

## **Ideal Standard International and ECE Banyo sign exclusive distribution agreement in Turkey**

- *Ideal Standard International reinforces commitment to Turkish market*
- *ECE Banyo to manufacture new product line under the Ideal Standard brand*

### **BRUSSELS, BELGIUM / ISTANBUL, TURKEY – Tuesday 2<sup>nd</sup> September -**

Ideal Standard International, a leading provider of innovative and design-driven bathroom solutions, and ECE Banyo have signed an exclusive agreement for the distribution of Ideal Standard International products in Turkey. This agreement gives ECE Banyo the right to import, distribute and market Ideal Standard International's brands - Ideal Standard and Jado - as sole distributor in Turkey. The agreement builds upon the existing success ECE Banyo has been experiencing with Ideal Standard International's product portfolio for several years.

ECE Banyo, founded fifteen years ago and one of Turkey's most pioneering sanitary ware companies in Turkey, will also manufacture a new product line for its local market under the Ideal Standard brand.

Both companies are focused on providing "total bathroom" solutions, meaning fully integrated bathroom ranges including ceramic sanitary ware, taps and showering systems as well as furniture and accessories. The Ideal Standard International product ranges distributed by ECE Banyo in Turkey will enable consumers to create their own personalized style in the bathroom without compromising on quality and reliability.

This latest move further reiterates Ideal Standard International's continued commitment to the Turkish market and illustrates the company's drive to profitable growth through continued expansion in high potential markets.

Commenting on the agreement, John Rietveldt, Chief Executive Officer at Ideal Standard International, said, *"ECE Banyo is a highly respected and well established sanitary ware manufacturer and distributor in Turkey. The company's experienced management team and excellent products together with strong distribution channels complements perfectly our business as a leading global provider of bathroom solutions. We firmly believe that ECE Banyo is the right partner to help us build on our brands' successes in Turkey."*

Erdem Çenesiz, Chief Executive Officer at ECE Banyo, added: *"We are delighted to become the sole distributor of Ideal Standard International's product portfolio in Turkey. As a result of this partnership, we will strengthen our business alliance with one of the world's leading bathroom solutions companies and may now reach even more consumers in the Turkish market through the Ideal Standard and Jado brands."*

**For more information about Ideal Standard products, visit [www.idealstandard.com](http://www.idealstandard.com) / JADO products, visit [www.jado.com](http://www.jado.com)**

For more information, visit [www.idealstandardinternational.com](http://www.idealstandardinternational.com) or contact:

Ideal Standard International  
Gilliane Palmer  
+32 2 662 8134 (direct)  
+32 495 597 183 (mobile)  
[gpalmer@idealstandard.com](mailto:gpalmer@idealstandard.com)

***About Ideal Standard International:***

Ideal Standard International, headquartered in Brussels, Belgium, is a privately-owned company, operating independently in Europe, Middle East and Africa and Asia Pacific. The company also has presence in Central and South America via a joint venture called Incesa. With bathroom solutions as its core business, the company provides bathroom furnishings, fixtures and shower enclosures for residential, commercial and institutional buildings. Its products are sold under its strong international brands Ideal Standard, Jado and American Standard (Asia/Pacific and Incesa), as well as leading local brands including Incesa Standard (Incesa), Armitage Shanks (UK), Ceramica Dolomite (Italy), Porcher (France and Incesa) and Vidima (Eastern Europe). The company employs some 17.300 people and is operational in over 30 countries. Ideal Standard International is governed by a Board of Directors.

***About ECE Banyo:***

Ece Banyo was established in Corum (a city in Central Anatolia, Turkey) Industrial Zone in 1993. Ece manufactures more than 15 thousand pieces of products varying from ceramic sanitary-wares to bathroom cabinets, from bathroom fittings to metal accessories. Ece Banyo's manufacturing plant certified with ISO 9001 (International Organization for Standardization quality certificate) is situated on 40 thousand square meters close space and 81 thousand open space. Ece Banyo exporting to 44 countries, reaches Turkish clientèle with a large distribution network which is managed by head offices situated in Ankara and in Istanbul servicing to 205 national distributors.

Ece Banyo became the sole distributor of Ideal Standard International brands (Ideal Standard and Jado) in Turkey on August 15, 2008.