# System Pura



An idea at its most Pura.

# The spaces you imagine tell who you are: they illuminate, inspire, transform.

With System Pura devices, you can unleash your creative drive by combining style, functionality, and comfort in a single solution.
A complete family of traditional and smart controls, designed to make every gesture simple and natural.



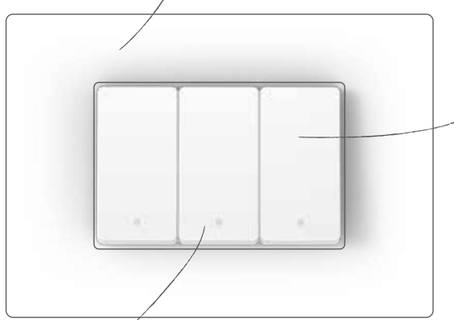
System Pura

# The lines of an emotion

Modern lines, pure surfaces, harmonious proportions: System Pura stands out for an elegant, contemporary design. Fully planar plates integrate with two aesthetic expressions of the rocker - concave and planar - offering stylistic freedom in perfect visual continuity.



9 colors, designed to satisfy every aesthetic preference

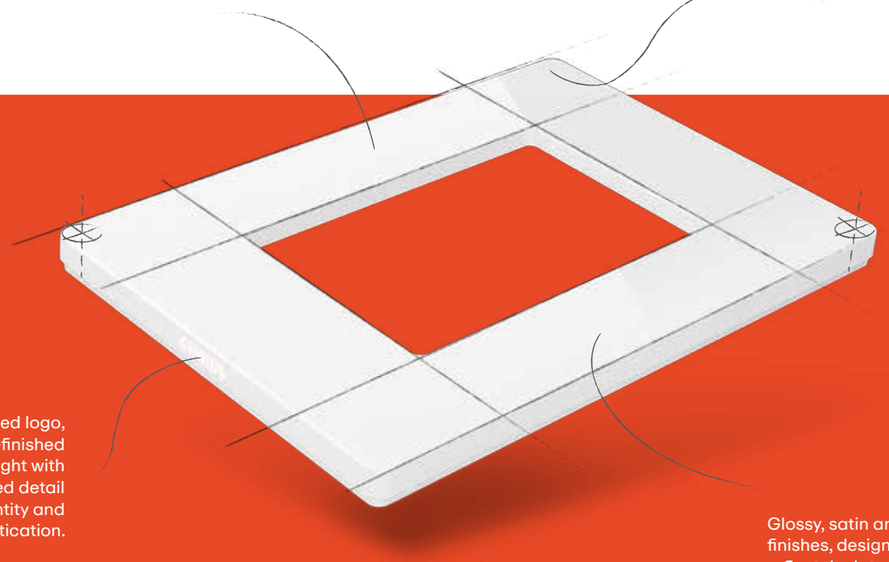


2 different colors and finishes, suitable for all application contexts

Traditional and smart devices share a family feel, ensuring perfect aesthetic harmony

The planar design of the plate expresses essential beauty: pure surfaces, clean lines and harmonious proportions that blend seamlessly into the environment with a contemporary design gesture.

The delicate curvature creates soft, elegant corners.

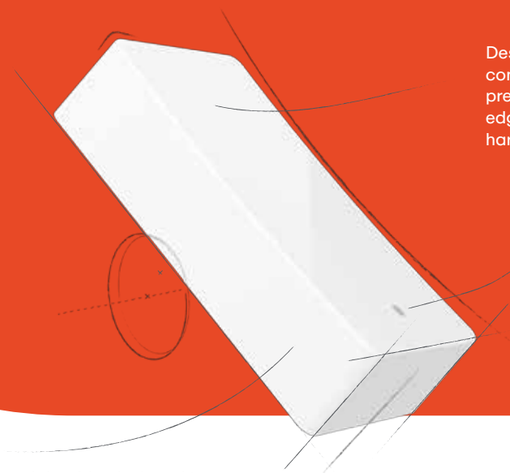


The glossy embossed logo, set into the satin-finished edge, captures the light with discretion: a refined detail that expresses identity and sophistication.

Glossy, satin and textured finishes, designed to reflect the latest trends.

Designed to deliver maximum comfort, the concave rocker follows every gesture with precision. Its curvature echoes the rounded edges of the plate, creating a coherent and harmonious aesthetic.

A subtle and refined luminous detail, set into the rocker like a gem: a distinctive sign of a technology that blends functionality and emotion.



Reliable and durable, designed to withstand daily wear without losing its beauty and functionality. A product that preserves its aesthetic and performance qualities over time, day after day.

# Modern

Every detail is conceived to ensure appeal, character and functionality.

# Reliable

Made from high-quality materials, designed to last over time.

# Versatile

Flexible and customizable, with a wide range of colors, finishes and smart functions.

# Smart

Connected solutions for the homes of today and tomorrow.

# Environmentally conscious

Protecting the environment guides the choice of materials and every stage of the production process.



**A perfect balance between innovation and practicality.**

**Modern** in design and solutions, **reliable** in every condition, **versatile** to adapt to every requirement, **smart** thanks to technology that simplifies everyday life, and **environmentally conscious**, looking to the future with responsibility.









Modern

# The power of emotion

**The secrets of an unforgettable design.**

With their clean and compact lines, the plates evoke PURA emotion. **Three thematic plate lines**, available in nine colors and enhanced by **three refined finishes**, for a perfect match with all System Pura devices.

## Thematic lines



**Monochrome**
The strength of simplicity, the elegance of essentiality.



**Neutral Shades**
Magnetic, creating serene, timeless atmospheres.

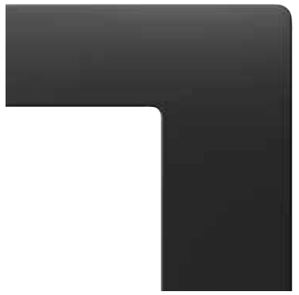


**Natural Shades**
Inspired by earthy tones for warm, authentic environments.

## Finishes



**Glossy**
They reflect light with elegance, adding brightness and modernity to spaces.



**Satin**
Discreet and refined, satin surfaces offer a soft, velvety feel.



**Textured effect**
Textures and tones that evoke rock, graphite and concrete - authentic, solid, timeless elements.

# Monochrome

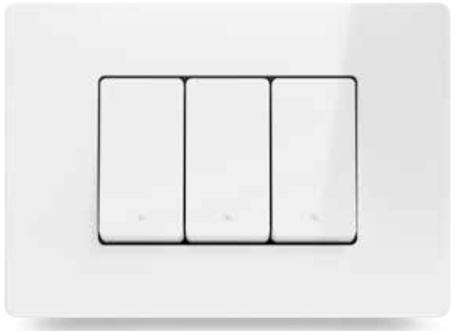
**White and Black, absolute balance.**

A PURA aesthetic, where every detail finds its place.
Two finishes, two shades, one single vision.

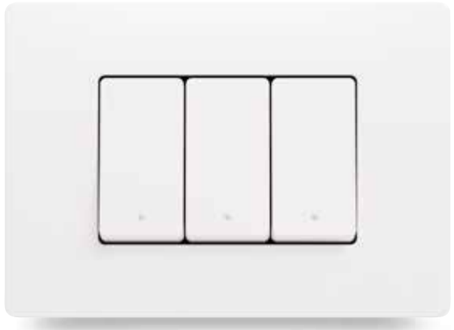
Glossy White illuminates, Satin White caresses,
Satin Black defines.

Essential style for every project.

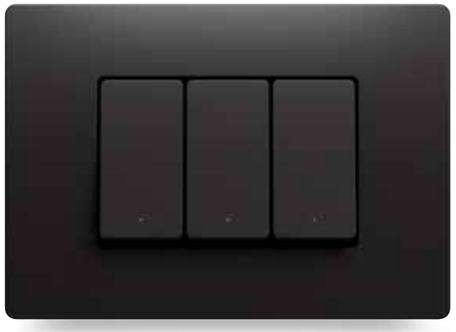
Glossy White



Satin White



Satin Black



# Neutral Shades

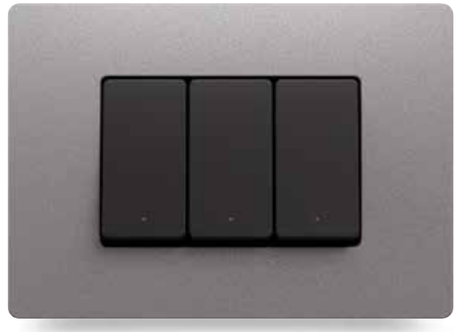
**The strength of materials, the precision of light.**

Materic Smoke Gray recalls the strength of stone and the depth of natural surfaces.

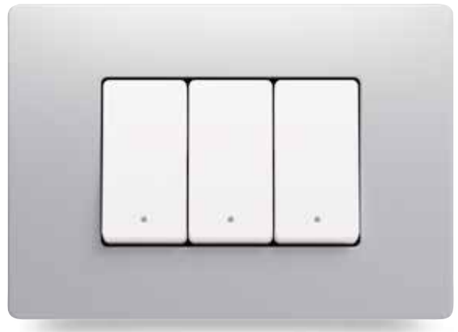
Silver reflects light with precision, bringing a contemporary touch to spaces.

Two complementary expressions for projects that combine materiality and innovation.

Materic Smoke Gray



Silver

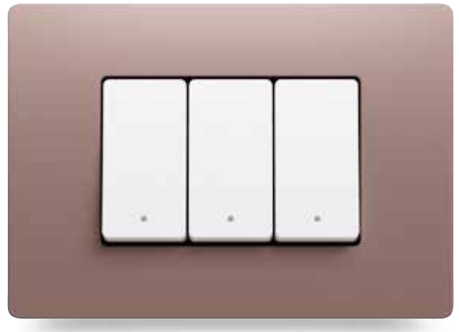


# Natural Shades

**The beauty of nature in everyday spaces.**

Colors that evoke the beauty of nature: warm, enveloping tones that bring light and balance into spaces, creating authentic and welcoming atmospheres.

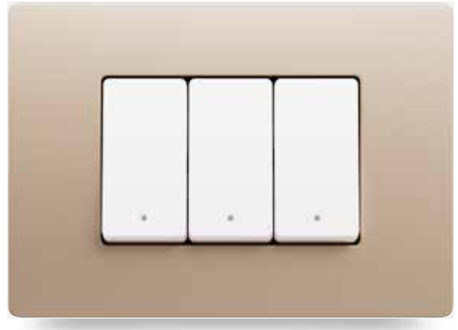
Light Dove



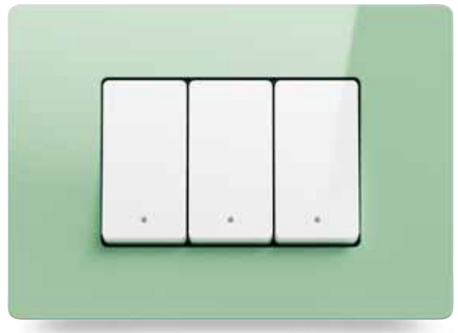
Almond



Champagne



Matcha



# Aesthetics and ergonomics

**Two expressions, one vision.**

Concave or planar controls: two style interpretations, one shared experience of elegance and simplicity.

The controls, available in **three elegant colors** and in **two distinctive aesthetic forms**, combine refined design and technology to deliver a functional and visual experience defined by PURA simplicity and emotion.

## Colors



**Glossy white**
Essential and luminous, capable of bringing clarity and order to every form.



**Satin white**
Elegant and confident, it adds expressive strength and class to every detail.



**Satin black**
Refined and bold, it conveys intensity and appeal to every surface.

## Shapes



**Concave controls**
Rocker controls with a concave profile and a wide curvature radius, adding dynamism to the lighting point.



**Planar controls**
Rocker controls with a planar surface, featuring flush, dual-action operation for perfectly aligned results.

Reliable

# Guaranteed performance

## Made from high-quality materials, designed to last over time.

System Pura is born from the combination of design, durable materials and integration with the smart home: a complete range that guarantees high performance and long-term reliability.

Aware of the value of quality, we have extended the **warranty up to 3 years*** exclusively for traditional products of the System Pura domestic range - a concrete commitment to those who choose solutions designed to last.

* Valid in EU countries. The 3-year warranty is provided in compliance with the relevant GEWISS general conditions, published on gewiss.com.



**Design becomes tactile**
Smooth movements and knurled details that guide every gesture with elegance.



**Luminous minimalism**
The white LED enhances the design of the rocker and symbols.

Versatile

# Tailored solutions for every project

**A high degree of customization.**

Plates and devices can be customized with logos, text or symbols, offering ideal solutions for projects that require a unique visual identity or specific functional requirements.

Thanks to color options designed to enhance every application, a versatile design that adapts to the style of spaces and solutions dedicated to the hospitality sector, System Pura integrates elegantly into any context.



DND/MUR room indicators

Do Not Disturb/Make Up the Room controls: details that transform hospitality into an experience, with intuitive and refined solutions.



Socket outlets and USB Type-C chargers

The socket outlets and USB-C chargers complete the experience, welcoming guests with practicality and attention to contemporary needs.

# International standards

**Comfort without boundaries.**

Power outlets and solutions compliant with international standards for global projects. Alongside the main worldwide standards, we offer new options designed to meet every requirement: from the 45° double German socket to Egyptian and USA standards, ensuring practicality and functionality without boundaries.



Power outlets for every need

Multistandard and French.

Smart

### 360° ECOSYSTEM

With System Pura, traditional functions and Smart Home technologies coexist harmoniously: a solid, reliable and secure ecosystem, designed to support all products and services of the range.

### VALUE-ADDED SERVICES

System Pura is designed to meet the real needs of the end user: from real-time monitoring of energy consumption, to optimized temperature control in every room to ensure a high level of comfort, up to home protection thanks to a complete range of sensors for every use.

### CONTROL AND ACCESSIBILITY AT THE CORE

Manage every function directly from your smartphone via the Home Gateway app: whether you are at home or away, you always have full control over what matters, conveniently from the palm of your hand.
You can also use your preferred voice assistant, Alexa or Google Assistant, to control your home through voice commands: a perfect solution to simplify everyday life, especially for people with different abilities.

## Intelligence that simplifies life.

With System Pura, the traditional system evolves and opens the way to new digital functions and experiences: a comprehensive ecosystem that accompanies users in their everyday lives. Lights, shutters and appliances management has never been easier thanks to the GEWISS digital platform, minimalist and intuitive, full of customizable scenarios designed to answer every customer's need. The Smart Home family grows while keeping the end user at the center, enhancing comfort, energy savings and security.

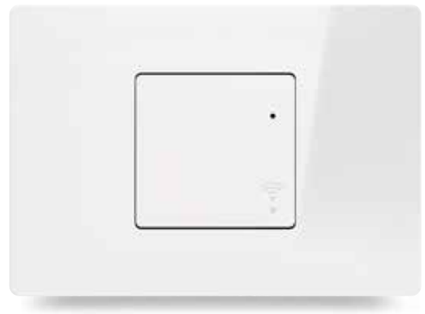






### FLEXIBLE AND SCALABLE SYSTEM

Thanks to wireless technology and devices that do not require power supply or electrical connections, such as the ECO keypad, the smart home system is more flexible than ever, avoiding masonry work and reducing costs.



### SECURE AND UP-TO-DATE SYSTEM

Thanks to the Home Gateway hub, the Smart Home system receives constant updates, ensuring maximum security thanks to the latest-generation protocols and offering superior comfort with future-proof features.

# Smart Home

# The magic at your fingertips

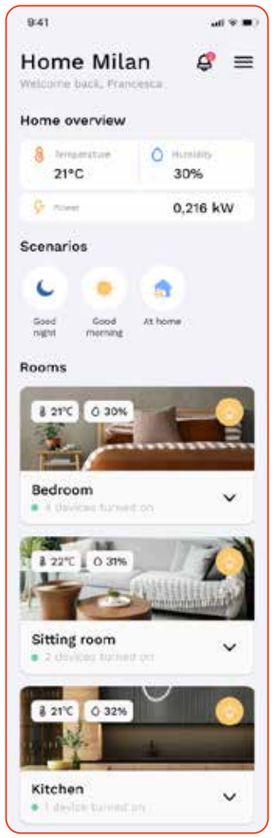
**The home experience evolves.**

With the Home Gateway app, home management becomes even more quickly: a minimal interface that combines usability and insights, simplifying everyday life.



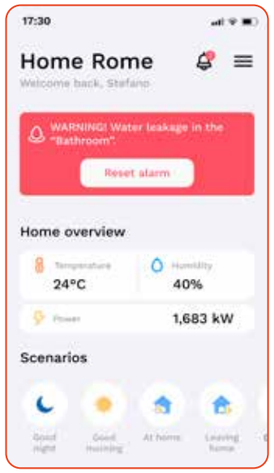

Home Gateway app










SIMPLICITY

Customizable scenarios designed to meet every need through a single tap: **saving time** has never been easier.

COMFORT

Clear and centralized control of home temperature and humidity to **maximize everyday comfort**.

SAVINGS

Control, monitoring and **optimization of home energy consumption** through a simple and intuitive interface.

SAFETY

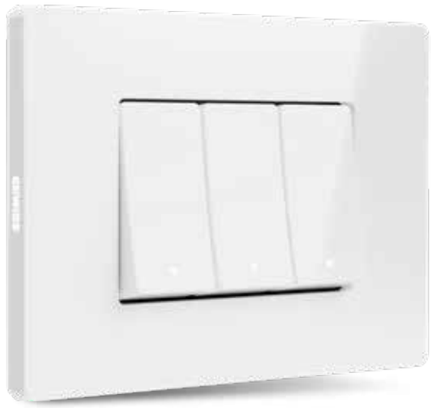
Digital technologies in the serving of safety. Smart products capable of detecting anomalies within the home and **promptly notifying the issue to the user**.

# Complete solutions

**Solutions for every need.**

System Pura offers a variety of solutions designed to support all aspects of modern living: making spaces safer, saving energy, monitoring consumption and ensuring maximum well-being. Solutions for every need, whatever the chosen system level: Traditional or Smart Home.

Traditional electrical installation



Smart Home






**Protecting the environment guides the choice of materials and every stage of the production process.**

When a project is conceived to last over time, with a solid structure and an environmentally conscious vision, it becomes something more than a simple product: System Pura is born.

Designed to endure, engineered with respect in mind, System Pura embodies the values of robustness and environmental responsibility - fundamental pillars for building the future.

The range includes halogen-free solutions that comply with EN IEC 63355:2022 to improve the safety of people and the environment.

White and black plates are made **up to 50% post-consumer recycled material**, while the light dove ones reach a maximum of 30%.

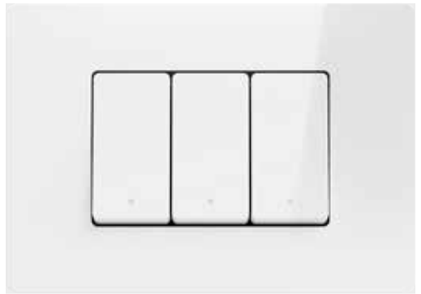
The range includes components made **up to 64% bio-based material content**.

The supports are manufactured using plastic materials containing **up to 70% recycled content**.

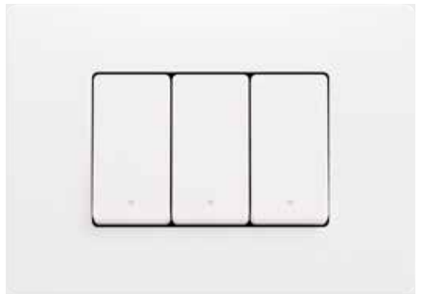
Painted plates use water-based coatings, free from harmful solvents.

# System Pura

## MONOCHROME



Glossy White
(Cod. ...TBN)



Satin White
(Cod. ...TBP)

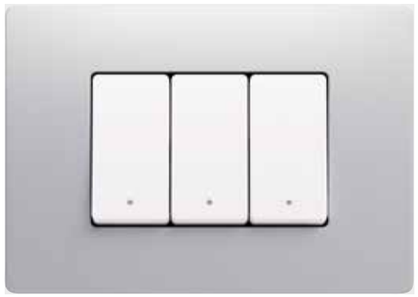


Satin Black
(Cod. ...TGR)

## NEUTRAL SHADES

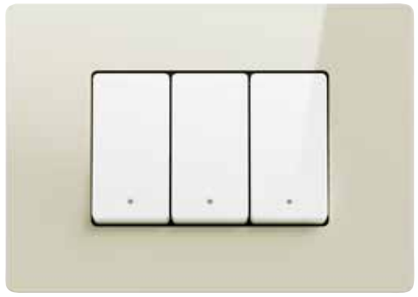


Materic Smoke Gray
(Cod. ...VFU)

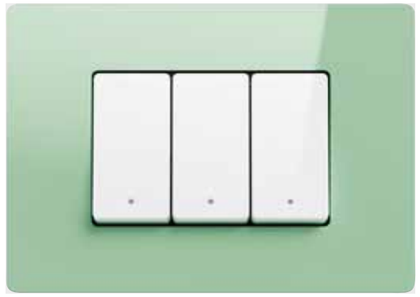


Silver
(Cod. ...VSI)

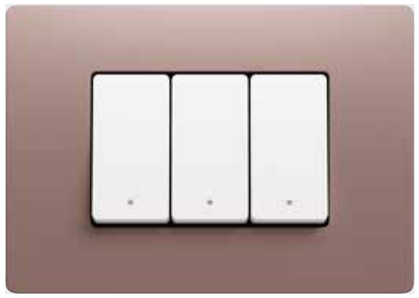
## NATURAL SHADES



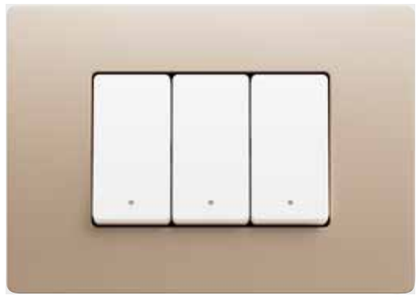
Almond
(Cod. ...TAL)



Matcha
(Cod. ...TMT)

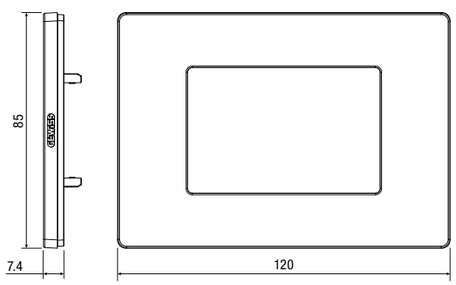


Light Dove
(Cod. ...TTO)



Champagne
(Cod. ...VCH)

**MODULARITY**
1, 2, 3, 4 and 6 modules
4+4 and 6+6 stacked modules*




*Available only in the Glossy White finish.

## NOTES

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