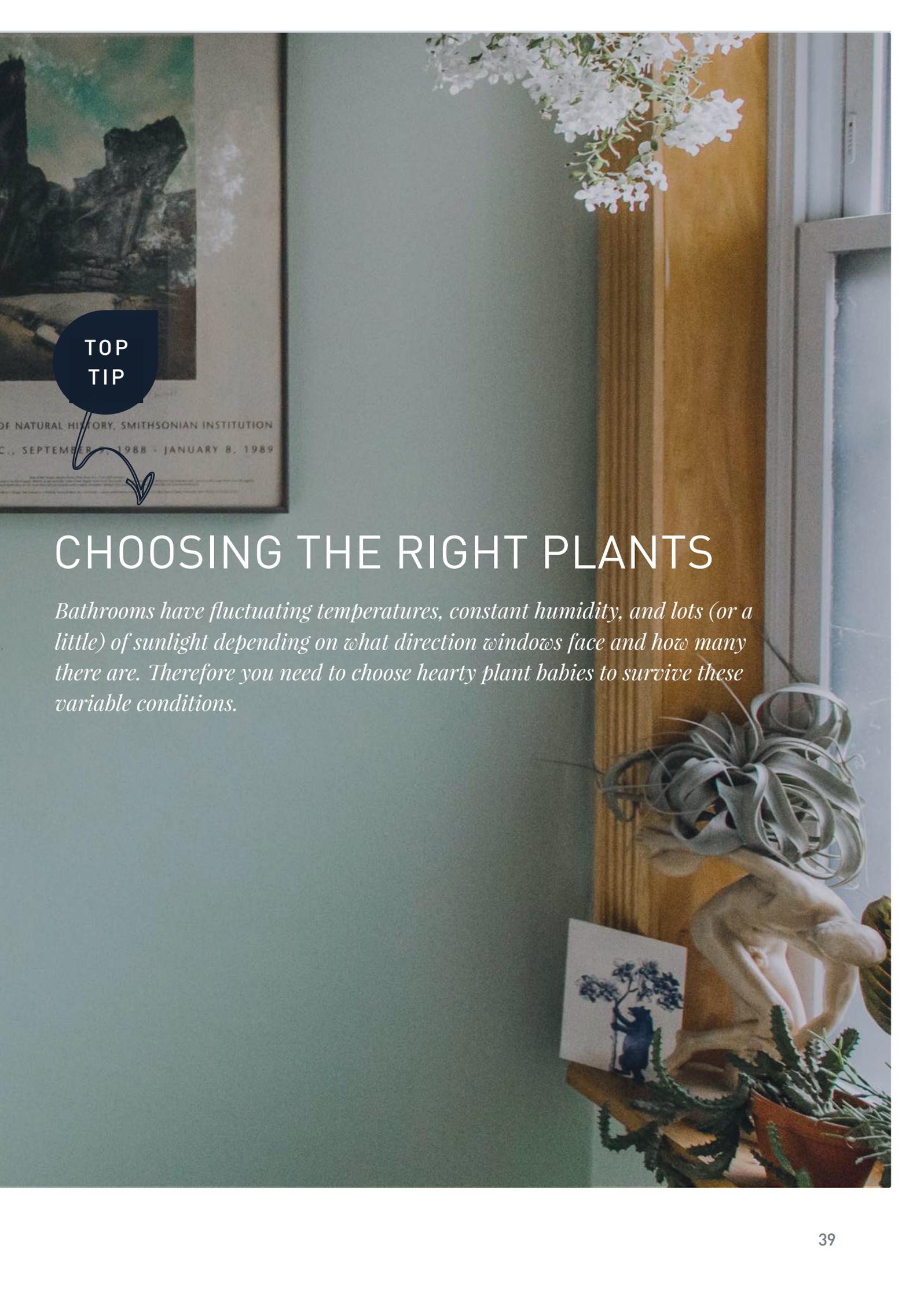
**The
Excercise**
Pep Talk

Visit the Cobra blog



Capstan fits perfectly in classic bathrooms as well as more bohemian, eclectic style designs

YOUR BATHROOM GARDEN



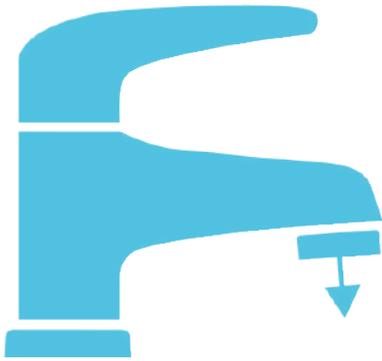
TOP
TIP

CHOOSING THE RIGHT PLANTS

Bathrooms have fluctuating temperatures, constant humidity, and lots (or a little) of sunlight depending on what direction windows face and how many there are. Therefore you need to choose hearty plant babies to survive these variable conditions.

how to

FIT A FLOW RESTRICTOR TO AN AERATED TAP



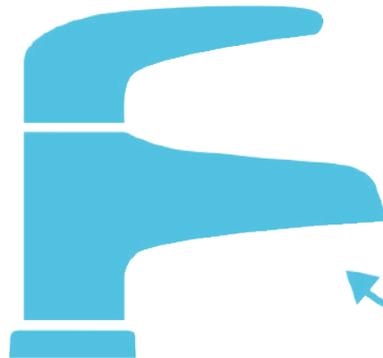
STEP # 1

Remove the original housing from your tap by unscrewing it and pop the current aerator out.



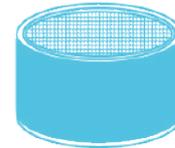
Remember
RIGHTY
TIGHTY
and
LEFTY
loosey

COBRA
FLOW RESTRICTORS FIT
most
LEADING BRANDS



STEP # 2

Pop the new flow restrictor in, ensuring the washer is in place, and screw it back in.



how does it work?

The flow restrictor dispenses a set flow of water which is not affected by the water pressure. It reduces the amount of water being dispensed at any given point time.



what do you need?

We offer the following kits for your convenience for aerated basin taps and mixers: P-PCA24

- 2 litres per minute
- 4.5 litres per minute

Flow restrictor for aerated sink taps and mixers: P-PCA8

- 8 litres per minute

The Mikado Flow Restrictor

All basin mixers from the Cobra Focus range are delivered to you fitted with the Red Dot design award-winning MIKADO flow restrictor, which releases a striking diamond-shaped spray pattern when activated. In addition, the restrictor ensures a maximum flow rate out of the spout of only 1.9 litres per minute, ensuring maximum water saving on the user's part.



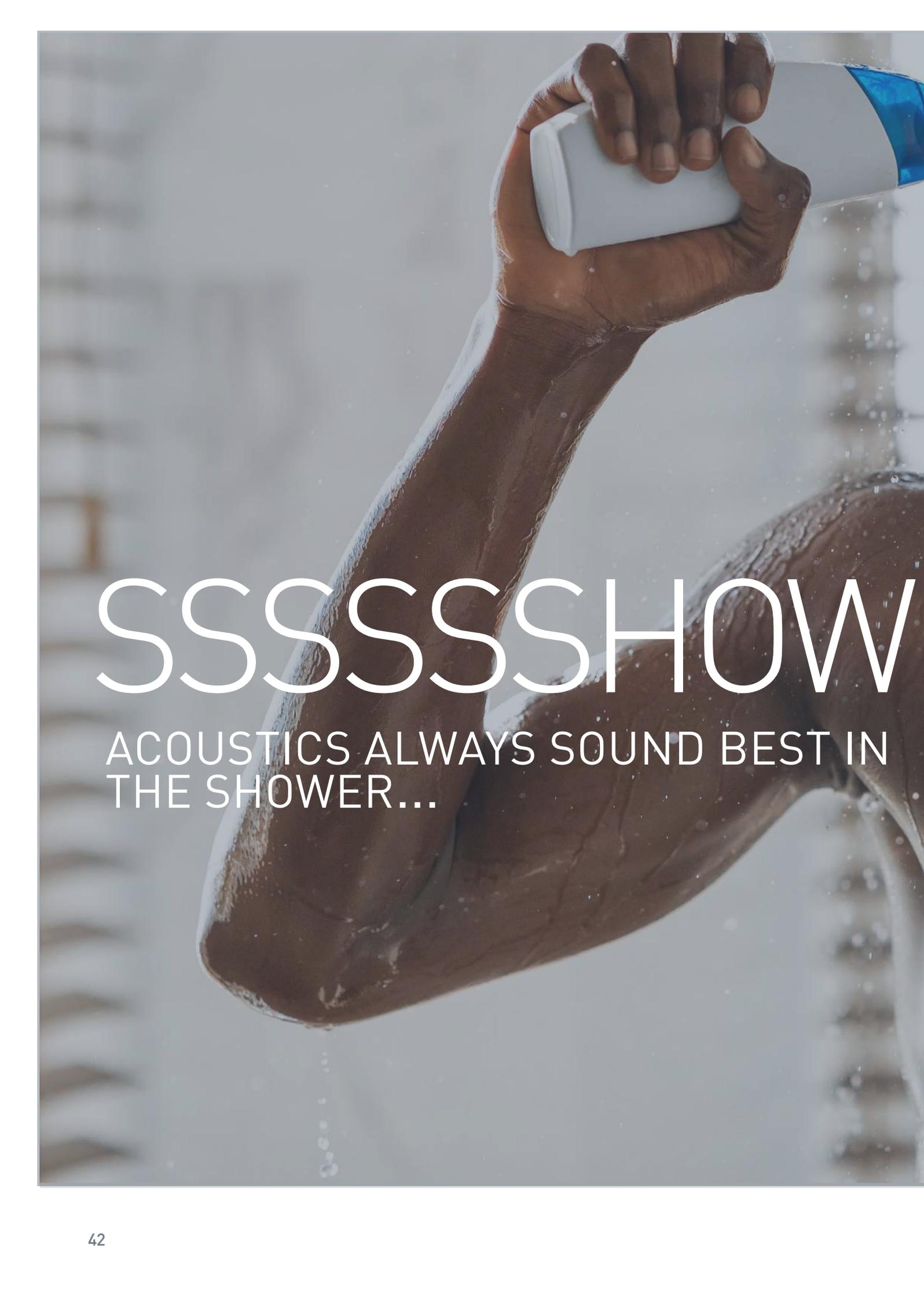
WATCH
THIS



Cobra Focus Range

Cobra Focus, is a sophisticated mixers and bath spout range that will suit contemporary eco-savvy homes and environmentally-friendly public spaces that place a priority on water efficiency and conservation. The Focus range includes the four water-saving basin mixers, as well as concealed shower and bath mixers, an exposed bath mixer, a bath spout, a sink mixer and a bidet mixer. These fittings combine sleek,

minimalist and modern design to offer the ultimate in affordable luxury. In addition to the above, all items in the range are manufactured with Cobra's superior dezincification resistant brass, plated with a layer of "Pureshine" chrome plating and have genuine spare parts available. Cobra's "FeatherTouch" cartridges ensure effortless operating of the single lever mixers.



SSSSSSHOW

ACOUSTICS ALWAYS SOUND BEST IN
THE SHOWER...

ER TIME

We have composed the perfect shower playlist for you, for those shower moments when you sing your heart out & hit the high notes with all you've got.





THE POWER SHOWER
moments



THE SELF CARE
moments



THE HURRY OUT
THE SHOWER
moments



THE I DON'T
TO SHOWER
moments



ARE SHOWER
ments



THE SING-A-THON SHOWER
ments



WANT
OWER
ments

 **COBRA**
HERE FOR YOU



READ
MORE

**What
to expect from
Cobra's
Spectra Duo
shower**

Getting your child to love the shower

As kids grow older, they may want to switch from taking baths to showering on their own. Here's how to help them transition.

To the shower we go!

1. Keep the change gradual.
2. Make them look forward to it.
3. Child proof the shower to ensure no accidents or bad experiences.
4. Have a dry mat ready when they step out of the shower.
5. Leave the door open so they feel secure and certain you're just on the other side.





Image sources: @sementefotografia, @laurabeth.davidson, @wild.souls.photo, @carrieyuan206, @lisacokerphoto, @_jaelle_, @lifephotographybyaniya



Family life

It can look like so many different things.

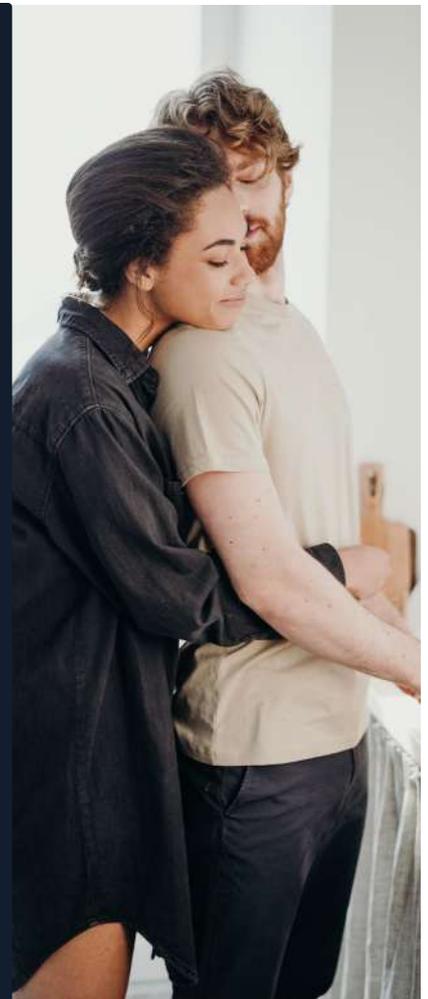
It can be unbearable.
Yet, so unbelievably fantastic.
It's tears and sticky kisses.
It's muddy dog paws and hair on your favourite cushions.

It's dirt under fingernails.
Yogurt on the kitchen floor.
It's a strange, pervasive, mystery smell in the air.
It's moody teenagers and slamming doors.

It can be everything at once.
It can feel like one insurmountable moment.

Family life is unrelenting chaos.
And unspeakable joy.
It's full of flaws.
And full of beauty.
It's never perfect.
But, rather, perfectly real.

We wouldn't have it any other way.



A peek inside our next issue

2021 TRENDS
For the home

ALL THINGS SHOWERS
What, how, why

Not Another Brochure

November 2020